the MAYOR says it's so...

Ever since we've been knee-high we've talked about WOR's 14 great cities of more than 100,000 people each. Cities like Newark, Hartford, Reading, Elizabeth, Philadelphia, et al.

Then our sleuths got curious. Said they, "Come, Gentlemen, things do change. Cities grow. And if cities ever grew, the growing, vital industrial centers of the WOR area are growing today."

They, the sleuths, sent telegrams; called, poked, came up with some surprising results. One we reproduce above—more will be added.

THE POINT, however, is—WOR today is covering 15 of the greatest war work, living, listening centers in the U.S. WOR today is—for the price of one station—a formidable spot network. WOR, in fact, is delivering 10% more listeners than ever before. And its homes with radios are 12% greater than ever before—4,678,000, to be exact—6,100,000, if you'd like to include that area from which WOR receives 15% of its total station mail!

our address is WOR

—that power-full station

at 1440 Broadway, in New York
FOR GUNS, and tanks, and ships — 9,436 guests contributed 100 pounds of scrap metal each to see a presentation of the WLS National Barn Dance in the high school auditorium at Danville, Illinois, on the night of October 14!

The scrap material turned in by these loyal Midwest people actually totalled more than 1,000,000 pounds. All proceeds from the sale of the scrap, $4,343, were donated by WLS-Prairie Farmer to the local Vermilion County U.S.O. fund.

This is the second million pounds of scrap raised by WLS-Prairie Farmer; we did it before in McLean County (Bloomington) on June 27 — another million pounds of scrap metal and rubber, with proceeds there going to the local U.S.O.!

We are proud of the thousands of patriotic listeners who contributed this second 500 tons of scrap ... and happy that we could work with them and the local Vermilion County Salvage Committee in this joint contribution to the nation's war effort.
There's no place like home; for Selling by RADIO!

The first requisite is to get your messages in the home—not now and then, but every day! Not as a casual visitor, but on stations that are welcomed as long established friends and neighbors.

Unless you are a native born New Englander, unless you know their characteristics, habits and qualities of loyalty you can't appreciate how important this is.

Yankee Network hometown stations are "friends" of years standing, known and preferred in the 20 key markets they have faithfully served.

The consistent success attained by scores of leading national advertisers is the most significant and convincing evidence that the sales-way to New England is through Yankee Network's "accepted" stations.

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON, MASS.

EDWARD PETRY & CO., INC., Exclusive National Sales Representative
You See, Sir? Mr. Montmorency is no longer with us...

He's gone to buy up time on station KFAB...

You, likewise, should let nothing stand in your way. Consider the evidence: The largest farm income in the history of the middlewest; the cycle this income is making from farmer to merchant to dentist to insurance man to grocer to wholesaler to farmer, ad infinitum.

Over all the active farm and small town markets of Nebraska and her neighboring states extends the friendly voice of KFAB, persuading, influencing and selling.

There's no escaping the fact: In this region, you need time on KFAB. The station still has a little for sale.

ED PETRIE CO NAT'L REPR

KFAB LINCOLN, NEBR

FOR THE OMAHA AUDIENCE, USE KOIL

DAVID PETRIE
Block, Ballroom Still Tops for Sales, Ratings

Radio's Greatest Salesman Producing 69 Sponsors

Eight years ago enough listeners liked WNEW's "Make Believe Ballroom" to influence one sponsor to take a chance. Today, the Ballroom is New York's favorite program for 12 of its 14 quarters hours on the air—with sponsor-appeal to match.

Nineteen advertisers, whose combined years on the Ballroom total 48, are now taking advantage of radio's top salesman and most merchandisable personality—Martin Block.

No other program on any station can boast this who's who of sponsorship: Gruen, 10 years; New York State Mile Fund (5 years); Mission Bell Wines (4 years); Del Monte Fine Foods, Andy Boy Broccoli, Abelson's (5 years); Ivory Snow, Camay, Dura-Gloss, Lucky Strike, National Shoes, Henster Beer (2 years); and in their first year: Musterolle, French Bird Seed, The Brunswick Laundry, Howard Clothes and Nedick's.

H. Morgenbauer Please Copy

Of the first $260,000 worth of War Bonds bought by WNEW listeners, 54 of every 100 were $50 bonds. N. Y. Federal Reserve bond sales (August) show 73 of every 100 were $50 bonds.

WNEW listeners bought a greater percentage of bigger bonds than did the general public in Greater New York:

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales</td>
<td>Sales</td>
<td>Sales</td>
</tr>
<tr>
<td>$25</td>
<td>51%</td>
<td>72%</td>
</tr>
<tr>
<td>50</td>
<td>19</td>
<td>14</td>
</tr>
<tr>
<td>100</td>
<td>18</td>
<td>13</td>
</tr>
<tr>
<td>500</td>
<td>5</td>
<td>1</td>
</tr>
<tr>
<td>1,000</td>
<td>4</td>
<td>1</td>
</tr>
</tbody>
</table>

ZEKE MANNERS

See that big grin? Noticed that extra zing in Zeke's daily hour of corn over WNEW? There's a reason, pardner. Zeke Manners, the hillbilly, is ten years old. And ten years as a billy, is more than an anniversary—it's a record!

A few years ago, Hillbilly stations from all over America left the hills and came to New York; Zeke had more competition, than he had audience.

But Zeke stayed head and the best on the field, and he's made corn pay more and make more than anyone who ever split an infinitive. Right now he's parlaying an accordion, an ad lib or two, a good fight and some really fine music into success for Howard Clothes, Roma Wines, Community Opticians, Canadian Fur Corp., Ex-Lax and Frank's Chichory.

Zeke can't read the "Pulse of New York" September ratings, but we tell him that he averages better than 15% of the available listeners from 9-10 A.M. and he's happy. So are the sponsors. Who wouldn't be?

Personal Notes

A. Hiltner: Martin Block and Spike Webb have made New York "Der Feuhrer's Face" conscious. WNEW listeners bought $60,000 worth of bonds in three days, got a free copy of Webb's "Victor" recording with each bond. That disc's a delight. AdOLF! I'll kill you—well, we hope.

Ask Retailers About Radio

Ask any retailer using radio about his station's effectiveness. When a merchant totes up his cash register every Saturday, results have to be there! Howard Clothes, Nedick's, Community Opticians, National Shoe Stores—new and old WNEW advertisers know about all the customers this station sends in to be satisfied.

Consider also WNEW's unique record of producing for retailers with restricted trading areas. Rogers Dept. Store, 75-year-old Bronx institution, is using five quarters-hours a week. Barney's has one store; Canadian Pur. Corp. has one New York store, one in Newark.

L. Bamberger & Co. and other New Jersey retailers know WNEW's low-cost selling strength in local areas of this station's coverage. Henster Brewing Co., selling 50% of its beer in Essex county, is in its second 52-week "Make Believe Ballroom" contract.

The Brunswick Laundry of Jersey City, world's largest, can send its trucks into three New Jersey counties. As its only radio advertising, Brunswick is using Martin Block and the Ballroom, for intensive selling where it counts.

CHECKED WNEW'S "PULSE" LATELY?

More power to WNEW (10,000 watts since last December) has meant more of every- thing good.

More coverage: radio homes; more listeners; more business. It's meant higher ratings, too.

For example: the September "Pulse" shows that—from A.M. to 12 Noon—WNEW has more listeners than any other station in the metropolitan area.

Just what you'd expect from one of America's most independent stations.

BOTH SIDES OF THE MIKE

WNEW's "We Refuse To Die," starring Madeleine Carroll in a radio play adapted from the Paramount Victory Short, a smash show, aptly termed "the answer of free peoples to Nazi tyranny and oppression." ... Samuel H. Cuff, WNEW news analyst heard Sundays at 1:00 P.M., hit a 2.3 "Pulse" rating (highest for that period) in September... Zeke Manners, driving to Newark for a rush guest appearance, asked: "Where else could you get a hillbilly—with a car—with gas—at a minute's notice?... As of October 28, these advertisers are using WNEW for the first time: Admiradon Shampoo, Seaman's Slips, Douglas Shoes, Super Suds, Frank's Chichory, Howard Clothes, Allstate Insurance, Antiphlogistine, Virginia Dare Wine, Chisholm Studios, Rogers Dept. Store, Musterde, Wesson Oil, French's Bird Seed... Fourteen Firsts!... John B. Kennedy, WNEW commentator, addressing Howard Clothes executives at a luncheon recently: "Gentlemen, I'm glad to be working for you people. I'll tell you one thing right now—No Nazi or Fascist or Jap will ever buy a suit of Howard Clothes!" John is still thrilled over the applause!
ONE OF A SERIES PRESENTING THE MEN WHO MAKE FREE & PETERS STATIONS

J. T. GRIFFIN
OWNER, KTUL, TULSA, AND KOMA, OKLAHOMA CITY

He knows his groceries! Thirty-nine years ago, J. T. Griffin, sensing the new markets and new opportunities in Indian Territory, began a spectacular career in the wholesale grocery business in what is now Oklahoma. In 1932, impressed by the results of radio advertising, J. T. entered the radio business as well. Today his Griffin Grocery Co. is doing business at the rate of $15,000,000 per year, and his two radio stations—KTUL at Tulsa and KOMA at Oklahoma City—are top-flight, aggressive merchandising media in Oklahoma.

We know our groceries, too! Here at F&P we know that regardless of what skill is displayed in creative work, the sensing of market opportunities and the selection of stations is still the most important job your agency faces. And the most difficult, too, because it is not illuminated by the flash of genius, but only by hard, critical, painstaking work.

Today, with changing times and changing markets, the job of time-buying is now more trying than ever. But for ten years we have made it our concern to know American markets and radio stations and to keep abreast of developments by constant travel and communication. So despite these changing times, we are continuing as your No. 1 source of spot information on spot broadcasting, here in this pioneer group of radio-station representatives.
U.S. Poised to Lease All Shortwave Stations

11 of 14 Outlets Tied Up for Unified Operation

UNCLE SAM was prepared last weekend to become the virtual operator of America's international shortwave broadcasting system, taking over fullscale programming from most of the private licensees, as leases for facilities were being signed with five companies as a war emergency measure.

Several of the leases were still being negotiated as BROADCASTING went to press Friday, but the basic scheme of Government program operation, which was ready to go into effect Nov. 1, was said to have been approved in principle by officials and companies involved, and all the leases were expected to be signed by Saturday, Oct. 31.

To Reimburse Costs

Of the 14 existing international stations, two (KWID, San Francisco, and WLWO, Cincinnati) have been fully programmed for some time by the Office of War Information and the Coordinator of Inter-American Affairs (Rockefeller Committee). Last Friday, representatives of OWI and CIAA had concluded or were about to conclude leases for 10 stations under the terms of which the broadcasters are to continue technical operation of their facilities, without profit, in return for which the Government will pay all costs of operation. This includes costs of staff, power, depreciation and upkeep, all to be reimbursed to the private operators.

In effect, the Government is leasing time from the five companies involved, and will use the facilities for preparing and transmitting shortwave programs throughout the world for the period of the war. Two of the companies, CBS and NBC, have arranged to build some of the programs in collaboration with OWI and CIAA, but the Government agencies are virtually in control of the entire program structure.

The 10 shortwave stations for which formal leases were being procured are: CBS's WCRC, WCX and WCDA, New York; Crosley Corp.'s WLWO, Cincin-

-- Mediators Study Detroit Music Strike

Work Stoppage Averted; Higher Pay, Fewer Hours Sought

A THREATENED strike by the Detroit AFM Local No. 8 against the three Detroit stations, WJR, WXYZ and WWJ, was suspended last week when it was agreed to mediate the dispute before the Michigan Mediation Board this Monday (Nov. 2). The musicians' demands include increase in wages and number of men for each station, reduction from 18 to 15 working hours a week, and guaranteed employment with two weeks annual vacation. In the case of WXYZ, the additional expenditure, according to Manager H. Allen Campbell, would amount to approximately $35,000 per year. Increases for the other two stations would parallel this figure.

When these demands were refused by the stations whose contracts expired a few weeks ago, the union last Monday indicated its intent to strike to the State Mediation Board. According to Michigan law, however, the union had to wait five days before striking after a formal strike declaration.

The strike possibilities of the dispute were greatly reduced when it was learned AFM headquarters in New York had notified the Detroit local that a strike would be inadvisable in view of a public statement addressed to President Roosevelt by Vice-President of the AFL, to the effect that there would be no AFL strikes for the duration.

Jack Ferentz, president of the Detroit local, stated that if no settlement were reached, a decision on strike action would be made Oct. 15.

The strike may also be reviewed by the War Labor Board, whose certification of any pay raise is now necessary.

In the meantime the stations are operating under the provisions of the expired contract.

* * *

Clark Bill Studied

On Capitol Hill the bill (S-2874) introduced by Senator Clark (D-Ioda) to curtail Petroillo's power to pull AFM musicians off recording jobs remained status quo during the week. After introduction

Vol. 23, No. 18

Washington, D. C., November 2, 1942

$5.00 A Year—15c A Copy

Broadcast Advertising

November 2, 1942 • Page 7
District Meetings
Voice Approval of NAB Music Stand
Plan to Promote Radio Use
By Retailers Endorsed

For attendance lists, see page 48

APPROVAL of the NAB effort to remove the "unfair, undemocratic and un-American Petriello ban on recorded music" was unanimously given at three NAB district meetings during the week. Retailers' endorsement was given at the retail promotion committee plan to bring about wider use of radio by retail stores, especially department stores. (See story on page 9.)

Discussion of wartime broadcast problems marked the three sessions and Government spokesmen went into the problems of interest to broadcasters and the public. Among those appearing for the Government were Carl Haverlin, headquarters consultant for industry relations, OWI; Eugene Carr, assistant to the radio censor; Frank McIntosh, chief, Radio & Radar Section, WPB; Marvin Beers, OCD; M. A. Miflan, Radio & Finance, Treasury.

At the District 4 meeting in Pinehurst, N. C., Oct. 23-24, G. Richard Shafos, WIS, Columbus, S. C., District director, presided, with 81 broadcasters, Government and industry representatives attending. At a dinner Gov. J. Melville Broughton, of North Carolina, lauded achievement of the broadcasting industry and stressed its part in the war effort.

District 5 Sessions

The District 5 meeting was held in two sections. The Florida section met Oct. 25-26 at the George Washington Hotel in Jacksonville. Frank M. W. B. BBR, Jacksonville, presided, with 40 in attendance. President Neville Miller was unable to be at this meeting, having been called to Wash-

ington to attend meeting 4. At a dinner C. E. Arney Jr., assistant to the president, represented Mr. Miller.

The Georgia-Alabama section met Oct. 28-29 in Atlanta, with Mr. King again presiding. Sixty-five persons attended. At this meet-
ing John M. Outler Jr., WSB, Atlanta, 5th District sales managers campaign and also participated in the NAB Sales Managers Executive Committee, discussed the retail sales plan. Lewis H. Avery, NAB director of broadast advertising, reviewed efforts of his department to promote more and better advertising. He also discussed the retail promotion plan.

Pepsodent Breaks

PEPSODENT Co., Chicago, through Lord & Thomas, Chicago, on Oct. 20 started an eight-week campaign for Pepsi-Cola. The brush. Live daytime chain-breaks have been placed three to six times a week on 90 stations in 48 mar-
kets.

THE REILLYS MOBILIZE for victory! Capt. John A. Reilly, manager of KOY, Phoenix, now stationed at Fort Marshall General's Training Center, Ft. Ogelthorpe, Ga., his wife, 3d Officer Lillian W. Reilly, WAAC; their 19-year-old son, John A. Reilly Jr., Armored Forces, met in Washington last week for a quick wartime reunion. Capt. Reilly served in France and Germany as a sergeant of infantry in World War I. There he met his wife while she was serving as chief physical therapist aide in the Reconstruction Service.

ABA Sounds Industry Desires
On Proposed Permanent Setup

General Meeting to Be Held if Enough Interest
Is Shown; Paid President Is Contemplated

OVER the signatures of its nine founders and directors, the newly-formed American Broadasters Assn., projected as an industry trade group designed to be more representative than the NAB, last Thursday sent to all stations a letter stating its position and asking owners and managers to signify by the present postcard if they were interested in making permanent the new association.

Formation of ABA grows out of dissatisfaction with the NAB's representation in Washington, as expressed in recent months and as acted upon—favorably to continu-

ance of the NAB and its president, Neville Miller—at the Oct. 13 meeting of the NAB board in Chicago [Broadcasting, Oct. 19].

Plans for Permanence

If enough stations are interested in ABA, the letter states, it is proposed to have a general meeting as soon as possible for adoption of permanent by-laws and election of directors. ABA's plan also is to secure as paid president "a man who has the necessary contacts in Washington to properly represent the viewpoints of the broadcasting industry on the vast number of problems which are constantly arising under the present situation and to have as a secretary-treasurer a man who is familiar with actual broadcast operations."

In this connection, one trade publication hinted at the possible selection of FCC-BWC Chairman James Lawrence Fly for an unmanned trade berth, but this was denied by ABA's temporary president, John Shepard 3d, presi-
dent of Yankee Network, while Mr. Fly, apparently interested, stated that he was concerned only with serving his country where he could do the most good.

The ABA letter bore the signatures, besides Mr. Shepard and Walter J. Damm, WTMJ, Milwaukee, temporary secretary-treasurer, of Harry Bannister, WWJ, Detroit; Ed Crane, KGIR, Butte, Mont.; Stanley Hubbard, KST, St. Paul; Eugene Fullant, WIRE, Indianapolis; James D. Shouse, WLW, Cincinnati; George B. Storer, Fort Industry Group; O. L. (Ted) Taylor, KONC, Amarillo, and the Taylor-Howe-Snowden group of stations.

Text of Letter

Full text of the letter follows:

For many months the undersigned have not been satisfied with the represent-

ation which the broadcasting in-
dustry has had in Washington, as re-

defected NAB. The American Broad-
casters Assn. was, therefore, incor-

porated and set up to comply with the various legal requirements by adopting temporary by-laws, electing temporary directors and temporary officers. In the hope that NAB would make various changes so that it might represent the entire industry and do it more effectively, we stayed active in order to encourage such a move. At the NAB directors' meeting in Chicago, they doubled the press reports, no action was taken to accomplish this re-

result.

We realize that many of you, to whom we addressed, feel that any change is unnecessary. We also are sure that many of you feel as you do only if you have not had an opportunity to learn the facts.

Regardless, NAB is con-

sidered by many in Washington to be more representative of the networks' attitude than the one of the individual stations, and we understand that an organization composed of indi-

vidual stations would be welcomed.

The ABA, as at present organized, is open to the networks for member-

ship for their M & O stations, but not to the networks themselves as active members.

It is our belief that it would be as beneficial to the networks as to the individual stations to have strong organization in Washington that rep-

resents the station's viewpoint. This is not a reflection on the networks in any way, but they have different problems from the individual stations and they are adequately represented in Wash-

ington to protect their own interests without the services of our organization.

The ABA Plan

If enough stations are interested in ABA, it is proposed to have a general meeting as soon as possible for the adoption of by-laws, election of directors for a year. It is further contemplated that the officers that is, the president and the secretary-

treasurer, will be full paid people.

The ABA plan would provide for a president a man who has the necessary contacts in Washington to properly present the viewpoint of the broadcasting industry on the vast number of problems which are constantly arising under the present situation, and to have as a secretary-treasurer a man who is familiar with actual broadcast operations. It is our feeling that such a team is needed to properly represent the industry in Washington and to do the industry a vast amount of good.

In order to proceed with this pro-

posed setup, it is necessary that we know how much interest in a national organization would be among broad-

casting stations. There are presently about 27 stations, but the present setup of this letter to the ABA's temporary president, Mr. John Shepard 3d, 3d presi-
dent of Yankee Network, while Mr. Fly, apparently uninterested, stated that he was concerned only with serving his country where he could do the most good.

The ABA letter bore the signatures, besides Mr. Shepard and Walter J. Damm, WTMJ, Milwaukee, temporary secretary-treasurer, of Harry Bannister, WWJ, Detroit; Ed Crane, KGIR, Butte, Mont.; Stanley Hubbard, KST, St. Paul; Eugene Fullant, WIRE, Indianapolis; James D. Shouse, WLW, Cincinnati; George B. Storer, Fort Industry Group; O. L. (Ted) Taylor, KONC, Amarillo, and the Taylor-Howe-Snowden group of stations.

Text of Letter

Full text of the letter follows:

For many months the undersigned have not been satisfied with the rep-
Industry Seeks Funds for Retail Study

$150,000 Fund Planned For Coons Survey Of Problems

LOOKING to increased use of radio by retailers, particularly department stores, the NAB's retail promotion committee, headed by Paul W. Morency, WTIC, Hartford, has started an industry-wide campaign for $150,000 to finance a study under the direction of Sheldon R. Coons. A general business counsel of New York City, Mr. Coons formerly was vice-president and merchandising manager of Gimbel Bros. and for ten years was executive vice-president of Lord & Thomas.

The study, for which Mr. Coons was retained last July on a preliminary basis, will analyze present-day and probable future problems of department stores and other retail establishments with relation to cost and advertising matters which the broadcasters might aid in ameliorating. Both members and non-members of the NAB are being asked to aid in the study by financing the project ranging from $25 to $750, according to a scale based on gross station revenues.

Committee Named

A plan for cooperative effort between retailers and broadcasters was the theme of discussion at most NAB sales managers' executive meetings last year. These discussions culminated in submission to the board of directors at the Cleveland convention last May of a plan to be sponsored by NAB and endorsed by the National Retail Dry Goods Assn.

Preliminary to exploration of the problem by broadcasters, the assistance and cooperation of NRDGA was enlisted, this organization having made a nation-wide survey of the use of radio by retailers and the results of their experience.

NAB's board of directors unanimously endorsed the plan after it had been fully explained by Gene Carr and Frank Pellegrin, then chairman and director respectively of its sales managers division. The retail promotion committee headed by Mr. Morency was appointed at that time. Its members, in addition to Chairman Morency, are: Dietrich Dirks, KTRI, Sioux City; Walter Johnson, WTCI, Hartford; Sheldon R. Coons; Arthur Hull Hayes, WABC, New York; Sherman Gregory, WEAF, New York; William C. Gillespie, KTUL, Tulsa; John M. Outler, WSB, Atlanta.

In August Mr. Coons, working in cooperation with this committee, submitted to the sales managers committee several plans. The committee decided on a presentation consisting of slides, film, transcriptions, live talent and script worked into a "packaged show" was best suited to carry out the project which, it was estimated, would cost around $150,000. Retail stores will then be invited by broadcasters and the NRDGA to a meeting at which the plan will be presented and discussed in the light of local problems.

All Stations Eligible

In a letter Oct. 30 to all commercial broadcasting stations in the United States, Chairman Morency pointed out that while the preliminary thinking and work on the plan has been conducted under the direction of NAB, participation is available to NAB member and non-member stations alike, as well as to Canadian broadcasters. Enclosed with the letter was a pledge blank and schedule of charges for participation, based on gross income of the individual stations during 1941.

"Late in September," an NAB statement dated Oct. 30 said, "the OPA Administrator Leon Henderson held a meeting of the executive committee of the two leading retailers in Washington to discuss some of the problems with which retailing is faced in a wartime economy which, in 1943, is expected to see retailing at the

CHIEF problem facing most broadcasters today is development of new sources of revenue due to wartime curtailments. At both the Jacksonville and Atlanta district meetings of NAB, John M. Outler Jr., commercial manager of WSB, Atlanta, and executive committee chairman of the NAB Sales Managers Division, delivered this talk in connection with the projected department store survey.

"In the preliminary outline of the plan, Mr. Coons proposed to investigate every factor which appears likely to influence retailing during the stresses and strains of this period of wartime priorities, rationing and restrictions.

"His investigation will also include an analysis of some of the factors that are likely to influence the trend and character of retailing after the war is won.

Subjects Listed

"Here are some of the subjects that will be included in Mr. Coons' study:

"What was the trend of retail distribution before war began?"

"What is the war doing to retail distribution?"

"What is the department store's dilemma?"

"What are the dangers faced by the retailer?"

"What is the product?"

"What is the retailer's opportunities?"

"There must be a new concept of retail advertising. What is it and how does it apply to the individual retailer's problem?"

Urgent need to reduce the costs of retail distribution has been the keynote of Mr. Coons' presentation, as it has been the keynote of various plans and clinics of the OPA working with retailers' representatives. The retail promotion committee or as a group to develop plans to reduce retail distribution costs is to increase the volume of retail sales through broadcast advertising, well

(Continued on page 48)

"Nothing That Extra Revenue Won't Cure"—John Outler

FOR THE last decade, we have been skimming the cream off the pail and we have grown fat in spite of many mistakes and errors—simply because radio advertising was bigger and better and more productive and more economical than was ever realized. And I mean that. The time is here when we might just as well face a few facts squarely and do a little bit of personal in-ventory. Because—with each passing day—the buying of time on your station and mine is becoming more and more scientific—more and more the product of analysis and knowledge and salesmanship. Intelligent salesmanship—knowledge of what you have to offer and what it's worth and what it will produce for each dollar of the advertiser's money, is requisite to-day, and will be more so tomorrow.

Young and Virile

The youth of radio advertising is a great asset. We have been able to take advantage of the mistakes made by publications and other media in the longer and more de-liberate period of their development. But that same youth has denied us the traditions, the heri-
Revisions Sought in Occupation List
By BWC Officials
Basic Schedule of Positions
May Be Revised Soon

EFFORTS were made last week by board or masthead representatives at a meeting with War Manpower Commission officials to obtain a revision of the list of essential occupations drafted by WMC and transmitted to local boards throughout the country. [BROADCASTING, Oct. 19]. Although no concrete progress could be reported following the meeting, it is known that WMC is sympathetic to any needs for revision of the original list but is unable to consider revisions before mid-November.

As reported in BROADCASTING, the U. S. Employment Service expansion of the basic list prepared by WMC is currently in the works and is now scheduled to next week. These expanded lists, developing the broader classifications now in the hands of local boards, will be prepared by USES in advising local boards on occupational deferments.

Occupation List

Although it appeared likely last week that manpower legislation was in the offing, pressure from labor, union leaders has induced the Administration to try every voluntary method conceivable before resorting to legislation. In fact, William G. McNeill, designated, bluntly proposed control of manpower in the hands of WMC Chairman McNutt, with no Army or Navy at the earliest, during his appearance Oct. 30 before a hearing of the Senate Military Affairs Committee.

