KLZ has been keenly aware that during two-thirds of its broadcast day, its audience is largely feminine. Women's vital and varied interests in home, social and civic matters have now broadened into every phase of the military, war production, and civilian defense. KLZ, through its director of women's activities, is doing a standout job of informing and educating its feminine listeners today as well as of entertaining them.

KLZ's regular program, "Women in War Work", recently brought together, left to right below, a WVSC; a Nurses' Aide; Maida Severn, KLZ's director of women's activities; a member of the Civilian Defense Drivers Corps; and a Red Cross Gray Lady. Other special KLZ women's programs are: "Women in the News" and "Budget Brigade."
Wisconsin Council of Agriculture

January 22, 1942

Mr. Arthur C. Page
Farm Program Director
The Prairie Farmer Station
2350 Washington Blvd.
Chicago, Illinois

My dear Mr. Page:

It is my belief that Radio Station WLS reaches more rural homes than any other station in the Great Food Basket of America. Your interest in programs of this type indicates that they are geared to the language and activities of Mid-West farmers—

and a real source of both pleasure and information.

Until the early thirties, rural people were inclined to turn their thoughts and attentions to the activities of our cities. However, during recent years, our city friends have been interested in rural life, looking more in terms of agricultural progress and turning their thoughts and attentions to their early days, especially on a farm. Your farm programs have done much to make farm life a likable reality for both rural and urban people.

Farmer organizations appreciate the services rendered by WLS. Your up-to-the-minute information about the status and progress of farm operations is of great value to cooperating associations and clubs. In cooperation with the National Farm Bureau and with the American Farm Bureau, WLS has developed a series of programs, the progress and interest of which are broadcast from Station WLS.

It can rightly be said that the farm programs of Station WLS are of great service to American agriculture.

Sincerely yours,

Milo K. Swanton
Executive Secretary

"Your farm programs have done much to make farm life a likeable reality for both rural and urban people."—Milo K. Swanton, Wisconsin Council of Agriculture.

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

As "One of the Family" in Midwest America, we have emphasized that both farm people and urbanites appreciate more fully Agriculture's place in the American way of life. The respect and confidence of these people have been won and held by WLS through giving them entertainment and information they want... and need. That's why they stay tuned to WLS... why WLS Gets Results!

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

The Prairie Farmer Station

Burdick-D. Butler
President

Glenn Snyder
Manager

MANAGEMENT AFFILIATED WITH KOY, PHOENIX, AND THE ARIZONA NETWORK — KOY PHOENIX • KTUC TUCSON • KSUN BISBEE-LOWELL
BUSINESS AS USUAL
During
"ALTERCATIONS"

It's a comforting thought to review the many times in the past when Standard Radio has weathered storm and strife to serve the broadcast industry through critical periods.

Now, despite the obvious difficulties created by the present recording situation, Standard Radio is still delivering the same quantity as well as quality of music each month—still the biggest monthly release of all transcription libraries.

Business as usual during altercations? You bet!

*Standard Radio*

360 N. MICHIGAN AVENUE
CHICAGO, ILLINOIS

6404 HOLLYWOOD BOULEVARD
HOLLYWOOD, CAL.
Kudos from the Capital

Sales for you right here...

You get both with:

WWL
NEW ORLEANS

50,000 watts - - clear channel

In Washington, with all its alphabet agencies, WWL has a meaning too! They listen to this 50,000-watt station—enjoy our programs—and write to tell us so. But your Washington listeners to WWL are just the frosting. Your big bountiful cake is the New Orleans trade area—dominated by WWL—an area growing and prospering and profiting WWL advertisers.

The greatest selling POWER
in the South's greatest city

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

Page 4 • October 26, 1942
HARA KIRI has one very beneficial feature. It kills Japs.
The toothy little Nipponese squat on the floor, cross their
spindly legs and carve their yellow stomachs. Very effective.
We recommend it highly—for Japs.

Some American businesses have their version of Hara Kiri,
too. Neither gory nor as beneficial to humanity as the Jap
method, their technique is to use the dagger of neglect—neglect
to keep their brand names alive—neglect brought about
by war contracts, priorities, shortages and mistaken economy.
Neglect causing a lingering economic illness. Then death—
swift and certain.

Advertisers who have no stomach for Hara Kiri find WSM very
effective for staying alive and healthy. 50,000 watts on a clear
channel, a low frequency of 650 kilocycles blast their names
and messages into the heart of a pre-war, mid-war and post-
war market of opportunity—a market that does over $2,000-
000,000 in retail sales—a market in the heart of a billion dollars
worth of agriculture—a market with 10,000,000 radio listeners.
In short, a market worth looking into. A post card will bring
facts and figures.
Step up, Pal, and meet

B. P. (Tim) Timothy!

If you were taking on a new man to do a lot of good constructive work with agencies and advertisers, who'd you rather acquire than a man who'd done a spectacular job as national advertising sales specialist for an outstanding newspaper, then spent four years as advertising manager for a big brewery, then a year as advertising representative for a leading general magazine? Well, we couldn't think of a more desirable man, either—so today we are proud to tell you that Tim Timothy is now another "old Colonel F&P"!

Incidentally, we'd like to say a word about what we mean when we talk about "a spectacular job", as applied to any kind of media sales work. Do we mean a spectacular ability to pound desks? No! Or a spectacular ability to pass out cigars and flattery? No! To us, a spectacular job of selling is a job where a salesman has the intelligence and patience to dig out logical prospects for his medium—has the business acumen to analyze reasonably and unselfishly the true value of his medium to his prospect—and then has the ability to present all his facts so clearly and sincerely that lesser competition cannot stand against them.

That's the way we've always tried to work, here at F&P. If it's also the way you like to have salesmen work with you, we believe we're your dish, here in this pioneer group of radio-station representatives.

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932

CHICAGO: 180 N. Michigan
Franklin 6373
NEW YORK: 247 Park Ave.
Plaza 5-6131
SAN FRANCISCO: 144 Sutter
Sutter 4353
HOLLYWOOD: 15432 N. Garden
Gladstone 3949
ATLANTA: 122 Palmier Bidg.
Main 5667

Page 6 • October 26, 1942
Action Imminent on Equipment Program

Reduction in Hours
And Output Is Considered

By RALPH G. TUCHMAN

ACTION on the wartime equipment conservation program originally proposed by the War Production Board is expected within a matter of days. This became more evident last Friday when it was learned that the War Production Board had received a letter from FCC Chairman James Lawrence Fly, covering the original WPB recommendations as developed by the Domestic Broadcasting Committee and approved by the Board of War Communications.

Final action may come Oct. 27 at the FCC’s weekly meeting, although there may be a delay owing to WPB reply. At his press conference last Monday, Chairman Fly indicated action was imminent.

Under the proposed program, revision of FCC regulations to allow voluntary decrease of minimum broadcast hours may be included. Through such an arrangement, conservation could be attained by the reduced use of equipment.

Decibel Reduction

Another phase of this program, as originally presented, called for the maintenance of only stations designated as “key”, a standby basis, beyond the hours of actual operation. It could not be determined whether this was actually a part of the program about to be released but it seemed likely.

Such “key” stations would be the backbone of radio communications in the event of emergency.

Reduction of output by 1 or 1 1/2 DB is regarded as certain, depending upon compromise between the FCC and WPB. The possibility of compromise was recognized when the program was first presented [BROADCASTING, Aug. 17]. Now it appears quite certain that such a reduction will be made mandatory very shortly. It is designed to reduce the strain on components. Its value is emphasized since the effect can’t be discerned by listeners.

Furthermore, DB reductions by 1-1/2 will result in equipment savings especially in tubes up to 25% of the life of the components. As another aid in the over-all conservation program, it is considered likely the FCC will agree to relax its engineering standards in order to allow certain technical operations impossible in normal times. Essentially, this is strongly urged for the desirable effect it would have in prolonging tube life.

In Case of Suspension

Such changes naturally cannot be accomplished overnight and it is likely that a careful study will first have to be made.

Another phase of the conservation program will likely develop from a change in FCC rules to allow stations to suspend operation for the duration without loss of license. Under such conditions, a station allowed to suspend its operations would provide equipment for use by stations continuing to operate. In addition, it would also release manpower to other stations in need of experienced help.

By enabling stations to stabilize themselves financially and not enforcing continued operation, it is recognized that the station benefits greatly. Since many small stations operate in areas well-covered by larger stations, the listeners would not lack for service.

The prime value, however, as seen in industrial quarters, is the liberty to suspend operations in areas already covered and the resultant saving of equipment which is being operated uneconomically.

When the question of conservation of equipment was first raised, a pooling plan received considerable support. WPB was opposed to such a scheme on the ground that few stations could afford to build stockpiles of anything more than tubes; even then it was felt that few stations had appreciable stockpiles of tubes. Since then, WPB has restricted the number of tubes any one station may collect, exercising powers under the maintenance and repair order (P-133).

Despite this evidence, NAB has been successfully conducting a weekly swap bulletin of equipment for sale. NAB officials and broadcasters alike report satisfaction with this system. As a result, certain broadcasters have been inclined to consider the possible value of such a program on an enlarged scale under FCC supervision.

Title Confusion Marks Manpower List

Precise Definitions to Be Available Later; Law Sought

ALTHOUGH a list of critical occupations has been issued for the broadcasting industry as well as other communications services [BROADCASTING, page 62, Sept. 26], the dictionary definition now exists as to the precise meanings of many of the occupations. When the War Manpower Commission was queried on this point, it was stated that the U. S. Employment Service is responsible for the dictionary definition and that it would be ready within the next 10 days.

In explaining the delay, a USES official pointed out that it has been necessary to prepare a comparable list for each of the 34 different industries established last July as essential, and that there has been a small time lag between the actual release of the lists by Selective Service and the follow-up breakdown dictionary, in each case. The July list was established by WMC. In addition, he pointed out that some of the occupations in broadcasting do not fall in any of the dictionary definitions for other industries. This creates the necessity for writing new definitions.

Executives Missing

When BROADCASTING queried WMC regarding the absence of administrative personnel from the list of critical occupations, it was said that this has been the general reaction to developing lists for all industries. Admitting there may be an eventual need for establishing an administrative list for all industries, the present policy emphasizes technical skills rather than management skills.

Early industry reactions indicate the list is somewhat inadequate and the question of revision has been raised [see page 7]. One WMC official, who is a member of the committee which drafts such lists, said representation could be made on any grounds desired. But he said the pressure of preparing other lists would prevent WMC from revising the existing lists for the public service list “before mid-November at the earliest.”

On a broader scale affecting the nation’s manpower problem was the testimony of Paul V. McNutt, WMC chief, before the Senate Military Affairs Committee, in which he said he expected to submit legislation to President Roosevelt within two weeks, mobilizing men and women. Furthermore, he said none of the bills presently pending will meet the needs of the manpower program.

He also advocated womanpower as part of the solution, because, he said, 5,000,000 workers must enter the labor forces by the end of 1943 if the goal of 62,000,000 persons in employment and in the armed forces is to be realized. Then he emphasized that most of the newcomers must be women.

The McNutt Program

Mr. McNutt’s program consists of three points which would enable a manpower agency to require employers in any area to hire all employees through USES or through central hiring systems such as union halls, assuming specified standards are met, and grant authority to control labor by preventing transfer of labor from one place to another where demand is created “solely by improper utilization of labor or a desire to hoard workers”. Finally, authority would be granted to freeze individuals in their jobs or transfer them to other jobs.
Industry Hails Critical List; Need Felt For Deferrment Rule


LOSS of employees to the armed forces and other Government wartime services has created a situation which action is necessary. Formerly, personnel directors last week described as "serious but not critical," although in some specific classifications of employees, notably the technicians, it was said by several executives that the critical stage was approaching rapidly.

Progress Pleasing

Action of Maj. Gen. Hershey in issuing Occupation Bulletin No. 27, listing critical jobs in broadcasting and other fields of communication, for draft boards to fill on their draft boards in acting on applications for deferment [BROADCASTING, Oct. 19], was hailed as a major step in the direction of establishing the essential status of some radio employees.

Nearly every personnel man pointed out, however, that this bulletin is simply a guide and not an order for deferment of individuals employed in the score of jobs listed and that more stringent action is needed to insure the continued operation of the nation's broadcasting stations and networks.

Furthermore, the bulletin lists only, highly trained personnel and does not touch on the page boys, mailroom employees, clerks, mimeograph operators and other jobs which are usually filled by young men and so have been hardest hit by the draft. Some of these jobs are being filled by older men, by men physically incapable of being drafted or by girls, but there are still many unfilled vacancies in these classifications.

CBS Needs

"Our greatest need at the moment," said Francis Barton, personnel manager for CBS, "is for a couple of mimeograph operators. The work is dirty and not too interesting and does not appeal to most girls available for office positions. If they are willing to do messy work, such as this, they can find jobs at higher pay in many war factories. Fortunately, we were able to get boys for jobs like these, boys who saw in the broadcasting business a chance for future careers and who were willing to take on the job for the sake of the opportunity for advancement."

"But most girls have not seen such opportunities and have preferred to take jobs as typists and stenographers. They just do not want to go more to start, feeling with some justice that their chances for advancement into the executive ranks of the company were very limited. As the war goes on and more women replace men, this condition may well be changed," Mr. Barton said, adding that in the meantime the task of filling the places of the young men, even though no very extended training is necessary, is becoming a major personnel problem.

Other radio personnel men agreed that since the younger men have been taken into the armed services in the largest numbers, the problem of replacing them has been and continues to be an unending worry. There was also general agreement that while there had been excessive turnover in all departments, the technical staffs were the only place where the situation might be described as all critical at this time.

NBC Training Program

NBC reported that for years the Asm. of Technical Employees of NBC, independent union, to which its engineers belong, has maintained a training program for technical apprentices, but most of its engineering replacements are drawn. This program has been expanded to meet the increased wartime need, but as yet no women technicians have been included.

A similar training program is being undertaken by American Communications Assn., CIO union, with which many eastern stations have contracts [BROADCASTING, Oct. 19]. CBS endeavored to train women for technical positions but was halted in this plan by the International Brotherhood of Electrical Workers, AFL, union, of which all engineers employed by CBS are members, as violating the contract now in effect between CBS and the union.

When the plan was prepared last April, CBS proposed to train women as assistant operators, on the same wage scale as men. Though

Candidacies

SOMETHING new in political broadcasts has been started by WWVA, Wheeling, W. Va. The program is known as Meet Your Candidates. During a half-hour period, a "candidate" of one party is introduced and asked to give their personal, professional, political and educational background. Their competitors are given the same opportunity at another time. No charges are made for their appearance, and the interviews are handled by Paul J. Miller, WWVA production manager.

IBEW headquarters considered this a fair proposal, the locals saw no serious technician shortage, and the plan was rejected. International headquarters of the Union believes the manpower problem acute, and some definite policy may be adopted soon to relax the ban on women technicians.

No special training programs for women approaching military age were reported by networks or New York stations, although WNEW reported that it has made a policy of having an extra announcer on the staff so that when a vacancy occurs there is an experienced man on hand to fill it immediately.

Blue Status

Stating that the Blue has had no shortage of announcers, D. B. Van Houten, office service manager, explained that the networks would probably be the last to experience difficulty in getting announcers or other program department personnel as network positions are generally considered more desirable than similar jobs on individual stations.

Vacancies in the higher executive positions have come chiefly through enlistments, it was stated, as most of these posts are filled by older men, usually married and with families. In such cases in other companies there has been no attempt to dissuade any executive from taking a military post or Government position once he had decided that he can be of more value to the war effort there than in his position in a broadcasting station or network.

WDEF Joins Blue

WDEF, Chattanooga, Tenn., effective Jan. 1, 1943, will become affiliated with the South Central Group of the BLUE, bringing that network's outlets to 142. The station, owned by J. J. Emory, operated 6 a.m. to 11 p.m. (CWT) on 1400 kc., 250 watts. Evening hour rate is 25, WDEF President, W. M. C. N., owned by the Tar Heel Broadcasting System, on Oct. 15 became affiliated with the BLUE as a bonus member of the Southeastern Group, WRRF operates daytime only with 1,000 watts on 930 kc.

Manpower Method Specified by McNutt

Suggests Employment Service Will Aid Radio Problems

RECOGNIZING the importance of this war effort, and the resultant consideration the industry has received as one of the nation's 34 essential industries, Paul V. McNutt, administrator of the War Manpower Commission, explains the various controls and provisions made to protect sources of broadcasting personnel in a letter to Neville Schiller, WAB president. The full text of the letter, dated Oct. 20, follows:

"The War Manpower Commission recognizes the vital role that radio broadcasting is playing in the welfare and defense of our country. Radio communications have been classified as an essential war activity.

"This Commission has been working with the Selective Service System, the War Dept., the Navy Dept. and other Government agencies to assure that employees possessing critical skills are not inducted into the military services in such a manner as to interrupt essential war activities.

"The War and Navy Depts. have announced policies with respect to voluntary enlistment under which men who are classified by the Selective Service System as being in essential occupations will not be accepted for enlistment without the approval of their local Selective Service Boards.

"Ordinary Withdrawals

"We in the War Manpower Commission realize the need for orderly withdrawals so that replacements can be made to stabilize the labor force in their new tasks, and are working to that end. It is important, however, that all war industries keep this thought in mind. As the war continues and the personnel requirements of our armed services increase, all able-bodied men within the military service age bracket will be required to enter the service.

"While it will continue to be the policy of the War Manpower Commission to work with Selective Service for the purpose of securing deferments for essential workers, it should be noted that deferments are temporary and do not constitute exemption. The purpose of these deferments is to prevent breakdowns in essential activities so that other workers—women and those men not qualified by physical condition or age to perform military service—can be trained to replace those required for the armed forces. Thereafter periods of deferments are justified only in those instances where key work must be continued.

"Because the manpower situation varies in different sections of the country, I suggest that radio station operators take their local problems to the Office of the Employment Service in their home

(Continued on page 55)
FTC Attacks Headache Remedy Claims

Warnings of Danger in Excessive Doses Are Sought

INTENTION of the Federal Trade Commission to force makers of headache remedies to warn the public against excessive use of their products, was indicated last week when the Commission filed complaints against makers of six preparations, including several prominent radio-advertised brands.

The complaints were handed down in a group on Oct. 21, citing advertising, including radio, in at least four cases, of B. C. Remedy Co., Durham, N. C. (BC Headache Powder); Stanback Co., Salisbury N. C. (Stanback Headache Powder); Emerson Drug Co., Baltimore (Bromo-Seltzer); Capudine Chemical Co., Raleigh (Hick’s Liquid Capudine); Chemical Co. Richard (CCCC); Trans-Pac Services, New York, whose product (Ceregyn) is controlled by Ulrici Medicine Co., both cited.

Warning Missing

Advertising claims of each product were attacked separately, but in the case of the six complaints were charges that the firms failed to warn that the medicines, if taken in quantities exceeding the recommended doses, “may cause dependence on the drug, skin eruptions, mental derangements, and when administered to children may be dangerous and injurious to health.”

Such failures, four complaints stated, may lead the public to believe “the preparation may be safely taken in such amounts and with such frequency as may seem necessary to accomplish the represented and desired results.”

Radio advertising was not specifically mentioned in the complaints against Bromo-Seltzer and Capudine, though radio publicity was mentioned in the other cases. “Newspaper periodicals and other advertising literature” were mentioned as being used by Bromo-Seltzer, while “mail and various means of commerce” were cited in the Stanback complaint.

Chemical Components

Four of the products—BC, Bromo-Seltzer, Stanback, Hick’s Liquid Capudine—contain acetonilid and potassium bromide. Hick’s Capudine has potassium bromide and antipyrene, according to the FTC. The complaints maintained that continued use of these ingredients caused overindulgence.

In treating the advertising of each firm, the Commission directly attacked Bromo-Seltzer for its advertising claim, “It alkalizes—re- duces acid locally caused by overindulgence.”

“Overindulgence in food and drink,” the complaint against Bromo-Seltzer continued, “will not cause excess acidity in the system, and use of the preparation will not counteract the effects of overindulgence and will not reduce acidity or alkalize the system.” The complaint further asserted the respondent’s advertisements are “false in that they fail to reveal the facts with respect to the consequences that may result from use of the preparation, under such conditions as are customary and usual.”

Complaint Against BC

BC Headache Powder, according to the FTC, will not, as advertised in radio continuity, newspapers and periodicals, “provide effective relief for a foggy, jittery, and generally ‘all-in-condition,’ nor will it always ‘afford relief for headaches and neuralgia’ nor is it ‘commonly prescribed by physicians for the relief of pain.’

“The respondents’ advertisements contain no warning or statements revealing the potential danger of excessive use of the preparation with respect to either the dosage or frequency of use,” it is added.

The FTC labeled as false Stanback Headache Powder advertising by mail and general commerce, particularly its representation that the product “gives relief in cases of headaches, backaches, functional pains, neuritis, and pains following dental work.” Again the Commission said, “the respondents’ advertisements contain no warning or statements revealing the potential danger of excessive use of the preparation.”

Radio was among the media which allegedly carried false advertising for Hick’s Capudine and CCCC. The firm was criticized for being “misleading” in stating that the preparation would relieve “tense, jittery nerves” and for other claims. Its advertisements were also hit “because they fail to reveal the fact that excessive use of the preparation in quantities exceeding the recommended dose, or with a greater frequency than that recommended, may cause skin eruptions, mental derangement and serious blood disturbances, and its administration to children may be dangerous and injurious to health.”

The Chelse company’s representations for CCCC were called “grossly exaggerated, false and misleading, as the product does not remove, remedy, or cure the cause of headaches, indigestion, neuralgia, and nervousness.” It was added that “the respondent’s advertisements contained no warning or statements revealing the potential danger of excessive use of the preparation.” Radio was here also cited as among the media used.

Only one of the six complaints made no mention of failure to give warning against excessive use. In the case of Ceregyn, the Commission said that Spanish-language advertising in newspapers and radio continuity falsely described the product as a “food” for nerves, blood and the organic system.

The firms must give answers to the complaints with the Commission within 20 days.

FOLLOWING announcement that it has gone on a 24-hour operating schedule, KFBI, Wichita, disclosed Oct. 22 that it had appointed Leo Sivell, celebrated European musician, to its regular staff. He will be in charge of commercial relations and productions.

Kesten Shifts Departmental Relations At CBS Office to Remove Bottleneck

TO CLARIFY the relationship between the CBS executive offices and other network departments and functions, Paul W. Kesten, CBS vice-president and general manager, last week issued a memo to department heads explaining that “the principal purpose of the partially new setup is to break a bottleneck.”

According to the memo, Mr. Kesten explained he “had been assuming direct contact with Mr. Paley and three general executives, in addition to seven operating departments plus our Washington office.

Delegation of Duties

“With two or three urgent matters popping up from each of these sources on an average day, plus a few ‘high-priority’ calls and conferences with agencies, advertisers and Government officials, I found that I was out of the office for half-a-dozen or more department heads who had no one else to turn to on critical problems... The new setup will at least make a general executive more readily available to each of the operating heads than in the past.”

Mr. Kesten continues his personal supervision of network sales and sales promotion of the CBS Washington office, while Williams S. Paley, president of CBS, is administrative head of program activities and James Seward is vice-president in charge of program operations.

The new “organization chart” further delegates the administrative duties of the network to the three new vice-presidents Joseph H. Ream, Frank N. Stanton and Mr. Paley. Mr. Paley will supervise station relations in addition to legal and engineering matters and television; Dr. Stanton, as head of research, also will head owned and operated stations, publicity, Radio Sales and commercial editing, and Mr. White, CBS treasurer, concerns himself with personnel and labor relations, as well as financial activities.

CBS Realignment Shifts 3 Managers

Forbes to New York, Joscelyn To WCCO, Willard to WBT

A MAJOR realignment of top executives at CBS-owned and operated stations—including new general managers for WCCO, Minneapolis; WBT, Charlotte; WJSV, Washington—was announced last Thursday by Mr. Paul Kesten, the vice-president and general mgr.

William E. Forbes, general manager of WCCO, on Nov. 9 will be transferred to New York as “delegated the central office work management.” On Nov. 2

Mr. Forbes Mr. Joscelyn

A. E. Joscelyn, general manager of WBT, takes over the management of WCCO, and on the same date A. D. Willard Jr., now in charge of WJSV, replaces Joscelyn at WBT. The successor to Mr. Wil-lard has not yet been selected.

Mr. Forbes has managed WCCO since last June, when Earl Gamo- mols, formerly in charge of the station was transferred from Balti- monto succeed Harry C. Butch- er, now a lieutenant commander in the Navy. Mr. Forbes joined CBS in 1937 after four years in Los Angeles as assistant to Donald W. Thornburgh, CBS Los Angeles vice-president, remaining until his recent move to Minneapolis.

Mr. Joscelyn left newspaper work in 1934 to enter the station representative field as salesman for Free & Peters. Joining Radio Sales, which handles spot business for CBS, he operated stations, Mr. Joscelyn shortly was made eastern manager, serving in that position until he was appointed general manager of WBT several years ago.

Mr. Willard entered radio at WCAO, Baltimore, serving as an- nouncer and program director of that station and leaving to organ- ize an advertising agency, Willard, Barret & Nolley, in that city. In 1932 he joined WJSV as commercial manager. He was appointed assistant general manager in 1936 and general manager in 1937.

Stone Joins PA

WALLACE (Wally) STONE, for- mer station director of KROC, Rochester, in radio since 1928, has been named field representative for Press Assn., radio subsidiary of Associated Press, according to Oliver Gramling, PA assistant general manager. Mr. Stone will represent PA in the Dakotas, Northern Wisconsin and Michigan, and Minnesota, with headquarters in Minneapolis.
Clark Bill Would Cut AFM Disc Powers

Offers Amendment To Anti-Trust Statute

POWER of James C. Petrillo, AFM President, to pull his musicians off recording for broadcast and phonograph records would be sharply curtailed under legislation introduced Oct. 23 in the Senate (S-2874) by Senator D. Worth Clark (D-Idaho).

The measure was immediately referred to the Interstate Commerce Committee, of which Senator Burton K. Wheeler (D-Mont.) is chairman. Senator Clark introduced the bill after studying testimony taken recently by an Interstate Commerce subcommittee of which he is chairman. Among those who had testified were Elmer Davis, director of the Office of War Information; James Lawrence Fly, FCC chairman, and Thurman Arnold, Assistant Attorney General in charge of anti-trust prosecutions.

Essential Service

In the preamble to his bill, Senator Clark pointed out that broadcasting is an essential public service of great importance to successful prosecution of the war. Since recorded music is essential to broadcast station operation, he explained, and since cessation of the production of phonographs to eliminate the source of needed recorded music, the bill proposes to forbid “certain contracts, agreements, conspiracies and combinations which prevent the making of recordings” for broadcasting and juke boxes.

The Clark bill would amend the Clayton anti-trust law, making it unlawful to engage in any agreement or conspiracy interfering with manufacturing of phonograph records and transcriptions, if a purpose of the action is to limit or curtail the supply or use of such recordings for broadcasting or coin-operated phonographs.

Senator Clark emphasized his legislation would not affect the contracts of certain agreements based on any dispute concerning labor complaints, hours, health, safety, or conditions of employment.

A penal clause in the bill makes violations punishable by a fine not exceeding $5,000, or by imprisonment for not more than one year, or both.

It is specified that the law would remain in force during continuance of the war and six months after end of the war, or until any earlier

3rd District Affirms NAB Music Stand

Full text of the Clark Bill will be found on page 58. Text of Rosenbaum statement at NAB 3d District meeting on page 60.

