"WELL, YOU DID GET SEVENTH . . ."

- Despite her obvious beauty and other feminine features, it's plain that Miss Thompsonville, above, has a deep and realistic knowledge of Life.

In some contests, being second or worse is almost the same as not being present!

Out here in Iowa, for instance, the authoritative 1942 Iowa Radio Audience Survey lists 14 radio stations as "listened to most" (nighttime). But the Summers-Whan Survey proves that no less than 60.4% of all radio families "listen most" to one station—WHO! The remaining 39.6% divide their listening time among the other 13 stations!

And if you think that's something of an eye-opener, wait 'til you see some of the other disclosures in the 1942 Survey! Such as: the effects of movie attendance on radio listening; network program preferences; who writes to radio stations, and why; percentages of the audience listening at specific hours; and so on for 80 pages!

A copy of this scientific study, covering nearly 10,000 representative Iowa families, is yours for the asking. Send for it today.

WHO for IOWA PLUS!

DES MOINES . . . 50,000 WATTS
B. J. PALMER, PRESIDENT
J. O. MALAND, MANAGER
FREE & PETERS, INC. . . . National Representatives
The merits of graphite and its desirability as an anode material were recognized by Amperex more than a decade ago.

Through the years ... despite the insistence and claims of other tube manufacturers in regard to the superiority of various rare and semi-precious metals ... Amperex has consistently held to its conviction that graphite was the preferred material for anodes in high vacuum tubes.

We have demonstrated, during that period, the superiority of our anodes by developing almost 100 types of transmitting tubes that have found favor in commercial broadcasting, aviation and electro-medical fields, as well as tubes for applications in the high and hyper-high frequency range for the armed services of the United States and the United Nations.

With our country in dire need of the rare and semi-precious metals employed as anodes by other manufacturers ... and with the demand for "military purpose" tubes climbing to staggering quantities ... Amperex is proud of the fact that its perserverence in developing graphite as an anode substance releases strategically necessary metals for other and equally important War efforts.
In Times Like These — you need

STANDARD'S TAILORED TRANSCRIPTION SERVICE

Would you like a Library Service that is made to fit your station? A service smart in its talent lines, richly styled in its variety, and proportioned to your budget?

A good many stations, in addition to those taking our full Library Service, find that Standard's "take-what-you-need service" fits their exact needs in both talent-variety and expenditure.

How about you? May we present a customized version of the Standard Radio Program Library . . . tailored just for you? Just ask us, and we'll whip out the old tape-measure—without obligation, of course!

* Standard Radio

360 N. MICHIGAN AVENUE
CHICAGO, ILLINOIS

6404 HOLLYWOOD BOULEVARD
HOLLYWOOD, CAL.
Watchers in Waltham...

Sales for you right here...

You get both with:

WWL
NEW ORLEANS:

50,000 watts --- clear channel

When Waltham, Mass., isn't turning out watch dials it turns to radio dials. Every so often some semester tunes in on—and writes to—WWL, New Orleans. Our files fatten with mail from fans at every point of the compass.

But the mainspring of WWL popularity with resultwise advertisers is our Deep South leadership. Here in the New Orleans market area, the power and prestige of WWL makes it unquestionably:

The greatest selling POWER
in the South's greatest city

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

Don Searle—Gen'l Mgr.

A better buy is KFAB. This station is practically a fixture in farm radio homes throughout Nebraska and her neighboring states. People like KFAB, and buy the things it recommends—which is why there are no growlers in KFAB’s long list of advertisers. You need KFAB, to do a thorough job in this area. So better call us now, while you have a good choice of availabilities.
THE GRAVEYARD OF FORGOTTEN NAMES

Four hundred years ago the immortal bard of Avon asked, "What's in a name?" Want to find the answer? Then visit the Graveyard of Forgotten Names and read the grim inscriptions. Brace yourself, you're in for a shock. See that tombstone over there? "Pearline" it reads, "worth $8,000,000 at one time. Stopped advertising and in a few short years company, plant, equipment, and all sold for $12,000."

Can You Afford Not to Advertise?

Here's another. "The Segal Lock Co. Enjoyed 60% of America's padlock business, before World War I. Finding government contracts lucrative they forgot the consumer and the consumer in turn forgot them. They were buried years ago.

Can You Afford Not to Advertise?

Now do you know what's in a name? Are those grave and silent slabs enough to impress upon you that every dollar you've spent, every man you've hired, every piece of machinery you've bought, every man-hour worked since you sold your first piece of merchandise ... all are in your brand name? Let your plants burn down ... you can quickly rebuild. Destroy your stock ... you can make more. But take your name away from the public's mind, and it will become an epitaph in the Graveyard of Forgotten Names.

Rejoice, then, that this war is halting only your production and not your reputation. For as long as the war lasts, you can preserve that reputation by echoing your brand name throughout 55,000,000 radio homes every hour or every day, or every week ... at a very cheap cost compared to losing it.

WSM, a part of the great Fifth Estate, is proud that so many war industries and priority stock manufacturers are using WSM to keep their brand names alive for the duration ... and after it.

HARRY L. STONE, Gen'l Mgr.
NASHVILLE, TENNESSEE
CBS PLACED FIRST AGAIN
BY 100 LEADING ADVERTISERS

In 1941, for the seventh straight year, CBS was first choice among the 100 leading advertisers of the United States.

...21 per cent more of the 100 leading advertisers used CBS than the next most popular network.*

...CBS had 73% more exclusive advertisers than any other network.*

...And in 1941, for the second year in a row, the 100 leading advertisers bought more "time" on CBS than on any other network.*

But the trend is not to CBS alone—the trend is to radio.

Because for the first time, the 100 leading advertisers bought more network radio than any other form of national advertising.*

COLUMBIA BROADCASTING SYSTEM

* Based on actual expenditures for 1941 as reported by: Bureau of Advertising, ANPA; Publishers' Information Bureau; and CBS Research Department.
LIKE Napoleon and a lot of other pretty important people, C. T. (Swanee) Hagman is "big stuff in a small package". Big in heart and big in personality, Swanee is also big in capacity, as proven every day by the way he manages WTCN. . . . Aply enough, WTCN itself is another case of the same general sort. It's a regional station, in competition with a couple of 50,000-watters— but under Swanee's direction, it does a really gigantic job for its dozens of happy advertisers. . . .

Mere size, in other words, is no index of quality in either a man or a radio outlet. Here at F&P we long ago learned what every time-buyer knows . . . that the comparative value of stations cannot be determined solely by power, frequency, network affiliations, or costs. In radio as in no other medium, quality can only be determined by an accurate knowledge of the stations themselves. And, always, it's management that makes the greatest difference.

Perhaps it sounds like mere sales-talk, but it's nevertheless true that every station we represent is a well-managed station. They're all the sort of outlets you yourself would choose to work with—that we are proud to work with, here in this group of pioneer radio-station representatives.

EXCLUSIVE REPRESENTATIVES:

BUFFALO: WGR-WKBW
CINCINNATI: WWCY
CHICAGO: WJWC
CHICAGO: KALAMAZOO-GRAND RAPIDS
INDIANAPOLIS: WKZO
KANSAS CITY: KMBC
MINNEAPOLIS-ST. PAUL: WTCN
KANSAS CITY: WAVE
MINNEAPOLIS-ST. PAUL: WINS
ST. LOUIS: WMBD
NEW YORK: WPTF
PORTLAND: WDBJ
NEW YORK: WNYC
ST. LOUIS: WOC
INDIANAPOLIS: WKZO
ST. LOUIS: WINS
MEANS: WISH
ST. LOUIS: WDUN
KNOXVILLE: WITM
LOUISVILLE: WAVE
NASHVILLE: WAVE
PEORIA: KSD
ST. LOUIS: WAVE
PITTSBURGH: WXYO
PITTSBURGH: WPGX
SYRACUSE: WDFB
SAN FRANCISCO: KBAB
SAN FRANCISCO: KIRO
SAN FRANCISCO: KRON
SAN FRANCISCO: KROM

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

CHICAGO: 160 N. Michigan
Franklin 6372
NEW YORK: 247 Park Ave.
Plaza 5-4133
SAN FRANCISCO: 221 Sutter
Sutter 4553
HOLLYWOOD: 2112 N. Gordon
Gladstone 3949
ATLANTA: 312 Palmer Bldg.
Main 1667
Senate Probe Into Petrillo Power Asked

Clark’s Resolution Cites Abuses Of Czar

THE WRATH of Congress, as well as the courts, has descended upon Music Czar James Caesar Petrillo and his American Federation of Musicians, and a full-scale investigation of 'Petrilloism', its effect on public morale and the war effort is in the immediate offing.

Plainly disturbed over the effect of the Petrillo action preventing the 140,000 AFM members from recording for transcriptions or other non-public uses, Senator D. Worth Clark (D-Idaho), one of the most effective prosecutors in Congress, last Thursday introduced an all-inclusive resolution (SRes-286) for an inquiry into the entire music situation. It was promptly referred to the Senate Interstate Commerce Committee, and appointment of a small subcommittee—of three to five members—is expected this week.

Passage Seen

Immediate reaction in the Senate was decidedly favorable to the Clark proposal. Prominent members on both sides of the chamber predicted the resolution, with sufficient funds to carry on the investigation, would be voted overwhelmingly after favorable action by the Senate Interstate Commerce Committee.

Senator Vandenberg (R. Mich.), one of the minority stalwarts, vigorously supported the resolution on the floor and cited the Interlochen, Mich., high school orchestra ban over NBC ordered by Petrillo as "the most significant guide to an intolerant tyranny as I have ever known in my life."

After introduction of his resolution, Senator Clark told the Senate he merely asked at this time that the Interstate Commerce Committee or a subcommittee be authorized to investigate "this whole nefarious racket in the interest of national unity, in the interest of our war effort, and in the interest of everything that is decent and right."

He said he intended within the next few days to press for action, with the hope that it will be brought back to the floor, so in all likelihood, Senator Clark will be named chairman of this sub-committee by Senator Wheeler (D-Mont.). The Idahoan was chairmen in several sub-committees last year. This inquiry, however, suddenly was terminated with the Pearl Harbor incident and the war's outbreak.

Two Courses

Procedure by the Interstate Commerce Committee could take one of two courses. The full committee could ask the subcommittee to inquire into the need for such an investigation in the national interest. In that event, the subcommittee could proceed without further action and call witnesses to testify on the urgency of the situation precipitated by the Petrillo bans, actions and threats. On the other hand, the committee could report the resolution favorably to the Senate and call for a vote. If that course were taken, a special fund would be made available and a staff retained.

Under the resolution, the subcommittee would be authorized to conduct its investigation anywhere in the United States and at any time. Moreover, it would be authorized to employ agents for the purpose of compelling attendance of witnesses and production and impounding of documents. The committee likewise would be authorized to obtain such facts as other Government agencies may have and to secure the assistance of other Government agencies in the investigation. Directly concerned would be the anti-trust division, by virtue of the preliminary investigation it already has made in connection with its anti-trust suit, and the FCC, which has gone deep into the whole subject.

While Senator Clark could not delineate procedure until the subcommittee actually is named, it was felt certain Petrillo himself probably would be one of the first witnesses called. More than likely the committee will hear such figures as Assistant Attorney General Thurman Arnold, who personally is handling the anti-trust law prosecution of AFM and its executive, and FCC-BWC Chairman James Lawrence Fly, who likewise has instituted an inquiry into AFM to determine the effect of the bans upon broadcast station operations, particularly during the war emergency.

Plans Legislation

Either way, the inquiry could cover a broad field. Congressional committees have generally automatic subpoena powers. Moreover, because of the overwhelming public reaction against Petrillo's moves, it was thought that probably representatives of the industries affected, as well as many public and musical organizations which have protested the Petrillo bans, would seek opportunity to appear.