A logical step in manpower lists also occurred last week when Selective Service headquarters mailed a list of essential occupations involved in the production of communications equipment to local boards. Prepared by WMC, this list is used as a guide by local boards in drafting men.

Congressman Asks FCC To Report on Co-Ops

BEFORE returning home for elections, Rep. Gehrmann (Prog., Wis.), sent a letter to FCC Chairman James Lawrence Fly last week asking the Commission to advise Congress on its course in the resolutions adopted by both houses, proposing an investigation of the facts and policies of the refusal of NBC and CBS to sell time to the U. S. Cooperative League [see story on page 4].

Rep. Gehrmann’s letter advised Chairman Fly that the situation calls for action and that Congress depended on the FCC for “every available guidance since it (FCC) “is an agency of Congress to administer the Communications Act” [1934].

Local cooperative organizations in Washington used a full page in the Washington Daily News to tell their story to the public.

CBS-IBEW Sign One-Year Contract

SIGNING of a new contract between CBS and the International Brotherhood of Electrical Workers, covering all technical employees at the network’s owned and operated stations, was announced last Friday in a statement issued jointly by the company and the union. Contract climaxes extended negotiations for an agreement to succeed the former contract which expired Oct. 1, negotiations which at one point reached such an impasse that the union had called a strike which was averted only at the eleventh hour.

New contract calls for continuing the previous 40-hour, five-day week, reduces the maximum workday from 12 to 10 hours. It also provides for wage increases varying in amount up to $6 per week, the increases being subject to approval of War Labor Board. Contract also includes provision for an apprentice training program which both CBS and the IBEW hope will facilitate the development of entry-level technicians to meet the wartime manpower shortage. As in previous contracts, the new agreement calls for union membership of all technical employees.

Agreement covers the CBS standard commercial, international shortwave, FM and television stations, and affects 265 employees, including apprentices, staffmen, assistant supervisors and supervisors. Wage increases are retroactive to Oct. 1. Changes in working conditions became effective Nov. 1.

Previous agreement was a five-year contract, with provisions for annual renegotiation.

The negotiations with CBS were conducted by Lawson Wimberly and Freeman L. Hurd on behalf of IBEW local unions; A. Hall; New York; 1212; 1216, Washington; No. 1216, Minneapolis; No. 1220, Chicago; No. 1223, Boston; No. 1229, Charlotte.

CBS stations included in the agreement are: WABC, WJZ, WJY, WBBM, WCCO, WOR, WRC, WNYW, WGN, WCBS.

Kate’s Million

WELL OVER a million dollars—the figure released by WJSW Auditor General—and the record for Uncle Sam by Kate Smith and Ted Collins in their marathon drive over Washington’s WJSW Oct. 28. The noted entertainment pair went on the air with their records on Wednesday morning and from then on, until 1 the following morning, were heard on every available broadcast over the station’s sustaining programs and, of course, nationally on Kate’s noontide chat show on the network.
"What's the score?"
"Let's dance!"
"What's the news?"

So they tune in WSIX!

Yes, sir, in Nashville they know WSIX carries more sports, more music, more news than any other local station. That accounts for a big part of WSIX's heavy popularity.

This station's recent shift to 980 kilocycles and increase to 5,000 watts, day and night, automatically increased its listener audience over a still wider area.

Top this off with an unprecedented business boom in the Nashville area and you have one ideal spot for your radio campaign.

Wire, phone or write this station or Spot Sales, Inc., National Representatives.
Networks Explain Positions on Co-Op
Tell FCC Why Program of Association was Rejected

REPLIES from both CBS and NBC were released last week by the FCC, explaining the position of each network with regard to refusal to sell time to the Co-operative League of the U.S.A., as a result of the resolution which was referred to the Senate Interstate Commerce Committee [BROADCASTING, Oct. 19] is not expected until after the elections. The same is true of the House resolution referred to the Rules Committee.

The letters came in response to a request by the FCC for a statement of the facts concerning the alleged discrimination against Co-operative's attempt to purchase time for a transcribed series [BROADCASTING, Oct. 12, 19, 26]. CBS explained in its reply that the network's policy is opposed to sale of time "for purposes of propaganda on one side or another of a political controversy issue." In addition, the letter points out the programs not only were controversial but were "designed to promote a fundamental change in the present system of marketing." As a result of the policy against this type of program, the CBS letter signed by Paul W. Kesten, CBS vice-president and general manager, contends the network has lost $8,000,000 in revenue. As an instance, he cited the network's opportunity to sell time to people "who wanted to fight Congressional legislation such as the Public Utility Holding Company Act of 1935." Limit on Commercials

As a minor issue in the case, the letter also delineates the regulation which limits the amount of commercial copy allowed to be broadcast on any commercial program, a single spot per program. The proposed program series actually would promote the movement in the opinion of CBS, this represents a further obstacle in the format of the proposed series, it was stated.

NBC, according to a letter from Nile Trammell, NBC president, after an examination of a proposed program series, rejected any proposal for sale of time on the grounds that the time would not only be used "to sell the cooperative movement generally, but to obtain added subscriptions and members for its member cooperatives." This is opposed to the network's policy against sale of time for solicitation or membership drives except for the Red Cross and the annual March of Dimes campaign in connection with the President's birthday. Mr. Trammell's letter emphasized the network's willingness to sell time to various cooperatives to promote sales of goods. In fact, he pointed out such sales have been approved in the past and would continue to be approved in the future. Sustaining time for discussion of cooperatives, he pointed out, has been permitted in the past but NBC and industry policies preclude the sale of time for membership campaigns and broadcast of controversial issues.

TUBES HEAT WJR BUILDING

Engineers Rig Up Plant From Materials Found Around Transmitter Structure

THE OIL-HEATED transmitter building of WJR, Detroit, will be heated this winter—by radio.

Credit the ingenuity by WJR Chief Engineer Merrill Mitchell and his staff, who constructed the new heating plant for the building with only the materials at hand. The result saves the station's money—and the nation's oil.

The new system utilizes the heat generated by the anodes of the power amplifier tubes. The tubes of the 50,000-watt transmitter are cooled by distilled water which in turn is cooled by regular water. Utilizing only equipment formerly used in cooling an auxiliary 10,000-watt transmitter in the station, Mr. Mitchell built his new heating plant. The radiators of the old system were inserted in the tube-cooling system where the water temperature is about 130 degrees Fahrenheit.

Air-fm fans, also formerly used in the 10,000-watt transmitter cooling system, were installed behind the radiators in such a manner that they draw the cold air from the floor of the building and force it through the hot radiators. The hot air is directed by means of a wooden duct to the regular hot air duct of the oil furnace and thus distributed evenly to the entire building.

Mr. Mitchell even figured down to the last degree of temperature the possibilities of heating the station. He found that oil heat alone produced at a given heat output a volume of air at 110 degrees Fahrenheit. The oil water provides a stream of air at only 101 degrees, but by operating his blower switch manually, he has achieved the same room temperature as under the old system.

WHN Names Chason

HERBERT S. CHASON, for three years in the research and sales department of the Chicago Tribune, has been appointed advertising and sales promotion manager of WHN, New York, it has been announced by Herbert L. Pettry, director of the station. He replaces Robert G. Patt, now in training at Notre Dame to become an ensign in the Navy. Prior to his position with CBS, Mr. Chason was in the advertising department of E. L. du Pont de Nemours & Co.

Book League Planning Drive on 200 Stations

BOOK LEAGUE OF AMERICA, a subsidiary of Doubleday, Doran & Co., New York, has appointed Raymond Spotnick executive director to place advertising for specified books from time to time. First book to be handled by Spotnick for the League will be How to Prepare Your Income Tax. A schedule of spot announcements and programs on over 200 stations is planned.

Huber, Hoge & Sons, New York, handles other phases of League advertising, and is currently conducting a nation-wide mail order campaign [BROADCASTING, Oct. 6]. Drive expires in December, and enters a new cycle in January.

Kentome Spots

SHERWIN-WILLIAMS Co., Cleveland, for its new paint product Kentome is conducting a spot campaign of about 25 announcements weekly on six stations in four markets. The campaign has been running since Oct. 19 and stresses the fact that Kentome is made of non-priority material, can be applied by non-experts, and is easily mixed with water. Agency is Newell-Emmett Co., New York.

Horace D. Allen, 34, Dies in Hollywood

HORACE D. (Don) Allen, 34, production manager since 1935 of Standard Radio Inc., Hollywood transcription library service, died in Hollywood Hospital, that city, on Oct. 27 during a lingering illness. Active in radio for more than 12 years, he at one time was announcer-producer of KFWB, Hollywood.

Shortly after Gerald King, then general manager of that station, left to form Standard Radio, Mr. Allen joined him as production manager, continuing in that capacity until the company was sold. Naturally known in radio, Mr. Allen also conducted his own orchestra, which is featured on many of the Standard Radio transcriptions.

Funeral services were held Oct. 27 at Whitley Ward Chapel, with burial in Hollywood Memorial Park Cemetery. Besides his widow, Mrs. Annabelle Allen, surviving are three children by a previous marriage, S. Alan, 9; Mrs. J. C. Neth, 7; and his parents, Mr. and Mrs. Chester Allen.

Warren B. Worcester

WARREN B. WORCESTER, 33, president of Worcester Broadcasting Corporation, which operates WOR, San Diego, Cal., died in that city Oct. 24 following a lingering illness. Born in Chicago, he was educated in Boston at Wentworth Institute. Mr. Worcester came to San Diego in 1936 and was associated with Aero- nautics before entering radio in August 1941. In addition to his radio work, he was secretary-treasurer of Pacific Square Corp., which operates a large dance pavilion in San Diego. He was also interested in the amusement center at New Mission Beach, near San Diego.

Ernest L. Finley

ERNEST L. FINLEY, owner of KSRO, Santa Rosa, Cal., and publisher of the Santa Rosa Press-Democrat, died Oct. 24 at his home. He had been an editor and publisher 45 years, starting his newspaper operation as a printing shop. He established KSRO in 1937.

J. S. Curley

J. S. (Jack) CURLY, 33, originator of series Chicago At Work on the ABC network, died of a heart attack at his home in Chicago on Oct. 24. Burial was at Mount Vernon, N. Y., his deceased parents' home. The Chicago At Work series will be continued by his associates, Lois Grey and Bob Bryar.

Col. Adamson Missing

COL. HANS CHRISTIAN ADAMSON of the Army Air Forces, scriptwriter for "Towards the Horizons," the Wednesdays broadcast of the "American School of the Air, is listed among those "missing" somewhere in the Pacific. Eddie Adamson's brother, back in New York, and since January had been working in the public relations division of the Army Air Forces.
HORACE, YOU'RE DEAD RIGHT! THE WAY PURCHASING POWER IN THE OREGON COUNTRY IS BOOMING, YOUR ADVICE TO "GO WEST" IS THE PURE QUILL FOR RADIO ADVERTISERS!

I'M THE JOHNNY WHO "KNOWS ALL" AND "TELLS ALL" ABOUT THAT HOT TIME-BUY AWAY OUT WEST - STATION KEX - PORTLAND, OREGON!

THE OREGON MARKET IS THAT "HAPPY COMBINATION" OF BASIC RESOURCES AND INDUSTRIAL PAYROLLS. SHIPYARDS HERE EMPLOY AROUND ONE HUNDRED THOUSAND MEN AND WOMEN AT HIGH WAGES. FARMERS, DAIRYMEN AND LUMBERMEN HAVE THE HIGHEST SPENDABLE INCOME EVER!

ANYBODY WITH HALF AN EYE CAN SEE THAT THE BLUE NETWORK IS DOIN' BIG THINGS THIS FALL. KEX IS THE ONLY BLUE STATION BETWEEN S.F. AND SEATTLE. THEY HAVE TO KEEP THEIR EARS GLUED TO KEX TO HEAR THOSE GREAT BLUE SHOWS!

THE CLOSER YOU EXAMINE THE SITUATION, THE CLEARER IT BECOMES THAT KEX GIVES RADIO ADVERTISERS EXTRA COVERAGE - EXTRA SERVICE - EXTRA VALUE -- IN AN EXTRA GOOD MARKET!

JOHNNY, YOU'RE WONDERFUL!

KEX LEADS THE RADIO PARADE - IT'S A "MUST" ON ANY TIMEBUYER'S LIST! WRITE OR WIRE FOR AVAILABILITIES - OR CALL YOUR NEAREST PAUL H. RAYMER OFFICE!

BROADCASTING • Broadcast Advertising • November 2, 1942 • Page 13
New Wage Order Forbids Blanket Increases of Pay; Individual Adjustments May Be Allowed by Treasury

ALTHOUGH blanket salary and wage increases for employees earning under $5,000 a year were forbidden Oct. 27 by order of Judge James L. Byrne, commissioner of wage establestion, indications last weekend were that broadcasters will retain considerable latitude in dealing with their workers.

Though no rulings have yet been issued, it was believed at the Treasury that many studio employees—talent, newsroom, production men—not bound by wage agreements or represented by unions, would be classified as bona fide professional workers, and included in the class of wage earners whose incomes will be limited by the Commissioner of Internal Revenue rather than the War Labor Board.

Regulations Not Ready

At the same time, Assistant Secretary of the Treasury John L. Sullivan said that regulations were not ready, although a salary stabilization unit, with field offices, will go into action within a few days. Some Treasury officials expressed the belief that when the regulations are completed, it is probable they will provide simple methods of adjusting upwards earnings of the professional people in lower income groups.

Other broadcasting employees—members of unions or wage earners operating under contracts—will come under jurisdiction of the War Labor Board. Individual salary changes for this group will be allowed without permission of the WLB only in five types of cases, all of which require that the change be part of a regular promotion system. Stations employing eight or less persons are exempt from regulation.

Joseph L. Miller, NAB director of Labor Relations, commented that "the order is one of the most drastic developments in labor relations radio has ever experienced."

He said that Judge Byrne's order will govern the compensation of a great majority of the industry's employees, and urged broadcasters carefully to meet the new problems with provisions of the act.

Willkie's Big Audience

WENDELL L. WILKIE, 1940 Republican candidate for President, attained a rating of 48.0 for his Oct. 26 speech on the four major networks according to the audience figures made by C. E. Hooper Inc. immediately following the broadcast. The figure, based on a listening audience of 36,520,000. President Roosevelt, who hit an all-time high Hooper rating with his Oct. 24 speech on the four networks, received a rating of 79.0 at that time.

WJW, Akron, Seeks Move to Cleveland

PROPOSING to move into Cleveland and operate there as the BLUE outlet, WJW, Akron, on Oct. 29 applied to the FCC for an amended construction permit which would authorize new studios at 815 Superior Ave., Cleveland, and a new transmitter in Cuyahoga County.

WJW now operates with 250 watts on 1240 kc., for some time has held a CP for 5,000 watts on 850 kc. It is now an MBS outlet, with WAKR on the BLUE and WADC on CBS. At present WCLE, 500 watts daytime on 610 kc., is duplicating WJW's programming, while its companion station of the Cleveland Plain Dealer group, the 5,000-watt WHK, is a fulltime MBS outlet and no longer is affiliated with BLUE, which has no Cleveland outlet.

Industry Figures Attend Annual ASCAP Dinner

ASCAP dinner last Thursday, concluding the general membership meeting in the afternoon, for the first time in ASCAP history included broadcasters and other users of music as well as members of the society. Deems Taylor, president of ASCAP and toastmaster, welcomed. McCosker, president of WOR, New York, and chairman of the board of MBS; Mark Woods, president, BLUE; Frank E. Mullen, NBC vice-president and general manager; CBS Vice-Presidents Frank Stanton, Joseph Ream, Frank White. Mr. Taylor described it as an "end of the war" dinner.

He also read messages from James Lawrence Fly, FCC chairman; NAB President Neville Miller; William S. Paley, CBS president; Fred Weber, MBS general manager; Edward Klauber, CBS vice-president. They expressed regret at their inability to attend. Mr. Paley's message was in verse and contained the suggestion that it should qualify him for ASCAP membership. Business meeting in the afternoon was confined to purely routine matters. Letters ASCAP spokesmen reported. Both noon and evening sessions were held at the Hotel Astor, New York.

Plough Expanding

PLough Inc., Memphis, currently sponsoring four quarter-hours weekly six days a week on eight stations of the Atlantic Coast Network, on Oct. 26 will add to the list the two ACN supplemental stations WEJ, Hackensack, N. J., and WBOC, Salisbury, Md. The programs, selected by the agency, Lake-Sprio-Shurman, Memphis, are particularly well presented for aspirin and Penetro products on the full ACN.

Novo Scotia Station

CJFX, Antigonish, Nova Scotia, is now on the air with 1,000 watts on 580 kc. The station is owned by Atlantic Broadcasters Ltd., in conjunction with St. Francis Xavier at Antigonish.

Broadcast Project Deferred by Davis

ELMER DAVIS, Director of the Office of War Information, announced last week that action on his proposed broadcast series had been deferred.

Meanwhile, considerable stir was caused last Thursday when published reports had it that Archibald MacLeish resigned as assistant director of the Office of War Information to devote all of his time to his duties as the Librarian of Congress.

The only decisive action among OWI personnel came last Thursday when Paul C. Smith, former editor and general manager of the San Francisco Chronicle, and a former OWI employee, was detached, assigned as chief of the OWI News Bureau, resigned to join the Midwest Press, position he explained his decision he said, "I told the Navy that I wanted combat service and I wasn't qualified for any other type of service." To replace Mr. Smith, it was announced that his duties would be assumed by James Allen and George Lyon. Mr. Allen, formerly with the Security and Exchange Commission and the Dept. of Justice as publicity director, will become assistant chief of operations and Mr. Lyon becomes chief of the News Bureau.

Nbc Loses Directors

NBC will lose three members of the director staff within the next few weeks. Anthony Leader will enlist in the Civilian pilot training course of the Civil Aeronautics Authority Nov. 10 and Van Fleming has been given an indefinite leave of absence due to illness. William Wilgus will resign in about a week or ten days to join the Office of the Coordinator of Inter-American Affairs, where he will direct two Spanish language programs for shortwave to Latin America.
"STATE YOUR BUSINESS, PLEASE"

Carefully excluded from Westinghouse Radio Stations' cordial relations with the public are their transmitting stations during war-time. At KDKA, high on a commanding hill, visitors are challenged by a searchlight, a directionally amplified voice, and a gun, and they state their business into a microphone before they come near the tower.

KDKA has pioneered in this war-protection, and now the transmitter at every Westinghouse station is inconspicuously but effectively guarded to the teeth.

For radio is too important to victory, free speech is too American, Westinghouse audiences are too war-essential, to let sabotage or carelessness interrupt the endless flow of truth and relaxation and inspiration.

WESTINGHOUSE RADIO STATIONS Inc
WOWO • WGL • WBZ • WBZA • KYW • KDKA
Radio Censorship Policy Is Praised

RADIO is setting an excellent example for newspapers and other information-disseminating agencies in the United States in withholding vital war facts from the public.

This fact was demonstrated in remarks by Announcer Early Hague, of WWDC, Washington, during a morning broadcast Oct. 22. By contrast, newspapers in another country were accused of doing “a poor job” by Byron Price, Director of Censorship, in a recent speech before the Southern Newspaper Publishers Assn., at Hot Springs, Ark.

Announced Hague in part: “I’ve received a lot of cards and letters requesting me to announce birthdays or anniversaries on a particular day and at a particular time... principally on this program. This I cannot do, at least for the duration of the war, because it’s against the regulations of Censorship Office and because I don’t want to say or do anything that will hamper the war effort in any way.”

Cites Example

After praising the thoroughness of the Office of Censorship, and the vigilance of the U.S. Government in disposing of Nazi spies, Announcer Hague cited an example of what might happen through compliance with a list of regulations. “Let’s pretend for a moment you are Foreign Agent 192 and you want to get in touch with Agent 84 without danger to yourself through correspondence.

“You could very well send in a card or letter to our station which would read ‘Please play The White Cliffs of Dover’ at 3 p.m. today and wish a sunny 50th anniversary to Mr. and Mrs. Wil- loughby of 323 Walnut Street. Sounds innocent, doesn’t it? But do you realize that 50,000 troops embarking for England tomorrow from Pier 3, Weather fine. Contact me at 323 Walnut Street?”

While official Washington has been highly praised for its radio cooperation in strictly observing censorship regulations, newspapers have at times been severely criticized. Mr. Price said in part: “I think the newspapers have done a poor job of informing the public why some information has to be withheld. The Wartime Code is good property, but I doubt whether a half-dozen newspapers have ever explained it, either as a whole or section by section over a period of days, or any other steps to advise their readers in detail about the requests made by their Government.”

After suggesting that newspapers publish “patient” explanations of the Government’s reasons for censorship, Mr. Price continued: “What is the basic consideration behind censorship? It is this simply: That none of us can win the war, by enemy, by design or inadvertence, with information which will help him to kill Americans. Just that, and nothing else.”

Networks Complete Plans for Coverage Of Nationwide Election Results Nov. 3

ELABORATE preparations have been made by the four major networks for complete and accurate coverage of nationwide election Nov. 3, the first wartime election in 25 years...

To supply listeners with authentic trends on the voting, Fulton Lewis Jr., MBS commentator, broadcasting from New York, will telephone prominent political personalities while he is on the air. He will be assisted by a staff of news men headed by Dave Driscoll, war service director of WOR, Mutual New York outlet, while a special crew of tabulators and statisticians will assist on the results of the New York state gubernatorial race between Thomas E. Dewey and John J. Bennett Jr., in cooperation with the New York Herald Tribune.

Frequent Summaries

NBC’s coverage will get under way at 7:45 p.m. Nov. 3 with a last-minute review of the election picture by H. V. Kaltenborn, NBC news analyst. At half-hour intervals throughout the evening, NBC will provide three-minute summaries of late returns with analyses by Morgan Beatty from Washington, and bulletins from NBC election reporters round the country. Don Goddard will headline the coverage of the New York State elections, as covered by WEAF, NBC outlet in New York.

The BLUE will present Earl Godwin at 8 p.m. in a general summary, and will split its coverage of the bulletins with its various affiliates on a cooperative basis. Every half-hour two-minute reports will be broadcast, with Roy Porter summarizing at scheduled intervals from New York.

Raymond Gram Swing on his regular 10 p.m. news program will report returns and the 11 p.m. Esso Reporter broadcast will be devoted to local returns in New York. BLUE staff reporters also will be stationed at Bennett’s headquarters, with plans to originate some talks from those offices.

Reporters in all parts of the country have been stationed by CBS to broadcast returns, starting at 9:30 p.m. with John Daly from New York. Others include Jack Lincoln, Blue Network, Chicago; William Mullins, from Boston; Todd Hunter, Chicago; Francis P. Douglas, St. Louis; Chet Huntley, Los Angeles, and back to New York for Ernest K. Lindley’s analyses. Late returns on the voting for governor and other officers in New York will be given by John Daly after 1 a.m., and CBS will stay on the air until 3 a.m., if necessary, for final returns.

Voluntary Censorship Requires Ample News of War, Says Byron Price

"UNLESS ample war news is given out by the Government, our volunteer work in cooperation with the press and radio will collapse," Byron Price, director of the Office of War Information, warned at a forum conducted in New York last Wednesday under auspices of the New York Times and broadcast by WMC in New York.

Reassurance that complete war news would be available, except in cases which would aid the enemy, by Simon Davis, director of the Office of War Information when he pointed out that up to all sine of major U.S. naval vessels had been reported to the public by the Navy.

Furthermore Mr. Davis assured that Navy communicates "have been much closer to the complete statements of those who are the enemy," and observed that the enemy had been more secretive about its losses than the U. S. Mr. Price considered censorship unnecessary even in wartime but emphasized the responsibility accepted by his office as "far more serious than any coming so stringent that the American public is ignorant of the progress of the war.

Serutan Blue Program Moves Opposite Benny

SERUTAN Co., Jersey City, sponsor of Drew Pearson’s quarter-hour of WAAO, has purchased broadcast time on the BLUE each Sunday, 6:30-6:45 p.m., is shifting the program to the 7-7:15 p.m. period opposite Jack Benny, beginning Nov. 15, at the same time increasing the number of stations from 28 to 55.

Raymond Spector Co., New York, agency in charge, stated that during the past year the program has been heard in Chicago opposite Benny, taken off the line and recorded for a delayed broadcast on WFCN-A. During the period sales have boomed in the Chicago area. Despite the hesitancy usually attached to such a high-ratings program as the Benny show, the Chicago experience has encouraged Serutan to expand its competition to its full network. The Serutan programs are produced by Henry Souvaine.

Spots for Tax Book

A SPOT campaign to publicize "Your Income Tax Book," was begun Oct. 26 by Simon & Schuster, New York publishers, and will consist of 5 and 15-minute programs in 6 and 12-stations each week until March 1, 1943. Close to 500 stations will eventually be selected for the program. Last year’s campaign, at approximately 70% of all American stations participated. Agency is Northwest Radio Adv. Co., Seattle.

GIFT TO ARTHUR GODFREY from Spratts Patent (America) Ltd., makers of dog food, and new participating sponsor on his early morning program on WABC, New York, is this Irish setter, focal of the admiring glances of (1 to 2): Arthur Hull Hayes, general manager, WABC; Thomas Young, vice-president and general manager of Spratts; Arthur Godfrey, commentator and m.c.; Robert C. Hazelton, account executive of Paris & Pearl, New York agency in charge; A. P. Ramsey, of Spratts.
In dynamic Detroit the automotive industry, alone, is producing more than $14,000,000 worth of war materiel every day! And still production schedules are skyrocketing!

Today, there are more than 580,000 hourly paid workers engaged in war work in the Detroit industrial area, and this figure is growing with each passing day.

This makes Detroit the most vital and responsive market now. And the soaring sales of War Bonds guarantee the purchasing power of these workers in the future.

Whether you have merchandise to sell now, or a good name to uphold—the Detroit market can be reached most easily and economically by using WWJ—the most listened-to station in this great market.
Foreign-Language Control Outlined by Federal Officials

Three-Way System of Governmental Direction Reviewed at Meeting of Industry Group

DEFINITE outlines of Government plans for regulating foreign-language radio programs were explained in Washington Oct. 27 when the Foreign Language Radio Wartime Control Committee met for the fourth hour and heard representatives of the Office of Censorship, the FCC and the OWI.