Essential Service

In the preamble to his bill, Senator Clark pointed out that broadcasting is an essential public service of great importance to successful prosecution of the war. Since recorded music is essential to broadcast station operation, he explained, and since cessation of the production of phonographs to eliminate the source of needed recorded music, the bill proposes to forbid “certain contracts, agreements, conspiracies and combinations which prevent the making of recordings” for broadcasting and juke boxes.

The Clark bill would amend the Clayton anti-trust law, making it unlawful to engage in any agreement or conspiracy interfering with manufacturing of phonograph records and transcriptions, if a purpose of the action is to limit or curtail the supply or use of such recordings for broadcasting or coin-operated phonographs.

Senator Clark emphasized his legislation would not affect the contracts of certain agreements based on any dispute concerning labor complaints, hours, health, safety, or conditions of employment.

A penal clause in the bill makes violations punishable by a fine not exceeding $5,000, or by imprisonment for not more than one year, or both.

It is specified that the law would remain in force during continuance of the war and six months after end of the war, or until any earlier

3rd District Affirms NAB Music Stand

Full text of the Clark Bill will be found on page 58. Text of Rosenbaum statement at NAB 3d District meeting on page 60.

Essential Service

In the preamble to his bill, Senator Clark pointed out that broadcasting is an essential public service of great importance to successful prosecution of the war. Since recorded music is essential to broadcast station operation, he explained, and since cessation of the production of phonographs to eliminate the source of needed recorded music, the bill proposes to forbid “certain contracts, agreements, conspiracies and combinations which prevent the making of recordings” for broadcasting and juke boxes.

The Clark bill would amend the Clayton anti-trust law, making it unlawful to engage in any agreement or conspiracy interfering with manufacturing of phonograph records and transcriptions, if a purpose of the action is to limit or curtail the supply or use of such recordings for broadcasting or coin-operated phonographs.

Senator Clark emphasized his legislation would not affect the contracts of certain agreements based on any dispute concerning labor complaints, hours, health, safety, or conditions of employment.

A penal clause in the bill makes violations punishable by a fine not exceeding $5,000, or by imprisonment for not more than one year, or both.

It is specified that the law would remain in force during continuance of the war and six months after end of the war, or until any earlier

3rd District Affirms NAB Music Stand

Federal Agencies Tell Problems Involved In War Effort

INDUSTRY'S stand against James C. Petrillo was approved by District 3 of the NAB, in the first of the association's regional meetings Oct. 19-20 in Philadelphia. A resolution approving the NAB's attack on Petrillo's ban on the use of recordings in broadcasting was unanimously approved.

Action was taken at the suggestion of Isaac D. Levy, vice-president of WCAC, Washington, director of District 3, despite a scorching denunciation of the NAB's methods by Samuel R. Rosenbaum, president of WFIL, Philadelphia.

Motion for the resolution was made by Clark R. McCullough, general manager of the Mason-Dixon Radio Group, regional network covering Eastern Pennsylvania and Delaware, and was seconded by Edward D. Clery, general manager of WIBG, Glenside, Pa. It was carried unanimously by the 76 station executives present, with Mr. Rosenbaum not voting.

Rosenbaum's Charges

Election of a new district director to succeed Mr. Levy was not held. It is slated for a special meeting to be called by the director prior to the 1943 NAB convention.

In a prepared statement released to newspapers in advance, Mr. Rosenbaum charged that "handling of the Petrillo situation by the NAB is a masterpiece of ineptitude." [See text on page 60].

Our association should never have taken the leadership in a fight against the musicians," said Mr. Rosenbaum. "Their fight is not against us primarily, but principally against the juke-box barons and the record manufacturers. Yet, we have engaged counsel to mastermind the campaign and we have hired a high-pressure publicity firm which is inspiring the national flood of news stories, editorials and cartoons against Petrillo.

Mr. Rosenbaum attacked the legal and legislative relief sought by the NAB and warned that "introduction of repressive labor legislation in Congress will bring in the whole of organized labor to fight for its own." The solution, argued Mr. Rosenbaum, who is also vice-president of the Philadelphia Orchestra Assn., is not in court or legislative action, but in negotiation with the musicians' union.

Reply by Kaye

Sidney E. Kaye, special counsel for the NAB and general counsel for BMI, vigorously attacked the Rosenbaum allegations. The musicians, he explained, have repeatedly gone to the juke-box people and the record manufacturers and demanded some special royalty or payment for the use of phonograph recordings where words and music are used in a live music setting. Repeatedly, the musicians' union has increased the wage scale for recordings and transcriptions and the manufacturers always acquiesced.

"But back in 1890," reminded Mr. Kaye, "the U. S. Supreme Court ruled that there was property right in a recording. Therefore, on two occasions, the record producers have gone into the courts and brought suits to stop or restrict the use of their records. But in each instance, the courts refused to try the case.

"As a result, there is no way Petrillo can get at the juke-boxes and record manufacturers. The only place he can hit is radio—good old radio to be the goat."

Mr. Kaye declared that "Petrillo’s legalistic bull" on the phonograph industry when they were able to replace the live musicians in the theatre pits with canned sound tracks on film. "And now that he has a hold of radio, he doesn't want to let go of it," said Mr. Kaye.

Contrary to Mr. Rosenbaum's charges, Mr. Kaye continued, "we did not instigate the Clark (Disc Officials) investigation of Petrillo. We first read about it in the newspapers. Nor did we institute the anti-trust action. We also first read about that in the newspapers. And since it had already been instigated by the Attorney General, we then petitioned the court to be represented as a friend of the court."

Mr. Kaye revealed that he had talked with Attorney General Biddle after the action was already filed. "Why don't you go to

(Continued on page 58)
"WHERE WERE YOU AT 8:17 MONDAY NIGHT?"

- We don't offer this as conclusive evidence in Miss Lucinda's favor, but the chances are that at 8:17 Monday night—any Monday night, if you please—our heroine was at home innocently listening to the radio. And the odds are better than even that she was listening to WHO!

You see, it has recently been proved that 72.7% of all Iowa people usually listen to the radio between 8:00 and 8:30 on Monday nights! And—that 52.4% of these people are tuned to WHO!

Both of these enlightening facts are revealed in the 1942 Iowa Radio Audience Survey—a scientific inquiry into the listening habits of nearly 10,000 representative Iowa families. Based on the most approved "sampling" methods, the 1942 Summers-Whan Survey analyzes station and program preferences, trends in station and program popularity over the past four years, the effects of sex, age, income, place of residence, reading and movie attendance on listening habits. It even tells you who writes to radio stations, how often they write, and why they write!

Frankly, we think it's the tops for a complete, accurate, and up-to-the-minute picture of the Iowa Radio Audience. A copy is waiting for you. Send for it now!

WHO
for IOWA PLUS!

DES MOINES . . . 50,000 WATTS
B. J. PALMER, PRESIDENT
J. O. MALAND, MANAGER
FREE & PETERS, INC. . . . National Representatives
Women Eager For Announcing Jobs

Hundres Respond to Offer For Tests at the Mike

IF THE WOMEN of Washington fairly represent their American sisters, there will be no shortage of soprano candidates for the War Dept.'s jobs when Uncle Sam beckons all of the eligible young men into uniform.

That, at least, is the conclusion reached by Carleton Smith, manager of WRC, as applications by the hundreds poured into the station after a few announcements of a series of audition periods held at the capital's big War Fair in Uline Arena, Oct. 23-30.

Bill Herson, conductor of WRC's early morning Timekeeper program, made the detailed announcements of the contest daily for three days. Instead of an anticipated 200 applicants, the station received more than 600 letters. It was announced that there were no jobs available, that the most the winners could hope for was a single appearance before WRC's microphones. Prizes offered were a War Bond and War Stamps.

200 in Three Days

Before Herson was off the air after making the first announcement, the old switchboard was clogged with calls. An average of 200 applicants called the first three days.

The candidates represent a wide variety of educational backgrounds and occupations. Most are youngsters, just out of high school or college. But one 73-year-old grand-

OBSTACLES that harass a hard- mother, also is circulation manager of the Fort Worth Star-Telegram and chairman of the Press-Radio Committee, doesn't get many moments for his hobby, Amon Carter, is at present on a mission in the British Isles.

WBP's FAMED HIRED HAND, Harold Hough, gets a few moments of recreation these days out at his mule ranch. Here is he shown with one of his champions, Hough, who also is circulation manager of the Fort Worth Star-Telegram and chairman of the Press-Radio Committee, doesn't get many moments for his hobby, Amon Carter, is at present on a mission in the British Isles.

Brown Book of the War

CBS Reviewing Commentator Tells All in New

—Volume, 'Suez to Singapore'.

Dramatic Series

TYING in with the war effort, Lockhead, Voge, Aircraft Corp. Burbank, Cal., on Nov. 9 starts sponsoring a weekly quarter-hour dramatized program, Ceiling Unlimited, on 57 CBS stations, Mondays, 7:15-7:30 p.m., (EST), with World Coast repeat, 8:15-8:30 p.m. (PST). This program will be shorted to be given to the AEP [BROADCASTING, Oct. 26].

Featuring Orson Welles as commentator-narrator, as well as producer-writer, the institutional series will dramatize the stories of American aviation. Besides utilizing United Press service for current news, stories will be based on information obtained from Navy, Navy and other official sources, with all scripts being approved by the Government.

Harold R. Isaacs, of the CBS Washington staff, has been assigned Isaacs with John Messler, Los Angeles account executive of Lord & Thomas, agency serving WRC, and with Government officials in Washington Oct. 21 on how the program can best be of service in the war effort. Louis Fonda is Hollywood producer of the agency assigned to the show.

GM DISC SERIES

FEATURES THOMAS

GENERAL MOTORS Corp., Detroit, extended its institutional transcribed Victory Is Our Business series, on Oct. 25 will start featuring Lowell Thomas, author and foreign correspondent, as narrator for its series of weekly new dramas broadcasting from the fighting and factory fronts.

Having started Aug. 2, the series enters its 13th week of true stories about what some of the 325,000 General Motors employees are doing in 90 war plants and 29,000 former employees in the armed services are doing in 800 locations.

Programs are produced by Transamerican Broadcasting & Television Co., in the New York studios and broadcast over the NBC Red Network System. Each program closes with interviews, transcribed in local studios, between Lowell Thomas and war workers and local station announcers.

Agency for the program is Campbell-Ewald Co., Detroit. Low-

The promotion, arranged by Smith, is to include one or two daily 45-pm newscasts, which are scheduled to be aired at the War Fair. Each candidate will be interviewed and given the opportunity to demonstrate her fitness for the microphone calling. The tests will be "commercial," ad libbed special events jobs and other duties of a staff announcer.

The winners of the daily auditions will meet in the finals Oct. 30.

SIXTH Annual School Broadcast Conference, under the direction of George Newling, acting director while Harold W. Kent, is now on duty with the War Dept, in Wash-

nand WMP's, Memphis; WCAR, Pontiac; WZZ, Youngstown; WFMJ, Young
ter; WSM, Saginaw; WAGE and WOLF, Syracuse; WFAS, White Plains; WRRN, Warren; WOC, Wester
ty; WOLF, Sun River; WSM, Saginaw; WAGE and WOLF, Syracuse; WFAS, White Plains; WRRN, Warren; WOC, Wester
ty; WOLF, Sun River; WSM, Saginaw; WAGE and WOLF, Syracuse; WFAS, White Plains; WRRN, Warren; WOC, Wester
WXYZ will deliver*

lion's share of Detroit at lowest cost

*Guarantee with any WXYZ Champion Show

KING-TRENDLE BROADCASTING CORP., DETROIT, MICH. National Representatives: Paul H. Raymer Company
Networks Stand Pat on Denial of Time to Cooperative Group

Statements Explained Position Filed With FCC; Senate Committee Fate to Act on Probe

ALTHOUGH F C C Chairman James Lawrence Fly could not be reached for comment, it is known that both CBS and NBC have complied with his request for a full statement of the facts concerning their alleged refusal to sell time to the U. S. Cooperative League for promotion of membership and presentation of an all-language contractual service. [Broadcasting, Oct. 12, 1919]

No action occurred on the Senate resolution (SRes. 306) introduced last week calling for an investigation of the discrimination charges at the hands of the cooperatives. Senator Wheeler (D-Mont.), chairman of the Interstate Commerce Committee, indicated his committee planned no immediate action. It is believed little will happen until the elections are over.

Policies Restated

Release of the networks’ letters could not be obtained from Mr. Fly’s office, but it was learned authoritatively that CBS simply restated the facts already known regarding its policy on programs involving issues of a controversial nature. Although no comment was available regarding the NBC letter, it was indicated the reply similarly restated earlier explanations.

In essence CBS contends its policy against controversial programs, except in the case of politics, is well known. In fact, this policy was incorporated by the NAB in 1939 as part of the industry’s code. Furthermore, it emphasizes the fact that time would be sold to cooperative retail stores, and has in the past, but that no time would be sold to a group seeking to promote a controversial issue or solicit members.

NABC stands on its policy against programs utilized for membership drives, with the exception of the President’s annual March of Dimes and Red Cross solicitations.

Rep. Gehrmann’s Bill

Also on the congressional front, was the introduction in the House last Thursday of a resolution to investigate alleged discrimination against cooperatives by Rep. Gehrmann (Prog.-Wis.), which was referred to the House Rules Committee, in an action anticipated by this measure before the elections.

At the request of Senator LaFollette (Prog.-Wis.), an editorial which appeared in the Nation Magazine was reprinted in the Congressional Record. “Caught in the Networks”, it questions the premise of “controversy” on which time was denied to the cooperatives.

When Mr. Fly was questioned at his press conference last Monday as to the legal control the FCC might have in the matter, he emphatically stated that his agency had no legal control but sought in the public interest to obtain an adequate statement from both sides.

NAB AND RMA PLAN SERVICING DRIVE

THE NAB and the Radio Manufacturers Assn. will conduct a joint campaign to keep the nation’s radio sets in action during the war. All stations have been asked to devote a fulltime executive to handling their radio sets, and at the same time eliminate the pickup and delivery problem.

Broadcasters are asked by the NAB to contact local servicemen and explain the campaign to them. Employment of a fulltime executive to handle servicing of home radio sets was authorized by the NAB at its meeting in New York Oct. 20.

M. J. Galvin, RMA president, and M. J. Schinke, RMA service committee chairman, were empowered to make the appointment.

N. Y. Tunnel Spots

NEW YORK Tunnel Authority has entered the second cycle of a new listening campaign. New Yorkers listen to the Queens Midtown Tunnel, with a schedule of about 600 announcements, weekly on WMCA WNEW WQXR WJZ WOV for a 13-week period. A similar campaign was launched last July on WNYC and will again be featuring the advantages of the tunnel as a shortcut in the interests of mass conservation. Grey Adv., New York, handles the account.

Omar in Midwest

OMAR BAKERIES, Omaha, on Oct. 20 is starting a 30-week announcement campaign advertising Omar Bread and the company’s door-to-door service wagons. One announcement spot appears weekly on WMCA WNEW WQXR WJZ WOV for a 13-week period. A similar campaign was launched last July on WNYC and will again be featuring the advantages of the tunnel as a shortcut in the interests of mass conservation. Grey Adv., New York, handles the account.

Omar BAKERIES, Omaha, on Oct. 20 is starting a 30-week announcement campaign advertising Omar Bread and the company’s door-to-door service wagons. One announcement spot appears weekly on WMCA WNEW WQXR WJZ WOV for a 13-week period. A similar campaign was launched last July on WNYC and will again be featuring the advantages of the tunnel as a shortcut in the interests of mass conservation. Grey Adv., New York, handles the account.

FCC Wage Survey

ALL STATIONS are urged to be on alert for the special survey as possible the FCC financial questionnaire, now being sent out, dealing with employment and payrolls for the week of Oct. 18. It is believed this survey is of special importance this winter in connection with adjustments under the national cost-of-living stabilization program.

Foreign Language Group Will Parley

Government Agencies Plan To Attend Sessions

REVIEW of broadcasters’ progress in meeting problems of foreign-language stations will be the chief business when the Foreign Language Radio Wartime Control Committee meets in Washington Tuesday and Wednesday of this week.

Representatives of both the Office of Censorship and the Office of War Information have signified their intention of attending the meeting, and it is expected that the FCC may also take part.

Robert K. Richards, head of the foreign-language section of the Office of Censorship, charged with assisting foreign-language broadcasters in their efforts to enforce the Code of Wartime Practices, will represent Byron Price’s office, and Lee Falk, foreign-language radio director, on the subject of language. The FCC has not yet named a representative.

FLRWCC was organized last June as an independent group, not affiliated with any other trade organization. Headed by Arthur Simon, general manager of WPEN, Philadelphia, the committee maintains offices at 1111 Munsey Blvd., with an address to sell cooperative spots to the 210 stations in the foreign-language field [Broadcasting, June 8].

This week’s meeting is expected to study results of the broadcasters’ efforts to check their own personnel by means of questionnaires, and to discuss other aspects of self-regulation.

Kate Smith’s Drive

KATE SMITH and Ted Collins, her producer-director, whose recording of O’er the Wall Bond drive over WABC recently netted more than $250,000, hope to better that record by means of a “Today show” drive that is believed to be the first 24-hour day-to-dawn appeal, on WCBS 250 to 1,000,000, from 6 a.m. Wednesday, Oct. 28, to 6 a.m. Thursday, Oct. 29. More than 121 CBS stations will carry the appeals at various intervals.

Kate Smith comes to Washington at the invitation of the Treasury Dept., which has officially called Oct. 28 “Kate Smith Bond Day.” A staff of secretaries will assist the singing star in her drive, and 50 telephones have been installed to receive calls.

KVOS Gets Extension

DENYING a request by KVOS, Bellingham, Wash., for special authorization to operate immediately, the FCC has extended its construction period on the KVOS license until April 30, 1943. The permit provides for new equipment, new transmitter site, directional antenna, increase of power from 250 to 1,000 watts and change of frequency from 1250 to 790 kc.
Half the fascination of throwing a pebble into a mill-pond is to see the concentric circles it makes . . . out and out and out, to the surrounding shores. When you put your sales-message on KDKA, it operates the same way. Its 50,000 watts reach out and out and out, taking in not only Pittsburgh, the giant of steel, but the 2,000 war-busy towns within its perimeter. Reach the whole region . . . do the whole job with KDKA . . . simultaneously and at a single cost.
WJSV's baseball broadcaster, Arch McDonald, has a manner with a microphone. Now Washington, D.C.—and WJSV—have extra good reason to be proud of Arch. For nine years he's been a city favorite...and just recently Sporting News named him the nation's best baseball mike-man.

This is not Arch's only blue ribbon for 1942. In recent months he's turned his unique announcing style to war-bond sales—to the tune of $300,000 worth. And that means bonds bought and paid for...not just pledges.

Arch McDonald is not the only WJSV prize-winner, either. Such stars as Bob Trout, Arthur Godfrey, Larry Elliot, Warren Sweeney, Hugh Conover, were also born and bred of our special taste for talent. It's popular personalities like these—backed by adept programming—who give extra selling punch to WJSV's 50,000 watts of power in this wealthiest per-capita market.
Peabody Awards Will Provide New Prizes, Deadline Dec. 15

**DEADLINE** for 1942 George Foster Peabody Radio Award applications will be Dec. 15, the NAB announced last week. At the same time it disclosed two new classifications for this year's awards—one each to local and regional stations. The 1942 awards will be announced in April, 1943.

Reacting to resentment which arose last year when networks received most of the citations, the Advisory Committee has established an award for the program or series by a regional station "which made an outstanding contribution to the welfare of the community the station serves". A similar award will be made to a local station.

Four other Peabody prizes, retained from the two previous years, are for outstanding reporting of news; entertainment in drama; entertainment in music; outstanding educational programs. The prizes are awarded by the Henry W. Grady School of Journalism of the U of Georgia, in cooperation with the NAB.

**Who May Submit Entries**

Entries may be submitted by individual stations, networks, radio editors of newspapers and magazines, listener groups or any person or organization wishing to nominate a program. The board will not be restricted to entries, however, in making the awards.

According to the instructions issued by the NAB, entries must be sent to the Henry W. Grady School of Journalism, U of Georgia, by Dec. 15. Forms are available at NAB headquarters, Washington, or at the university. One transcription may accompany an entry.

Peabody Awards were first made in 1941 for the year 1940. Winners are picked by the advisory committee composed of Bruce Barron, BBDO; John H. Benson, AAAA; Dr. Ralph Case, director, U of Minnesota School of Journalism; Jonathan Daniels, editor Raleigh News and Observer; Mark Ethridge, general manager, Louisville-Courier-Journal and Times; James H. Jackson, literary editor, San Francisco Chronicle; Walter Kaempffert, science editor, New York Times; Alfred A. Knopf publisher, Edward Weeks, editor, Atlantic Monthly; Mrs. Beatrice Sawyer Rossell; Dr. I. Keith Tyler, director of evaluation of school broadcasts, Ohio State U; Mrs. Marjorie Peabody Waite, daughter of George Foster Peabody.

Awards in the Past

Awards were established by Mr. Peabody, a successful New York banker, who gave much of his money for education and social enterprises. Previous winners were:

1940: CBS; WLW, Cincinnati; WGAR, Cleveland; KFRR, Columbus, Mo.
1941, Alfred Wallenstein, MBS; NBC's U of Chicago Round Table of the Air; Sandra Michael and John B. Gibbs, Against the Storm; Norman Conroy's The Bill of Rights; with special awards to Cecil Brown, CBS, and to the international shortwave broadcasters as a whole.

**Sterling Revamped**

TO MAKE POSSIBLE a transformation of Sterling Products Inc. in Wilmington, Del., from a "holding" to an operating company, a meeting of the company's stockholders voted recently to change the company's name to Sterling Drug Inc. Sterling's many well-known brand names will be retained, and advertising programs remain unaffected. The Sterling name may appear for the first time on packages.

**Kolynos Placement**

KOLYROS Co., Jersey City, which recently appointed Joseph Jacobs Knopf publisher, Edward Weeks to handle advertising for its toothpowder in the Jewish field, on Oct. 21, launched a twelve-week quarter-hour program on WEVD, New York, featuring Menasha Oppenheim as the Doctor of Mirth & Song. The nature of the program in this special market has been planned as yet.

**WLW Hearing Nov. 26**

POSTPONEMENT until Nov. 26 on the Commission's motion was announced Oct. 26 for the hearing on WLW, Cincinnati, for an increase of approximately 80,000 watts, until local sunset, and 50,000 watts night, using the transmitter of experimental station WXO.
David Is Appointed As FCC Realigns Legal Department

War Work Gets Attention; Plotkin, Harris Named

RESHUFLING of the FCC legal department, to give special emphasis to agencies dealing with war problems and to fill vacancies resulting from the late departure of executives, was completed last Friday with promotion of three members of the division.

Nathan H. David, former assistant to Chairman Denny, who recently principal attorney in charge of legal war activities, was appointed assistant general counsel in charge of the War Problems Division. He has headed this division since he returned to the FCC in February after a special assignment as radio liaison officer with the old Office of the Coordinator of Information (Donovan Committee), now merged into the Office of War Information. This appointment, raising the status of the FCC special officer for war problems in line with the Commission's efforts to place special emphasis on meeting emergency problems.

Others Appointed

The Commission last Friday also appointed Harry M. Plotkin, chief of the litigation and administration division and Donald M. Harris was named principal attorney. Mr. Plotkin, formerly chief of the litigation and motions section, will handle duties once administered by Charles D. Davis, who transferred to the FCC general counsel, while Mr. Harris fills a job vacated two weeks ago by Rosel H. Hyde. Mr. Hyde became assistant general counsel in charge of broadcasting.

FCC's legal department shakeup began Sept. 23 when Telford Taylor, general counsel, resigned to go on active duty as a major with the Army Signal Corps. A week later Lucian A. Hilmer, assistant general counsel in charge of broadcasting; left for war service with the Board of Economic Warfare.

Mr. Denny, appointed to succeed Maj. Taylor, left vacant the post of assistant general counsel in charge of litigation and administration. This work will now be handled by Mr. Plotkin, Harris and Plotkin who has been in the Commission's Legal Division since January, 1940, originally as a member and later as chief of the litigation and motions section.

Mr. Harris, an Amherst and Columbia graduate, with FCC since 1941, will now be principal attorney, succeeding Rosel Hyde.

NBC TOUR ROMANCE

To C'max When Ex-Page Wins His Wings

AN NBC TOUR last summer started the romance that will carry the artist an Atlanta girl who, while on a Radio City tour, met Larry W. Marks, former NBC page boy, now a student in the Air Corps Training School at San Antonio. Cadet Marks will marry Marjorie Briggs when he receives his commission as flying officer. He is co-author with Dick Charles, another of two hit songs, "Mad About Him, Sad Without Him, How Can I Be, Glad Without Him Blues" and "No One Ever Comes Around to My House."

NEW Station Relations

Headed by Husted

K. WAllACE HUSTED, former general manager of WLOL, Minneapolis, has been named chief of the station relations section of the Radio Bureau of the Office of War Information. In this capacity he will be charged with superintending and maintaining close liaison with the regional consultants appointed recently (BROADCASTING, Oct. 18).

Mr. Husted

Mr. Husted in an informal session Oct. 29 in Nashville, will meet with five districts. He will discuss the purposes and plans of the station relations program. This session will precede the NAB district meeting on the following day and the five consultants expected to attend are: Truman Ward, WLAC, Nashville; H. K. Carpenter, WKH-WCL, Cleveland; Leo Fitzpatrick, WJB, Detroit; Glenn S. Snyder, WLS, Chicago; Merle Jones, KMOX, St. Louis. Others attending the session will be Douglas Massover and Edward Lipton.

Mr. Husted is also in charge of OWI's Radio Branch, and Carl Haverlin, special station relations consultant.

Survives Plane Crash

R. W. SIDENBERG, former research department head at WHCU, Ithaca, who enlisted in the Army last December, is one of the survivors of the recent American Expeditionary Forces plane crash in Newfoundland. He was assigned as Army courier with the American Embassy in London.

WHITE IS NAMED DIRECTOR OF BMI

FRANK K. WHITE, vice-president and treasurer of CBS, elected a member of the board of directors of BMI at a board meeting in New York last Tuesday. Mr. White replaces Meriott F. Runyon, former CBS president who is now a lieutenant-commander in the Naval Reserve, as the CBS representative on the BMI board.

As an active member of the Damm, general manager of WTMJ, Milwaukee, as a board member was named chief of BMI, which said that a successor will be elected at the next board meeting. Mr. Damm's resignation was caused by presence of claims at his radio station.

Other board members will continue for another year. They are: Norman M. Milford, president of BMI and also of NAB; John Elmer, head of WCMB, Baltimore; Leonard Kasper, manager of WCAE, Pittsburgh; Paul W. Morency, manager of WTIC, Hartford; William S. Hedges, NBC vice-president.

Bad Fall While Hunting

Injures Frank E. Hurt

FRANK E. HURT, owner of KFDX, Nampa Idaho, was treated for a serious leg injury that cut short a hunting trip in the rugged Luchas River country of Northern Idaho last week. He suffered a six-inch wound when he tripped over an artery, which he said he fell from a log in a high canyon. A companion aided him in the 7 1/2 mile walk back to the ranch, where Hurt was confined for 40 hours awaiting arrival of horses to take them out, and then had to drive hundreds of miles on his 300 miles by car to get to a doctor. He became temporarily blind and fainted several times from loss of blood on the hike back to camp, only the presence of his companion saving his life. The physician said last week the leg would be saved. The party bagged three elk, a large six-point bull shot by Mr. Hurt being the largest.

Injured by Gunshot

LEW CROSBY, Hollywood announcer on the four-weekly BLUE Productions series sponsored by the Lib Labs. (Alka Seltzer), is in the hospital after shooting off a shot gun while cleaning his gun.