Senator Clark made it clear in his resolution that he proposes to conduct the inquiry for the purpose of "considering appropriate legislation" to foreclose repetition of the Petrillo methods. His resolution covers every phase of music operations. Even such matters as plugging and payment of "honorariums" to musicians are included. The Interlochen incident, wherein Petrillo ordered NBC to cancel the high school orchestra concerts from the Michigan summer school, also is brought in specifically.

Petrillo's flat refusal to accede to the appeal of Elmer Davis, director of the Office of War Information, to withdraw his transcription-record ban was emphasized in the resolution. It brought out that Petrillo last December had pledged AFM "not to do anything possible to aid in the fight for freedom" and that Mr. Davis, on July 28, had requested the AFM head on behalf of the Government and its milli-
tary services to "consider it your patriotic duty to stand by your pledge of Dec. 27, 1941 and withdraw your ultimatum of June 25, 1942."

Chairman Wheeler was away from Washington when the resolution was introduced. It is understood, however, that the former chairman, now familiar with its scope and purpose and was favorably disposed. The committee will get to work, according to Senator Clark, as soon as its personnel is named.

There was some speculation as to makeup of the committee. Senator Clark was seen as the logical chairman, as author of the resolution. If a three-man committee is named, the second majority member might be a legislator of the calibre of Senator Lister Hill, of Alabama, who has been active in committee work, or Edwin C. Johnson, of Colorado, another active committee member.

The Republican normally would be Wallace H. White Jr., of Maine, ranking minority member, the Senate's foremost authority on radio matters. But he has been preoccupied with his election campaign. Senator Chan Gurney, of South Dakota, former operator of WNAX, Yankton, and well-versed in practical phases of broadcast operation, was regarded as a logical second choice. Also mentioned was Senator Charles W. Tobey, of New Hampshire, who likewise has been active in radio matters.

Meanwhile, there was no change in the status of the Government's anti-trust suit against AFM and its officers, scheduled for argument on impeccably ticklish proceedings Sept. 16 in Chicago. There had been reports, as yet unverified, that AFM would seek a postponement because of the absence from the courtroom of A. P. Levy, chief counsel for AFM, who is reported in London attending a British labor conference.

Legal Plans Moving

Assistant Attorney General Arnold and Holmes Baldridge, chief of the litigation section of the anti-trust division, were working on plans for presentation of the case, seeking to enjoin AFM because of its recording ban. Affidavits sought by the anti-trust division from various industrial groups already are being drawn up. Some will be filed in the case. NAB's head counsel, Sydney M. Kaye, was reporting draft the intervention petition in behalf of the industry, to be filed among the curiae (as a friend of the court).

At the FCC it was stated that replies to its detailed questionnaire on use of music and musicians' performance right issue had been received in substantial volume and that these are being tabulated and analyzed. They will be used as the basis of evidence to be presented to Congress in the Chicago proceedings.

Otherwise, hardly a wheel turned in the music controversy. Strike talk of a fortnight ago appeared to have abated considerably. It was presumed that the public reaction against Pettrillo's tactics reflected in newspaper editorials and, last week, in the Gallup poll which showed a 9-to-1 vote against the AFM position [see story in this issue] has tended to put the quietus on further AFM pronouncements.

In addressing the chamber, Senator Clark said he wanted to explain briefly what he considered "a most vital and a most timely resolution which I have every hope will materialize shortly into an investigation and remedial legislation." The Senator did not attack organized labor as a whole but, conversely, contended that it had conducted itself during the war with commendable sense. Generally, he said, labor is competently led.

'An Ugly Note'

"An ugly note has reared its head," Senator Clark contended, "which is not only going to cause and is causing great disunity in our war effort, but is actually going to impede the effort itself. That ugly note is a gentleman by the name of James Caesar Petrillo. James Caesar—the middle name is strongly ironic and was unquestionably given him by people who foresaw his future."

Alluding to the recording ban, Senator Clark said that its effect is the first step of production of every phonograph record and every transcription in the United States. "The result of the order, if it is permitted to stand," he asserted, "will be, as soon as the present records wear out, and in any event since no new music of that type can be obtained, to destroy in homes, in small business houses, in the small restaurants and in other places in this country every vestige of phonographic music." Small Stations Referring to the effect of the ban on radio, Senator Clark said the large networks will be able to take care of themselves. But the small stations which must rely for the most part on recordings will be seriously affected. These stations are already "beginning to feel the pinch of war as advertising falls off," he said. The same goes for the smaller restaurants and entertainment centers which are not able to hire orchestras. Also deprived of mechanical performance of music are the recreation centers at Army camps, he said.

"And yet," the Idahoan asserted, "there steps upon the scene one man and by virtue of his power, by virtue of his gangster acts, if you please, undertakes to put out of business a whole industry and deprive people working in that industry from making a livelihood."

He said he was thinking of the "tens of millions of radios in the homes of the country, and of phonographs, which the children of the family and the adults depend on for their musical entertainment." In interrupting his colleague, Senator Vandenberg charged that Pettrillo attacked "for purely blind and selfish reasons" the Interlachen broadcasts over NBC. He contended that the union head was not supported by one out of 200 of his own men in that instance because music lovers of the country recognized the fact that Interlachen is a great inspiration and incentive to cultural music.

Resuming his extemporaneous comments, Senator Clark said that he had introduced his resolution to show the "terrific extent to which this man's power if left unchecked, will go, and to show that the committee will not sit idly by without phonographs, millions of dollars worth of property made active, and amateur talent all over the country destroyed."

Quiet on the Surface While in industry circles there were hints of much "behind the scenes" planning and preparation for any and all contingencies by broadcasters and recording companies, all was serene on the surface last week. The consensus of the industry seemed to be that any overt action before the Sept. 16 hearing of the Government petition for a temporary restraining order against Pettrillo would be pointless.

If the court issues such an order, the reasoning ran, the union musicians will go back to work while the case is fought through the courts. The inclusion of Supreme Court of the United States, which will provide for at least a year of recordings. If the court upholds the right of the AFM president to forbid his men to work for recording companies, then some action will probably be taken, and it is against such a contingency that present planning is chiefly devoted.

Already a couple of stations have notified their local AFM unions that they consider the curtailment in the supply of recordings a violation of their contracts with the unions (Broadcasting Aug. 24), but industry leaders are biding every effort to avoid any controversy which might lead to a nationwide musicians strike against the broadcasting industry at this time.

Meanwhile, RCA-Victor has informed the music publishers that this company wants the publishers to continue to present their new tunes to recording officials just as they have done in the past. Walter G. Douglas, chairman of the board of Music Publishers Protective Assn., reported that at a meeting earlier this month R. W. Walker, head of RCA's recording department, and Leonard Joy, in charge of Victor recording, he was told that RCA does not intend to stop recording as a result of the Pettrillo edict and that any publishers desiring to present their new numbers to RCA should consult Mr. Joy in the usual way. He said that Mr. Walker had ex-
FOLLOWING is the full text of the resolution (SRes-266) to investi-
gate James C. Petrillo and the American Federation of Musicians,
introduced in the Senate Aug. 27 by Senator Clark (D-Idaho) and re-
ferred to the Interstate Commerce Committee:

WHEREAS, The American Fed-
eration of Musicians, through its presi-
dent, James C. Petrillo, on June 25, 1942, forbade musicians who are
members of the federation to play or contract for re-
cordings, transcriptions, or any other form of mechanical produc-
tion of music; and

WHEREAS, James C. Petrillo,
a former writer for the President of the United States, on Dec. 27, 1941, re-
ognized that "music always has
played a vital part in American
citizens, financially able to afford
records and the control of music
and recreation centers; and

WHEREAS, The American Federa-
tion of Musicians, through its presi-
dent, James C. Petrillo, will deprive millions of radio listeners from
hearing musical recordings, jeopardize the national morale, and be a
great emergency, and imperil the serv-
ices and existence of thousands of
radio stations in the United States; and

WHEREAS, The American Federa-
tion of Musicians, through its presi-
dent, James C. Petrillo, herebefore set forth, are of
such serious nature as to warrant suit in
court. For the protection of the
American Federation of Musicians and
James C. Petrillo, herebefore set forth, are of
such serious nature as to warrant suit in
court. For the protection of the
American Federation of Musicians and
James C. Petrillo, and said re-
quest was refused; and

WHEREAS, The American Federa-
tion of Musicians, through its presi-
dent, James C. Petrillo, has accepted
or demanded, or otherwise affect-
ing the United States, and
WHEREAS, The American Federa-
tion of Musicians, through its presi-
dent, James C. Petrillo, has accepted
or demanded, or otherwise affect-
ing the United States, and
WHEREAS, The American Federation
of Musicians, through its presi-
dent, James C. Petrillo, has accepted
or demanded, or otherwise affect-
ing the United States, and
WHEREAS, The American Federation
of Musicians, through its presi-
dent, James C. Petrillo, has accepted
or demanded, or otherwise affect-
ing the United States, and
WHEREAS, The American Federation
of Musicians, through its presi-
dent, James C. Petrillo, has accepted
or demanded, or otherwise affect-
ing the United States, and
WHEREAS, The American Federation
of Musicians, through its presi-
dent, James C. Petrillo, has accepted
or demanded, or otherwise affect-

Several Agencies Offering Programs
For Sponsorship By Pabst Brewing Co.

WITH Pabst Brewing Co., Chicago
(beer), as the prospective sponsor,
the battle of the agencies is under way
to find a Hollywood originating net-
work show that will please execu-
tives of that firm. In a pitch for the
account, at least a dozen New York
agency executives have trekked to
the West Coast within the last 10
days seeking a show and talent that
will fill the bill.

AUTHOR OF BILL

Senator Clark on Interstate Commerce, or any duly authorized subcommittee thereof, is authorized and directed to make, and to report to the Senate the re-
sults of such legislation and complete the
vestigation of acts, practices, methods, and
omissions to act, by persons, part-
eries, associations, corporations and
other entities in interstate and foreign
commerce, and of conditions in
interstate and foreign commerce, which
do or may interfere with, or obstruct
the national welfare, the public morals,
or affect the public good originating
from or as a result of the actions of
the American Federation of Musicians
and its president, James C. Petrillo,
in deeming members of the American
Federation of Musicians the right to
perform music for recordings and tran-
scriptions destined to be placed for re-
productions by radio stations and coin
operated phonographs including among
other things:

(1) Restraints of trade by foreign or
domestic persons, partnerships, as-
sociations, corporations, or other en-
tities, whether through monopolies
or otherwise affecting the manufacture
and sale of phonograph records, musical
recordings and the control of radio
broadcasts in the United States.

(2) Financial arrangements and de-
velopments of the type which in-
fluence on company directors, salaried
employees, others or other honorar-
ious, which may have been arranged for,
and there is reasonable cause to believe
individually or organizations affecting
the manufacture of phonograph records
and the sale of musical records, transcrip-
tions and the control of music and
radio broadcasts in the United States.

The Committee on Interstate Com-
come, or any duly authorized sub-
committee thereof, is authorized and
directed to obtain such facts as other
Government agencies may have, and
to secure the assistance of other Gov-
ernment agencies in the investigation
hereby authorized.

MUELLER TO PLACE
BIGGEST CAMPAIGN

C. F. MUELLER Co., Jersey City
(macaroni), will launch the most
extensive network advertising in its
name yet, on NBC, as sponsor of
Isabel Manning Hewson’s “Morning
Market Basket on BLUE, starting
today and running until September
20 on 20 BLUE stations, Wednesday
through Friday, 10-10:15 a.m.
Company is considering the addi-
tion of some other programs in the
coming weeks.

Subjects of interest to the home-
maker are to be featured on the pro-
gram, previously broadcast on
WEAF, New York. Miss Hewson
presents stories of places and peo-
ple, interviews, and advice on
kitchen and home art and other
subjects of feminine interest. Series
starts on a sustaining basis Sept. 7
and is scheduled to continue for
14 weeks. Associated with the pro-
gram on Monday and Tuesday when
Muller takes over the pro-
gram for the remaining three days of
the week.