Government plans revealed at the meeting until now have been relative in foreign-language broadcast control will be exercised by the Office of Censorship, but that the FCC, the OWI and the broadcasters themselves will have important roles. The FLRWCC will be the liaison between officials and individual broadcasters.

How It Works

Under the plan, the Office of Censorship will monitor programs and advise broadcasters of violations of the voluntary censorship code; the FCC will establish a new investigating unit to review programs and reports on the backgrounds of employees of foreign-language stations; the OWI will intensify its control over its production activities.

Despite announcement of definite plans for Governmental solutions to foreign-language problems, Robert K. Richards, head of the Office of Censorship’s new Foreign Language Service Section, told the meeting that conditions in the industry are “quite satisfactory.” He said that in monitoring programs and examining scripts, his office has found that individual broadcasters and the FLRWCC have been doing a fine job.

Much of the responsibility for foreign-language control will be in the hands of the director of the Foreign Language Service Section. His job will be to assist broadcasters. Responsibility for programming will remain in the hands of station managers.

Until now, confusion had clouded the function of Censorship, FCC and broadcasters in meeting foreign-language problems. Both Censorship and FCC plan monitoring services, and neither agency would accept responsibility for the investigation of personnel. These investigations are at present carried out voluntarily by the FLRWCC.

Several weeks ago the Federal Bureau of Investigation had been asked to survey personnel of foreign-language broadcasting stations. J. Edgar Hoover, director of the bureau, refused to accept responsibility, and in a letter to the FCC pointed out his office was overloaded with work. As a result, FCC will do the investigating itself, Chairman Fly told a House Appropriations subcommittee, and will set up a new staff of 25 investigators for the job [BROADCASTING, Oct. 12].

OWI’s part in the foreign-language setup was explained at the FLRWCC meeting by Lee Falk, its foreign-language radio director, who indicated his department would intensify its work on creative programming. Mr. Falk emphasized OWI’s desire for continued radio exploitation of foreign-language programs, but with an “American approach” that would avoid “European animosities.” Such programs would not skirt the issue of war, but would take the “we are all Americans” angle.

Italian Leads

In detailing OWI’s work, Mr. Falk revealed that 118 stations had answered a questionnaire sent out, and that an analysis of these answers showed that Italian programs account for more than any other tongue, although more stations use programs in Polish. Effective of OWI’s spots announcements, Mr. Falk told the FLRWCC, this survey shows that about one-third of the time is sustaining, and that about 7% of foreign-language time is given to public service programs. Almost all of these public service features consist of programs prepared by OWI.

In addition to Mr. Richards and Mr. Falk, Jerry Spingarn, of the FCC War Problems Division, spoke briefly on plans for the new investigating service, and restated broadcaster’s responsibility under the War Code. Other Government observers present were Edward H. Bronson, Mr. Richard’s assistant at the Office of Censorship, and Mrs. Olivia Sachs, FCC Russell P. Place sat in for the NAB.

Two new directors of the FLRWCC were elected at the meeting as replacements for Griffith E. Thompson, former manager of WBYN, Brooklyn, and Harry Henschel, former manager of WOV, New York, both of whom are now in the armed forces. The new officers are A. N. Armstrong, general manager of WCO, Boston; and Patrick Stanton, manager of WDAS, Philadelphia.

Members of the FLRWCC attending were Arthur Simon, WPEN, chairman; Joseph Lang, WHOM, Jersey City, treasurer; C. M. Dobyna, KGER, Los Angeles; A. N. Armstrong, WCO, Boston; Ralph Weil, WOV, New York; Arnold Hartley, WGES-WSBC, Chicago; Pat Stanton, WDAS, Philadelphia.

Campains to Promote Stars of Movies

In Air Tieups Are Planned by Studios

FOllowing successful test campaigns in connection with current releases, 20th Century-Fox Film Corp., plans a concerted radio tie-in on all pictures for periods of two months in advance of showing until film is well underway in its second run. Tests were made on “Tales of Manhattan” and “The Pied Piper.” Results are stated to have been definitely of box office benefit over a 30-day period.

Radio tieups are now being arranged for all 76 players under 20th Century-Fox contract. Casting and exploitation departments are coordinating efforts to insure availability of players at times required for radio appearances. Programs on which players appeared and those in preparation for the next month include CBS Lux Radio Theatre; BLUE Coca Cola Spotlight; CBS Chesterfield Hour; CBS Radio Reader’s Digest; BLUE Jergens Journal; BLUE Breakfast at Surda’s; CBS Screen Gold Players; as well as on special broadcasts over CBS, NBC and BLUE networks.

 Paramount Plans

 Paramount Pictures will give “Star Spangled Rhythm,” its biggest radio exploitation campaign it ever used for any film, according to announcement. Now being lined up as the company’s holiday season release, hitting key cities simultaneously during the Christmas-New Year’s period, the radio plugs are scheduled for all national networks and independent stations beginning in late November and during the picture’s general showing.

Film cast is the most impressive in Paramount’s annals, with main title billing calling for 16 star names, 23 top feature players in addition to three directors who appear before the cameras.

This array of talent contains 21 experienced radio personalities, including Bing Crosby, Bob Hope, Dorothy Lamour, Mary Martin, Dick Powell, Victor Moore, Ray Milland, Betty Hutton, Eddie Bracken, Paulette Goddard and Veronica Lake from the star group, and Betty Rhodes, Dona Drake, Lynne Overman, Johnnie Johnston, Gil Lamb, Cass Daley, Walter Catlett and Al Jolson from the feature line up, and Cecil B. DeMille of the directorial trio.

Majority of these have regular radio commitments which give them an automatic opening for picture plugs. Other talent will be spotted on a wide variety of networks as well as local programs to assist in the radio buildup.

OUT OF THE TURF came 50,000 feet of pure copper ribbon and more than 300 pounds of 99% aluminum, recovered from the old 5,000-watt towers of WPTF, Raleigh. Richard Mason WPTF manager (left), and Henry Huleck, chief engineer, are looking over the ribbon pile just before it was carted away by Raleigh scrap campaign workers.

BURLAND NAMED

WJSY’S MANAGER

CHARLES J. BURLAND, for the last year a member of the New York staff of Radio Sales, has been appointed general manager of WJSY, CBS owned and operated station in Washington. Frank Stanton, CBS vice-president, announced last week.

Mr. Burland, who will take over his new duties within the next few weeks, was graduated from WJSY, Charlotte, another CBS M & O station, as part of a realignment of the managers of these outlets that moves A. E. Joscelyn, WBT’s manager, to WCCO, Minneapolis, and brings William E. Forbes from that station to New York as an executive assistant to the network management [BROADCASTING, Oct. 29].

Burland, who has made general manager of WBT, and a CBS owned and operated station in Washington, D.C., Frank Stanton, CBS vice-president, announces last week.

Mr. Burland, who will take over his new duties within the next two weeks, will succeed A. D. Willard, Jr., who has been general manager of WBT, Charlotte, another CBS M & O station, as part of a realignment of the managers of these outlets that moves A. E. Joscelyn, WBT’s manager, to WCCO, Minneapolis, and brings William E. Forbes from that station to New York as an executive assistant to the network management [BROADCASTING, Oct. 29].

Born in Buffalo, Minn., Burland attended the U of Minnesota and began his radio career in 1925 when he joined WCCO as an announcer. Working subsequently in the station’s production department and as a salesman, he was named manager of WCCO for four years. A year ago, in October 1941, he was transferred to the staff of Radio Sales in New York.
Let this crashin', smashin' whirlwind of a record-bustin' go-getter put you across the goal.

There's no stopping Big Aggie. Power to bowl over all resistance . . . a clear field that's free from competition . . . and a special "something" that's not in the rule book. She's Triple-Threat for sure . . . she and the station she represents.

WNAX is the triple threat station of the rich middle-west. A frequency that permits reaching out for the far ones—strategic location far from other network stations—and enviable soil conductivity that carries the signal over the greater part of Iowa, Minnesota, Nebraska and the Dakotas.

Get WNAX on your team. Let us tell you how others score a gain and a-gain.
War Lament of the Puzzled Locals

Washington Is Resting While We Die, Says One

EDITOR, BROADCASTING: Three thousand miles seem a long way when you're in a whistle-stop on the Pacific Coast and Washington, D.C., where men supposedly cogitate the fate of wartime radio. And even greater chasm seems to separate the small station, the familiar 250-watt, and a decision which must ultimately be made on the future status of the-like-of-us. And, so, I unburden myself, suffering pride of authorship, and put on paper a few questions that I ask myself every day.

1—What's going to happen, when small, whistle-stop stations can still operate with tubes and present equipment, but have insufficient advertising income upon which to justify operating expenses, you know? It is estimated in Washington, itself, that 300,000 small businesses will suffer unquestionable death by the end of 1943. And, we of the whistle-stops are on the so-called small business man; in fact, he and we are one.

Equipment No Problem
Yet the NAB, the FCC, conjure ways and means to ration tube and equipment replacements, when, in the background, is a dismaying problem that grows more menacing hourly. A problem far more serious to the small station than equipment or personnel.

2—What's going to happen, when the small stations are counted out at the end of 1943 along with 300,000 other businesses like them? Are licenses to be forfeited, discarded into oblivion—forever, for the offering to allow license suspensions for the duration?

3—What's going to happen, when a small station, like 300,000 small businesses like us, begins to lose its investment? And we mean not only the financial investment in equipment, but the investment in goodwill, public trust and community confidence that have taken years to create and constant alertness to maintain.

4—What's going to happen, when it is realized in Washington that the whistle-stops have a vital part to play in the war effort? Perhaps we shouldn't survive; perhaps metropolitan radio is sufficient to fulfill the ever-enlarging field of radio's responsibility to the public; perhaps our contribution to the whole is negligible and our continued existence unsound. But, when, not soon after an FCC hearing? Decisions must be made, and soon!

The 250-watters, sitting out on the limb of uncertainty, striving to live on dwindling advertising revenue and still maintain public service to community and government, are misplaced entities in an economy of total war. You say: work harder; no one survived without effort; nurturing accounts that have never used radio previously. We say: you cannot fight the battle of advertising in the whistle-stops when merchants cannot obtain longer goods nor the personnel to sell them. Stupidity abounds in a situation when you fight an obviously losing and unproductive battle against business; against tube shortages; against the problem of what you pay and what you should pay; against the insurmountable problem of losing station personnel.

All in Same Boat
It is obvious that radio is in no more serious straits than other business. As a truism: "We're all in the same boat." But, radio, even in the whistle-stops, has a responsibility to sell these goods that of any other business. And the answer to that headache must come from Washington. And, soon!

But, in all probability, the answer will involve not so much the that of any other business. And the answer to that headache must come from Washington. And, soon!

And, once again in the realm of conjecture, perhaps that is best. Radio should not be exempt from the benefactions of this war; after all, this war is going to unlearn a lot of people and teach most of us many an important lesson. If the wheels slowly grind forward, forcing closure upon a great many of us whistle-stops, it may be that the greatest good has happened.

Advantages
What good, you say? Personally we can think of a few things that would not be amiss; and we suspect there may be other whistle-stop managers who might see eye-to-eye with us.

1. Just think: without the lip service of legal counsel; without Washington hearings; without pressure groups—the general mess of other ethics cleared. All the whistle-stops disappear, the radio dial clears up to the eternal pleasure of the listener and the FCC.

2. Just think: the managerial bad-taste-in-the-mouth, which usually occurs every morning over the mail, is no more. Just think: that the morning chore of discovering what new wastebasket for the ledger; the latest publicity brainchild out of Washington, requests for this-and-that and free advertising, meaningless inquiries from agencies, meaningless inquiries from agencies, and a hundred of similar items of insignificance which used to harrass you daily.

3. Just think: no more fruitless days to be spent over an application for license renewal or the annual FCC financial report.

4. Just think: no more troublesome music he does come some way from the NAB and the FCC.

5. Just think: no more concern over what your underpaid employes think of you. No more wrangling with the overpaid, over what should-be and what-is-possible.

6. Just think: those pesky problems which seem so characteristic of whistle-stops, the dodgy gray hairs promiscuously, are all swept away with one full swoop of circumstance.

Yes, Editor, it may all be for the best—this death of whistle-stop radio. To blazes with public service, governmental cooperation, and civic benefit. Yes, it may all be for the best—this war is coming to an end and Washington is silent before the sweep of an almost uncheckable circumstance.

PIERCE to BBDO
PIERCE Corp., Los Angeles (bleaching solution), has appointed BBDO, Hollywood, to handle its advertising, according to Adrien Butler, president of the firm. W. B. (Doc) Geissinger, for 14 years advertising manager of California Exchange, Los Angeles (Sunkist oranges, lemons), and now with BBDO, is account executive.

Formal Statement of Treasury Cites Advertising Tax Stand

Reasonable and Legitimate Payments Permitted, According to ‘Internal Revenue Bulletin’

ADVERTISING is recognized as "a necessary and legitimate business expense so long as it is not carried to an unreasonable extent and does not become an attempt to avoid the furnishing of 'a necessary and legitimate business expense' as set forth in Section 19.23 (a)—1 of the Internal Revenue Code, relating to business expenses, and it is a reiteration in formal language of policy enunciated by the Secretary of the Treasury Morgen-thau before the Joint Congressional Committee on Internal Revenue Taxation last May 28 and by Commissioner Guy T. Helvering in correspondence with the AAS (of National Advertisers [BROADCASTING, May 25, June 1, Oct. 5, 12].

Need of Advertising
Expressing unwillingness to lay down a definite rule as to what are "reasonable" expenditures for advertising, the Treasury evinced an appreciation of the necessity of advertising under wartime conditions, pointing particularly to Government promotions which are deductible, and stated it would consider applications for individual

Rulings. Because of its unusual volume of work, however, it is asked that taxpayers bear in mind the general rules it laid down in its statement so as to avoid the necessity of individual rulings for individual taxpayers.

The Revenue Bureau's statement, setting forth its official attitude on tax deductions for advertising, follows:

Advice is requested as to the extent of expenditures for advertising will be deductible from gross income for Federal income tax purposes. To be deductible, advertising expenditures must be ordinary and necessary and have a reasonable relation to the business activities in which the enterprise is engaged. The bureau recognizes that advertising is a necessary and legitimate business expense so long as it is not carried to an unreasonable extent or does not become an attempt to avoid proper tax payments.

The bureau realizes that it may be necessary for taxpayers now engaged in the production of news through advertising, their trade names and the knowledge of the quality of their goods, may find it profitable to up past years, so that when they return to peacetime production their business and the quality of their products will be known to the public.

In determining whether such expenditures are allowable, cognizance will be taken of: (1) the size of the business, (2) the amount of prior advertising budgets, (3) the public intrusion reasonably to be expected in the future, (4) the increased cost of the goods due to the total of advertising expenditures, (5) the introduction of new products and added lines, and (6) buying habits necessitated by war restrictions, by priorities, and by availability of many of the raw materials formerly fabricated into the advertised products.

Types of Expenses
Reasonable expenses incurred by companies in the advertising technique to speed the war effort among their own employees, and to cut down on necessary expenditures, and between and excesses and inefficiency, will be allowed reasonable and reasonable expenses and added lines, and (6) buying habits necessitated by war restrictions, by priorities, and by availability of many of the raw materials formerly fabricated into the advertised products.

It is the statutory responsibility of the bureau to determine and collect Federal income and excess profits taxes, and to prevent abuses and attempts to avoid the payment of such taxes, which bureau will be subject under the proposed tax bill now before Congress.

To deduce rules for determining what is reasonable in the case of advertising costs can be laid down in advance so as to fit all situations and all classes of taxpayers. To do this, the bureau said, through advertising, their trade names and the knowledge of the quality of their goods, may find it profitable to up past years, so that when they return to peacetime production their business and the quality of their products will be known to the public.

The bureau will consider applications for individual rulings. It is; in determining whether such expenditures are allowed, individual rulings will not be necessary except under most unusual circumstances.
In Agriculture

North Carolina

Average of nine other Southern States

Cash Income and Gov't Payments

$221,768,000

$133,256,000

Source: Department of Agriculture, 1940

In Industry

North Carolina

Average of nine other Southern States

Value of Manufactured Products

$1420.6

$936.5

Source: Census of Manufactures, 1939

WPTF

With 50,000 Watts in Raleigh is

North Carolina's

No. 1 Salesman

NBC 680 KC

Free & Peters, Inc. National Representatives
Prospective Orders on Cross-Hauling To Affect Radio Advertised Products

**GOOD SPOTTING**

When you buy time for a spot campaign, use the "rule of 3": Pick the station that gives you the best combination of coverage, programs and rates. In Hartford, it's WORC. Basic CBS for Connecticut.

**THE RIGHT TRAIL**

For more sales

**K W K W**

1000 Watts at 1430 Kilocycles
Pasadena, Calif.

Serving the whole Los Angeles Metropolitan Area 3,000,000 high wage earners.

"How 'bout WFDF Flint Michigan, ef yore a-huntin' fer spots!"

Cross-hauling by truck of many products now nationally advertised by radio would be sharply curtailed by regulations in preparation at Office of Defense Transportation, with marketing practices certain to be sharply affected. Necessary authority for the issuance and enforcement of such regulatory measures already exists, according to ODT.

"Luxury" and "non-essential" merchandise are slated to be first to feel the blow of these constric-
tive measures. The War Production Board and ODT are now making a combined study of merchandise within these categories. Pending final official decision the individual items under consideration were not named even tentatively.

**Eastman Interested**

The subject is receiving serious consider-

**WWNY, Watertown, N.Y. Dedicates Transmitter**

WWNY, Watertown, N. Y., on Oct. 21 formally dedicated its new facilities, 1,000 watts fulltime on 780 kc., with an hour program written and produced by Thomas E. Martin, station manager. Included on the program were Pte. Stephen Kennedy and Corp. Earl Weidman, Pine Camp, N. Y., Bob O'Hara and his Hotel Woodruff orchestra and Harold B. Johnson, editor and publisher of the Water-
town Daily Times, operator of the station. Pte. Kennedy appeared on the concert stage and radio before his induction into the Army and Corp. Weidman on nation-wide bro-
dcasts.

The radio station was established April 29, 1941 with 500 watts on 1300 kc. daytime only. The con-

**Noxzena Renewing**

NOXZENA CHEMICAL Co., Balti-
more (skin cream and lotions), during the month of October has been renewing contracts for its radio programs, titled in the major-

**ONA MUNSON**

ONA MUNSON, film and radio actress, has joined KNX, Hollywood, as narrator, and is contributing to the weekly half-hour all-girl program, "Sirettes Belles." Miss Munson is a feministic addition to that station's production staff.

**NBC Defines Duties**

TO CLARIFY misunderstandings concerning the recent change in positions of William Burke Miller and Bertha Brandeas in NBC's program department, the network issued a statement last week to this effect: "William Burke Miller, NBC eastern program manager, has been assigned the additional duties of war program manager, while Miss Brandeas, in charge of package program sales, has been appointed an assistant to C. L. Moor, NBC vice-president in charge of programs, in addition to her present duties." It was mis-
takenly reported in the Oct. 26 Broadcasting, that Miss Brandeas had been appointed assistant to William Miller in connection with NBC's war programs.

**Government's Charges Against German Alien Announcer Are Dropped**

CHARGES against Heindeltei Baron von Schoenermark, a German alien formerly employed as an announcer and newscaster by WMPD, Frederick, Md., have been dropped by the Federal authorities and the youth, who was known on the air as Brandon Roberts, has been released on parole. He was ar-
rested by FBI agents last July, after having been discharged by the station. He was charged with failure to register as an enemy alien and posing as an Ameri-
can citizen.

At the time he pleaded innocent and was held in Hagerstown, under $10,000 bail for a Federal grand jury. Four charges against him were dropped, however, after it was found that he had applied for American citizenship, had taken out his second papers and had been authorized by Federal authorities to use the name Brandon Roberts. Born in Heidelberg, he came to this country in 1929 and attended Har-
ard as well as network announce-
ders' school in New York, which recommended him to the Frederick station.

WMPD had released the youth some months before FBI agents picked him up, and its executives were completely surprised when he was taken into custody. A. V. Tid-
more, general manager, stated that he did not take him into his confi-
dence when employed, and added that he is not being re-employed by WMPD.

**Ruppert's 1943 Plans**

JACOB RUPPERT BREWERY, New York, currently sponsoring Stan Lomax on WOR, New York, as well as spot announcements in selected markets, will use essen-
tially the same radio schedulessta-
sed for 1943, according to Ruth-
rauff & Ryan, New York, agency in charge, which is now working on the company's advertising plans for next year.

AN INCREASE in the participation of the BLUE Breakfast Club by Swift & Co., (meat products) is given the signed okay by Vernon D. Beatty (right), Swift advertising manager, while Don McNeill (left), m.c. of the program, and E. R. Boroff, vice-president of BLUE Chicago, give the approving nod. The company has increased from three to five days a week, and from 87 stations to the full network of 145.
GOOD, MADAM? WHY IT'S ADVERTISED OVER WBBM!

For 17 straight years wBBm has sold more products for dealers and done more direct dealer contacting than any other Chicago station. This is one of the reasons why surveys prove dealers have a 30% preference for wBBm. Let this preference help sell your product.
Saluting civilians engaged in the war effort, KDYL, Salt Lake City, is presenting a quarter-hour weekly, The Civilian Soldier, sponsored by Mul-lett-Kelly Co., that city. Premier broadcast Oct. 22 honored the Utah Copper Co.'s Bingham open pit copper mine and its thousands of employees, called attention to the Army-Navy 'E' awarded the firm. Show is written and produced by Alvin G. Pack, of KDYL's program department.

College Programs

College NEWS, music, plays and special features are included in a half-hour program, The Call of the Campus, on WEOA, Evansville, Ind. Three regular weekly programs now originate from the campus studio of Evansville College, the others being a half-hour show, The Children's Story Hour, featuring stories especially for school children, and Prof. Hjorts-vang's program, a quarter-hour of vocal selections by the professor and his students.

Baron Eje

A SPANISH Lord Haw-Haw, named "Baron Eje" (Eje means Axis in Spanish), bowed in over NBC shortwave facilities Oct. 23, analyzing the propaganda output of Axis radio stations, pointing out their contradictions and blunders. Portrayed by Rafael Carvajal, Spanish-language writer and actor, "the Baron" is heard Fridays 8:45 p.m. (EWT) over WRCN-WNB, and presented in cooperation with the Coordinator of Inter-American Affairs.

Smile, Mister, when you call me a Boom Baby!

Don Anthony Best, age 5, is more than a Boom Baby. He's a "Boom Baby With a Future!" Because he was born in Fort Worth—"Boom Town"—in Fort Worth.

Here today and gone tomorrow? Not Wichita! Every sales manager in the country has his eye on the Wichita area. You have only to read the newspaper to guess Wichita’s future in the great post-war aviation picture.

That Selling Station in Kansas' Biggest, Richest Market

FKH

WICHITA

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

Purely PROGRAMS

Fort Monmouth Series
FORT MONMOUTH'S latest radio series, Music From Monmouth, featured Sunday afternoons on WCAP, Asbury Park, N. J., does a threefold promotion job. It gives the post musical units a chance to display their talents; stresses the importance of buying War Bonds; and recruits men for the Army Signal Corps. Many NBC and CBS staff musicians make up the Fort Monmouth band roster and two former radio men, Lt. Spencer Allen, formerly of WGN, Chicago, and Sgt. Tom DeHuff, formerly of NBC, New York, produce and write the series.

Map and War

KGO, San Francisco, collaborating with the San Francisco Chronicle, has started a war coverage series sponsored by the newspaper. The program Let's Look at the Map, is based upon a large map of a war front, printed in the Sunday Chronicle. The announcer advises listeners of the page upon which it appears and asks them to spread it out before them. Then, pointing out the location of the latest war activity, the program describes the geographical and strategic significance of the area, making constant reference to the map.

Soldiers' Quizzed

QUIZ PROGRAM designed for America's fighting forces overseas has been inaugurated over the shortwave facilities of NBC, Wednesdays, 11:15 a.m. Titled What D'Ya Know? the program features Marjorie Broke and Bill Wilson. In answer to the service men to answer ten questions on a given subject.

Opera Interviews

BACKSTAGE interviews with world famed opera stars is a nightly event on KYA, San Francisco, during the current season of the San Francisco Opera. The program, Opera Curtain Time, is directed by Al Zitser. Alfred Frankenstein and Alexander Fried, music criticism editor of the Chronicle and the program's writer, respectively, appear on alternate nights to conduct the interviews, which originate in San Francisco's War Memorial Opera House.

Youth's War Problems

PROBLEMS of Canada's younger element will be discussed in a new series of weekly Canadian Broadcasting Corp. network programs entitled Youth in Wartime, starting Nov. 3 as an afternoon discussion program. Topics of speakers will be: 'Meet Wartime Youth', 'Youth Grows Up', 'Youth at Work', 'Youth & Money', 'Balanced Education for Youth', 'Youth and Recreation', 'Youth & Democracy', 'A Charter for Youth'.

Highway Tales

AS A RESULT of public response to a truck driver drama broadcast last summer during the NBC Author's Playhouse series, the network has started a regular program presenting experiences of two truck drivers, entitled Road to Danger. Burton Road, setting for the first broadcast, and other highways of the world, serve as settings for the adventure series.

For Mothers

A NEW inspirational program for the mothers of boys in service was inaugurated on WDAS, Philadelphia, as a Sunday series. Titled Mother's Time, the program is produced by Mae Desmond, dramatic actress, whose readings are designed to raise the morale of the parents of boys in service. The program is produced by Frank Fielder and includes musical selections of an inspirational nature.

Fred Allen's Decade

WHEN the Oct. 25 Texaco Star Theatre was heard on CBS, Fred Allen and Portland Hoffa, stars of the program, observed their tenth year on the air. Allen first began broadcasting with a half-hour series on CBS on Oct. 25, 1932, with Corp Products Refining Co., New York, as sponsor. Texas agency is Buchanan & Co., New York.

THREE TONS of old furs from 35 States was the response to appeals by New Yorkers Tom Mulready (left) and Bob Burlingame on the War Bulletin Board on WH, Des Moines. Public response was so great the fur industry was compelled to ask discontinuance of the appeals until the industry could handle the shipments.