Huddled Over a Script is the trio which makes the weekly NBC "Six-Foot Tick." Ninth consecutive season was launched on Oct. 4 under sponsorship of General Foods Corp. (Grape nuts and Watch is a talent-production combination (1 to r) includes Jack Benny, star of the show; Robert Welch, Hollywood producer of Young and Rubicam; Walter Bunker, NBC production representative.

Publishers Using Los Angeles Time Press Group Sponsors Joint Circulation Campaign

UTILIZING radio as a circulation builder for its member metropolitan publications, Los Angeles Newspapers Publishing Assn., Los Angeles, on Oct. 19 started using a total of 65 transcribed announcements weekly on 16 stations in that area.

List includes KFWB KECA KFI KMPK KMTR KRRD KFVD KJH KNX KGJF KFAC KIEV KPAS KWWK KFOX KGER. Contents is a sales and place announcement through Dan B. Miner Co., Los Angeles. D. D. Durr, chairman of the newspaper publishers association, is also manager of its advertising committee.

Campaign Plans

Los Angeles Examiner, in a general promotion and to stimulate reader interest in special features, on Oct. 8 started using an average of 21 transcribed one-minute announcements weekly on Eleven California stations, KFAC KFWB KFOX KPS KKMTR KFVD KKKD KFVD KJGER KPRO KXXO KPCB KFMD KVOE KFMX. Others will be added to the list. Los Angeles, Oct. 13 weeks. Allied Adv. Agencies, Los Angeles has the account. Howard Esary is agent account executive.

Los Angeles Times started sponsoring a weekly quarter-hour dramatic series, Eye Witness News, on KECA, that city. Contract, placed direct, is for 26 weeks. Under a similar arrangement, the Times on Oct. 18 started for 26 weeks a weekly quarter-hour newscast commentary featuring Dr. Polysidze on KHJ, Hollywood. Los Angeles is sponsored by the company's weekly half-hour studio audience participation Bombardier Quiz on KHJ, which started Oct. 8 for 13 weeks.

FCC Acts on Two CPs

SHORTAGE of material and manpower was the reason given by the FCC Oct. 21 in announcing its proposal to deny the application of WBBR, Wilkes-Barre, Pa., for a construction permit for a satellite station in Scranton to operate simultaneously with WBBR, using 100 watts. FCC gave the same reason for announcing at the time its proposal to deny a construction permit for West Allia Broadcasting Co., for a new station in West Allia, Wis. to operate on 1480 kc. with 250 watts, day only.

Shreddies on Coast

NATIONAL BISCUIT Co., Los Angeles (Shreddies) in an eight-week campaign which started Oct. 19 is using daily transcribed one-minute announcements on seven Pacific Coast stations. List includes KNX KJH KPTV KJBS KW KQON KIRO. Agency is Belford, Costantine & Gardner, Los Angeles.
Here's a circus stunt that requires teamwork from all sides to do the job perfectly—teamwork between people, between horses, and between horses and people. In the three-ring circus of business that is war-time Baltimore, you'll find WCBM and the BLUE NETWORK offering you excellent teamwork, too. Teamwork in fine programming, in complete coverage, and in real economy. Team up with WCBM and the BLUE for your most economical major network buy in Baltimore.

National Representatives
SPOT SALES, INC.
New York - Chicago - San Francisco
John Elmer, President
George H. Roeder, Gen. Manager

BALTIMORE'S BLUE NETWORK OUTLET
Notes and Observations on British Radio

LONDON—Advertising as we hear it on the air is not permitted on the BBC, which operates very much as a private corporation but is a Government-chartered monopoly Government-owned. Thus leaves the promotion field pretty much to other media, chiefly the newspapers and magazines, especially since the Nazis seized Radio Luxembourg, which operated with some 200,000 watts on the 200 kc. longwave and which, along with the powerful standard wave Radio Normandie in France, enjoyed enormous audiences in the British Isles before the war.

Both stations carried commercial programs, the sponsors being largely British concerns aiming their advertising at the British buying public. Especially on Sundays, when during the regime of Sir John Reith as BBC director-general the schedules were noted for their austerity and dulness, listeners were more inclined to tune in Normandie or Luxembourg than BBC.

Like all other radio stations in conquered Europe, both are now mere whistling posts in the eyes of the Goebbels—and as such enjoy no audience here worthy of mention. They’re seldom heard even out of curiosity any more, for if the Nazi radio says anything worth repeating it is well recognized that its closely monitored utterances will be quickly and faithfully reported by the British radio and press.

What Newspapers Look Like

NEWSPAPERS in London and in other big cities here, formerly as hefty and as replete with news features and advertising as the biggest American dailies are now down to rationed four, six, eight or at most 10 pages. Formats are very much the same as before the war, with emblazoned headlines over very abbreviated news stories; only the news from the major fronts of the war, or something like the coal problem or a debate in Parliament over Lord Strabolgi’s provocative article in Colliers on British censorship, are reported, as fully as a large American daily would report them. Large display ads are conspicuous by their absence, for advertising space is rationed even to old customers like department stores.

The newspapers make no bid for additional circulation for the simple reason that they cannot get more than fixed allotments of newsprint. The hotel porter does you a great favor to deliver copies of the Times, Mail, Standard, Guardian, Observer which usually are soon unavailable from the newsstands or from the relatively few newsboys (always, like cab drivers, old men) at relatively few corners.

Kind of Advertising

ADVERTISING is largely brand name and institutional in character, with the Government’s various armies among the largest buyers of space—for recruiting, bond selling, food advice, fuel “communiques” and the like. Rotated among various advertising agencies, the Government advertising campaigns are handled like any other commercial campaigns—and just as cleverly and effectively.

Though seldom allocated space more than 2 columns wide by 15 inches deep, copy seems sprinkled and more readable than it was in peacetime. Deft copy devices are used by commercial concerns to urge the public to keep using their products while at the same time remarking that perhaps those products cannot be bought because of shortages or rationing; “austerity” is the term used here to connote the universal tightening of belts caused by shortages and the rationing of just about all necessities.

Newspapers Still Profitable

DESPIRE rationed space to advertisers and the inevitably reduced total lineage, which is down to about one-fifth of peacetime, no newspapers have gone to the wall; indeed, most if not all of them are doing better financially than they did in the lush days just preceding the war, according to World Press News, the trade journal of the publishing business. Its publisher told me that advertising rates have gone up some 70%; that reduced newsprint allotments and ceiling costs plus combined deliveries have cut down a major item of production cost; that much smaller payrolls are carried due to the fact that so many editorial, advertising and plant employees (more than 60% of peacetime averages) have been called into war services and have not been replaced.

What Happens to Profits

EVEN SO, profits are at record levels. Take the case of Lord Beaverbrook’s London Daily Express, which with its daily circulation of more than 2,500,000 is one of the most widely circulated newspapers in the world. It reports on what happened to earnings points up a corporate example to our own radio and newspaper businesses, now that our tax bill has been passed and President Roosevelt has undertaken to limit spendable income to $25,000 for any single individual. (Here all corporate profits over a fixed amount are taken over by the Government, with some rebates due to be given after the war; a man earning $5,000 a year pays at least $2,000 personal income tax; and it takes personal incomes of $20,000 to get the maximum allowed net income of around $28,000—so that many, many people are living on capital.)

London Express Newspaper Ltd., publisher of the Daily Express, Sunday Express and Standard, reporting on its earnings for the year ended last June 30, frankly told its readers in an editorial the other day where those earnings went. The year’s profits, after providing for taxation, depreciation etc., were about $710,000, which was about $4,000 more than the preceding year. This $710,000 was left after taxes amounting to $2,260,000. A final dividend of 2 1/4% on Ordinary A shares was recommended, making the year’s rate 5%.

Inasmuch as the company is closely held and the personal tax rates of the shareholders can be calculated, the Express told its readers that after taxation of the payments made to the Ordinary shareholders they would receive a net income of about $28,000 from the enterprise. The shareholders thus were left a spendable income of $28,000 out of more than $700,000 of net profits!

"What is the chief need of capitalization?" asked the newspaper in its editorial, and answered it with, "To sustain the Government and pay for the war."

Such taxation is taken as a matter of course here; no squawks, no regrets. We’ve seen nothing yet at home to compare—but we probably will.

War Expansion of BBC; Newspapers Still Profitable; Effects of Blitz

MARTIN CODEL, publisher of Broadcasting, has just returned from a trip to the British Isles, specially authorized by British and American authorities to enable him to study radio operations under wartime conditions. He flew over early in September on a bomber, returned on a transport plane. His cable dispatches were published in preceding issues. This is a roundup of other observations, passed by the censorship, which he brought back with him from London.

AMERICAN FORCES headquarters in London sees frequent parleys like this by Gen. Dwight (Ike) Eisenhower, commanding general of our forces in the European theatre (center), with Lt. Com. Harry C. Butcher, his Naval aide (right), and Maj. Ernest R. Lee, his Army aide. Com. Butcher formerly was CBS Washington vice-president.

Paying for Broadcasting

BRITISH newspapers, having no stake in radio as so many have at home, take frequent occasions to needle the BBC, just as our newspapers used to do—playing up the ills or errors of radio, the attacks upon it in Parliament (where a lot of newspaper proprietors sit as members of Commons or Lords) and the expediency of the broadcasting structure. That has died down recently, however, for BBC’s finances are no longer made public due to the large sums spent on war securities and well-gearied international broadcasts.

Certainly the 10 shillings ($2) tax collected last year from the 8,625,579 license-paying radio set owners (who don’t pay and are quarries of frequent collection drives that often lead to court prosecutions) do not begin to pay for the enormously expanded BBC, which pays some 12,000 persons as against only about 2,000 before the war.

Compare this with our own American industry’s fulltime payroll of about 28,000 (exclusive of artists
and musicians) in our network organizations and our nearly 900 more or less individually-owned stations—and remember that all the British Isles don’t embrace as much area as New York State.

In Many Tongues

THE GROWTH of BBC is a wartime phenomenon and the size of its staff is not surprising when you consider the European Service and the Overseas Service with their separate vast staffs of executives, newsmen, translators, program builders, engineers, etc. They broadcast in just about every tongue—in English, in all the European and most of the Asiatic languages, and even in the strange jargon Afrikaans.

Moreover, the wartime expansion has required the use of at least 25 offices built or scattered over London, not to mention the dozen regional and sub-regional studio set-ups in the provinces, all with their own staffs. The expansion and location of personnel and engineering personnel is, of course, a closely guarded secret for obvious reasons.

Two Domestic Systems

CHIEFLY, however, the BBC’s service, so far as the ordinary listener is concerned, is domestic. Since the war, the old national and regional structures, the latter permitting regionalized broadcasting comparable somewhat to that done by our own regional stations, have been replaced by two networks that are entirely national. One is called the Home Service, and its program, broadcast to the whole country on three standard waves and one short-wave (locations and points of stations unmentionable), are intended primarily for the audience in the British Isles.

The other network is called the Forces Service and is carried on two standard waves and one short wave. It was initially designed for the British forces then in continental Europe, and carried the bulk of the lighter stuff, the message-from-home programs and the like.

Since Dunkirk, the nomenclature has not been changed, though actually the two networks now give the listener a choice of two programs, except for the fixed news periods at 7, 8, 9, and midnight which are piped simultaneously over both. Occasionally, also, other programs, such as a momentous speech, will be carried on both networks, and more than often a program highly popular on one will be repeated within the week on the other.

The British Program Day

THE PROGRAM day is a little different between the two networks, except that it might be said that the Forces wavelengths generally carry the more popular features, the Home Service the heavier stuff—just as NBC used to dump its talk and other programs onto the BLUE before their separation into two different entities. Neither network carries a streamlined program balance such as we expect from our competitive chains; they don’t try to compete for audience (which might be a good thing), so that one will appeal to one segment of listeners while another appeals to another. The staffs are not separate at all.

This is a typical day’s program listing (for Monday, Oct. 5), as reprinted exactly from the London Times, which carries them perhaps a bit more completely than does the other more revised dailies; none, incidentally, attempts to give a listing of programs that easily reach up-and-down listeners American dailies carry, which largely accounts for the more than 2,000,000 circulation of BBC’s enormously profitable weekly Radio Times.

HOME SERVICE

253.1m., 353.1m., 453.1m., and 43.1m. (747 kc., 763 kc., 468 kc., 468 kc.)


PROGRAMME FOR THE FORCES

561.1m., 561.1m., and 49.4m. (417 kc., 417 kc., 407 kc.)


The Program Structure

THE FOREGOING listing is typical of the British domestic broadcast schedule and the titles are generally self-explanatory. Note the large number of broadcast periods, which refer to programs using recordings, largely of American orchestras and soloists. Transcribed programs, prepared specially for broadcasting, are not listed as such but they are numerous, and no effort is made to deceive the audience into thinking they are actually live studio shows.

Note also the news and talks in Welsh, the Scottish news summary, the news in Norwegian and news in Gaelic—on the Home Service; the weekly newspaper for the Canadian forces, the 7:05 p.m. nightly program for the U.S. forces (a sports summary by young Sgt. Bill Carey, and the weekly doughtboys’ newspaper Stars & Stripes, published here) and the baseball from U.S.A. (a direct rebroadcast from New York of the day’s World Series summary)—on the Forces Service.

It is easy to see that such programs will appeal to only a small fraction of the residents here—in the case of news in Norwegian to perhaps a mere handful, if any. yet the Home and Forces wavelengths are just about the only ones available for these specialized jobs and the home audience is sacrificed for them. At first such shows as Command Performance, not carried on our domestic stations or networks but designed primarily for shortwave transmission to our boys all over the world, and Bob Hope and Jack Benny were intended primarily for the forces—but they have proved so popular with the British audience that they are actually highlights of the day’s listening in many a British home.

Listeners Are Critical

UPON VISITING British homes and talking with many Britons, one observes that they seem inclined to be even more critical of their own programs and their American listeners are of their own—and that’s saying a lot. For what American
listener isn’t a pet peeve of one sort or another against radio, and where will you find anyone at home who will hesitate at the drop of a hat to express his free opinion about any or all programs?

There isn’t much inclination toward advertising by radio for the simple reason that, except for the former broadcasters from Luxembourg and Normandie, they haven’t had many tastes of it. Commercial broadcasting isn’t an issue here and isn’t likely to be for a long time to come, if ever; probably never, if the newspaper proprietors, after the war, continue to sway the enormous influence they do now.

The complaints heard are largely against the dullness of BBC’s average output. In fairness it must be said that since the advent of Sir Cecil Graves as joint director-general, and with BBC maintaining offices in the United States and constantly sending emissaries to America to study our radio methods, a real effort is being made to increase the popularity of the schedules by giving listeners more and more in the way of real entertainment.

‘Mr. Smith’ Speaks His Mind

At the Cable office where these dispatches were filed, the branch manager, after reading the first of them, asked whether this reporter would like to have a candid opinion from “Mr. Smith, Londoner,” as he styled himself. Now this is a free country. Everyone one says what he darn well pleases (in Hyde Park, anyone can still let off steam on any subject—and does, even in these days of affairs). These opinions may be just this chap’s own. But he wrote them out as follows and said he hoped they would be published somewhere, so they are here printed for whatever they may be worth:

"BBC during peacetime suffered by the fact of its being a monopoly. Its position toward the listener was expressed when one official, in his official capacity, actually said, ‘The public is going to get what we choose to give them, not what they want.’ That was a nice state of affairs, especially when you were forced to pay ten shillings per year to listen to utter tripe; and, if you did not pay your license fee you were pinched. I used to pay just for the privilege of having the programs. The British have an uncommonly good word for that nebulous thing which we here call ‘radio personality.’ The word is radiogenic. By common consent, President Roosevelt and Winston Churchill, utterly different in their microphone manner, seem to be regarded as the most radiogenic broadcasters in the world.

Both are great orators whose every word is eagerly awaited by the radio audiences of both nations, if not of the world. Both have a remarkable radio sense which keeps them from overdoing their broadcasts; neither will speak on the air except after long intervals of silence for the good and sufficient reason that it is excellent psychology not to be heard too often.

Undoubtedly their high offices have a lot to do with the eager heed accorded all their broadcasts. It is to be believed that even if they weren’t leaders of world powers during a great crisis, they would always command vast audiences by reason of the fact that they both possess that intangible quality called radiogenic.

THE BRITISH have an uncommonly good word for that nebulous thing which we here call ‘radio personality.’ The word is radiogenic. By common consent, President Roosevelt and Winston Churchill, utterly different in their microphone manner, seem to be regarded as the most radiogenic broadcasters in the world.

Both are great orators whose every word is eagerly awaited by the radio audiences of both nations, if not of the world. Both have a remarkable radio sense which keeps them from overdoing their broadcasts; neither will speak on the air except after long intervals of silence for the good and sufficient reason that it is excellent psychology not to be heard too often.

Undoubtedly their high offices have a lot to do with the eager heed accorded all their broadcasts. It is to be believed that even if they weren’t leaders of world powers during a great crisis, they would always command vast audiences by reason of the fact that they both possess that intangible quality called radiogenic.

are here printed for whatever they may be worth:

"BBC during peacetime suffered by the fact of its being a monopoly. Its position toward the listener was expressed when one official, in his official capacity, actually said, ‘The public is going to get what we choose to give them, not what they want.’ That was a nice state of affairs, especially when you were forced to pay ten shillings per year to listen to utter tripe; and, if you did not pay your license fee you were pinched. I used to pay just

for the privilege of having the programs. The British have an uncommonly good word for that nebulous thing which we here call ‘radio personality.’ The word is radiogenic. By common consent, President Roosevelt and Winston Churchill, utterly different in their microphone manner, seem to be regarded as the most radiogenic broadcasters in the world.

Both are great orators whose every word is eagerly awaited by the radio audiences of both nations, if not of the world. Both have a remarkable radio sense which keeps them from overdoing their broadcasts; neither will speak on the air except after long intervals of silence for the good and sufficient reason that it is excellent psychology not to be heard too often.

Undoubtedly their high offices have a lot to do with the eager heed accorded all their broadcasts. It is to be believed that even if they weren’t leaders of world powers during a great crisis, they would always command vast audiences by reason of the fact that they both possess that intangible quality called radiogenic.

are here printed for whatever they may be worth:

"BBC during peacetime suffered by the fact of its being a monopoly. Its position toward the listener was expressed when one official, in his official capacity, actually said, ‘The public is going to get what we choose to give them, not what they want.’ That was a nice state of affairs, especially when you were forced to pay ten shillings per year to listen to utter tripe; and, if you did not pay your license fee you were pinched. I used to pay just
SWIM
where the water's
FINE!

Sales are where you find them and they're being found in greater volume than ever before in the resource-rich area of East Texas, North Louisiana and South Arkansas. That's why alert advertisers are buying KWKH for dominant coverage of this rich oil and gas market...a market with 30,000 producing oil wells and more than 300 million dollars of war construction. KWKH stands in the heart of the area...holds an influential hand on the purse-strings of more than 300,000 radio families.*

*KWKH sets net daytime circulation at 313,000 radio homes; net nighttime at 425,000
Member South-Central Quality Network
Ask Branham Company for details

CBS 50,000 WATTS
KWKH
A Shreveport Times Station
SHREVEPORT, LOUISIANA

THE SELLING POWER IN THE BUYING MARKET
British Imitation of ‘Army Hour’ Seen
As London Asks for Format of Program

Establishment of a radio branch in the public relations department of the British Army and production of an English equivalent of the Army Hour is under consideration, according to advices received here.

Lt. A. M. Wharfield, former research specialist with C. E. Hooper now on the public relations staff of the Army in London, in charge of the branch, has informed Lt. Col. E. M. Kirby, in charge of the Army’s Radio Branch that British staff officers had insisted with the creation of such a department. Emphasis was placed upon production of an English Army Hour to be shortwaved to the far-flung forces of the empire.

Sample scripts and an explanation of the modus operandi of the Hour have been provided the British staff, along with data with respect to the current to the program. The Army Hour, now in its 22nd week, is rated as the dominant daytime program of the week. It has the power of between 4,000 and 5,000, and, it is estimated, costs approximately half a million dollars at regular costs for one year's presentation.

Lt. Wharfield reported that the British plans in general will parallel those of our radio branch and among other things they hope to develop an English equivalent of the Army Hour.

"Apparently their whole staff is much impressed with the success of the Army Hour and are eager to know its formula. I have told them what I could about it, but they have asked for any descriptive material which may have been released on the program."

It was reported that in the three weeks since the Army Hour began on NBC, there have been a total of 1,200 telephone calls and 2,000 long-distance teletype messages. There have been 87 domestic and 10 foreign items.

Extensive use of teletype and operations, especially at the transmitters, are perhaps the most secret of all—quite properly so. As in America, they have been called into military service by the hundreds and it isn't easy to get declassifications for them even though radio is better recognized as an arm of warfare here than at home.

Between 400 and 500 women operators, all put through a special BBC school, are employed at the controls and girls have been found especially adept at recording work. Radio operators likewise are no longer permitted by the War Office to work in studio control rooms or transmitters.

Radio Monitoring Service

Obscure but none the less important—and a monument to FCC Chairman Fly’s foresight in establishing it, along with the excellent service he has set up in the United States—is the London office of the Federal Broadcasting Intelligence Service, the monitoring arm of the FCC. It is headed by Peter Rhodes, former UP war correspondent, and its compact but efficient news staff includes Dwight Mallon, formerly a newscaster on WKRC, Cincinnati.

Because BBC's monitoring service is so extensive, doing a far better job of covering Europe’s wavelengths than we possibly could, the FCC's job here is largely liaison and news processing. It gets BBC's full reports, running into a million or more words a day, plus all the news ticker services, and it prepares a summary report for the proper American authorities here in Washington. This news service is one of the best extant, and obviously most important. BBC through the Ministry of Information daily makes available to newscasters and accredited foreign correspondents a summary of its daily monitoring report, which is complete with news summaries and background information as culled from the broadcasts picked up by its big West Midlands listening post. No effort is made to doctor the news or change broadcasts heard; they are just as faithfully reported as other news.

This gold-mine of material, none of it containing data of value to the enemy or secret, and a little of it dangerous to security, might well be made available, along with summaries of the FCC's own monitor pickups, to the American Armed and Radio Commands round out the world picture for our newscasters and commentators, let alone our columnists, and there is no earthly reason why either FCC or OWI should continue to hold it secret.

Occupied Nations to Clear Programs

To coordinate the American radio programs for the occupied countries, International Radio Relations has been formed with New York offices in 1775 Broadway. Announcement was made last week by Henri Milo, member of the executive committee of the organization, which also serves as legation relations director of the new group, charged with field work and contact between the American and the legations of the countries involved.

Coordinating director in the New York office is H. Emory Ellis, who has received leave of absence for the duration from WAAT, Newark, where he served as program director, having previously been radio director of Klinger Adv., New York.

Official members of the organization, according to government officials of Axis-held countries, as distinct from the United Nations, including Poles and Czechoslovakia, Belgium, Czechoslovakia, Belgium, Poland and Greece, China, Denmark and Luxembourg will join shortly.

With the purpose of stimulating American sympathy towards countries invaded by the Nazis, the IRS will serve as a clearing house for news of "underground" activities, interviews with prominent foreign personalities, and other material which might further an understanding of the occupied countries. The IRS itself solicits no funds and is not concerned with commercial time.

Defense Disc Planned

As part of an educational campaign, a series of dramatic and dramatic activities of a defense industry family, will be radio programs contributed, to approximately 400 Defense Councils nationally, according to Ralph Block, assistant director of civilian defense, Ninth Area San Francisco. In charge of the division of advice and Los Angeles, is scheduled to conclude the project plans, in October to make program details during a series of conferences with American Federation of Radio Artists, Radio Writers' Guild and Hollywood Victory Committee.
"TARGET SIGHTED. BOMBARDIERS PREPARE FOR ACTION"

"CRUSH GUNS ON YOUR LEFT"

"BATTERY LAID AND READY"

"Get the message through!" is the tradition of men in the Signal Corps. More than 5,500 of them are from the Bell System.

OUT of peace-time telephone making come war-time telephones like these. On every front, they keep the armed forces in contact.

In the air, on land and water and under the sea, they give commanders control of operations... multiply the effectiveness of every fighter.

Like the men who use them, they are tough and dependable. They come from Western Electric, for 60 years manufacturer for the Bell System.

... delivered on every front by Western Electric equipment

Western Electric
ARSENAL OF COMMUNICATIONS
Harry Butcher Shortwaves Greetings To WJSV On Its Tenth Anniversary

GREETINGS via shortwave from its best-known alumnus, now stationed 3,000 miles away in London, were a highlight of the special program WJSV, Washington, presented last Tuesday, on the occasion of its tenth anniversary as a CBS affiliate. The speaker was Harry C. Butcher, former CBS Washington vice-president, who was WJSV's general manager at the time it joined CBS and now, as a lieutenant commander in the Navy, is aide to Gen. Dwight Eisenhower, commander of American Forces in the European Theatre.

Recalls Old Times
With Bob Trout, now London correspondent for CBS and also an alumnus of WJSV, he reviewed old times at the Washington station and extended greetings to his family and friends across the Atlantic. He said:

"Many things have happened since that night ten years ago, not only in radio but in the world. When that switch was thrown to join the new WJSV to the Columbia network little did we know that the network and the station would carry such news of world events as have transpired. Now we must hope and work and fight so that the future news of World War II will become more favorable, so that some day of some year, you will be privileged to hear over your radios that all of us, by doing whatever we can, wherever we are, will have brought the war to a successful conclusion and to world-wide and lasting peace.

"Over here everyone is keeping overlastingly at the job and, judging from the news from America, you are, too. Our 40-hour week is more like a 40-hour half-week, but our satisfaction can be the same, Gen. Eisenhower, as the commanding general of the European theatre, has had no days and few hours off for so long that he wouldn't know what to do with a free day if he had it.

"Over here we have been treated with the utmost hospitality by the British. The American forces in the British Isles constitute the greatest invasion these Isles have ever undergone—but it is one of good neighborliness.

"When Americans reach that pitch of sacrifice, hard work and perseverance consistently and quietly practiced by the British, then we really will be hitting our stride. After all, there is nothing wrong with us that a good victory won't cure."

The program was presided over by A. D. Willard Jr., general manager of WJSV, who was sales manager of the station in 1932 and whose voice was the first to be heard over the station during the dedication ceremonies then. Other WJSV alumni taking part in the commemorative program were John Charles Daly, former WJSV announcer, now chief CBS special events announcer out of New York, and former WJSV Announcers Warren Sweeney and Hugh Conover, both stationed at New York.

George B. Longan

GEORGE B. LONGAN, 63, president and general manager of the employee-owned Kansas City Star, operating WDAF, died of a heart ailment Oct. 16 in Kansas City. He was one of the prime movers in the establishment and direction of WDAF whose manager, H. Deane Fitzer, is one of the employe group which pooled resources and purchased the Star and its station in 1926 from the estate of William Rockhill Nelson. Mr. Longan started with the Star as a 24-a-week reporter. He was also a director of the Associated Press.

SPECIAL AP radio wire of Press Assn., New York, has been acquired recently by WSIU, Iowa City, ASD, St. Louis: KVOO, Tulsa; WGH, Norfolk; KMG, Tacoma; WOI, Iowa City.

