

NOVEMBER, 1940

30c

\$3. PER YEAR
VOL. 11—NO. 11

THE Advertiser

MONTHLY IN THE INTEREST OF GOOD ADVERTISING

Member United Press Associations

H. W. RODEN

Pres. and Adv. Mgr.,
Harold H. Clapp, Inc.,
Association of National
Advertisers Elected
Him Chairman (1940-
41). "Tex" is Widely
Popular in the Ad-
World.

In This Issue . . .

AMERICAN INDUSTRY ENTERS GREATEST BOOM PERIOD...

**SUNKIST BUDGETS \$2,225,000 TO GAIN GREATER U.S.-
CANADIAN SALES . . .**

By RUSSELL Z. ELLER, Adv. Mgr., California Fruit Growers Exchange, Los Angeles.

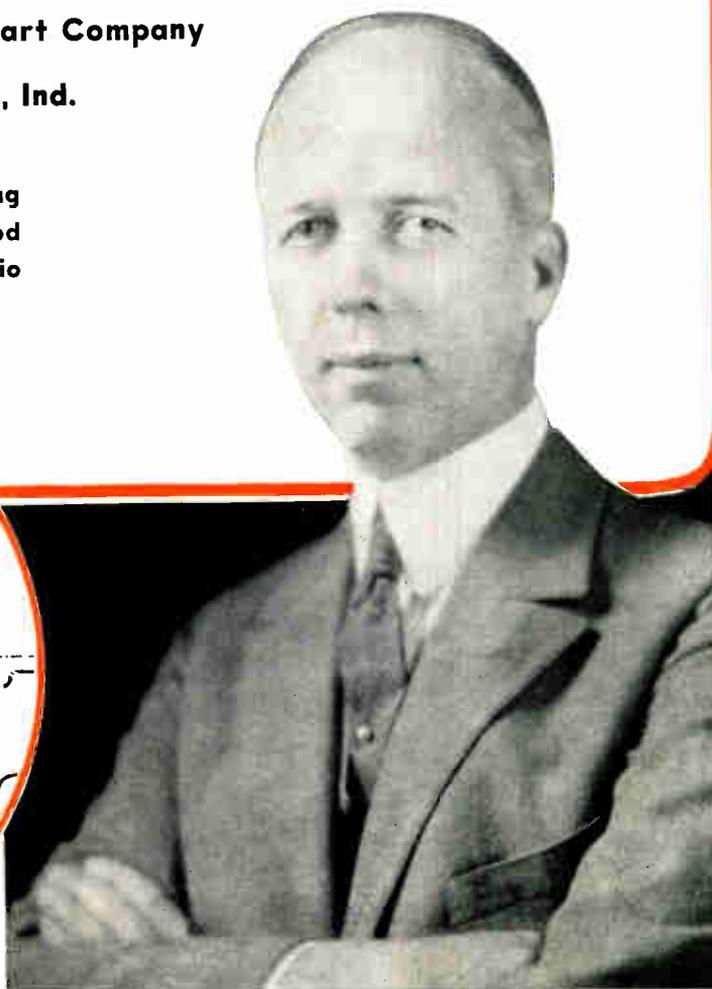
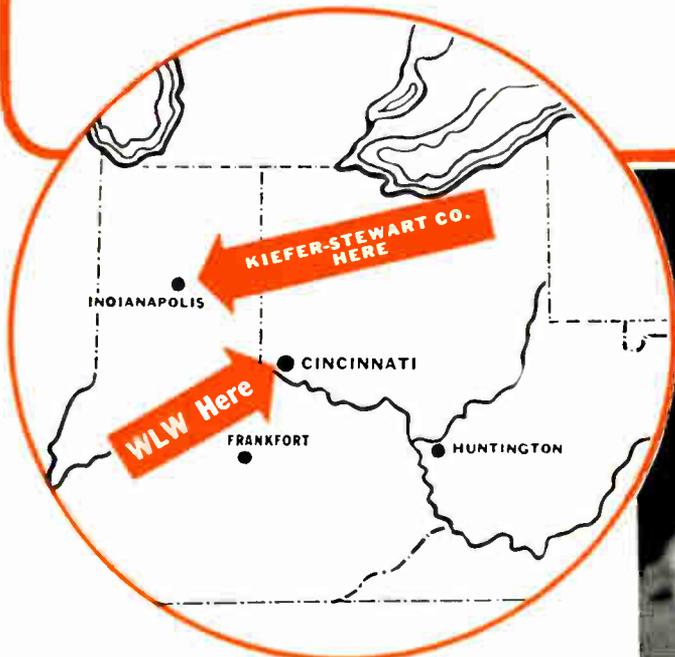
**WHAT FIVE YEARS OF GRAND OPERA AUDITIONS HAVE
MEANT TO THEIR COMMERCIAL SPONSOR . . .**

By C. M. LEMPERLY, General Mgr. Publicity, The Sherwin-Williams Co., Cleveland.

"WLW's powerful advertising is doing a most effective job for us throughout the large territory which is covered by our salesmen. Due to the widespread consumer-preference for WLW-advertised brands, we pay particular attention to products that are going to be advertised over WLW."

Signed: **G. B. Moxley, President**
Kiefer-Stewart Company
Indianapolis, Ind.

Kiefer-Stewart travel 49 wholesale drug salesmen covering all of Indiana, a good part of Illinois and northwestern Ohio and part of Michigan.



REPRESENTATIVES: NEW YORK—Transamerican Broadcasting & Television Corp., CHICAGO—WLW, 230 N. Michigan Ave., SAN FRANCISCO—International Radio Sales

WLW

THE NATION'S
most Merchandise-able
STATION

Say you saw it in *The ADVERTISER* . . . Please—

There Can Be But *One Logical* REASON WHY

Broadcasting Time Periods purchased by Leading National Advertisers over WCBM during the first ten months of 1940 showed

Over 100% Increase
as compared with the same period 1939!

- Broadcast Sales Promotion Via WCBM in America's Seventh Largest Market COSTS LESS per thousand potential consumers "REACHED."

WCBM

BASIC
MEMBER

MUTUAL

BROADCASTING
SYSTEM

BALTIMORE, MARYLAND

- JOHN ELMER, President
 - GEORGE H. ROEDER, General Manager
- THE FOREMAN COMPANY, National Representatives, NEW YORK • CHICAGO

Advertising Manager's Column . . .

By R. MAXWELL JASON
Adv. Dir. The ADVERTISER

PRESIDENTIAL elections of the A. N. A. and the U. S. A. show striking similarities. Roosevelt must lead the people—and Roden the advertising fraternity—through one of the gravest periods in America's century-and-a-half history. Both men must encourage the public to continue its everyday habits, occupations and ways of life. The government can do this best by cooperating with, rather than hindering, American business; national advertisers can help by boosting budgets to their very limits, continuing to advertise as usual. They plan to do so!

In selecting markets and media, national advertisers must be alert to note the rapidly shifting importance of many areas—caused by defense programs and nationwide conscription. To best keep informed, follow closely both the advertising and editorial pages of *The ADVERTISER* and our annual *MARKETS of AMERICA* (Vol. 5 now in preparation) . . . for all the latest developments.

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KYW Power Increase Near . . .

To speed up construction work on its new 50,000 watt transmitter, KYW, Westinghouse station in Philadelphia, recently started to sign off at midnight instead of 1:00 A.M. Radio engineers, working day and night, claim that the extra hour each night has brought considerably closer the date of KYW's switch to increased power.

The ADVERTISER

Patent, U. S. Patent Office

MONTHLY IN THE INTEREST OF GOOD ADVERTISING

MEMBER UNITED PRESS ASSOCIATIONS

Publishers of MARKETS OF AMERICA

The ADVERTISER'S Sketch Book

MANUEL ROSENBERG, Editor & Publisher

Formerly: *The ARTIST & ADVERTISER*

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The ADVERTISER does not pay for unsolicited manuscript or art.
The opinions of individual writers are not necessarily the opinion of The ADVERTISER.

HUGHES PRINTING CO.
EAST STROUDSBURG, PA.



W'OH, Omaha, Nebr., "captured" the front page of Collier's Weekly, via Arthur Crouch's recent cover design. John Gillin, General Manager of the station, believes that the unfortunate radio announcer represents W'OH's own Tom Dailey.

October 28, 1940

Mr. Manuel Rosenberg, Editor
The ADVERTISER
11 West 42nd St., New York City

Dear Mr. Rosenberg:

In the last two weeks more than 500 persons, in the advertising and radio business throughout the country, have mailed to General Manager John Gillin, Jr., of WOW, the cover-page of the October 12 issue of Colliers. Almost unanimously they congratulate WOW on putting over a fine piece of publicity.

To be really truthful, WOW had nothing to do with it.

Apparently Arthur Crouch, the artist, like many others, was WOW-minded and simply picked our call-letters out of a clear blue sky and used it in his art work.

WOW purchased the original art work, and it will be framed and hung in a prominent place in WOW's luxurious studios. Incidentally, this is the only picture ever to hang on any wall in WOW's studios.

Attached hereto is a photograph of the Collier cover, in black and white. The original was a three-color job.

Sincerely yours,

BILL WISEMAN
Publicity Manager
Radio Station WOW

This modern building (right) will soon house a new 50,000 watt transmitter for WBAL, Baltimore, when the station boosts its power from 10,000 watts to the 50,000. Harold C. Burke, is WBAL's able Gen'l. Mgr.

This World-Famous Resort Gives You
SUNNY DAYS
HAPPY HOURS

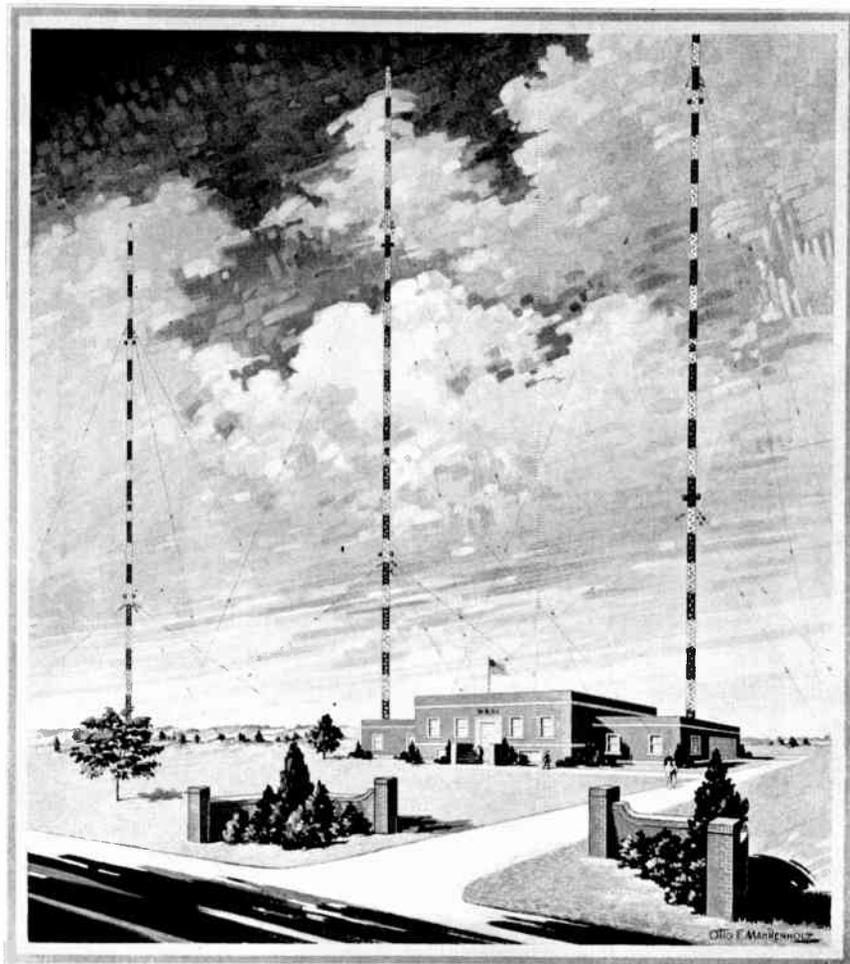
BAKER HOTEL

The ultimate in facilities for recreation and rejuvenation. Other outstanding features include the finest in therapeutic baths with complete massage. Luxurious accommodations. Beautiful grounds with an eighth-mile sun veranda. Outdoor activities at their best. Dancing each Saturday night on the Roof.

AIR
CONDITIONED
for Your
HEALTH
and
COMFORT
BAKERWELL
HEALTH PLAN
ROOM, MEALS,
BATHS, MASSAGES
FROM \$35 A WEEK
European Plan
FROM \$2

For Booklet Write to the Manager
LOUIS GAMBRELL

MINERAL WELLS, Texas



Say you saw it in The ADVERTISER . . . Please—

Pictorial Notes...

By L. R. DEAN



ARTHUR SIMON

While WIPN, Philadelphia, was in the midst of an elaborate dedication program launching its new, beautiful studios, it received added good news: Federal Communications Commission sent word to General Manager Arthur Simon granting permission for an increase in power from 1,000 to 5,000 watts.

About 250 radio executives and personalities crowded the studios to view its dedication exercises and to wish Simon continued success. All executives of the Bulova radio group were present: Gerald H. Slattery, head of WCOP, Boston; George Lasker, Manager of WORL, Boston; James Milne, WFIL, New Haven; Miss Hyla Kicczales, WOV, New York; and Harold A. Lafount, Radio Director for Bulova.

Heads of other Philadelphia stations dropped in to pay their respects. Seen milling about were Roger W. Clipp, General Mgr., and Samuel R. Rosenbaum, Pres. of WFIL; Alex W. Dammann, Sales Mgr. WDAS; Benedict Gimbel, Jr., head of WIP; Ike Levy, WCAU V.P.; Milton Laughlin, Gen. Mgr., WPLAT.

Bush Heads WPRO...

William T. Bush, formerly Commercial Manager of WPRO, Providence, R. I., was recently promoted to the position of General Manager, William S. Cherry Jr., President of the station, announced to *The ADVERTISER*. Hervi Carter, a former member of the Yankee Network's Sales Staff, fills Bush's previous post.

Bush succeeds Stephen P. Willis who moved South to head WJNO, West Palm Beach, Fla., several months ago.



Thomas H. Beck (left), Pres., Crowell-Collier Publ. Co., N. Y., held the top executives of the Pontiac Motor Division spellbound at a recent Pontiac press party at New York's Waldorf-Astoria Hotel. Enjoying his tale, left to right, are William J. Mougey, Pontiac's Adv. Mgr.; H. J. Klingler, Pres. & General Mgr.; and D. U. Bathrick, V. P. and Gen. Sales Mgr.



A funny story is coming to its point, according to the expressions of these gentlemen. They are magazine representatives who were guests at Stewart-Warner's recent 1941 refrigerator convention held at French Lick Springs. C. C. DeWees (third from left), Adv. Mgr., Stewart-Warner Appliance Div., was their host. In the usual order: Ed Von Tress, Saturday Evening Post; Curt Groener, Radio & Television Retailing; DeWees; Merlin Sedar, Curtis Publ. Co.; Bob Watts, Electrical Dealer; and Frank Chaffee, Good House-keeping.



When Registration Day called all the announcers of "The Yarn Patrol," the sales officials of WLAW, Lawrence, Mass., agreed to pinch hit on the early morning program. Here they are, still weary eyed, as they barely made the show—which began at 7:30 AM. Left to right: David M. Kimel, Sales Mgr.; Irving E. Rogers, young General Mgr.; and David G. Jones, Business Mgr.



MORE! MORE! WE WANT MORE!

The customers came. They liked it, and they demanded more! After all, though, the theatre isn't the only place where fine performance wins the appreciation and the loyalty of the "customers." . . . Twenty odd years ago a small organization with great faith and high ideals of craftsmanship won the confidence of a few advertisers who wanted better than the ordinary photo-engraving. They bought the faith and the ideals—performance and reputation were futures, then. The same advertisers still buy those ideals today—but they are sharing the resulting skill, never-failing performance, faithful reproduction in metal, freedom from trouble and worry and the utmost in true economy with hundreds of other advertisers who also are experienced in buying wisely. Their names are in the headlines of the financial columns, and their advertisements give color to the pages of the best known publications. Engravings? By Rogers.

ROGERS ENGRAVING COMPANY

Adolph F. Buechele, President

MASTER-CRAFTSMEN OF PHOTO-ENGRAVING

2001 CALUMET AVENUE • Phone: CALumet 4137 • CHICAGO, ILLINOIS

Save you saw it in *The ADVERTISER* . . . Please—

ALL'S



Nov. 8th Listening to WEAF's new signal

Manhattan	50 mv	Rye	100 mv
Bronx	100 mv	Queens	100 mv
Mt. Vernon	100 mv	Brooklyn	50-25 mv
New Rochelle	100 mv	Staten Island	25 mv
Bronxville	100 mv	Northern Jersey	25 mv
Mamaroneck	100 mv	Greenwich	50 mv
	Tarrytown		25 mv

WEAF coming in all over better than ever before. The best reception in the area!

SAY YOU SAW IT IN THE ADVERTISER . . . PLEASE—

CLEAR . . .

Most Favorable Listening Conditions Prevailing

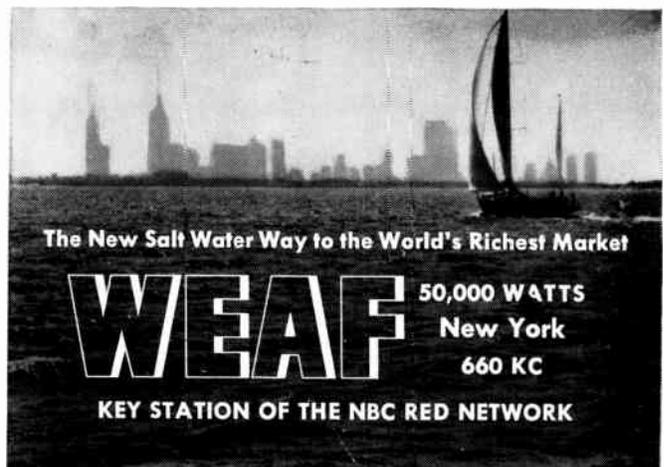
That's what WEA F's barometer says of its new signal . . .
That's what listeners and advertisers
are discovering now that WEA F's new
transmitter is in operation . . .