17 CBS Programs Beamed to Troops

WITH THE announcement last week by Philco Corp., Lockheed and Vega Aircraft Corp. and R. J. Reynolds Tobacco Co., that they planned to shortwave their CBS programs to our troops overseas, the list of CBS commercial shows being sent to the AEF now totals 17.

Philco's Our Secret Weapon was the first shortwave Oct. 18, 6:45 a.m. (EWT), and heard regularly on CBS Fridays at 7:15 p.m. Ceiling Unlimited, the new Lockheed show with Orson Welles, is scheduled to start Nov. 9 at 7:15 p.m.; will be shortwave for the first time Nov. 11, 6:45 a.m.

The Reynolds program, Thanks to the Yanks, which started Oct. 31 in the Saturday evening 7:30 p.m. period, will be shortwave Tuesdays 7:15-7:15 a.m., starting Nov. 3. Agency for Philco is Sayre M. Colgate-Palmolive-Peet Co.; account is handled by Lord & Thomas, while Wm. Esty & Co. is the Reynolds agency.

Following is the list of CBS commercial programs scheduled for shortwave to the armed forces:

IT'S HOUSTON!
Now the most important market in the whole South!

IT'S TEXAS! Bustling Texas including the rich Rio Grande Valley, the wealthy Gulf area and prosperous Galveston, Beaumont and Port Arthur.

NOW TESTING ... and on the air soon!

AND IT'S KTRH 50,000 Watts 740 KC.

KTRH—HOUSTON now starts pouring 50,000 WATTS on 740 KC into the South's Number One Market. With this greatly increased strength on KTRH you can pour dominating sales power not only into Houston, but (with KTRH's directionalized signal) into busy Beaumont, Galveston, Port Arthur ... into humming Corpus Christi and the rich Gulf Coast ... into the profitable lower Rio Grande Valley. Now KTRH with greater power, better frequency and directionalized signal will boom popular Columbia programs into much of this area for the first time ... and you'll find it will pay to let KTRH boom in your message too!

CBS
KTRH Houston, Texas
Ray Bright, Com'l Mgr.

Broadcast Advertising
November 2, 1942 • Page 25
NETWORK ESCAPIST PROGRAMS

Hooper Ratings Show Strong Public Desire
For Adventure Type Shows

ESCOPIST radio entertainment, whether it evades the daily pressure of war headlines through dramatized mystery and ghost stories of the past or through cowboy and Indian adventures in the old West, or whether it takes advantage of the war with themes of espionage and undercover battles with Nazi agents, seems to have reached a new high, according to the current list of such programs now on the four major networks.

Mostly Sponsored

Totaling almost 30 separate series, the programs are almost all commercially sponsored by national advertisers, who are either promoting specific products or, as in the case of Minneapolis-Honeywell Regulator Co., Minneapolis, the BLUE as a freedom program every fourth week, are keeping on with institutional advertising despite complete conversion to the war effort.

If a radio set-owner is interested in hearing one of these mystery-spy-western programs, he can tune in any evening in the week to any of the four major networks and find such a show somewhere between the hours of 7 and 11 p.m.

Those seem to be the most popular hours for the mystery and spy dramas, the westerns and boy-adventure dramas usually being scheduled nearer the dinner hour to take advantage of just returning listeners.

Turning to the ratings for these shows, C. H. Hooper reports ratings as high as 17.5 for NBC's Mr. District Attorney, 9.8 for the CBS Lights Out program and 7.6 for Gangbusters on the BLUE. Now in its sixth year on Mutual, The Shadow was so popular last season, for example, that one survey showed it had more listeners than any other daytime network program on the air.

With a general idea of the theme of these "escapist" shows, the following list includes those currently on the networks with their sponsors:

- CBS
- Lights Out, Ironclad Yeast Co.—Tales of murder and the supernatural adventures created by Arch Oboler, Tues., 8 p.m.
- The Ghost Detective, Philip Morris & Dr. Pepper (cigarettes) — Crimes of all types solved by the Ghost Detective, Wed., 8 p.m.
- Mr. Keen, Tracer of Lost Persons, Blue- dolly Co. (proprietary) — Methods in tracing and detecting persons, dramatized, Wed., Thurs., Fri., 7:45 p.m.
- Death Valley Days, Pacific Coast Borax Co.—Mysterious happenings in Death Valley, or tales of the old West, Thurs., 8:30 p.m.
- The Commandos—Sustaining, featuring adventures of a real greenery group of the same name, Sun., 8 p.m.
- The Return of Public and the Whistler—Sustaining, heard on West Coast only, adventure, mystery and solving detective, Wed. and Sun., 9:15 p.m. respectively, Suspense, sustaining, starts Nov. 6—Dramatized mysteries by John Dickson Carr, mystery writer, Tues., 9:30 p.m.

- MBS
- The Shadow, D. L. & W. Coal Co. (Blue coal)—Criminal activities solved by "The Shadow" and his assistant, to prove that crime does not pay, Sun., 5:30 p.m.
- The Return of Public and the Whistler—Sustaining, heard on West Coast only, adventure, mystery and solving detective, Wed. and Sun., 9:15 p.m. respectively. Suspense, sustaining, starts Nov. 6—Dramatized mysteries by John Dickson Carr, mystery writer, Tues., 9:30 p.m.

- NBC
- The Adventures of the Thin Man, An- ders Jergens Co.—Dramatizations of the activities of Nick Charles and his wife, Wed., 8 p.m.
- The Adventures of Ellery Queen, Emerson Drug Co.—Detective cases solved by Queen, Sat., 7:30 p.m.
- Mr. District Attorney, Briton-Myers Co. (Vitalis) — Cases from the D.A.'s records, Wed., 9:30 p.m.
- Whodunit? Albors Milling Co. (14 West Conferences, Inc.)—Mystery dramas, Fri., 8:30 p.m. (PWT).
- The Shadow, sustaining—Extraordinary adventures of Agnes Rogers, newspaper reporter, Mon., 11:15 p.m.
- Road to Danger, sustaining—Adventures of two truck drivers on highways throughout the world, Fri., 11:30 p.m.

- BLUE
- Inner Sanctum Mystery, Carter Products Co. (Liver pills)—Gory mysteries adapted from the screen, Sun., 10:15 p.m.
- Gangbusters, Dr. Earl S. Sloan (Sloan's Liniments)—Dramatized stories of real criminal cases, Fri., 9 p.m.
- Counterfeits, Mail Pouch Tobacco Co.
In Mexico where radio ownership exceeds the combined total circulations of all newspapers and magazines...radio advertising means two great chains. Headed by NBC's outlet (XEW) and CBS' (XEQ) they handle, between them, 85 cents out of every radio dollar spent in this land of 20,000,000 customers...90% of the recorded programs...90% of the telephone hook-ups......and 70% of the spot announcements. Obviously, if you're entering the Mexican market, there can be no question as to the right starting point!
COLLEGE CONTEST
TO OPEN ON BLUE

UNIVERSITIES and colleges throughout the country are registering for the second series of National Intercollegiate Radio Prize Debates to be held under the auspices of the American Economic Foundation, 256 Madison Ave., New York, in cooperation with the BLUE. The foundation conducts the Wake Up, American! forum Sunday afternoon on the BLUE.

Dr. William F. Peirce, chairman of the board of trustees of the American Economic Foundation and formerly president of Kenyon College, will moderate the local and national radio debates held in connection with the contest. There will be eight local qualifying debates broadcast between Feb. 15 and March 15, 1948, the winner and second best to receive a $50 and a $25 cash prize, respectively. The finals will be debated Sunday, April 18, on the Wake Up, American! period 11-15 p.m., EWT. The winner of the final will receive a $1,000 War Savings Bond and $250 cash and the runner-up a $500 War Savings Bond and $125 cash. The subject of the debate is "Should American Youth Support the Re-establishment After the War of Competitive Enterprise as our Dominant Economic System?"

Colleges receiving invitations have until Nov. 15 to notify the American Economic Foundation of their intention of entering students.

MUSIC PRESS INC., New York, publisher of classic music and contemporary works of American composers, has joined SESAC.

HANDSHAKES AND GRINS are in order for the first network wine account, Cresta Blanca Wine Co., following the recent launching of Cresta Blanca Carnival on the full MBS station list, Wednesdays, 9:15-10 p.m. (BROADCASTING, Sept. 28). Exchanging congratulations are (I to r): Cliff Hall, comedian; William H. Weintraub, president of the Weintraub & Co., agency for Schenley Import Corp., New York; Cresta's parent company; Jack Pearl, comedian; Scriptwriter Billy K. Wells.

WGY Opens Center
A NAVY sub-information center has been established by WGY, Schenectady, as its contribution to the war effort. Periodic announcements about the center are aired and listeners are invited to use its facilities for information on various branches of service open to enlistees.

ON THE AIR since 1937, Hobby Lobby, the CBS show sponsored by Colgate-Palmolive-Peet Co., Jersey City, on Oct. 31 celebrated its fifth anniversary under the guidance of Dave Elman. Agency is Ted Bates Inc.

AUDIENCE FOR BLONDIE
Policy of Comets Program
-Changed on Request

TO GIVE armed forces a chance to hear Blondie programs, sponsored on CBS by R. J. Reynolds Tobacco Co., Winston-Salem, N. C., for Camels, the company suspended its "no audience" rule for the show when it returned to the air recently. Since the program started in July, 1939, it has been closed to studio audiences so that the illusion of the homely little episodes in the life of the Blondie family would not be broken.

Wm. Esty & Co., New York, agency in charge, received so many requests for tickets last season that the show will be aired this year from a large studio at CBS in Hollywood with service-men given preference.

Plot of the series will continue to tie in closely with the King Features comic strip by Chic Young. Alice White replaces Penny Singleton as Blondie for the first several broadcasts, with Arthur Lake continuing to portray Dagwood Bumstead. Billy Artaz has been re-signed as musical director. Harlow Wilson is announced. Johnny Greene is writer of the series, with Tom Knight as agency producer.

High Court Denies Belo Case Review
But Wage-Hour Boards Plans To Limit Application

CLOSE on the heels of the U. S. Supreme Court last Monday refusing to rehear the Belo case—an interpretation limiting application of Section 7(a) of the Fair Labor Standards Act—a spokesman for the Wage & Hours Division of the Labor Department declared that the case will not be accepted as a general limitation on the Act.

"We will take a strict view of the decision," he said, "and recognize only contracts that fall directly into line with the case. Any contract that differentiates in the slightest will be challenged, and we will leave it to the courts to issue further interpretations of the law."

Ruled June 8

The Supreme Court ruled June 8 that Belo Corp., owners of WFAA, Dallas, and publishers of the Dallas News could maintain with its employees wage contracts which included overtime pay in the hourly wage, whether or not the employees worked more than 40 hours.

Pointing to other decisions handed down at the same time, the Wage & Hours Division maintained that contracts should be based only on maximum hours before overtime, and that they should have separate provisions for overtime work.

In accepting the Supreme Court's ruling as final last week, the Wage & Hours Division pointed out that other cases are bound to arise from this interpretation. "Though contracts between the Belo firm and its employees were without protests from the staff," a division spokesman said, "similar contracts might exist with which groups of employees are not satisfied, and which would violate their rights under the Fair Labor Standards Act."

PULSE OF NEW YORK, radio research organization for the Metropolitan area, on Oct. 26 moved its headquarters from 1647 Broadway to 500 Fifth Ave.

For outstanding performance - strength to meet severest wind conditions and low initial cost use Wincharger Vertical Radiators. These superior radiators are already demonstrating their efficiency and economy in over 300 commercial broadcasting and police stations throughout the United States. Built of uniform triangular cross sections to insure highly efficient radiation - designed and built to withstand 100 mile wind velocity - these towers guarantee you years of low cost service. Complete erection service, including lighting equipment, anchors, base and ground systems is available.

WRITE TODAY FOR FULL DETAILS AND QUOTATIONS

WINCHARGER VERTICAL RADIATOR
WINCHARGER CORPORATION SIOUX CITY, IOWA

NOW 5000 watts

DIP INTO THE PORK BARREL MARKET

at old 1000 watt rates still in effect

CBS AFFILIATE STEAK & COMPANY, NAT'L REPRESENTATIVES
International Telephone and Telegraph Corporation

announces

that its Two Associate Manufacturing Companies

in The United States

INTERNATIONAL TELEPHONE & RADIO MANUFACTURING CORPORATION

and

FEDERAL TELEGRAPH COMPANY

have been merged

and the name of the corporation resulting from the merger is

Federal Telephone and Radio Corporation

located at Newark, N. J.
Death and Taxes

THERE'S COLD COMFORT for many of the little fellows of the broadcasting business in the Treasury Department's reiterated of its friendly disposition toward advertising as a deductible item of business expense. As Manager Wallace, of KAST, Astoria, Ore., so pertinently points out in his "plaint" published elsewhere in this issue, what's going to happen to small business anyhow—the small businesses upon which the "whoile war lastations" must depend for their commercial existence?

The times being what they are, even the most astute prophet could hardly essay to answer Mr. Wallace's well-put queries. War needs and the higher national policies are creating conditions and trends which apparently cannot be stayed, for the duration at least—equipment shortages, inventory depletions, population shifts, increased rationing, price controls etc. All are having, or will have, their inevitable repercussions on the business of broadcasting, especially on the unfortunately-placed stations whose markets and clients are already feeling the pinch.

Caught by market conditions, equipment shortages and the manpower problem, a few broadcasting stations appear destined to go out of the wall. But Mr. Wallace is mistaken when he infers that the Washington authorities are engaged in a plot against the little fellow. On the contrary, our radio officials seem to have the little fellow in mind constantly. If some of them must shut down due to economic or other conditions, we have no doubt their licenses will be held for them; if some must curtail their operating hours to conserve equipment, the authorities are almost certain to give them a sympathetic ear.

Everyone is cognizant and appreciative of the little fellows' contributions to the war effort; their importance to their communities; their struggle for survival. But it is idle to hope for any governmental subsidy for them, which seems to us the only way some can be spared from extinction in the war's long.
S\n\nSTRANGE indeed are the back-\ngrounds of some of the big\ncelebrities, and Jess Willard\nis the first man to manage\ntwo 50,000-watt stations who\nstared his career as a male\nclothing concern.\n\nJess, who when pressed admitted\nhis formal name as Arthur De\nWalt Willard, Jr., and who became\nmember of the U of Virginia's\nboxing team to make outer\nand never have to tell anybody what\nthe A. D. stood for, has just been\nappointed general manager of\nColombia's 50,000-watt Southern key\nstation, WBT, Charlotte, trans-\nferring from WJSV, Washington.\n
The Governor of North Carolina,\nwho has already achieved immortality for his terse \nand timely statement to the Go-\nvor of South Carolina, added another\nhandsome box mot to his collection when he greeted Willard\nat the NAB Fourth District meet-\n\nging at Pinehurst last week, in-\nformed of Willard's transfer to Charlotte, the Governor said:

"Any move that is made from Washington to Charlotte is not a\ntransfer—it's a rescue, sir".

Willard was born in Frederick,\nMd., Sept. 15, 1904, and on Sept.\n16 of the same year he was in-\nfomed by his father that he had\nhis choice of being a gentleman\nand a lawyer or being disinherited.\nAs the whole industry knows, he\never quite made the first two, and\nthe elderly Judge Willard is a long\nway from handing down his de-\ncision on the inheritance. Willard\nPere was a Circuit Court Judge\n\n...
LEE KARSON, production manager of KTAR, Phoenix, has reported to Fort MacArthur, Calif., to attend an Army Volunteer Officer Candidate School. Harold Lampel, formerly of WLOA-WSAN, Allentown, Pa., has joined news staff of KTAR.

PAUL HAVENS, has been named manager of W49FW, FM adjunct of WBBM, Chicago.

PAT BURTON, formerly of KFMB, San Diego, has joined the news staff of WBBM, Chicago.

ALLEN PRESCOTT, m.c. of the five times weekly Prescott Presents program on the BLUE, left the network last week to join the Navy as a lieutenant (j.g.). Although the title and format of the show will be changed, it will probably continue with another m.c., as yet unselected.

JIMMY CREASMAN, formerly of KTAR, Phoenix, but now with coordinator of Inter-American Affairs (Rockefeller Committee), is father of a girl.

FRED L. VAN DEVENTER, news staff of WJLA, Detroit, has taken over the program News of the Hour By Van Denester, sponsored jointly by Sweetheart Soap and B-C headache remedies.

BUCK HINMAN, announcer and program director of WCBJ, Columbus, Miss., has enlisted in the Army Air Corps.

ROBERT HAFTER, producer of CBS Hollywood, has been assigned as assistant to Capt. Charles Vasala, producer on the weekly Your Broadway at Home, War Dept. show short-wave to the AFR.

PAT KELLY, publicity director and producer of KFRC, San Francisco, and Patti Boyd, assistant music librarian of KJZ, Los Angeles, will be married in the former city Nov. 6.

LEITH STEVENS, musical director of NBC Hollywood, has finally completed scripts for series of shorts dealing with wartime musical propaganda. Material will be submitted to the OWI.

HARRY MITCHELL, program director of KFAC, Los Angeles, has joined CBS Hollywood as announcer. Don Otis, announcer of KFAC, has taken over Mitchell's former duties, with Mark Breneman being elevated to newscaster and chief announcer. New to the staff is Gene Moser, former announcer of KSAL, Salina, Kan.

RUTH HOLLOWAY, in the continuity department of KIIJ, Hollywood, has been named assistant music librarian, replacing Patti Boyd, resigned. Ann Cameron, head of the script department, takes over Miss Holloway's duties, with Helen Brough being elevated to head of the latter department.

BOB FOUTS, formerly of the California State Dept. of Agriculture, has joined KROY, Sacramento, as special events and sports announcer.

BOB HICKS, once with WOKO, and WABY, Albany, N. Y., has joined WTRX, Troy as announcer.

R. C. SMUCKER, formerly of KVOR, Colorado Springs and KVZ, Santa Fe, is doing interpretation and production work for Horace Heidt.

BOB GOODMAN, news editor and announcer of KGPE, San Francisco, is the father of a boy.

JAMES BIXLER, night production manager of the BLUE, has been shifted to a part-time schedule, while Addison Amor, his assistant, will take over some of the night assignment under the supervision of Harry Fraze, BLUE production manager.

RUTH CLEMENS has resigned as assistant to John Almonte, night manager of NBC, to engage in war effort activities.

DOROTHY MCGAHA, formerly of sales promotion department of KPO, San Francisco, became a member of the WAAC's Oct. 18. Lucille Kale has succeeded Miss McGaha as secretary to Henry Schaffer, sales promotion manager.

JACK IRELAND, formerly of KRKC, Enid, Okla., has joined the staff of KSAL, Salina, Kan.

ROBBIE HAYTER, producer of CBS Hollywood, has been assigned as assistant to Capt. Charles Vasala, producer on the weekly Your Broadway at Home, War Dept. show short-wave to the AFR.

LEITH STEVENS, musical director of NBC Hollywood, has finally completed scripts for series of shorts dealing with wartime musical propaganda. Material will be submitted to the OWI.

HARRY MITCHELL, program director of KFAC, Los Angeles, has joined CBS Hollywood as announcer. Don Otis, announcer of KFAC, has taken over Mitchell's former duties, with Mark Breneman being elevated to newscaster and chief announcer. New to the staff is Gene Moser, former announcer of KSAL, Salina, Kan.

RUTH HOLLOWAY, in the continuity department of KIIJ, Hollywood, has been named assistant music librarian, replacing Patti Boyd, resigned. Ann Cameron, head of the script department, takes over Miss Holloway's duties, with Helen Brough being elevated to head of the latter department.

BOB FOUTS, formerly of the California State Dept. of Agriculture, has joined KROY, Sacramento, as special events and sports announcer.

BOB HICKS, once with WOKO, and WABY, Albany, N. Y., has joined WTRX, Troy as announcer.

R. C. SMUCKER, formerly of KVOR, Colorado Springs and KVZ, Santa Fe, is doing interpretation and production work for Horace Heidt.

BOB GOODMAN, news editor and announcer of KGPE, San Francisco, is the father of a boy.

JAMES BIXLER, night production manager of the BLUE, has been shifted to a part-time schedule, while Addison Amor, his assistant, will take over some of the night assignment under the supervision of Harry Fraze, BLUE production manager.

RUTH CLEMENS has resigned as assistant to John Almonte, night manager of NBC, to engage in war effort activities.

DOROTHY MCGAHA, formerly of sales promotion department of KPO, San Francisco, became a member of the WAAC's Oct. 18. Lucille Kale has succeeded Miss McGaha as secretary to Henry Schaffer, sales promotion manager.

JACK IRELAND, formerly of KRKC, Enid, Okla., has joined the staff of KSAL, Salina, Kan.

ROBBIE HAYTER, producer of CBS Hollywood, has been assigned as assistant to Capt. Charles Vasala, producer on the weekly Your Broadway at Home, War Dept. show short-wave to the AFR.

LEITH STEVENS, musical director of NBC Hollywood, has finally completed scripts for series of shorts dealing with wartime musical propaganda. Material will be submitted to the OWI.

HARRY MITCHELL, program director of KFAC, Los Angeles, has joined CBS Hollywood as announcer. Don Otis, announcer of KFAC, has taken over Mitchell's former duties, with Mark Breneman being elevated to newscaster and chief announcer. New to the staff is Gene Moser, former announcer of KSAL, Salina, Kan.

RUTH HOLLOWAY, in the continuity department of KIIJ, Hollywood, has been named assistant music librarian, replacing Patti Boyd, resigned. Ann Cameron, head of the script department, takes over Miss Holloway's duties, with Helen Brough being elevated to head of the latter department.

BOB FOUTS, formerly of the California State Dept. of Agriculture, has joined KROY, Sacramento, as special events and sports announcer.

BOB HICKS, once with WOKO, and WABY, Albany, N. Y., has joined WTRX, Troy as announcer.

R. C. SMUCKER, formerly of KVOR, Colorado Springs and KVZ, Santa Fe, is doing interpretation and production work for Horace Heidt.

BOB GOODMAN, news editor and announcer of KGPE, San Francisco, is the father of a boy.

JAMES BIXLER, night production manager of the BLUE, has been shifted to a part-time schedule, while Addison Amor, his assistant, will take over some of the night assignment under the supervision of Harry Fraze, BLUE production manager.

RUTH CLEMENS has resigned as assistant to John Almonte, night manager of NBC, to engage in war effort activities.

DOROTHY MCGAHA, formerly of sales promotion department of KPO, San Francisco, became a member of the WAAC's Oct. 18. Lucille Kale has succeeded Miss McGaha as secretary to Henry Schaffer, sales promotion manager.

JACK IRELAND, formerly of KRKC, Enid, Okla., has joined the staff of KSAL, Salina, Kan.
MARY LOU NICHOLS, for the past several years main technician at KOINC-KALE, Portland, has married Warden B. Erwin, Portland attorney. Largely attended wedding reception was held at the home of C. W. (Chuck) Myers, the bride’s uncle and president of KOIN. After the honeymoon the bride resumed her duties at KOIN-KALE for the duration.

ROGER BOWMAN, former announcer of WLIB, Brooklyn, and WNYC, New York municipal station, has joined the announcing staff of WHN, New York. Bowman has served as an educational advisor and observer for the CBS Words Without Music.

BILL BRENGLE has joined the announcing staff of WWL, New Orleans. For six years he broadcast Tulane U football games for Coca Cola over Gulf Coast stations.

DAVID ROSE, Hollywood musical director of the weekly NBC Johnny Marks Program, sponsored by Philip Morris & Co. (cigarettes), has joined the First Photographic Unit of the Army Air Forces. He will be stationed at Hal Roach Studios, Culver City, Calif.

JERRY KALE, announcer of KPFV, Los Angeles, has resigned to join the Army Air Forces technical training school in St. Louis. Gene Milner, formerly of KOIL, Omaha, has taken over his duties.

KEN HIGGINS, writer-producer of KFI-KECA, Los Angeles, is the father of a girl.

NATHAN SCOTT, Hollywood musical director of the BLUE, Hollywood, has been inducted into the Army.

HARRY YON ZELL, Hollywood announcer on the weekly NBC Time to Smile Show, sponsored by Bristol-Myers Co. (Ipana, Sci Hepatitis), has been signed for a role in the Warner Bros. film “Thank Your Lucky Stars.”

JOE EMERSON, announcer-director of NBC Hymns of All Churches, will make his final appearance with the program Nov. 29. Before returning to radio plans to spend a short vacation on his cattle farm in North Carolina. The program, sponsored by General Mills, Minneapolis, will continue to be heard Monday through Thursday 2:45-3 p.m.

HAROLD MODLIN, farm editor-announcer of WLIB, Muncie, Ind., has enlisted in the Signal Corps Reserve.

BRYN MORTENSON, former program director of WMVA, Martinsville, Va., has joined WPIC, Shar- ton, Pa., as writer stations.

JIM HUSSEY, commercial announcer of Boston Braves and Red Sox games, has been named successor to Jim Britt as sports expert of WNIC, Boston, and the Yankee Network. Britt is now a lieutenant in the Navy.

LARRY KRUPP, chief announcer of WJW, Akron, was recently inducted into the Navy. Mickey McCloyer, new announcer at WJW, will take over some of his duties.

WILLIAM H. SCHWARZ, formerly of the CBS page staff, has been named desk assistant in CBS news room, replacing Richard Cooperman, who has resigned to join the Signal Corps of the Army.

DON SHARON, announcer of OKW, Windsor, Ont., has joined the Canadian Army.

JOHN AVISON, musical director of CBR, Vancouver, has left to join the Canadian Army with the Irish Fusiliers.

GILBERT HODGES, former special events chief at WTAF, Worcester, married Mary Anne Piot Oct. 20. Corp. Hodges is scheduled to enter Infantry Officers’ Candidate School at Fort Benning, Ga.

RICHARD BIDDLE, former announcer of WRAW, Reading, Pa., has joined the announcing staff of WIP, FM station of WIP, Philadelphia.