Ed Remembers

ED MURROW, CBS London commentator, on a recent shortwave program, appealed to his countrymen to support the Community and War Chest campaigns in America. The native Tar Heels from Greensboro, N. C., Murrow's home town, straightened in their chairs as they heard him add that his sponsors would turn over his entire fee to the Greensboro Community and War Chest.
I'VE BEEN SOLD ON USING THE AIR TO KEEP A TERRITORY UNDER CONTROL EVER SINCE MY OLD BOSS BEGAN USING THE COWLES STATIONS

SURE—THEY'VE GOT THE AIR-POWER AND THE SELLING-POWER THAT MAKES IT EASIER TO REACH AN OBJECTIVE

THEY SERVE OVER 6,000,000 PEOPLE— IN A HIGH-INCOME AREA THAT PRACTICALLY LIVES BY RADIO

PEOPLE YOU CAN REACH AT LOW GROUP RATES—AS LOW AS $61.50 FOR A DAYTIME QUARTER-HOUR
New Protest Seen On XEAW Activity
Collins Station on 1050 kc., Still Violates Treaty

FOLLOWING its successful protest against use of the Mexican-border station XEAW on 1010 kc. [Broadcasting, Oct. 5], the State Dept. last week, upon being advised that the Carr Collins station had shifted to 1000 kc., instead of the Treaty-authorized 1570 kc. assigned to Mexico, prepared to file another formal protest with the FCC. Operating on 1050 kc., the station, located at Reynosa, is reported to be causing serious interference in this country in violation of the Treaty. Under the Treaty, the 50,000-watt WHN, New York.

The reason why Mexico permitted XEAW to shift to 1050 kc. is obscure, inasmuch as that channel had been assigned to XEG, Monterey, said to be operated by Junco de la Vega, editor of the Monterey El Sol, in addition to being used by WHN. No reports have been received regarding the effect of the new operation on XEG.

Vacated 1010 kc.

Previous reports were to the effect that XEAW, authorized to use 100,000 watts but believed to be using lesser power, had been required to vacate 1010 kc., which the FCC has assigned to KLLA, Little Rock. The Mexican Ministry of Communications was said to have voiced no objection to its operation on 1570 kc., but Mr. Collins, who apparently is using the frequency as designated as a Canadian A-I with Cuba having a secondary outlet on it and this country having assigned KLRA to it as a Class II outlet under the Treaty.

The State Dept., it is understood, insists that XEAW’s operation on 1050 kc. violates the Havana Treaty on not less than five points.

Florida Citrus Budget

SPOT RADIO will be included in media to be used this season by Florida Citrus Commission, Lake- land, Fla., with which was an advertising appropriation of more than $1,000,000 for its record-breaking crop of oranges, grapefruit and tangerines. Details have been worked out as yet for the radio campaign, according to Blackett-Sample-Hummert, New York, agency in charge.

GOSSPING ABOUT Betty Lou, the imaginary youngster on the weekly NBC Tommy Riggs & Betty Lou program, sponsored by Lever Bros. (Swan soap), are star of the program and these Hollywood agency officials reported to the station, Hollywood manager and vice-president in charge of radio, respectively, of Young & Rubicam, servicing the account; Tommy Riggs, featured on the show, and Al Sculpone, in charge of commercial copy for that agency.

BUCKNELL U TURNS TO RADIO

Time Paid For by Three Radio-Minded Trustees

To Dramatize Campus Life

WITH its third broadcast, Inter-American Youth For Victory, aired Oct. 17, 1:35-2 p.m., on Mutual, Bucknell U of Lewisburg, Pa., takes its place among the more progressive institutions of higher learning in its use of radio.

Though the university is not new to the air—having broadcast various special events programs over major New York and Philadelphia stations in recent years—it started something new this year with dramatizations of university life via radio presented by the faculty and students in time bought and paid for by three “radio-minded” members of the university’s board of trustees.

Started in Spring

The first of these broadcasts was carried by WOR, New York, locally, on April 26 of this year. Titled Bucknell Goes to War, it carried to New York alumni, as well as to the metropolitan listening public news of how the university campus had geared itself to wartime conditions through thoroughly-organized civilian defense activities, through the voluntary curtailment of about one-half of former student activities in order to concentrate on war work, and through participation in the physical fitness program.

When Bucknell adopted the new “war-accelerated” course plan now in effect at a majority of colleges and universities, another half-hour program was broadcast July 19, 1942, on KYW, Philadelphia, and KDKA, Pittsburgh. This broadcast dramatized the accelerated term which cuts the three-month summer vacation down to a few weeks and substitutes a summer term from June through September, thus increasing the time of the regular college course from six months to one year.

So far as the records show, Bucknell is the only university in the United States to interpret and explain this important new educational development and its relation to the war effort by means of a radio program. This same broadcast also tested student participation in the war effort and paid a tribute to Bucknell men in the armed services, including Edward M. Miller, first Bucknell alumnus to die in action in World War II.

Federal Cooperation

An Inter-American Conference, held on the Bucknell campus Oct. 23-26 with cooperation of the Office of the Coordinator of Inter-American Affairs, furnished the occasion of the Oct. 17 broadcast. The program presented wartime university life in this country as seen through the eyes of a South American girl on the Bucknell campus.

Scripts for all three broadcasts were written for the university by Anita Grannis, publicity director of the Edward L. Wertheim Agency, New York, which handles the Bucknell account.

Well Satisfied

Moving spirits behind Bucknell’s use of radio are said to be Dr. Arnaud C. Marts, president, and Lee Francis Lybarger Jr., attorney secretary of the university, Dr. Marts was one of the founders of Marts & Landy, New York firm which specializes in fund-raising campaigns for colleges, universities, churches and other educational and philanthropic institutions. Lybarger, in his promotional work for Bucknell makes constant use of radio, and motion pictures of college life, two of which were requested by the State Department for use in Chilean and Argentinian colleges to give young South Americans an idea of what goes on in North American educational institutions.

Bucknell officials express as being well-satisfied with the results of their paid radio programs. Bucknell makes a feature of its

FCC OKAYS SALE OF THREE OUTLETS

TRANSFERS of three Southern stations were approved Oct. 20 when the FCC granted applications for sale to KFAB, Laredo, Tex.; WJZM, Clarksville, Tenn.; WMSL, Decatur, Ala. KFAB was sold by Mervel M. Valentine, electrical engineer, president and owner since the license was granted Feb. 9, 1938 to the Laredo Broadcasting Co. for $14,500 and assumption of outstanding debts. The new licensee company is the Western Advertising Co., of Laredo, owned by Ward W. Davis and W. W. McAllister, partners in KMAC, San Antonio, Tex., and president, treasurer, respectively, and J. K. Beretta, San Antonio and Laredo banker, as vice-president. A second application of the Laredo Broadcasting Co. for a new station with the same facilities was dismissed. The Commission authorized transfer of WJZM, Clarksville, Tenn., for the second time this year. Under this deal, Roland Hughes, of New York, acquired the station from William and Violet Hudson June 8, 1942, sells to William Kleeman of London, for $25,000, in cash and part in assumption of notes held by the Hudsons.

The third decision allowed acquisition of WMSL by the Mutual Savings Life Insurance Co., Decatur, Ala., which holds 26% of the stock. The insurance company purchased for $4,000 a 40% interest held by Clarence J. Calbourn, Jr., for $25,000, in cash and part in assumption of notes held by the Hudsons.

Wolf Heads Rockhill

STANLEY J. WOLF, formerly secretary-treasurer of Rockhill Radio Co., now a production firm, has been elected president, succeeding Joseph Tennenbaum, resigned. Replacing Ralph E. Schreiber, who was president, is Arthur W. Alsbeg, for the last five months scriptwriter of the program as writer-scriber of the CBS Fred Allen programs, who has also served in the advertising department of Schenley Distillers Corp. New York. New to Rockhill are two men formerly associated with Mil- lenium Broadcasting Co., as production managers, and two former partners of the Miller tape recording device. A former sales executive of the latter firm, Fred Freeman, was joined in sales by Wally Wolisky, while Wally Wolisky has assumed the duties of chief engineer, a title he had also assumed by Mr. Wolf. pc. Wulfsy replaces Douglas Hawkins.

Radio Workshop and has a fully equipped control-room on the campus through which weekly programs will be transmitted.

Radio Workshop and has a fully equipped control-room on the campus through which weekly programs will be transmitted.

Radio Workshop and has a fully equipped control-room on the campus through which weekly programs will be transmitted.

Radio Workshop and has a fully equipped control-room on the campus through which weekly programs will be transmitted.

Radio Workshop and has a fully equipped control-room on the campus through which weekly programs will be transmitted.

Radio Workshop and has a fully equipped control-room on the campus through which weekly programs will be transmitted.

Radio Workshop and has a fully equipped control-room on the campus through which weekly programs will be transmitted.

Radio Workshop and has a fully equipped control-room on the campus through which weekly programs will be transmitted.

Radio Workshop and has a fully equipped control-room on the campus through which weekly programs will be transmitted.

Radio Workshop and has a fully equipped control-room on the campus through which weekly programs will be transmitted.

Radio Workshop and has a fully equipped control-room on the campus through which weekly programs will be transmitted.

Radio Workshop and has a fully equipped control-room on the campus through which weekly programs will be transmitted.

Radio Workshop and has a fully equipped control-room on the campus through which weekly programs will be transmitted.

Radio Workshop and has a fully equipped control-room on the campus through which weekly programs will be transmitted.

Radio Workshop and has a fully equipped control-room on the campus through which weekly programs will be transmitted.

Radio Workshop and has a fully equipped control-room on the campus through which weekly programs will be transmitted.
Circumstances today make urgent the need for radio programs that are easy and thrifty to handle.

United Press radio news features meet that need. There are sixteen of them—all delivered ready for broadcast. All you need do is add an announcer—and serve.

As for sponsorship—here's what stations themselves report:

**DAILY CHUCKLES**
"Sponsored 5 nights a week."
—WROK, Rockford, Ill.

**DESIGN FOR WARTIME LIVING**
"One of the best features of the time."
—KMYR, Denver, Colo.

**HIGHLIGHTS OF WEEK'S NEWS**
"Sponsored since we subscribed to U. P."
—WTJS, Jackson, Tenn.

**IN MOVIELAND**
"Sponsored 6 nights a week for the past year."
—WSJS, Winston-Salem, N. C.

**IN THE WOMAN'S WORLD**
"Compliments from both sponsor and his customers."
—WJPR, Greenville, Miss.

**ON THE FARM FRONT**
"Sponsor has renewed."
—KIDO, Boise, Idaho.

**SPEAKING OF SPORTS**
"Sponsor's sales in territory up 60 per cent."
—WICA, Ashland, O.

**TIME OUT**
"Human interest feature of the week."
—WGKV, Charleston, W. Va.

**TODAY'S AMERICAN HERO**
"Especially good. Sold as separate program."
—WCFL, Chicago, Ill.

**TODAY'S WAR COMMENTARY**
"Has proved a money-maker for sponsor."
—KWIL, Albany, Ore.

**WE COVER THE BATTLEFRONTS**
"Excellent feature—on regular schedule."
—KPMC, Bakersfield, Calif.

**WEEK END BUSINESS REVIEW**
"Contract renewed for indefinite period. Many compliments."
—KWHK-KT85, Shreveport, La.

**WOMEN IN THE NEWS**
"Sponsor noticed results immediately in sales to new customers."
—WDAN, Danville, Ill.

**WORLD AT WAR**
"Very, very good."
—WWL, New Orleans, La.

**WORLD IN BRIEF**
"Fool-proof. Basis for important commercial broadcast."
—WBZ, Boston, Mass.

**YOUR FOOTBALL PROPHET**
"Sponsored for entire season."
—WDL, Panama City, Fla.
HOLLYWOOD TALENT PLANS WAR EFFORT

PUSHING mobilization of radio talent to aid the Government in the home front war effort, Hollywood Radio Section of the Advertising Council staged its first mass meeting Oct. 23 in NBC studios, that city, with approximately 200 attending. Sidney N. Stropts, member of the council executive committee and western division vice-president of NBC, president. He was pinchhitting for Jack Smalley, Council chairman and Hollywood manager of BBDO, who was out of town.

Nat Wolff, Hollywood deputy chief of the OWI, told artists how they can function as a voluntary agency to give proper impetus to Government messages.

To channel news through one source and thus eliminate confusion, Joe Alvin, assistant publicity director of NBC Hollywood, was named chairman of the Council's publicity committee, the appointment being made by Mr.

CAB Plans Convention

ANNUAL convention of the Canadian Association of Broadcasters has been announced for Feb. 15-17 at the King Edward Hotel, Toronto. This will be the ninth annual convention of the CAB.

Smallman, On the committee are Andy Kelly, CBS; Fair Taylor, Mutual-Don Lee; Milton Samuel, BLUE; Harold J. Rock, NBC; Matt Barr, KPI-KECA; Leon Guterman, KFWB; Alice Belding, KMPC; Harry Kerr, J. Walter Thompson Co.; Carroll Nye, Young & Rubicam; Virginia Lindsey, Tom Fizdale Inc.; Bernard Milligan, Earle Ferris Assoc.

In an advisory capacity as representatives of radio trade publications, on the committee are Dave Glickman, Broadcasting; Jack Willen, Radio Daily; Jack Hellman, Variety.

Because the Council feels their experience and ideas can contribute materially to success of the broadcasting industry's all-out war effort, radio publicists were invited to join with talent.

FRIENDLY ENEMY

WGBF Executives Are Rivals

For Political Post

COMPETITORS in politics only are Clarence Leich, Republican candidate for County Councilman at Evansville, Ind., and Guy Creel, Democratic candidate for the same post.

Ordinarily the two see eye-to-eye, for Clarence Leich is manager of WGBF-WEOA-W4V, Evansville, and Guy Creel is sales manager of the stations.

A & P Apple Spots

GREAT ATLANTIC & PACIFIC Tea Co., New York, through its local dealers, has been placing spot announcements on 26 stations in the Midwest and East for red apples, on a six-a-week basis. Transcribed and live announcements are used, for a two-week period only. Paris & Peart, New York, handles the account.

Another ST. LOUIS LEADER Selects

FORUM CAFETERIA

KSD

Recently Union-May-Stern, one of the leading furniture stores in the United States, selected KSD for its entire St. Louis Radio advertising appropriation.

Another largest advertiser of its kind in St. Louis and shrewd buyer of advertising is The Forum. This popular restaurant serves more meals than any other cafeteria in the state.

The Forum has made a contract, using KSD exclusively in their St. Louis radio advertising.

It is significant that both of these keen value-discerning buyers of advertising should make KSD their choice of the seven St. Louis stations.

Foster May Adds Color to Election

WOW Newscaster Is Running Against Senator Norris

ALREADY boasting one alumnus as a member of the United States Senate in the person of Chan Gurney of South Dakota, ex-WNAX, radio may possibly get another in the November elections in the person of Foster May, the newscaster of WOW, Omaha, who is described as adding exceptional color to Nebraska's campaign in an article in the Scripps-Howard newspaper.

Writing from Omaha Oct. 16, Mr. Stokes reports:

"A goggle-eyed, half-pint radio announcer, who looks somewhat like Harold Lloyd, the comedian of silent-film days, and somewhat like Kay Kyser, the band leader, is raising particular political hell in this State."

"Foster May, 37 years old, is the son of a Methodist minister. He can't weigh much. He's a voice behind a big pair of horn-rim spectacles. He affects dash in his manner, and flash in his clothes.

"He has the dynamo, in the seat of the United States Senate filled notably for so many years by Sen. George W. Norris, now 81. He won the Democratic nomination from a large field that included Rep. Coffee.

"Sen. Norris was thinking seriously of retiring this year. One story here is that he took one look at the radio announcer and changed his mind. The Senator is running as an Independent."

Wows the Women

"Foster May is adept at the folksy-volkswest stuff which already has lifted one gentleman to the Senate in the person of "Pass-the-Biscuits Pappy" O'Daniel of Texas. Mr. May uses no hillbilly band. He sizes up as a sort of milk-and-water variety of the Huey Long-Gene Talmadge-Gerald K. Smith school of self-appointed apostles to the people.

"He definitely lacks their rough-and-ready quality but makes up for this omission by a wiry sort of energy wrapped about a determined core of egoism that lets itself out over the air, like a whirring dynamo, in a tachya tone which, for several years now, has made the average Nebraska farmer, his wife and family feel that they are right in the midst of national and world affairs.

"Especially the wife. He appeals particularly to women—and women do vote . . ."

"But political analysts in this State confess themselves stumped at the moment, all because of the intangible factor in the radio voice— which is strange commentary on politics and voters, but there it is."
TUNE IN
THE CLEVELAND ORCHESTRA
Saturdays, 5:00-6:00 P. M., E. W. T.
WGAR AND STATIONS OF
THE COLUMBIA BROADCASTING SYSTEM
Dedicated to the Four Freedoms

Encore...from Cleveland

From Maine to Melbourne, from London to Lima
... people around the globe listened to last season’s
world-wide broadcasts by Dr. Artur Rodzinski and
the celebrated Cleveland Orchestra...and asked
for more.

So it is that WGAR, which underwrote those con-
certs, announces a second series of special radio
performances by this internationally famous sym-
phonic organization. Beginning October 24th, there
will be a full-hour broadcast each Saturday, origi-
nated by WGAR for Columbia stations from coast
to coast and for short wave throughout the world.

Perhaps the philosophy of American Radio seems
strange to some. For instance, we have been asked
what it gains a single radio station to back such a
venture. Perhaps the answer is in the pride we at
WGAR have in doing the job well...and the
responsibility we feel in living up to such honors
as our Variety Award for Showmanagement and
our Peabody Award for Distinguished Service.
KDKA, WBAL Complete Contracts With AFRA
AMERICAN Federation of radio artists has negotiated contracts with KDKA, Pittsburgh, and WBAL, Baltimore, the talent union announced after an executive board meeting at which the contracts were approved. They were described as standard AFRA contracts, providing for guild shop, wage increases, etc.

AFRA also announced that the Portland, Ore., local has elected Hartley Sater as president and Peggy Williams as executive secretary.

Plans for putting into effect the clause in the union's national contracts providing for a revision of the minimum wage scale in line with increased costs of living [BROADCASTING, Sept. 28] are being held in abeyance pending an analysis of the recent national wage stabilization order by AFRA counsel.

PORTENDING serious interference to at least a half dozen clear channel stations in the United States and several in Canada, the Mexican Government has authorized XER, at Villa Acuna, across the Rio Grande from Del Rio, Texas, to increase its power from 75,000 to 500,000 watts, which will make it the most powerful station in the world. XER is controlled through a Mexican corporation by Dr. John R. Brinkley, former Milford, Kan., station operator. It was granted the right to operate alternately on the mid-channels of 735 and 655 kc. and U.S. stations on adjacent channels have filed protests with the State Department.

CHAN GURNEY, secretary-treasurer of WNAX, Yankton, S. D., has been elected vice-president of the Yankton school board.

WIDENING of the broadcast band, to make available to North America seven additional channels of 10 kc. width lying below 550 kc., has been proposed by the Canadian delegation to the International Radio Conference at Madrid. The plan has been endorsed by both Mexico and Cuba.

KSO, Clarinda, La., one of the group of Iowa stations owned by the Des Moines Register & Tribune, on Nov. 5 will join the NBC-WJZ network. The station recently was authorized to move into Des Moines but faces a protest court appeal by WMT, Waterloo, la.

WASHINGTON's new CBS outlet, the revamped 10,000-watt WJAS, Alexandria, Va., will go on the air with a full schedule of network programs on Oct. 20. At the same time WMAL will leave CBS and operate independently.

Whether behind a stack of chips or behind a counter, the dealer plays the game where percentages are in his favor.

DEALERS IN MERCHANDISE throughout Kansas and five adjoining states are quick to sense the increased percentages in their favor when products are advertised over WIBW.

"I can tell the minute a manufacturer starts to advertise on WIBW," says one dealer. "My customers begin asking for his product by name. Wish you'd tell them to let me know in advance when they're going to start, so I can build up my stock to meet the demand that always comes."

To do the most effective . . . most economical selling job in Kansas and adjoining states, take this "on the spot" advice from dealers who know. Use WIBW to get action!

CONSTITUTING the largest independent network ever arranged, 26 stations will broadcast the weekly program of Fr. Charles E. Coughlin, beginning Oct. 10, when the militant Catholic priest resumes his radio work, Sundays at 4:30 p.m. (EST).

BLAINE BUTCHER, formerly with WIBW, Cincinnati, has joined the announcing staff of WCAU, Philadelphia, succeeding John Sweeney, recently promoted as assistant to Horace Feyhl, studio manager.

TRUMAN BRADLEY, formerly with CBS in New York and KMTR, Hollywood, has been named as regular announcer for WBBM, Chicago. He also takes the role of "Brul" in the new show on CBS.

A. D. WILLARD, formerly with WCAO, Baltimore, and at one time owner of a Baltimore advertising agency, has joined the staff of WJSV, new CBS Washington outlet.

J. L. VAN VOLKENGREN, formerly radio director for BBDO in Chicago, has been appointed commercial manager of KMOX, St. Louis.

MILTON BLINK, general manager of Universal Radio Productions, Chicago, and Mrs. Blink, are parents of a baby girl, Judy Robin, born Sept. 24.

PURNELL H. GOLDBLATT, commercial manager of WBAL, Baltimore, and Miss Eloise Ewens White, prominent in Baltimore social circles, were married Oct. 8 and will spend their honeymoon in the South.

LLOYD C. THOMAS, formerly commercial director of the Westinghouse stations, has been appointed commercial manager of local station sales for NBC, with headquarters in New York.

J. H. HENGSTBERG, vice-president and general manager of CKOK, Windsor-Detroit, announces the appointment of W. H. Taylor, formerly vice-president of Campbell-Ewald, Detroit, as special representative of CBS on the staff of the station.

PHIL MERRIMAN, formerly with NBC, Washington, has joined the operating staff of WJSV, Alexandria, Va.

M. S. NOVIK has been appointed director of WEVD, the Socialist station in New York.

HARREN DANIEL, young graduate of Vanierbilt University, has been assigned by WSM, Nashville, to take charge of its merchandising service. instituted by J. Leslie Fox, recently appointed commercial manager.

JOSEPH CHAMBERS, technical supervisor of WDL, Cincinnati, has become engaged to Miss Cecilia Byron, of Ft. Thomas, Ky.

FRANK CROWTHER (Red Cross), manager of WSP, Topeka, Kan., has been transferred by Virgil Evans, owner of various Southern stations, to WIBW, Hattsville, Ala., as manager.

WARREN SWEENEY, announcer and concert pianist of WMB, Washington, and Mrs. Sweeney are the parents of a daughter, born Oct. 6.

MYRON J. BENNETT, who recently moved from KFYR, Bismarck, N. D., to KTAT, Fort Worth, has been appointed studio and program director of KTAT.

The 52d semi-annual meeting of the Society of Motion Picture Engineers will be held Oct. 27-28 inclusive, at the Hotel Pennsylvania, New York. Julee Hazer, RCA, is chairman of the publicity committee.
Ahoy there! Looking for a trim craft to convoy your sales message to wealthy Midwestern millions? Better consider KMBC — the station that’s “9 Ways the Winner” and fully rigged to supply smooth sailing for shrewd advertisers in this big important Kansas City area. KMBC is manned by a hand-picked crew of nearly 100 people — by far the largest station staff in this territory. They provide Kansas City’s finest programming production, and promotion... In the wake, come Kansas City’s largest audiences. No wonder KMBC carries a heavier cargo of national spot business than any other Kansas City station. Haul to and get aboard, won’t you?

K____
M______
B______
C______

THE ANSWERS

C IS FOR COMPASS
B IS FOR BLIMP
M IS FOR MOSQUITO BOAT
K IS FOR KETTLE

FREE & PETERS, INC.  CBS BASIC NETWORK
In each of these stations you will find a Westinghouse 5 HV Transmitter serving faithfully and economically, just as Westinghouse 50 HG Transmitters are doing in the 50 kw field.
Maryland's oldest radio voice...WCAO...now speaks with even greater authority. On October 19, WCAO took the air with a new 5000-watt, 5 HV Westinghouse Transmitter. This substantial boost in power has resulted in an enormously improved signal for WCAO's home-town listeners in Baltimore.

What's more, WCAO's new highly directive antenna is providing reliable coverage of Maryland's rich Eastern Shore...long time radio orphan. To WCAO's clients, this represents "bonus" coverage of a valuable secondary market.

Selection of this transmitter was made only after careful analysis of circuit efficiency, operation economy and design simplicity. It is significant that the choice was Westinghouse. The knowledge accumulated during 20 years of actual station operating experience has been incorporated into its design.

Fuseless overload protection, air-cooled tubes in all stages and surgeproof metal rectifiers cut down maintenance and give extra protection against program interruptions. Automatic control and simplified circuit adjustments result in more accurate, more convenient operation.

For these reasons and for the way Westinghouse Transmitters are helping to meet today's wartime problems, we say, "Keep an eye on those stations which are Westinghouse-equipped."
Manpower Tips

THE BROADCAST manager's personnel problems have been simplified, to a degree at least, by the issuance last week [BROADCASTING, Oct. 19] of the first list of critical occupations within the communications industries (including broadcasting), prepared by the War Manpower Commission and transmitted to every local board in the country by National Selective Service headquarters. Although there is just cause for gratification over this list, its real purport should not be confused.

For the present there will be no blanket or automatic deferment for any occupation within broadcasting or any other field defined as "critical". Each local board is empowered to consider the merits of each case and to grant or deny the deferment accordingly.

Significant, too, is last week's warning from Paul V. McNutt, WMC chief, calling for intensified recruitment and training of women workers and advising employers to determine all jobs which can be filled by women and "to prepare for employing the largest possible number" of women.

This tips off broadcasting's main reservoir of future personnel, other than men and those unsuit ed for military service. More women must inevitably be trained to perform jobs previously considered outside their ken.

The latest Selective Service directive to local boards clearly states that the list is composed of occupations "which require six months of training and preparation". Furthermore, the directive advises each board to consider the availability of persons possessing such occupational skill and the length of time necessary to train a replacement.

The list is short at present owing to the qualifications established in the definition of "critical" occupations. In the future, the drain of the draft on other occupations will likely create a need for revision of this first list. At such time additions would likely come from the elaborate list of job definitions prepared by BWC for WMC [BROADCASTING, Oct. 12].

What can the hard-pressed broadcaster do at the moment about his manpower problem?

First, prepare a complete inventory of his "critical" positions. This is the advice of Maj. Gen. Hershey. Local boards have available Form 42-A for use in seeking deferments of necessary men, and Selective Service advises employers to use it in connection with all key men regardless of whether they have been deferred for other reasons.

Then begin to train women, older men and those who by reason of physical disabilities are unlikely to be called up. This phase of the problem now calls for realistic evaluation. The old prejudices against women must be cast aside. Even if the draft seems unlikely to affect a male employee, it is conceivable he may be taken later for a job in war production, if WMC is given the legislative authority it seeks.

Visit the local board and contact the nearest office of the U. S. Employment Service to obtain precise definitions of critical occupations. And to clarify the status of particular employees, it might be wise to change titles to conformity to those being established by WMC.

Sponsors' Chance

WHO WILL BE the first sponsor to send his broadcast performers abroad, particularly to England and Ireland, to entertain our vast army of troops in their camps?

The need is crying, as reported in a London dispatch in our Sept. 28 issue. Assuming that transportation can be made available—and we think it can—there would seem to be hardly a performer unwilling to go abroad, despite the inevitable hardships, to do his bit to make life brighter for the boys in uniform.

Certainly the problem for the sponsor is simple if the regular commercial shows can be piped back on schedule via shortwaves, which is entirely feasible if done in the British Isles where BBC has plenty of regional pickup points. And the British, fully cognizant that their own traveling troops generally fall flat when performing before American-Canadian soldiers, are more than eager to cooperate.

Indeed, that's why BBC has sent over Pat Hillard, assistant director of variety programs, on the "talent scouting" mission first revealed in our London dispatches.