Company will continue its thri-
weekly noontime newscasts by Don
Gelband, NBC’s eastern radio di-
rector, and is launching a cam-
pan of transcribed spot announcements on a more ex-
ensive basis than last year in the
Eastern area. In charge is Duane
Jones Co., New York.

handling the account, sent Mitchell
Benson of its Chicago office to the
Cincinnati office purpose.

Dick Marvin, New York radio
manager of Wn. Esty Co., cur-
rently in Hollywood ostensibly to
line up talent for the new Abbott &
Costello Show starring on NBC in
October under sponsorship of
R. J. Reynolds Tobacco Co. (Camel
cigarettes), disclaimed interest in
the beer account. Despite this, it is
generally believed that his agency
too will propose a variety program.

Hal Hackett, radio director of
Music Corp. of America, has a
package show which features Jack
Bennett and the Navy band.

Bob New York talent representative,
with Louella Parsons, Hearst
columnist under contract, is inter-
ested in making a deal. Other
agencies, whose names have not
been revealed, are also reporting as
working under cover.

BROADCASTING • Broadcast Advertising
August 31, 1942 • Page 11
Men Under 50 Likely to Face Service With Few Exceptions

Selective Service and WMC Indicate Possible Realignment of Essential Occupations

A barrage of press releases, strongly warning that few men in the country under 30 may escape military service, were issued from both Selective Service Headquarters and the War Manpower Commission last week—portending present plans for these agencies, with regard to essential activities and occupations (broadcasting and communications included), may be entirely changed within a short time.

Maj. Gen. Lewis B. Hershey, Selective Service chief, sounded an ominous warning last Friday when he declared that “things are moving so fast now” in the mobilization of men “that we may have to operate ahead of the rules” and added “continued deferment of men on occupational grounds must be considered in the light of how the public will respond to these compared to others with dependents who, are called.”

Also affecting stations to some degree, was the pronouncement last Friday by WMC Chairman Paul V. McNutt that all male college students are destined for the armed services. When effective this will no doubt cut down on students available for part and full time work at studios.

Indications from statements of both agencies are that actual shortages in essential occupations may be the key to future draft deferments and the mere inclusion of a man’s occupation in the essentials will not guarantee him special consideration by draft boards. Under the broad discretionary powers given Selective Service boards, broadcasting and communications employes, in seeking deferments, may find a comparison made by the boards of the shortages in their particular area and areas all over the country. Surveys made by the U. S. Emplomment Service may serve as the index for these comparisons.

Personnel Swaps Hinted

In such case, it was hinted, if a draft board finds that another comparable area can maintain its broadcasting and communications with less manpower a levelling off process will follow; the boards will draft such employes until its ratio of these men to the area ratios in other areas.

Meanwhile, WMC continues with its studies of essential activities and occupations. Last week, it was said,.the Commission’s Inter-Agency Committee had covered enough occupations in other fields to forecast that broadcasting and communications jobs would be reached in either the Sept. 10 or Sept. 15 meeting of the committee.

Communications Categorized

The USES, engaged in defining and categorizing communications employes along with those of all other fields, last week sent to the Board of War Communications lists of employes for re-study—sent the WMC. The WBC will study the lists, check titles and definitions for accuracy and furnish further job descriptions.

BWC last week also sent out its station questionnaires which call for an estimate of critical occupations shortages up to the end of this year. The results from this survey are slated for quick machine tabulation, so they will be in the hands of WMC as soon as possible.

In other sectors, study of the broadcasting personnel problem continues. NAB, which has closely collaborated with WMC and other war agencies in studies of the broadcasting manpower situation, has sent letters to its member stations asking for reports on the manner in which local draft boards handle their employes. These letters point out that Selective Service has classified broadcasting as essential. “This being the case,” declares a letter from John E. Petzer, owner-operator of WZKO, Kalamazoo, Mich. and NAB director for the 8th district, “draft boards have full authority to place key broadcasting personnel who are in A-3 in the B-3 classification.” The letter then requests information “if in your experience the draft boards have already done this and, if so, whether you were required to file the conventional Form 42-A.”

‘Marjorie Mills Hour’ First Contract Signed by New England Regional Chain

THE Marjorie Mills Hour, cooperatively sponsored domestic science program which has been on the air in New England since 1933, will move Sept. 29 to the newly-organized New England Regional Network [BROADCASTING, Aug. 24]. Paul T. Morency, general manager of WTIC, Hartford, and chairman of the NERN operating committee, announced last Thursday following a meeting of the committee at the Waldorf-Astoria, New York.

First commercial program to be signed up by the new regional, the Marjorie Mills Hour will be broadcast from 12:30 to 1:00 p.m., Monday through Friday, for 52 weeks on the basic NERN hook-up consisting of WTIC, Hartford; WBZ, Boston; WJAR, Providence; WCHS, Portland, Me., and WLBJ, Bangor. Contract signed with Broadcast Advertising Inc., Boston agency in charge of the program, amounts to more than $100,000, Mr. Morency stated.

Operating and promotional plans for the network, which includes WRDO, Augusta, Me., and WFEA, Manchester, N. H., as supplementary outlets in addition to the five basic stations were the chief topics of discussion of the meeting. Four members of the operating committee attended: Mr. Morency; Lee Walles, manager of broadcasting of the regional; Ethel Martin & Co., operator of WBZ; William H. Rines, general manager of WCHS; John J. Boyle, general manager of WJAR. The fifth committee member, Capt. L. T. Proctor, WLC, of WLBJ, did not attend. Also present were Walter Johnson, commercial manager, WTIC, and J. J. Weed, president, Weed & Co., national representatives of the network.

One of the oldest women’s programs, the Marjorie Mills Hour has been broadcast consistently throughout New England for nearly 10 years, first on the old New England Network and when that broke up moving to the Yankee Network, where it has remained to the present. During its stay on the Yankee Network, the program has grown from three quarter-hours a week to five half-hours weekly.

Bought as a unit by Broadcast Adv. Inc., the program has been available to advertisers on a participating basis and during 1941 was used by more than 40 clients, chiefly in the food field.

Fall, Winter Campaign Planned by O'Sullivan

O'SULLIVAN RUBBER Co., Winchester, Va. (heels), will launch a 10-week fall and winter campaign of transcribed announcements on a national basis Nov. 21. Firm will use 40 stations, with spots varying from three to four to stress the importance of walking, in order to conserve transportation facilities, and will emphasize that the heels are made of "non-vital materials".

Appropriation and number of stations used is somewhat larger than last spring or fall drives. Agency is Birmingham, Castileman & Pierce, N. Y.

Taylor for Lewis

GLENHALL TAYLOR, for the last seven years on the Hollywood staff of Young & Rubicam, as writer, producer and director, has been appointed general manager of that office. He succeeded Tom Lewis, who resigned several months ago to join the Army as major in the radio section, Office of Special Services, Washington. Mr. Taylor was director of the Silver Theatre series and more recently produced the Burns & Allen program. Carroll O'Mara continues as business manager of the agency's Hollywood branch.

Jewell Appointed

JAMES JEWELL, formerly production director of the recently dissolved Stack-Goble Adv. Agency, Chicago [BROADCASTING, Aug. 10], on Aug. 24 joined MacFarland, Aveyard & Co., Chicago, as vice-president in charge of radio. Evelyn Stark, who directed all of the company's radio spots, will continue to direct talent and timebuying.

JOHN F. ROYAL, NBC vice-president in charge of international broadcasting, and Leonora Cobert, noted English actress now appearing in “Blythe Spirit,” current Broadway success, were married last Saturday in New York by Judge Ferdinand Pecora.
INTERNATIONAL broadcasting is coming into its own with a rush.
True, the growing pains are so great as to be quite audible, but it seems nothing can stop broadcasters when they decide something has to be done.

Thus, here are a few hints which, if followed, might save many a stubbed toe. The principles behind the suggestions are well known to every commercial radio man. The application is merely international, not sectional in the sense that we might use the word when dealing with a national account.

A Matter of Policy
Also, when these suggestions are used in connection with international commercial broadcasting, they must be superimposed upon the normal commercial considerations involved. If they are not, it is safe to say that not only will the goods stay on the shelves, but Uncle Sam may ask questions.

1. Make certain you understand the application of American foreign policy to the particular broadcast under consideration.

Nations are usually accused of having a confused foreign policy because those who make the accusation are incapable of understanding that policy. A nation may have a policy with which you disagree, but it is certainly not necesarily misunderstood. The only way for one not thoroughly schooled in foreign policy application to stay out of hot water is to check each instance which arises with some responsible authority.

Not all programs produced in the United States for foreign consumption involve foreign policy, of course, but it is safe to assume that all programs with which deals are struck, without the knowledge of the United States government should be checked for policy. It would be one thing, for example, to publish an editorial in a newspaper or to broadcast a program in the United States differing sharply with the present attitude of the U. S. Government toward Vichy France, and quite another to broadcast such a statement by shortwave to Europe.

Voice of Uncle Sam

To listeners in Europe, our shortwave statements are those of the United States. One may think Chile very shortsighted in her present policy toward the Axis nations, but if we put a speaker or a drama on the shortwaves to South America saying that—or coming anywhere near saying that—that is the United States Government speaking so far as the Chilean listener is concerned. It is not that we may not want to say that to Chile. We might as a Government want to say just that. But it is the sort of point which arises constantly in international broadcasting as we learn the attention of a responsible diplomatic mind. It is courting danger to move without checking such a case.

2. Make certain you understand the internal politics of the nation you address.

Dramatizations of life in another country offer the widest opportunities for trouble in international broadcasting. It is easy to violate national pride, or to look ridiculous. (Personally, I was amused—some might have been angry—when I heard another country identify the "Star Spangled Banner" as "one of the many important airs of America" and describe it as written at "a" fort during "a" war by "a patriot".)

One of the prime sources of trouble, too, is the refugee field or, indeed, the putting on the air of any national to speak to his home country. Each of these speakers must be thoroughly checked before being invited to speak. His or her political reputation must be anything but questionable in his home country. It is well to remember that, whereas we in America are very used to hearing the opposition's side of things, this form is not generally the case in other countries. That's true no matter how much any country may brag about its free speech.

3. Use acceptable accents.

It will be insisted there are two sides to this question, but if you will consider yourself the listener, the right answer will come up. We Americans all have a feeling of relucation when we hear perfectly good radio coming out of Berlin. British listeners shudder when they hear a good British Southern accent coming from the German capital. But those decisions are easy to make. (I still can't understand how the Germans can be so thick-headed.) Anything these spokesmen say is certain to be taken as an untruth. On the other hand, English spoken with a German accent is more likely to impress an English-speaking listener than the other type. This means that we should speak to our enemies consistently, with American-accented tongues.

But in speaking to our friends, the reverse is not necessarily true. The situation clears a little when you remember that shortwave signals represent the United States to foreign listeners. Thus it should carry the stamp of the United States, an American accent. That is an asset in generation of feeling as one can get. But, there will certainly be many times when it will be a compliment to another nation to use a national of that country as the spokesman. The type program involved often offers opportunities for individual solution.

Explain U. S.

4. It is always best to assume that the nation to which you are speaking knows absolutely nothing about the United States.

This is more of a script problem than anything else. Jokes based on locations in America, like Niagara Falls, fall flat abroad; no one knows that Niagara Falls is where honeymooners go. In this same category comes the problem of different words for things. For example, if in the United States you go to the movies, in England you go to the cinema or the flicks, and in South Africa you go to the bioscope. It behooves all program men to become familiar with as many of these differences as is possible. Any tough one can be checked. It may be a snub to a nation, but there is no meaning abroad in a sentence saying "Thomas E. Dewey, of New York State, is planning a tour of South America." You have to explain who Dewey is—or most of your audience will look slightly blank.

Probably this point should be carried to the extreme of identifying the "Star Spangled Banner" as "Partnership" or "The National of the United States of America" instead of just playing it. (Imagine my own feeling at the Labour Party Conference in London when, after standing at an oratory and singing a song I did not identify but which I thought must be the Belgian national anthem.)