LEONARD BROWN, program director and farm editor of KGFW, Kearney, Neb., has resigned to join the Army Signal Corps. His duties have been assumed by Harold Clark, former continuity chief and promotion manager of the station. New farm editor at KGFW is Arnold Kloxin, formerly of the Hugo Players, who also serves as news announcer. Maurice Wenzinger, new to radio, has joined the station as part-time announcer.

BILL HENRY, NBC news analyst, sponsored four times weekly on NBC Pacific stations by American Chicle Co., Long Island City, for chewing gum, is on a “war assignment” somewhere in the South Pacific. Replacing him on his news program are Buddy Twiss, NBC announcer, who reads the news headlines, and four speakers giving short news commentaries. They are: Boyd Comstock, Dr. Nathaniel Berovitz, Belman Morin and Dan Delue.

MAX RATLIFF, formerly of the sales secretarial staff of KPO, San Francisco, has transferred to the press department, replacing Edwards Pickett Gilmore, who resigned.
SID SAUNDERS, who has been freelancing in Chicago, has rejoined the announcing staff of KMOX, St. Louis, where he served from 1930 to 1940.

JOSEPHINE R. YATES, of the transcription staff of KOMO, Seattle, recently enlisted in the WAVES as apprentice woman. Following her four-month training period, she will be eligible for a commission as ensign.

ESTON R. PAGE, announcer-newsman of KRTA, San Antonio, recently became the father of a girl.

BILL WALKER, former special events director of KIKO, Grand Forks, N. D., has joined the staff of KYSM, Mankato, Minn., as program director, replacing Jack Hansen, who resigned Oct. 17 to enter the Army Signal Corps.

FRED GREENLEE, announcer of WNAX, Yankton, S. D., has entered the Army and now is in Fort Roses, Utah. Bill Sanford, of the WNAX Sioux City sales staff, has left to continue radio technician studies in Minneapolis.

JAMES ALDERMAN, for the past five years in charge of news at WFAA, Dallas, has joined WRR, Dallas, as news editor. In addition to handling AP and local news, Alderman is doing some newscasting. He has been newswoman and commentator for various stations, such as WRAP, Ft. Worth, WCKY and WLW, Cincinnati.

LENORE KINGSTON, who plays the feminine lead in the NBC Peck & Gamble series Apasat The Storm, has received the first woman’s Emergency Radio Service Operator’s License in New York. lists a plan to operate an emergency shortwave communications system for handling air raid and weather reports, in case land lines are broken during air raids.

PHOEBE MINK has left WMCA, New York, where she served as side to Leon Goldstein, director of publicity and special events. No replacement has been named.

ERNESTA BARLOW, commentator and author of “An Unsquared Diary From the Central Empire” is heard in a series of weekly talks for British women in WNBC and WNB1 and Westinghouse’s WBOS. Mrs. Barlow conducts the Commando Army program on NBC.

BILL FULLER, formerly on the radio production staff of Rutthraff & Ryan, Hollywood, has joined CBS, that city, as an announcer.

LOVE CRENshaw, new to radio, has joined the announcing staff of KUOA, Siloam Springs, Ark. Clara Lou Gehron is new woman’s editor.

HUBERT BOWEN, in charge of news programs at KGNP, North Platte, Neb., has been inducted into the Army Air Forces.

SPENCER G. McNARY, formerly assistant chief of the allocations division of the OVI Radio Bureau and for the NBC program department, has resigned to enlist as a volunteer officer candidate.

ERVIN VIKTOR, former conductor of the Suppertime Frolic over WIND, Chicago, and later chief announcer and program director of WJJD, Chicago, is reported to WWN, New Orleans, where he began his career in 1929.

LOUIS G. EMM, announcer of WHIO, Dayton, has enlisted in the Air Force Mechanics and will be replaced by John R. Murphy, formerly of WHBC, Canton, O.

EVELYN MARBLE, formerly with Robert Nicholls, Seattle agency, has joined KIRO, Seattle, as a dramatic writer.

WAYNE JONES, sales department of WGKV, Charleston, W. Va., has enlisted in the Navy at Norfolk Naval Training Station.

ED LEMFY, who joined WBYN, New York, several weeks ago, to handle publicity, joins WPAT, Paterson, N. J. this week, in a similar capacity.

LOWELL THOMAS, blue commentator sponsored by the Sun Oil Co., New York, has been made president of the American Platform Guild, trade association formed recently by those active in the lecture field.

PERCY HEARLE has joined the announcing staff of WSB, Atlanta. Mary Caldwell has joined the WSB publicity dept.

BILL EDWARDS, announcer of WNB, New York, recently became the father of a girl.

DICK ALLEN, Jack Lucas, Yale sophmore, and J. Franklin Ruets, Yale divinity student, are new announcers of WEL, New Haven. Jane Connors, Cornell U graduate, is new_with Sunday as well, with the Army in Nebraska.

ART HOLTER, formerly head of the KPÖ-WB, head of radio stations in San Francisco, recently enlisted as a cadet in the Army Air Forces.

STEPHEN PRICE, producer-director of the Office of War Information in New York, will enter the Army early this month.

GEORGE CREAMER, announcer of WOV, New York, is the father of a boy.

ROLIN BRADLEY, producer of KOMO-KJR, Seattle, Oct. 22, joined the visual education division of Boeing Aircraft, as writer-producer.

LYLE BURT, announcer of KOMO-KJR, Seattle, has become engaged to Helen Dyser, Seattle.

WRIGHT ESSER, former Hollywood and Chicago writer-producer, has been named producer of KOMO-KJR, Seattle, after six months as an announcer in the news and special events department.

LOUIS COHEN, formerly stage manager of WJZ, Detroit, is a technical sergeant stationed at Camp Tilden, N. Y.

TRAFTON ROBERTSON, formerly of WBT, Charlotte, has joined WOL, Washington.

BILL SMITH, formerly an announcer of WHAT, Philadelphia, is in the Air Forces doing his basic training at Victoria Field, Tex.

LOUIS GROOS, former conductor and announcer of Jewish programs over WPEN, Philadelphia, has joined WHAT, Philadelphia.

Two brief requests from Fulton Lewis, Jr., during his broadcasts of October 1 and 2 brought more than 2 tons of keys to be added to the Nation’s needed supply of brass and nickle (and they’re still pouring in!)

FULTON LEWIS, Jr. HAS THE “KEY” THAT WILL OPEN MORE SALES FOR YOU —

That key is the immense, loyal radio family that listens 5 times weekly to Fulton Lewis, Jr. They are an exceptionally responsive cross-section of America. Typical of their spirited response to the country’s need for old keys, its enthusiasm for the more than 50 different products offered by Fulton Lewis, Jr. Here is radio’s outstanding feature of the year with a background of pulling power and results that will make any advertiser sit up and take notice. Fulton Lewis, Jr., is available for sponsorship over YOUR STATION—at YOUR OWN ONE TIME QUARTER HOUR RATE PER WEEK. If you want more dope—wire, phone or write WM. B. DOLPH, WOL, WASHINGTON, D. C.

Your dollar buys 2 big markets

WHEN YOU BUY

WIBC INDIANAPOLIS

1. Indianapolis with its huge defense payrolls.
2. Rural Indiana’s wealthy farm district.

Yes, two markets covered by one radio station. And WIBC IS THE ONLY INDIANAPOLIS STATION that is programmed to reach metropolitan Indianapolis and rural Indiana.

Represented Nationally by Paul H. Raymer Company

ORIGINATING FROM WOL WASHINGTON, D. C.
Affiliated with the MUTUAL BROADCASTING SYSTEM

Page 34 • November 2, 1942

BROADCASTING • Broadcast Advertising
Consistency is the word for Mrs. Josephine Martin, who doubles on the air as "Bess Bye, the Market Scout" and "Emily Barton" on KFRC, San Francisco.

For more than seven years this affable lady has conducted a radio program that has consistently maintained the highest rating of any home economics type program in San Francisco and Oakland. This is no easy feat, especially when you have to get up at 6 every morning to gather first-hand material for your program.

Six days a week at 6 a.m. Mrs. Martin, in the role of "Bess Bye, the Market Scout," journeys to San Francisco's wholesale produce district. For one hour she talks to wholesalers, gathering the latest information on market conditions and retail prices on perishable commodities. At 8:40 a.m. she reports the complete information of the "best buys" in the market that day to her radio listeners.

A recent tribute to Mrs. Martin was her appointment to represent radio economists on the San Francisco County Nutrition Council of the Office of Civilian Health and Welfare. Her second program, "Emily Barton," was launched five years ago. It appeals to the major interests of daily life, the home, husband and family.

Prior to her affiliation with KFRC, Josephine Martin was in radio for seven years and worked on various newspapers.

Copies to Camps

BEV DEAN, of WLS, Chicago, suggests that subscribers save old copies of Broadcasting for radio men in the service. Dean says they like to keep contact with the business and his friends have been sending back issues of the magazine to nearby camps and USO reading rooms.

Annual AFRA Session

ANNUAL membership meeting of the New York Local of AFRA will be held Nov. 5 at the Hotel Astor, New York. Report of George Heller, executive secretary of the local, election of the local's board of directors and a report on the status of AFRA's cost-of-living clause. Local is attempting to line up 1,000 members to participate in AFRA's Blood Donation Day, Nov. 16.

NBC Page Policy

TO FILL VACANCIES occurring in the NBC page and guide staff, one of the employment classifications hardest hit by the draft [Broadcasting, Oct. 26], the network is utilizing young men working their way through college, or awaiting call for training in the Air Forces. Students attending New York universities are employed on the night shift, while daytime shifts are using teams of two and three boys from Antioch and Penn Colleges. The students spend from three to six consecutive months in NBC's New York studios alternating with the equivalent amount of time at college.

HERBERT GRIFFIN, until now executive vice-president of the Society of Motion Picture Engineers, has been elected president of the society. Action took place during a three-day meeting at the Hotel Pennsylvania, New York, last week. Griffin is vice-president of the International Projector Corp., and President of the Librascope Co., Burbank, Cal.

Wartime Radio Problems

On Agenda of Institute

WARTIME PROGRAMMING of stations, schools, Government departments, organizations will be studied in a two-day regional radio conference Nov. 6-7 at Stephens College for Women, Columbia, Mo. Theme of the discussion, educational radio in wartime, will be considered by guest speakers from all parts of the radio industry, who will analyze current programs and policies and what can be done to improve the shows.

Among the 50 scheduled speakers from colleges and radio stations are L. Keith Tyler, national vice-president of the Assn. for Education by Radio; Hugh Stephens, administrator of the Missouri State Council of Defense; Charles A. Siepmann, Office of War Information, Washington; Dr. Louis Berg, psychiatrist, New York; John W. Tinner, program director of KWK, St. Louis.

Leading in Chicago...

WGN holds a substantial lead over all 50,000 watt Chicago stations in volume of local and national spot business.

This is important to buyers of spot time, for WGN's lead is irrefutable evidence of WGN's ability to produce sales for its advertisers.
WHCU, Ithaca, N. Y.
Alio-Chalmers Tobacco Division, Minneapolis (farm machinery), 5 sp. weekly, thru Bert G. Gittins Adv., Milwaukee.

Walker's Austere Chili Co., Austin, Tex. (chili powder), 3 as weekly, 13 weeks, thru Lawrence C. Cumbinner, N. Y.

Procter & Gamble, Cincinnati (Lava soap), 12 as weekly, 26 weeks, thru Bow Co., N. Y.

Budd Co., Warren, Pa. (proprietary), 5 as weekly, 26 weeks, thru Lake-Epi-Sherman, Memphis.

Musterod Co., Cleveland, 5 as weekly, thru Erwin, Wasey & Co., N. Y.

Mother Hubbard Products, New York (Golden Center wheat germ), 3 as weekly, 4 weeks, thru H. C. Morris & Co., N. Y.

McKesson & Robbins, Bridgetown, Conn. (calox), 5 as weekly, 15 weeks, thru J. D. Tarcher Inc., N. Y.

Kellum Co., Battle Creek Mich. (All Bran), 10 as weekly, 8 weeks, thru Kneyon & Ehrhardt, N. Y.

Borden Co., New York (Bicolex), 15 as weekly, 6 weeks, thru Young & Rubicam, N. Y.

Sevgrav Co., Jersey City (Sevgrav), 5 t. weekly, 1 year, thru Raymond Spector Co., N. Y.

Pabst Sales Co., Chicago (cheese), 11 sp., thru Lord & Thomas, Chicago.

Grove Lake, St. Louis, Missouri-Quinine, 3 as weekly, 24 weeks, thru Russel M. Seids Co., Chicago.

Bond Stores, New York (men's clothing), 3 as weekly, 1 year, thru Neff-Rogow, N. Y.

WCAB, Baltimore
Berkeley Knitting Mills, Reading, Pa. (bassinet), 6 as weekly, 13 weeks, thru GenMarcrest, Philadelphia.

Pope Labs, Hallowell, Me. (Joint Ease), 5 as weekly, 21 weeks, thru Charles A. Weeks Co., N. Y.

Pheenix & Reading Coal & Iron Co., Philadelphia, 6 as weekly, 26 weeks, thru McKee & Albright, Philadelphia.

Peninsular Ford, New York (My-T-Fine), 3 as weekly, 13 weeks, thru BBDO, N. Y.

KKEA, Los Angeles

KGNF, North Platte, Neb.


Procter & Gamble Co., Cincinnati (Durst soap powder), 20 sp. thru Comison Adv., N. Y.


DKWS, Kingston, Ont.

National Drug & Chemical Co. of Canada, Toronto (gin pills), 65 sp., thru A. McKinn Ltd., Toronto.

Canadian National Carbon Co., Toronto (batteries), 65 t., thru Locke, Johnson & Co., Toronto.


British American Oil Co., Toronto (gasoline), thru J. Walter Thomson Co., Toronto.

CFRB, Toronto

Imperial Optical Co., Toronto, sp. weekly, thru Vickers & Besson, Toronto.

Honora New Ltd., Toronto (chain restaurants) sp. weekly, thru F. H. Hayhurst Co., Toronto.

Canadian Canners, Hamilton, Ont. (canned baby foods), thru Russell T. Kelley Ltd., Hamilton.

WTOC, Savannah
Pinex Co., Fort Wayne, 2 t. daily, thru Russel M. Seeds, Chicago.

Vicks Chemical Co., New York (Vapo rub), 3 sp. weekly, 26 weeks, thru Vicks International, N. Y.

Vicks Chemical Co., New York (cough drops), 3 as weekly, 26 weeks, thru Vicks International, N. Y.

KYW, Philadelphia
Beaumont Labs., St. Louis (4-Way cold tablets), 5 sp. weekly, thru H. W. May, Chicago.

Canine Products Co., Chicago.
Studebaker Corp., South Bend, Ind. 5 sp. as weekly, thru Roche, Williams & Cunningham, Chicago.

Vicks Chemical Co., New York, 4 sp. weekly, thru Vicks International, N. Y.

WINX, Washington
American Chicle Co, Long Island City, N. Y., 254 as, thru Badger & Brownwing, Boston.

WJZ, New York
American Labor Party, New York (political), one sp. direct.

New York Theatre, New York, 3 as weekly, direct.


Readers Digest, Pleasantville, N. Y. 3 as weekly, thru BKEC, N. Y.

New York Drafting Institute, New York, weekly as, thru Gunn-Mears Adv. Agency, N. Y.

Empire Gold & Diamond Buying Service, New York, 6 as weekly, thru BBDO, N. Y.

Cooper Safety Glass Corp., Brooklyn, N. Y., 5 as weekly, thru Heffelinger Agency, N. Y.

Lever Bros., Cambridge, Mass. (Rinso), 10 as weekly, thru Ruthrauff & Ryan, Chicago.

Quaker Oats Co., Chicago (Aunt Jemima pancake flour), 3 t. weekly, thru Sherman K. Ellis & Co., Chicago.

KFAR, Fairbanks, Alaska
Kraft Cheese Co., Chicago, 2 t. thru J. Walter Thompson Co., N. Y.

R. J. Reynolds Tobacco Co., Winston-Salem, N. C. (cigarettes), 10 as weekly, thru BBDO, N. Y.

Brewer-Walker Co., New York, 140 sp. thru Bow Co., N. Y.

Aveo Inc., San Francisco (Aveo Best Cream), 25 as, thru Boford, Constantine & Gardner, Los Angeles.

Western American Mills, Wahoo, Pa., 31 as weekly, thru Edward Cave Co., N. Y.

September Exchanges, Inc., 1 sp. weekly, thru Milne & Co., Seattle.


Standard Oil Co. of Cal, San Francisco, 1 as weekly, 1 year, thru BBDO, N. Y.


Pan American Airways System, New York, 1 sp. weekly, thru BBDO, N. Y.

WTNJ, Trenton
Fischer Baking Co., Newark, 18 as weekly, 26 weeks, thru Scheek Adv. Agency, Newark.

Nehi Corp., Columbus, Ga. (Royal Crown Cola), 6 t. one year, direct.

Shows Visiting Canada
A GROWING number of American network shows are visiting Canadian cities, the latest having been the Wrigley Jr. Berrien Show, which originated in Toronto Oct. 30 and Ottawa Oct. 31. Bernie and his troupe were taken through to other points in Canada before edging back to Toronto visit and told of Canada's war effort on the air. In Ottawa the Boys joined the Saturday night Canadian Wrigley quiz program Pressure Trail, with proceeds from admissions going to the Ottawa squadrons of the Air Cadet League of Canada, a teen-age organization for training future airmen.
Boyle, Anacin Planning Network and Spot Series

A. S. BOYLE Co., Jersey City, is planning to use both network and spot radio as part of its campaign now in magazines and newspapers for Old English scratch removing polish, following tests for the product in New England earlier this year. Plans are not yet settled, according to Blackett-Sample-Hum-<br>mer, New York, agency in charge.

The same agency is also understood to be lining up a campaign to promote Benefax, a new vitamin in capsule form manufactured by Anacin Co., Jersey City. Promotion will probably consist of special announcements on the company's current network programs, heard on NBC, CBS and Mutual.

HUBBAH GROCERY Co., Charleston, W. Va., distributors of Moon Rose Products, has signed with WCHS, Charleston, for two 15-minute programs daily, six days a week. Both programs are news shows, tied up with special promotions including dealer letter, special displays and newspaper ads.

PIHLO Corp. of Canada, Toronto (radio sets) has started Our Secret Weapon, CBS network show, as a delayed broadcast weekly on CFRB, Toronto, and CKAC, Montreal. Account was placed by Hutchins Adv. Co. of Canada, Toronto.

STEVENS CHEMICAL PRODUCTS Co., Brampton, Ont. (Estimok-Kell) has started a series of announcements on a number of Ontario stations. Account was placed by F. H. Hayhurst Co., Toronto.

PRESTO SALES ENGINEERS

R. A. Adams
Detroit, Mich.
Univ. 1-0180

Albert Batis
Phila., Pa.
Pen 0542

Leroy W. Beier
Chicago, Illinois
Hart 1410

Carl E. Johnson
Kalamazoo, Mich.
Vic. 4631

Walter P. Downs
Montreal, P. Q.
Mar. 6388

Toronto, Ont.
Hudson 0333

George S. Driscoll
Rochester, N. Y.
Co. 5448

Henry M. Lane
Boston, Mass.
Bel. 4510

L. D. Marsh
Seattle, Wash.
Sea. 2560

R. C. Molloy
Denver, Colo.
Ch. 4277

Norman B. Neely
Hollywood, Calif.
Hil. 3133

San Francisco, Calif.
Sac. 8854

Ernest P. Scott
Cleveland, Ohio
Me. 1380

J. Earl Smith
Dallas, Texas
Dallas 5709

Morris P. Taylor
Washington, D. C.
Shep. 4003

E. H. VanKrevelen
Minneapolis, Minn.
Atlantic 4216

**HOW PRESTO RECORDERS ARE USED IN WARTIME**

This one was made for the USO. Service men in fifty USO Clubhouses record messages to be sent home to their families and friends... also record local radio shows to be broadcast over the camp-wide "Star Spangled Networks."

Presto recordings are heard daily throughout the world via short wave rebroadcasts to various time zones spreading news, bringing entertainment from home to troops in far-off countries, combating enemy propaganda.

War material manufacturers make Presto records of lectures for training new employees, sound only or sound for slide films. They record machine noises which indicate faulty assembly or adjustment of equipment, give new inspectors the equivalent of a year's working experience in a few weeks.

Busy war industries use the Presto to record conferences, messages and reports. Recording saves time, improves accuracy. The records can be filed like letters, transcribed when necessary.

Perhaps you need a Presto recorder in your business. Phone or wire your nearest Presto Sales Engineer. Let him plan a recording installation for you.
NATIVELY $15,000 was invested by WNEW, New York, in an elaborate broadcasting and promotion setup for a special program, We Refuse to Die, aired on Oct. 25 on that station and the seven other outlets of the Atlantic Coast Network. Prominent figures in the entertainment world took part in the broadcast, a dramatization based on a Paramount short portraying the Nazi massacre in the town of Lidice, Czechoslovakia. Presentation included a two-way hookup with London, via BBC. Transcriptions were subsequently made available to shortwave transmitters for re-broadcast throughout the world.

To insure a wide listening audience for the public service feature, WNEW placed full-page ads in two New York newspapers.

** Merry Christmas, Caledonia! BEST CHRISTMAS gift some boys in New Caledonia will receive this year will be a present, a Christmas greeting in transcription from friends and relatives in Fargo, N. D., made in the studios of WDAY, that city, under the direction of Howard Nelson, the station's public service director. Christmas messages by clergymen, hymns, songs, a comedy sketch, newscast and personal messages completed the greeting. Moving pictures of the group will be sent with the transcription in time for Christmas.

** Restaurants’ SOS DIFFICULTIES and handicaps under which restaurants operate are covered in a six-weekly five-minute morning feature, News of the Home Front, on KOI, Albuquerque. Program is fed by releases from the Denver office of OWI, and has been successfully used to obtain experienced waitresses and other help. Only copy used is a tie-in announcement in the body of the broadcast, which usually refers to OPA regulations or explains the restaurant’s methods of overcoming wartime restrictions on supplies and service.

Merry Christmas, Caledonia! BEST CHRISTMAS gift some boys in New Caledonia will receive this year will be a present, a Christmas greeting in transcription from friends and relatives in Fargo, N. D., made in the studios of WDAY, that city, under the direction of Howard Nelson, the station's public service director. Christmas messages by clergymen, hymns, songs, a comedy sketch, newscast and personal messages completed the greeting. Moving pictures of the group will be sent with the transcription in time for Christmas.

** To Come IN CONJUNCTION with the start Oct. 28 on CBS of Easy Aces, sponsored by Anacin Co., and Mr. Keen, Traveler of Lost Persons, by Kolyinos Co., CBS has sent sales promotion department of its affiliated stations a large red brochure containing suggested promotional ideas, ads, pictures and publicity to promote the programs. Titled “14,976 Additional Quilts to Come!”, the folder was prepared by T. J. Connolly, director of the program promotion division of the CBS sales promotion department.

** Trapping Business WIBW, Topeka, is distributing a very business-like rat trap, attached to a cardboard on which is printed a sales talk for war bonds and the necessity of maintaining sales. Theme is: Hire WIBW to help you “trap” business and “trap” the Axis “rats”, the four most famous of which are well depicted in a cartoon.

Yanks Thanks CBS has distributed a taboocolored envelope promoting Thanks to the Yanks, with Bob Hope, which is played over Oct. 31 for R. J. Reynolds Tobacco Co., Winston-Salem, N. C. (Camels). Contains history of the company’s advertising and suggested promotion ideas for local stations. Instead of 3, 5 or 10 cartons of Camels, as originally announced, contestants can try for a 5, 10 or 15-carton question.

** Propaganda Series IN COOPERATION with the Coordinator of Inter-American Affairs, NBC’s International Division, on Oct. 23 started a weekly quarter-hour series on its shortwave stations WRCA and WNB, and the Westinghouse station WBOS, with the aim of debunking Axis propaganda for South American listeners. Speaking in Spanish, Rafael Carriva, Latin American actor-writer, ridicules the Axis in much the same manner as the well-known “Lord Haw-Haw”, who speaks from Germany. Title of the series is En Bajo Ese, the latter word in Spanish meaning “Axis.”

FERNANDO ORTIZ-ECUAGUAY, United States correspondent for La Nacion, Buenos Aires newspaper, has inaugurated a series of twice-weekly radio news commentaries in Spanish over the shortwave facilities of NBC. Originating in Washington, the talks are shortwave direct to Radio Splendid network in Argentina at 7 p. m. and repeated an hour later over WRCA and WNBI, NBC stations, and over the NBC Pan-American network.

AS A LOCAL promotion “vehicle” for Burns & Allen, sponsored on CBS by Lever Brothers, Cambridge, Mass, International Division, S. C., decked up an old baby carriage with large swans, got a live white duck to go along the duck, named Herman, accompanied by Basie Collins, perambulatorusher, rode around the shopping district the opening day of broadcast, with Collins megaphoning news of the program to shoppers.

** Farm Market EARS OF CORN were mailed to prospective clients by the Minnesota Corn Network, composed of KYSM, Mankato; KROC, Rochester, and KFAM, St. Cloud. Tag attached lists the BPE programs on the three stations and describes Minnesota’s $517,000 farm market, with a slogan “Ears to You”.

** Merchandising & Promotion STATION’S $15,000 Program—Restaurants’ SOS—Ears of Corn—Better Rat Trap

** A BILLION-DOLLAR MARKET SURVEYED {vital facts disclosed

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

Write for your copy—it’s free!

Address Dept. SW Des Moines
50,000 watts

** WIBW The Voice of Kansas in Topeka
Compromise Formula Offered
By Director of Music School

Dr. Hanson, Eastman Director, Proposes Scheme Similar to AFM-Industry 1937 Agreement

Dr. Howard Hanson, director of the Eastman School of Music, whose students have been banned from the air because of an AFM ruling against broadcasts by non-professional musicians [Broadcasting, Sept. 21], last week proposed a compromise solution to the controversy over the union's ban of student broadcasts and of the use of recordings on the air.

His compromise, which he states "should be acceptable both to the radio stations and to the musicians union," is that "every station broadcasting commercially should be asked to employ a group of professional musicians, the size of the group to be commensurate with the power and relative importance of the station."

Recordings Vital

"Those stations which include in their annual budget a reasonable expenditure for the employment of professional musicians," he continues, "should be allowed to broadcast student organizations or recordings at will, so long as these student organizations and recordings are not used as an excuse for the withholding of legitimate employment from professional musicians. The same procedure could apply equally well to chain broadcasting."