The enormous success of Al Jolson's recent tour of our camps in Britain and elsewhere, the great reception Edgar Bergen and Bob Hope got in Alaska, the eagerness of our boys for more such entertainment as expressed to our own traveling correspondent during his visit to their camps in England—all point to the need for the additional contribution by the entertainment world to troop morale.

Double Trouble

THE WAYS of government sometimes are devious. During wartime, when the left hand often knoweth not what the right hand doeth, it may even be worse.

A case in point is the foreign-language program supervision situation. Formal announcement was made that the Office of Censorship, one of the most efficiently operated units of the wartime Government, had created a new Foreign-Language Office. Only a few days later, when the supplemental national defense appropriation bill for 1943 was released, there was disclosed for the first time that the FCC has in mind covering this whole field, and some [BROADCASTING, Oct. 12].

It may be that the FCC and Censorship Office are pursuing two different functions, though we can't reconcile this by reading the testimony of FCC Chairman Fly to the House Appropriations subcommittee and the statement of J. Harold Ryan, assistant director of censorship in charge of radio.

In announcing formation of the new section, headed by Mr. Dobrow, which has been functioning quietly and without fanfare, for several weeks, Mr. Ryan said it would assist foreign-language stations in exercising their responsibility. Scripts and broadcasts are being checked and actual monitoring operations are being installed. Though he didn't say so, the plan also is understood to encompass checks on personnel to guard against seditious, sabotage or enemy aid.

For the foreign-language program control, Chairman Fly sought $16,240; for checking of personnel of international and domestic foreign-language stations, plus a telegraph company efficiency inquiry (the two were not broken down), another $29,000.

No one will question the need for close scrutiny of all possible angles and vistas where the safety of the nation is concerned. A few thousand, or hundred thousand, on the war bill perhaps won't make much difference. But unnecessary duplications or expenditures certainly should be avoided, when avoidable.

There are and will be many more wholly unnecessary and hurtful regulatory acts committed in the name of essential wartime work. Since we're all in it for the same ultimate goal—victory and freedom—let's try to keep such overlaps at a minimum.
We Pay Our Respects To

IRA ARTHUR HIRSCHMANN

If you should happen to read the file folder marked IRA Arthur Hirschmann in any newspaper morgue, you would think you knew a lot about him—and you would be quite wrong.

You would find that under his direction the advertising and research departments of Bloomingdale's (New York department store) have won several awards during the past few years. You would learn that he is a member of the Board of Higher Education in New York City, founder and president of the New Friends of Music, special appointee to the War Labor Board, civic leader who participates in radio forums discussing the larger issues of current events.

Of his major ambition, recently realized, you would find practically no mention, so here is the unwritten chapter:

Mr. Hirschmann has long been determined that Bloomingdale's, and its affiliate, Abraham & Straus, would not be caught napping when the inevitable expansion in the fields of FM and television come after the war. They won't be. W75NY, a new station, goes on the air with daily programs in November, and its engineering staff is collaborating with General Electric on television development. W76NY is owned and operated by Abraham & Straus and Bloomingdale's, the subsidiary company being known as Metropolitan Television Inc.

"The fields of FM and television are open for new blood," Mr. Hirschmann said in discussing plans for the station. "They cannot be considered as supplements to the present broadcasting programs. They require new talents, new people, new ideas. It will be healthy for the whole radio industry to have a new outlet for the development of new program techniques."

"Our major job is winning the war. Great technical advances are being made in equipment for the Army and a whole new generation of skilled technicians is being developed. Public taste is changing, veering toward programs which give behind-the-scenes information on events which shape our daily lives. During this interim we must experiment with new ways of presentation; we must utilize technical advances in order to provide the kind of programs the public will want."

"W75NY will be known as the Information Station, and will specialize in news, music and education. Our educational system stands ready for new and more graphic teaching methods. Television can reach into every classroom, giving the most remote and poverty-stricken schools the services of the most brilliant teachers.

"The air belongs to the people and should be harnessed by public-spirited citizens to serve the country at large. Better informed people are happier people, less inclined to move toward excesses."

"Mr. Hirschmann's enthusiasm for radio is nothing that has mushroomed overnight. While at L. Bamberger & Co., in Newark, he helped in the development of WOR. There he arranged the first Philharmonic broadcast and acted as its commentator. As early as 1928, he was fascinated by the possibilities of television. He arranged for experimental work at WOR with the now obmuted scanning device. Year by year his conviction has grown that aural programs would become visual as well."

In August, 1939, just after Abraham & Straus and Bloomingdale's applied to the FCC for a license to operate a television station, Mr. Hirschmann went to London where he made a study of television programs and equipment there. Even before that, he had presented television fashion shows. Since then he has followed each technical advance with keenest interest.

To people who meet Mr. Hirschmann for the first time, he seems incredibly young and remarkably well informed on everything from baseball to Bach. Born in Baltimore, July 7, 190?, he majored in economics at Johns Hopkins and studied economics at the Pontifical Institute in Baltimore. Then, while still in his late teens, he went to work at Bamberger's. Within a year he was making advertising manager of the basement and, three years later, sales and publicity director for the entire store. Leaving there to join Lord and Taylor, he went to fifth avenue, where he has shown wherever he has worked an uncanny foresight in sensing changes in public taste. It is reasonable to assume that he will carry this gift over to the formulation of programs.

"For the last five months or so, Bloomingdale's has sponsored a radio program called Women and the War which is broadcast each weekday morning over WQXR, New York. This program's vital contribution as war propaganda, its assistance in rallying women to serve their country, and its freedom from any hackneyed ideas of what a department store program should be, give a hint of the vigor and originality which may be expected from the new station's programs. The theory of selling an institution rather than an item is not a new one in store advertising, but it is one he has carried to its logical conclusion.

"Mr. Hirschmann is married to the concert pianist, Hortense Monath. Their apartment, in Manhattan's elegant East 80's, centers around its music room where Mrs. Hirschmann plays for her frequent appearances with major symphony orchestras.

BOB BOWMAN, special events supervisor of the Canadian Broadcast- ing Corporation, returns from Britain with the first of the wounded of the Dieppe raid in which he took part as an officer. Bowman has been in England since December, 1939, making period- ic reports to the Canadian High- bomber. He is in charge of the CBC Overseas Unit.

ROLAND SCHWEDER, of the sales staff of KVOG, Wesley, Tex., has joined the Army. With Craig Leech and Tom Sammons already at officer's training school, the KVOG sales staff has completed a 100% turnover. Replacements on the sales staff of Jim Stanberry, formerly of KNOC, Amariello, and Grant Pickens, from the KFOU announcing staff.

DALE DRAKE, commercial manager of WRR, Dallas, is in the Army Air Forces at Sheppard Field, Tex. Immediately after induction, he married Phyliss Warem, of Wichita Falls.

LARRY EDWARDSON, commercial manager of WNRC, Hartford, Conn., has one of his photographs included in the 33rd annual Salon of Photographers currently being held in London. The event is sponsored by the League of Camera Clubs of America, and the 20-year-old quarters have been "blitzed" out. Mr. Edwardson is one of the ranking exhibitors of this country.

ROSALIE MCFOY, formerly copy- writer of Nystrom Publishing Co., Montgomery Ward & Co. and Domes- tic Art Publishing Co., has joined the sales promotion department of Bloomingdale's, as the department's first woman copywriter.

GLEN WELKER, a sales manager of WHMA, Ottawa, taking his place in the Dominion Radio- tion Board.

J. ALLEN BROWN, sales manager of WMYT, New Bern, N. C., will leave Nov. 1 to become the executive manager of WFOX, St. Augustine, Fla. Mr. Brown was once a general manager of WHMA, Anniston, Ala.

KEVIN CHONIN, display advertis- ing salesman for the New York Daily Mirror for the last 2½ years, has joined the sales staff of Joseph Hersh- ey McGilvra, New York. George J. Arkelidis has left the advertising staff of the station representative to accept a commission in the Navy as a lieutenant (j.g.).

MARTIN GOSCH, producer of the NBC Abbott and Costello series for R. J. Reynolds Tobacco Co., Winston- Salem, N. C., announced his resignation from the company on September 17. Mr. Gosch is to assume the management of the Eos Francisco Light Opera Co. The move will take place early in November.

THOMAS FRY, of the blue sales staff, has received a commission as captain in the Marine Corps Reserve, and will leave sometime in December for active duty.

ED WOLFE, of the sales staff of WIL, St. Louis, has entered the Mari- ne Corps. He has been replaced by Ray L. Wyne, new to radio.

HAROLD B. DAY, former promo- tion manager of WLS since 1937 and previously with Leenau & Mitchell, New York, has joined the sales pro- motion department of WABX. Prior to join- ing the agency, Day handled sales promotion for General Electric Co., and Scientific American.

SCOTT BARON, formerly promotion director of Ross-Federal Research Corp., New York, and account exe- cutive of Ward Wheelock Co., Phila- delphia, has joined the Saturday Even- ing Post as publicist manager.

ERNEST BUSHNELL, program supervisor of the Canadian Broadcast- ing Corp., Toronto, has been named for the duration to the Canadian Broadcasting Commission at Ottawa, taking charge of radio.

HENRY A. HUTCHENS, general sales manager of National Union Life Insurance Co., J. J. has been re- placed active service with the U. S. Naval Reserve as lieutenant command- er.

WILLIAM J. HENNESSEY Jr., CBS executive recipient for the past five years, will leave the network Oct. 20 for Fort Riley, Kan., for training in the cavalry corps of the Army.

MACKENZIE WARD, formerly of BLUE Chicago local sales and pre- viously of the Chicago sales staff of WMC, has been joined the sales staff of WBBM, Chicago.
JAY SIMS, newsreader who started on May 1, 1937 at WBBM, Chicago, and who recently joined WABC, New York, has taken over the CBS news broadcast schedule of George Bryan who has left the network to join the Army Air Forces. Rex Brown replaces him. Tom Michel, assistant news editor of KOA and former member of the KAF, has joined the Army. Belfi Loucks, former traffic manager, reported to the WAAFs at Fort Des Moines. On Oct. 11, Bob Young, former announcer at KOA and first employee to enter the Armed Forces, has been promoted from private to captain of infantry.

BILL REID, formerly at CKRM, Red Deer, Que., has been added to the announcing staff of CKWS, Kingston, Ont.

ERNEST NEFF, former Pittsburgh announcer, has joined the staff of WNYC-WQXR, Cleveland, replacing Warren K. Deen, who is now with WTMX, Chicago. Robert Brown, former announcer for CBS, has resigned to enter a war industry.

KEN CARPENTER, Hollywood announcer on the weekly NBC Kraft Music Hall, sponsored by Kraft Cheese Co. (cheese, salad dressing), has been signed to portray himself in the Paramount film, "True to Life."

LARRY CHATTERTON, supervisor of announcers for CBS, has resigned and moved to Seattle where he will become associated with a station.

ROBERT PEELER formerly of WGAU, Greenville, is assistant announcer for WKNO, Knoxville, Tenn.

BOB RAWSON, announcer of WII, St. Louis, recently became father of a boy. His wife, Miss Patricia, handles his boys.

PHIL STEARNS, Coast newspapersman, has joined the news department of KJW, San Francisco.

Bill Tredway, announcer-sportscaster of KTRV, Sioux City, Iowa, has been with the station since it went on the air in July, 1933, recently entered the Navy and is now in the Great Lakes Naval Training Station. He hopes to return to his old station as soon as he is given leave.

William Fife, former staff announcer for WJJD, Chicago outlet, has joined the CBS New York staff.

GERALDINE MERKEN, formerly in charge of continuity at WINS, New York, has joined the continuity department of WOR, New York.

LEONARD SILLMAN, producer of Broadway plays, has joined the sales department of Henry Souvaine Inc., New York, public relations firm, where he will handle programs primarily concerned with public relations. Sillman will also work on his upcoming Broadway show, "New Shoes."

ANN HUNTER, English-born commentator who has been on the West Coast for the past six months, has resumed the afternoon-weekday program "A Woman Views the News," on WDF, Chicago.

Ted Collins, publisher of "The Kate Smith Record," has been named chairman of the radio committee of the United States Department of War, in which William H. Paley, president of CBS, is a member.

Bob Heiss, chief announcer of WTMJ, Milwaukee, Warren Mard has left the network to become one of the first automotive sponsors of a woman's program, "The Oldsmobile Show," the broadcaster builds a tangible audience, a fact proven at some cost to the sponsor, who was decided to test their listening appeal. A polished cloth was selected as a premium offer, and an initial order of 10,000 was placed to meet demand. Record response to CBS daytime programs at that time was 110,000. But 228,000 women listeners sought the cloth, and it cost Pontiac $45,000 to be reassured that women listened to news through a woman's eye.

To Miss Cravens have come several honors and positions of responsibility. During her CBS broadcasts, she received honorable mention from the Women's National Press Club in its annual award for highest types of programs, radio chairman of the National League of American Penwomen, Miss Cravens takes part in several affairs through her membership in the League of Women Voters. For the past three years Miss Cravens has been elected to the post of "The Voice of St. Louis." Currently based in New York, Miss Cravens has the regular hour program for Francis Rogers Department Store, Miss Cravens admits to an ambition to become a foreign correspondent.

From St. Louis, the Pontiac Motor Co. brought Miss Cravens to New York and encouraged no doubt by her proven drawing power in the Midwest, put her on CBS to sell Pontiacs, becoming one of the first automotive sponsors of a woman's program, "Through a Woman's Eyes," the broadcast builds a tangible audience, a fact proven at some cost to the sponsor, who was decided to test their listening appeal. A polished cloth was selected as a premium offer, and an initial order of 10,000 was placed to meet demand. Record response to CBS daytime programs at that time was 110,000. But 228,000 women listeners sought the cloth, and it cost Pontiac $45,000 to be reassured that women listened to news through a woman's eye.

To Miss Cravens have come several honors and positions of responsibility. During her CBS broadcasts, she received honorable mention from the Women's National Press Club in its annual award for highest types of programs, radio chairman of the National League of American Penwomen, Miss Cravens takes part in several affairs through her membership in the League of Women Voters. For the past three years Miss Cravens has been elected to the post of "The Voice of St. Louis." Currently based in New York, Miss Cravens has the regular hour program for Francis Rogers Department Store, Miss Cravens admits to an ambition to become a foreign correspondent.

From St. Louis, the Pontiac Motor Co. brought Miss Cravens to New York and encouraged no doubt by her proven drawing power in the Midwest, put her on CBS to sell Pontiacs, becoming one of the first automotive sponsors of a woman's program, "Through a Woman's Eyes," the broadcast builds a tangible audience, a fact proven at some cost to the sponsor, who was decided to test their listening appeal. A polished cloth was selected as a premium offer, and an initial order of 10,000 was placed to meet demand. Record response to CBS daytime programs at that time was 110,000. But 228,000 women listeners sought the cloth, and it cost Pontiac $45,000 to be reassured that women listened to news through a woman's eye.

To Miss Cravens have come several honors and positions of responsibility. During her CBS broadcasts, she received honorable mention from the Women's National Press Club in its annual award for highest types of programs, radio chairman of the National League of American Penwomen, Miss Cravens takes part in several affairs through her membership in the League of Women Voters. For the past three years Miss Cravens has been elected to the post of "The Voice of St. Louis." Currently based in New York, Miss Cravens has the regular hour program for Francis Rogers Department Store, Miss Cravens admits to an ambition to become a foreign correspondent.
Hello again! This is Johnny Timebuyer speakin'—and have I got a fist-full of facts an' figures about KEX, the BLUE network station in Portland, Oregon!

A national magazine recently featured a picture showing a Portland war-worker buying champagne—but Oregon people also lead in war bond buying! No other market in America offers such attractive sales opportunities!

At KEX they serve up your platters to the radio audience with expert care and skill—and with the finest reproduction equipment! Your transcribed spots will really "sound good" over KEX!

If recording problems are gettin' you down, the KEX staff can give you a "live-talent" show guaranteed to attract an audience and sell goods.

Don't forget to put KEX on your next spot schedule—just call your nearest Paul H. Raymer office—or write or wire direct!

Tin hats are the top fashion in Portland, America's greatest shipbuilding center! That means big pay and big payrolls. KEX carries your message into homes throughout this rich area.

A shipyard special!

Hello everyone! I'm Johnny Timebuyer speakin'—and have I got a fist-full of facts an' figures about KEX, the BLUE network station in Portland, Oregon!

A national magazine recently featured a picture showing a Portland war-worker buying champagne—but Oregon people also lead in war bond buying! No other market in America offers such attractive sales opportunities!

Boo! That KEX, Blue network schedule for this fall is not only a lulu—but good! Guaranteed to deliver a terrific audience to spot advertisers!

Don't forget to put KEX on your next spot schedule—just call your nearest Paul H. Raymer office—or write or wire direct!
ELBERT HALING, publicity-merchandising director, of WBAP-KOKO, Fort Worth, who originated WBAP's rural newspaper show, The Suburban Edeller, and wrote and directed two popular flying cadet enlistment programs, has enlisted in the Army Air Forces. He will be stationed at Tarrant Field, Fort Worth, in the public relations department.

GEORGE COREY, scriptwriter of BLUE's This Nation at War, has temporarily taken over the writing of Women and War-during the illness of his wife, Francis Corey, who conducts the program on WQXR, New York. Pinchhitting at the mouthpiece for Mrs. Corey is Adele Klein, actress.

TOM MOORE, formerly announcer of WBBN, Chicago, is m.c. on the 200 Club, daily hour variety program and the Poetry Patter, quarter-hour free-day-a-week women's participation show on WAIT, Chicago.

TED LLOYD, formerly on the staff of Radio Daily, last week joined the radio department of Twentieth Century Fox Film Corp., New York, to handle picture promotion via radio. Fox Film plans to step up this phase of its publicity to the proportions of its swapper and magazine departments.

RUDOLPH WILLS, formerly of WLOF, Orlando replaces Mary Ray as continuity director of WGVC, Albany, Ga., and will also be promon-...
IT IS only natural that WLAC should command big audiences. Its 50,000 watt voice is crystal clear. Its schedule is backed by practically all the big-name shows of CBS. And most important of all, WLAC has had over sixteen years experience in catching the flavor — and finding the favor — of Middle Tennessee. Here's one case in point: It proves WLAC has the knack for building programs that people enjoy...

Each week for more than two consecutive years, WLAC has been originating "The Garden Gate" to the coast-to-coast Columbia Network! This sustaining network program — featuring "The Old Dirt Dobber" — has also been sponsored locally (currently, six days a week, by General Mills) for more than eight years!

This brand of showmanship ... this knack for building a local organization into a nation-wide favorite ... this policy of never being satisfied with doing "just as good as the competition" has built giant audiences for WLAC. And giant sales for WLAC advertisers.

NOW 50,000 WATTS

GATEWAY TO THE INDUSTRIALLY RICH TENNESSEE VALLEY
LaVELL WALTMAN, formerly of KROC, Rochester, Minn., has joined WAVE, Louisville, and is conducting a new show, Scramblegram. He replaces Ray Marcus who went into the Army shortly after coming to WAVE.

LEADING AIRCRAFTSMAN Charles W. Tingwell, announcer of 2CH, Sydney, Australia, recently paid a visit to CHEX, Peterborough, Ont., near the camp where he is now training as a member of the Royal Australian Air Force. He was guest announcer at CHEX and took part in an interview on live in Australia.

DAVE PRICE, of the sales staff of CHEX, Peterborough, Ont., has joined the Canadian Wartime Prices & Trade Board as a liaison officer on the rationing board.

ARNOLD STINSON, announcer of CKLW, Windsor-Detroit, is recovering from an appendectomy.

HARRY O'BRIEN, previously with CBS from 1930 to 1936, and since that date affiliated with Sutton & O'Brien, commercial art studio, has returned to CBS as art director in charge of network promotion.

CLETE ROBERTS, special events director of the BLUE, Hollywood, has been signed to do a trailer narration and spot announcement transcriptions for 20th-Century Fox film, "China Girl".

ALICE BELLING has been appointed publicist and promotion director of KMPC, Beverly Hills, Cal. The wife of Don Belling, executive vice-president of Lord & Thomas, Los Angeles, she at one time was in the promotion department of Bulluck's, Inc., that city.

MARVIN FISHER, Hollywood writer, has joined the Army.

KAY HALLE, only woman music network annotator, has returned as commentator on CBS for the Cleveland Orchestra. Mrs. Halley has been a "raving commentator," for WQAR, CBS Cleveland affiliate.

MIKE RENNUGUCCIT, formerly of WGN, Chicago, has joined the announcing staff of WFIL, Philadelphia.

ANNETTA FARRAR, auditor of KROV, Sacramento, and Sgt. O. L. Morgan, of Boise, Idaho, were married Sept. 19 in Parker, Ariz., it was recently revealed. Mrs. Farrar, professionally as Lee Bradley, was formerly on the acting staff of KROV.

JOHN FORREST, announcer of KZTT, Salt Lake City, is one of an all-war-workers revue, "Thumbs Up," currently playing in Seattle.

SHERILL MASON, in the traffic department of BLUE Hollywood, with installation of that network's teletype and Western Union wires, has taken over the Air Forces. Network, housed in same building with NBC Hollywood, has previously shared that latter's equipment.

DON HARVEY, announcer of KOAM, Pittsburg, Kan., has joined the announcing staff of KWTO, Springfield, Mo.

ENSIGN HENRY FLYNN, formerly in special events department of CBS Hollywood, has received his commission as lieutenant (junior grade). He has been in service since outbreak of the war.

DOROTHY E. BARTENBACK has been appointed to the spot and local sales division of NBC Chicago, and Esther A. Adams has been added to the transcription department.

JOHN D. SCHUERER, night supervisior of WFIL, Philadelphia, will marry Lois Andrews of the promotion department shortly.

JOHN RAPP, Hollywood script writer on the NBC Time to Smile Show, sponsored by Bristol-Myers Co. (Ipsen, S. N. Heptica), is the father of a girl born Oct. 15.

JACK JOY, formerly program director of KHJ, Hollywood, has been appointed music advisor to the Office of War Information. In addition, he is currently music director of the weekly NBC The Army Hour.

GEORGE JAY, Hollywood announcer, has joined the Army Air Force.


JERRY BURNS, former sports and special events man, has joined KNOK, St. Louis, and will specialize in news and special events. As studio manager the processor at KNOK was inducted into the Army at Peoria, Ill. No successor has been named.

ROBERT ALLEN, radio actor who has appeared in Against the Storm and Just Plain Bill, has been given the leading role in Passing Gravy in the third company of "Junior Miss," which opens in Boston Oct. 20.

GUY SAVAGE, has resigned as staff announcer of WGN, Chicago, to freelance. He is continuing on the Human Side of Sports quarter-hour on WGN sponsored by Pet Foods Co., Chicago (Meister Bran) five days a week.

JOHN HICKS, formerly of WBAP and KGKO, Fort Worth, has joined the interviewing staff of WSAI, Cincinnati.

Three-Man Board Heads KFI-KECA

Anthony Taking More Active Part in Running Stations

THREE-MAN board, consisting of department heads will continue to supervise operation of KFI-KECA, Los Angeles, with no successor being named at this time to the late Elinor blossom, general manager.

Earle C. Anthony, owner, is taking a more active participation in the stations' operation, and he will supervise activity of the board, which includes Clyde P. Scott, commercial manager; John (Bud) Edwards, program director and Ernest Felix, auditor and personnel director.

With Bernard Smith having resigned his dual capacities as farm editor and director of public relations of KFI-KECA to prepare for induction into the Army, his former duties have been divided. Elmer D. Pederson, national sales executive, will be in charge of public relations centers. Nelson McIninch has been assigned farm editor. Ken Higgins, staff writer, has taken over spot announcements and Government messages. Matt Barr, former NBC, Hollywood publicity department, recently added to the KFI-KECA staff, continues as publicity director.

Carpenter to WKNE

DAVID CARPENTER, formerly sales manager of WHEB, Portsmouth, N. H., has been appointed general manager of WKNE, Keene, N. H., replacing Herman Steinbruch who has resigned to become radio and advertising manager of Variety. Mr. Carpenter has had wide experience in selling and management since entering radio as a part-time announcer in 1928. Born in Pennsylvania and educated at Western Reserve Academy and Wyoming Seminary, he is married and has two children.

Frederick A. Stock

DR. FREDERICK A. STOCK, 69, composer, dean of American conductors and director of the Chicago Symphony Orchestra, died Oct. 20 of a heart attack. He established a world record for service, beginning this fall his 48th season with the Chicago Symphony Orchestra, his 38th as its conductor. A wage dispute between the Orchestra Assn. of Chicago and a group of musicians led by James C. Petrillo, caused the orchestra to disband during 1927, but funds were raised to enable the musicians to reorganize.

UPTON CLOSE, NBC's expert on Far Eastern affairs, is the author of Behind the Face of Japan, revised edition, which will be published Oct. 30 by the D. Appleton-Century Co.
Here Is Another In the Series of Continuous Steps Forward which have served to establish KFBI as The Kansas-Oklahoma Station—

KFBI IS NOW ON THE AIR 24 HOURS DAILY PROVIDING COMPLETE SERVICE TO A "BUSY-AROUND-THE-CLOCK" AREA

ADD THIS UP:
KFBI OFFERS THE BLUE NETWORK plus MUTUAL plus the MOST LIVE TALENT SHOWS plus the MOST NEWS plus the MOST SPORTS plus the MOST MERCHANDISING SERVICE plus WICHITA'S BEST WAVE-LENGTH. KFBI—THE OLDEST STATION IN KANSAS,—KANSAS' ONLY 24-HR. STATION—IS YOUR BEST BUY TO SELL.
How many EARS are you getting in ROANOKE?

FOR lo, these many months, we’ve been telling you that the only way to get listeners in Roanoke, Va., is with WDBJ. And now here’s Mr. Hooper with additional proof.

As far as WDBJ is concerned, much the same situation exists throughout the entire Roanoke-Southwest Virginia market. That’s because WDBJ is the only station that can be heard satisfactorily throughout the whole territory at all times!

Ergo: If you want listeners, not only in Roanoke but in 26 other rich*, responsive counties as well, give your message to WDBJ—the big-audience station in this neck of the woods. Write for full details, or just ask Free & Peters.

* $350 million in buying power!

How many EARS are you getting in ROANOKE?

FOR lo, these many months, we’ve been telling you that the only way to get listeners in Roanoke, Va., is with WDBJ. And now here’s Mr. Hooper with additional proof.

As far as WDBJ is concerned, much the same situation exists throughout the entire Roanoke-Southwest Virginia market. That’s because WDBJ is the only station that can be heard satisfactorily throughout the whole territory at all times!

Ergo: If you want listeners, not only in Roanoke but in 26 other rich*, responsive counties as well, give your message to WDBJ—the big-audience station in this neck of the woods. Write for full details, or just ask Free & Peters.

* $350 million in buying power!

How many EARS are you getting in ROANOKE?

FOR lo, these many months, we’ve been telling you that the only way to get listeners in Roanoke, Va., is with WDBJ. And now here’s Mr. Hooper with additional proof.

As far as WDBJ is concerned, much the same situation exists throughout the entire Roanoke-Southwest Virginia market. That’s because WDBJ is the only station that can be heard satisfactorily throughout the whole territory at all times!

Ergo: If you want listeners, not only in Roanoke but in 26 other rich*, responsive counties as well, give your message to WDBJ—the big-audience station in this neck of the woods. Write for full details, or just ask Free & Peters.

* $350 million in buying power!

How many EARS are you getting in ROANOKE?