LISTENING TO WEA F has become a new experience . . . a new pleasure since November 8th. Throughout the vast area which is its province, millions of radio listeners began to hear WEA F 2½ to more than 10 times better than ever before. And they will continue to enjoy this added brilliance day and night, winter and summer, because WEA F's new transmitter, travelling its signal without obstruction across salt water, directs it with tremendous impact to the great concentrations of population in metropolitan New York, southern Connecticut and northern New Jersey.

Today WEA F's listeners enjoy the finest radio reception in the market for the finest radio programs in the market . . . and WEA F's advertisers are thus reaching them with greater force and in greater numbers.

We'd like to show you what WEA F now delivers in the way of coverage, what WEA F now offers ad-

vertisers at no extra cost. Our new booklet, "November 8th Was Moving Day for a Line," will soon be off the press. It tells the story in words and pictures and figures—the story of market dominance, of listener dominance, of increased broadcasting leadership in the world's richest market. We have reserved a copy for you. Just write to Station WEA F, New York.



Say you saw it in *The ADVERTISER* . . . Please—

In the Day's Mail . . .

Congratulations to The ADVERTISER On Our Tenth Anniversary

Toledo, Ohio, Nov. 7, 1940

Mr. Manuel Rosenberg, Ed. & Pub.
The ADVERTISER
3557 Bogart Ave.,
Cincinnati.

Dear "Rosey":

I have carefully read the Tenth Anniversary Number of *The ADVERTISER*. This is a masterful edition and sets a tremendous pace for your consistently fine publication.

I feel you have done much to disseminate sound information on advertising and advertising policies and I shall continue to welcome each future issue.

Sincere wishes for your continued success.

Very truly yours,

NORTH A. WRIGHT

General Sales Promotion Manager
Libby-Owens-Ford Glass Co.

Washington, D. C., Oct. 14, 1940

Mr. Manuel Rosenberg, Editor
The ADVERTISER
3557 Bogart Ave., Cincinnati

Dear Manny:

The occasion of *The ADVERTISER's* tenth anniversary gave me genuine pleasure in congratulating you upon the growth of your magazine. It has helped the broadcaster and the advertiser in serving the public and in knowing better each other's problems. The variety of pertinent material crammed into each issue of *The ADVERTISER* makes it eagerly read and long preserved by all in the fraternity, and the clever personality sketches by "Rosie" himself give it a unique friendliness seldom found in the trade press.

Radio, too, is observing a birthday this year—its twentieth. And during this period the public has come to rely upon radio as a constant source of entertainment, information and education. All of us in radio have just reason to be proud of the part we have contributed to that success, whether we operated the station or maintained a medium joining all broadcasters in one family.

A trade paper serves an important function by the broadcaster in that it always holds up the success of one as a beacon for the rest. It may bind the diverse groups in the industry into a friendly understanding, always expressing the best interests of the industry—as a whole. I am glad to say that *The ADVERTISER* has never departed from this pattern.

I am sure that each and every broadcaster will join me in personally wishing you continued success. May the next ten years of your association with the industry be as cordial and as helpful as they have been in your first ten.

With kindest regards, I am

Very truly yours,

NEVILLE MILLER

National Association of Broadcasters

New York, Oct. 24, 1940.

My dear Manny:

Enjoyed the last issue of *The ADVERTISER* and before it's too late, please accept my heartiest congratulations on your "Baby's" Anniversary. May it live long and prosper because of the need it fills in the publishing field.

And before I forget, *will you please stop* calling our Club the "Time Buyers' Club." It never was; is not; and never will be a Time Buyers' organization.

Our luncheons are known as the "Bull Sessions" of the "Radio Executives Club of New York." Get it?

Always sincerely,

ARTHUR

Arthur Sinshéimer, Pres.
Radio Executives Club of New York
Radio Dir. Peek Advertising Agency

Milwaukee, Oct. 28, 1940

Mr. Manuel Rosenberg
Publisher, *The ADVERTISER*
3557 Bogart Ave.
Cincinnati, Ohio.

Dear Rosie:

Heartiest congratulations to you upon the occasion of the 10th anniversary of *The ADVERTISER*. And here's an extra kudo on the 10th anniversary edition.

You certainly filled that book with lively interest, and I marvel at the vocabularistic dynamics of its editor. (After looking over the list on page 3, I guess I should say "editors").

I miss the occasional chats I used to have with you. If you find yourself flying this way, try landing at 744 North Fourth Street.

And here's to the next 10 years!

Kindest regards,

Cordially yours,

HARRY L. ADAMS

Klau-Van Pietersom-Dunlap Associates

Mr. Manuel Rosenberg
The ADVERTISER
Cincinnati, Ohio

Dear Manuel Rosenberg:

I have just spent more than an hour reading many of the articles in your Tenth Anniversary issue of *The ADVERTISER*.

You have a wonderful record; know the joy of achievement—have rendered an exceptionally potential service, and perhaps better than all of these, you have taken to yourself a host of loyal friends.

Please accept the sincere congratulations of the Niagara Lithograph Company and particularly of several members of our organization who have come to find their acquaintance with you so worthwhile.

Cordially,

HORACE REED

Niagara Lithograph Company, Buffalo

Boston, Oct. 23, 1940

Mr. Manuel Rosenberg
The ADVERTISER
11 West 42nd St., New York

Dear "Rosie":

I've just seen your Tenth Anniversary number and it's a "wow"! My congratulations to you—or rather to your organization: because what with touring the West Coast and playing around in Mexico, I don't see how we can give you much credit for sleeves-up, sweated-brow industry in connection with this particular issue. However, plenty of credit must be due you for having an organization that does a job of this nature.

Cordially yours,

MERLE

M. D. PENNEY, Sales Prom. Mgr.
The Forbes Lithograph Mfg. Co., Boston

Sanders to Street & Smith

Russell A. Sanders joins Street & Smith Publications, Inc., as Detroit representative, with offices in the General Motors Building. He was formerly with the Crowell-Collier Publishing Co., N. Y.



H. C. Doss, Gen. Sales Mgr., The Ford Motor Co., Dearborn, is now a member of the "Over 900,000 Club," an "honorary fraternity" organized by the National Barn Dance of WLS, Chicago. Harold Safford, WLS Program Director, pins a membership button on Doss, while, looking on are (left to right): Art Page, Farm Program Dir., A. S. Hatch, Chicago Ford Motor Branch Mgr., Safford, Don Kelley, WLS Sales Prom. Mgr. (smiling behind Safford), Doss, F. A. Alter, Sales Prom. Mgr. of Ford Motors, and "Chick" Freeman, WLS Sales Dept.

The Advertiser

MONTHLY IN THE INTEREST OF GOOD ADVERTISING
MEMBER UNITED PRESS ASSOCIATIONS

It's ALL Over Now—Let's Get To Work...

IT WAS past midnite when we ran into Fred Healy, big chief of the great SEP-Ladies' Home Journal, et al, and in the quiet of the famed "Yar" dining room, in Chicago, he gave us a forecast of the months ahead, as he well could do, based on the volume of business Curtis publications have on contract—at least 3 to 12 months ahead.

"It looks like a great boom ahead, much akin to 1920-21 rather than 1929," observed Healy, with definite emphasis. "Tho our profits will likely be taken away from us," he grimly concluded.

Withal, now that the election is over and we have FDR for another four years—at least—it behooves us all to go to work and make the prosperity the Armament Industry will give us, the means of a greater prosperity to follow.

We didn't ask for this industry but now that we have had it wished upon us by Hitler-Mussolini-Japan and Joe Stalin, let us make it a great business with American thoroughness, skill and power. Thus we must achieve a victorious future that will enable us to compete with that fearsome quartette in foreign

markets. Markets that tomorrow must absorb the output of factories that today and months ahead will be working full time on "armament for defense" needs.

With a bit of more friendly co-operation from FDR, business and labor will again make great strides and the nation will, in solidarity, meet the war that faces us. We must win—as we did in 1918—and we can if Government, Business and Labor stick together, like the three Musketeers—"one for all and all for one," as it should be!

* * *

The ASCAP Situation... "Justice for Genius" and the Buyer, Too!

THE American Society of Composers, Authors and Publishers, who control a major share of the copyrighted music of the nation have in the past 5 years drawn a major share of their income from the nation's broadcasters. Being human, their leaders have looked with greedy eyes upon the opportunity to grab off a yet larger share of the broadcaster's income. Their strategy was to let the smaller fellows off—the 100 watt stations—and hook the rest of the industry via a percentage charge through the chains—the NBC, CBS and Mutual systems—and thus instead of an income of some 4 to 5 millions annually, they would reap more than \$8,750,000.

In planning to take the broadcasters and the chains—who constitute some 85% of the dollar volume of radio—for an economic ride, they elected to give the Natl. Assn. of Broadcasters' committee a run-around and so keep the industry in the air that when the day of grace came around—Dec. 31, 1940—the broadcasters *must* pay, through the nose.

The strategy failed however, when the NAB organized its own source of music—Broadcast Music Inc.

Realizing the formidable effect of this move the ASCAP heads made a belated attempt to address the broadcasters at their San Francisco conclave, Aug. 4-7. The NAB properly refused to see them. Would have and do still agree to buy their music on an equitable basis—"per piece," as in their deal with some 60 newspaper owned stations—but the ASCAP crowd are still after the big dough they literally tossed away.

Since then ASCAP has made various attempts to belittle and denounce this major customer . . . a customer they treated much in the manner that Al Capone and his ilk treated the dispensers of beer in the pre-prohibition days—but the broadcasting industry is a *legitimate* business "*operating in the Public interest and welfare*" and needs fear no organization nor any slurring insinuations.

"Justice for Genius" is ASCAP's slogan—on their mailing envelopes,

etc. However, NAB, in publishing the figures of the distribution of ASCAP's many millions of income, (more than \$4,500,000 annually from the broadcasters, alone) proved that aside from "justice" the genius membership got comparatively mighty little cash. The big boys, those who run the ASCAP show, and the publishing members got all the mazuma.

So much for the phony cry of "Justice for Genius"—for the broadcasters will willingly give "genius" all the play it wants—justice galore, and pay with it, if as and when they write for BMI, or take their musical wares over to BMI.

Now comes a new attack on the broadcasters, via an important advertising agency chief—E. F. Hummert, Vice Pres. of Blackett-Sample-Hummert, N. Y. He is the author of a score of "soap operas" and other serial programs and fears that many fine pieces of music will be barred from his right of purchase—because of the NAB-ASCAP fight.

(Turn to page 42)

The ASSOCIATION of NATIONAL ADVERTISERS

Hears . . . and agrees . . . with famed (Toledo Blade) editor GROVE PATTERSON:

“While I am no publisher and do not own a share of newspaper stock, I have enough respect for, and CONFIDENCE in, publishers to give my word that not one of them would expect to carry NATIONAL ADVERTISING if it had not been PROVED by long years of practice that Newspaper advertising does get RESULTS . . .”

The SAN ANTONIO EXPRESS and SAN ANTONIO EVENING NEWS have repeatedly proved this fact in the super-rich San Antonio Market . . . vastly enhanced by current Preparedness activities . . . An unequalled record of SEVENTY-FIVE Years of service to the *San Antonio Market* and to the nation's advertisers.

SAN ANTONIO EXPRESS
SAN ANTONIO EVENING NEWS

TEXAS FOREMOST NEWSPAPERS



Say you saw it in *The ADVERTISER* . . . Please—

Past and present ANA Chairmen Meet at White Sulphur



NBC's Ken Dyke (left), one of the first Ad Chiefs to hold post of ANA Chairman (he was Colgate's Adv. Mgr.) congratulates the Rodens on "Tex's" election to leadership of the World's foremost association of Advertising Directors.

American Industry Enters Greatest Boom Period ...

Multi-Billion Dollar Armament Program Upping Nation's Advertising Schedules...ANA Elects Roden To Chairmanship

By Col. DON R. JASON

White Sulphur Springs, W. Va.

A Presidential election and impending threat of war added grave color to the 31st Annual convention of the Association of National Advertisers, meeting once again at the famed Greenbrier, White Sulphur Springs, W. Va., scene of many happy previous conclaves.

And in line with the upsurging prosperity of the nation, like other conclaves, this notably heralded prosperity in the air by its super-attendance—the largest concentration of top notch advertising chiefs we have noted in the past decade. And the guest list was swelled too, to include many new personalities in the magazine, lithographic and newspaper world . . . adding more color to a colorful group, more attainments to a top attainment element.

While, as in the past, meetings were closed to all but members, those sessions open and the grapevine route indicated that all of the meetings were meaty and forecast changes in Newspaper, Window Display, Magazine and Outdoor

media consideration and evaluations.

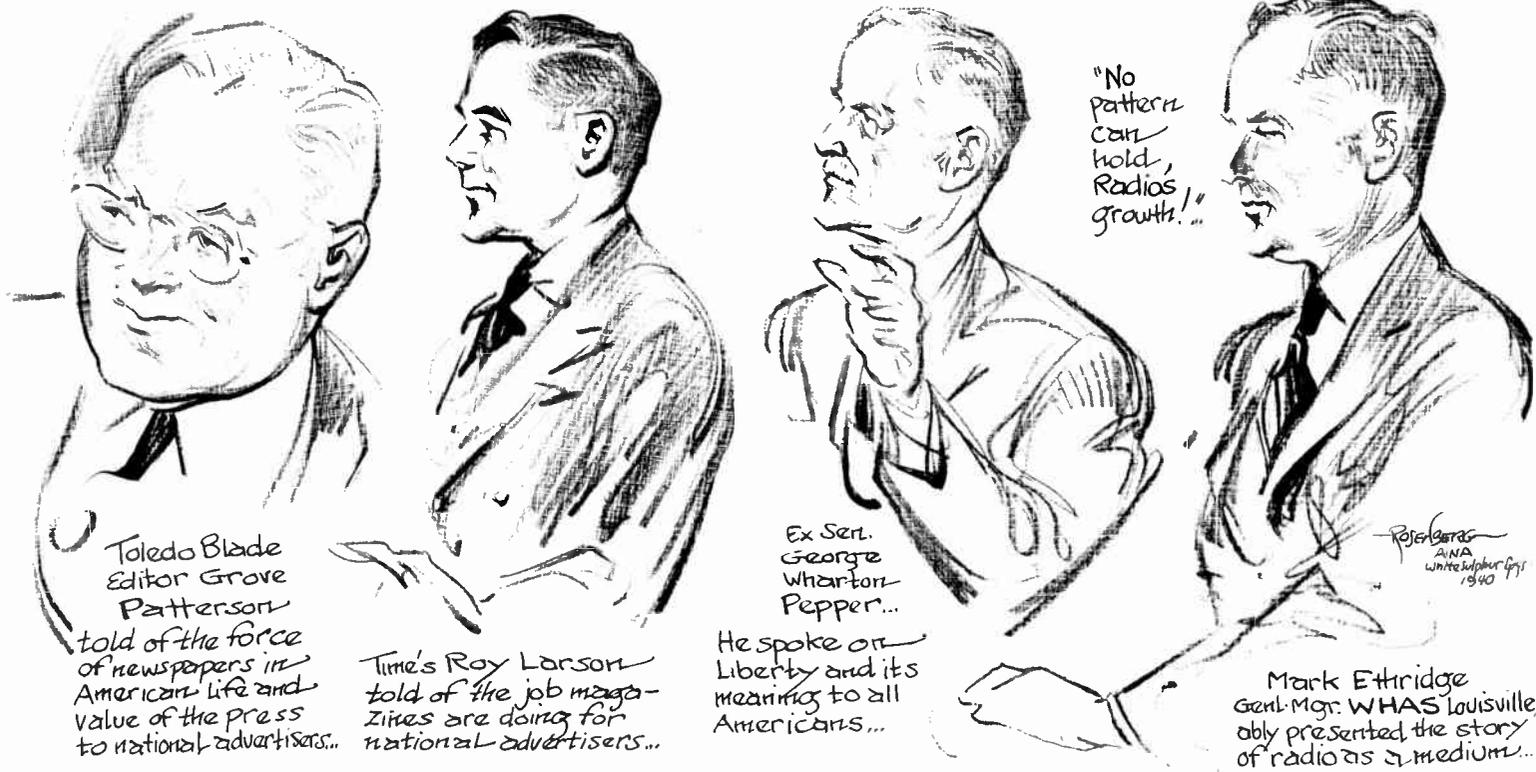
Notably, the theme of group purchase of newspapers, in a large market area, akin to current buying of State radio chains, was an idea advanced by Edwin Bell and his Chief, head of the Oklahoma News Publishing Company, and of several radio stations. Tied in with the Dallas News they present coverage of Oklahoma and Texas prime markets, as one sales unit covering this rich territory. Newspaper Reps. naturally will frown on this move, but publishers will cotton to it, as meeting similar efforts by radio station chains. It is a good move of value to publishers and advertisers and should be taken up elsewhere, to mutual advantage.

In the closed Point-of-Purchase session, fostered by Hiram Walker's V. P. Carleton Healy, the newly elected head of Point-of-Purchase Institute, Lloyd C. Grisamore, G. M., Arvey Corp., Chicago, addressed the meeting on plans to study the effectiveness of this medium to the interest of all users of

window display advertising.

At the first open meeting the ANA gave the platform to the four major mediums, to present their cases to date. Newspapers were ably represented by famed Toledo Blade editor Grove Patterson. Magazines were presented by alert Time Inc., Pres. Roy E. Larsen. Radio was pictured by astute Mark Ethridge, schooled in the field of journalism, who "inherited a radio station" when he took over the general management of the Louisville Courier-Journal & Times. Outdoor advertising was briefly represented by Ex. Sen. George Wharton Pepper, Penn., who however asked "an old man's privilege" to address them on a subject close to his heart—the nation's economic freedom from governmental control and its very liberty. His address was very dramatic, and most profoundly affected the audience. ANA will shortly publish it in full, for distribution to its membership.

SKF's famed Pres. Wm. L. Batt, who has been serving the Nation on the Defense Advisory Com-



Toledo Blade Editor Grove Patterson told of the force of newspapers in American life and value of the press to national advertisers...