(Continued on page 48)

BROADCASTING • Broadcast Advertising

August 31, 1942 • Page 13
OPA Price Ceiling To Allow Normal Advertising Programs

Henderson Says Promotion Will Be Considered Component of Cost; Denies "Squeeze" Coming

POSITIVE and formal assurance that the Office of Price Administration will not disturb "normal advertising expenditures" in its investigation of dealing with price adjustments comes this week from Director Leon Henderson.

Setting at rest misgivings repeatedly whispered in advertising and trade circles, the official said the "squeeze" would come as the economic picture tightened. Mr. Henderson reafirmed his previous statement that advertising would not be molested. Mr. Henderson told an emergency meeting of advertisers last Fall that he would not use price control as a device in curtailing normal advertising expenditures, but since the issuance of the General Maximum Price Regulations some questions has arisen as to whether OPA would suggest curtailment of advertising to absorb price "squeezes in individual cases."

Fulmer Raises Issue

The suggestion that advertising might be reduced came from Chairman Fulmer, (D-S.C.) of the House Agriculture Committee, and Mr. Henderson promptly de- fendes normal expenditures in a letter to the chairman. Chairman Fulmer had written Mr. Henderson charging that soap companies were forcing OPA to roll back prices on tallow, fats, and greases "so that they would be able to make their usual large profits, which would enable them not only in peacetime but during this great emergency when we are spending billions in trying to win this war, to advertise in the press, over the radio and in every other way whereby they might be able to increase their sales and their cash surpluses."

In his reply, Mr. Henderson pointed out that the large soap manufacturers voluntarily had rescinded price increases announced in February, but had presented data on the impact of tallow, fat and grease prices on the price of soaps. He asserted this data resulted in the OPA investigation.

Normal Layouts OK

"In line with our previously announced policy," Mr. Henderson advised the Congressman, "normal advertising layouts were considered as costs in this investigation. Any other policy with respect to advertising might well result in the destruction of the entire advertising industry, an end that is beyond our authority," concluded the official.

Mr. Henderson's statement was viewed as removing the last vestige of doubt about government policy on advertising expenditures. Reports that the Internal Revenue Bureau might order the cancellation of advertising that advertising expenditures could not be charged to overhead as "ordinary and necessary" likewise largely have been dispelled.

The action taken, the soap price case establishes a precedent. Heretofore, the OPA head has announced policy, but had never had occasion to invoke it.

"Time" in Collaboration With Cigarette Newscasts

BENSON & HEDGES, New York, will sponsor the "Monday Night" news period on WQXR, New York, five nights weekly, beginning Sept. 14 for Virginia's "Monday Night" news period, which will be titled "World Wide News Review", is broadcast by Albert Grobe and the script prepared by the station's news staff in collaboration with Frank Norris, managing editor of Time magazine.

Much of the material used on the broadcasts comes from correspondents and editors of Time, which recently completed an arrangement with WQXR for experiments in radio news programming. (Broadcasting, Aug. 17.) The nightly newscasts are said to be the first results of this collaboration. Sponsorship was arranged by Duane Jones Co., New York.

Goldwyn Discs

SAMBEL GOLDWIN, Inc., New York, is releasing 5 and 15-minute commercial radio spots to approximately 100 distributors in various markets throughout the country in connection with the national premiere of the film "Pride of the Yankees", Discs, for placement on local stations, were cut by Thomas J. Valentino Co. New York, Firm used spots of five stations in connection with the world premiere of the show in New York in July. Agency is Donahue & Coe, New York.

General Foods Strip

GENERAL FOODS Corp., starts Youngstown, New York, has announced a period on NBC for Post Bran Flakes on a five-weekly basis, Aug. 31. The show continues as an afternoon feature on CBS for Post Toasties. Serial started on NBC-BLUE in Nov., 1939, shifting to CBS in April, 1940. Benton & Bowles, New York, is agency.

Knodel a -P

J. WILLIAM KNODEL, for five years a Chicago sales rep. of Food & Peters, station representatives, has been elected a vice-president of the company and sales manager of the Chicago office at a recent meeting of the board of directors. Well known in agency and industry circles, Mr. Knodel was the advertising staff in the Omaha Bee before that in the Omaha World Herald before joining Free & Peters in January, 1938.

Mr. Knodel of the Omaha Bee.

WLAC To Dedicate New 50 kw. Plant

Nashville Station Formally Boosts Power Sept. 11

SUCCESSFULLY negotiating an endless maze of priorities and other obstacles occasioned by the war, WLAC, Nashville, on Sept. 11 will dedicate its new 50,000-watt transmitter.

After a lapse of nearly a year and half, during from the breaking of ground, J. Truman Ward, owner of WLAC, announced that installation is completed. The new WLAC transmitter has been on 50,000-watt daytime program tests since Aug. 10, and reports reaching the station from all direc- tions, according to Mr. Ward, indicate greatly increased coverage. The new plant, Western Electric throughout, was installed at an overall cost, including building and appurtenances, of approximately $175,000.

Gala Premiere Planned

F. C. Sowell, general manager of WFC, has recruited big talent the inaugu- rat the inaugural program. It is being exploited with spreads in 28 city newspapers throughout the station's primary and second- ary areas. Especially trascribed greetings for the station's premiere have been arranged by such CBS personalities as Cecil B. DeMille, Guy Lombardo, Bill Perry, Jessica Dragentone, Edward G. Robinson, Glenn Miller, Bob Burns, Penny Singleton and Arthur Blake, Ben Bernie, Gene Autry, Amos 'n Andy and Ginnie Simms.

In addition to gala program, the broadcasts will open and close with patriotic renditions by the 130th Infantry Band at Camp Forrest. WLAC began operation in 1926 with 1,000 watts as a time- sharing station. In 1930 it was oper- ating fulltime with 5,000 watts as a CBS outlet. The station was ac- quired by Mr. Ward in 1935. It operates on 1510 kc.

Licensees Granted For Defense Radio

Akor and Lawrence First To Set Up Local Units

FIRST LICENSES for the War Emergency Radio Service of the Office of Civilian Defense were granted last Monday by the FCC to civilian defense units of Akron, O., and Lawrence, Mass.

Creation of the WERS was announced jointly by Mr. O'Day and FCC General Counsel, on June 13 (Broadcasting, June 16). No new equipment is necessary for the units, which will utilize transmitters of 200 watts, 60 watts, and 20 watts, respectively. and 150 watts and 150 watts, respectively. Two "walkie-talkies" will also be used. The city of Lawrence received a license for a system of 11-two-way radio sets.

The FCC announced that applications of many other cities are pending before the Commission. Requests vary according to local conditions, it was said. It was also said that some applications were being returned to communities because the forms fail to indicate what arrangements exist for liaison with local civilian defense com-

Maine radio station, WERS, announced on June 13, that it is going on the air Sept. 13 at 8 a.m. Atlantic Standard Time, with the FCC giving the station a license for 150 watts of power. The station's labo- ratories are at 225 N. Main St., in the town of Lawrence, chartered as a civil defense station for the community of Lawrence.

The station will be sponsored by the Lawrence Board of Trade, and the local governments, with Mr. Lawrence, the mayor of Lawrence, as chairman. The station is owned by the Lawrence Chamber of Commerce.

Mr. Ward

Other station, WLAC, is a 50,000-watt station. It will be owned by the Lenox Broadcasting Co., of Detroit, Mich., and will be operated by Wersin Broadcasting, Inc., of Detroit. The station will be located at 341 N. Main St., in Lawrence, and will be owned by the City of Lawrence.

Other station, WLAC, is a 50,000-watt station. It will be owned by the Lenox Broadcasting Co., of Detroit, Mich., and will be operated by Wersin Broadcasting, Inc., of Detroit. The station will be located at 341 N. Main St., in Lawrence, and will be owned by the City of Lawrence.

Other station, WLAC, is a 50,000-watt station. It will be owned by the Lenox Broadcasting Co., of Detroit, Mich., and will be operated by Wersin Broadcasting, Inc., of Detroit. The station will be located at 341 N. Main St., in Lawrence, and will be owned by the City of Lawrence.

Other station, WLAC, is a 50,000-watt station. It will be owned by the Lenox Broadcasting Co., of Detroit, Mich., and will be operated by Wersin Broadcasting, Inc., of Detroit. The station will be located at 341 N. Main St., in Lawrence, and will be owned by the City of Lawrence.

Other station, WLAC, is a 50,000-watt station. It will be owned by the Lenox Broadcasting Co., of Detroit, Mich., and will be operated by Wersin Broadcasting, Inc., of Detroit. The station will be located at 341 N. Main St., in Lawrence, and will be owned by the City of Lawrence.
Here's a new broadcasting philosophy and a new radio operation in the heart of a new market for Chicago radio advertisers.

It's WJWC of Hammond-Chicago. A few months ago we were nothing more than an idea in the minds of a few Chicagoans who knew that things were changing in the Chicago market—that a whole new class of important citizens and consumers permanently had entered Chicago’s economic pattern—and that these millions of new people were being inadequately served by the existing radio stations.

We knew that an honored place was awaiting any new radio enterprise in the Chicago area which could do an honest, inspired job of broadcasting—beamed to the minds, to the hearts, and to the pocketbooks of the millions of new-wealthy industrial workers whose skill and sweat and muscles are making a new world in the heavy-industry neighborhoods around Chicago.

News, 19 times daily (on the half-hour every hour)—prepared by a special staff of fifteen top-flight correspondents, writers and announcers, from the reports of the United Press, Press Association and Chicago Sun reporters, edited by the famed Clifton Utley—is one of the many services we are bringing to the Janes and Joes in the "Calumet Corner".

But space is running short, and we haven't told the story as yet. We'll try to tell you more in this same space, next week.

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

General Offices: 165 N. Michigan Avenue, Chicago

FREE & PETERS, INC.
Exclusive National Representatives
Drug Industry Asked to Give
5% of Ad Budget to War Bonds

Manufacturers’ Plan Receives Treasury Approval
$4,000,000 May Be Realized From Drive

A PLAN calling upon the drug, cosmetic and allied industries to cooperate voluntarily with the Government in the war effort by agreeing to devote 5% of its advertising appropriation to the War Bond campaign has been submitted to members of those industries by a committee headed by Lee H. Bristol, vice-president in charge of advertising, Bristol-Myers Co.

Sponsored by the committee in cooperation with the Advertising Council and approved by Henry Morgenthan, Secretary of the Treasury, the plan is presented in a message which has been sent to all drug and cosmetic advertisers. On the basis of 5% of expenditures of these companies for time and space, the committee is asking that each agency devote approximately $4,000,000 to advertising bonds instead of their regular products.

Time or Cash
Participation may be either in “kind,” with the advertiser donating time on the air or publication space in accordance with “master schedules” worked out by the committee, or in cash, which the committee will utilize to fill in voids in the master schedules. Large contributions from individual advertisers will be used for advertising placed by the advertiser’s own agency; small contributions will be lumped together and the campaign placed by an agency selected by the committee.

Sample 12-month master schedules for magazines and network radio are included in the presentation, which points out that it would be impossible to work out similar schedules for advertising in newspapers, spot radio, billboards, ear cards, etc. Users of these media are asked to donate 5% of their time or space to selling War Bonds and to report details to the committee.

Suggested network schedule, using five 30-second spots, 31 broadcasts a year of each once-a-week program to the bond drive, five broadcasts of the twice-weekly shows, seven broadcasts for programs given three times a week, 10 broadcasts for the four-times-a-week programs and 13 broadcasts for the five-a-weekers. Programs to be broadcast. The selling of War Bonds are spaced as evenly possible throughout the year in each advertiser’s schedule, with allotments staggered from schedule to schedule, so that the War Bond effort is maintained and a continuing effect be given to this campaign.”

Four types of radio participation are suggested: 1. Entire scripts built around the War Bond drive, entitled in programs of the type of Easy Aces. 2. Full commercial time — not just “hitch-hike” announcements — devoted to War Bond commercials. Our drive is the only one that needs selling power, and advertisers would be expected to make their “call to arms” announcements (Suited to programs of the type of Mr. District Attorney). 3. Direct appeal by star of show (Suited to programs of the type of Bob Hope Show). 4. Interviews with, or direct appeal by Government Officers (Suited to programs of the type of Walter Winchell or newscasters).”