FOR lo, these many months, we’ve been telling you that the only way to get listeners in Roanoke, Va., is with WDBJ. And now here’s Mr. Hooper with additional proof.

As far as WDBJ is concerned, much the same situation exists throughout the entire Roanoke-Southwest Virginia market. That’s because WDBJ is the only station that can be heard satisfactorily throughout the whole territory at all times!

Ergo: If you want listeners, not only in Roanoke but in 26 other rich*, responsive counties as well, give your message to WDBJ—the big-audience station in this neck of the woods. Write for full details, or just ask Free & Peters.

* $350 million in buying power!

How many EARS are you getting in ROANOKE?

FOR lo, these many months, we’ve been telling you that the only way to get listeners in Roanoke, Va., is with WDBJ. And now here’s Mr. Hooper with additional proof.

As far as WDBJ is concerned, much the same situation exists throughout the entire Roanoke-Southwest Virginia market. That’s because WDBJ is the only station that can be heard satisfactorily throughout the whole territory at all times!

Ergo: If you want listeners, not only in Roanoke but in 26 other rich*, responsive counties as well, give your message to WDBJ—the big-audience station in this neck of the woods. Write for full details, or just ask Free & Peters.

* $350 million in buying power!

How many EARS are you getting in ROANOKE?

FOR lo, these many months, we’ve been telling you that the only way to get listeners in Roanoke, Va., is with WDBJ. And now here’s Mr. Hooper with additional proof.

As far as WDBJ is concerned, much the same situation exists throughout the entire Roanoke-Southwest Virginia market. That’s because WDBJ is the only station that can be heard satisfactorily throughout the whole territory at all times!

Ergo: If you want listeners, not only in Roanoke but in 26 other rich*, responsive counties as well, give your message to WDBJ—the big-audience station in this neck of the woods. Write for full details, or just ask Free & Peters.

* $350 million in buying power!
'Farm & Home' Awards
NOW in its 15th year on the air, the National Farm & Home Hour on the BLUE has changed its format to increase its effectiveness in bringing information and entertainment to farm families. A new weekly feature is the Merit Award to a farmer who has done a particularly outstanding job, while news coverage has been increased with the addition of thrice-weekly farm news supplied by the OWI. Two minutes of the program are also devoted daily to local farm newscasts from each BLUE station carrying the broadcasts.

Radio Sewing Course
SEWING COURSE for beginners is being presented on WQXR, New York, Tuesdays at 9:10 a.m., under the sponsorship of Bloomingdale's Department Store. Program teaches listeners how to take their own measurements, how to apply the measurements to pattern and material, how to cut and fit a garment. Lucille Rivers of McCrory Corp., director of the broadcasts, has written six supplementary booklets for students who register at Bloomingdale's.

Income Tax Advice
TIMELY program to help listeners in making up their income taxes under the new laws, will start on the BLUE Nov. 12 with David K. Lasser, income tax consultant, as commentator. Titled Your Income Tax, the series will be heard Thursday evenings at 9:45.

For Juveniles
MOTHER GOOSE set to music is the theme of new Sunday morning juvenile program on WJJD, Chicago, entitled Fun for Kids. M. C. of the program is Uncle Willie, friends of the children, portrayed by Bill Evans.

Best Letters
PERSONALIZED birthday cakes are given writers of ten best letters on their birthdays in a new contest on So This Is Your Birthday, show sponsored thrice-weekly on KLZ, Denver, by American Lady Bakers. Program features sketches and songs by Barclay Allen.

Eastman on CBS
EASTMAN School of Music, Rochester, N. Y., will inaugurate a series of weekly half-hour broadcasts of symphonic, choral, chamber and opera music on CBS Oct. 30, using the various musical groups of the institution, Dr. Howard Hanson, director of the school, will serve as commentator.

'E' Award on Network
ALL SIX stations of the new Connecticut Broadcasting System were used Oct. 18 on a two-hour sponsored broadcast of the Army-Navy "E" ceremony at the Chase Brass & Copper Co., Waterbury. Stations are WNBC, Hartford; WELI, New Haven; WATR, Waterbury; WSBR, Stamford; WNAB, Bridgeport; WMTC, New London.

Food, food, food! Food for our fighting men, food for our allies, food for the folks at home—KMA farmers are producing it by the trainload. The greatest production in the history of this famous region of record crops!

Think about that for two consecutive seconds and you'll see why 1942 farm income in the KMA area (150 rich counties around Shenandoah, Iowa) will top all previous records too.

What's it all add up to? One of the best markets in America today—nearly 2,000,000 farm and small-town people who account for 66% of all retail sales in the whole region!

Incidentally, these people listen to KMA—not only for their news, farm information and entertainment, but also for ideas on what to buy! Want proof? Send for your copy of our latest market data brochure. It's an eye-opener!

The No. 1 Farm Station in The No. 1 Farm Market—

150 COUNTIES AROUND SHENANDOAH, IOWA

FREE & PETERS, INC., Exclusive National Representatives

BROADCASTING • Broadcast Advertising October 26, 1942 • Page 45
Merchandising & Promotion

Day and Night—Jackpot—Winner of Award—
Fuel Tips—Bonds and Stamps

TO PROMOTE its daytime programs among night listeners, CBS inaugurates a 13-week cycle Nov. 9, presenting full-length samples of such programs as Kate Smith Speaks, Sacred Husband and The Pause That Refreshes in the Monday, 10:30-11 p.m. period. Both commercial and sustaining shows will be heard full length during the series, to be known as Daytime Showcase. All types of programs will be represented to indicate the full range of entertainment covered by CBS during the daylight hours.

Blue Uniformity
IN LINE with its slogan "It's Easy to Do Business With the BLUE," that network has redesigned its new contract forms for network and local offices, using simplified terminology and larger type. Under the direction of Fred Farrar, the BLUE's design consultant, the new forms in 11-point type are now similar to the basic typography and layout of all BLUE printed matter.

Forces in Growth
WMCA, New York, using a grey folder inscribed "Was greater tribute ever paid a radio station?", is sending out copies of the scroll dated Oct. 2, 1942, which Sachs Quality Furniture, New York, gave to the station in honor of its 20th year of broadcasting on WMCA (BROADCASTING, Sept. 28). Signed by three Sachs executives, the scroll includes the phrase that the store "believes that radio in general and WMCA in particular have been the most constructive forces in our growth."

School Guides
A LISTENING GUIDE, suitable for posting on bulletin boards, is mailed monthly to Chicago teachers, schools and educational institutions by WBBM, Chicago. The guide, issued every month during the school year, lists educational, cultural and war service programs on WBBM-CBS.

Telephone Listeners
WERX JACKPOT, sponsored by M. Werx Co., St. Bernard, Ohio, on WKRC, Cincinnati, gives each person $5 cash who has a box of Werx in the home when telephoned by Nelson King, program conductor, during the broadcast. Telephone numbers are selected at random from the directory. Those who do not have Werx on hand get a repeat call several weeks later and to learn whether they really have the product, they are asked to read part of the advertising message.

Like Teletype
LETTER simulating a teletype news flash was sent out by R. C. Maddux, sales director, of WOR, New York, offering sports show by Stan Lomax for sponsorship.

WOW Magazine Wins
ONLY RADIO publication to receive an award at the 1942 Conference of the Southwestern Assn. of Industrial Editors held Oct. 10 at Stillwater, Okla., was the WOW News Tower, house organ of WOW, Omaha.

Judged on the basis of a comparison of the last 12 issues with a similar number of issues a year ago, the WOW News Tower won a triple achievement award of merit for superiority in production, editorial content and appearance. More than 100 house publications completed.

Heating Books
IMPORTANCE of the local heating services in the national fuel conservation program is the theme of the booklet, "Do's and Don'ts of Fuel Saving," which Minneapolis-Honeywell Regulator Co., Minneapolis, is offering listeners on the BLUE program Alias John Freedom.

The company sponsors the spy series once every four weeks under the BLUE's teamed sponsorship plan for manufacturers no longer producing for the consumer. Also distributed to radio commentators, newspaper editors and columnists, the booklet lists simple rules to make a house easier to heat.

Bond Exhibits
EXHIBITION designed to show the public what their War Bonds and War Stamps will buy has been opened by WTVIC, Hartford, with purchase of a War Stamp as the price of admission. On display are materials ranging from machine gun bullets to 100 pound demolition bombs, all manufactured in nearby plants.

Christmas Tips
CASH or War Stamp prizes are given for the best 25-word letters on "The Most Useful Merchandise Gift," on a ten-week Christmas series opened on WGL, Fort Wayne. Program is heard a half-hour five days weekly.

Page 46 • October 26, 1942
HERO of World War II, Carl S. Dalby Jr., radio officer of the U. S. Merchant Marine, somewhere on the high seas, was 21st birthday Oct. 22 by Fred Waring's NBC broadcast. Officer Dalby's brother, an officer in the Merchant Marine, saluted him on the air.

Without a doubt, the recent World War II commemoration held at the American Legion Post 30 in Kalamazoo, Mich., with a special address by U. S. Secretary of Education William H. Kimball, had the purpose of honoring the veterans of the war. The program was broadcast nationally on WOR, New York, Oct. 22.

The program was sponsored by a group of local citizens and was conducted by Leonard MacNamara, radio announcer in charge of the station.

Walnut County, Ind., is the official home of the new KIWI station, which officially went on the air Oct. 21. The station, owned and operated by the American Legion Post 30, will be a low-powered station with a 1,000-watt transmitter. The station will be broadcast on 1400 kilocycles.

The station is located on a hilltop overlooking the town of Walnut, and the studio is located in the basement of the Legion building.

The station will carry local news, sports, and other programming, and will be staffed by members of the American Legion Post 30.
CORN PRODUCTS REFINING Co., New York (Kamei desserts), has purchased another special news package on KSTP, St. Paul, giving that station 48 sponsored news periods weekly. Other news sponsors are Richman Bros., Cleveland; Phillips Petroleum Co., Bartlettville, Okla.; Bristol-Myers Co., New York; Manhasset Soap Co., New York; Griffin Mfg. Co., Brooklyn; Model Laundry, St. Paul; Minnesota Milk Foundation; St. Paul Book & Stationary Co.; Green Watch Co., Cincinnati; Vick Chemical Co., New York.

REV. JOHN F. MacARTHUR, Eagle Rock, Cal., (religion), on Oct. 4 started sponsoring the weekly half-hour program Voice of Calvary, on three Dox Lee California stations (KGB KXO KVOE), with pickup from KFAS, 10:30-30 p.m. (PDT). Contract is for 13 weeks. Dean L. Simmons, Los Angeles, has the account.

AIRPORT Ground Schools, Inc., Hollywood (technical training), in addition to a daily one-hour period of recorded music on KIEV, Glendale, also uses news spots on that station as well as commercial announcements on KFWB. Other Southern California radio is contemplated by the Agency in West-Marquis Inc., Los Angeles. John L. Bannor is account executive.

EASTERN-COLUMBIA, Los Angeles, chain department store, in a Christmas shopping campaign which started in early October, currently is running a total of 100 transcribed one-minute announcements weekly on four stations in that area—KECA KFYV KMHK KMER. Model Adv. Co., Los Angeles, has the account.

NELSON BROS., Chicago (furriers) has started sponsorship of Salute to Victory, interviews with Army and Navy recruits and indubious, six evenings a week, on WBAM, Chicago. Company now sponsors 4½ hours weekly on WBAM. Agency is Geo. H. Hartman Co., Chicago.


SPARKLETT'S DRINKING WATER Co., Los Angeles, on Oct. 19 started sponsoring Polton Lewis in twice-weekly, on KHTI Hollywood. Contract is for 52 weeks. Firm also sponsors three-weekly participation in Homeowners Club on that station, and in addition a five-minute minicast on KPI Los Angeles. Agency is Raymond R. Morgan Co., Hollywood.

Anderson in Army

HUBBARD E. ANDERSON, advertising manager of Union Oil Co., San Francisco, has enlisted as an aircraft mechanic in the Army Air Forces. His enlistment came after a special recruiting drive for men with manual skill which the San Francisco Advertising Club had handled. He is stationed at Steeple Field, advanced flying school of the West Coast Army Air Forces Training Center.

MAPLE LEAF MILLING Co., Toronto (Monarch Live Stock Feed and Poultry Feed), on Oct. 19 started the 10-minute transcription program Peace Store three times weekly on CHNS, Hamilton; N. S.; CILS, Yamouth, N. S.; CKNB, Campbellton, N. B.; CFNB, Fredericton, N. B.; CHSJ, St. John, N. B.; CFRY Yorkton; P. E. I.; CILT, Sherbrooke, Que.; CKCO, Ottawa; CFTB, St. Catharines, Ont.; CILX, Peterborough, Ont.; CKWS, Kingston, Ont.; CKXW, Wingham, Ont. Account was placed by Goldfield, Brown & Co., Toronto.

KRUTH CHINA Co., St. Louis, returns to KSD Nov. 2 with a Win 15-minute musical show titled Serenade in Waltz Time, Sundays, 2-2:20 p.m.

SOLO'S WOMEN'S SPECIALITY SHOP, Philadelphia, has renewed The Hour You Will Remember on KYW, Philadelphia. Ventil Adv. Agency has the account.

MUSTEROLE Co., Cleveland, has contracted to present Let's Take a Look in Your Mirror on CPHR Toronto; CKCO, Ottawa; VOCi, St. Johns, Newfoundland. Agency is Erwin, Wasey & Co., New York.

THE COTTON BAROMETER OF BUSINESS than retail sales increase, and Memph is far and away ahead of every major Southern city in this vital department.

There is no surer barometer of business than retail sales increase, and Memphis is far and away ahead of every major Southern city in this vital department.

Tell 'em—and Sell 'em over WMC, the Pioneer Radio Station of the Mid-South!
Hollywood Page

Canadian children are featured on WEVD, a New York station, for five weeks. The series, titled Yiddish Swing on WEVD, New York, Oct. 25. Now in its fourth month, the show is heard Sunday, 1:30-2 p.m., on Yiddish folk-sports hour, starting Oct. 12. New York, handles the account.

A. S. BOYLE Co., Los Angeles (Harmony vitamins) will complete a contract, on Oct. 14 started sponsoring the Yiddish Swing series, on WEVD, New York. Contract is for four weeks. Agency is J. Walter Thompson Co., Los Angeles.

MAXISCHWITZ Co., New York (Gray) has started a musical program titled Yiddish Swing on WEVD, New York, Oct. 25. Now in its fourth month, the show is heard Sunday, 1:30-2 p.m., on Yiddish folk-sports hour, starting Oct. 12. New York, handles the account.

BYERS FLOUR MILLS, Camrose, Alta., has started a weekly broadcast program on a number of western Canadian stations. Account is placed by Stewart McIntosh, Calgary, Alta.

EDELBRAU BREWERY Inc., Brooklyn, on Oct. 30 will launch a weekly half-hour program on WOR, New York, having discontinued sports and music programs on three other New York stations. Aired 7:30-8 p.m., the series will feature Ray Block with his orchestra, Jerry Cooper, vocalist, football predictions by Tom Mcpy, sports columnist of the New York newspaper, and interviews conducted by Jimmy Jemist, New York Daily News photographer. Roy E. Durante Inc., New York, handles the account.

THIRTY DRUG Co., Los Angeles (Southern California chain) on Oct. 26 starts sponsoring a five-week adventure newslet by Dick Joy on KNX, Hollywood. Contract is for five weeks. Firm also sponsors the nightly quarter-hour commentary, Inside the News with John Burton, on KFI, Los Angeles, with Erskine Johnson's Hollywood entertainment commentary, on KCAS, Los Angeles, five times weekly. An average of 35 WOR the War time signal announcements are also used on the latter station each week. Latter contract is for six weeks, having started Oct. 15. Agency is Hillman-Shane-Breyer Inc., Los Angeles.

THREE SPONSORS of transcribed series, Plying for Freedom, announced by NBC's radio-record division, are: Jacob Reed Stores (men's clothing), aired on WEAF, New York; Philadelphia; National House Furnishing Co., on WEBS, Salem, Mass.; selected outlets on WSYM, Winsted, Conn.

TWIN CITY SHELLAC Co., Brooklyn, has signed for live announcements on WHN, New York, adding to its schedule of seven spots weekly on WEVD, New York for Dan-Dee floor polish and wax. Firm, which started on WHN last fall with one-minute transcriptions, may expand its radio advertising. Agency is Dosser & Dorakin, New York.

WALTER M. LOWNEXY Co., Montreal (canal), on Oct. 19 started London's Young Canada, a weekly hour-long children's program for Chenoa, Canada. The show will air 12-1 p.m. daily. Canada, and Canadian children are doing in the war effort will be featured. Account is handled by Harry E. Fester Agencies, Toronto.

ONE Outstanding Market

Pay dirt—30 counties of it in this area—with 8,114 active retail outlets to work through.

with ONE Selling VOICE

WTAD ranks first as "listened to most often" in more counties (50 mile radius) than all other stations combined. We have the proof!

about one Who Feed Manufacturer Says

R. E. Whitefield, President, Illinois Manufacturing Co., Quincy: "We have been using WTAD since the first year it went on the air, over 15 years ago. What more can we say?"

NOW—Some Good Program Buys That'll Pay Their Way and Then Some!

"930 on the Dial" WTAD

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

THE KATZ AGENCY

5000 WATTS NIGHT AND DAY

5000 WATTS NIGHT AND DAY

BROADCASTING • Broadcast Advertising
MAKIN' THE GRADE IN INCLINE (Ky.)?

If you haven't already found it out for yourself, it's hard tough

to make the grade in little
towns like Incline (Ky.).

But it's a glide in the Louisville Trading Area, where you have

75.5% of the entire State's buy-
ing power! . . . As we may have

mentioned before, WAVE is the

only station that completely cov-
er the Louisville Area at lose cost!

. . . That's why more and more

smart advertisers are concen-
trating in Louisville with WAVE.

WAVE?

WAVE?

Want all the facts?

COVERAGE or CUSTOMERS?

You See the BIG Difference

When You see your story .

Air EXCLUSIVELY

at the 70’s who

work with their Hands

WDZ

TUSCOLA

ILLINOIS

1000 WATTS

Are you happy with your present

station? . . . Are you getting the

results you expect from your adver-
sising . . . or are you wasting your

money? You only have one oppor-
tunity to make a first impression.

And the first impression is the

most important one.

You may have coverage.

But you KNOW you have customers

when—for WDZ's low 1000-watt sales

cost—you bring in 3,343 cash orders

from 70 minute programs (just one of many WDZ

"case histories").

WDZ's "DIRECTIONAL PROG-

GRAMMING" does it! Tossed and

proved by 20 years of RESPONSE.

Want to—test a new product . . . per-
fot a show "package" . . . transform
copy "misers" into "hits"?

Write us for availability and pro-
gram details TODAY!

HOWARD H. WILSON CO. . Repre-
sentatives

New York, Chicago, Kansas City, San Francisco

206,154 Listener Letters During 1941!!

BROADCASTING \ Broadcast Advertising

October 26, 1942 • Page 51
Maj. Murray to Move

Maj. Gladstone Murray, appointed recently to the newly-created post of director-general of broadcasting of the Canadian Broadcasting Corp., will move from Ottawa to Toronto towards the end of the month, making his headquarters in Toronto where the national program, commercial, station relations, traffic and other departments under his jurisdiction are stationed. He will occupy an office at 55 York St.

Paley's London Talk

CBS has issued a booklet titled By Radio from London containing the full transcript of the talk broadcast Sept. 19 by William S. Paley, president, during his recent visit to England. Heard as part of The World Today news program on CBS, the speech featured Mr. Paley's reactions to wartime England.

non-listeners, he continued, women in small towns tend to listen more than city dwellers; there is more listening in the lower income, less well educated class and more listening in non-telephone that in telephone homes, even in the same income brackets; women who listen in the daytime also listen more at night than those who do not tune in the serial dramas.

Women who listen to the serials are found in all age groups, Dr. Lazarsfeld stated, and they listen on the average to from three to five serials daily.

PROBABLY YOUNGEST timebuyer in Canada is pretty blonde Norma Storey who holds that important post at the Toronto office of Lord & Thomas of Canada. You don't ask the ladies their age, but when Norma started her career in radio she was "perhaps 17," according to her former colleagues at the Canadian Broadcasting Corp. And it is but simple arithmetic after that, for she joined the CBC in January 1935. She came to Lord & Thomas in October 1941, when that agency was in the market for a timebuyer because marriage was depriving the radio department of its chief. Scouting around, Lord & Thomas picked Norma Storey from her job at the CBC.

Born and educated at Toronto, Norma started her business career right out of the Toronto High School of Commerce, as stenographer and teletype operator with the CBC. She had a lot to learn, but it was obvious she had a brain which was in the pink of condition and a rare appetite for the whys and wherefores. She learned quickly, graduated to secretary of the traffic manager at CBL, Toronto, became acting traffic manager for a brief span, then secretary to the station manager. From that post it was another step to timebuyer at Lord & Thomas, where her knowledge of station operations has stood her in good stead.

She handles network shows for Colgate-Palmolive-Percol products, including the most popular daytime Canadian program, The Happy Gang, which has been on the air continually for six years; Shares the Wealth, weekly quiz show in which she takes part; Penny's Diary, weekly family sketch. She also places live, spot and network business for Quaker Oats Co. products, PepsiCo. Co. of Canada, and other internationally known accounts.

Still single, she spends what little time she has to spare from her radio career swimming and riding.

Craig Takes Radio Post

With Benson & Bowles

WALTER CRAIG, former program director of WMCA, New York, who resigned Oct. 15, is joining Benton & Bowles, New York, Nov. 1 in an executive capacity in the agency's radio department. He previously was radio director of Street & Robinson in New York, and prior to that was with World Broadcasting System.

Mr. Craig will work with Kirby Hawkes, manager of the Benton & Bowles radio department, and will probably take over most of the talent activities formerly handled by Bert Prager, who has joined Donahue & Coe, New York, as radio director. Assisting Mr. Craig will be Frank Connolly, former assistant to Eddy Stowell, business manager of the B & B radio department. Mr. Stowell leaves the agency in three weeks, having received his commission as first lieutenant in the Marine Corps Avia

tion.

FTC Medicine Complaint

WILLIAM J. COOKE, operating as the World's Medicine Co., Indianapolis, has been charged with false advertising in a complaint issued last week by the Federal Trade Commission. The Commission said that "World's Tonic" falsely claimed, in radio continuity and other media, to be a harmless general tonic, but in truth might be dangerous to health if administered as directed.
Broadcasting

WALTER S. MAAS, former executive vice-president of Dorland International, New York, has been appointed president of the agency, succeeding Thomas M. Quinn, who has resigned to become executive vice-president of Irwin Vladimir & Co., New York. At Dorland, Arthur F. Counihan continues as vice-president and Howard S. Hadden as chairman of the board.

ALLEN S. PLOUTON, assistant account executive, has left the agency to join the Army.

TIEO D. MANDELSTAM, former assistant manager of Harry Kaufman, Adv., Baltimore office, and more recently production manager for the headquarters office in Washington, is now in officer's training school of the Signal Corps. Marshall Jacobs, former production manager in the Kaufman agency, is with the air cadets, Larry Blumenfield is with the Chemical Warfare Division of the Army.

JACK D. TARCHER, head of J. D. Tarcher & Co., New York, has been made chairman of the advertising, publishing and public relations division of the New York and Brooklyn Federation of Jewish Charities for the 1942 campaigns.

BARTE R. TOIFAS, radio director and timebuyer of WBBM-Chicago office of McCann-Erickson, has joined the Chicago office of Campbell-Mithun, Inc., in the account contract department.

HELEN ARSTEIN, formerly of the Morton Freund Agency, New York, has joined Hillman-Shane-Breyer Inc., Los Angeles.


CECILE ROBINSON, formerly in the radio departments of the Bloom Co. and the Franklin Brudh Adv. Agency, New York, has joined Wm. Eddy & Co., New York, as assistant timebuyer, under the supervision of Tom Loving.

THOMAS J. CORRY has left the media department of Compton Adv., New York, to join the Army.

N. LOYCE MINOR, former radio director of Equity Advertising, New York, where he had special supervision of the American School account, frequently user of radio for its correspondence course, is now in the Army.


GEORGE MACGREGOR has resigned as assistant to the advertising manager of Colgate-Palmolive-Peet Co., Jersey City.

SHERMAN K. ELLIS & Co., New York, on Oct. 16 moved offices from 505 Fifth Ave. to 247 Park Avenue.

Krautter Joins Agency

L. MARTIN KRAUTTER has been appointed vice-president and account executive of Stockton-West Burkhart, Cincinnati agency, it was announced last 20 by William Z. Burkhart, president. Mr. Krautter has been manager of advertising and sales promotion for the Crosley Corp. for the last 2½ years. Before that, he was in the advertising agency.

Mr. Krautter business for ten years in creative and executive posts, and has been identified with accounts in the food, drug, transportation and home-furnishing fields.

Radio Club to Move

A CHANGE in meeting place from the Hotel Lexington to the Cafe Royale at 43rd and Fifth Ave. was voted Oct. 21 at the weekly lunch-on session of the Radio Executives Club of New York, which announced that it will move to the new location Oct. 28. Feature of this session will be entertainment by WJZ, first of the New York stations to bring its talent to the club this season. Last week's meeting was a closed session.

Named V-Ps at R&R

GEORGE A. HUHN and Luther H. Wood, account executives of Ruthrauff & Ryan, New York, have been elected voting members at WJZ, first of the New York stations to bring its talent to the club this season. Last week's meeting was a closed session.

Donato Joins Rambeau

NAT V. DONATO, formerly of the commercial staff of WOV, New York and previously of the national advertising department of the New York World-Telegram, has been appointed manager of the New York office of William G. Rambeau Co., station representatives. He succeeds William N. Wilson, who has been commissioned lieutenant (j.g.) in the Navy and at present is at Harvard for indoctrination training.

"After the Ball (Games) Are Over"

points out Suzy our Steno, "WSAI keeps its listeners through Cincinnati's finest afternoon and evening schedule, including 'Club Maritime', 'Beyond the Bookends', 'Prescott Presents', an hour for children and, of course, News on the Hour. If you're looking for results, spot your message in WSAI's afternoon schedule."

WASHINGTON, D.C.

WSAI'S SALES AIDS

1. Streetcar and bus cards
2. Sales signs
3. Display cards
4. Newspaper ads
5. Tote bag
6. Downtown Window Displays
7. House-argon
8. "Meet the Sponsor" broadcast

IT SELL'S FASTER IF IT'S

SAI IDENTIFIED

CINCINNATI'S OWN STATION

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

WHCU

Ithaca, N. Y.
870 Kilocycles

Agencies

Like Good Company?

WHCU's Central New York Market Means R-E-S-U-L-T-S To:

Allis-Chalmers Mfg. Co. American Agriculturist

AND MANY MORE

HERES YOUR INVITATION TO BETTER BUSINESS

A Low Cost Producer

WHCU

Ithaca, N. Y.
870 Kilocycles

BROADCASTING • Broadcast Advertising

October 26, 1942 • Page 53
Department Store Series Started On Cooperative Basis

Seven Competitive Retailers On the Same Program

LONG apathetic to radio advertising, leading San Francisco department stores and specialty shops, faced with changing conditions, now recognize the importance of the media and in early October started sponsoring on a cooperative basis a new weekly night-time 45-minute musical program, San Francisco’s Open Door, on KQW, that city. In the past various department stores in that area were intermittent users of spot announcements, also sponsoring quarter-hour programs for special occasions—but none ever was a consistent radio advertiser.

Door Is Open

When some of the local department stores recently decided to remain open Thursday nights as a convenience to defense workers, KQW seized the opportunity to break down the long-established resistance to radio on the part of this important retail field. An inexpensive show, San Francisco’s Open Door is built around Ernest Gill and his orchestra, with featured vocalists.