Time's Roy Larson told of the job magazines are doing for national advertisers...

Ex-Sen. George Wharton Pepper... He spoke on Liberty and its meaning to all Americans...

Mark Ethridge Genl. Mgr. WHAS Louisville ably presented the story of radio as a medium...

Depicted above is as able a quartette as has ever been selected to present the case for the four major mediums of advertising. Here's how they looked to The ADVERTISER's editor, Manuel Rosenberg, as they respectively told of the value of Newspapers, Magazines, Outdoor, and Radio, in the scheme of today's national advertising program.

mission, at Washington, D. C., taking U. S. Steel's Stettinius' place, in an off the record address told of the activities the Board has and "how the job is being done."

He painted an interesting picture of Uncle Sam in actual preparedness efforts that indicated we are not asleep on the need and accomplishment of war preparedness, to meet the ruthless Nazi-Fascist-Communist-Jap combine that unquestionably has us on their planned list of attack victims . . . the Number One prize, in fact.

Efficient ANA Secretary George S. McMillan, quite a bit shrunk from his usual avoirdupois, mounted the rostrum and told of his study of the current trend of the "Consumer Movement and Government." Another off the record address, which however indicated the issue is being met properly by the ANA membership in their advertising and merchandising efforts.

Dr. George Gallup, the famed Research Dir. and V.P. Young & Rubicam, told of further studies of the Consumer Movement, warned that it should not be minimized by advertisers, though it is somewhat improved in its attitude towards advertising by a small percentage.

The astute prognosticator enhanced his talk by giving the large audience a preview of the results of the impending election . . . he

was a bit off but only by a small margin, as we write this after-election . . . and advised the audience to go easy on him as he is still learning from previous mistakes. Also, though he predicted



KARL T. FINN

Head of the Cincinnati Better Business Bureau for the past 13 years, he recently resigned to join the Cincinnati Times-Star as Advertising Counsel. He will coordinate the newspaper's activities to serve the best interests of its advertisers. George Fries, Gen. Mgr., told The ADVERTISER.

Finn was president of the National Association of Better Business Bureaus for two years—1934 and 1935.

Roosevelt's election he indicated it would be a nip and tuck battle. He also asked that he be treated as an "auditor of public opinion" and not as one who moulds it. "You don't berate your bookkeeper when he reports the business in the red—likewise don't berate us we are only bookkeepers of current Public Opinion, he indicated."

Leo M. Cherne of the Research Institute of America, dwelt on the subject of "the effects of the National Defense Program on Advertising and Merchandising." He recalled the war time economy of the last World War and painted the prospects of the oncoming holocaust . . . indicating that the event will be no picnic for industry, though it will mean full operations throughout most plants, including those producing luxury items . . . if they can get the necessary materials after Governmental demands.

Institutional advertising will be largely used, for this type of advertising, he indicated, is deductible from income and excess profit taxes, which will necessarily be heavy. Also this type of advertising will aptly produce profit later, after the heavy tax years have passed.

The advertising agency will be considered exempt from heavy military duty as it will be considered a military adjunct serving to maintain the morale of the nation. "The Government will vastly use agency service—but it will not always be a paying customer," Cherne pointedly remarked.

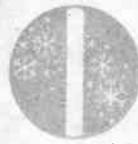
He indicated that drastic changes in advertising technique and plan—"if the

(Turn to page 34)



"THE METROPOLITAN OPERA AUDITIONS OF THE AIR"

THE EVOLUTION OF AN IDEA BORN IN A TAXICAB



On December 22nd, 1935 there was inaugurated over the NBC Coast to Coast Red Network something entirely new and distinctive in the way of a radio program. It was the development and fruition of an idea that came suddenly to a young man in a taxicab passing by the world's greatest citadel of grand opera — The Metropolitan Opera House at Broadway and 39th St., New York City. Great crowds stretched a wild block. His attention attracted to the names of some of the great stars currently appearing, such as Pons, MacLure, Fosselle — and recalling other great stars such as Caruso, Melba, Bini, Farrar, Johnson — he asked himself how much of these "wonderful" voices of some of the Metropolitan Society they had to have an opportunity. Surely they must have been prepared. But how did they get the chance?

He knew something of the trials and tribulations of auditions which had always been held behind closed doors and generally before a critical few of the management. He had heard of Edward Johnson's own terrifying experience at the great tenor's auditions. The thought occurred to him that the public would be tremendously interested in being "in on" these auditions. In other words, why couldn't the auditions be held openly? Better still, why couldn't they be broadcast to the millions?

With this idea fresh in his mind he went to the Management of the Metropolitan and presented it. To make a long story short, the idea met with the enthusiastic approval of the Management and was O.K. ed by John Erskine, Chairman of the Management Committee, Edward Johnson, General Manager, Edward Ziegler, Assistant Manager, and Earle K. Lewis, Treasurer of the Metropolitan Opera Association.

The Sherwin-Williams Co., world's largest paint and varnish manufacturer, became interested in the idea, recognizing at once the wide human interest appeal among all classes and their approval a desire to sponsor



LISTEN!
Stars of tomorrow
in the making today...
SHERWIN-WILLIAMS PAINTS

METROPOLITAN OPERA AUDITIONS OF THE AIR

Sherwin-Williams' regular audience of about 2,000,000 families owes a large part of its number to the many attractive brochures that describe the auditions. There is very little sales talk in these folders—and there is little sales talk in Milton Cross' smoothly delivered commercials . . . Metropolitan Auditions are not classed as "advertising" by S-W's auditors, but as "publicity".

What Five Years of Grand Opera Auditions Have Meant to Their Commercial Sponsor...

A Radio Publicity Feature Makes Good Without Benefit Of Premiums, Blatant Commercials, Or High Pressure Selling . . . Sherwin-Williams Renews For 1940-41 Season

By C. M. LEMPERLY, General Manager, Publicity, The Sherwin-Williams Co., Cleveland

DURING the war-blasted spring of 1941, 167,299 people gave \$1,117,-224.50 to keep the Metropolitan going for this country.

It was the most dramatic, the most inspiring, the most spontaneous response to any appeal by any cultural institution at any time.

Contributions came from every section of the country.

N. B. C. raised \$327,770.88 from 152,-570* radio listeners.

The nearest comparable national radio campaign netted \$60,000 for a music association.

The smallest individual contribution was 1c. The largest was \$25,000.

That's who is interested in opera. Everybody!

And I cite the success of this great campaign as another proof of public interest and response. Could this sum have been raised if grand opera were dead or decadent? Certainly not.

The Metropolitan, under its present management is a keen, progressive institution, very much alive to modern needs and popular trends.

It was not surprising therefore that Edward Johnson, during his first year as General Manager in 1935, was receptive to a new idea—that of holding

*Really represents about 3 times that many individual contributors.

auditions over the radio. Those who know Edward Johnson and what he believes in and has done, know how



C. M. LEMPERLY

Describes Sherwin-Williams' weekly radio program, designed to create good will with millions of music lovers.

he has fostered the one dominating idea of taking grand opera out to the people. To him, radio offered that opportunity in a big way and by him it is credited with much of the recent great successes at the Met in New York and wherever it goes. "We have now become truly of the people—national and international, as a result of our radio performances and the interest thus built up" says the genial, personable General Manager who has so ably proven that he was not only one of the world's greatest tenors but knows what it's all about, managing a bunch of opera stars.

Auditions were formerly held in the great empty opera house—and Edward Johnson himself thinks back on his own audition as a terrifying experience as do other great stars like Pons, Jepson, Moore, Tibbett and Crooks.

So the idea of auditions over the radio, from a studio with an audience, and a committee of judges, appealed to Edward Johnson very much as it also did to Earle Lewis, Edward Ziegler, Wilfred Pelletier, John Erskine and the others in charge of the Met's destinies.

But who would sponsor such a venture? Were there enough people interested in grand opera? How about the popular appeal? How many would listen? Americans only went for big



Edward Johnson, beloved Manager of the Metropolitan Opera of New York, knows at first hand the terrifying experience that opera auditions have always been to young singers. To give unknown artists a chance for success—and to take Grand Opera out to the people—he fostered the idea of holding auditions over the air. Five years ago Sherwin-Williams became interested in his innovation—and have since discovered that millions of Americans are likewise interested in hearing unknowns reach for the opportunities the program presents. Sketches, by Manuel Roseberg, Editor of *The Advertiser*, were drawn during a performance at NBC, New York City.

names—stars. Here were stars in the making—talented singers but they hadn't arrived. Could such a program be made to click, musically as well as commercially?

Well, by the Fall of 1935 Sherwin-Williams had become interested in the idea through Jack Warwick of Warwick & Legler. Plans were made during the Summer. Edward Johnson agreed to go on himself as Master of Ceremonies and to serve as Chairman of the Committee of Judges. Wilfred Pelletier, Met conductor, was the ideal man to conduct the musical end and direct the orchestra.

What has happened since, in these five years, is a matter of history.

The programs have been broadcast each Fall and Winter, about 26 weeks each year, on Sunday afternoons over NBC networks.

Preliminary auditions are held during the week under Maestro Pelletier's direction. Singers chosen from these, to appear on Sundays, must be outstanding because the competition is "tops." Only those apply who have

the recommendation of top notch teachers of voice, and who feel qualified to compete with the field of talented young singers seriously interested in an operatic career.

In these five seasons, over 3,750 young singers have been heard in preliminary audition. About 300 have appeared on the Sunday radio programs. Of these, there have been 10 winners chosen by the judges. These winners, in addition to a Met contract, get \$1,000 each from The Sherwin-Williams Co. and a silver plaque.

From a musical standpoint the results have been beyond the fondest expectations. What started out as an experiment soon proved itself worthy of the most serious consideration because everybody concerned was serious about it, even the music critics who at first took it lightly.

As a result, today after five seasons of the radio auditions, 18 of these young winners and semi-finalists are now enjoying Met contracts, are members of the Metropolitan Opera Association and most of them are singing

important name roles. Already their own names are becoming well established in the operatic and concert world.

These younger stars of the Met, graduating from the Sherwin-Williams Metropolitan Opera Auditions of the Air to date are: Emery D'Arcy, Lucille Browning, Arthur Carron, John Carter, Annamary Dickey, Jean Dickenson, John Garney, Mack Harrell, Winifred Heidt, Raoul Jobin, Anna Kaskas, Arthur Kent, Nicholas Massue, Jean Merrill, Eleanor Steber, Maxine Stellman, Rise Stevens, Leonard Warren.

Outstanding performances have been put on by each of these young artists who might never have been where they are today had it not been for the radio audition idea and its commercial sponsorship. Sherwin-Williams is given plenty of credit by these singers and by the listening audience, yet Sherwin-Williams has never tried to capitalize on this important by-product of what it is doing which far exceeds any commercial yardstick of measurement, in the opinion of company officials. The company feels so definite a part in the success and achievement of these singers that it stages huge public concerts in Cleveland's Public Auditorium and invites the public to come without charge. Last year and this year, 10,000 people turned out to hear these auditions winners, these concerts being staged as a pre-opera week promotion of the Cleveland opera season.

The Metropolitan could now put on a complete opera with Sherwin-Williams Auditions graduates, as indeed it did not long ago when it presented Damrosch's "Man Without A Country" in English.

How about the advertising value? What does the company get out of it? How are results determined, because after all, this sort of thing costs money.

This program has not made first choice in press polls, or listener polls nor in Crossley rating. It has *not* sold so many thousand gallons of paint, by direct check. Sherwin-Williams dealers have not had to call out traffic cops to clear an aisle to the Paint Department, as a result of these Sunday afternoon broadcasts.

But we have proven to our complete satisfaction that we have a large and interested and responsive audience. Conservative estimates arrived at by the checking bureaus and our own surveys, show approximately 1,500,000 to 2,000,000 families listening regularly. About 76% readily identify the program as Sherwin-Williams.

The commercials delivered by Milton Cross are in keeping with the tone and character of the program, restrained. There is little sales talk or product pressure. From responses received from many listeners, this is appreciated and we have had many compliments on our handling of the commercials.

Obviously this type of program is not "mass" appeal compared with the run-of-mine fare. But we believe

(Turn to page 20)

another
Forbes
* SEBROF
Poster



Budweiser

ANHEUSER-BUSCH..ST.LOUIS

ALL THE COLORS IN HALFTONE — Maintains Powerful Human Interest

Agency: D'ARCY ADVERTISING COMPANY

* SEBROF PROCESS OF POSTER REPRODUCTION

Winner of

1939 ESNE INDUSTRIAL
RESEARCH CITATION
and 1939 A-I-M MERIT AWARD

FORBES LITHOGRAPH CO.

P. O. BOX 513 • BOSTON

NEW YORK

CHICAGO

CLEVELAND

ROCHESTER

DETROIT

Sunkist Budgets \$2,225,000 To Gain Greater U. S. - Canadian Sales . . .

Increased Citrus Fruit Crops Make Necessary More Intensive Sales Promotion...Consumer Advertising And Jobber Merchandising Aid Dealer Service In Pushing Sales Of Oranges And Lemons In Minor Markets

By RUSSELL Z. ELLER, *Adv. Mgr., California Fruit Growers Exchange, Los Angeles, Cal*

WARS abroad have taken little direct toll of the California citrus industry. Exports of Sunkist fruit were never a high per cent of sales. Our biggest campaign is on the home front—to bring consumption up within firing distance of a continually rising production.

This season we are going after our smaller domestic markets more intensively than ever before, without in any degree abating the steady bombardment of large population centers.

We have a perishable product which cannot be stored. Citrus groves flourish and bear more fruit each season. Competition with other producing areas is keener because their groves, too, are more prolific.

It was the fact that the going was difficult that impelled the California Fruit Growers Exchange last spring into the most complete advertising and merchandising campaign in Sunkist history. The list of media employed is long: network radio; magazines; newspapers—dailies, weeklies and Sunday supplements; trade publications; farm magazines; outdoor bulletins; 24-sheet and express wagon posters; display material at point-of-sale; and last, but among the most significant, a staff of 55 men trained in dealer service.

This campaign, now drawing to a close, is the largest the Exchange has ever run on either oranges or lemons in any six-month period. It represents a total of 404,266,132 separate ads in publications and 1,500,000 radio homes-listening to each program, to say nothing of out-of-home advertising.

Nine hundred tons of paper were required for printing Sunkist ads alone, not including the publications in which they appear. A single sheet of paper that large would cover 5 and 6/10 square miles or a strip 14 inches wide reaching around the world.

If one man could call on 100 homes a day to deliver Sunkist radio announcements in person, it would take him 4800 years, including Sundays and holidays, to do the job accomplished by the radio broadcasts given this season. Financially the summer campaign represents a \$1,350,000 investment.

As yet we cannot authoritatively evaluate the results. However, the Exchange, pioneer cooperative which introduced orange juice to America, was sufficiently sold on the job to date to authorize continuance of the plan



RUSSELL Z. ELLER

Heads advertising for "Sunkist". He describes his plan of attack in distributing—and selling—this year's tremendous crop of citrus fruits. "We are going after our smaller domestic markets more intensively than ever before", he declares.

throughout the new fiscal year which starts November 1. The "close" of the current campaign therefore becomes a gesture for the record and we shall continue throughout the winter, intensifying and extending Sunkist advertising after the pattern of the last six months.

This applies to sales support for both oranges and lemons.

Sunkist has two seasons, and two varieties of oranges to sell—Valencias in summer; Navel oranges in winter. Lemons ripen and are picked the year around; we make no separation by varieties. Orange and lemon campaigns are kept separate for a variety of reasons. Each has its own continuity and its own pattern, its own appropriation.

For the coming season both lemon and orange growers have assessed an extra two cents a box for advertising and merchandising. Valencia growers authorized a similar increase for the six months period now ending. With current crop estimates in mind, it looks as if the total investment for 1940-41 will be some \$2,225,000.

This will make it possible to continue to give small town and rural markets

greater sales support than in previous seasons.

We are attacking the problem from three directions. First, we are increasing consumer advertising to build up acceptance, create demand for Sunkist branded fruit, and prepare the market for it when it is stocked.

Second, we will go ahead with a jobber merchandising service launched this year. This includes bulletins to jobbers' salesmen and special display material, which has been very well received. It is especially designed for small town use and distribution.

Third, we have added personnel to increase our dealer service coverage, especially in the smaller centers. Dealer service work is now our most positive method of putting Sunkist fruit in these markets and quickly increasing volume.

Dealer service has been an integral part of the Sunkist program for 25 years. This season witnessed its greatest expansion in personnel and accomplishments.

The dealer service man is the personal tie between a large, impersonal marketing agency and the individual retailer or jobber who sells our fruit. It is just as important to educate the trade to the advantages of selling Sunkist fruit, to proper methods of handling and to modern merchandising as it is to educate the consumer to the remarkable health values of citrus fruit and the high quality of Sunkist. To reach the dealer we employ advertising in trade publications, direct mail, display materials, motion pictures—the recognized methods. Our dealer service staff is the hub in this wheel, and the distinctive development in our trade relations program.

Increasing the dealer service staff last spring to 55 men made it possible to cover three times as many cities and towns in 1939-40 as in any previous year—a total of 2858 communities. Service was extended to the retail and wholesale trade in 46 of the 48 states of the Union and in every province of the Dominion of Canada.

The staff made a total of 100,027 dealer contacts—the greatest in Exchange history. Exchange district offices supporting the advertising campaign made 13,272 calls on food outlets and eating establishments. Publications carrying Sunkist advertisements accounted for 18,831 additional retail contacts, making a total of 132,130 personal calls on the trade.

Red Ball Oranges
 BEST FOR JUICE and *Every use*

RICHEST SOURCE OF VITAMIN C

Sunkist
 Seedless California Navel Oranges

M-M-M-
REFRESHING

Sunkist
 FRESH
ORANGEADE

HEALTH BEGINS AT BREAKFAST

Sunkist

Some of the
DEALER HELPS
 LITHOGRAPHED
 DURING THE PAST YEAR BY
EDWARDS & DEUTSCH
 LITHOGRAPHING CO.
 CHICAGO

because **Sunkist** wanted
Reproductions of Quality

DOUBLE ORANGEADE
 2 SUNKIST ORANGES

HOT LEMONADE

FIGHT COLDS!
 SUNKIST LEM

Freshen Up!
 with FRESH Sunkist
ORANGE JUICE

Cool off!
 Sunkist
Orangeade

SEARCH FOR A
Cooling Sunkist
LEMONADE

A Big Help to Health!
Sunkist
 Orange Juice

A BIG HELP TO HEALTH

Sunkist

Sunkist
 BEST FOR JUICE
 -and
Every Use

Best for Juice and Every use.