Dr. Hanson states that "the contribution of recordings to the musical understanding of the public has been enormous. It is difficult to see how education in music could possibly proceed without continued use. A small station located far from a musical center will obviously not be able to broadcast symphonic music except through recordings."

He concludes his statement: "A compromise such as I have suggested would protect the professional musician without at the same time sacrificing any of the educational advantages which have been gained in the past by broadcasts which are now in dispute."

The 1937 Plan

A spokesman at NAB's New York offices said it had not heard from Dr. Hanson directly and that therefore no answer to his proposal was being considered at this time.

Dr. Hanson's method of solving the AFM's unemployment problem is essentially that which was adopted by the broadcasting industry in 1937, when industry representatives were summoned by the AFM and asked to increase their employment of musicians.

After extended negotiations between committees representing the network affiliate stations and the non-network broadcasters and AFM locals, agreements were worked out in which the broadcasters pledged themselves to increase their expenditures for union musicians by 5.6% and the union agreed not to interfere with the broadcasting by compelling stations of network programs, transmissions and phonograph records.

This national agreement, which ran for two years, also made a part of the individual contracts signed by stations with the AFM locals in their cities. At the time of its expiration the Dept. of Justice informed broadcasters that any attempt to extend the plan would be considered as trying to force excessive employment of musicians upon stations which might not require the services of these extra men and so a violation of the anti-trust laws.

The Major Difference

At the urging of their committees, most broadcasters agreed to comply with the terms of the old national plan in negotiating new contracts.

There is at least one major difference, however, between the situation in 1937 and 1939 and that of today. On both of the previous occasions the AFM presented demands for increased employment directly to the broadcasters. Today, no demands have been made by any of the broadcasters. In fact, the AFM has made no demands at all. It has merely informed the makers of records and transcriptions that the services of AFM members are no longer available to them and it has enforced that prohibition.

Army Given Authority
Over Puerto Rican Radio

CONTROL of non-military stations and facilities for radio and wire communications in Puerto Rico has been vested in the War Dept. by Board of War Communications Order No. 23, paralleling a similar provision issued last summer for Alaska.

Under the order, issued Oct. 22, Puerto Rican stations are subject to use, control, supervision, inspection or closure by the Army whenever it is deemed necessary for the national security and successful conduct of the war. At present, it is believed that the order will be merely a grant of power, and that the status of the stations will remain unchanged.

The six Puerto Rican broadcasting outlets affected are: WPA, Mayaguez; WPDR and WPBE, Ponce; WJAC, WRAQ and WNEL, San Juan.

Bannerman on Tour

GLEN BANNERMAN, president and general manager of the Canadian Association of Broadcasters, Toronto, is on an extended tour of Eastern Canadian stations to discuss wartime operation problems with station management. Before returning to Toronto about mid-November he will call on all stations in the three Maritime provinces and Quebec.
Outlier on New Revenue Sources

Frank Pulegren began to do his stuff at NAB and Gene Carr took over the chairmanship of the sales manager's committee.

And Then, Action

So this pair began to do something about it. Nosing around for a good objective, they focused both eyes on department store advertising expenditures. Here was a classification spending upwards of $250,000,000 a year, with less than 3% going into radio. They gathered the salesmanager's committee together and we started a little offensive on our own hook. And I'm frank to admit that our first few brushes with the quarry were far from encouraging.

But they showed us that there was blood on the moon. We got ourselves invited to sit as a panel of experts at a meeting of the NRDDA in New York. These department store men were really interested, and critical. They fired the questions and we gave the answers.

We didn't sell anybody anything, and, to be honest, we came off second best in the skirmish. But as a result of this meeting, the interest of these advertisers in radio as a medium and a little work in the promotion department of the NRDDA, they sent out a questionnaire to their members asking for information on the varied and various use of the medium and how it was regarded. We learned quite a lot from a digest of those answers.

Then came Cleveland, and you all know what happened there. Several charming and capable gentlemen from the retail field spit in our eye and gave us a challenge. The situation was summed up by some of them when he said, in plain words, that the reason why more radio was not used by retailers was due to the fact that the department stores were too damn dumb to buy it and the radio stations were too damn dumb to sell it.

Some of our boys were entirely willing to admit the first part of the premise, but they took umbrage at being called dumb. In my book, there still remains something to the indictment as long as we let publications walk away with a 97% split of $200,000,000—and I don't care what the reason is.

Preliminary Study

The upshot of all that stew was progress. The salesmanager's committee went before the NAB board with a tentative plan. The board granted permission to explore the plan and appointed a committee, headed by Paul Morency, a member of the board, to explore the plan, develop it and report back. That has been done, and the work has been the most pleasant I've engaged in—because there was definite promise at the end of the rainbow.

We explored the possibility of working with and through one of several trade associations in the retail world, and discarded the idea on the simple basis that here was something radio could and should do for itself, and on its own hook. We studied the NRDDA questionnaires and got a pretty fair slant on the other fellow's thinking. And we were more convinced than before that we had an opportunity. So we called in an expert in advertising and retailing, and we think we got the best in America. He is Sheldon R. Coons, general business counsel, of New York, who serves several of the country's leading advertisers in that capacity.

Now this planning was started in June of this year and you have only to check back in your own mind to realize the changes, the complexities and the increased difficulties which have confronted you since the beginning of the summer. We had the same problems, multiplied. One plan after another was considered and discarded because of insurmountable obstacles.

But we held to the original thesis in the matter—we had to have something which would serve both to educate the retailer in the proper use of radio and to inform the radio salesman in the proper manner of selling and servicing the account.

Clinic Plan

We are ready to proceed with the development of a package presentation, which will include all the mechanical matters needed to stage the presentation in any city in the United States which wants to sponsor the effort. We estimate that the presentation of this clinic will require about four hours, to be handled at a luncheon under the sponsorship of a local committee of broadcasters and merchants, preceded by a social master of ceremonies and followed by a clinical discussion of the material that has been shown.

It is anticipated that every retailer or merchant present will be there as the guest of some broadcaster; and we anticipate no great difficulty in achieving this. Our investigations show that the average retailer in the United States is just as anxious to obtain information which will enable him to shape the future of his business as you are to get a slice of his advertising appropriation. And if you are inclined to disagree with that statement, go back home and interview the toughest prospect in your town and see what he says.

As I said, this will be a package presentation, involving a sound and slide film discussion of the
SYRACUSE SOCIAL WORK PLAN
Local Agencies Unite to Use Radio More
Effectively Through Clearing House

WHY not get together and clear your own radio programs before asking for time? That was the substance of advice offered a social agency representative by a Syracuse, N. Y., radio executive, according to an article in "Channels," New York social work publication. And the challenge resulted in the organization of the Radio Clearing House of the Syracuse Publicity Council.

The first step was naming four social agency representatives, one to collaborate with each of the stations in the city. At first there were some problems but the program has worked to the mutual benefit of the stations and the social agencies alike.

Now it works as follows: An agency calls the central publicity council twoweeks before the time is desired and a meeting is scheduled between the publicity representatives to discuss what there is in the manner of this use that might be significant to the retailer and particularly to the department store.

"We should tell you how radio time should be bought, how you measure your radio audience, how to insure your investment in radio, and we shall try to show you something about how good radio advertising of the future may be written.

"In presenting this story to you we have tried throughout to stay entirely within the realm of verifiable facts. When we give you opinions they will be backed by the highest authorities, or be made significant by the unquestionable power of the forces they represent."

"It is our hope that with this presentation we may show you how radio can be used successfully to meet the urgent problems of today, and of days to come. If we do not convince you, we hope at least to throw genuine light on the role which we feel radio is destined to play in the world of retail distribution and consumption . . . ."

INDENTED Citizens’ Committee for the Election of John J. Bennett Jr., candidate for New York Governor, has purchased a quarter-hour on six CBS stations in New York State Nov. 2. The one-time broadcast will be aired at 10:45 AM. Agency is Leighton & Nelson, Echenenell.
Strike Averted

(Continued on page 48)

WITH American newsmen and diplomats barred from most of Europe and large areas of Asia by the war, the FCC's Foreign Broadcast Intelligence Service has been playing an increasingly important role as source of information for Government military and propaganda agencies.

Since it was started in March, 1941, the FBIS has been expanded until the staff now includes 450 men, writers, analysts, editors and translators. From four posts in the United States, London and Puerto Rico, the service records 2 million words daily and issues at noon a 40,000-word summary for the benefit of the OWI, the Office of Strategic Services and 11 other war agencies.

British Cooperation

Headed by Dr. Robert Leigh, formerly special advisor to the National Resources Planning Board, the FBIS hears about two-thirds of enemy signals audible in the United States. By arrangement with BBC, it picks up a special report on India, and Egyptian affairs from BBC London headquarters and sends it by wireless to Washington.

A special wire links the listening posts and Washington headquarters, and a teletype system connects FBIS headquarters with major war agencies. A continuous 40,000-word stream summarizing and analyzing enemy and neutral broadcasts pours over this. Translators, 30 in number, handle programs in 45 languages.

Recent FBIS "exclusives" were first news of the British capture of Tana-nar, capital of Madagascar; a "scoop" over the assassination of Heydrich, Gestapo chief of Czechoslovakia, and first complete text of an important speech by Japanese Admiral Isoroku Yamamoto.

With its world divided into three geographical areas for convenience, the FBIS gets Asiatic news from Portland, Ore., and San Francisco, Latin American from Kingsville, Tex., and African and European from Puerto Rico, London, and Silver Hill, Md.

ASCAP Appreciation

IN A LETTER to Niles Trammell, president of NBC, and Arturo Toscanini, noted conductor-composer, Deems Taylor, president of ASCAP, has expressed the Society's gratification for the recognition given American composers at the opening Nov. 1 of the concerts broadcast on NBC by the NBC Symphony Orchestra. In addition to scheduling an all-American program, with Toscanini conducting the Symphony's playing of George Gershwin's "Rhapsody in Blue."

Dr. Eddy's Discovery

DR. WALTER H. EDDY, president of the American Institute of Food Production and a co-sponsor of the cooperative Food Forum on WOR, New York, is co-discoverer of an inexpensive chemical compound which will destroy any offensive odor.

At Later Hour

WARTIME regulations have caused a major studio audience participation program on WABC, New York, CBS key, to be recorded and rebroadcast at a later hour, 8:30 a.m. Housewives attend the six-weekly broadcast of The Miusus Goes A-Shopping, quarter-hour quiz program, with food and household wares as prizes. Sponsoring the program on different days are: R. C. Williams Co., New York (Royal Scarlet food products); B. Goodman & Son, New York (noodle products); Sheffield Farms, New York (Vitamin D, Homogenized Milk). Sponsors' products are exhibited on the stage.

Launched by Mrs. Gilman

MRS. DON E. GILMAN, whose husband, Don E. Gilman, is BLUE Western division vice-president, was the first wife of a radio executive to christen one of the California Shipyard's Liberty Ships when she performed this ceremony at launching Oct. 30 of the 10,500-ton Samuel Nelson at Terminal Island, Cal.

'Review' Air Column

A RADIO COLUMN has been started as a regular feature of the Saturday Review of Literature, weekly literary magazine of criticism. The first article, titled "Radio and the Writer," appeared in the Oct. 24 issue as the beginning of a series of "critical discussions" of radio as a vehicle of public service, as a means of expression, and as an art. Writer of the weekly feature is Albert N. Williams, previously NBC writer and production manager and radio director of the Council for Democracy, New York, who is currently associated with a Government war agency.

Jack Harris a Major

JACK HARRIS, former news and promotion chief of WSM, Nashville, who has been working as a civilian aide to Col. Edward M. Kirby, chief of the Army Public Relations radio branch, has been commissioned a major in the Army Specialist Corps. He continues on Col. Kirby's staff.

San Francisco Alert

SAN FRANCISCO stations went off the air Oct. 30 at 10:49 a.m. (PWT) when a blue air raid alert was sounded. The alert affected other Central California coast points. All-clear signal came at 11:30 a.m.
Meeting With AFM Inevitable Some Industry Observers Feel

Tipoff to Possible Negotiations Found in the Suggestion AFM Demands Be Made Public

FAILURE of the Government court action against Pettrillo and the AFM to secure any relief from the prohibition against recorded music has resulted in an increasingly wide feeling that sooner or later the makers of phonograph records and transcriptions, either alone or in the company of the broadcasters and the coin-operated phonograph people, will necessarily enter into negotiations with Pettrillo and other AFM executives.

Best indication of this attitude comes from suggestions advanced recently that the demands of the AFM be brought out into the open for inspection by both the trade and the public.

Reviewing the history of the union’s ban upon the making of music on recordings, it is pointed out that the AFM has not made any demands upon either the makers or users of recorded music as to wages or terms or conditions of employment of the personnel or any other matter.

Nor has the union invited representatives of these industries to join in a conference to consider the problem which led the union to forbid its members from making any more records. Here’s what did happen:

Early in June Pettrillo told the AFM’s national convention in Dallas that on Aug. 1 the union would stop work on recordings, amplyfying that order with the statement that: “We will make records for home consumption but we won’t make them for juke boxes. We will make them for the armed forces of the United States and its allies, but not for commercial or sustaining radio programs.”

Nothing to Consider

On June 28 he notified all makers of phonograph records and transcriptions their licenses would expire July 31 and would not be renewed. “From and after Aug. 1, 1943,” the notice continued, “the members of the AFM will not play or contract for recordings, transcriptions or any mechanical reproductions of music.”

He explained at a press conference that special permission to use musicians would be granted to companies guaranteeing to the union that the records would be restricted to home use only, adding that if these companies really wanted to they could find a way of legally enforcing such restrictions, regardless of court rulings to the contrary.

On frequent occasions, before and after the ban on records became effective on Aug. 1, Pettrillo has railed at the recording companies because they did not send representatives in to see him. But he has as yet presented no demands which they can legally consider.

Pettrillo has repeatedly stated that he has no quarrel with the broadcasters and that this dispute concerns only the makers of recordings, yet, as the NAB pointed out in its brief filed in the Chicago Federal Court prior to the hearing of the Government suit against Pettrillo; it is true that appear that the purpose of the order preventing the making of recordings was to coerce the recording and transcription companies into entering into a conspiracy with the AFM whereby the use of recordings would be denied to those broadcasting stations which did not employ a number of musicians satisfactory to the AFM or, in the alternative, pay the members satisfactory tribute to the AFM.”

Wagner Mentioned

Whether this conclusion is correct or not only Pettrillo and his union can say. Feeling that until this situation is clarified there is little the public can be done toward effecting a solution, transcription industry spokesmen have suggested that some impartial public figure be requested to approach Pettrillo and ask him exactly what he desires of the recording companies that it is in their power to give. Senator Robert F. Wagner

The Time to Buy in Central Pennsylvania

Centaur in Southeast

CENTAUR Co., Rahway, N. J., on Nov. 2 starts a campaign of one-minute spot announcements 10 times weekly on stations in 15 southeastern markets. Heard in the interests of Fletcher’s Castoria, the campaign will continue through April 17, 1943. Agency is Young & Rubicam, New York.

(D-N. Y.), a recognized friend of labor, has been suggested as a possible choice.

If this approach through a public figure is not feasible, transcription spokesmen stated that the broadcasting industry should go to Pettrillo and ask on what basis the union will permit its members to resume work on recordings. The problem does not concern the recording companies alone, they pointed out, as if they are forced out of business by the unions ban on use of the stations which are dependent on recordings will likewise be seriously affected. If the transcription companies, collectively or individually, attempt to make their own settlement with the union, the terms will also affect the stations they serve and they will be severely criticized for taking that action.

In this situation, it was pointed out, the transcription companies are just one part of the broadcasting industry and the problem is too big to be solved by any part, but must eventually be met by concerted action by the entire industry.

McCarthy, Fibber McGee At Top in Hooper List

FIRST PLACE in the Oct. 30 Hoover "national" program ratings report goes to Charlie McCarthy with 30.9, while the Fibber McGee and Molly program is second, 27.9, and Walter Winchell third, 27.3. Others, in order, are the Aldrich Family, Bob Hope, Frank Morgan-Fanny Brice, Radio Theatre, Jack Benny, Bing Crosby, Rudy Vallee, Eddie Cantor, Screen Guild Players, Mr. District Attorney, Adventures of the Thin Man and Kate Smith. Red Skelton continues to top the list of programs measured by partial rather than full "national" coverage with a rating of 29.9.

The average evening rating reaches the mark of 10.5, up 0.6 from the Oct. 16 report. Losses of audience are shown by 36 programs, while 69 showed gains and five remained unchanged. The evening "sets-in" index for the week Oct. 15-21 stands at 30.4, up 2.1 from the Oct. 15 report.

Video Group to Meet

MEMBERS of the American Television Society, interested in writing, acting, production and direction of television programs, will meet Nov. 6 at 5 p.m. in the office of Norman D. Waters, president, to discuss means for taking advantage of the offer of W2XWV, Du Mont television station in New York, to make use of its facilities for program experimentation. Kay Reynolds has been named chairman of a program experimentation committee of ATS and Pay Baker is in charge of talent.

IN THE RADIO LIMELIGHT

a series of informative articles for radio advertisers and time-buyers, prepared by The Branhman Company

RADIO STATION WCPO CINCINNATI, OHIO

500 Watts 1230 Kc. Scripps-Howard Radio Inc.

MORT WATTERS, General Manager

THE TALK OF THE AGENCIES’ . . . that’s WCPO . . . second (and sometimes first) ranking station in Cincinnati (see C. E. Hooper, Inc., Dec. thru April, 1943).

On the basis of cost per listening home, daytime, WCPO is the top station-buy in Cincinnati. Large audience and low cost have made it the talk of the agencies. When agencies and advertisers talk, they say it with spots—scan this partial list of leading national accounts using WCPO: Procter & Gamble, General Mills, Grove Laboratories, Household Finance, Grennan Bakeries, Quaker Oats, Beeman’s Gem, Beaumont Laboratories, Pepsodent, Burma Shave, Beech Nut, Chicago Sun, Fels Naphtha, Reid Murdock, Pall Mall, Dr. Caldwell, Kellogg Company, Jelke, Stanback Company, Carter’s Little Liver Pills, Socony Vacuum, Congress Gases, Manhattan Soap, Saturday Evening Post, HRH-Absorbine, Phillips “66” Gas, Shell Gas.

Radio Station WCPO is represented nationally by the Branhman Company.

FOR SPOTS THAT SELL, CALL A BRANHAM-MAN

THE BRANHAM COMPANY

CHICAGO • NEW YORK

DETROIT • ATLANTA • CHARLOTTE • DALLAS • ST. LOUIS • MEMPHIS • KANSAS CITY • SAN FRANCISCO • LOS ANGELES • SEATTLE

BROADCASTING • Broadcast Advertising

November 2, 1942 • Page 43
ACA Convenes Nov. 11

ASSN. of Canadian Advertisers

will hold its 25th annual meeting at Toronto, Nov. 11-13. Wartime
advertising topics feature the convention program. Among
guests will be Dr. Miller McClinton of the Advertising Council, New
York, who will speak on "The Power of Advertising in Waging Total
War." Other speakers will discuss the forthcoming Canadian nutri-
cation campaign and activities of the Canadian Wartime Price &
Trade Board.

Vic George, president of White-
hill Broadcasting Ltd., Montreal, has
been commissioned a major in the
Canadian Army and will head a new
unit to be known as The Army Show
which will be recruited from the ranks
of Canada's army, both men and women,
and will tour Army camps for broadcasts. Later plans call for
a theatrical circuit and sending units to Britain and other overseas
points where Canadians are stationed.

Edward J. McCormack, for-
merly with Lord & Thomas, Chicago,
and previously with Blackett-Sample-
Hummert, Chicago, has joined the
creative staff of Ruthrauff & Ryan,
New York.

Bernard J. Proctor, in charge
of radio management and
radiant executive of the Biow
Corp., Minneapolis, successor to Erwin
Wasey & Co., both of which occupied
space in the Midland Bank Bldg., for
a quarter-century, on Nov. 1 moved
to the top floor of the
Radio Tower.

Robert F. Holman, research
director of H. W. Kaster & Sons Ad.
Co., Chicago, has joined the Army.

Lois Frost, formerly of the radio
department of Benton & Bowles, New
York and previously associated with
WMCA, New York, joins WNEW,
New York, this week as secretary
and assistant to Benjamin Judas, general
manager. Miss Frost has served with
Ward Wheelock Co., New York, and
was at one time in the Chicago office
of Edward Petry & Co., station represen-
tative.

Donald H. Long, for six years
on public relations staff of N. W. Ayer
& Son, has resigned to join the public
relations staff of Lewis & Bowles, Phila-
filadelphia. He has been assigned to
the Edward G. Budd Mfg. Co. ac-
count.

RALPH SINCLAIR, for the last 15
years with Ruthrauff & Ryan, New York,
where he has supervised the
preparation of numerous campaigns,
has been appointed copy director, suc-
ceding Everett J. Grady, recently
named executive vice-president. Sin-
clair is from the Matheson-
Sinclair Agency prior to joining R &
R.

Doris Dowd, formerly continuity
voice of the KFI-Salt Lake Radio Network, pro-
gram on CBS for General Foods Corp., New
York, joins Compston Adv., New
York, this week, as copy- 

F. B. Ryan Jr., vice-president and
copy executive of Ruthrauff & Ryan,
New York, joined the Navy
Oct. 27. No replacement has
been named.

Alma E. Marks, in charge of pro-
gram research in the radio depart-
ment of N. W. Ayer & Son, New
York, has been appointed assistant
talent buyer of that agency, replacing
Richard Dunn, now in the Army.

Miss Marks will continue to assist
Wallace Magill, producer of The
Television Hour, NBC program
sponsored by the Bell Telephone System,
New York, as Talent Director.

Norman S. Van Matre, of the
W. C. Jeffries Co., Los Angeles,
has been commissioned a first lieutenant
in the Army Medical Corp. His accounts
have been taken over by Mr. Jeffries.

Anna Records, formerly asso-
ciated with the into Theodore B.
Crews, Los Angeles, and previously
bearing his name, has joined Gerth-
Paciific Adv., that city, as copywriter.

A. B. McElfresh, New York, vice-
president of Pedlar & Ryan, agency
servicing the Lady Esther account, has
returned to his headquarters after wit-
nessing initial Hollywood broadcast of
the CBS Screen Guild Players, which
started Oct. 15 under sponsorship of
the cosmetic firm.

Stern for Old Golds

P. Lorillard Co., New York,
has started sponsorship of three-
weekly sports programs by Bill
Stern, NBC sports director, on
WEAF, New York. The broadcasts
were launched Oct. 26, in the 6:30-
7:45 p.m. period, Monday, Wednes-
day and Friday, with the Tuesday and
Thursday sustaining. Stern is spon-
sored on the full NBC network
each Saturday by Colgate-Palm-
olive-Peet Co., Jersey City, N. J.,
in Sports Newsmale of the Air, aired
in behalf of Shave Cream. Agency
Old Gold is with Walter Thomp-
son Co., New York.

Al Davis, formerly of the Chicago
sales staff of Joseph I. Heberly
Mcllory, station representatives, has
joined O'Mara & Ormsbee, Chicago,
newspaper representatives.

Serving Georgia's
Richiest Market

WATL
ATLANTA
MRS. 252 S. 400 W. C. Represented by SPOT SALES inc.

BROADCASTING • Broadcast Advertising
Pacific Advisory Board Named by Advertisers

TO AID OWI on public information problems, an advisory board has been established on the West Coast according to OWI. The board, with headquarters in California, Oregon, Washington, Nevada and Arizona.

Members of the board who are serving without compensation are: Robbins Milbank, manager, Young & Rubicam, San Francisco; Jack Smalley, manager, BBDO, Los Angeles; and chairman, Southern California chapter, AAAA; Ralph Calkins, Pacific Northwest manager, McCann-Erickson, Portland, and vice-chairman, Oregon chapter, AAAA; W. H. Horsley, president, Pacific National Advertising Agency, Seattle, and chairman, Washington chapter, AAAA; I. N. Shunn, president Advertising Counselors Inc., Phoenix, and vice-president, District 5, PAA; Den Belding, vice-president and manager, Lord & Thomas, Los Angeles, representing the National Advertising Council; Larry Lane, publisher, Sunset Magazine, San Francisco, PAA president.

Keystone Disc Network Includes 202 Stations

KEYSTONE Broadcasting System, transcription network, organized less than two years ago with 60 affiliates, now includes, with the latest additions to its affiliate list, 202 stations. M. M. Sillerman, president, has announced the network affiliation of WGOV, Valdosta, Ga.; KRLC, Lewiston, Idaho; WMFR, High Point, N.C.; WORS, Greenwood, S. C.; KUJ, Walla Walla, Wash.

In a resume on the operations of the network, Mr. Sillerman reported to stations that Keystone, as part of its sustaining service, has provided stations with four hours of daily programming comprising tax-free musical transcriptions. In addition to its regular releases of commercial programs, its sustaining schedule and special war effort programs, which are tied in with the OWI allocation plan, KBS is also planning on a "network" basis spot announcements to its affiliates, both live and transcribed.

WBBM Staff Changes

IN A SHUFFLING of traffic and production staff at WBBM, Chicago, William Seymour was appointed head of program department, succeeding Ben Orloff, who was filling that position temporarily. Marion Reuter is now assistant traffic manager while Dick Fulkerson takes over Mr. Seymour's post as night supervisor. Mr. Fulkerson's position in production scheduling has been filled by George Clare.

GARRISON RAWLINGS BUB

MORE THAN a million words of commercial copy to his credit during his ten years in radio, Garry Bub has now stopped counting. Little wonder now that he is so busy as radio director of the Stewart-Jordan Co., Philadelphia advertising agency, handling radio for the Chamberlin Aircraft Corp., Philadelphia Flower Show, Lichty's Jewelers, Land Title Bank and Trust Co. and a dozen other accounts. When he first joined the agency in 1940, at the invitation of his father, H. J. Bub, who has become president of Stewart-Jordan, radio was virtually a step-child. In his first year, he increased radio business 400%. As a reward he was elected vice-president of the agency in 1941.