Dean Stewart does the announcing job. It was offered to the department stores and specialty shops on a participating basis, with suggestion that here was a means by which they could do an “industry” job, plus direct selling.


Morning following the first broadcast found customers waiting outside the stores. Sales volume for that day was greatest in the stores’ history, it was said. As result KQW was forced to extend the program time to 45 minutes, thus accommodating additional sponsors. Today there are seven. Plus the five mentioned, they include Livingston Bros. and Eagleson Co.

For convenience of night-time shoppers, and at special request of the participating stores, Union Square Garage, largest underground parking lot in the world, is included as a participant. With additional competitive department stores and specialty shops requesting time, KQW, according to C. L. McCarthy, general manager, has a list of sponsors waiting to get on that program.

The New Angle

“Cooperative programs are not new to radio, but a cooperative sponsored by seven competitive department and specialty stores certainly is!” he declared. “Therefore, San Francisco’s Open Door becomes a ‘radio first’ on two counts. We have succeeded in breaking down the resistance of the department store field to radio advertising, and seven competitive sponsors are cooperatively presenting a show. Every participating store in this notoriously-resistant retail field is well on the way to becoming a substantial user of radio in his own right.”

NEW LATIN SERIES

BY ORSON WELLES

IN COOPERATION with the Office of the Coordinator of Inter-American Affairs, Orson Welles is starting a series of sustaining programs on CBS Nov. 1 with the purpose of teaching North Americans something about their Latin American neighbors. Titled Hello, Americas, the new series will be broadcast Sunday evenings, 8-8:30, with Welles as writer, producer, director and star. Latin American musicians will supply suitable backgrounds for the dramatic narratives, all based on factual information. Nine broadcasts are scheduled for the new series, with the probability that it will be extended indefinitely.

Lockheed & Vega Aircraft Corps, sponsors of Ceiling Unlimited, quarter-hour Monday evening series which will start on CBS Nov. 9 with Welles as star, have granted permission for him to undertake the CIAA sustaining shows as well.

Gilmore Audience Show

GILMORE OIL Co., Los Angeles, Nov. 2 starts sponsoring a weekly half-hour audience participation program, Gilmore Furlough Fun, on five NBC Pacific Coast stations (KPI KPO KOMO KGW KMJ), Monday, 7:30-8 p.m. (PWT). With service men as studio audience and participants, program features Heryl Wallace as mistress-of-ceremonies, with Comedian George Riley and Spike Jones’ orchestra. Verne Smith has been assigned as announcer. Contract is for 52 weeks. Placement is through Rutherford & Ryan, Hollywood. John H. Weiser is agency account executive.

New FM Station

BECAUSE no new equipment is involved, the FCC on Oct. 21 granted the application of Yankee Network, Boston, for a construction permit for a high-frequency FM station to operate on 44.3 mc, on Mt. Asnehumskit, near Paxton, Mass., with main studios in Boston. Permit will specify that the station cover 15,000 sq. mi. and that equipment of W4SB, Paxton, be used. W4SB, formerly experimental station WIXOJ, has operated under Special Service Authorization on a commercial basis since April, 1941.

Let ‘WHEBBY’ Spray YOUR Story over the 1,000 Salt-water Watts of—

WHKY Hickory North Carolina

5000 Watts Day

1000 Watts Night

WHKY offers complete coverage of the Rich Western North Carolina Market at one LOW COST.

1290 KC Blue Network

Portsmouth, New Hampshire

BROADCASTING • Broadcast Advertising
WSIX and Mutual Break on Contract

WSIX, Nashville, and MBS are currently at odds over the affiliation status of the station with the network. Mutual maintains that the five-year contract signed in January, 1941 is still in effect, while WSIX holds that it was terminated Oct. 15 in accordance with its notice to the network. WSIX for some time has been carrying BLUE programs, and now carries no MBS programs.

Basis for the disagreement goes back to last March when MBS stopped feeding musical programs to the station after the AFM had pulled all of its musicians from Mutual in order to prevent the network from feeding music to WSIX, which was then engaged in a dispute with the AFM Nashville local [BROADCASTING, April 6].

At that time Fred Weber, MBS general manager, explained that "discontinuance of service to the Nashville affiliate was unavoidable, in view of the fact that 198 other Mutual member and affiliated stations could not be deprived of service." WSIX contends that this curtailment of service, which had lost the station a number of commercial as well as sustaining Mutual programs, violated the terms of the contract and was sufficient basis for the station's termination of its Mutual affiliation.

Asked for a statement of WSIX's legal position, Alfred T. Levine, the station's general counsel, asserted: "WSIX does not feel it is proper to discuss this matter other than to say that Mutual breached its contract with WSIX."

86 Stations Benefit

LATEST survey by CBS of its programs heard on the full network to earn the 15% discount plan shows that 86 stations have benefited by the plan, adding 338 hours and 25 minutes of weekly on the network's commercial schedules. Also revealed was the fact that 42.2% of all CBS programs presented between 7 and 11 p.m. are full-network shows. After Oct. 19 when Lady Esther Co.'s Screen Guild Players goes on the full network, 17 separate sponsors will be the total presenting 26 individual commercial shows on the full CBS network.

Propose KRBA Sale

APPLICATION for assignment of KRBA, Lufkin, Tex., to Darrell E. Yates, manager of the station since it went on the air June 15, 1938, has been filed with the FCC. Under the deal, Mr. Yates will pay $10, and other good and valuable considerations" to the three partners, Ben T. Wilson, automobile dealer; R. A. Corbett, oil distributor, and Thomas W. Baker, engineer and banker. Reason for the change is said to be the enlistment of Mr. Corbett in the armed forces, and the desire of the other partners to retire.

MEREDITH WILLSON, musical director of NBC Hollywood, has been notified that his week driver song, "My Ten Ton Baby and Me," has been adopted as official campaign song by the U.S. Truck Conservation Corps.

IN ARMY WAR SHOW

Six Former Radionuns Are
With Task Force

WSIX former radio men are on duty with Victory Division, Army War Show Task Force, with the arrival of Lt. David J. Dempsey, former CBS engineer, who replaces Lt. Charles Carvajal, NBC International Division production director, who has a foreign short wave assignment.

Others with the show are Pvt. Bert Parks, CBS announcer who handled cigarette work in the east; Pvt. Bob Waldrop, CBS staff announcer once heard on Hour of Charm and John's Other Wife; Pvt. Don L. Kearney, formerly with WHAM, Rochester, WAGE, Syracuse, WFAS, White Plains, N. Y.; Pvt. Dick Knaier, WCAU, Philadelphia; Pvt. George Fuller, WFBR, Baltimore.

Gen. Code Adds Duties
In Signal Corps Setup

UNDER a realignment of the Office of the Army Chief Signal Officer, Brix. James A. Code Jr., Deputy Chief Signal Officer, has been designated Chief of the Signal Operating Services, a companion post to that of the Chief of the Signal Supply Services held by Maj. Gen. Roger B. Colton. Gen. Code thus will hold two posts—Deputy Chief Signal Officer and Chief of the Signal Operating Services. Under Gen. Code's direction in the new organization structure are the Army Pictorial Division, headed by Col. J. B. Lawton; the Army Communications Division, Brig. Gen. Frank E. Stoner; the Signal Troops Division, Brig. Gen. Charles M. Milliken.

The Signal Supply Services, directed by Gen. Colton, comprises the Materiel Division, headed by Eugene V. Elder, and the Research and Development Division, in charge of Col. J. D. O'Connell. The Army-Navy Publicity and Production Expedition Agency, Storage & Issue Liaison Branch are placed directly under Gen. Colton's executive staff. Col. D. McK. Crawford continues to direct the Communication Coordination Division which, besides four branches, has the important Army Communications & Equipment Coordination Branch and Communications Services and Research and Development Committee. Col. C. O. Bickelhaupt heads the Control Division.

McNutt Statement

(Continued from page 8)

town. These offices will be glad to review the entire question with them.

'I wish to extend my appreciation for the splendid cooperation of your member stations and the radio industry as a whole have given our efforts. And at the same time I wish you every success with your current series of NAB district meetings.'

ON ICE!

Even when your stocks are frozen and your plant is pressed for war production, you can't just put your good name on ice for the duration...or you'll be left out in the cold when peace comes.

To have a warm reception waiting for your product when it comes home from the war—give the people who were your customers, and who will be again, something they value—radio entertainment—to remember you by.

CGR

860 Kilocycles

TORONTO

GREAT CHANNEL

TRONTONO

Something NEW
in New York Radio

Popular

. . . "The Classics with a Blend
of the Modern . . . and NEWS"

WLIF Broadcasts Weekly:

- 43 hours of the best liked semi-classic and classic melodies . . . featuring OUTSTANDING ARTISTS AND COMPOSERS.
- 19 hours of favorite musical comedy motion picture tunes and soft-sweet rhythms—familiar music by LEADING ORCHESTRAS AND SINGERS.
- 6 hours of operetta and opera presenting GREAT VOICES.
- 5 hours of novelty music.
- 9 hours of UNITED PRESS NEWS.

And here's DEFINITE EVIDENCE that WLIF-listeners buy WLIF-ADVERTISED products and services: Last month, WLIF's fifth on the air, we received over 15,000 letters from listeners, 40% containing proof of purchase.

And Remember: WLIF is still maintaining the LOWEST RATE FOR COVERAGE OF THE NEW YORK MARKET.

OFFICES: RKO BUILDING, New York City
STARs AND STATIONS gave time for war relief Oct. 13 when MBS aired a quarter-hour show, "Bundles for America's Gala Radio Show. Participating were: (left to right): Mrs. W. Latham, national presi-
dent, "Bundles for America"; Roland Young, movie star; Beatie Beatty,
Mutual and WOR commentator. Standing are Frank tenor on
Double or Nothing; Jean Dickenson, Metropolitan Opera soprano, and
star of Album of Famous Music: Larry Holcombe, radio department of
William Esty & Co., New York, agency which produced the show without
charge; Nat Brusiloff, whose orchestra gave its services; Aloha Havilla,
announcer; Frances Scott, CBS, m.c. Show was arranged by Mrs. P.
Wesley Combs, national chairman of Bundles for America radio commit-
tee, and wife of the vice-president of William Esty & Co.

Third District's Music Stand
(Continued from page 10)

Petrillo and try to settle the mat-
ter, the Attorney General said to
me," Mr. Kaye continued, "And if
you do, I'll defend both." Mr. Kaye
said that he was afraid that in
such an action, Petrillo would be
let out on 'the broadcaster might
be left holding the bag.'

In the Middle
Mr. Kaye reiterated the NAB
point of view in the Petrillo mat-
ter and stated that it expressed
the attitude of 98% of the radio
industry. "We don't want to settle
it," he said, "when we didn't start
it. We only got caught in the
middle, and instead of giving up,
we are going to fight it out."

He added that at the proper
time, an injunctive suit would be
filed against James C. Petrillo and
the AFM in the New York State
courts, stating that in similar situa-
tions, the State courts have ruled
against the union.

As for providing added employ-
ment at radio stations for the musi-
cians, he reminded that more than
200 stations are located in com-
unities where there are not even
enough musicians to have an
AFM local represent them. Mon-
over, in many towns there are no
real professional musicians, only
part-time players, "and if stations
had to hire them, you would have
to pay the listeners to listen."

OWI Plans Explained
The meeting was opened by
Neville Miller, president of the
NAB, and Isaac D. Levy, director
of the district, who presided, the
morning session was devoted to
addresses by representatives of the
Government agencies, touching
on the role of radio in the war effort.
Douglas Meservey and Carl Haver-
lain, station relation consultants
for the Office of War Information,
explained why the OWI was set
up, what it is trying to do and as-
sured that attempts are being made
to simplify the procedure of getting
news to radio.

Mr. Haverlin, as public relations
head for Broadcast Music Inc., un-
til loaned to the OWI, also stated
that 800 stations have signed with
BMI and that 52% of all the music
used by radio is now owned or con-
trolled by BMI. Lt. Leon Levy,
manager of radio industry relations
for WACU, Philadelphia, and
industry consultant in radio
for the OWI, outlined OWI plans.

The problems of manpower in
the radio industry were presented
by Louis B. F. Raycroft, regional
director in Pennsylvania, New Jer-
sey and Delaware for the War
Manpower Commission. He urged
radio to prepare for the in-
creased use of women to fill
manpower gaps, especially in technical
and engineering operations.

Eugene Carr, assistant director
of censorship of radio, urged broad-
casters to make a more detailed
study of the code, citing instances
of code violations.

Provisions for the replacement of
parts for home receiving sets and
for station transmitters were dis-
cussed by Frank MacIntosh, of the
War Production Board. He dis-
closed that dry cell batteries
would be made available for farm sets
only, none being available for
civilian portable sets. Moreover,
there will be absolutely no spare
parts for auto radios.

The Tuesday morning session
was devoted to a presentation of
panel sales and business topics by
Lew Avery, new NAB director of
broadcast advertising. Speaking
Paul P. Peters, research director
of the NAB, he said that the 1942
volume, based on actual billings
and present commitments, will be
from 8 to 10% better than 1941.
the outlook for the new year was more promising than a year ago at this time. Clients, he said, are willing to sit down and discuss 1943 budgets instead of the “let’s wait and see what happens” attitude that marked the closing months of 1941. Most encouraging, he added, is the fact that in spite of the war and war-time conditions, radio has held on to virtually all of its network shows. “The inevitable hasn’t happened,” he added. “But agency men will always fear it.”

Retail Problems

A discussion of department stores “and why they should buy more radio” was led by John Garber, advertising manager of Strawbridge & Clothier, Philadelphia department store. The job of radio for the department store, he said, is to sell merchandise or categories of merchandise. The mistake is made, he said, in trying to sell the entire store to radio, and not to department store on an institutional basis. “You need a good merchandising story, not a program, to sell radio to department stores,” said Mr. Garber.

He suggested that the radio sales managers pick out merchandising classifications in a store, build a merchandising story around it, and then present it to the department store. “Always bear in mind,” he advised, “that radio must do, as do the newspapers, a quick and sharp selling business for the department store. Radio has done it nationally, and there is no reason why radio should not be able to do it locally.”

Mr. Garber also cautioned the broadcasters against signing department store to short-term contracts. “Don’t sign for 13 or 26 weeks,” he said. “You have to build it on the air for at least a year in order to give it a fair chance.” He pointed out that the mortality of department store shows was exceedingly high after 13 weeks, but significantly low after one year.

He pointed out that it is a false premise for broadcasters to feel that the department store is antagonistic to radio. While not prog nostic, Mr. Garber pointed out that the department stores would welcome loosing the hold the newspapers have on them, and it is up to radio to create the proper selling conditions.

Vince Callahan, War Bond di

rector of press and radio, denied there are too many plugs for War Bonds and Stamps on the air and urged broadcasters to continue their aid.

Registered at the District meeting were:

Elwood C. Anderson, WEST, Easton; Leo Berlin, NAB, Baltimore; N.J.B.; W.P.B.; Lewis H. Avery, NAB, Stan Lee Bros., WCAI, Philadelphia; Joseph B. Burwell, WMUS, Uniontown; John Barbour; Paul S. Bechel, WRGB, Glenville; Fred M. Chafey, WEUB and WRAR, Reading; Vince Callahan, Treasurer; Roger W. Clark, WFIL, Philadelphia; George B. Coleman, WGBI, Scranton; C. J. Colmer, S.E.S.A.; Roy Croft, WKT, Cedar Rapids, Iowa; Victoria Cory, KDRA, Pittsburgh; S. Eugene Carry, Office of Cen-

ntralization, John H. N. Cocker, WTEL, Philadelphia; C. B. Cutt, Allentown; W.J.A.; Philadelphia; Review Browning, OWI.

Edward Canning, WISR, Philadelphia; and Paul P. Douglas, WEPA, Reading.

WIVES of WPEN, Philadelphia, executives assist station’s War Bond campaign. Mrs. Louis London (1), wife of the program director and Mrs. Arthur Simon, wife of the station’s general manager, joined with other WPEN in a rally for WPEN in a rally for War Bonds, when a one-hour sale-by-sale broadcast from the police station, preceded by a canvass of area radio, raised $33, West Philadelphia, netted Uncle Sam $105,000.

AS PART OF the nationwide War Chest campaign, 300 quarter-hour transmissions, recorded by NBC Re-

dio-Record Division, have been re-
lased to local stations throughout the country by the War Privilege Aid of the YMCA, one of the agencies in-

cluded in the War Chest.

CANTEENS BATTLE OVER AIR RIGHTS

FOLLOWING up reported claim that broadcast originations from the newly-opened Hollywood Canteen impair program value of the weekly CBS Stage Door Canteen sponsored by Corn Products Refining Co. (Manalou), the American Theatre Wing has sent Helen Menken, New York actress, active in the New York Stage Door Canteen, to Hollywood, as its representative to straighten out the issue. Accompanying Miss Menken is an executive of C. L. Miller Co., New York agency serving the account.

As sponsor of the weekly half-hour show, firm claims exclusive radio rights, with American Theatre Wing backing up the contention. Topics to be covered dur-
ing the conferences were expected to include the fact that Hollywood Canteen serves as broadcast origination and also that it receives re-
muneration for the privilege. Desirous of cooperation with operation, the New York group feels that Hollywood has purloined its ideas without permission. Holly-

wood is claiming there was any “lifting” of ideas and hope to amicably settle the controversy.

WLS-WENR Night Hours

WLS-WENR, Chicago, since Oct. 12 has been operating on a split sched-
ule throughout the night, with WENR remaining on the air until 3 a.m. when WLS takes over. The

sharing stations thus complete a 24-

hour cycle.

THREE BULLSEYES

with

ONE SHOT!

SCHENECTADY

TROY

ALBANY

630 KC. 5000 WATTS DAY AND NIGHT * BLUE NETWORK

BROADCASTING | Broadcast Advertising

October 26, 1942 | Page 57
TEXT OF SENATOR CLARK'S BILL

A bill to prohibit certain contracts, agreements, conspiracies, and combinations which prevent the making of recordings for use by radio broadcasting stations and coin-operated phonographs.

Whereas, radio broadcasting is of essential public service and is strongly affected with the national public interest; and

Whereas, radio broadcasting is of great importance to the successful prosecution of the war; and

Whereas, the use of recorded music by radio broadcasting stations is essential to the optimum utilization of radio broadcasting facilities, and

Whereas, the cessation of the manufacture of phonograph recordings and electrical transcriptions would threaten to eliminate the source of newly-recorded music; therefore

Be it enacted, etc. that any provision in the Act entitled “An Act to supplement existing laws against unlawful restraints and monopolies with the states respectively”, approved Oct. 15, 1914, to the contrary notwithstanding, it shall be unlawful for any person or group or organization of persons or the officers, representatives, or members thereof, to make any contract or agreement, or enter into any combination or conspiracy to refuse to make or manufacture or refuse to engage in the making or manufacturing of phonograph records electrical transcriptions, or other forms of recording, if a purpose or effect of the contract, agreement, conspiracy, or combination is to limit, curtail the supply or use of phonograph records, electrical transcriptions, or other form of recording by radio broadcasting stations or coin-operated phonographs:

Provided, that no such contract, agreement, conspiracy, or combination shall be considered unlawful if it is based on a dispute concerning complaints, hours, health, safety, or conditions of employment.

2. Any violation of the provisions of the Act shall be punishable by a fine not exceeding $5,000 or by imprisonment for not more than one year, or both.

This Act shall remain in force during the continuance of the present war and for six months after termination of the war, or until such earlier time as the Congress by concurrent resolution or the President may designate.

Clark Bill Would Curb AFM

(Continued from page 10)

Programs: C. M. Finney, president, Associated Music Publishers; Gerald King, president, and Milton Blink, vice-president, Standard Radio; Michael M. Sillerman, president, Keystone Broadcasting System.

World Broadcasting System received an invitation to attend but sent no representative to the meeting. No comment could be obtained from World executives last week nor would they discuss rumors that World had begun individual negotiations with Petrillo with a view to making a settlement which would permit World to employ AFM members for the manufacture of musical transcriptions. No confirmation of such talks was forthcoming from the musicians union. Either, but despite this lack of official action, the report persisted that a private deal between World and the AFM was in the works.

Unfair Competition

If suits are filed in the State courts against Petrillo and the AFM, they are expected to follow the lines of argument outlined previously [Broadcasting, Oct. 15]. The union prohibition of single-use commercial transcriptions of musical programs while permitting the same programs to be broadcast on networks constitutes unfair competition, and that the AFM is also acting illegally in refusing to allow its members to work for transcription companies while at the same time making it practically impossible for them to use non-union musicians.

Several transcription executives expressed the feeling that if such legal action is undertaken it should be done collectively by the major companies and not individually. So much bitterness has already been generated in the dispute that these executives fear that if one company alone should sue the union it would draw down on itself the personal enmity of Petrillo. Then, when a settlement is eventually reached as it undoubtedly will be, they said, this company would be open to all sorts of reprisals from the union men, which could seriously disrupt operations. One musician noted a wrangle which spoilt the entire record, they pointed out, and such sabotage could easily be disastrous, if it were continued.

Network Letters

As proof that NBC, CBS, and MBS are backing the fight which the NAB is waging against Petrillo's ban on musical recordings, the NAB last week made public quotations from letters it had received from the three networks.

Release of the letters followed the appearance in the New York Times last Wednesday of a story reporting that a majority of "ranking radio network executives" are out of sympathy with the plans taken by the NAB and believe that "solution of the problems raised by the ban of the AFM on recordings can come only through direct negotiation" by Petrillo and the NAB. The Times story said that although the problem was raised by the ban of the AFM on recordings, it would come only through direct negotiation by Petrillo and the NAB. The Times story said that although the problem was raised by the ban of the AFM on recordings, it would come only through direct negotiation by Petrillo and the NAB.

Paul W. Kesten, vice-president and general manager, writing to Neville Miller, NAB president, said: "On behalf of the company I would like to assure you that we feel very strongly that the matters in dispute between the broadcasters and the musicians' union are industry matters and they are very appropriately being handled by the trade association of the industry of which we are a member. We have confidence that your association is handling the matter in the interests of the industry and of the public."
Business Organizations Turn to Radio

Diversified Campaigns, Some Sponsored, Are Outlined

By T. J. Mcinerney
Publicity Secretary
Bronx (N. Y.) Board of Trade

THE USE of the radio in recent years by business organizations—trade associations, boards of trade, chambers of commerce and civic and commercial organizations—as a means of publicizing their organizational activities and advertising their communities, has increased tremendously.

So potent a factor has radio become in this connection that many of these organizations employ publicity representatives whose duties include radio script writing and production as well as the preparation of material for news stories.

A Third of Them Pay

The majority of the organizations making use of radio depend on sustaining time, but this is not true in every case. Of 165 chambers of commerce and similar associations which answered a questionnaire sent out by the U. S. Chamber of Commerce, 23 replied that they paid for their radio time. A similar number reported that they paid for their time on local stations, while 75 indicated that they did not pay for their program time.

These organized spokesmen for businessmen have turned to the ether waves for the same reason that political parties have taken to the air during the past decade or so: It enables them to reach hitherto unreachable audiences. Consider the amazing increase in the number of radio sets in this country during the past 10 years.

In the period from 1931 to 1941 there was an increase of 41,000,000 sets in the United States. The number of sets in use in 1931 was estimated at 15,000,000; on Jan. 1, 1941, it was reported that there were 51,000,000 sets in operation. By Dec. 1, 1941, this estimate had jumped to more than 56,000,000, or an increase of 5,000,000 sets during the first eleven months of last year.

The widespread use of the radio by trade associations and civic-commercial organizations has enabled them to reach a far more diversified public than they did prior to making use of this medium of publicity.

Previously, their publicity media consisted almost solely of their own bulletins and magazines, which reached only their own members, plus whatever newspaper publicity they received.

A moving force in the increased use of the radio by business men’s groups has been the U. S. Chamber of Commerce, whose organization has, besides itself, 1,500 boards of trade, commerce chambers and other trade groups throughout the country. The radio division of the national chamber, under the direction of a seasoned radio commentator, has become one of the most important units within that organization.

Nationwide Series

The civic and commercial organizations which use radio depend mainly for time and facilities on the local stations in their own communities, although some of the larger groups have been able to secure time on the bigger stations and on the networks.

The U. S. Chamber of Commerce disclosed that among the associations which were able to pay for time the sums set aside for the purpose ranged from as little as $75 to as much as $3,200. The average appropriations, to be spent over a period of a year or less, were $200, $500 and $1,000.

A few years ago, civic and commercial organizations in some 1,200 communities throughout the country joined forces in a nationwide series on the general subject, “What Helps Business Helps You.” The radio series was part of a general campaign to awaken public interest in and appreciation of the problems of business men.

Some of the worthwhile activities incorporated by business organizations in their radio programs were shown by a recent survey, follow:

- The Joplin, Mo., Chamber of Commerce purchased time on its local radio station to promote special sales events and other celebrations.
- The Assn. of Commerce in Grand Rapids, Mich., cooperates with the Michigan State Employment Service by presenting I Want a Job, a program of radio interviews in which jobless persons describe their qualifications for the benefit of potential employers.

Diversified Programs

Industries in Portland, Ore., were given an opportunity to describe their manufacturing processes and products once each week. The Chamber of Commerce of Columbus, Ohio, after having described, assumed the small cost of producing and recording the broadcasts. Annunciators and technicians collaborated on a word picture recorded at the plant itself on the day preceding that of the broadcast.

Since December, 1937, the San Diego Chamber of Commerce has sponsored a weekly broadcast known as Know Your San Diego. It presents 15-minute addresses by civic leaders, Army and Navy and local officials and others prominent in San Diego’s community life who are qualified to speak on subjects of local interest.

The Atlantic City (N. J.) Chamber of Commerce inaugurated an award for the “Citizen of the Month” as part of a regular weekly program.

Examples of the diversity of radio programs by trade associations show a wide range. The National Assn. of Manufacturers conducts a nationwide broadcast designed to appeal to the average listener and to install in him an appreciation of the work being done by manufacturers in the present national emergency. This program is always of a timely nature and is conducted by a well-known news commentator, a combination which has made it quite successful.

The Cotton Textile Institute uses paid-for transcription and spot announcements to promote the use of cotton fabrics in clothing and household furnishings.

The National Retail Dry Goods Assn. has prepared scripts suitable to local situations and which members in various localities use as their own. The Association of Casualty & Surety Executives also uses spot announcements to promote accident prevention.

The New York Curb Exchange, in an effort to promote trading on the Curb, arranged with 500 stations to report the prices of the more active stocks each day. Recently the export committee of the Radio Manufacturers Assn. had a joint program with the Export Managers Club of New York concerning the radio export situation and the program was shortwaved to Latin America.

An encouraging feature of the picture is that, where their resources permit, these organizations are willing to pay for the opportunity of airing their programs.

Treasurer Gets AFM Break

AT THE REQUEST of the Treasury, the AFM has given RCA special permission to record two new patriotic tunes, “Ev’rybody Ev’ry Payday” and “March for the New Infantry.” The first song urges regular purchases of War Bonds; the second is a patriotic song. Numbers will be released on Bluebird records, with Barry Woods as vocalist, backed up by chorus and orchestra.

OFFICIAL Navy film, “The Battle of Midway!” will be televised by HRC’s New York video station, Oct. 26, one of many Government films to be included in the station’s regular Monday evening telecasts.
Rosenbaum Sharply Criticizes NAB Handling of AFM Fight

Says Broadcasters Should Not Carry on Fight For Juke-Box Industry Over Recordings

See also story on page 10

SHARPLY disagreeing with the NAB policy in the current recording controversy, Samuel R. Rosenbaum, president of WFIL, Philadelphia, told the NAB 3rd District meeting Oct. 19, the association's handling of the music situation was a "masterpiece of ineptitude." [see story of meeting on page 10].