Sunkist
 SEEDLESS CALIFORNIA NAVEL ORANGES

SAV YOU SAW IT IN The ADVERTISER . . . Please



NEWSPAPER ADVERTISING EXECUTIVES
ASSOCIATION INC.
FALL CONVENTION AND EXHIBIT
BLACKSTONE HOTEL CHICAGO, ILL. OCTOBER 14-15, 1940

Kaufmann & Fabry
10-4614

The men who make it possible for newspapers to head the nation's list of advertising media are here portrayed in action. They met at the Blackstone in Chicago, Oct. 14-15 for the Fall conclave of the Newspaper Advertising Executives Assn. Heard major speakers; look forward to increased newspaper advertising volume for 1941. On the walls are examples of newspaper advertising promotion efforts—much more should be indulged in to retain media volume leadership!

a BIG HELP TO HEALTH Sunkist



Best for Juice—and Every use!

Outdoor advertising has always been a major item on the Sunkist schedule—in fact one of the largest. This very effective 21-Sheet Sunkist poster was superbly lithographed by Strobridge Litho. Co., Cincinnati.

The record of permanent, floor and window displays from all sources was greater than at any time in the history of the department, 67,557 displays in all. In the floor and window display classification, the 1939-40 totals were more than double the previous year.

Displays were placed personally in approximately 46 per cent of the stores visited. During the year, 707,286 pieces of display material were distributed personally by Exchange representatives. In addition, 1,425,213 pieces were distributed to the trade in response to direct mail and trade paper offers.

A new service whereby jobbers and their salesmen were provided with timely merchandising and display ideas through the monthly mailing of a bulletin to 11,000 wholesale customers and their salesmen was inaugurated in April. One thousand seven hundred and thirty wholesalers registered to receive supplies of material adequate for their needs monthly. Through these Exchange customers an average of 30,000 pieces of display material is distributed each month. In

seven months 150,000 dealer helps have been given placement in this manner.

The total number of displays placed through dealer service men, district offices, outside merchandising forces, jobber service requests and direct individual dealer requests was 2,169,596. Add to this quantity orders sent direct to chain store groups from depots and we have a grand total of 2,220,000 Sunkist display pieces!

In addition to personal contacts with individual stores in the metropolitan centers, medium and small sized towns and even in rural sections, dealer service men were responsible for the organization of promotions with many of the larger corporate chain and voluntary groups. Exclusive Sunkist sales featuring Sunkist oranges, lemons and grapefruit (chiefly in the Western division) were organized with leading food outlets and drug stores which tied in their own advertising copy with the strategy followed by Sunkist.

The Los Angeles office of the Exchange administers the dealer service

program but members of the department also receive direction from division and district managers. This permits timing campaigns with local sales opportunities.

During the 1940-41 season the investment in dealer service will make up about 20 per cent of our total advertising budget, in line with proportionate expenditures in past seasons. The importance placed upon this activity by Sunkist growers is indicated by the fact that the Exchange advertising committee and board of directors, in considering the increased investment on oranges and lemons, stipulated expansion of dealer service.

More work will be concentrated in metropolitan centers during the winter months in order to increase coverage of highly competitive markets in the east and mid-west. At the same time effort in small towns on both oranges and lemons will be continued, to be resumed more intensively again in the spring.

* * *

Wave Spreads Coverage . . .

The blue grass of old Kentucky cottoned to the 5,000-watt radio waves of station WAVE, Louisville, on the nite of November 5th as the increased power now enjoyed by this famed station spread its program and news reports over a much greater area than it has heretofore covered.

The ADVERTISER phoned genial Genl. Mgr. Nate Lord, who heads the station and by way of remembering WAVE's unique advertising campaign "We Don't Cover Hog Wallow, Ky.," and a few other very uniquely named hamlets, received the logical important and convincing reply that "WAVE continues to cover by far the largest market in ALL Kentucky—Louisville . . . at comparatively the lowest rate." The rest of WAVE's new circulation coverage is a "bonus," and the conclusion of a unique advertising campaign is hereby recorded.



Valley of the Ten Peaks in the Canadian Rockies (Courtesy Canadian Pacific Railway)

PROFIT PEAKS FOR ADVERTISERS FROM THIS WINTER'S TRAVEL DOLLARS

AMERICA THE BEAUTIFUL . . . land of beckoning sights . . . white-capped mountains and painted plains . . . Shimmering seashore resorts and rugged mountain hideaways . . . travelers' haven in a peaceful western world where the only camouflage is from nature's paint brush.

Thousands of tourist spots in the Americas attracted five billion dollars in travel business in 1939—will attract many more in 1940 and 1941. Patriotic desire for a first-hand view of America's wonders inspired the tourist trek this summer; will keep the tourists and their

dollars traveling this winter. Behind this major travel movement is the "See the Americas Now" program, begun by Scripps-Howard Newspapers in September, 1939 for the benefit of American industry and the pleasure of Americans everywhere. Thousands of columns of streamlined travel news, educational, inspiring and travel-inducing articles have appeared in the Scripps-Howard Newspapers and will continue to appear each week. Tie-in your advertising with Scripps-Howard's hemisphere-wide travel program and get your share of the travel dollars.

YES, travel dollars benefit hotels, resorts and transportation lines. They also benefit suppliers of all kinds: clothing, luggage and equipment; foods and beverages; automotive supplies; gas and oil. Your business can profitably tie-in with this travel program.

Small three-color seals (see illustration) are FREE to those who wish to share in this endeavor. Write: Travel Promotion Bureau, Scripps-Howard Newspapers, 230 Park Avenue, New York City.

SCRIPPS · HOWARD

NEWSPAPERS

MEMBERS OF THE UNITED PRESS . . . THE AUDIT BUREAU OF CIRCULATIONS . . . AND OF MEDIA RECORDS, INC.

NEW YORK *World-Telegram* SAN FRANCISCO *News* CINCINNATI . . . *Post* DENVER . . . *News* WASHINGTON . . . *News* FORT WORTH . . . *Press*
 CLEVELAND . . . *Press* INDIANAPOLIS . . . *Times* KENTUCKY POST *Covington* BIRMINGHAM . . . *Post* MEMPHIS *Commercial Appeal* ALBUQUERQUE *Tribune*
 PITTSBURGH . . . *Press* COLUMBUS . . . *Citizen* edition of *Cincinnati Post* MEMPHIS *Press-Scimitar* HOUSTON . . . *Press* EL PASO . . . *Herald-Post*
 KNOXVILLE . . . *News-Sentinel* EVANSVILLE . . . *Press*



National Advertising Dept., 230 PARK AVENUE, NEW YORK • CHICAGO • SAN FRANCISCO • DETROIT • MEMPHIS • PHILADELPHIA
 Say you saw it in *The ADVERTISER* . . . Please—



are enough people in this country who let us say are above the twelve year I. Q. to support and appreciate the kind of thing we are doing, although the evidence on the other side is rather appalling and it would be difficult to try to go against it on a dollar for dollar sales check—if we wanted to.

One of the interesting findings in these surveys was that the listening audience represents a typical cross-section of the public, covering men, women and children in all walks of life with purchasing ability for paint products being more than ample.

From a publicity standpoint, impartial observers have given the program high ratings. One Clipping Bureau commented that, judging from its clipping service, the Met Auditions program received reviews in the newspapers and magazines from music critics and radio editors to an extent that rivalled the top "name" programs, and far exceeded them in mention of sponsor's name.

And so, we started our sixth consecutive season on Oct. 20th, Sundays at 5 o'clock (EST) on the Red network of NBC.

A new feature of the show this season will be a limited number of local preliminary auditions which we will hold in a few cities, probably Cleveland, Boston, St. Louis, Dallas, Minneapolis, etc. Maestro Pelletier will go to those cities to hear local talented singers who have asked beforehand for an audition. Winners of these local auditions will be brought to New York by Sherwin-Williams, expenses paid, and heard on the Sunday network auditions in national competition for a Metropolitan contract. It is expected that this plan will uncover talent that might not be discovered in New York, and will also create further interest in the competition.

Everyone likes a winner—especially if he comes from the ranks. Sherwin-Williams' Opera Auditions of the Air have garnered pages of newspaper publicity, whenever sets of winners were announced. Among the young opera stars who owe their careers to the Auditions are Lucille Brocening, Arthur Carron, John Carter, Jean Dickenson, John Gurney, Anna Kaskas, Leonard Warren and many more. Some of the newspaper clippings above report the Audition victories of these singers.

Five Years of Grand Opera ... (Continued from page 11)

there is a growing number of people who like and value good music coupled with the interest in a competition of this kind for a coveted prize of a Metropolitan contract.

Test offers of a free booklet like our Home Decorator have produced as high as 50,000 requests in a six week period. This compares favorably with other media where coupons are used.

We are often asked "how can you justify this program and this expense?" To which we usually counter with "how can we justify any advertising expense?" And we mean just that. Because we are not in the mail order business. We make a complete line of finishing materials. We are still looking for a medium where we can measure the returns on a per dollar basis. Expenditures in other media we use may be more than the radio, yet everybody gets the idea that radio is an expensive medium—people who never think of questioning some of these other expenditures always like to know how much radio costs and usually "oh" and "ah" at the figures. Radio is an intimate medium, out there where they can all take a shot at it. That's why you hear so much about it, and everybody feels free to discuss it because they all consider it their prerogative. A farm paper campaign they may never see, might cost twice as much but you'd never hear a peep.

On this subject of checking advertising results we spent one Spring day in a paint store. Magazine advertising was running in full color on our product, local newspaper advertising was being run that day, the windows were well trimmed, spot radio was be-

ing used, our Sunday auditions were on the network, outdoor advertising was being done, and our color books were being distributed door to door. We said to ourselves "surely here is where we can put our finger on what clicks." But to our dismay all the manager could tell us, was "the store is crowded—every clerk is on the run—the telephones are all ringing—business is wonderful—but he couldn't enlighten us or tell us which of our advertising efforts was more productive than some other. Your business or our product may be different.

In our budget we distinguish definitely between "advertising" and "publicity" and, after setting up what we deem to be sufficient money for the advertising needs, product advertising, direct, color cards, dealer material, sales promotion, etc., we then set up for publicity entirely over and above the advertising.

It is into this publicity caption that our radio program falls. We employ this program advisedly and fit it into our plans accordingly, making no claims that it will sell so much paint for a dealer on a certain day or week. Rather, we feel and know that, something intangible as it may be, it is making innumerable friends for the company and its products and its dealers, as a good will background to take its place alongside of our outdoor trade-mark displays to back up the direct and other advertising we do locally and in other media we may choose to use in a more direct sales way.

That's the story, and even in today's frenzy of premiums, give-away, contests, free deals, etc., we believe there



Covering the Greater Cleveland Paint Market for SHERWIN-WILLIAMS

Employing full page newspaper space, Central Outdoor Advertising Co., Cleveland told of the highly effective job it did in spotting Sherwin-Williams unique Trade-Mark panels throughout the Cleveland market area—the headquarters city of this world's largest paint making firm.

Central
CENTRAL OUTDOOR ADVERTISING COMPANY, INC.
1170 West Superior Street, Cleveland, Ohio



ABOVE: On the opening night of the Northern Kentucky Food Show, 12,000 WSAI fans jammed the auditorium to hear and see a show put on by Cincinnati's Own Station.

BELOW: A WSAI microphone circulates through the crowd at the Northern Kentucky Food Show. WSAI did such a swell job as the only radio station helping promote the show that Larry Daumbach, General Chairman, said, "WSAI is not only Cincinnati's Own Station, it is the Grocer's Own Station!"

356,042 LIVING PROOFS OF SHOWMANSHIP THAT SELLS!

Crowds totalling 253,875 gravitated to WSAI's Studio during the 14 days of Cincinnati's 26th Annual Pure Food Exposition.

Paid admissions totalling 102,167 were reported by the Northern Kentucky Food Show, with WSAI the *only* radio help, the *only* radio station permitted in the show.

That adds up, in these two instances alone, to 356,042 *living proofs* of *showmanship*.

This ability to attract listeners in multitudes has so impressed so many sponsors that WSAI is now second only to WLW in total business in Cincinnati.

And WSAI's showmanship is showmanship that *sells*... sells this station to more *time-buyers* because it sells their advertised brands to more *product-buyers*.

We can add *your* product to the buying lists of hundreds of thousands of loyal listeners in the Cincinnati area.

Radio's Magnetism is

SHOWMANSHIP

Of all the elements, only iron and nickel and cobalt can be attracted by magnetism. But showmanship—which is radio's magnetism and WSAI's attracting power—can in Cincinnati alone pull 253,875 people to WSAI's studio during the 14 days of the city's 26th Annual Pure Food Exposition.

WSAI's showmanship is magnetic! It reaches through the air—and pulls listeners and onlookers. In clusters of hundreds of thousands. And permeates their lives with desire for many products.

WSAI - "Cincinnati's Own Station"
 Represented by International Radio Sales—New York...Chicago...Los Angeles



ABOVE: We reproduce this recent advertisement because it is as significant today and tomorrow as it was yesterday. It is statistical proof that WSAI's showmanship is magnetic... that Cincinnati's Own Station reaches through the air and attracts amazing audiences.

WSAI

CINCINNATI'S OWN STATION

REPRESENTED BY INTERNATIONAL RADIO SALES

NEW YORK CHICAGO LOS ANGELES



"They ALL Read"

The Advertiser

GENERAL OFFICE · 3557 BOGART AVENUE, CINCINNATI · AVON 6825
 NEW YORK CITY · 11 WEST 42nd STREET · PENN 6-3265
 CHICAGO · 1138 LAKE SHORE DRIVE · DELAWARE 9083

TEN YEARS is a lotta time . . .

And The ADVERTISER has sold **LOTS** of it for alert Broadcasters regularly and repeatedly advertising in our pages.

- ★ To cite just a few—WLW, Cincinnati, now in its NINTH Year,
 WSAI, Cincinnati, now in its FIFTH Year,
 NBC, New York, now in its Sixth Year,
 CBS, New York, now in its Fifth Year,
 WSPD, Toledo, WTIC, Hartford, WTAM, Cleveland,
 WFIL, Philadelphia, Colonial Network, Boston,
 WBZ, Boston, WCKY, Cincinnati, KYW, Philadelphia,
 KMBC, Kansas City, KXOK, St. Louis, KWK, St. Louis,
 KGO, San Francisco, RCA, New York, etc., etc.
- ★ TEN YEARS of service to our readers—the nation's best advertisers and advertising agencies, broadcasters, publishers, lithographers, etc., has established The ADVERTISER as a medium of influence and a powerful vehicle to carry your advertising message today to the executives who are astride the buying saddle.
- ★ Figuratively The ADVERTISER rolled up its sleeves, having cut our 10th birthday cake with last month's issue, we go to work with yet greater vim and vigor . . . ever a great advertising medium, worthy of your schedule in our pages — inviting also new advertisers

to our grand market of the nation's foremost advertisers and advertising agencies.

- ★ We advise placing a full schedule at this time. Rates are \$155. per page (\$130. on 12-time contract). Space order, placed now, guarantees the current low rate for the next 12 months.
- ★ A recent survey indicates The ADVERTISER's advertisers reach between 6 and 38 readers in each office, per copy — a potential 50,000 readers! The type of readers who have greatest buying power.
- ★ The ADVERTISER assures effective, complete coverage of ALL major buyers of time — ALL Agency Time Buyers and their clients — the nation's advertisers.
- ★ It is never a gamble when you place your advertising dollars in The ADVERTISER. Place them across the board for a 12-time schedule, and include MARKETS of AMERICA, Vol. 5 . . . 1941 edition (same page rate). RESULTS are certain!

Place your reservations now, at either of our three main offices

R. Maxwell Jason

Advertising Director

The ADVERTISER and
 MARKETS of AMERICA

ANY MARKET AT ANY TIME

Spotty distribution problems are most easily solved by Outdoor Advertising's flexibility. Select by your own yardstick the markets to be sold...by villages...towns...cities . . . climatic zones. Outdoor Advertising's selling force is ready to serve where and when it is most needed!



OUTDOOR ADVERTISING INCORPORATED

National Sales Representative of the Outdoor Industry

60 East 42nd Street, New York City

Atlanta · Baltimore · Boston · Chicago · Cleveland · Detroit · Houston · Los Angeles · Philadelphia · St. Louis · San Francisco

Say you saw it in The ADVERTISER . . . Please—



Speaking of "color"—the NBC election night party splendidly staged by Pres. Niles Trammell (handsome profile—right), at their big New York City studios, had everything, plus. L. to R.: Louis E. Pierson, Mrs. J. V. Soong, K. C. Li, Mrs. Boris C. Hart, J. V. Soong, Chairman of Bank of China, Mrs. K. C. Li, Mr. Warren L. Pierson, President of Export & Import Bank, Mrs. Warren L. Pierson, Mrs. Lewis E. Pierson, Niles Trammell, President, NBC, Mrs. L. P. Aramayo.

Behind The Scenes In RADIO . . .

By ROSALINE GREENE

EDITOR'S NOTE: The famed personality of Rosaline Greene is best known to our readers as "Radio's Leading Lady." Miss Greene is as popularly known to radio executives of advertising agencies, their clients, and broadcasters, as she is to the fans who listen to her delightful speaking voice, currently heard on nationwide broadcasts.



Broadcasting from new york—rosaline greene

MY friends, the Election is over, and now that the sound and fury, persuasion and oratory have subsided, no one will deny that in this campaign radio did herculean service, in its extensive coverage of results and analyses as well as its intensive drumming up of interest beforehand. Radio was politic with its politics, scrupulously so. And the public was served. Selah!