A year before he was graduated from Haverford School in 1929, a private school in suburban Philadelphia, he broadcast over WFIL, Philadelphia, Percy Mackay's Gettysburg, which he repeated for several years around Memorial Day. Out of school, he joined the E. S. Edmondson Co., Philadelphia advertising agency, and in 1927, organized the Bub Advertising Agency, which was dissolved in 1929. He was responsible for one of the first commercial programs on WCAU, the Penn Aviators, in 1927 and 1928, and shortly thereafter originated one of the first rural radio programs in Philadelphia on WPEN, titled Hank Little and his Littlemillians.

To broaden his show experience he became manager of a Swarthmore Chautauqua play company, touring the New England states and the Maritime Provinces in Canada. After one season, he returned to Philadelphia in 1930, doing free-lance work for a short time and then became commercial manager of WPEN. He remained with the station as he developed into a full-time station in acquiring WRAX, WFBP (New York City) and WTNJ (Trenton, N.J.).

In 1935, he went to Harrisburg, Pa., where he organized an advertising agency with John R. Hoed, now publisher of the Harrisburg Telegraph. Called, Associated Advertisers, Inc., he served as president of the agency until 1940, when he was called to the Stewart-Jordan Co.

Garry literally lives radio. Considering the fact that radio has never let him down, it is easy to understand why he is completed sold on the medium and its vast potentialities. Late in September, when he was called upon to stage the Victory Garden Harvest Show in Philadelphia, his entire promotion was based on radio. And at the moment, his major interest is in presenting Sweet Land of Liberty on WFTL, a patriotic show for the Land Title Bank and Trust Co. He has announced a dearth of live talent shows in Philadelphia radio, Garry has pioneered toward the establishment of radio shows that will compare favorably with network material.

Thirty-six years of age, Garry claims radio to be his hobby. So much so that he spends all his spare time in teaching it. Back in 1932 and 1933, he taught in one of the first radio schools in the city and now serves on the faculty at the Bessie V. Hicks School teaching practical radio, writing, production and acting.

USO Camp Show Unit No. 46, composed of 14 members of the talent staff of WLS, Chicago, has given a show a day for 139 days before Army camps. Navy bases and various training stations during the last 4 1/2 months. During that time the group has travelled 10,000 miles.
Influence of Radio Praised by Gerard
Calls for Freedom of Air: Cites British Monopoly

RADIO and the press were described as "the most powerful instruments for the preservation of our liberties and our Constitution" by James W. Gerard, former United States Ambassador to Germany, in an address broadcast Oct. 25 on WINS, New York.

Declaring that "the greatest danger brought about by the radio is the restoration of individual oratory," Mr. Gerard pointed out that "all through the ages the spoken word has had a powerful influence on the minds and the actions of men, an influence overshadowed for a time by the newspapers."

After a survey of influential oratory from the speeches of Demosthenes in ancient Greece up to present times, he continued:

"The newspapers, in the last hundred years, could print or suppress oration which unless they gave it publicity, was heard by only a few people within the sound of the speaker's voice and reached only those others to whom, perhaps, a garbled version may have been repeated.

And then Radio
"And then came the radio restoring once more to the individual the power and influence of oratory, not the flowery sort affected in some centuries, but the kind of speaking which belongs to common sense and the good sense of the age. A newspaper of the greatest circulation perhaps reaches three or four hundred thousand people in the vicinity of its office, but a universal hookup on the radio reaches a whole nation.

"We must be thankful that the radio in this country is still free. In Great Britain, for example, at the first appearance of the radio, the government seized all rights and the British radio in government monopoly supported by a special tax on those having receiving sets. Nothing can be broadcast which has not the approval of the government.

"Of course, advertisements are done away with. The most flowery oration or oratorio is not followed, as in this country, by a recommendation of a toothpaste or a breakfast food, but the ultimate advantages are all with us.

"Radio commentators today can be true tribunes of the people, more independent than legislators, neither looking for votes nor subservient to pressure groups. We must all see to it not only that freedom of the press is preserved but that it is interpreted to mean as well, freedom of the radio, constituting with the press the most powerful two instruments for the preservation of our liberties and our Constitution."

HUGE PARCEL OF TIME purchased by Centlivre Brewing Corp., Fort Wayne, on WOWO, that city, brought this group together. Charles J. Reuss, president of Centlivre, contracted for Victory Express, handled by Hilliard Gates and Mary Conn, to run on WOWO 7:15 a.m. and 4 p.m. daily except Sunday, in addition to nightly news commentaries by Hon. Charles L. DeVault. Present were (front row, 1 to r.): Lou Westheimer, president, Westheimer & Co., agency handling the account; Mr. Reuss; J. B. Conley, general manager of WOWO, WGL and W49FW. Back row: Mr. DeVault; Miss Conn; John Reuss, sales manager, Centlivre Brewing Corp.; Paul E. Mills, WOWO-WGL sales; Mr. Gates.

Adventures With Navy Described by Driscoll
UNDERSEA activities of the Navy were described to Mutual listeners last week in two unusual broadcasts staged by Dave Driscoll, war services director of WOR, MBS New York outlet. On-the-spot recordings made by Driscoll on a voyage on a Navy patrol ship in February, during intense enemy submarine activity, were intertwined with his eyewitness account of a later trip with an Atlantic coast convoy, in a half-hour program Oct. 25.

Diving helmets served as studios for an underwater broadcast Oct. 29, conducted by Driscoll and John Whitmore, of the WOR war services and news division, from a Navy diving school at the site of the USS Lafayette (Normandie) salvage operations. In addition to interviews with the men attending the school, Driscoll and Whitmore descended in helmets to the side of the submerged hull of the Normandie, broadcasting from below water.

The "balance of power" has shifted in Southern California. KMPC is now one of the first three stations in power and coverage . . . but fifth in cost.
Engineers Union Parleys with NBC
Seeks Adjustments in Contract In Line With Conditions

NEGOTIATING committee of the National Assn. of Broadcast Engineers & Technicians, independent union, has begun discussions with NBC concerning certain adjustments in their contract in line with changed conditions. The union's contract with NBC ran until the end of 1943 and is not being re-opened at this time, according to J. H. Brown, of NBC's technical staff in Hollywood, NABET president.

The committee, which includes Mr. Brown, H. E. Hiller of New York and C. F. Rothery of San Francisco, held its first conversation last Thursday with O. B. Hanson, NBC vice-president in charge of engineering. Discussions of NBC contractual readjustments are expected to be completed early this week, following which the committee will open negotiations with the BLUE for a regular contract to replace the temporary agreement under which the union-labor relationship has functioned since the separation of the BLUE from NBC early this year.

Wind Up Convention

Conclusion of these negotiations will wind up the ninth annual convention of NABET, which opened last Monday at the Hotel Abbey, New York. The first four days of the convention were occupied with internal union affairs, Mr. Brown said, with the problems arising from the loss of members to the armed services receiving much consideration. These men retain their NABET membership, he said, but are put on the union's inactive list. Delegates attending the convention, in addition to Messrs. Brown, Hiller and Rothery, include V. J. Dodge, NABET vice-president; S. E. Newman, Washington; H. V. Brandt, Cleveland; F. C. Schneckpeper, Chicago; R. C. Thompson, Denver; F. R. Rojas, assistant national secretary-treasurer.

NABET, which grew out of the associated technical employees of NBC, now represents the engineering personnel of NBC and the BLUE and their owned and operated stations and also of KFKE, KFSD, WOW, WPTF and WLS.

New KEYs Partners

REORGANIZATION of the Nueces Broadcasting Co., licensee of KEYs, Corpus Christi, Tex., was approved by the FCC Oct. 27, with H. B. Lockhart, manager and chief engineer, and E. C. Hughes, commercial manager, each purchasing a quarter interest in the partnership for $4,032.65. Earl C. Dunn, member of local law enforcement agencies, and Charles W. Rossi, oil operator, former partners in the station, will each continue to hold one-fourth interests.

Elmer Diddler's Doings:

18+44+50,000=

IT ADDS UP THIS WAY, ELMER

1. With the buying power in the Schenectady Trading Area 18% above the U.S. average,

2. and the farm income of N. Y. state up 44% in two years,

3. and with WGY having the area's highest power (50,000 watts), the lowest frequency (510 kilocycles), and the most popular network (NBC),

4. the sum is this: WGY can do the best job of selling your product in one of the nation's booming markets.

Shortwave Leases

(Continued from page 7) gather with their international broadcasting staffs, will find themselves working on a sort of "partnership" basis with OWI and CIAA, with OWI maintaining its own studio setup in New York for its multi-lingual schedules and CIAA utilizing the production facilities and personnel of NBC and CBS. OWI is concerned chiefly with news and news interpretation; CIAA not only handles news but also popular programs designed to gain good will in the Latin American countries.

Plan 22 New Stations

The 11 stations in the new setup are intended to serve as a nucleus for a Government shortwave expansion program, which according to present plans embraces the proposed construction of 22 additional transmitters to make an eventual system of 36 stations. It is understood that this project, calling for an outlay of $4,400,000 for transmitters alone, has been endorsed by President Roosevelt, which may or may not assure priorities on equipment in view of pressing military demands. It is also the present plan to license the projected new stations to existing or additional private operators, the Government bearing all the expense and assuring the return of the plants to the private operators after the war. Some estimates are that all or some of the 22 new stations can be built within six months, but this is questionable in view of radio factory and manpower pressures caused by war conditions.

The recent $25,000,000 appropriation approved for OWI includes not only the $4,400,000 for the 22 new transmitters but also $910,000 for antennas, $300,000 for improving and renovating present transmitters and $500,000 for additional buildings. CIAA last week was granted an additional $2,000,000 for its shortwave program projects.

Eventually it is hoped to discontinue using the supplemental radiotelephone transmitters taken over some time ago by OWI from AT&T, RCA Communications and Press Wireless, but it is understood that for the present these will continue to be used as part of the new system. They are largely used for point-to-point radiophone relays, particularly to England where some of OWI's new programs tie into the British Broadcasting Corp.'s European Service, but they are also being used for broadcasting to China, Australia and other Trans-Pacific areas.

Elmer Diddler's Doings:

1. With the buying power in the Schenectady Trading Area 18% above the U.S. average,

2. and the farm income of N. Y. state up 44% in two years,

3. and with WGY having the area's highest power (50,000 watts), the lowest frequency (510 kilocycles), and the most popular network (NBC),

4. the sum is this: WGY can do the best job of selling your product in one of the nation's booming markets.

BROADCASTING • Broadcast Advertising

November 2, 1942 • Page 47
7.

WCPG has attracted top-notch public spirited executives to its microphone. Do you know why?

Retail Study
(Continued from page 9)

and wisely used, since in many fields of distribution manufacturer
and distributors have cut costs in this manner.

To that end a complete and factual study of the use of broadcast advertising by various types of accounts, notably recent case histories of its use in the field of the distribution, will be made by
Mr. Coons and the committee.

Included in the subjects for consider-
ations are the following:

Where does radio fit into the retailers' problems?

What is the retailers' problem in the use of radio as revealed by the National Retail Dry Goods Assn. survey?

How should you buy radio time?

How should you measure a radio audience?

How can you insure your radio investment?

How do you set up a radio department in your store?

What can you expect from your radio station?

"Preliminary discussions with leading retailers indicate that the answer to every single one of those questions is of vital interest right now to every retailer. Retarded responses will be the part of NAB stated. "The plan proposed by the retail promotion committee of NAB will seek the answers to all of these questions and endeavor to present the answers in an easily understandable and fully authenticated fashion.

"During the preliminary discussions and the preparation of the outline of the proposed plan, the retail promotion committee of NAB has worked very closely with the sales promotion division of the Na-

tional Retail Dry Goods Assn. The final outline and purpose have been received with enthusiasm and enthusiastic endorsement of the directors of that division of the association."

During the current series of NAB district meetings, details of the proposed plan are being pre-

sented to station executives and sales managers by Lewis H. Avery, director of the department of broadcast advertising of NAB.

What's What in Boston

And this job takes priority over All
—with WBG!

A Columbia Broadcasting System Affiliate

WBIG

GREENSBORO, N.C.

And this job takes priority over All
—with WBG!

Advancting Agency

Account Executives

Space Buyers & Officers

(Rose F. Flanagan, Research & Sales Management)

PICK

WBIG

GREENSEBORO, N.C.

GEORGE HOLLINGSBY & CO., NAT. RAT.

Radio Stars in Films

GINNY SIMMS featured on the weekly NBC Johnny Presents Ginny Simms, sponsored by Philip Morris & Ralston Purina. The current series has completed an assignment in the OWI film series "Rationing." Simms "is a new face," Ralston Purina says. The series has been widely promo-

ted, with the featured speaker being Wendell L. Willkie, 1940 Republican candidate. Simms, who has just

returned from a flying trip around the world.

What's What in Boston

And this job takes priority over All
—with WBG!

A Columbia Broadcasting System Affiliate

WBIG

GREENSBORO, N.C.

And this job takes priority over All
—with WBG!

162 Advertising Agency

Account Executives

Space Buyers & Officers

(Rose F. Flanagan, Research & Sales Management)

PICK

WBIG

GREENSEBORO, N.C.

GEORGE HOLLINGSBY & CO., NAT. RAT.

Radio Stars in Films

GINNY SIMMS featured on the weekly NBC Johnny Presents Ginny Simms, sponsored by Philip Morris & Ralston Purina. The current series has completed an assignment in the OWI film series "Rationing." Simms "is a new face," Ralston Purina says. The series has been widely promo-

ted, with the featured speaker being Wendell L. Willkie, 1940 Republican candidate. Simms, who has just

returned from a flying trip around the world.

Radio Stars in Films

GINNY SIMMS featured on the weekly NBC Johnny Presents Ginny Simms, sponsored by Philip Morris & Ralston Purina. The current series has completed an assignment in the OWI film series "Rationing," featuring "Rationing of Man's Land." Produced by RCM Productions Inc., film is part of an OWI campaign for en-

couraging the Navy and Army Corps of the Army, Navy and Red Cross. Lillian Randolph, colored maid on the weekly show "Gillum's Kids," sponsored by Kraft Cheese Co. (Parkay), has been signed to portray a similar role in the Warner Bros. film, "Mark Twain".
OPEN HOUSE was held recently to celebrate 18th birthday of WEBR, Buffalo, and introduce the station's new owners to local advertising firms and civic officials. Behind the refreshment table are (1 to r.): Otto Brandt, BLUE station relations; Joseph J. Kelly, Mayor of Buffalo; Lt. Com. William J. Conner, publisher of the Buffalo Courier-Express and board chairman of WEBR; Paul Fitzpatrick, part owner and president.

Qualifications of Applicant for WBAX Questioned in FCC Hearing Testimony

REOPENING of FCC hearings Oct. 27 on the applications of four Pennsylvania companies for a new station on facilities of WBAX, Wilkes-Barre, Pa. brought forth heated charges, counter-charges and implied involvement of a diversified group of organizations alleged to be responsible for reopening of the case. All seek 250 watts on 1240 kc., the present WBAX assignment.

Northeastern Pennsylvania Broadcasters Inc., of which Robert J. Doran, local lawyer, is president, had been selected as the successful applicant under an FCC decision July 14. The station has been operating since 1939 under a temporary license issued to John H. Stenger Jr., which expired on May 2, and renewal of which was denied by the FCC on March 31.

This temporary license to Stenger has, however, again been extended for an indeterminate period pending final selection of a successor through the reopened proceedings.

Following issuance of the FCC ruling of July 14 in favor of Northeastern, a petition was filed with FCC by the "Wyoming Valley Victory Committee" of Wilkes-Barre, an organization formed to coordinate the war-work activities of the AFL, CIO and railroad brotherhoods in that community, and a second petition by the Wyoming Valley Ministerial Assn., of Wilkes-Barre, charging that Northeastern is "unfit" to own and operate the projected station because of certain allegedly undesirable traits of its president.

Testimony and documentary evidence presented during the first three days of the hearing brought into the record many references to religious organizations and personnages, labor unions, and allegedly "subversive" agents and organizations, as well as quantities of so-called "subversive" literature surrendered to FCC investigators from the files in Mr. Doran's office.

On Oct. 28 a telegram was sent to Senator James J. Davis (R-Pa.)

by O. E. Gasaway, president of District 50, United Mine Workers of America, protesting against the "persecution" of Mr. Doran before the FCC, and demanding an investigation of "any agency which will permit such un-American activities". The telegram was referred to the Senate Interstate Commerce Committee.

The hearing was frequently interrupted by sharp clashes between Mr. Marcus Cohn, FCC counsel and George Porter, counsel for Northeastern and former assistant general counsel of the FCC, particularly in connection with introduction of the literature in evidence. Mr. Porter contended that mere possession of the file did not imply adherence of his client to the opinions contained therein, as was apparently the intent of FCC counsel. The documentary evidence was ordered retained.

Mr. Doran was the first witness called, and his testimony occupied the first day-and-a-half. Then followed several representatives of ministerial associations and citizens' groups of Wilkes-Barre.

Trend of the testimony indicated a turbulent situation among various civic groups in the city.

All applicants seeking the WBAX license were represented at the hearings. These included George C. Sutton, for the Wilkes-Barre Broadcasting Corp.; Paul D. Spearman, for the Central Broadcasting Corp.; Thoahin Farrell, for the Key Broadcasters Inc.; and a representative of Mr. Stenger.

Examination of witnesses and presentation of evidence continued in Washington through Oct. 30, and it is understood that due to unavailability of certain witnesses, the hearings are to be resumed later at Wilkes-Barre.

AFL Praises NBC

APPRICATION to NBC was expressed by the American Federation of Labor in the following resolution unanimously adopted during the recent AFL convention in Toronto: "The new Labor for Victory radio program gives labor a wider opportunity to tell its story in a direct and undistorted way to the public, and your committee recommends that this convention express its appreciation to NBC for making this radio time available to the AFL."

NBC Producers Moved

ON THE PREMISE that “American radio is the ideal medium through which an individual political office can meet their constituents on a common ground,” WKIP, Poughkeepsie, publicly offered an hour-and-a-half of free time for a “public forum” to two political candidates for Congress from New York State: Hamilton Fish, Republican incumbent, and Judge Ferdinand A. Mayo, Democratic-Amercian Labor choice.

Both candidates agreed to the proposal, designed to give voters a chance to challenge candidates on views which may have been unexpressed, or deliberately suppressed, in the usual prepared campaign speeches.

To obviate possible embarrassment from “misuse” questions, an impartial board of review was named to pass on all questions submitted by the public either by phone or mail.

Rebuttals and Answers

Broadcast, which was to take place Sunday, Nov. 1, 3:30-5 p.m., included 10-minute campaign summaries by each of the candidates, with an additional allocation of 10 minutes apiece for rebuttal, the remaining time to be given over to voters’ questions, limited to 30 words, and the answers, not to exceed two minutes. Penalty for exceeding the time limit was a one-minute rebuttal from the opponent. Another condition was that both candidates agree to answer all questions submitted and passed by the review board, which consisted of two registered impartial independent voters, one partisan appointed by each candidate with a school principal as chairman.

In making the offer, which took the form of an open letter in the Poughkeepsie New Yorker, WKIP pointed out that both candidates had already used the station’s facilities on the usual “paid political time” basis, stating further: “It is unfortunately true, however, of this and most campaigns, that the candidates deliver prepared speeches, carefully emphasizing issues favorable to their particular candidacy and carefully avoiding those issues that may prove embarrassing to them... We believe that American radio has a right to probe a candidate’s mind, to probe into the sincerity of the views he expresses, to obtain from him views that otherwise he might not express for political reasons.”

Stations on West Coast Organize War Group to Speed Emergency Action

WITH the Fourth Fighter Command having tentatively approved a War Emergency Board of West Coast Broadcasters, as announced by Pacific Coast radio executives, a War Emergency Board of West Coast Broadcasters, as announced by Pacific Coast radio executives, a War Emergency Board of West Coast Broadcasters, as announced by Pacific Coast radio executives, a War Emergency Board of West Coast Broadcasters, as announced by Pacific Coast radio executives, was formed in San Francisco Oct. 26.

Organized for the purpose of facilitating “public action,” the War Emergency Board includes Harry Spence, manager of KXBO, Aberdeen, and president of WMUR, New Hampshire; Arthur Reinman, manager of KRE, Berkeley, and president of Northern California Broadcasters Assn.; Lawrence M. McDowell, commercial manager of KFOX, Long Beach, and president of Southern California Broadcasters Assn.; Van C. Newkirk, program director of Don Lee Broadcasting System; John W. Swalow, NBC western division program manager; Fox Case, CBS West Coast public relations director; Lee H. Tyndall, KXYZ-Blue Western division program manager.

Radio coordinators for the various districts are Maury Rider, Seattle; H. M. Swartwood Jr., Portland; Eugene Greaves, San Francisco; Sid Fuller, San Diego; Richard F. Connor, radio coordinator of the Southern California Broadcasters Association; and John Swalow, coordinator of a special network setup and which includes every station in the three Pacific Coast States (BROADCASTING, Sept. 28).

Broadcasters, prior to the San Francisco meeting, had made complete study of an outlined coordinating system and presented their findings to the Fourth Fighter Command and Western Defending Command. Besides network executives and those of independent stations, meeting was attended by FCC, OWI and War Dept. officials, as well as William E. Kapner, commanding general of the command and his staff officers.

WABC Post to Doyle

J. E. (Ditty) Doyle, night manager of the CBS publicity office in New York, has been appointed to the newly-created post of publicity director of WABC, network’s key station in New York. For many years he has been as radio editor of the San Francisco Chronicle, New York American, New York Journal-American, and as radio columnist for the syndicated Hearst papers.

FCC Studies WMUR Role in ELECTIONS

COMPLAINTS of misuse of WMUR, Manchester, N. H., in the current Senatorial campaign by Dr. Edgar Murphy, former Governor of the State and chief owner of the station, wave line with the FCC. Oct. 26 by Senator Styles Bridges, the Republican candidate for re-election. The Senator promptly sent investigators to Manchester.

Senor Bridges telegraphed the FCC “that political statements wholly designed to promote the candidacy of Mr. Murphy and discredit other candidates” are broadcast in New Hampshire and that “numerous slanderous statements tending to degrade other candidates” are being made by speakers on WMUR.

Meanwhile, Senator Ernest W. McFarland, chairman of the Senate Campaign Investigating Committee, reported that agents from his office had found no irregularities in the use of the station or any New Hampshire station.

“Conseil for our committee found complaints about this campaign unfounded,” McFarland said.

“Among the charges our investigators cleared up was a report that WMUR was broadcasting without charge in behalf of Mr. Murphy.”

Political Debate

RADIO POLITICAL DEBATE on a new scale was held in studios of WJR, Detroit, Oct. 25 between incumbent Sen. Prentiss M. Brown (D), and Circuit Judge Homer Ferguson (R). They went on the air with WJR News Editor George Cushing as moderator.

Time was donated by WJR, in cooperation with the Detroit Free Press. The program was presented with a studio audience, and with newsmen and photographers present.

The debate, scheduled for a half-hour, became so heated that neither candidate was content to stop at allotted time, and a succeeding half-hour was granted. Large time was donated by WJR, in cooperation with the Detroit Free Press. The program was presented with a studio audience, and with newsmen and photographers present.

The debate, scheduled for a half-hour, became so heated that neither candidate was content to stop at allotted time, and a succeeding half-hour was granted. Large Time was donated by WJR, in cooperation with the Detroit Free Press. The program was presented with a studio audience, and with newsmen and photographers present.

The debate, scheduled for a half-hour, became so heated that neither candidate was content to stop at allotted time, and a succeeding half-hour was granted. Large Time was donated by WJR, in cooperation with the Detroit Free Press. The program was presented with a studio audience, and with newsmen and photographers present.

The debate, scheduled for a half-hour, became so heated that neither candidate was content to stop at allotted time, and a succeeding half-hour was granted. Large Time was donated by WJR, in cooperation with the Detroit Free Press. The program was presented with a studio audience, and with newsmen and photographers present.

The debate, scheduled for a half-hour, became so heated that neither candidate was content to stop at allotted time, and a succeeding half-hour was granted. Large Time was donated by WJR, in cooperation with the Detroit Free Press. The program was presented with a studio audience, and with newsmen and photographers present.

The debate, scheduled for a half-hour, became so heated that neither candidate was content to stop at allotted time, and a succeeding half-hour was granted. Large Time was donated by WJR, in cooperation with the Detroit Free Press. The program was presented with a studio audience, and with newsmen and photographers present.
RCA-NBC Answer MBS Suit Charges
Claim Plaintiff Also Uses Exclusive Option Time

RCA-NBC, in an answer filed last Wednesday in the Chicago Federal District Court, categorically denied allegations in the $10,000,000 triple damage suit brought against it by MBS last Jan. 10 and asks judgment dismissing the MBS complaint. The suit, which will be set for trial Dec. 11 by Judge John P. Barnes, charged RCA-NBC with violations of the anti-trust laws.

In reply to the MBS charges of "unlawful combination and conspiracy to injure the plaintiff," based primarily on the time-option provisions of the NBC affiliation contracts, the answer contends that "MBS has recognized the principle of the necessity of exclusive option time in the conduct of network broadcasting, but has chosen to limit its use in the belief that option would injure the advertising revenue of NBC, CBS, and BLUE networks and protect and augment the present advertising revenue of MBS which would thereby enjoy a competitive advantage as a mere wire network without expenses for its lines or sustaining program.

The RCA-NBC answer on the other hand alleges that MBS has and is operating with time-option clauses "whereby stations have been forbidden to accept any national programs from any national network other than MBS."

"In some instances," the answer asserts, "stations have entered into affiliation contracts with MBS, the written form of which did not specify, but oral understanding entered into in connection therewith did specify that certain hours during the day were to be regarded as network option time which must be cleared for MBS commercial programs.

Although the case is scheduled to be set for trial Dec. 11, Government's anti-trust suits against both RCA-NBC and CBS are on Judge Barnes' calendar for the same date. Since the Dept. of Justice suit against the networks was filed ten days previously to the MBS damage suit, it will probably be argued first. It is possible that the MBS case may not come before the court before the first of the year, almost a year after complaint was filed.

The 60-page RCA-NBC answer was filed by attorneys Edward E. Johnston, of Chicago; John T. Cahill, of New York, and Joseph A. McDonald, NBC-Chicago counsel.