Sydney Kaye, NAB counsel in the record fight, immediately replied to the Rosenbaum statement suggesting in his answer that Mr. Rosenbaum "does his thinking in an ivory tower".

In rebuttal to Mr. Kaye, Mr. Rosenbaum on Oct. 23, in a letter sent to all stations, said it was a mistake "to send Neville Miller shopping around for a State court judge who will give him a local injunction." He argued that the juke-box industry should "justify its own existence."

"Let the juke-box do as we did and do its own share to remedy the conditions against which, in my opinion, the musicians have a just complaint," he declared.

Full text of Mr. Rosenbaum's statement at the District 3 meeting follows:

"The handling of the Petrillo situation by the National Associa-
tion of Broadcasters is a masterpiece of ineptitude.

"For the past year or two the pressure of other work has made it impossible for me to take a direct part in the work of the trade organizations in the broadcasting industry. I would prefer to avoid entering actively into the so-called Petrillo controversy, but as a member of this district speaking in our local meeting, I cannot keep silent when I see how it is being mishandled.

"Our Association should never have taken the leadership in a fight against the musicians. Their fight is not against us primarily, but principally against the juke-box barons and the record-manufacturers. Yet we have engaged counsel to mastermind the campaign and we have hired a high-pressure publicity firm which is inspiring the national flood of news stories, editorials and cartoons against Petrillo.

Getting Scared

"We have allowed ourselves to be used by the record-manufacturers to pull hot chestnuts out of the fire for them. While I admire the ingenuity of this strategy, it is our paws which are being scorched. If we keep it up we will be badly burned. In the meantime we are paying bills for services which should be borne by the manufacturers, and we will incur the odium of a method of warfare contrary to all modern ideas of dealing with labor.

"Having entered into it, we are allowing our name to be seriously damaged by letting it be used in a form of labor-baiting and labor leader smear which is a relic of a past generation. It may end in losing us all the gains we have achieved as an industry in 50 years of fair dealing with labor. Billingsgate, bilge and bluff are no longer successful weapons in a labor negotiation.

"With the entire press of the United States at our disposal, and with powerful government lending themselves amicably to the effort, all we have been able to think of is to attack the integrity and personal characteristics of one labor leader who happens to be a vigorous and outspoken agent of his craft.

"It will do us no good to destroy Petrillo as an individual. There will only rise up others to succeed him who may be more diplomatic or more grammatical, but who will be even more determined and unyielding in carrying out the mandates of their people and they will be embittered to boot.

"In the facing economic difficulties to be met in this controversy, what have we contributed toward their solution by this unseemly brouhaha? Not one constructive thought has been uttered. All our energy has been concentrated upon a local and newspaper hue-and-cry. The only remedy we have proposed is the old reactionary slogan, "Keep Everything As It Is."

Chance of Legislation

"It is my belief that the court action which was started with insufficient forethought and inadequate preparation may put a clamp on us which will discredit everybody who had any part in this cynical proceeding. It is difficult for me to believe that any of the lawyers concerned were really convinced the action would succeed. I can only presume the Attorney General's approval was obtained because he is too busy with major war problems. It is at least to the credit of the Department that the action was limited to a civil proceeding instead of firing off a terrifying blank cartridge with a criminal indictment.

"As for legislative action, it does not take much reflection to realize that the introduction of repressive labor legislation in Congress will bring in the whole of organized labor to fight for its own. Instead of a local siege we will find we have stirred up a major war on a wide home front at a time when we have plenty to do in the War with Japs and Germans.

"Let us stop trying to scare people by making false faces. Labor won't scare. Petrillo won't scare. Maybe after Hallowe'en the manufacturers will begin to think and talk sense, and our National Association of Broadcasters will stop representing manufacturers and confine itself to representing broadcasters.

"This is a case that can and should be settled. Petrillo's objectives also require legislation and it is probably just as true that any legislation he wants would stir up the whole underlying problem of patents, copyrights and restraint of trade, so it is out of the question during the War. Somebody ought to get these people to realize that the country would like to present these views to your neighbor broadcasters as no doubt a resolution will be offered at this meeting approving the conduct of the national body, and I appear to be the only broadcaster who has seen this thing differently from the start."

Coast Defense Session

CONTRIBUTING toward an emergency broadcast plan, West Coast industry leaders were to meet Oct. 25 with the IV Fighter Command in San Francisco. Broadcasters, at request of the Command, had studied a system similar to that in Southern California [BROADCASTING, Sept. 28]. Richard F. Connor, radio coordinator of the Southern California Broadcasters Assn. who is acting as IV Fighter Command representative, was to preside.

Carmen Miro Appointed Miss Carmen Miro has been appointed director of the foreign department of HPOA-HOC, Panama City, and HOPK-HOC, Colon, handling all business connected with La Cadena de las Americas, the CBS Latin American network.

Page 60 • October 26, 1942

BROADCASTING • Broadcast Advertising
THE OLDEST SPONSORS ON WOR
Station Finds 41 Current Advertisers Have Been
Using Facilities Over Four Years:

OLDEST SPONSOR using time on WOR, New York, is Dugan Brothers, New York, for Whole Wheat Bread, according to a survey by the station, showing also that 41 current WOR sponsors have used the station for four or more consecutive years, while 10 have been WOR accounts for over seven years. The list of 41 includes more food sponsors than any other category, with drugs a close second.

Dugan Bros. still sponsors the same program it contracted for 16 years ago when WOR was only five years old—McCann's Pure Food Hour, then conducted by Alfred McCann Sr., and now presented five times weekly by his son. Advertisers using the same program by McCann for a 14-year period are Hungarian Pineapple Co., San Francisco (Dole's pineapple juice), and Richmond-Chase Co., San Francisco, for Heart's Delight canned fruits.

R. H. Macy & Co., New York department store, has presented various programs on WOR since the station opened, quarter-hour titled Sew and Save. Two companies have been on WOR eight years—Fischer Baking Co., Newark (bread and cakes), now using thrice-weekly news, and Carter Products Co., New York (Little Liver Pills), now sponsoring six-five-minute health talks weekly.

Seven-year users of the station are: Atlantic Refining Co., Philadelphia; Philadelphia Dairy Products, Philadelphia (Dolly Madison ice cream), and its dairy division Breyer ice cream; Serutan Co., Newark (proprietary).


Nine sponsors have used WOR five years, while 12 have used the New York station for the last four years.

Latin Programs Up

ACTIVITY of the Hollywood radio division of Coordinator of Inter-American Affairs, under direction of Jack Runyon, has stepped up to such an extent in the last 13 weeks that 100 programs, with top-name talent, have been either recorded or shortwave to Latin-American countries. With release of approximately 1,000 stations, the production schedule will be increased by at least 25% in the next four months, according to Mr. Runyon. He states that through cooperation of the Hollywood Victory Committee and recent network contracts, from four to seven well-known radio and film personalities have been featured on each program, with that policy to continue for other broadcasts as well.

Soap Placements

LOUIS ANGEL'S SOAP Co., Los Angeles (Scotch Cleanser), in a free sample contest to introduce its new product, starting in early November will conduct a series of week test campaigns on 13 California and Nevada stations. Using the daily five-minute transcribed musical program, Guess-A-Tune, initial two-week test starts Nov. 2 on KFHK KYOS KERN, to be followed for a similar time period starting Nov. 2 on KGDM KTRB KOKI, scheduled starting Nov. 16 on KFRO KFBR KHSI KYCV KROW, with time contracted on KPO starting Dec. 1. Agency is Raymond E. Morgan Co., Hollywood.

'Counterplay' in Spanish

A SPANISH VERSION of Counterplay, BLUE program sponsored by May Pouch Tobacco Co., Wilkes-Barre, Pa., is being shortwave to South America, with commercials deleted, in cooperation with the Office of the Coordinator of Inter-American Affairs. Program is shortwave Tuesday, 9:30 P.M., and rebroadcast over 55 Latin American stations. Espionage and anti-Axis activities in this country are dramatized in the series. WMBW, a member of the American Telephone & Telegraph Company's network, is conducting this project.

Boost Your Sales
Advertise everCentral America's most modern stations

9100 AMERICANS OF THE CANAL ZONE

OF THE CANAL ZONE

BUY AMERICAN

Rep.: Melcher Guzman Co. Inc.,
9 Rockefeller Plaza, New York City

HOK-HP5K
640 kW.
6,000 kW.

Colón, Panama

WBNX
5000 Watts

THE MOST INTIMATE
AND EFFECTIVE SALES
APPROACH TO AMERICA'S LARGEST MARKET.

New York City

FOR OFFENSE • FOR DEFENSE
BUY U.S. BONDS TODAY

Columbia's Station for the
SOUTHWEST

KFH
WICHITA
KANSAS

Call Any Edward Petry Office

BROADCASTING • Broadcast Advertising
October 26, 1942 • Page 61
**FEDERAL COMMUNICATIONS COMMISSION**

**Tentative Calendar**

2. As a result of the tentative plan for the New York World's Fair, the CP is reserved for the purpose of holding a competitive contest for the issuance of a license. The contest will be held on Oct. 1, 1942.

**TELEVISION**

3. The CP is reserved for the purpose of holding a competitive contest for the issuance of a license to operate a television station in New York City. The contest will be held on Oct. 1, 1942.

**SUMMARY**

4. The CP is reserved for the purpose of holding a competitive contest for the issuance of a license to operate a radio station in New York City. The contest will be held on Oct. 1, 1942.

**RESERVATIONS**

5. The CP is reserved for the purpose of holding a competitive contest for the issuance of a license to operate a radio station in New York City. The contest will be held on Oct. 1, 1942.

**ANNOUNCEMENTS**

6. The CP is reserved for the purpose of holding a competitive contest for the issuance of a license to operate a radio station in New York City. The contest will be held on Oct. 1, 1942.

**APPLICATIONS**

7. The CP is reserved for the purpose of holding a competitive contest for the issuance of a license to operate a radio station in New York City. The contest will be held on Oct. 1, 1942.

**COURSES**

8. The CP is reserved for the purpose of holding a competitive contest for the issuance of a license to operate a radio station in New York City. The contest will be held on Oct. 1, 1942.

9. The CP is reserved for the purpose of holding a competitive contest for the issuance of a license to operate a radio station in New York City. The contest will be held on Oct. 1, 1942.

10. The CP is reserved for the purpose of holding a competitive contest for the issuance of a license to operate a radio station in New York City. The contest will be held on Oct. 1, 1942.
THE RADIO commentator today faces the gravest challenge and the greatest responsibility of his career, according to Mark Woods, president of the BLUE Network.

"He has become a major factor in enlightening the public on issues of vital national importance; stimulating its thought; and inducing unity of action," Mr. Woods said.

"A nation committed to a war of survival cannot function properly if its people are torn by selfish interests, partisan and sectional viewpoints. The real issues become clouded. The commentator performs an essential service in clearing up the muddle and crystallizing national thinking in logical channels," Woods continued.

He added that he was surprised at the extent to which public opinion is still unsettled on vital issues of the day and in confusion over the possibility of steps taken by the nation's leaders in the conduct of the war.

"I have talked recently with war workers, cab drivers, government officials, porters, business men and war industry executives; all seemed to have different convictions on how this war should be won. Many are apparently disoriented with the role we've played to date; for example, many Easterners think the farm bloc is sabotaging the President's anti-inflation measures while Westerners see no need for gas rationing where gas is plentiful. Such conversations have convinced me that the perspective of many people is confined to the immediate bearing of current happenings on their own lives, without due regard to their effect on national security. To a certain extent, this reaction is natural to all of us."

"But someone must present these problems in their relation to the over-all picture, someone thoroughly familiar with the national economy, wartime exigencies and the vital need for concerted support of Government's war effort.

"Commentators such as Swing, Goodman, Keltenborn, Glapper and Shier, to cite only a few, are in the position to present the true picture of affairs to the country. Unhampered by party ties, partisan loyalties or outside advice, they have a singular opportunity for giving direction to thought and purpose by presenting the facts in their proper perspective.

"Today's commentators are finding their place in a democratic nation and are doing their job ably and well. I am convinced they will have a major share in dispelling the lack of understanding and the confusion that still hampers our war effort."

**Explanation of Current News Problems Commentators' Main Duty, Says Woods**

**TT&T Subsidiaries Merged**

IT&T on Oct. 22 announced that its two associate manufacturing companies in the United States, International Telephone & Radio Mfg. Corp and Federal Telegraph Co., have been merged. Necessity of the corporation resulting from the merger is Federal Telephone & Radio Corp., Newark, N. J., and henceforth the business will be conducted under the new name. IT&T also has announced plans to proceed with the construction of the first unit of a new factory at Nutley and Clifton, N. J., which will become the home of Federal, and it is planned that all laboratory and manufacturing operations associated with IT&T in the United States shall be centered there.

**TT&O Subsidaries Merged**

IT&T on Oct. 22 announced that its two associate manufacturing companies in the United States, International Telephone & Radio Mfg. Corp and Federal Telegraph Co., have been merged. Necessity of the corporation resulting from the merger is Federal Telephone & Radio Corp., Newark, N. J., and henceforth the business will be conducted under the new name. IT&T also has announced plans to proceed with the construction of the first unit of a new factory at Nutley and Clifton, N. J., which will become the home of Federal, and it is planned that all laboratory and manufacturing operations associated with IT&T in the United States shall be centered there.

**...timely, interesting and worth a thirty minute spot on the schedule."**

**WIBX**

- Any ASCAP-licensed station may have the ASCAP Radio Program Service without cost. We publish well-written, timely shows which will be of special interest to your Commercial Department. Write or wire at once.

**ASCAP**

Radio Program Service
30 Rockefeller Plaza • New York
THEY ALL ‘CADADICATE’

Wine Program Spreads Word
All Over Northeast

IT ALL STARTED with one word. No one quite knew what it meant. But it kept cropping up again and again in Molineux Wine Front [BROADCASTING, Oct. 5] now heard in the 10-10:15 a.m. period, Monday through Friday.

As in the CBS series, different serial will take over each week in specially written episodes designed to show how the well-known characters cope with war-time problems. There will be no connection with the story development of the regular dramas from which the actors are drawn.

The series will be presented in cooperation with the OWI, with network, agencies, and actors contributing their services. Clifton Fadiman, m. o. of Information Please, and chairman of the War Writers Board, will act as narrator, tying together the five programs each week, and reading the government message at the end of each broadcast.

SERIAL CHARACTERS ON VICTORY SERIES
FROM its daytime serials NBC will draw familiar radio characters such as Stella Dallas, Ma Perkins and others, to appear in a Government series titled Victory Volunteers, similar to the CBS Victory Front now heard in the 10-10:15 a.m. period, Monday through Friday.

As the CBS series, different serials will take over each week in specially written episodes designed to show how well-known characters cope with war-time problems. There will be no connection with the story development of the regular dramas from which the actors are drawn.

The series will be presented in cooperation with the OWI, with network, agencies, and actors contributing their services. Clifton Fadiman, m. o. of Information Please, and chairman of the War Writers Board, will act as narrator, tying together the five programs each week, and reading the government message at the end of each broadcast.
ROYAL O'Reilly, formerly announcer of KRE, Berkeley, KROW and KKL, Oakland, is on the control room staff of KFAR, Fairbanks, Alaska, and helped install the station's new 5,000 watt transmitter, Walt Price, formerly radio engineer in the test section of the radio laboratory at Puget Sound Naval Arsenal, is now assistant engineer of KFAR.

PALMER GREEPER, six years on the engineering staff of WKRC, Cincinnati, has joined the engineering staff of KX, Oakland, Roy A. Eakins, formerly in charge of engineering operations of the station, is now assistant engineer of KX.

JAMES MURPHY, former CBC engineer, interned under Canadian Defence Regulations since May 1941 at Hull, Que., has been freed and returned to his home at Toronto. He was the last of 127 Canadians held for alleged Communist activities. Prior to his arrest he was master control operator at the CBC Toronto studios and president of the Association of Technical Employees.

LT. ARNOLD C. NYgren, formerly chief engineer of WFLJ, Philadelphia, has been graduated from training school at Fort Schuyler, New York, and has been assigned to the Navy aircraft factory at the Philadelphia Navy Yard.

Use of Allied Transmitters

SIDNEY R. YOHN, engineering advisor of the National Association of Broadcast Engineers, has been freed and is on leave of absence in the United States.

CHARLES YORK and Orlando Webb have joined the engineering staff of WBBM, Chicago. Charles Abbey, organizer of the WBBM engineers' local, has joined the Army Signal Corps.

Ralph H. KNOWLES has joined the staff of WJZ, New York, and has been assigned to the engineering staff of WJZ-

WBBM. He is the youngest engineer on the staff, being only 18.

FRANK BLOTTNER, formerly evening sound effects man of NBC Chicago, has joined the staff of WBBM, Chicago, to succeed Edna St. Vincent Millay, who has joined the Army Signal Corps.

ELBERT WALKER, in the sound department of KHJ, Hollywood, has joined the Navy, as has SIDNEY V. STADIB, transmitter technician of WBB, Boston, who was recalled to the Air Force.

JEAN SMITH, control engineer of WRB, Dallas, has joined the armed forces.

FOR IMMEDIATE RELEASE

KGW-KEX, Portland, Oregon.

. . . even above expectations . . .

an understatement to say that everyone who handles the wire is enthusiastic about it.

Aden X. Pangborn, Managing Director.

A T

available through

PRESS ASSOCIATION, INC.

50 Rockefeller Plaza

New York, N. Y.

BROADCASTING • Broadcast Advertising

October 26, 1942 • Page 65
Wartime Ad Copy Reviewed by FTC

STUDIES of radio and other advertising for the Office of Censorship, the WPB, and the FTC, are revealing to be major wartime activities of the Federal Trade Commission, according to the FTC September report. The studies, it was stated, are held confidential.

Reviewing its activities for the month, the Commission’s legal and investigating work does in supervising enforcement of priorities regulations; conducting cost, price, and profit studies; preparing reports on advertising that contains violations of the codes of wartime practices for press and radio.

At request of the Director of Censorship, the FTC proposed analyses and reports on all advertising in magazines, newspapers or on the radio that refer to the war, the war effort, war economy or war production, the armed services, the general public morale or health, oil refining, wage and rate setting priorities, and conservation of rubber or other commodities.

Censorship groups have been asked to report on advertising to the FTC on all such publications that may violate the codes. Other reports on advertising are especially for the WPB and OPA.

‘Crime Doctor’ on Coast

WITH a new format and characters, the weekly 25-minute mystery-drama Crime Doctor sponsored by Philtone MFG & Co. (cigarettes) on 114 CBS stations will originate from Hollywood starting Nov. 8, Sunday, 8:30-9:15 p.m. (ETW), with West Coast repeat 8:30 p.m. (PWT). Ted Sills, recently transferred from New York to Hollywood as production supervisor of the Biow Co., will produce. Max Marcin, writer-director was in Hollywood in mid-October to discuss with Sills and Vick Knight, West Coast radio manager.

Pabst Moves Account

PABST SALES Corp., Chicago (beer) has appointed Warwick & Legler, New York, as agency, effective immediately. Henry Spiegel is account executive. Existing contracts, including sponsorship of broadcasts of professional football games in Chicago, New York, Detroit, Pittsburgh, Philadelphia, Cleveland and Washington, will continue.

‘Soldiers of the Press’

FIRST-HAND experiences of war correspondents now covering the various battle fronts are dramatized on the new weekly series Soldiers of the Press, which United Press is distributing to its subscriber stations free of charge. Written and produced by Walt Rundle, UP promotion manager, the quarter-hour programs are designed particularly as promotion for newscasts on individual stations, while each has special reserved time in announcements by local sponsors. The discs are delivered to UP stations on a basis of one-week for a 13-week period.

‘CONVENTION’ via Radio

6,000 Grocery Chain Employees Hear Firm President

At Firesides; Save Rubber, Gasoline

FACED with gasoline and rubber shortages, Colonial Stores, 500-store Southeastern grocery chain, replaced its company convention this year with a ‘meeting’ of its 6,000 employees over seven radio stations.

Twice a year for the past six years the firm has held regional dinners at key points, with employees participating in speeches, entertainment and service awards. With the war emergency, the company set out to ‘cut frills’, and tried a series of 15-minute programs on seven different stations, with Hunter C. Phelan, president, talking directly to employees.

Radio Solves Problem

In attempting to plan this year’s convention, company officials had found that despite eight regional gatherings, it would still be necessary for some employees to travel as much as 200 miles. The radio programs saved the situation, for they enabled the company to hold the meetings, honor the veteran employees, and to include the public, at about one eighth the cost of dinners.

This year,” the company explained in an attractive brochure that promoted the series, “in saluting veteran members of our Colonial Family, we gladly relinquish the delightful fellowship of group meeting so that gasoline, rubber and time may be conserved.

“Radio suggests itself as the most practical method for us to accomplish the fine performance of these veterans and chat briefly with all of the 6,000 employees of our organization. Friends of Colonial Stores are cordially invited to tune in.”

The programs were promoted by these brochures, distributed at the stores and by word of mouth. According to the plan, Mr. Phelan’s addresses were delivered over a different station each night, with each talk devoted to specific territories.

Letters Posted

Four days before a talk, letters were posted in area stores urging employees to check their radios, and inviting customers to tune in. A day or two later, a second notice was posted, and signs were placed in store windows advising that they would close at 6 p.m. to hear “a message from our company president.”

After the broadcast, questionnaires were mailed to store managers to test reaction. Replies showed a favorable result, and officials believe that radio drew close to the 90-95% attendance customary at dinners. Questionnaires are now being checked to realign areas for the next broadcast.

Stations used in the trial series were WBT, Charlotte; WPFT, Raleigh; WTAR, Norfolk; WRVA, Richmond; WSB, Atlanta; WTOC, Savannah; WCSC, Charleston.

Women Take Charge

FOR War Duration of Balaban & Katz Station

THE Balaban & Katz television station, WJXBK, Chicago, will operate for the duration staffed 100% by women in all production and technical departments by women. Six of the station’s engineers have been inducted into the Navy en masse as special instructors in the Navy Radar Schools.

Other engineering personnel were transferred to adjacent television stations in the State Lake Bldg. About Nov. 1, 1942, under the direction of Helen Carse, broadcast on the air nightly from one to 1½ hours with live talent, dramatic skits, lectures on current events by the Chicago Art Institute, studio wrestling matches, news programs etc.

Both facilities and space for the Radar School have been donated by the Navy by Balaban & Katz. The school is under the direction of Lt. W. E. Leary, and is supervising the air time of its television activities, who recently was recalled to active service with the Navy School, Chicago.

The feminine staff, designated the WATTs by Lt. Eddy (Women’s Auxiliary Television Technical Staff) it is staffed for special aptitude in engineering. They are: Rachel Stewart, Jean Sherrick, Patricia Fox, Eve Minitz, and Beatrice Rojewski, Margaret Durlan. The WUFBK engineers inducted into the service are: I. Jacobson, R. Shapiro, Stanley Osterlund, James Lahey, W. H. Kunz, W. P. Kusak.

Three-Way Radio

RADIO HISTORY was made in Philadelphia on Oct. 17 when the Penn-Princeton football game was carried simultaneously by broadcast, television and FM. Under sponsorship of Philco Corp., Philadelphia, the game was broadcast by WCAU and televised by Philco’s own station, WPTZ. In addition, WCAU was permitted to broadcast the game over its FM affiliate, WTOP.

The three-way coverage will continue for all of the University of Pennsylvania football games this season.

Technical Course

TO MEET wartime shortage of technicians, KFRC, Kansas City, and KFBK, Sacramento, Cal., have set up a five-week two-hour evening course to train applicants for third class technicians license. Those who show special capability will be allowed to continue training for license and first class licenses. Fostered by Will Thompson, Lee Ricketts, managers of these stations, the emergency course has been given status of an adult educational program at St. Ambrose Junior College, and is patterned along lines of the condensed curriculum used in training men for the Army Signal Corps.

Parliament Pickup

FIRST American broadcast of an English Parliamentary session was carried last Wednesday on NBC’s Blue and Mutual from 11:30 a.m. to 12:37 p.m. on the occasion of a special meeting of Parliament to hear the speech of the Right Hon. Gen. H. Christian Smut, Premier of the Union of South Africa. No official announcement was made prior to the broadcast, voluntary censorship having been imposed on the networks.

Hartz Dog Food

HARTZ MOUNTAIN Products, New York, is introducing a new dehydrated dog food, Joy. Com- posed of whole grains, it is sold for all purposes, 15 hours weekly on WOR, New York, starting Nov. 1, devoting commercials to the new product and to the brand as a whole product. Dr. George H. Hartman Co., Chicago, is agency.
American advertising has built up a fine tradition through the years. As a result, people who want quality merchandise usually call for it by advertised brand name. Consumers learned to buy what national advertisers told them to buy, and satisfaction kept them coming back.

“But along comes the war, and people are told they can expect to 'do without'. And they do, but it has cost the retailers a lot of sales they should not have lost. Because unfortunately, consumers have denied themselves to a greater extent than is necessary. They just stopped using some things we could, and still can, supply in plenty.

“Because of this, and because the government is sponsoring a consumer's educational campaign on nutrition to keep the nation fit, it now appears that advertising has a different job to do.

“National advertisers can accomplish three important things by continuing their advertising: 1. Cooperate with the government's drive to keep public health up to standard. 2. Keep the retailer’s volume up by sending people to our stores to buy the things they should eat to keep well. 3. Perpetuate their own brand names and sales volume.

“I feel that this job must be done to sustain the basic structure of the retail food business. But it will be easy for national advertisers, because our experience in this war has proved that consumers will do what they are told.”

"CONSUMERS WILL DO WHAT YOU TELL THEM"

Says WILBUR D. RIST, Vice-President and General Manager of 42 Quality Service Stores associated with HAGEN-RATCLIFF & COMPANY, Huntington, W. Va.

No. 5 of a SERIES—WHAT THE MEN WHO MOVE YOUR MERCHANDISE THINK ABOUT WARTIME ADVERTISING.
RCA TYPES 207, 891, 891-R, 892 and 892-R

Through experience gained in RCA services, RCA has proved that it is entirely feasible to rebuild certain old tubes which, although worn out electrically, are still in good mechanical condition. This wartime service is now offered broadcast stations covering RCA Transmitting Tube types 207, 891, 891-R, 892, and 892-R.

Under this plan, old tubes of the five types listed are returned accompanied by a suitable priority order which will enable us to ship rebuilt tubes in replacement. At present, an A1 priority under terms of WPB Order P135 is required.

Actual use in RCA services over a long period of time has proved the efficiency of RCA Rebuilt Tubes beyond question. They are fully guaranteed against defects in workmanship, materials and construction, and any adjustments will be made on the basis of 85% of the adjustment that would be made on new tubes of the same type. Similarly, prices are based on 85% of the price of new tubes. Ratings or characteristics are in no wise impaired or changed.

Although even this service must be carefully managed to avoid any interference with RCA's all-out war effort and is subject to WPB regulations, it is one that we believe will play an important part in keeping vital broadcast services on the air during these critical times when new tubes for civilian uses are difficult to obtain promptly.

If your station utilizes any of the five listed types, we suggest that you write today for full details on the RCA Rebuilt Tube Plan.

Do Not Send Tubes Without Return Authorization!

Return authorization including specific shipping instructions will be issued by RCA covering old tubes to be turned in for rebuilt ones. Do not return any until such authorization has been obtained.