Advice Available
Book also states that “a staff of radio consultants who have worked with the War Bond program has all Advertising Council are thoroughly familiar with the needs of this War Bond Drive will be available to help participants make the most effective use of the programs they devote to this drive.” Agencies representing companies in the drug, cosmetic and allied industries will meet with the committee to learn of the aims and methods of the drive, each agency to place the advertising of its own client.

Committee Members

M’ Award Aired
BABCOCK & WILCOX Co., New York, recipients of the magazine Commission’s “M” award for production of steam boilers for merchant vessels, will use the entire BLUE network for a concert in New York symphonies Sept. 2 at the company’s plant in Barberton, O. Company which received the Navy “E” last year, has not previously used radio.

Oil Firms Merge
In Drive for Coal
Radio Announcements Push Heat Unit Conversion

NINE MAJOR OIL companies, all radio advertisers, have agreed to cooperate in a joint advertisement’s program for the conversion of East Coast plants and home heating units from fuel oil to coal, in what appears at first glance to be a strong paradoxe and, at closer view, sound public relations, and an example of unity of purpose in solving the nation’s wartime problem.

With few coal companies using radio, the oil firms, who have either network shows or extensive spot schedules, have taken on the unusual assignment of urging the public to change over to coal.

Special Spots
This is being done through inclusion in national advertising programs, prepared and distributed by the Petroleum War Industry Council, a group of representatives of the oil industry, and is part of a regular program conducted by the council in various media, including the use of local distributors to circulate material on the subject of conversion.

An insight into how and why an oil company goes about promoting a rival product is found in spots prepared by Marschall & Pratt, New York, agency for Standard Oil Co., New Jersey, sponsor of Esso Reporter on Eastern stations. While stressing the various economies which can be made in the home to conserve fuel oil consumption, announcements include such statements as the following:

“Some, who can do so, are Installing grates in their furnaces and using with coal instead of coke. No petroleum refiner enjoys losing . . . even temporarily . . . a large number of valued customers. We urge this to the right now, these precautions may well mean the difference next winter, between comfort and lack of it. And the petroleum industry would be less than candid were the present outlook made to appear less serious than it seems today.”

Other radio advertisers who have agreed to use the PWIC material are: Texaco, Texaco Co., Standard Oil Co., Commod Oil, Cornwell’s Baseball, and Diamond Match. The agency, this year’s winner of the Academy Award, recently completed a series spot announcements which conclude: “It is our business to save fuel, and we will continue to do so.”

Petrillo’s Ban on Recording of Music Stalls Music Publishers, Says Miller

THE PETRILLO ban on recorded music, in its first full month, has resulted in a virtual cessation of music publishing. Neville Miller, NAB president, stated Sunday. The ban has adversely affected not only the recording industry and its affiliated businesses, but the general public as well, he said.

Despite the quantities of music recorded prior to Aug. 1, when the ban went into effect, publication “is no longer keeping abreast of the inspiration of the composer”, Mr. Miller declared. “The publishers are today unable to accept and properly exploit fresh works, even those of a patriotic nature.”

“So far as can be ascertained, not a single work completed after the recording ban went into effect has been published, and such works as have been accepted are being held back in the hope that the order will be rescinded. Consequently the publishers, even directly felt the first impacts of the ban. As for the union musicians, those of them who looked to the making of recordings for all or a part of their income found themselves have during August been deprived of this source of income.”

“The detrimental effect upon the art of music and upon radio will be self-evident. Moreover, if Mr. Petrillo persists in his allowed determination to prevent union musicians from making phonograph records and other recordings, whether for popular, patriotic or classical music, the absence of freshly recorded music will impair the ability of radio stations to serve their communities. It will also impair the tremendous investment which the American public has in home phonographs.”

Big Coast Grid Series Planned by Associated

ALL MAJOR intercollegiate football games as well as a large schedule of other sports of the nation’s armed forces on the Pacific Coast will be broadcast under sponsorship of Tide Water Associated Oil Co., Associated Division, San Francisco, during the 1942 season. The coast gridiron season will start Sept. 4.

Associated will advertise its gasoline, motor oils and auto check-up service in Harlem and general promotion and advertising director of Associated, is working out a complete program of opening up sportscasters and outlining a promotion campaign.

Paley in London

WILLIAM S. PALEY, president of CBS, is scheduled to arrive in London by plane, according to word received in New York Friday. Network officials said that the purpose of Mr. Paley’s visit to the British capital, where he is expected to remain for several weeks, is to confer with British officials and with the London staff of CBS.

DON WILSON, Hollywood announcer, has been signed as narrator of the Twenty-First Century Fox, RKO film, “Springtime in the Rockies.” Knox Manning, CBS commentator, has been signed as narrator of the Warner underworld short “The Makellite.”
Sincere thanks, America!

... from

Western Electric

ARSENAL OF COMMUNICATIONS

Last week the new combined Army-Navy E Flag was presented to Western Electric for "exceptional performance" in producing radio and other communications equipment for the armed forces.

We are grateful for this award. And we like to think of it as coming from all the people of America—whose battle for survival depends so much on quick, dependable communications.

Western Electric men and women will do their utmost to live up to their E Flag by pushing production records ever higher till Victory is won. When that day comes, count on Western Electric for continued leadership in equipment for Better Broadcasting.
Rockefeller Field Force Mustered

Latin Radio Campaign Is Surging Rapidly Toward Peak

ITS FIELD STAFF largely mustered and making ready to take various posts in Latin America, the Radio Division of the Office of the Coordinator of Inter-America Affairs (formerly the Rockefeller Committee) during September will swing into peak distribution of American radio programs designed to cement Good Neighbor relationship between the United States and the rest of the Americas.

Directed by Coordinator Nelson A. Rockefeller to tell the true story of the United States and its war efforts, via radio media, the Radio Division, headed by Don Francisco, former president of Lord & Thomas, has embarked on an ambitious program of coordination for the facilities and available radio media, using shortwaves, point-to-point, transcriptions, rebroadcasts and locally-produced programs in the various Central and South American countries.

Shift in Emphasis

Latterly, according to Mr. Francisco, the emphasis has gradually shifted toward radio and locally-produced programs, although a new agreement has just been concluded with CBS for cooperation with the Rockefeller Committee looking to wider dissemination via the CBS Latin American Network, of agreed-upon programs. NBC's Latin American network, also goes to 14 stations, for some months has been working in close cooperation with the Radio Division. Between them the two major American networks have more than 70 affiliated stations in Latin America.

The field force will comprise nine men, headed by Paul Krum, formerly president of Export Advertising, New York agency, who has been transferred from the New York office of the OCIAA to Washington to direct the men who will shortly be dispatched to Central and South America. First to leave will be Francis McArdle, recently with the Brazilian section of the Radio Division in New York and formerly head of the Brazilian office of J. Walter Thompson Co. He will shortly leave for Rio de Janeiro.

Some other field men selected, all of them with Latin American experience, will be sent to various posts within the next three months. They are: Cy Nathan, formerly radio supervisor with Lord & Thomas, who was raised in Mexico; Frank Linder, formerly with the radio department of BBDO; Stuart Ayres, freelance writer who won a Rockefeller Foundation scholarship for his study of radio in Latin America; F. A. Rankin, recently with the Dept. of Agriculture; Herbert Cerwin, former newspaper and public relations counsel on the Pacific Coast, recently representing the Del Monte properties; John Wiggin, producer and writer formerly with NBC.

Two more field men remain to be selected, and they will be announced shortly. The task of the field men is to contact broadcast officials and station operators in the various countries to which they are assigned, and to make sure that American-produced transcriptions are carried, that NBC and CBS Latin American network shows are rebroadcast, and that proper publicity is given these shows. They will also scout for Latin American shows suitable for broadcasting in this country, and they will give aid to Latin American stations in the production of local shows.

Ogilvie on Tour

Preparatory to the full functioning of the field force, Mr. Francisco's chief assistant, John W. G. Ogilvie, left recently for an extended tour of South America. He will be gone another month. Sylvester L. (Fat) Weaver, former advertising manager of American Tobacco Co. who has been in charge of the Rockefeller Committee's New York office but who has been called up for Navy service, does not have to report for military duty until the end of September. Meanwhile, he is in California checking up Hollywood and San Francisco activities. His place as director of the New York radio office will be taken by William Hillpot, former program manager of the BLUE (BROADCASTING, Aug. 17).

Also now en route to South America, having left Aug. 26, are Coordinator Nelson A. Rockefeller, his assistant, Mr. Ogilvie, Carl Jamieson, and Gen. Dunham, chief of health and sanitation.

In placing greater emphasis on on-the-spot radio in the other Americas, the Rockefeller Committee is submitting scripts, prepared in its Radio Division, as well as transcriptions to the various Latin American stations equipped to put them into production. The field men will act essentially as combination liaison men, time-buyers and program scouts. Each man will be assigned one or more countries as his territory.

40 Programs Per Week

Already the Radio Division is interested, in a consultatory or supervisory capacity, in more than 40 programs a week broadcast from the United States to Latin America. This number is rapidly increasing and the programs cover a wide range from dramatic to news commentaries. Most of them are in Spanish, some in Portuguese, the latter largely for Brazilian distribution. Among the more elaborate dramatic programs are:

La Marcha del Tiempo (March of Time), a documentary treatment of outstanding personalities, localities or service branches in the week's war news, shortwaved over NBC facilities to some 36 Latin American countries.

Estamos En Guerra (This Is War), originally an adaptation of the Norman Corwin plays, now re-vised as a weekly dramatization of war news and carried over a CBS Latin American network.

La Epopeya del Nuevo Mundo, a program closely resembling Cuentacuentos de America, rebroadcast over 23 stations in Latin America.

Teatro Inter-Americanos (Inter-American Theatre), based on the Arch Obler NBC series, shortwaved and rebroadcast by 23 stations.

In cases, efforts are being made to build listening audiences through adequate advertising and publicity. Among the "personality" or interview-types of program are: Arsenals of Freedom, a weekly visit to arsenals of S. war plants and America's Todas, a five-week program in which famous people of all the Americas are interviewed. The former is broadcast through WCOL and the latter via NBC. Others of this type include a Sports Review, telling of American sports and athletes from the other American nations, the latter an dramatization of American heroes in the battle areas.

News Comments

In the news commentary field, the Radio Division's sole interest, according to Mr. Francisco, is to get the widest distribution possible of acceptable, independent commentators. Among these are Robert Unanue, who does daily Argentine news over CBS and is additionally transmitted point-to-point to a network of 14 stations in Argentina, Uruguay and Bolivia; Alejandro Sux, whose three-wire weekly service is carried via NBC shortwaves and rebroadcast over six stations; Dr. J. Barata, well-known Brazilian radio and newspaperman, heard on the Brazilian Government program carried on 99 stations in Brazil; R. Magalhes, correspondent of A Nota of Rio de Janeiro.

In some regions, scheduled programs, the Radio Division special events supervises from three to five special programs weekly. Examples are reciprocal programs in Rio and U. S. fliers at Mitchell Field, which were recorded, broadcast over MBS and then sent point-to-point to a Brazilian network, and the ceremonies attending Queen Wilhelmina's acceptance of this country's gift of a subchaser, also recorded and transmitted point-to-point to Brazil.

Two new series of transcription programs were completed during August. The first released was U. S. In Industry, a dramatized program in which America's war machine in high gear. The second was El Canto de America (The Song of America), a dramatic program in which the ardently democratic poems of Walt Whitman are done against a background of modern North American composers' work as played by symphonic orchestras.

These transcribed shows, high in entertainment value, are distributed by groups of persons friendly to Pan American solidarity. Each group places the programs with specified stations in the territory in which it resides.