Apart from this I must toss special orchids to the National Broadcasting Company for their gala Election Night party. There was the most impressive showing imaginable . . . Mammoth studio 8H set up with a tremendous bulletin board, two glass broadcasting booths, one for the Red, one for the Blue, tabulators' desks, news photographers, statisticians, staff of commentators, ceaseless efficient activity . . . with some four thousand agency men and sponsors viewing as well as hearing the complete drama. And drama it was!

Practically everyone important in the industry was there: Roy Durstine (once outstanding with BBD&O, now heading his own agency) whose wife pulled the bon mot of the evening with her remark to an NBC official "we like your party very much but we don't care for the program you're broadcasting." Arthur Pryor, Jr., also of BBD&O association VP in charge of radio . . . Benton & Bowles' own grand person Chet Bowles, flanked by Bill Baker and Jim Rogers . . . I chatted with Larry Holcomb, of Sherman K. Ellis, with Tibbals of the Biow Agency . . . Mr. and Mrs. Harry McCann made a fleeting appearance . . . Blayne Butcher (Lennen & Mitchell) who with his Walter Winchell was one of the few Roosevelt cheerers . . . Sam Fuson and Alan Ward of the Kudner forces . . . Ken Fickett representing Wm. Esty . . . Bill

Murray of the Wm. Morris office with his glamorous actress wife Ilka Chase . . . NBC executives were wonderful hosts: Dave Sarnoff himself as charming and gracious a "big" man as I know, Prexy Niles Trammell strong and energetic (whose idea, incidentally Mr. Sarnoff told me, the party was), smiling, refreshing Keith Kiggins, affable Clay Morgan, swell-fellow "Doc" Morton, dynamic John Royal his eyes lighting up as he described impressions of his recent 45,000-mile foreign travelling. Gentlemen, you did yourselves, NBC and radio proud that night!

Program pyrotechnics were caused this last month by the sensational Colgate-Continental dropping of Benton & Bowles. Because of the six radio shows currently sponsored by Colgate-Palmolive-Peet this switch vitally affects the broadcasting scene as no other agency affair in my memory. Details of the Theodore Bates (former account executive with B & B who now sets up his own agency to handle most of this business) developments are trickling forth as news; Sherman & Marquette currently plans to continue their share of the C-P broadcasting with commercials plucked from their Chicago scene while the present programs emanate from NY.; and a third agency is now angling for another share of this Palmolive plum. I recall the magnificent auditioning of "Beauty Box Theatre" which helped secure the Palmolive account for Benton & Bowles some seven years ago and their radio activities since have been extensive.

We'll be welcoming Coca-Cola back to the airways on Dec. 1st as negotiations has just been concluded. Program will be aired on Sunday afternoons, 4.30 to 5 P.M., over CBS, with Kostalanez's orchestra and Albert Spaulding, famous concert violinist, as an added attraction

We all knew that The Texas Co. wanted and needed a prestige-good will program, so it was hardly a surprise to hear that they had bought the airing of the Metropolitan Opera broadcasts. They commence December 7th over NBC's Blue network and a vast audience will be grateful.

"What's On Your Mind?" might elicit entertaining stories from the participants in the new Planters Peanut program Fridays 7:15-7:45 P.M.

And what's on the minds of the European War protagonists may be revealed some night on Remington-Rand's new sponsorship of "Newsroom of the Air," NBC-Red Wednesdays 7:15-7:30 P.M.

There's no doubt that Procter & Gamble is stressing "quality" in its progressive radio schedule. Its newest offering "Lone Journey" is Sandra Michaels-scripted and Axel Gruenberg-directed, which means that painstaking care and superior imagination go into it. Also "This Small Town" which debuted last month is "different." Can it be that serials will evolve into more colorful, varied, interesting stanzas and escape the presently imminent boring satiety?

Some swell transcribed "commercials" heard lately: Hinds' Honey & Almond Cream, also Oakite cleanser. Both set to music and captivating attention.

The California sunshine or something brightened up the Vallee-Sealtest show appreciably. Did you happen to catch the clever satire-travesty of the Vagabond Lover's "life" as narrated by the "Great Lover" Barrymore? It was tops in entertainment.

Which wise advertiser will grab Cliff Fowler's magnificent program idea now being readied? And I do mean "magnificent"!

Any time you happen to have a Wednesday lunch-hour free in New York don't miss the Radio Executives Club Bull Sessions. Not only a friendly gathering-place for ad men, station reps, producers and others au courant with the radio scene, but always an interesting program scheduled. Paul White (CBS Special Events specialist) talked to us about the adventures, censorship and hazards of broadcasting from the war spheres abroad, a radio phase now making history; Gilbert Seldes described the very latest developments and expectations of that problem-child television, still commercially "around the corner" but visible; Dr. Orestes H. Caldwell (Editor of "Radio Today" and one of the original FCC) opened our eyes to 27 new radio aids to advertising, resident in a mere tube. And all this is just a sample, folks.

Tuning In on Radio.. By CRESS LITTLE

THAT was an earful uttered by CBS Vice-President Paul W. Kesten in answer to a theatrical paper criticism that American television is in the doldrums, far behind English development.

Kesten pointed out:

That CBS has to date expended \$1,500,000 in television, has created and tested hundreds of video programs, has protected the public against premature buying of television sets.

THAT color television, as developed by Columbia, has brought praise from European experts—among them Gerald

Cock, BBC television director, who said: "Miraculous."

THAT instead of a "one-man television department" (Peter Goldmark), CBS has a 47-man full-time television organization, a 25-man television engineering personnel.

THAT CBS will offer full color television to all set manufacturers on a fair and non-exclusive basis.

THAT full-cover puts U.S. television as far ahead of black and white as a modern auto is ahead of Model T.

The tumult and the shouting having died, Cress Little suggests that although the campaign (so far as pay programs were concerned) got a late start, the quadrennial output of bunk and boloney was far more terrific than usual. We hope Dotty Thompson wasn't right in attributing it to the "copy writer" influence.

Bing Crosby, prize cheese-seller of all time, is sated with too much talk. Hollywood reports there'll be more music, less chatter, on the Kraft show when Bing returns to it this month. Carroll Carroll has been writing 12 to 15 thousand words for each hour broadcast. We discount a rumor that Kraft Music Hall will shrink to half an hour, but "could be" that Bob Burns will leave. Connie Boswell joins the show this month.

WSYR, Syracuse, puts James Ford, Communist candidate, on the air (via network) after FCC sent a wire requesting answer to charges made by a Commy party official. Perhaps WSYR didn't know identical wires were sent other stations, who stuck by their guns and refused to let Browder & Co. use American radio facilities for Communist propaganda. Both NBC and CBS outlets are on the list of stations run by unterrified patriots. In Ohio, WCKY, WGAR, WHIO and WADC got the FCC query. We hope it was only for the record. A fine commentary on American radio, should patriots be spanked or scolded for a service to the nation!

In Cincinnati, they're saying Parks Johnson and Wally Butterworth, Penn Tobacco's Vox Pop ambassadors, are tops. Not only on the air, but in meeting the press, radio folk and the public. And that's more than they're saying about several other celebrities in town at the same time. When will some radio and screen idols learn that Hollywood and New York do not overawe the provinces and that the grand manner doesn't "set well" with the average American?

Needless to say, NBC, CBS and MBS did grand jobs election night. Ah there, FCC! Please note another big investment in money, time and toil by stations and nets—all "in the public interest!"

Elimination of a number of ASCAP-owned themes on the networks points toward confirmation of this column's repeated prediction that the broadcasters are certain to go through with their refusal to give in to the composer-publisher demands. We see no possibility that ASCAP music will stay on the chains and the majority of stations after Dec. 31, unless the American Society backs down.

Decision of the board of directors of the National Association of Broadcasters not to negotiate with ASCAP, despite a plea by worried band leaders,

THE *Red* NETWORK
STATION IN
PHILADELPHIA

WESTINGHOUSE

KYWW

10,000 WATTS *Save* **50,000 Watts!**

WESTINGHOUSE RADIO STATIONS
Represented Nationally by NBC Spot Sales Offices

makes it clear that a united industry will attempt to settle, once for all, the perennial headache of copyright.

One of broadcasting's worst curses, the oversupply of dance music after 11 p.m., may be on its way out, thanks to the musicians' union. Both CBS and NBC (CBS currently) have been plagued by union fiat ruling out remote band pick-ups because of disputes with stations, disputes in which the nets have no part. Now CBS is reported figuring on using the late night hours for studio programs of various kinds, along the lines of the "Forecast" series heard on Monday nights (9 p.m.) last summer.

The idea is that the midnight period would be a good time to develop and display new program ideas. This not only would give the listener a choice of something other than the eternal dance music program, but also would be helpful in network programming in case the expected NAB-ASCAP break comes with the first of the year.

WFIL Sells Election Returns...

WFIL, Philadelphia, sold all its time on Election Night, Nov. 5th, to Philadelphia and New Jersey dealers of The Ford Motor Co., Roger W. Clipp, manager of the station, informed *The ADVERTISER*.

From 9:45 P.M. until the historic moment when the Presidency was conceded, every commercial broadcast was cancelled to make way for the election returns. Two exceptions—regularly sponsored programs at 10:30-10:45 and 11-11:15 P.M. broke into the Ford dealers' solid bloc of time.

Direct wires to both Republican and Democratic headquarters in Philadelphia, International News Service and The Philadelphia Record, combined with NBC and MBS reports, assured WFIL listeners of all the latest, on-the-spot returns. Man-in-the-Street broadcasts from all over the city supplemented the election news.

For the thousands of Philadelphians who milled about the downtown district on Election Night, WFIL erected a large electric "score" board that flashed the latest returns as the station received them.

The Ford Dealers' sponsorship of the entire election returns established history in Philadelphia broadcasting, according to Clipp. McCann-Erickson, New York, handled the contract.

McAndrews Advanced...

Bob McAndrews, formerly Sales Prom. Mgr. of KGO-KPO, San Francisco, has been named head of Sales Promotion for NBC's Western Division, according to General Manager Al Nelson.

McAndrews succeeds Charles Brown, who recently moved to New York to take the post of Sales Prom. Mgr. of

WXYZ Night Power Vastly Increased...



TRENDLE

CAMPBELL

Their exemplary operations of WXYZ, Detroit, rewarded by FCC with Night-Power increase expanding coverage of this great market.

CONSTRUCTION of WXYZ's second new radio tower to handle the 5000-watt night power increase is moving fast and Geo. W. Trendle, president of King-Trendle Broadcasting Corporation, is at last rewarded for a decade of exemplary broadcasting ethics.

Since the advent of WXYZ under Trendle's management, closely seconded by H. Allen Campbell, the station has become almost world famous through creation of three great dramatic productions. This recognition soon earned for the station a popularity that indicated inadequacy of 1000 watts in the big Detroit area.

Listeners far beyond the primary reaching of a single kilowatt wanted to dial its offerings. Letters told of such desires. "Why," wrote many people, "can't we hear your programs?" Trendle felt that his high standard of broadcasting service to listeners deserved greater coverage to supply this demand.

But those who know Trendle know that he in many instances follows the age-old axiom, "make haste slowly."

Briefly, King-Trendle outfit preferred to be recognized as worthy of a stronger "voice" rather than place itself in the light of being over-ambitious.

NBC's Managed and Operated stations.

Gene Emmett Clark, previously a writer and producer in KGO-KPO's program department, fills McAndrews' former position.

WBIG Uses Outdoor...

One of North Carolina's busiest street corners—at Jefferson Square, Elm & Market Streets in Greensboro—recently became the site of display advertising for WBIG, Greensboro. Astute Major Edney Ridge, the station's Director, contracted for a prominent display window and illuminated board space to promote both WBIG and the Columbia Broadcasting System.

The window space will feature merchandise advertised over the station that the store behind the window—Liggett's—has on stock; the lighted display sign will flash messages about popular WBIG programs.

The first reward for such steadfast policy came last November when WXYZ was upped to 5000 watts daytime only.

The corporation built a new high-power transmitter and engineering building seven air miles from downtown Detroit. The new signal was featured with usual King-Trendle thoroughness along with NBC's Blue Network coast-to-coast broadcast celebrating the event.

Now comes the nighttime increase giving WXYZ a day and night signal of 5 kw which is expected to intensify the station's scope of primary a good 500%.

Recently King-Trendle published a new market study which features WXYZ as giving the biggest radio dollar value in Detroit. A comparison of rates in relation to coverage is the basis for this claim. Obviously, the extension of the night-time primary will enhance this value comparison and place WXYZ in a much stronger position in the Detroit field.

Many in the trade have continually paid homage to Trendle and his staff as outstanding broadcasters and showmen because of unusual success in producing shows that win.

Naturally THE LONE RANGER is the wheel horse of their creations and still going strong throughout the land. THE GREEN HORNET is a worthy stablemate which now is heard coast to coast via Mutual, with a movie serial coming up soon. Somewhat newer, but equally of potential greatness is NED JORDAN, SECRET AGENT, also on Mutual and propitiously featuring in each drama a militant campaign against subversive activity in America. Here, again, Trendle's master showmanship is evident in such a well-timed addition to the dramatic story of Ned Jordan.

What next? Maybe Trendle knows, but it's a safe bet that the increased audience accruing from the new high power at night will enjoy the A-1 entertainment to come.



**CAROL
GAY**

—the foremost feminine name
in St. Louis radio—exclusive
over ST. LOUIS KWK



CBS' Victor Ratner as he looks to his colleague Dr. Stanton's camera eye . . . contemplating a new campaign theme.

"I Don't Make High-laced Shoes For a Living"...

Famed Creator of CBS' Advertising Promotion Campaigns Tells of Radio's Decade of Progress... Proud of Broadcasting's Record.

By **VICTOR M. RATNER**, *Director of Sales Promotion, Columbia Broadcasting System, New York*

I RIDE one of the great currents of our time.

Not everyone is so lucky. There are people who still make highlaced shoes, who still build carriages and out-houses. I'm not one of them.

I'm in Radio, have been deep in it for over ten years, have seen it grow with astonishing speed from gadget into something no superlative quite fits.

When I first came to radio, as an advertising copywriter, it had just stopped being little Junior's adventure in practical science. The whole family was taking it over. Ted Husing and the New York Philharmonic were already on the air.

I found myself riding an enormously alive social force, galloping heel-bent for international significance. The big problem was to keep from getting unhorsed. Radio was bigger than anyone in it. We knew that. At best, all we could hope to do was to house-break radio without slowing its speed or spirit.

We needn't have been afraid. Here we are, the people in radio, after a ride like nothing else in history. Today, over 28,000,000 families in this country own about 50,000,000 radio sets. Did you read those figures casually? Don't. They tell you a good deal more about democracy than you might imagine. After beds and tables and chairs, a radio is the most familiar household item in America. There's nothing else so many families own in common.

Or use more.

I know that figures are tiresome. But think for a moment what the following figures must mean. Today, more than eight out of ten U. S. radio families listen sometime *every day*. They listen an average of over five hours a day. That makes a total of something like 100,000,000 family-hours of radio listening in this country *every day*. (If anything, the figures are conservative!)

The Implications Are Harder

Its enormous distribution and enormous use are the simplest facts about radio. It now cuts across every income and geographic line. It makes the use of telephones and movies in this country seem like scattered phenomena. Radio has become the most *typical* thing in America; our "first" activity—all in the time it took your kid brother to grow up to high school.

But if the facts are simple, their implication is not. Heavyhanded sociologists, in years to come, are going to spend a lot of time figuring out the impact of radio on us, on our family life, on our culture. They'll embalm their findings in the fat books which are their occupational disease. My job is livelier. I have to interpret the meaning of radio *now*.

I'm still an advertising copywriter. I don't write anything that goes on the air. I write about radio. I try to explain it to the men who buy time and sponsor

programs; try to convince them that the quickest and best way to reach most people is not in magazines, not in newspapers, but on the air.

It's not a hard job. Radio itself does most of the work. (I realize at least once a week that nothing I've written about radio in ten years is half as exciting, as alive, as convincing as radio itself.)

And why should it be? My subject really has been the American people—this energetic, cocky people with half a continent to stretch in; who assume, like no other people on earth, that anything anyone else owns is something they can have too. They *expect* to know what's going on. They aren't awed either by symphonies or great classics of literature (both are on the air, and very successfully, as I write). They took to radio like a duck to water because new horizons, all things considered, have always been the great American stimulant.

And radio, simply stated, brings the biggest horizons right into the living room.

If this be flag-waving, make the most of it. I think our radio is the sharpest demonstration of democracy the world has seen. If everything else were as pleasant, as healthy and generous in its growth, you wouldn't recognize the place!

It surprises me a little to find myself so ardent about radio. Perhaps it's because it buys my bread and butter. Or

perhaps it's because I've had a chance to see it whole, to see what it has come to mean beyond my immediate circle.

The complaints generally made about radio can almost all be traced to one thing. It is a mass medium. Intellectually-minded people are apt to get impatient with any mass medium. Yet radio gives the intellectual far more attention in its schedule—in "serious" programs—than intellectuals warrant numerically in the population.

This has had a double-action effect. When radio carries serious music and serious talk to the intellectual, it also exposes them to masses of people as no other medium can hope to. When serious stuff comes out of the same little box as broadest comedy and hot licks on a saxophone, people in the habit of listening to one often go on listening to the other—and make interesting discoveries. This is a double-action effect because radio has drawn any number of "intellectuals" into listening to Fred Allen and Jack Benny, even as the audience for the New York Philharmonic and "Invitation to Learning" broadcasts* no longer consists only of people who normally buy concert tickets and "good" books.

All of which is grist for the mill of the particular story I have been trying to tell for ten years—the story of radio as an advertising medium.

Radio—the Advertising Medium

That story begins, as I have begun this article, with the size of radio's audience. The simple fact is that, today, everybody listens; everybody but the very, very poor.

This in itself makes radio an extraordinarily powerful advertising medium. But the story only begins there.

Radio's huge audiences are not the cause of radio's effectiveness but the result of it. They grew inevitably out of the special psychological advantages radio has as a means of communication.

I think the first of these is so obvious people tend to overlook its weight. People *listen* to radio. They *read* other media. And listening is easier than reading.

Listening is something we do naturally from birth. Reading is an artificial business. And all our lives we do far more listening than reading. Why then be surprised to find that people are more ear-minded than eye-minded? Psychologists have tested the issue from every angle. With monotonous repetition, they discover that people remember what they *hear* longer and better than what they *read*.