"THUMBS DOWN" but it was no sign of depression at the ceremony of contract signing for a new Wshidemt? series, weekly NBC Pacific Coast network mystery thriller. Making it official is "Inspector Christopher Case" (Jack Conway & Alexander) production, taken the print of Alfred M. Gorman, president of Albers Millng Co. (seated). Onlookers are E. T. Harrington, Lord & Thomas vice-president, A. P. Herold, vice-president and general manager of Albers, and General Manager John W. Elywood of KPO, San Francisco.

FLY PRAISES RADIO FOR WAR EFFORTS
DISCUSSING the role of "Communications in Wartime," FCC Chairman James Lawrence Fly, in a broadcast over NBC last Saturday, praised the broadcasters for their commanding role in the war effort through the transmission of entertainment, news and Government messages.

Most of all, he said, the stations keep us informed on the events on the far-flung fronts and bring us the information and discussions necessary to bring home to us the realization of what is at stake in the war. Then he cited the electronic progress to be expected in the era following the war, expressing great hope for FM broadcasting as a direct result of its wartime use.

WLS War Director

HARRY TEMPLETON, formerly secretary to M. Clifford Townsend, Administrator of the Agricultural Conservation & Adjustment, was named as assistant to Gov. Harry F. Schricker of Indiana, has joined WLS, Chicago, as war program director. He was at one time manager of the Indiana State Fair.

"THUMBS DOWN" was the keynote of the annual meeting of the School Broadcast Conference to be held at the Hotel Morrison in Chicago Nov. 10-12. Over 1,000 educators, and station and network public service directors are expected to attend. Col. Edward M. Kirby, chief of the branch, Bureau of Public Relations, War Department, Lyman Byrman, CBS director of education and chief of the OWI bureau of special operations are scheduled to speak.

Program clinics and work study groups will discuss "Radio and Vocational Guidance," "Radio and Art" and the Assembly Program and "Radio Clubs and Work Shops".

Organization of school system radio departments will be outlined in seminars conducted by radio educators. Correlation of radio with print media, radio and the teaching of foreign languages, and class room demonstrations are also included in the curriculum arranged under the direction of George C. Jennings, acting director of the conference. The annual conference will be climax by awards and citations to radio stations and individuals in the Third Annual Utilization Competition, and the annual award of merit to the person who, during the past year, has made the most outstanding contribution to educational radio.

Concurrent with the meetings of the School Broadcast Conference, sessions will be held by the Assn. for Education by Radio, National Assn. of Educational Broadcasters, National Institute for Music Education in Wartime.

LaROCHE REFUTES NYE ALLEGATIONS
DENIAL that radio officials had in any way requested draft deferment for Kay Kyser or other leading radio entertainers was issued last week by Chester J. LaRoche, chairman of the board of Young & Rubicam, New York, and chairman of the Advertising Council. Mr. LaRoche's statement follows:

"Although the network's public relations people were guided in their work by a common source," according to Mr. LaRoche, who stated that "the interest in Kay Kyser came from the Army itself, not from any commercial source."

"I was asked, in common with several others," Mr. LaRoche's statement continues, "by a ranking general of the U.S. Army concerned with morale, and a government radio executive, for an opinion on the value of certain radio stars to the total war effort. I was glad to say, in my opinion, that the outstanding job Kay Kyser was performing for his country in the camp and on the radio made him one of the most valuable contributors to the so-called psychological war effort as it is being so skillfully developed under Elmer Davis on the OWI.

"It was my feeling then and it is now that the abilities of Kay Kyser, who is not and never has been a client of mine, to ... arousc masses of people to understanding of their responsibility, makes him a most useful man to aid the Army and the government in organizing the home front for total war.

TESTING?
Reach a big chunk of ILLINOIS ...... do your testing thru the DECATUR station

250 W. 1340. Full Time. Sears & Ayer, Reps. How can we help you?

WISOY

Winston-Salem, North Carolina

November 2, 1942 • Page 51
Azarraga Honored

EMILIO AZARRAGA, president of Radio Programs de Mexico, owners of XEW and XEQ, Mexico City, has been named to a member of the Supreme Defense Council of the Republic of Mexico by the president of that country. The body is composed of the cabinet, representatives of the armed forces, the supreme court and Mr. Azarraga judicial bodies, which include a group of financial, commercial and industrial leaders, presided over by the president.

SALESMEN of the BLUE and WJZ, presenting the Gay Nineties, were guests at a party designed to highlight the entertainment value of Those Gay Nineties, a regular BLUE program presented by entertainers from the Gay Nineties, New York cafe, star of night clubs, radio and starring parties. Party wended its way via horse and buggy to the cafe.

WAGT, Worcester, has been licensed and wall-talent officer in the Navy, has left the station to report for duty at a Texas naval base.

ANDY BROWNING, assistant chief engineer of WTAG, Worcester, has been appointed chief engineer. H. H. Newell, who formerly combined this post with that of consulting engineer, moves, in advance capacity.

JAMES CARNEY, control room operator of WCD, DuBois, Pa., has joined the control room staff of WKZ, Kennewick. George Ludlue, engineer of WKZO, recently became the father of a girl.

FRED LOWELL, engineer of WNBC, Hartford, has designed to take a position in New York.

LESTER L. WASHBURN, former studio engineer of WJZ, New York, has been promoted to the rank of captain in the Army Signal Corps.

ROBERT ENGLE, of Seattle, has placed the studio engineer of WELL, New Haven. Mr. Wilson has become a laboratory technician at MIT, Cambridge.

WALTER NINNEMAN, formerly of WOSH, Oshkosh, Wis., has joined WJWI, Medford, Wis., as chief engineer.

BOB PETERSON, control room chief of KYSM, Manilla, Minn., has been called to Army of the Air Force Reserve.

GEORGE McCURDY, chief engineer of CKLW, Windsor-Detroit, has joined the operations department of Co., chief engineer of the eight stations operated by the organization. He will make his headquarters at CKWS, Kingston, Ont.

HOMER POPE, operations supervisor of KOMO-JKJR, Seattle, recently married Ardella Stoen.

ED ROMAN and Roy Anderson, formerly in guest rooms at KPO, San Francisco, have been transferred to a sales effort. Bobby Wood, formerly of the mail room staff, is now in the engineering department.

PERRY HUFFMAN, transmitter engineer of KTWT, Philadelphia, has received a commission in the Army Air Corps.

JUAN TRASVANAS, of the sound effects department of KPO, San Francisco, recently was inducted into the Army.

BERNIE STEVENS, engineer of WOV, New York, is the father of a boy.

PERRY ESTEN, formerly chief engineer of WENY, Elmira, N. Y., on Nov. 5, joins WGRC, Louisville, as chief engineer.

Decision ...

OCT. 27

KEYS, Corpus Christi—Granted consent for voluntary assignment of license to newly formed partnership.

WREB, Wilkes-Barre—Approved power line extension for service to factories.

WHEB, Portsmouth, N. H.—Denied petition for transfer control without hearing.

WJW, Akron—Granted application for renewal.

WKBZ, Muskegon, Mich.—Ludington Broadcasting Co., Ludington, Mich.—Designated for hearing applications for CPs (1) for WKBZ to shift from 1450 to 1390 kc. for operation on 1490 kc. with 250 w unlimited.

NEW, Nashville—Denied renewal of license granted: KEGW, Nashville.

KJEM, Eureka, Cal.—Denied special service authorization for 1 kw. nights.

WCLC, Cleveland—Granted motion to amend application to request change of frequency.

WFAB, White Plains, N. Y.—Denied petition to reconsider action of May 13 rejecting application to change frequencies.

WPFA, Mayaguez, Puerto Rico—Adopted rules and regulations for broadcasting, including: act and conclusion of license applications.

NEW, Puerto Rico Ad Co., Arecibo and San Juan, Puerto Rico, and Caribbean Broadcasting, Inc., San Juan—Denied applications for CPs.

Applications...

WTCO, Cumberland, Md.—Transfer of license from Aurella E. Beckel to Kenneth Beckel.

WJW, Akron—Modify CP to move studio from Akron to Cleveland, move and change of transmitter, extend completion date.

Tentative Calendar...

WOIO, Miami—CP for 610 kc., 5 kw N, 10 kw D, unlimited (Nov. 2).

KXK, El Centro, Calif.—Modify CP for 1250 kc. (Nov. 9).

WHEB, Portsmouth, N. H.—Transfer of control (Nov. 24).

CBC Staff Shift

JEAN MARIE BEAUDET, Quebec regional program director for the Canadian Broadcasting Corp., at Montreal has been moved to the CBC national program office at Toronto and will devote himself entirely to the commercial and artistic side of broadcasting as CBC supervisor of music, according to an announcement Oct. 28 by Dr. A. Frigon, CBC assistant general manager. Beaudet will pay particular attention to the development of the Francophone network programs, and will act as liaison officer between the French and English CBC regional program offices. Dr. Frigon will have immediate control over French network programs, assisted by an administrative committee consisting of Beaudet; Omer Renault, station manager; and C. Mercier, assistant manager; Arthur Dupont, CBC French-language commercial manager, Montreal; Chambre des Commerces, French press and information representative.

STAR RADIO PROGRAMS, New York, is again marketing its Carl砺 Runyon scripts. Two new half-hour scripts designed for live presentation and calling for one-man production have been written by John Karol. The scripts are "4 Kids From Almost Anywhere," which can be used for concerts, schools and juvenile organizations, and "Anniversary," made for anniversary programs.
WANTED—Program Director Wanted—Prominent mid-west 6kw basic Network Station has opening for thoroughly experienced, reliable, sober program director. Exceptional opportunity offered the man who can keep his feet on the ground and become a substantial citizen in a metropolitan city of about a million population. Reasonable salary and advancement. Box 981, BROADCASTING.

ANNOUNCER—High class commercial man immediately. Must be a commercial announcer. Position should qualify you for draft deferment as these are essential placements. Reasonable living conditions. State salary expected. Apply immediately. Box 982, BROADCASTING.

ANNOUNCER—Experience unnecessary. Write full details. Box 983, BROADCASTING.

Experience Radio Salesman—Straight salary. State experience and references. Address Sales Manager, WCAU, Philadelphia. Box 984, BROADCASTING.

Any Class Operator—Experience unnecessary. Write complete details. Box 985, BROADCASTING.

Radio Operator Wanted—Immediate opening. Experienced man, with first-class license, who can teach students. Good salary. Box 986, BROADCASTING.

Immediately—Young lady for traffic, copy writing, special events announcing, Modern station. Box 987, BROADCASTING.


Wanted by Strategic 5,000 Watt Alaskan Station—Combination announcer, copy writer, a young man who can service accounts and run a studio control board. Single man, must have three years' experience. Any draft status except 1-A acceptable. Starting salary between $225.00 and $260.00. Write W. K. Foster, KFAI, Fairbanks, Alaska.

WANTED AT WESTERN—Experienced combination operator-announcer who can read news and write copy. Send qualifications, snap-shot and recording of voice, reading news and commercial copy. Fly-by-night, no partying. Desires permanent position. Box 994, BROADCASTING.

Announcer—Versatile, capable, congenial. Good opportunity right man. State experience. New York State. Box 999, BROADCASTING.

Chief Engineer—Draft Exempt. State qualifications and references. Box 993, BROADCASTING.

Announcer—$42 to start. WDFD, Flint, Michigan.

HELP WANTED

Program Director Wanted—Prominent mid-west 6kw basic Network Station has opening for thoroughly experienced, reliable, sober program director. Exceptional opportunity offered the man who can keep his feet on the ground and become a substantial citizen in a metropolitan city of about a million population. Reasonable salary and advancement. Box 991, BROADCASTING.

Announcer—High class commercial man immediately. Must be a commercial announcer. Position should qualify you for draft deferment as these are essential placements. Reasonable living conditions. State salary expected. Apply immediately. Box 992, BROADCASTING.

Chief Engineer—(821E) and Operator—($167.50) Good voices required, combination work, eastern regional station. Box 977, BROADCASTING.

ANNOUNCER-ENGINEER—Any ticket. Permanent. Box 976, BROADCASTING.

Midwest Local Has Opening—For first class operator, also same time announcer. Position should qualify you for draft deferment as these are essential placements. Reasonable living conditions. State salary expected. Apply immediately. Box 978, BROADCASTING.

ANNOUNCER—Experience unnecessary. Write complete details. Box 980, BROADCASTING.

Experienced Radio Salesman—Straight salary. State experience and references. Address Sales Manager, WCAU, Philadelphia. Box 981, BROADCASTING.

Any Class Operator—Experience unnecessary. Write complete details. Box 982, BROADCASTING.

Radio Operator Wanted—Immediate opening. Experienced man, with first-class license, who can teach others. Good salary. Box 983, BROADCASTING.

Immediately—Young lady for traffic, copy writing, special events announcing, Modern station. Box 984, BROADCASTING.


WANTED AT WESTERN—Experienced combination operator-announcer who can read news and write copy. Send qualifications, snap-shot and recording of voice, reading news and commercial copy. Fly-by-night, no partying. Desires permanent position. Box 991, BROADCASTING.

Announcer—Versatile, capable, congenial. Good opportunity right man. State experience. New York State. Box 999, BROADCASTING.

Chief Engineer—Draft Exempt. State qualifications and references. Box 993, BROADCASTING.

Announcer—$42 to start. WDFD, Flint, Michigan.

HELP WANTED (Cont’d)

Combination Announcer-Operator Wanted—Excellent announcer with first class operation. Must be qualified newspaper. Submit transcription of newscast and commercials with application. KDRE, Pocatello, Idaho.

Salesman—Capable, hard worker, make real money, commission bonus. New York. Box 975, Draft exempt. Box 1, BROADCASTING.

Operator—License any class qualified operator. Local position. Start as soon as possible. Box 976, BROADCASTING.

First or Second Class Operator—Permanent position. Experienced draft-exempt man or woman. State experience and references. Station KLO, Ogden, Utah.

Situations Wanted

ATTENTION, STATION OWNERS—Here is the combination you want. A station manager and a program director who really know the ins and outs of radio and through five years of working together at local and regional stations have developed the close cooperation necessary to successful operation. If you need such a combination and realize its advantages, write Box 988, BROADCASTING.

Continuity, Sales, Sports—Draft 4F. College Graduate. Experienced. Box 978, BROADCASTING.

ENGINEER—First class license. Married. Child. Box 980, BROADCASTING.

Engineer—Four years' experience manufacturing, installation and operation. Consider chief at substantial salary. Prefer East but not essential. Draft 3A. Box 983, BROADCASTING.

Engineer—Eight years' broadcasting, five years chief engineer IV station. Year installation and maintenance FM commercial equipment. Thirty one family, IIIA. Now employed. Prefer South, Southwest, or Rocky Mountain States. Box 984, BROADCASTING.

Experienced Studio Engineer—Also transmitter, recording. First phone, 4F. Employed. Permanent. Box 980, BROADCASTING.

EXEMPT GENIUS?—Well, hardly. Experienced announcer ($90, deferred, now available. East Coast Affiliated preferred. Box 985, BROADCASTING.

Station or Commercial Manager—Ten years' experience in setting up and program building in NBO and CDN. Married, two children. Years at 60,000 NBC Red Affiliated, also Metropolitan newspaper experience. Married, one child, draft exempt, permanent job desired. Box 997, BROADCASTING.

Engineer—Three years' experience all phases broadcasting. First class phone license. Classified 4F. Married. Box 995, BROADCASTING.

Announcer—Married—2 children. A in draft. Two years' experience on network affiliate and independent station. Handled news, remotes, sports, occasional events. (State maximum starting salary.) Box 998, BROADCASTING.

PROGRAM DIRECTOR—ANNOUNCER—Seven years' experience directing, producing commercial and sustaining shows. Six years baseball play-by-play. All sports play-by-play and commentary. News and special events; continuity; draft exempt. Locate anywhere, south or southwest preferred. Minimum salary $65 weekly. Employed—available on two weeks' notice. Box 4, BROADCASTING.

WANTED TO BUY

WILL BUY OR LEASE RADIO STATION—Have $6,000 down payment on control, or will consider five year lease in proper market. College, draft exempt, now in major market ... seeks opportunity. College acknowledges all replies ... strictest confidence observed. Box 976, BROADCASTING.

FOR SALE

For Sale—One 6B Western Electric 1 KW Transmitter complete, 30 KW Amplifier. Further details write Box 987, BROADCASTING.

Portable Phonograph Recording Equipment Complete. High Fidelity. Little used. Bargain. Box 988, BROADCASTING.

One Currently Approved 250 Watt Transmitter—In original box, used short time at 100 watts. $1750.00 cash. One GR 416-D RF Bridge, Supreme Signal Generator, and GR Cables, used only seven hours. $225.00 cash delivery. Fred Grimwood, Owner, KLCN, Bllyvile, Ark.

H. J. MANDERNACH, newly appointed sales manager of the Replacement Tube Section of General Electric's radio, television and electronics department, Bridgeport, Conn., has been designated to handle replacement sales of all types of electronic tubes handled through distributors including tubes for radio, transmitters, industrial control and power applications.

NEW WESTINGHOUSE SETUP

ELECTRIC Appliance Division is the new name given to Westinghouse Electric and Mfg. Co.'s merchandising division, according to J. H. Aaberg, manager. The change was made because the new name better indicates the manufacturing facilities at the Manfield, O., and Springfield, Mass., plants. The division is producing only for war now but will later build electrical appliances to meet future needs.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of Qualified Radio Engineers Dedicated to the SERVICE OF BROADCASTING

National Press Blvd., Wash., D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Munsey Bldg., District 8456
Washington, D. C.

GEOGE C. DAVIS
Consulting Radio Engineer
BROADCASTING

HECTOR R. SKIFER
Consulting Radio Engineer

CLIFFORD YEWDAI L
Empire State Bldg.
NEW YORK CITY
An Accounting Service Particularly Adap ted to Radio

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.

MCNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Blvd., Di. 1205
Washington, D. C.

BERGDEN ELECTRIC
Empire State Bldg.
NEW YORK CITY

RADIO ENGINEERING CONSULTANTS
Frequency Monitoring
515 S. Market St.
Spartanburg, S. C.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.

Munsey Bldg. • Republic 2347

BROADCASTING FOR RESULTS!
Lucky Strike, Pall Mall Replies Deny FTC Advertising Charges

Four Cigarette Cases Against Tobacco Firms Stand by Promotion Claims

COMPLAINTS of the Federal Trade Commission against four major tobacco firms for alleged misleading advertising were already ready for hearing following filing of the answers Oct. 26 of American Tobacco Co. (Lucky Strikes), and its subsidiary, American Cigarette & Tobacco Co. (Pall Malls). All four companies have now denied the Government's complaints, and under FTC procedure hearings must be held before further action is taken. R. J. Reynolds (Camels) and Philip Morris filed their answers Sept. 29 and Oct. 2, respectively.

Lucky Strike, in its answer, admitted making most of the claims cited by the FTC, but asserted that the FTC does not have all the evidence it needs to support its case. The firm also pointed out that its famous "It's Toasted" claim, one of the chief items challenged by the Government, had been studied by an FTC board of review in 1930, and that a stipulation signed at that time defined the conditions under which the slogan was used.

Pall Mall Answer

Pall Mall likewise denied the Government's challenge to its "blown-in" cigarette filters, and in addition denied it deceived the public into believing that Pall Malls are an English cigarette. The Lucky Strike reply made no concessions to the FTC. The firm maintained, despite the Government's challenge, that its cigarettes are "toasted"; that among independent tobacco experts, buyers, auctioneers and housemen Lucky Strikes have twice as many exclusive smokers as all other cigarettes combined; that Luckies are not as irritating as other brands; that they offer throat protection and are easy on the throat; that Luckies offer protection from throat irritation and coughing. In three instances, however, Lucky Strike replied that its advertising had not been correctly set forth in the complaint. The exceptions questioned an FTC generalization that the advertising quoted "represents" certain claims. Lucky Strike replied that its advertising no longer implies that Luckies are less acid than other brands; that other popular brands contain 53 to 100% more acidity; that Luckies contain less nicotine than do competing brands; and that it did use substantially the first two claims in 1936 and the third in 1940.

Lucky Defends Claims

Lucky Strike maintained that in purchasing tobacco, the firm consistently paid higher average prices than the average of the market, and has purchased what was, in its opinion, "the lighter, the finer, the milder tobacco, the cream of the crop." The firm admitted that the better grades are not entirely consumed by Lucky Strike. But, the reply says, "while it is not the only cigarette manufacturer that purchases the better grades of tobacco, it does, on the whole purchase, for use in Lucky Strike Cigarettes, tobacco which, in its judgment, is better in quality for smoking than the tobacco purchased and used by manufacturers of competing brands.

Lucky Strike closed its reply by reminding the FTC that commencing about Oct. 28, 1930, the entire subject of the "toasting" process had been studied by the Commission, and that hearings had been held and scientific information presented. After a report, the Commission declined to consider the "toasting" advertising as unfair, and in April, 1932 dismissed the application for a complaint, following entry of a stipulation limiting the use of medical testimonials.

Pall Mall's reply defended the firm's position in advertising that the cigarette causes noticeably less finger-stain, or none at all; and that finger-stains become lighter or tend to disappear when Pall Malls are smoked. These claims, the firm said, "have been established as a scientific fact by independent research." Pall Mall denied that the coat of arms used on its containers represent the product as English or as endorsed by the royal family of England, or made in London, or that the seal in form or pattern was distinctly a British coat-of-arms.

Killed in Action

STANLEY KOPS, former continuity writer of KFWB, Hollywood, was killed in action during a battle of Solomon Islands, according to advice received here. He joined the Marine Corps shortly after outbreak of the war.

PETRIE, WEAF, WINS ANNOUNCING AWARD

HOWARD A. PETRIE, NBC announcer since 1930, currently on the staff of WEAF, NBC New York outlet, last week was named national winner in the 1942 H. P. Davis Memorial Awards, given annually to competing staff announcers of NBC-owned, operated and affiliated stations. The four sectional Davis awards—one for each time zone—went to in action chief of the Canadian Broadcasting Corp. at CBL, Toronto; Fred Moore, WGL, Fort Wayne; Gli Verba, KOA, Denver; Ted Meyers, KFI, Los Angeles.

Presentation of the gold medal and $300 to Mr. Petrie and the signet rings and certificates to the other four winners took place Nov. 1 on a special NBC broadcast with A. L. Ashley in the presidency of the English firm's position.

Mr. Petrie's reply defended the firm's position in advertising that the cigarette causes noticeably less finger-stain, or none at all; and that finger-stains become lighter or tend to disappear when Pall Malls are smoked. These claims, the firm said, "have been established as a scientific fact by independent research." Pall Mall denied that the coat of arms used on its containers represent the product as English or as endorsed by the royal family of England, or made in London, or that the seal in form or pattern was distinctly a British coat-of-arms.

FTC Charges Hit Ipana Advertising

Toothpaste Firm, Two Agencies Are Cited for Claims

CHARGING misrepresentation in the advertising of Ipana toothpaste on the air and in other media, the Federal Trade Commission Oct. 31 issued complaints against Bristol-Myers Co., New York, and Pedlar & Ryan and Young & Rubicam agencies servicing the account.

The complaint charges the three firms misrepresented the properties of the toothpaste, attacking particularly the "pink toothbrush" and "smile of beauty" slogans.

"A beautiful smile or increased popularity is dependent on many factors which would not be influenced by using the product" the FTC complaint says, adding that in some cases yellow stain may be caused by tobacco and would not be whitened by use of the product.

Pink Toothbrush

Turning to the "pink toothbrush" ads and the supporting claims that Ipana prevents "gum trouble caused by the current American diet of soft, creamy, well-cooked foods", the FTC charges that "the product has no substantial therapeutic properties of value in the prevention of so-called gum trouble" and that there "has been no change of diet of the American people which has been of any consequence so far as the gums are concerned, as healthy conditions of the gums is not dependent on the amount of exercise they receive in chewing food."

The complaint also charges that the number of dentists using and recommending the product does not indicate the number who actually chose it because of belief in its effectiveness. The product, the FTC charges, has for many years been distributed lavishly and gratuitously among dentists. Answers must be filed in 20 days.

Spadea in Army

JOE SPADEA, manager of the Chicago office of Joseph Harvey McGillvra, a New York station representative, has joined the Army Air Forces as a radio technician. He started training Nov. 2 at Wright Field, Dayton. A veteran in the representative field, Mr. Spadea, formerly Detroit manager of Edward Petry & Co., and previously held the same post with the Scott Howe Bowen organization. Successor to Mr. Spadea has not been named. W. F. McGillvra, manager of the sales staff of WAAF, Chicago, WOW, Fort Wayne and WISN, Milwaukee, last week joined the Chicago sales staff of the McGillvra organization.

"I Wish the Senator Would Quit Shouting—He's Going to Blow the Tube!"

Drawn for Broadcasting by Sid His
As you were, gentlemen... where advertising is concerned, there is no time to let your company halt. Sound sales strategy calls for an all-out offensive in this wealthier-than-ever Midwestern sector. In mapping your attack and choosing your task force, remember that KMBC is "9 Ways the Winner" hereabouts. In this area, it's the only basic station of CBS—by surveys, Kansas City's favorite network. KMBC is first in public service—well ahead in production and program promotion. KMBC leads in Kansas City listeners more often than any other station—and carries a larger volume of national spot business than any of its competitors. If you want your sales to go over the top instead of A.W.O.L.—just give KMBC a command. We'll lay down a barrage of promotion behind which you can advance straight to your objective.

**KMBC**

**OF KANSAS CITY**

FREE & PETERS, INC.  CBS BASIC NETWORK

---

THE ANSWERS

C IS COLONEL

B IS MAJOR

M IS MAJORETTE

K IS MAJORETTA
A DOLLAR SPREADS FARTHER ON WKY

Yes, it spreads farther... and thicker! A dollar on WKY buys 67 1/2% more audience than the same dollar spent on the second station. A dollar on WKY buys 93% more audience than when spent on the third station; more than twice as much (110% more) as on the fourth station. These are facts based on July-August Hooperatings and 13-time, quarter-hour rates.

Dollar for dollar, WKY is decisively the best radio buy in Oklahoma City. WKY delivers the largest audience at the lowest cost per listener. It spreads advertising dollars the way advertising dollars should be spread to make selling economical and profitable in the Oklahoma City market.