Truth as Propaganda

In these programs, as in all other programs in which the Rockefeller Committee is interested, the main emphasis is on entertainment and information. As stated by Mr. Rockefeller: "The sole propaganda element is in the truth, told as well and as accurately as possible."

The most ambitious of the trans-
For six consecutive years Fred Jeske has been the biggest single factor in building ARPEAKO sales in Syracuse. This cheerful, talented radio man—Central New York's best-known, longest-known and most widely listened-to entertainer—started his Timekeeper Program way back in August, 1936. (It's a morning participating program with non-competitive sponsors.) Since then both he and the sales of Arpeako meat products have gone steadily onward and upward against constant lower-priced competition. Fred Jeske is typical of the high-grade, experienced cooperation you get from WSYR—proof that our extra care and extra effort will sell your products better.

"The Perfect Combination"—5000 Watts at 570 kc

WSYR SYRACUSE, N. Y. H. C. Wilder, Pres.
BASIC NBC RED NETWORK STATION
### Vichy Clamps Down

**DEATH** is now the penalty for persons caught operating secret radios in Vichy, France, and life imprisonment at hard labor will be imposed on those possessing such equipment. Joseph Barthelemy, Justice minister in the cabinet of Pierre Laval, approved the law, fixing the penalties for using radio "contrary to the national interest." A warrant has been fixed to allow persons to declare or turn in equipment.

-- LARRY ELLIOTT, freelance announcer, has signed by Universal News as narrator on a short film on the activities of the Canadian Police.

---

### Army Now Using Gas Pipe Units

#### Experimenting With Low Power Transmitters

**Hooked Up With Camps' Power Lines**

**UNder** supervision of Martin Work, former radio consultant of the National Catholic Community Service, agency of the USO, now acting as a special radio consultant for the War Dept., a number of small radio networks set up in various Army camps for experimental purposes, it was learned last week.

A 3-kilowatt transmitter, which is said to be used in the executive class earning an average weekly wage of $59.46, an increase of $5.04 over 1940. The employe total above the rank of corporal, was 7,141.

The report shows that major network executives earned an average weekly salary of $268.83, contrasted with $216.10 in 1940. Regional network executives advanced from an average check of $91.50 in 1940 to $157.57 in 1941.

Stations in the more densely populated regions, the survey reveals, employ more people per station than those in less densely populated regions. This, it is claimed, is a change from 1940. The report cites the case of 18 clear channel unlimited time stations in the Northeast which employ 1,488 full time employees for an average of about 80 station whereas 8 such clear channels in the Southeast employed 486 people, or an average of about 60 people per station.

The same is true of 133 unlimited time stations in the Northeast which employ an average of 36 people per station whereas 126 unlimited time stations in the Southeast employ about 1 per station.

Clear-channel unlimited time employees in the Northeast receive an average check of $92.40 while the Southeast's average wage for camp news and other information. In some cases the units are utilized for entertainment.

Mr. Work is now in California, Army offices said, where he is conducting further experiments with units at camps there. Upon his return to Washington, reports of the results of the next two weeks, it was said final determination may be made to install units in all camps throughout the country.

---

### Two Lever Shows

**LEVER BROS., Cambridge, Mass., will use the full CBS network for the two half-hour shows scheduled to occupy the 9:30 p.m. period Wednesday Oct. 7 [Broadcasting, July 15, Aug. 7]. Firm will start Bob Burns in The Arkansas Traveler in the half-hour for Lifebuoy, and a show which may be titled The Mayor of Our Town from 9:30-10 p.m. for Rinso on all 114 CBS stations. Lever also signed for the full CBS network in resuming Burns & Allen for Swan Soap. Agency is Ruthrauff & Ryan, New York.**

### Special Labor Day Programs Are Recorded by Falk

**FOUR TRANSCRIPTIONS** in Spanish, Polish, Italian and German have been sent to about 175 foreign stations by the foreign language department of the Office of War Information, under direction of Lee Falk, for broadcast on Labor Day.

Titled Free Labor Will Win, the 15-minute programs include speeches by many educational, civic and labor leaders and the OWI has recommended that stations arrange to have local labor leaders speak following the transcription to round out a half-hour program.

---

### Speeches Will Be Recorded by Falk

The Spanish version of Free Labor Will Win will include the following speakers: Sen. Chavis (D-N.C.); Maury Maverick, former Texas representative, now head of War Production Board; Pierre Laval, chief of the Labor Division, Pan-American Union; and Dr. George Sanchez, of the U of Texas faculty.

Speaking in Polish will be: M. S. Sameszak, Board of Governors, Federal Reserve Board; Leo Kryzkski, president of the American Labor Congress and vice-president of the Amalgated Clothing Workers of America (CIO); and Brig. Gen. Joseph E. Brazycki, Quartermaster Depot, Chicago.

Speaking in Italian will be: Mayor F. H. LaGuardia of New York; Luigi Antonini, vice-president of the International Ladies Garment Workers Union; Joseph Salerno, chairman of the Massachusetts State Industrial Union Council (CIO); and Dr. Guiseppe Borghetti of the U of Chicago faculty.

German speakers are: Ernest J. Kruegten, Chicago postmaster; Walter Sterbe, United Auto Workers of America; William Schoenberg of the Cement, Lime and Gypsum Workers (AFL); and Otto Sattler, secretary of the Arbeiter Kranken-und-Sterbe-Kasse, German-American society.

Speeches will come under four headings: (1) The Atlantic Charter as applied under a better standard of living (2) free labor versus Axis slave labor (3) American labor's stake in the war (4) message to the working people of all United Nations.

### Speech Guide

**W. CABEL GREET, CBS speech consultant and professor at Barnard College, U, prepared a guide book to pronouncing, Recommended Pronunciations, Vol. I. Volume containing more than 3,000 words and place names in the war news since last February, has been distributed to CBS announcers, newscasters and analysts."
Why Reid's Expiration Didn't Expire

50,000 WATTS 660 KILOCYCLES NBC NETWORK

WEAF TALKS SALES IN NEW YORK

Sales Despite Regulations

That radio can help you maintain your sales volume despite drastic regulation growing out of war needs is a fact worth knowing. Do you have problems arising from regulation plus a sales quota to make in the New York market? Call WEAF for a program suggestion...one that may help you meet that situation. Make it WEAF because...
Washington Office Is Opened by BBC To Maintain Liaison With Government

WITH opening of a new branch office of the British Broadcasting Corp. in Washington last week, Capt. Cecil Fox, general of the BBC, visited the capital for five days and conferred with officials on international radio programs. He granted no interviews and made no public speeches, asking to be excused because of the pressure of war duties, but on Aug. 28 he attended an off-the-record luncheon of Overseas Writers, Washington newspaper and radio correspondents who have served abroad.

Capt. Cecil was accompanied by Lindsay Wellington, North American director of BBC, who is directing head of the new Washington office, though he maintains headquarters in New York. Resident manager of the office, located at 1150 Connecticut Ave. NW, is Annette Eben, for six years with the BBC's New York office.

Capital Liaison

A graduate of Sandhurst, Britain's West Point, Capt. Graves joined the Royal Navy in 1914 and served with the BEF in France at the outbreak of World War I in 1914. He was taken prisoner in an early engagement. He served with the Intelligence Branch of the War Office from 1919 to 1925 after which he joined BBC. Becoming its assistant director of programs in 1928, he rose to director of the Empire Service, organizing and developing BBC's world-wide short-wave service. He was deputy district general from April, 1938, until appointed joint director general last October.

The Washington office of BBC will maintain liaison with Government agencies dealing with radio, particularly the Office of War Information which has just established a London office dealing largely with radio matters. Considerable material is being daily exchanged for rebroadcast over BBC and its Empire Service, making it possible to extend the wartime service to all parts of the Empire.

BBC has set up its London news commentators in a regular six-week series after 8:15 p.m. with repeat at 9:30 p.m. News heard on consecutive days starting Sunday are: L. W. Brockington; George Gibson, former president, Trades Union Council in Great Britain; Vernon Bartlett, M. P. alternating with Frederick Kuh, war correspondent; William Holt, journalist; MacDonald Hastings, editor, 'Picture Post', and Stanley Maxted.

War Cuts Schedule

AS A MEASURE of wartime economy, the BBC has issued a call for economy of materials, including coal, gas, and electricity. The call affects all aspects of programming, from news broadcasts to entertainment shows. The BBC has also reduced the number of staff members, effective immediately. The cuts are expected to save the BBC approximately £200,000 per year.

The BBC has issued a call for economy of materials, including coal, gas, and electricity. The call affects all aspects of programming, from news broadcasts to entertainment shows. The BBC has also reduced the number of staff members, effective immediately. The cuts are expected to save the BBC approximately £200,000 per year.

INAUGURATING a policy of international exchange of features, the BBC will produce a program in the United States, which will be broadcast in Canada. The program, called "The American Scene," will be produced by the American Broadcasting Company and broadcast on the Canadian Broadcasting Corporation.

WOWO-WBN, Fort Wayne, Ind., has launched a new radio station, "The American Scene," which will be broadcast in Canada. The program, called "The American Scene," will be produced by the American Broadcasting Company and broadcast on the Canadian Broadcasting Corporation.

In Canada, "The American Scene" will be heard on CFRB, Toronto, and CHC, Montreal. The program will be broadcast every Sunday at 8 p.m. Eastern Time. It will feature news and features from the United States, including interviews with prominent figures in the entertainment industry.

SHORTAGE of radio technicians has forced KMED, Medford, Ore., to discontinue live broadcasts on Sundays.

CONTRACT SETTING for 12-week signing of the Regal Divi- sion of WTVK, Cincinnati, Cincinnati. Signing is William F. Hol- land, president of the Cincinnati agency chain, with John B. Wilson (center), president and general manager of WCKY, and George Moore (left), station account executive as spectators.
NASHVILLE, TENNESSEE
NOW OPERATING WITH
50,000 WATTS

COLUMBIA'S NASHVILLE OUTLET ★ U P NEWS
J. T. WARD, OWNER ★ F. C. SOWELL, MANAGER
PAUL H. RAYMER CO., NATIONAL REPRESENTATIVES
Sigma Delta Chi Opens '42 Award Nominations

NOMINATIONS for 1942 Sigma Delta Chi Awards are now being received for work done by Americans during the period of July 1, 1941 and June 30, 1942. Awards cover the following fields—Radio newswriting, general reporting, editorial writing, editorial cartooning, foreign correspondence, research in journalism and courage in journalism.

Radio's award last year went to Cecil Brown, CBS news commentator, who recently replaced Elmer Davis when the latter became OWI chief. Nominations close Sept. 1, 1942 and all nominations and accompanying material must be sent to Professional Awards Committee, Sigma Delta Chi, Suite 1178, 35 East Wacker Drive, Chicago.

NAB East Selects Cecil Brown for President

Cecil Brown, in a recent correspondence, said the recent edicts of Haldeman-Cutler, sponsored by Cudahy Packing Co. for Old Dutch Cleanser, 10:30-10:45 a.m.; four Procter & Gamble Co. shows, on the network from 10:45 to 11:46, as follows: Lone Journey for Dreyf, Road of Life for Duz, Vic and Sade for Crisco, Against the Storm for Ivory Soap; David Harum, sponsored by B. T. Babbitt Inc. for Bab-O, 11:45 a.m. to noon, and Don Goddard's news cast on WENF only, 12-12:15 p.m., sponsored by C. F. Mueller Co.

SOLEMEST ASPECT OF THE BREAK, TO EVERYONE EXCEPT MR. GODDARD, OCCURRED WHEN THIS NEWS ANNOUNCER RUSHED INTO THE STUDIO SHORTLY BEFORE NOON, GRABBED HIS SCRIPT AND DID HIS QUARTER-HOUR TO A DEAD MIKE, HIS CO-WORKERS CAREFULLY NEGLECTING TO INFORM HIM OF THE FACT THAT THE STATION WAS OFF THE AIR UNLESS HE HAD COMPLETED HIS FINAL COMMERCIAL AND SIGNED OFF.