And then, radio is so *alive*. You listen to the warm, subtle inflections of a real voice. Its message is immediately and directly alive in a way no "still-life" medium can duplicate.

Don't forget this, either. People listen *together*. Radio is the only medium which reaches a room full of people *simultaneously*. That does something.

* "Invitation to Learning" is a weekly program Sunday afternoon on CBS in which the great classics of literature are now being discussed.

People together are far more responsive, far more "open" to almost any message, they react much quicker to it, than people alone.

Rebuttal and Counter Rebuttal

Naive people sometimes say "But people don't listen to *advertising* on the air."

You can tell them they're talking through their hats.

There's no other way to account for the rise of radio in this country—for

the entire development of its audiences and programs—except in the audience's response to radio *advertising*. That's been the whole source of radio's revenue.

Perhaps some people might have liked a different system. But this one has given us the best radio in the world, and by such a wide margin there's no "second" in any other country in the world.

* * *

It's been a pretty full ten years.
VICTOR M. RATNER

KXOK Shows 17 States Mail Pull . . .

THE wide spread coverage of KXOK, St. Louis, now operating on its new frequency—630 via 5,000 watts day and night, evidenced itself by a mail return from 17 heavily populated states.

Offering a special edition of the St. Louis Star-Times, containing radio supplement, the station was deluged with mail that confirmed the engineering pattern of its ½ mill volt line.

Mail from New Orleans to Sault Saint Marie indicated KXOK covers the Mississippi Valley as well as thoroughly

covering the geographic heart of the nation, the St. Louis Market.

January first witnesses the switching of NBC Blue to this powerful St. Louis station, owned and operated by the St. Louis Star-Times, one of America's greatest newspapers. John C. Roberts, Jr. the station's head, in cooperation with his widely known GSM Cosby, has outlined a campaign and program arrangement to give the NBC Blue hookup and its many clients a coverage and marketing service that will set the national pace for results via radio.



Boston Ad Club Honors Shepard . . . Over 100 members of the advertising and radio professions jammed Boston's Hotel Staller on October 22nd to hear a half hour demonstration of John Shepard III's latest development, Frequency Modulation. The head of the Yankee Network of New England did not disappoint his listeners, presenting a program as amazing as it was convincing. So realistic was the transmission, guests could not tell an actual piano performance in the room from one broadcast many miles away.

Seated at the head table, in the lower photograph, are (left to right): Prof. Ross Cunningham, Dir. Market Research, M. I. T.; George Chatfield, Lever Bros.; E. C. Favorite, Dis. Mgr., Atlantic Refining Co.; Paul A. DeMars, Yankee Network F. M. Engineer; John Shepard III; John C. Nicodemus, V. P., Boston Ad. Club. Shepard commented to the gathering, "You gentlemen will notice no ASCAP numbers were used on this program!"



By EMJ

Washington Correspondent for The ADVERTISER

BIG doings are being planned to celebrate radio's twentieth birthday this month. A dinner at the Willard Hotel is scheduled, which will be held on November 25 or 26. Big wigs of government, radio and business are being invited and I would say that just about everyone will be on hand to grasp Willard silverware and to wait for the starting signal with napkin tucked under chin. President Roosevelt will be asked of course but no guarantee is given by the writer that he'll be there. Enough officials will be on hand, nevertheless, to uphold the dignity of the government. Radio stars, who have been long established on the air, will present a show to

commemorate the event. Sponsors of the dinner are the National Association of Broadcasters, Communications Bar Association, Institute of Radio Engineers, and the Radio Manufacturers Association. Some of the network companies are also expected to join as sponsors . . .

A new service for broadcasters has just started at the Library of Congress which opens the way for station program directors to draw on material which the world famous library has collected. Three men, paid by one of the Rockefeller foundations, have been assigned to help broadcasters make use of the library. PHIL COHEN, formerly with the British Broadcasting Corp. and more recently with the U. S. Office of Education, will take care of any corre-

spondence addressed to him at the Library of Congress. The other two men are CHARLES HARRELL, formerly with WLB, and JERRY WISNER, from the U. S. Office of Education . . .

EDGAR BILL, WMBD, chairman of the NAB Code Committee, is wrestling with a new angle of commercial time limitation. It seems that restrictions now proposed for commercial copy are too drastic for "contest copy" and there is much palaver over this point. Bill and the Code Committee met recently at Chicago to see what they could decide. However, the Committee voted to meet with agency men in January, presumably in New York, in an effort to strike a happy medium. It will mark the first time that the Code Committee has met with agency men and some think that the experiment may lead to closer collaboration between broadcasters and the agencies . . .

CLARE MCCOLLUGH, WGAL and mogul of the Mason Dixon group, dropped into town to look the situation over. Lunch at the National Press Club kept him well nourished while visiting . . . SAM HENRY, NAB Bureau of Advertising, is working like a little beaver to prepare a presentation on radio for the convention of the National Retail Dry Goods Association. The retailers want to know how they can tie their local advertising into national radio campaigns. Since radio is beginning to make inroads into the retail field much hope is placed in Sam's effort . . . ED SPENCE, formerly Secretary of NAB, has just been granted a local station license for Washington.



BUSINESS IN WASHINGTON?

After a day full of Washington conferences, you'll doubly enjoy the modern luxury of the Hotel Raleigh. The restful comfort of your room. The long-remembered excellence of the food. And the gaiety of the Pall Mall Room, the capital's smartest dinner and supper rendezvous. Yet so economical. Rooms from \$3.50.

C. C. SCHIFFELER, Gen. Mgr.

HOTEL
Raleigh
**PENNSYLVANIA AVENUE AND
12TH ST. N. W., WASHINGTON, D. C.**



Armed with True Story's newest presentation, an exploration of the secondary circulation of magazines, applied to specific marketing problems, Asa Blish, adchief of True Story, holds meeting in the Chicago office of the publication. In the usual order are, J. L. Mitchell, Eastern Manager of True Story, Blish, and Albert G. Dejen, Western Manager.

Say you saw it in The ADVERTISER . . . Please—



Major Dept. Store Takes To Radio . . .

Washington, D. C.

WILLIAM C. ROUX, Sales Prom. Mgr. for WEAJ and WJZ, New York, entertained over 150 breakfast guests of NBC at Washington, D. C., recently, with some interesting sidelights of radio's role in the department store field.

The occasion was a momentous one: The Hecht Co., massive Washington department store, and the second largest user of newspaper advertising lineage in the United States, announced that it had signed Baukhage, NBC's famed news commentator, to air the news over WRC every week-day evening from 6:30 to 6:40 P. M. The firm thus took the lead as the first major department store in the country to make Radio an important part of its advertising picture.

Attending the breakfast—held in the Mayflower Hotel, Oct. 26th—were executives, merchandise managers and department heads of the department store, National Broadcasting Co. radio executives, agency men, and Baukhage, him-

self.

In the photograph, above, left, some of the men responsible for the breakfast have gathered about NBC microphones. They are, (L-R) John H. Dodge, Sales Mgr., WRC-WMAL, Washington; Roux; Bert Sarazan, Publ. Dir., The Hecht Co.; David B. Stein, Radio Dir., Kal Advertising, Inc.; Charles B. Dulcan, Sr., V.-P. and Gen. Mgr. of The Hecht Co.; Kenneth H. Berkeley, Gen. Mgr., NBC, Washington; Baukhage; John Marshall Dinwiddie, Prom. Mgr., WRC-WMAL.

To promote this daily program, The Hecht Co. smartly used one of its main shop windows (right), in which a United Press news ticker continuously printed radio news bulletins; a large blow-up photograph of commentator Baukhage was shown in the background. In addition, full pages in Washington's Sunday papers announced the news broadcasts the week preceding the initial show.



Rotarians Hear Peare, Hager . . .

One hundred Rotarians recently crowded the Audience Studio of WGY, Schenectady, as luncheon guests of General Electric Co. and WGY. They heard fascinating descriptions of G-E's radio activities from Robert Peare, Mgr. Broadcasting, General Electric, and veteran Kolin Hager, Manager of WGY.

CBS Promotes Morin . . .

Charles Morin's sensational sales record during the seven months he headed sales for KSFO, San Francisco, recently led to a new promotion. He becomes Assistant Mgr. of Columbia Broadcasting System's San Francisco offices, Don W. Thornburgh, CBS V.P. in charge of Pacific Coast operations, informed *The ADVERTISER*.

Working under Arthur J. Kemp, CBS Pacific Coast Sales Mgr., Morin will supervise network sales originating in San Francisco and Radio Sales, Inc. activities for northern California.

The ADVERTISER, November, 1910

WAKR's Superb Studios . . .

Ohio's latest station, WAKR, Akron, on the NBC Blue Chain, opened its doors to a radio devouring public and has been guest to a daily average of 1,000 Akronites since its ultra-modern artistic studio doors have been unlocked.

Broadcaster S. Bernard Berk, and Mrs. Berk, whose artistic skill is evidenced in the decorative theme of the many studios, informed *The ADVERTISER* that the station started with more than \$80,000 worth of local business when its 1,000-watt signal initially spread itself over the rich Akron market, in time to pick up considerable election campaign monies.

Commercial Manager is Kenneth Keegan. He was formerly Adv. Mgr., the late Scripps-Howard Akron Times-Press. The big O'Neil Dry Goods Co. has given WAKR the largest contract for radio time it has used to date. The station is well launched on the road to a highly successful career.

31

The Agency Page...

By H. B. T.

WE would like to see the matter of the local-national rate differential given serious consideration by representative agency and newspaper publishers' organizations. There are many arguments for either side of the controversy as to whether the differential should exist. The agency placing national space maintains, and rightly, that the publisher saves composition and alteration costs when mats or plates are furnished, and that the credit risk on an established agency is far less than on a small retailer. Then, too, agencies create business, acting as a representative of the publisher's sales department insofar as they bring in new accounts. On the other hand, the publisher often must furnish merchandising help that costs him real money on national space, and since he expects to eat even on the day that he doesn't carry much foreign advertising, he is dependent on department store space because it is on a daily schedule. The matter of discounts for frequency of insertion has been discussed increasingly of late, and may hold a workable solution to the problem.

* * *

We suspect that the revived Sun-Maid slogan, "Had your iron today?" will not prove too popular in London at present, what with the daily shower of ironmongery from the skies.

* * *

B. F. Goodrich Co. has announced an anti-freeze named Stet, which will no doubt be loyally used by all the printing fraternity.

* * *

It ain't smart to kill off the customers. Thus, we trust that the cigarette broadcast giving away planes includes a minimum course of instruction in their use.

* * *

Excerpt from a letter received from a salesman who called on us now and then: "I am leaving my present connection for Government duty and I want to express my appreciation . . . for the business given me."

We will probably see more of these communications. So long, boys, and may there be a job for you when you get back.

* * *

"You will never know the complete power of your charm until you have used Park & Tilford's perfume masterpieces." Don't tell us how you made out. What with a weak heart, and all, we doubt we'd stand the strain.

* * *

Add great opportunities—Union-May-Stern, in the St. Louis Post-Dispatch, says, "If you're drafted, anything you buy from us until November 15th, radios, rugs, furniture, washing machines . . . everything! . . . is yours to keep."

* * *

Now a survey of doorstep advertising reveals 88% readership. Wah! Our doorstep looks like a rest-home for hungry goats already—what will it be like when the news gets out?

Much to everyone's surprise, it has again been judicially decided on the one side that cheesecake is popular; and a university professor states in a recently published book that sex is the least important of advertising urges. The lithe-some leg, my children, always has and always will attract attention, and you are hereby charged with the responsibility of remembering this fundamental axiom no matter who tells you different.

* * *

Chock Full O'Nuts Co., New York restaurant chain, seems to us to be walking a tight-rope, with that name. What if the customers decide that they're being called names?

* * *

Just another example of the class struggle. An English agency, advertising that their headquarters have been moved to Berks Hill, Chorley Wood, Herts, for the duration, mentions in passing that the production and space departments are still functioning in London. Production men and space buyers, they figure, are expendable.

* * *

The Wisconsin cheesemakers expect to sell more than a million and a half pounds of cheese to be given as holiday gifts. Try giving the girl friend a ripe old limburger.

* * *

P. J. Ritter Co. has introduced, with much fanfare, wide-mouthed catsup bowls which take the pop out of this old favorite. Now if some one will invent a key-opening can that doesn't taper off to nothing in three twists he'll have our undying gratitude.

* * *

The Quality Bakers of America will place increased emphasis on laboratory testing in the coming year, it is reported. Now if they could only do something about the staff of life. It looks swell, it's neatly sliced, and beau-

tifully wrapped, but it ain't bread. Dorothy Thompson, no idol of ours, called the turn when she made pointed remark about wind, water and cellophane.

* * *

A lot of words have been bandied about concerning the charge that advertisers control the editorial columns of newspapers. An advertiser who directly attempted to dictate editorial policy would richly deserve the blast he'd get from many publishers; but this is not altogether likely to happen because no one has any particular desire to murder Santa Claus.

* * *

Maybe Fleischmann is overlooking a bet in their "Now You'll Like Yeast" campaign. Instead of mixing yeast with such namby-pamby fluids as tomato juice and milk, why not use Fleischmann's new Kentucky bourbon?

* * *

That new double-thickness terlet tissue might be great stuff if it didn't tear into ribbons when you try to detach it from the roll.

* * *

Unless you already have a book you might be interested in "The Technique of Advertising Production," by Thomas Blaine Stanley, professor of marketing at New York University. It will be of particular interest to those who feel that proper production involves as much creative effort as copy or art.

* * *

Lord help the poor layout man in times like these. American Magazine will now accept zigzag spreads, animated spreads, strip spreads, horizontal pages and bookmark covers. Asaph, our demon of the tissue pad, has just sent out for a case and won't be seen for a week, if we know the signs.

* * *

Betcha the public doesn't know that Jests, the new cure for acid indigestion, are made by a subsidiary of Ex-Lax. Watch out, boys.



Cruising down the Hudson River one recent Sunday afternoon, Ward Wheelock, (center) Pres. of the agency bearing his name, and Carroll Rheinstrom (right) V.P. in charge of Wheelock's New York office, leisurely discussed new copy plans for their Seagram account. They were returning from a week-end at Rheinstrom's country place in the Berkshires.

Announcing

WXYZ

DETROIT

5000 WATTS

**NIGHTTIME POWER INCREASE
IN OPERATION DECEMBER 1ST
MORE MARKETS—MORE LISTENERS**

**Contracts Accepted
At Present Rates
Until February 1st, 1941**

ACT NOW

NOW OPERATING
5000 WATTS *Daytime*
1000 WATTS *Nighttime*

KING-TRENDLE BROADCASTING CORPORATION
WXYZ—KEY STATION MICHIGAN RADIO NETWORK
Basic Detroit Outlet NBC Blue Network

National Sales Representative—PAUL H. RAYMER COMPANY



Performers, host and guests observed at the inspiring ANA conclave at White Sulphur Springs and a few observations made by The ADVERTISER's editor, Manuel Rosenberg.

American Industry Booms

(Continued from page 12)

seller is no longer completely free to merchandise the style, the various types, the intricate and attractive packages that serve as sales stimuli during peace, the character of a substantial portion of his advertising must change.

"One of the major targets of government control after M-day will be the individualized trade practices, selling and advertising procedure which result in duplication and waste, such as excessive brands and unnecessary style variations, superfluous containers and wrappers which have no value in a full-blown national defense economy.

"The ingenuity of the advertiser and his professional adviser alike will be tested by the need to sell at a time when style is no longer a major consideration, packaging no longer a striking inducement and the margin of price differentials has been reduced."

Referring to media Cherne observed: "A strange conflict faces the advertising media—particularly the newspaper and radio. The nature of modern war is to make their continuance more difficult, to make advertising more difficult to get and perhaps more difficult to carry, to limit the amount of material, newsprint, ink, zinc, copper, to increase, particularly in the case of radio and outdoor displays, the quantity of

time and space devoted to the needs of government. But on the other hand, as these limitations increase, the society's need for the continued functioning of the media becomes more urgent. The newspaper, periodical and radio particularly become the important instruments for maintaining public morale. They must continue, both to convey news and hope."

Most interesting to the varied media men present was the statement of ANA Pres. Paul West, following a survey of their membership. To-date there are some 350 top national advertisers en-

(Turn to page 42)

Over One-Third of a Century...

★ The Nation's foremost advertisers have recognized the potential SALES-POWER of POINT-of-PURCHASE material . . . and have year after year made increasing allotments for this Medium.

★ Obviously a Medium that does its job at the *Point-of-Purchase* is the LAST WORD in SALES REPRESENTATION. EVERY Product, whether it be a bar of soap or an automobile, sold in a retail store, requires the POWER of this Medium.

★ For Over ONE-THIRD of a Century Window Displays and Point-of-Purchase material have shown a steady increase. An increase resulting entirely on merit.

★ For over ONE-THIRD of a Century the ARVEY CORPORATION has shown a steady increase in its *Mounting and Finishing Division* and has maintained its foremost position in that Industry. A position maintained by merit only.

ARVEY CORPORATION

CHICAGO — PHILADELPHIA — JERSEY CITY

Say you saw it in *The ADVERTISER* . . . Please—



Keenly interested was Nash-Kelvinator's Wm. E. Malore, Jr. Detroit

Doc D.P. Snelzer Procter & Gamble - elected to ANA Board

Pa G's W.G. Werner - one of the world's topmost advertisers...

Lt. Col. Ralph K. Strassman Ward-Whelock, N.Y.

Alka-Seltzer's Herb Thompson Elkhart, Ind.

"Our World Series broadcast was a great piece of advertising!" Craig Smith, Ad. Mgr. Gillette Razor Co. Boston

"Displays pay - I know!"

Coca-Cola's Price Gilbert drove in on the last day's event...

Walter Rowz, Estate Store, - a fair soken...

Libby's Joe Collins is a hot shot on the window display subject...

Carstairs Phil Kelly...

Thos. J. Lipton's Ad. Chief, C.L. Saperstein

John Morrell & Co's George Morrell Ottumwa, Iowa

Truscon-Steel's Dick Deadd - NIAA Pres - is a camera fan...

Seeking new product ideas is Allan T. Proyers new task at Vick Chemicals, N.Y.

SKF's Pres. W. Batt told of National Preparedness activities...

Ethyl's Paul McElroy headed a large golfing event...

Underwood-Elliott-Fishers Carl Ruprecht gave top golf prize...

General Mills' Sam Gale...

Bristol-Myers Brown in action on White Sulphur's tennis court...

General Mills' Sam Gale...

"Hello London..."

Rosenbergs and White Sulphur Spgs. 1940

Kraft's John Platt...

Carters Ramon J. Cabrera, N.Y.

NBC's news chief Abe Scheckter's tuning in to their Berlin and London correspondents intrigued the ANA members and guests at the conclave...

Slender George McMillan reported to the ANA...

P.G. Agnew L. Meulandyske

Bob Lloyd

A.O. Buckingham

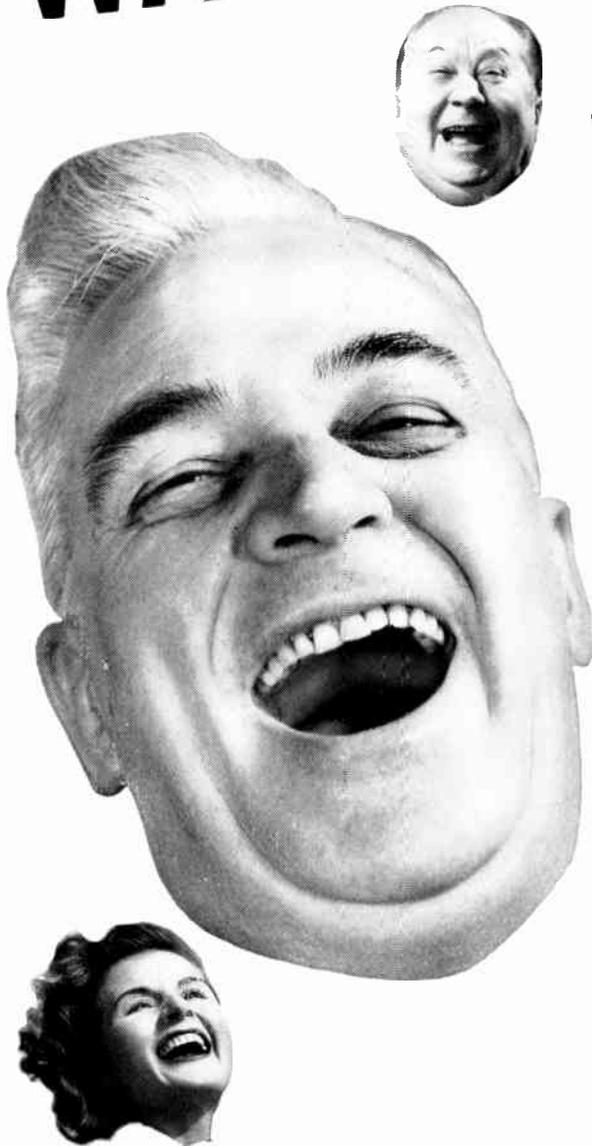
Elan Barton Wm. Carr

Geo. T. Eagan

ANA's programs draw full attendance - kept attention...

Important discussions on advertising trends, meeting the Consumer Problem and Government activities affecting advertising, plus a variety of other matters of vital interest added much color to the 31st Annual ANA conference at The Greenbrier. Here's how ANA members and speakers looked to Manuel Rosenberg, The ADVERTISER's sketch artist.

WANTED—a Comedian!



To complete the picture of NBC Blue Network Program Leadership

Frankly, we wish we had a Jack Benny or a Charlie McCarthy on the NBC Blue Network. Not that there isn't plenty of laughter on the Blue, what with Ben Bernie's music funfare and the delightful inanities of "Easy Aces," but another "clown prince" would provide just the finishing touch we need to complete the pattern of Blue leadership in every type of program.

We sincerely believe that no other network offers such a well-balanced platform of entertainment, be it commercial or sustaining.

That is why, when you put your show on the Blue Network, you start with an audience that is as loyal as it is large, attracted and held by a consistent flow of first-rate showmanship. Many of these programs were conceived and developed on the Blue—the same network where they are now doing such an excellent job of salesmanship.

Add to this the fact that the Blue Network provides its coverage in the Money Markets where America's buying power is concentrated, plus the welcome reminder that the famous NBC Blue Network Discount Plan offers national coverage at the lowest cost of any medium, and you can understand why 24 new advertisers have joined the Blue since June 1, 1940.

The moral—today, more than ever, "Better Buy Blue."

NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service

NBC BLUE NETWORK
Sales thru the air with the greatest of ease



News—Blue and Hot . . . Different in style, but alike in effectiveness, are Jergen's Walter Winchell (left) and Sun Oil Company's Lowell Thomas, C.A.B. figures show these two newscasters leading the field in the size of their audiences. Both are heard over the NBC Blue Network.



Music—High "C" to Moanin' Low! To please all ears, NBC Blue maestros range from Arturo Toscanini to Tommy Dorsey; programs from Metropolitan Opera to Chamber Music Society of Lower Basin Street. No other network offers such famous artists, so complete a musical diet.



Vital Information—Vital Issues. Prime example of the Blue Network's noted public service programs is the famous Town Hall Meeting of the Air, where celebrated speakers hotly contest current issues in a thrilling demonstration of America's freedom of speech.



Quiz Experts, Old and Young. Blue quiz shows click consistently. Most recent question-answer sensation are "Quiz Kids" in their first hit season for Alka Seltzer. While "Uncle Jim's Question Bee," now boosting sales of Lever Brothers' Spry, is in its fifth successful year on the air.

Say you saw it in *The ADVERTISER* . . . Please—



Award Jury and 1940's Premier Poster . . . Lord & Thomas designed it, for Pabst Sales Co., H. Walter Wilkinson painted it, United States Printing & Litho Co., skillfully lithographed it and the following famed ad-world notables chose it as "the year's best": (L.-R.) B. L. Robbins, V.P. GOA., Fred Ludekens, A.D. Lord & Thomas, Ignatz Sahula, A.D., Tracy-Locke-Dawson, Maurice Saunders, Chairman L.N.A. Ray Jordon, A.D. Blackett-Sample-Hummert, Roy A. Bradt, V.P. The Maytag Co., J. W. Dincen, Dir. Sales Section, General Motors, Walter K. Nield, Mgr. Art Dept., Young & Rubicam. R. W. Birdseye, Genl. Adv. Mgr., "Santa Fe" Ry. A. W. Ramsdell V.P., Dir. of Sales, The Borden Co., G. R. Schaeffer, Marshall Field & Co., Halsey Davidson, A.D. Campbell-Ewald Co., A. W. Sherer, Mgr. Adv. Dept., Natl. Biscuit Co., A. W. Aldag, Sales Mgr., Rival Packing Co. and C. W. Stauffenberg, Dir. of Sales, Middle Western Div. The Great Atlantic & Pacific Tea Co.

Fisken's Talk Highlights 11th Poster Show, in Chicago...

World's Largest User of Outdoor Advertising, Chevrolet's Chief Reveals Motor Corporation Spends \$14,000,000 Annually, Is Tops In Sales . . . Pabst "Blue Ribbon" Poster Wins 1940 Premier Award

By The OUTDOOR EDITOR

Chicago

A BROAD, beaming smile spread over the round crimson face of Pabst Beer's Adv. Chief, Bob O'Flaherty as the impresario for the presentation of the 11th Annual Poster Show Award winners Art Director Fred Ludekens, Lord & Thomas, Chicago, announced "The Winner" of the premier award was "Pabst Beer's Blue Ribbon Scotchman 24-sheet."

The award won acclaim of the overflowing crowd of advertising men who flocked to this annual event, at the Marshall Field's Galleries, Chicago, on Nov. seventh.

Glorifying the art of the 24-sheet commercial poster—"the Nation's Art Gallery"—this annual showing of the year's 100 Best Posters always draws attention and has succeeded in improv-

ing the art of the poster produced today. This was evident on viewing the 100 posters, shown in original form.

Artist H. Walter Wilkinson painted skillfully the Scotchman who chose Pabst "Blue Ribbon". Lord & Thomas, the agency, and U. S. Printing & Litho. Co., the lithographer, both did a skillful job of creative work—idea and production. The poster did its fine share in accounting for Pabst's 1940 sales.

Second award went to the Ford Motor Co., truck division poster. Chevrolet Motor Co. on their announcement poster took the third prize. The 10 *Honorable Mentions* went to Peter Ballantine & Sons, The Texas Co., Ford Motor Co. "Democrats for Willkie" (this 24-sheet evidently was a valiant flop), Jantzen Knitting Mills, The Carnation Co., California Fruit Growers Exchange (painted bulletin), Armour & Co., Packard Motor Co. and Socony-Vacuum Oil Co.

Highlight of the Award luncheon was the address by Chevrolet's Ad Chief C. P. Fisken. He was introduced by his agency's Pres. Henry Ewald (Campbell-Ewald) with the dramatic phrase: "I give you C. P. Fisken, my Client, my Boss, my God!"

"C. P.," with suitable humor, capitalized on this introduction and his information on Chevrolet's advertising

Extra Protection Against Wear



Honorable Mention . . . Among the 10 to receive this citation was this pointed sales appeal for Mobiloil, Socony-Vacuum Oil Co., N. Y. Agency: J. Stirling Getchell, Inc., N. Y. Artist: Harold Anderson. Lithographer: Forbes Litho. Co., Boston, who did a remarkably fine 21-Sheet, via their "Sebrot" process. Forbes also lithographed additional designs among the "100 Best".



Where the market is tagged as the country's top sales spot . . . all industrial wheels are humming and business is good.

Where a new all-time high in Poster Advertising efficiency has been attained.

Where the cost per thousand Net Advertising Circulation is the lowest of any metropolitan market in the nation.

Go Outdoors and go places in Detroit

WALKER & Co.

OUTDOOR ADVERTISING THROUGHOUT MICHIGAN'S LARGEST TRADING AREAS

Say you saw it in *The ADVERTISER* . . . Please—



"Another First" was among the "100 Best" for 1940 and a previous splendid painting "You Don't Ride . . . You Float", also painted this summer for Dodge, by George Rapp, La Driere Studios, Detroit, indicates further Detroit is becoming a poster-creative center. Agency: J. Stirling Getchell. Continental Lithograph Corp., Cleveland, did a superb job of lithographic production on this attractive posting.

Editor's Note . . .

One of the best current 24-sheet posters is the above creation for Dodge Motor Company, Detroit. George Rapp, well known artist, illustrator with the La Driere Studios, painted the poster, and has received considerable compliments on this latest 24-sheet creation. The same La Driere Studios have produced posters in the past that have won national recognition. Artist Rapp's Dodge Poster in 1939 depicting a number of women commenting on the quality of the Dodge, was among the 100 best selected at the 1939 Poster Show, and was chosen as the best poster of the month in January, 1939.

The ADVERTISER learns from Floyd La Driere, that La Driere Studios have added 8 new studios to their present quarters in The Boulevard Building, Detroit, with a group of artists expert in every phase of Commercial Art, many of whom have made national reputations.

The ADVERTISER feels that many National Advertisers would like to know where these posters were made, and take advantage of the facilities of the La Driere Studios.

efforts—its magnitude—gave the audience several breathtaking moments.

Chevrolet has spent \$149,000,000 on advertising schedules, since 1928. The average is \$14,000,000 annually. More than 7,000,000 new cars and some 17,000,000 used cars have been sold via advertising—"and some 28,000 salesmen"—in the past 7 years of Fiskens's directorship of this enormous advertising budget.

Every piece of advertising copy is approved by a committee that meets every Friday afternoon, in Detroit, and

is headed by famed World's greatest Sales Chief Wm. Holler. Incidentally Chevrolet's more than 8,000 quality dealers are queried on the advertising output—before it is published!

More than 6500 newspapers are used, with movies supplementing in villages where there are no newspapers—tho you'll find a Chevrolet dealer there! Outdoor Advertising gets the second largest slice of this great advertising appropriation. National Magazines—225 (including *The ADVERTISER*) are on the schedule.

Radio is effectively used by local Chevy dealers. A few years ago Chevrolet spent \$11,600,000 for radio time.

Contests get a large appropriation. Notably the famed "Soap Box Derby". This is Chevrolet's contribution to the youth of America and costs them, over the past 7 years, more than \$150,000 annually. An additional host of varied forms of advertising are also employed, including Window Displays, created by Stemar Displays, Chicago, tons of brochures, Direct Mail, House Magazines, etc., etc.

Chevrolet, today, is the world's largest user of the Outdoor medium.

Fiskens, a fascinating speaker, kept his audience a full hour past normal luncheon-address time—by acclaim—and in addition to selling them on the advertising job his great corporation is doing, also sold them on buying a Chevrolet. Many in the audience, polled, indicated they had bought a new Chevy—for which he thanked them "for helping to again put us in the lead as the world's largest manufacturers and sellers of automobiles."

In *The ADVERTISER*'s October 1940 issue—our 10th Anniversary edition, an article therein details further the vast Chevrolet advertising program. Fiskens took occasion, at this Chicago meeting to compliment *The ADVERTISER* on this issue and various previous issues that have stood out in his memory. He liberally praised *The ADVERTISER* and *MARKETS of AMERICA* on the publication's contribution to American advertising and industrial programs.

Art Director Ludekens declared: "the best posters are designed by the best salesmen." You've got to know copy, design and the sales problem of the client to do the best type of 24-Sheet, he indicated, in introducing the Award winners and briefly explaining their fine points.

The fine display of 1940 posters—"the 100 Best" was open to the public in the Marshall Field's Galleries Nov. 7-16. It will later be sent about the nation, for additional public exhibition.

New Car Card Policy Established . . .

Advertising privileges in the New York City Transit System—which includes elevated, subway and surface advertising—have just been acquired by New York Subways Advertising Co., a newly formed transit advertising organization.

The new arrangement was completed with New York's Board of Transportation with hopes of serving advertisers and agencies more efficiently, Frank J. Ellis, President of the transit advertising firm, declared to *The ADVERTISER*. Car card contracts were formerly held by three different companies.

N. Y. Subways Advertising Co. also announced a policy of selling card space through recognized advertising agencies.

Pres. Ellis is also a Director of the recently organized Transitads, Inc., and V.P. of the Wm. Wrigley Jr. Co., Chicago.

The famed Borden cow won recognition as a 24-sheet character, being selected among the nation's "100 Best Posters." Edwards & Deutsch, Chicago, did an excellent lithograph of this noted bovine.



INK IS WHAT THE EYE SEES

Color impressions are conveyed by the optical nerves to the brain. Elementary, but some printers are apt to overlook the obvious and take for granted that any ink and any color will do. The new F & L specimen book was designed primarily to help the printer create impressions - - good impressions. The complete range of plant-tested colors displayed in this combination specimen book and wall chart make it easy for the printer and his customer to get what they want. Other features like the individualized tabs, screen values, gloss and half-tone effects, make for convenience. Write for your copy.

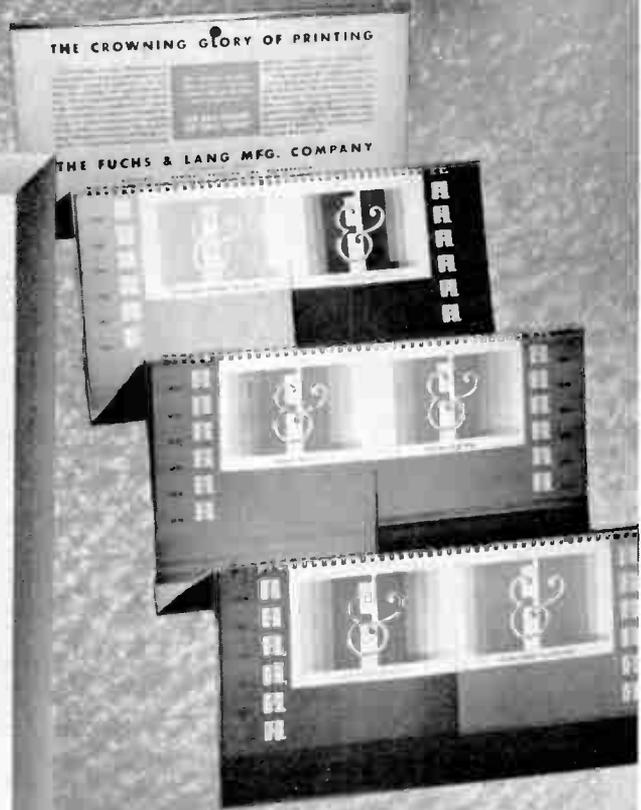
THE FUCHS & LANG MFG. COMPANY

(ESTABLISHED 1870)

Division - General Printing Ink Corporation

100 SIXTH AVENUE · NEW YORK

Boston Chicago Cincinnati Cleveland Philadelphia St. Louis
San Francisco Fort Worth Los Angeles Toronto, Canada



Say you saw it in *The ADVERTISER* . . . Please—

ASCAP SITUATION... (Continued from page 9)

Mr. Hummert should calm his fears, if ASCAP is on the square they will give him all the music he wants—at a reasonable price. And that, too, is all the broadcasters ask of ASCAP! All the music they want—at a reasonable price. Not "take it or leave it" and pay as much as 8% of the broadcaster's entire annual income for the next 5 years, even though music today—and ASCAP music at that—is not anywhere near as profusely employed as it was originally, when radio was just an all day music box.

ASCAP and its authors, Mr. Hummert, are much in the same position as would be a similar society of writers, columnists, cartoonists, serial publishers, syndicates, etc., who have been selling the newspapers your agency employs, their featured columns, cartoons, comics, etc. Let us say the group, with a repertory of such stars as Dorothy Thompson, Walter Lippman, Guy Mellon, George MacManus, Bud Fisher, King Feature Syndicate, et al, decide they want 8% of the income of ALL of the nation's newspapers (above the country weeklies) and if they don't sign up on this deal, via the ANPA (American Newspaper Publishers Assn.) the gang will withhold their columns, cartoons, comics, etc., "so dear to the American public."