‘Gildersleeve’ Returns

KRAFT CHEESE Co., Chicago (Parkay Margarine), through National Broadcasting Co., is now broadcasting ‘Gildersleeve’ from that city, after an eight-week summer hiatus, on Aug. 30 resumed The Great Gildersleeve on 64 NBC stations, Sunday, 6:30-7 p.m. (EWT), with West Coast repeat 8-9:30 p.m. (PWT). Hal Peary continues to be starred in the title role. Supporting cast includes June Tuttle, Walter Tetley, Earle Ross and Lilian Randolph. Billy Mills is musical director, with John F. Whedon writing the show. Cecil Underwood is agency producer.

ALL-GIRL ORCHESTRA, feature of the Shadow of the Show on NBC under the direction of Phil Spitalny, will take part in the filming of a Universal picture titled “When Johnny Comes Marching Home” and will move from New York to Hollywood for four September broadcasts during production of the movie. Show is sponsored by General Electric Co., Cleveland for GE lamps, and handled by BBDG, Cleveland.

WSGN

Alabama

610 Kg.

Birmingham, Healy-Red Company, Inc.

Blue Network and Mutual

THE POWERFUL ADVERTISING INFLUENCE OF THE SOUTHWEST

WOAI

San Antonio

Represented Nationally by EDWARD PETRY & CO.

Page 24 • August 31, 1942

SOUTHWEST

BROADCASTING • Broadcast Advertising

WEAF SILENCED TWO HOURS
NABC New York Key, and WGBB, Freeport, L. I. Forced

Off The Air By Power Supply Failure

WEAF, NBC's key station in New York, was off the air for nearly two hours last Tuesday because of a failure in the Long Island Lighting Co.’s power supply to the station’s transmitter at Port Washington, Long Island, a breakdown which also deprived Suffolk County and most of Nassau County of electricity from about 11 a.m. until early afternoon, when service was restored through a switch to the Far Rockaway plant of the Queensborough Gas & Electric Co.

Off Again, On Again

WGBB, Freeport, L. I., was also forced off the air by the power break, which the electric company attributed to trouble at its Glenwood Landing plant, where workmen are establishing additional circuits. Radios and electric appliances in homes throughout the two counties stopped operating and many factories in the affected area, including a number of war manufacturing plants, were brought to a standstill by lack of power.

First trouble at WEAF occurred at 10:42 a.m., when the power faded out, leaving the station silent until 10:48. A few minutes later the incident was repeated, putting WEAF off the air from 10:53 until 10:58. The final power failure silenced WEAF at 11:02, keeping the station out of service until 12:45 p.m. The rest of the NBC network was not affected.

Commercial programs on WEAF which were affected by the interruption of power included five network serials, a local news program and a time signal. The time signal, sponsored by Gruen Watch Co. at 12:30 p.m., will be replaced, WEAF reported, and the station will rebate approximately $1475 less discounts to the other advertisers.

Programs affected include: The last half hour of Helpmate, sponsored by Cudahy Packing Co. for Old Dutch Cleanser, 10:30-10:45 a.m.; four Procter & Gamble Co. shows, on the network from 10:45 to 11:46, as follows: Lone Journey for Dreyf, Road of Life for Duz, Vic and Sade for Crisco, Against the Storm for Ivory Soap; David Harum, sponsored by B. T. Babbitt Inc. for Bab-O, 11:45 a.m. to noon, and Don Goddard's news cast on WENF only, 12-12:15 p.m., sponsored by C. F. Mueller Co.

Yes, WOAI is "way out in front" when it comes to reaching most of the folks in Central and South Texas. It's the station you can depend on to do your selling down here—effectively and economically.

50,000 WATTS CLEAR CHANNEL AFFILIATE NBC MEMBER TQN
Kettler Is Named WMMN Manager

Haid Appointed to Direct WHIZ, Kerns Sales Chief

APPOINTMENT of Stanton (Pete) Kettler as managing director of WMMN, Fairmont, W. Va., was announced last week by George B. Storer, president of the Fort Industry Co.

Mr. Kettler, who has been managing director of WHIZ, Zanesville, O., another Fort Industry station, succeeds Jay Kelcher, who resigned to take over management of WIBC, Indianapolis. Mr. Kettler, prior to his appointment at WHIZ, for three years was a member of the commercial staff of WWVA, Wheeling, and is familiar with the West Virginia market.

Haid Heads WHIZ

Mr. Storer also announced appointment of Allen Haid as general manager of the Zanesville station and J. Robert Kerns as commercial manager. Mr. Haid was elevated from program director after three years with the station. Prior to that he was a member of the WWVA production staff. Mr. Kerns has been on the commercial staff of WHIZ for the last three years.

Fort Industry stations in addition to WWVA, WMMN and WHIZ are WSPD, Toledo; WAGA, Atlanta, and WLOK, Lima.

Tokar New 'Henry'

NORMAN TOKAR, formerly heard on the Aldrich Family as "Willie" has succeeded Ezra Stone as "Henry" on the NBC show sponsored by General Foods (Postum). Stone, now an Army sergeant, was withdrawn from the show following the War Department ruling that radio performers would have to forego their private radio contracts and devote time to servicing the troops, once induced by selective service (Broadcasting, Aug. 17). Tokar was at one time Stone's understudy in a Broadway production. Young & Rubicam, New York, is the agency.

Sheaffer News

W. A. SHEAFFER PEN Co., Fort Madison, la., on Sept. 20 starts sponsoring the weekly quarter-hour commentary World News Parade, with Upton Close on 125 NBC stations, Sunday, 3:15:30 p.m. (EWT). Contract is for 32 weeks. Russel M. Seeds, Chicago, has the account.

NEW FACES at CKBI, Prince Albert, Sask., include Margaret Herren, formerly of CFAC, Calgary, in the traffic department; Earl Ferguson, transferred from the program department to continuity; Wilfred Smith, added to the announcing staff; and Martha Kenney, formerly of CKPR, Fort William, is in continuity.

There's Smoke Over the Prairies Now!

There's smoke over the prairies, now—and it's not from the burning of buffalo grass! The rich farming lands of Western Iowa, Eastern Nebraska and bordering states, producing more "Food for Freedom" than ever before, are now dotted with tremendous industrial plants, many of which are here to stay.

WOW-LAND industrial workers are receiving unprecedented high wages. WOW-LAND farmers are now enjoying bumper crops, at ceilingless prices. Here is a market in which to invest advertising dollars for a quick return. Here is a market more than ever worth breaking into and staying in. You can DOMINATE it, using WOW ALONE!
To increase understanding between the people of China and the United States, NBC Radio Recording Division is transcribing plays written by Pearl S. Buck, author, and translated into Chinese, by the OWI for shortwave to China via KGEI, Belmont, Calif., General Electric station. Chinese students in this country enact the plays, which are to be eight in number, bearing the overall title America Speaks to China.

Health Toast

Health in wartime is the subject of a Toast to Your Health, new public service feature presented on WTAG, Worcester, Mass., under auspices of the Worcester Health Department, with Dr. Vardo A. Getting, city health commissioner, and m.c. Seeking to inform the public about food, sanitation and dental hygiene, the program features interviews, commentary and round table discussions with health inspectors, house economists and nutritionists.

Production

PROBLEMS of wartime production are treated in a new Canadian Broadcasting Corp. weekly series Step It Up. Such topics as absenteeism, women in industry, nursery schools, trade schools, labor hoarding, and other topics are discussed in the quarter-hour broadcasts by Tom W. Tweed.

Cadet Questions

TO PROMOTE interest in the Army Air Forces, WLAC, Nashville, is currently presenting Stump the Cadet, featuring air cadets who participate in the program. With Army approval, broadcast lines were established "somewhere" on the grounds of the camp outside Nashville.

Meet Johnny Doughboy

SALUTE to individual employees in the armed services is broadcast by the Meek Furniture Co. on Lumberjacks, tri-weekly program on KWTO-KGBX, Springfield, Mo. Program consists of minute biographies of the men, descriptions of their part in the war effort, and assurances that their jobs await them. Families of men saluted are notified in advance, and after the salute, the former employee's favorite tune is played.

Buyers of the Day

VICTORY FIRST, a nightly broadcast which names local War Bond purchasers that day, has been inaugurated on ROY, Phoenix.

Democracy Teacher

DESIGNED for the American family in wartime, The Schoolroom for Democracy makes its debut on BLUE this week as a regular part of the Little Blue Playhouse broadcasts for children. Principles of democracy will be taught, as well as the usual classroom material, through the original songs, to be contributed by famous songwriters. Vincent Price, radio star, will introduce the shows as the "school teacher."...

Soldier Salute

SALUTE to an American City is featured on Fort Bragg Cavalier, the post's weekly half-hour recorded show on WPTF, Raleigh. Produced by Corp. Peter Witt, the show is tailored to the city of the salute. Discs are aired by WPTF, and sent to the leading radio station in the "guest" city. Names of participating soldiers are included so the local station may inform relatives of the scheduled broadcast.

Two Voices

A DOUBLE VOICE commentary series has been started on KQW, San Francisco, being presented five times weekly at 11:45 a.m. The show is presented by Don Pryor, CBS special events director in San Francisco and Carroll Hansen, manager of the KQW news bureau. It is an informal discussion of the news of the day conversationally presented.

Spook Stuff

WEIRD TALES of the occult and the supernatural are told in dramatic form in a series on WOR, New York, titled Dark Days. Stories are based on the premise that "There are lives foredoomed from the beginning. There are souls born beneath dark stars who must travel by strange and terrible roads to meet their destinies."

Aid for Aspirants

TO LEND a helping hand to the aspiring radio performer, NBC has started Air Brevets, twice-weekly series which presents two singers selected from a group of 40 or 50 applicants each week. It is expected the program will be of interest to producers, directors, agents and aspiring executives looking for new talent.

The ears of 678,400 farm homes in Kansas and adjoining states listen regularly to WIBW. It's their station ... speaking their language ... singing their songs. The result is a listener loyalty and whole-hearted response that amazes first-time users of WIBW.

Surrounding these homes are bumper fields of corn—worth $69,815,200 according to U.S. estimates. Added to an already swollen farm income, this will put WIBW listeners among America's top-flight spenders during the coming months.

We have the ear of these listeners. They act on our recommendations. That's why WIBW gets faster, lower-cost RESULTS!

WIBW

The Voice of Kansas

The Ear of Kansas

WIBW

IN TOPEKA

COLUMBIA OUTLET FOR KANSAS

BEN LUDY, Gen. Mgr.

NEW YORK

DETROIT

CHICAGO

KANSAS CITY

SAN FRANCISCO

Represented by Capper Publications, Inc.

KOAB

IN DENVER

50,000 WATTS

The 10 TOP-RATED Daytime Serial Programs in Denver (Hoopla—KGO) are...

KOAB has the overwhelming audience leadership power to prove it. Have your say on KOAB!
DUBIOUS whether a store such as ours, located out of the downtown Chicago buying area could support a quarter-hour broadcast five days a week, we were naturally skeptical. Our only previous radio promotion had been foreign language broadcasts some years back. Frankly, we were more than backward, a little over two months ago when Ed Gourfain of the Gourfain-Cobb Adv. Agency, suggested sponsorship of Breaking The News, a quarter-hour news broadcast every weekday at 6-6:15 p.m. on WAIT, Chicago.

The program is aggressively merchandised through labor union channels. Once a week, a war worker, selected by ballot in his shop or trade union, appears on the program and tells what his company is doing in war production, within the limits of censorship. A announcement of each guest's appearance is publicized in bulletins to the city's various unions.

Human Angles

Louis (Studs) Turkel, a network radio actor and attorney, writes and announces the program. He elaborates on the outstanding news items of the day in a style punctuated with slang for color and with emphasis on human interest angles.

When we first sponsored the program the agency wrote letters to every union in Chicago announcing the start of a program prepared specifically for working people, keeping in mind their preferences and interests, and presenting outstanding union workers. The copies were poured in from the unions and their members.