Meantime via another unit, created for this emergency, the newspaper publishers affected have developed auxiliary organization to supply this need, and go the rebellious established authors one better in the form of employing new, and established splendid talent, plus the reserve of years of fine material (which the Public Domain music offers—witness the revamping of many an old maestro's tune—Tschaikovsky, Beethoven, Stephen Foster, etc., etc., to create today's radio music needs).

In doing so the new organization—its geniuses—readily offer proven successes and a grand measure of "new material." Would you, Mr. Hummert, still insist on dealing with the old gang—on giving them their doubly increased demands, which would necessarily come from the purses of your clients, to a large extent, or would you sit back and let the broadcasters handle this problem to a just equitable solution . . . in which "genius" gets fair play,

and pay, for its product and the millions of income now being taken in is more equitably distributed by the Society . . . for that is the proper solution to the issue.

We are certain, Mr. Hummert, would not want your clients to pay a larger sum for radio time, which would be necessary if the broadcasters agreed to ASCAP's current demands. Also other organizations in the radio picture would make similar inconsiderate demands and soon the cost of radio advertising would be too high to profitably employ. "Genius" and its leadership do not consider such a situation. They only seek to kill the goose that lays the golden eggs for them.

The ADVERTISER does not attempt to tell ASCAP's membership how to distribute its enormous income, but we do know of one other organization we advised to cut the salaries of its "leaders" and "favorites" and,

AMERICAN INDUSTRY BOOMS... (Continued from page 34)

rolled in the ANA and collectively they spent in excess of \$400,000,000 annually in all types of advertising media and methods. Thus when they turn in the figures that West reported one can fully appreciate that prosperity and good times are ahead for the nation.

West disclosed that "only one member" reported that in 1941 he expected less business than he has done this year.

Replying "good," "better" or "excellent" 56% charted their advertising budgets upwards, 38% will spend the same sum as this year and but 6% expect to lower it.

West reporting "as to sales budgets, 4% are planning a reduction, 33% have set the same as in 1940 and 63% will increase. The majority plan no great change in media used although there is some shifting."

The defense program offered the premier reason for expectation of increased sales and advertising, due to increased employment and purchasing power. The expectation of continuance of the upward sales trend made the second major reason. Industry factors were stressed such as "continuance of fair trade," "inventory position," as motives for increased advertising efforts. The value of improved advertising methods as an advertising stimulating factor was astonishingly stressed in many of the returned questionnaires. Thus such studies as the Outdoor Industry's TAB study, Broadcaster's Surveys Magazine, Publishers and Newspaper Publisher's recent studies of newspaper readership factors, etc., and too, the efforts of the lithographers and the mounters in the field of "Point-of-Purchase," resulting in increasing effectiveness of advertising

lo and behold, overnite there was prosperity in that organization for all . . . and the big boys still drew very ample pay, for the actual *service* they rendered.

Truly BMI and Public Domain music will meet every need of the national advertiser employing radio. A few good numbers may be missed, but we would all like to hear a few new "geniuses" and their output, ample reward for the loss of a few overplayed "favorites."

In fact radio made many of them "favorites" and today, BMI's output, as Chicago's NBC Chief Harry Kopf informed us, is fast developing "hits" to replace radio-made ASCAP tunes. Such numbers will give Mr. Hummert his Soap Operas, etc., and all agencies and advertisers, plenty to choose from!

We predict soon the ASCAP-NAB issue will be settled—equitably . . . on NAB's very reasonable terms, that actually do include "justice for genius."

in creating sales, sold these firms on more usage of the various media for 1941.

Product improvements, new products, the national political situation out of the way, improved farm buying power and the volume demand created by industry association advertising—(the meat industry, etc.)—were other factors cited.

West concluded:

"All in all the picture is an encouraging one. There are many manufacturers, of course, particularly in the heavy goods industries whose plants will run at capacity levels on defence orders. Even here so far as A.N.A. members go there is little indication that advertising will be drastically curtailed even though it may take on a more institutional character.

"Defense spending or no defense spending, intelligent advertising and sound merchandising are needed as never before and if we put the emphasis on intelligent and sound they will now as always bring results."

Dynamic H. W. "Tex" Roden, Pres. Harold H. Clapp, Inc., (Baby Foods) Rochester, N. Y. (formerly Adv. Mgr., Johnson & Johnson) was elected to the Chairmanship, succeeding A. O. Buckingham, V.P. Cluett, Peabody & Co., N. Y., who served the office very splendidly during the past important year.

Roden will have in his "cabinet" in addition to Pres. Paul B. West, smiling Gordon Cole, Cannon Mills, N. Y., and bushy eyebrowed Carleton Healy, Hiram Walker, Inc., Detroit, as Vice Chairman. Sun Oil's Max H. Leister will be master of the "Exchequer" and Leo Nejelski, Pepsodent, Chicago, and

D. P. "Doc" Smelser, Procter & Gamble, Cincinnati, both ex-chairmen, will be on the board. Buckingham automatically goes on the board and Keith J. Evans, Inland Steel, Chicago, Northrop Clarey, Standard Oil of N. J., N. Y., Coca-Cola's Price Gilbert, Jr., Atlanta, P. C. Handerson, B. F. Goodrich, Akron, Du Pont's Wm. A. Hart, Wilmington, Del., General Foods Chas. G. Mortimer, Jr., N. Y., Natl. Carbon's H. M. Warren, N. Y., Best Foods' Al Brown and Bristol-Myers' tennis star Bob Brown, N. Y., complete the Roden "cabinet."

Notably, this convention had the pleasure of seeing immensely popular Lee H. Bristol, V.P. Bristol-Myers, N. Y., a great factor in the success of ANA and advertising in general, during the four days of the great Depression—back in 1932. "Stu" Peabody of Borden's was missed and other worthy ANA members. Otherwise the conclave will rank among the best attended and most active of recent years.

The Ad-Ribbers show was not up to its usual "brilliance," the playwrights having strayed away from a purely ANA "ribbing" to a general "stag" show. The 1941 program of this event which was originally started by NBC's Ken Dyke, A. O. Buckingham and a few other genial souls, will be staged by the Newspaper Publishing crowd—the ANPA. We are interestedly looking forward to their "showmanship" ability.

The Golf Tournament with golf-star Paul McElroy, Ethyl Gas, N. Y., as perennial head, was as usual a great success. Prizes galore, were topped by that of Underwood's Ad Chief, Carl Ruprecht: the latest, best portable, direct from Underwood's Hartford plant. Old man Weather contributed his share to make the 31st conclave a perfect meeting.

Drawing rapt attention was the feature put on by NBC, a two-way hookup with London, Berlin and other NBC continental correspondents, under the direction of NBC's news chief Abe Schechter.

On the Greenbrier stage little Abe spoke to his staff of widely famed correspondents who were just in the midst of a bombing, both in London and Berlin. They bantered questions on advertising in war times and asked how things were going over here, at peaceful White Sulphur Springs, W. Va.? They could say but little and guardedly—as the censor was present—"in fact he was operating the radio dials." However all were immeasurably impressed with this radio feat.

Another notable radio performance was the show staged by Columbia Broadcasting System, on "Standards" and "Standardization." Buckingham presided over this performance and it was a "knockout." A satire on a Larchmont Woman's Club member seeking information on "Standardization" for her paper to her club members. It was revealed that the attempt to "standardize" a lady's heel, drew some 64 interested associations to the meeting in Washington, ranging from sheep rangers in Texas, to an amazing assortment of factors involved in making the lowly,

Chewing Gum and Patriotism...

WITH a country full of "First Column Defenders," America's future would be safe.

The organization sprang up from a conference about chewing gum! L. E. Paddock, Advertising Manager for the Goudey Gum Co., Boston, and Merle D. Penney, Sales Promotion Mgr. for The Forbes Lithograph Mfg. Co., were casting about for an up-to-the-minute, in-step-with-the-times plan to market a new chewing gum made by the Goudey Co. They struck on the patriotic motif, and agreed on a novel plan that would assure better American citizens of the future.

"First Column Defenders" was the plan. The club was formed for the purpose of "reminding young Americans of our American Way, of the courage and wisdom of its founders, and of the multitudes of reasons we have for being thankful we are Americans"—as Penney explained it to *The ADVERTISER*.

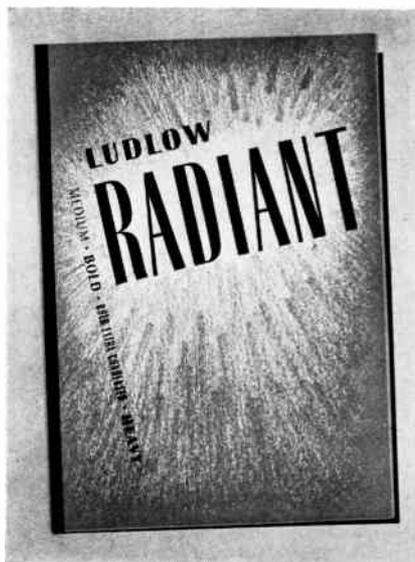
Any boy or girl is eligible to join. Each piece of gum is wrapped together with a colorful lithographed card—produced by Forbes—that presents some phase of Americana by picture on one side and text on the other. Ten cards saved—and no doubt read and absorbed—entitle the youngster to an impressive membership card, certificate and badge. His name is inscribed on both the card and certificate. He pledges himself "to guard our American principles and to keep our country free from influ-

ences un-American."

Number one of the card series pictures a flag raising ceremony, in full, brilliant color. "A 'First Column Defender' makes flag raising a symbol of Patriotism" is the comment on the reverse of the card—accompanied by the rules of flag-raising. Others in the series picture and describe the Marine Corps; Our Mechanized Army; "The Light of Liberty," that monumental bronze statue that stands on Bedloe's Island in New York; West Point Cadets on the march, and a fascinating variety of others.

"This is more than a set of premium picture cards designed to appeal to the acquisitive instinct of youngsters", Penney commented. "It's a complete plan for stimulating love of country and pride of citizenship by glorifying many things American: The Flag, Heroism, the Army, the Navy, the Coast Guard, Liberty, our Doctors and Nurses. It's directed to young minds that can be swayed so easily in the wrong direction by doctrines inimical to true Americanism now being spread throughout the land so stealthily and insidiously in a determined effort to undermine our democratic way of life."

Manuel Rosenberg, Editor of *The ADVERTISER*, was made an honorary member of the "First Column Defenders"—with Registration Number 5022.



Ludlow Typograph Co.'s graceful family of Radiant typefaces appears in action in this attractive, 12-page booklet, just issued. Alert production and layout men who are on the lookout for clever, new ideas in the use of type can obtain the book gratis; write to Douglas C. McMurtree, Dir. of Typography, Ludlow Typograph Co., 2032 Clybourn Ave., Chicago. In writing, kindly mention The ADVERTISER.

high heels of the fair sex. However, Black & Decker's S. D. Black spoke in favor of "Standardization" in the electrical field, where it has been very successfully applied.

Editor Patterson pointed out that American Publishers would never attempt to sell newspaper space to national advertisers if it had not been proven to be a powerful sales medium. He urged that business men continue to support the newspapers because of their importance as factors in stabilizing the nation . . . as well as for their effectiveness in upping sales in their individual markets.

Broadcaster Ethridge assured these major users of radio time that the BMI-ASCAP situation will result in a victory for the broadcasters in downing the music monopoly. He pointed out that BMI now has enough music, means of obtaining more and that there is enough public domain music to assure continuance of popular programs without the need of the ASCAP controlled collection.

Ethridge also cited figures to indicate that Radio expects a \$200,000,000 year, now closing, and is the only major medium to show a gain . . . and a big one at that.

Magazine spokesman Larsen ably and with dignity presented the case for magazines and cited their service over the years in nationally marketing branded products from the nation's factories.

Tom Patterson's Patter...

"Would you believe it, Manuel, that account changes are still taking place full blast? The small boys are sure going to town, aren't they?"



YES, Manuel, when we predicted in this column six months ago that the changes in national accounts this fall would be unprecedented, our public just laughed and said we were padding. . . . But on top of ten big switches just add—Colgate, Ford, Palmolive, Fels-Naphtha, and Continental Baking . . . six more big nationals will also switch and over a dozen are thinking seriously. . . . Wot's the answer? Well, a lot of the lads got smug with success and got into the old rut and there you are. . . .

Walter (Ward Wheelock) Swertfager says it was a swell portrait we made of him. . . . Am making one of R. H. Macy's Sanford Gerard. Want to make one of Calkin & Holden's Walter Geoghan, but can't get his picture yet.

Look Magazine will move its editorial offices up to New York and we'll be glad to see our pal Hub Lenz back. . . . The American Weekly circulation jumps from 6,250,000 to 6,750,000. Wot a circulation! Now I'm not saying the jump of half a million circulation is

due to brother Russell's covers. Wonder why I don't hear from my friend Cliff (Niagara Litho) Vanderbogart up Buffalo way. . . . My new place will open up in the Graybar Building next month. Will still retain my place in the Rockefeller Center for the prima domas.

Jimmy (Texas Oil) Coogan got a big laugh out of the newspaper gag we pulled on him. . . . Bill (J. Walter) Stro-sahl is the noisiest of all the advertising bowlers. . . . We've just sold a set of the Christmas windows to a Montreal department store making twenty cities where our animated windows will make the kiddies really believe there is a Santa Claus. . . .

Harry Berk picked up a few new accounts last week. . . . Never will be a more pleasant fellow than Al (McCann-Erickson) Marshall . . . Nedick's, now owned by the Bankers, to Weiss-Geller, which reminds me I must call on my old pal Millard Prevo. . . . Saw Ernie Troegger last week and he tells me things are going O.K. in his new place. . . . Met Ed (Chiltenham) Golger also

last week. Haven't seen Ed for six months come Hallowe'en . . . and down in the Grand Central Oyster Bar, (best in town if you like oysters) George (Scribner's) Eggleston and Jimmy (Lord & Thomas) Balch. Glen Thomas dropped in to see me the other day and walking briskly through the rain. Gene (Good Housekeeping) Davis, and at the Columbia-Georgia game, Bill (Ruthrauff & Ryan) Balz . . . on Fifth Ave., Palmolive's Hugh McKay and at the Saints & Sinners, Esquire's Weintraub. . . . At the Illustrators, Floyd Davis is having an exhibition of his drawings, and on Fifth Ave. Gladys is having an exhibition of hers. . . .

If we should get into the war, how will it affect advertising, is the question most people ask me. Manuel, you tell them what happened to advertising during the last war—even tho you were in the Navy—and tell them what is happening to Canadian advertising after 452 days of war. . . . Anyway, folks, don't lose any sleep because it will all be good news. . . .

Well, it's "so long," Frank Chance. Won't seem the same without him. . . . Some of the lineup at the new Bates Agency which will be located at Rockefeller Plaza: Tom Carnese, General Manager and Len Bastrup, Art Director. . . . Several agencies lost accounts as result of their presidential leanings. . . . Rudy Sittler will manage our new place at 415 Lexington Ave. instead of Graybar Building as previously stated. . . . Most appropriations are up for '41.



H. W. "BILL" HAILEY

For the past six years Director of Business Promotion of Scripps-Howard Newspapers, N. Y., he goes West to head the advertising department of The Denver Rocky Mountain News, a Scripps-Howard paper.

Ralph Taylor moves up into Hailey's post from his former position as Promotion Manager of S-H. Taylor has had wide experience in newspaper advertising.

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FIND HAPPINESS AT..**




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Write For Pictorial Booklets-WALTER E. DAVIS, Mgr.

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Say you saw it in *The ADVERTISER* . . . Please—

SINCLAIR & VALENTINE,
FINE COLORS,
PRINTING AND LITHO INKS,
149 AND 151 BAXTER ST.,
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NEAR GRAND ST.

First dollar
Paid to us by
W. J. Rutherford
Nov. 30, 1890



Believe it
or not!

You can come to our
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us Fifty Years Ago.

Service
from Coast
to Coast

Thru the years, Dollars and Sense have built this company from a small local firm to a national institution. Unending investment in research and improved facilities have resulted in thousands of satisfied customers from coast to coast. We thank our many friends for their support and pledge ourselves to continue to give the best we have thru the years to follow, as in the past Fifty.

Sinclair and Valentine Co.

MAIN OFFICE AND FACTORY: 611 WEST 129th STREET, NEW YORK, N. Y.

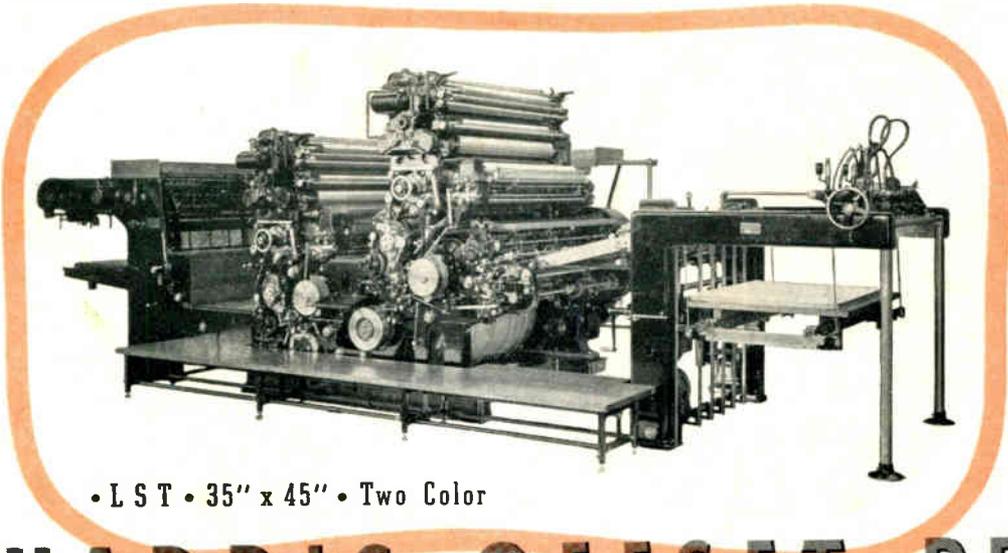
Albany	Boston	Dallas	Jacksonville	Los Angeles	Nashville	Philadelphia
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Say you saw it in *The ADVERTISER* . . . Please—