Actual sales appeal of the program has been tested on two occasions. The first, a sale of summer dresses and zipper housecoats, was only advertised on the air and on but two programs preceding the date of the sale. In the next three evenings over 2,200 units of this merchandise were sold in purchases directly linked to the radio announcements. The second test was a successful June sale of fall coats, long before regular August coat sales.

For years we have advertised as "the store that brings Michigan Avenue to Chicago's South Side." But since the program has been on the air it seems that thousands of Chicago war workers from all over the city have come to us for their clothing needs. Although the program has been on the air, a little more than two months, we have gained our largest business volume for any comparable period in the firm's history.

LEA'S REFLECTION DECLARED CERTAIN

WINNING both the Democratic and Republican nominations, Rep. Clarence F. Lea, chairman of the House Interstate & Foreign Commerce Committee, charged with radio legislation, is expected to have the election next November as Congressman from the 1st California District. He has served continuously since 1919 and a dozen times has been the nominee of both parties, though he is a registered Democrat.

With the House in quasi-recess, no steps have been taken toward appointment of a subcommittee to rewrite the Sanders bill (H 497), hearings on which were concluded July 2. According to House attaches, there is little likelihood of action prior to Sept. 15, when the House formally reconvenes.

It has been indicated that a five-man subcommittee would be named to rewrite the measure, in the hope of getting legislation through at this session. The bill would revamp the FCC, setting up separate autonomous divisions, one handling broadcasting and related services and the other public service. It also would limit FCC functions in certain fields and revise appellate and other legal procedures.

31,000 RAZOR BLADES
SOLD IN ONE DAY!

ANOTHER WMMN RECORD

WMMN (MM-More Mail) in Fairmont, W. Va., is still setting sales records, with the able assistance of the postman. In one day, WMMN sold 31,000 razor blades, representing 510 individual orders (cash in the envelope). And this sort of thing has been going on for years. WMMN's listeners are "repeat" customers because they've learned to respect the advertisers on their favorite radio stations, and to have faith in the advertising messages they hear.
WHEN WAR WORKERS CAN LISTEN, THE STATION IS WGY

IN the morning on the way to work, at lunch time; in the evening, or during lunch on the Graveyard Shift—these are the times when the thousands of war workers in the WGY area have an opportunity to turn on their radios.

At these hours when war workers can listen, they tune to WGY. That is the outstanding fact uncovered by recent surveys made for WGY by the General Electric Market Research Department.

Between 6:30 and 7 a.m. 38 per cent of this area's radio owners are listening while they eat breakfast or drive to work. Three out of four are tuned to WGY.

During the noon hour WGY has more listeners in this region than all other stations combined.

In the evening, when the big network shows are competing for attention, WGY broadcasts those popular NBC Red network programs. WGY is the only NBC red outlet within 90 miles of Schenectady.

As lunch on the Graveyard Shift, sometime between midnight and 7 a.m., workers turn to WGY for a few moments of relaxation. WGY is the only station in this region to offer all-night service. Night workers in 32 states and the District of Columbia have written to thank us for this service.

IN the area's only 50,000-watt station

1. It has the area's lowest frequency

2. It has the area's longest record of service.

Page 28 • August 31, 1942

BROADCASTING • Broadcast Advertising

Housewife League Begun in Chicago

CHICAGO VERSION of the highly successful West Coast participating program the Housewives' Protective League, originated seven years ago in KNX, Hollywood, by Fletcher Wiley, owner of the program, started Aug. 24 on WBBM, Chicago, on a sustaining basis while a local "League" of 500 housewife-listeners is selected to test products of potential sponsors.

Paul Gibson, who formerly directed the program in San Francisco, is m.c. of both morning and afternoon editions of the program, Sunrise Salute, 6-6:55 a.m., Monday through Friday and 9-10 a.m., Saturdays, and the Housewives Protective League, half hour Monday through Friday. The early morning program consists of classical recordings and comments or news of interest to war workers, and the afternoon program is a half-hour of informal talk on topics of interest to homemakers.

Advertising will be handled on the same basis as the original program, with ad-lib commercials incorporating sales copy suggested by consumers in the testing panel or "League".

Union Buys Time

WESTERN Conference of Teamsters, Los Angeles (labor union), after a one-time test broadcast, on Aug. 24 started for 13 weeks sponsoring a weekly half-hour dramatic show with the working title, Curb - America, on 33 Don Lee Mutual and 3 Arizona network stations (KYO KANC KSUN), Monday 6:30-7 p.m. (PWT). Series was preceded by a "prologue" show on July 27 during which $100 War Bonds were offered as prizes for best names submitted for the series. Winning title and names of two persons receiving the awards will be announced on the Sept. 7 broadcast. Program is produced by Eddie Robinson with Earl Hall as script writer. Felix Mills' orchestra provides musical background for the dramatization. Clarence E. Dumas, Agencies, Los Angeles, has the account.

CKWS Opens Sept. 1

CKWS, new station of the Northern Broadcasting Co. at Kingston, Ont., is scheduled to open Sept. 1 with Jack Davidson, formerly of CHEX, Peterboro, Ont. as manager. Harold Burley of CKVD, Val D'Orcy, Que., Roy Hoffmutter of CKGB, Timmins, Ont., and Hugh Gage, of CKSO, Sudbury, Ont. are salesmen. Bill Reid, of CKRN, Rouyn, Que., Bruce Trotter, CKGB, Orville Stone, CFCH, North Bay, Ont., Charlie McLeod and Charles Miller, are announcers; Jerry Kelly and Marvin Strob of CKGB, engineers; and Anne Wlasi of CKGB, traffic manager.
Radio’s War Aims can be stated quite simply:

1. To exert every human effort and every physical facility toward victory over the common enemy.

2. To maintain and heighten the morale of both our fighting forces and the home front—to keep 'em smiling, even laughing, while yet impressing upon them the grim purposes and the vital realities of this war.

3. To operate plant, maintain personnel and conduct business in the best interests of country, of audience and of the American broadcasting system’s social and economic integrity.

Today, nothing else matters.

—An Editorial in BROADCASTING, August 10
Timetable of progress

1924 200 Watts First Chicago Broadcast of WBBM
1925 1,500 Watts Early Remote Control Broadcasts
      Guy Lombardo, Ben Bernie
1926 5,000 Watts Coon-Sanders Night Hawks introduced to millions
1928 10,000 Watts CBS Affiliate WBBM Air Theatre inaugurated
1929 25,000 Watts Exclusive CBS Chicago Outlet
1935 50,000 Watts Super-Power for WBBM to blanket one of America's largest markets
1936 50,000 Watts New Wrigley Building Studios
1942 50,000 Watts Westinghouse 50 HG Transmitter selected for simplified low cost operation
ITS LEADERSHIP BUILT ON NEW IDEAS, WBBM NATURALLY
CHOSES THE... WESTINGHOUSE 50 HG TRANSMITTER

WBBM's timetable of progress speaks for itself. Always alert to new ideas, and quick to capitalize on them, this key station has built an ever-growing audience in one of America's largest markets.

This alertness to the latest developments in radio service and equipment naturally entered into WBBM's choice of a new transmitter. And it is significant that the choice was a Westinghouse 50 HG.

For this set revolutionized transmitter design. Into it went the knowledge acquired through 20 years of actual station operating experience.

Result: savings in power, simplified operation, elimination of fuses, air-cooled tubes throughout, surge-proof metal rectifiers—all pointing to the low operating cost and reduced maintenance so vital today.

That's why you'll find Westinghouse 50 HG Transmitters serving key stations from coast to coast: WBAL, Baltimore; WKBW, Buffalo; WBZ, Boston; WPTF, Raleigh; KDKA, Pittsburgh; KXEL, Waterloo... and now WBBM.

Keep an eye on these stations, as radio faces the exacting responsibilities of wartime operation.
**Caesar's Dirge**

JIMMY PETRILLO must now face the music in Congress as well as in the courts. He has thumbed his nose at every appeal made by the Government and industry to call off his ill-advised ban on the making of record-ings for non-private use, but Congress may yet pitch in, not only to stop his rampages but to find ways of preventing recurrences in other forms.

Outraged over Jimmy's stubborn disdain of public reaction and the national welfare, Senator D. Worth Clark, of Idaho, has introduced an all-inclusive resolution to look into the music situation. More than likely there will be public hearings before a sub-committee of the Senate Interstate Committee. Petrillo himself, Assistant Attorney General Thurman Arnold, and representatives of the public and the industries affected should be called as witnesses.

Senator Clark, whose appreciation of the problem motivated introduction of the resolu-tion, and who so lucidly covered the issues in his statement to the Senate last week, would make an able chairman of the subcommittee. He should have the assistance of competent special counsel, for the issue is one deeply affecting the public interest.

If proof of public sentiment were needed after literally hundreds of newspaper editorial and cartoons decrying Jimmy's on-slaughts, it certainly came in the Gallup Poll of last week. This scientific appraisal of public opinion revealed that the vote was 9 to 1 disapproving the AFM actions. And it ran about the same in favor of Government legal action to stop him. Senator Clark must have sensed this, because his resolution was intro-duced almost coincident with the publication of the Gallup findings.

In an editorial in our June 15 issue dealing with Petrillo's announced intention of ban-ning recordings (published 10 days before he formally notified the affected industries and the public of it), we said: "It's clear now that Mr. Petrillo feels he can get away with almost anything. If his transcription-record ban sticks, it's a good bet that Congress, rather than the anti-trust division, will decide to take a hand in things."

Apparently we underestimated the reaction. Both Congress and the anti-trust division are now in it for keeps.

---

**Henderson's Ruling**

SINCE the war's onset advertising folk have been jittery. Despite verbal assurances from Government officials that advertising would not be molested in the new wartime economy, advertisers, agencies and media have at times been looking under beds.

Up to now there hasn't been much in the way of tangible evidence either way. Meanwhile, advertising volume in practically all media has been as good as or better than in the immedi-ate pre-war period. As far as the set-up in pressure upon advertising is concerned, some attribute it to the influx of experienced adver-tising, media and business men in responsible Government agencies.

But the advertising fraternity still was disposed to look at the overall picture with no little trepidation. They viewed with particular concern the Office of Price Administration and the Internal Revenue Bureau. OPA might cut advertising revenues by manipulating its regu-lations and schedules. Internal Revenue might rule that advertising expenditures are not deductible in a wartime economy as "ordinary and necessary".

The other day (as reported in this issue) Leon Henderson, OPA chief, did something really tangible and definite. He established a precedent in an actual price adjustment case. He ruled that "normal advertising expendi-tures" will be regarded as costs in all investi-gations dealing with price adjustments. Mr. Henderson acted on all fours with his promises to industry in the first test that came up.

Chairman Fulmer (D.-S.C.) of the House Agriculture Committee, had written the OPA chief alleging that soap companies were forcing OPA to roll back prices of ingredients "so that they would be able to continue to make their usual large profits, which would enable them not only in peacetime but during this great emergency * * to advertise in the press, on the radio, and by other methods * * * "

Mr. Henderson answered, "In line with our previously announced policy, normal advertising layouts were considered as costs in this investigation. Any other policy with respect to advertising might well result in the de-struction of the entire advertising industry, an end that is beyond either the authority or inclination of this Office."

Mr. Henderson did assert, however, that extraordinary expenditures for promotional campaigns, such as the recent campaign advertising Swan soap, which hit radio, newspapers and the magazines in one intensive exploitation, were not considered as costs in OPA's investigation.

Thus, Mr. Henderson, by action rather than word, has toppled over another bogey-man. There was no effort to squeeze advertising expenditures to keep the price of soap down. The precedent has been established. Advertis-ing folk can forget possible OPA squeeze-plays, and now turn their undivided attention and genius toward an increasingly improved job of whipping out powerful copy geared to-ward victory.

**The Business Picture**

GRATIFYING though the showing of national network business may be [BROADCASTING, Aug. 24], and satisfying as the current national spot picture looks, not to mention the upswing in wartime audience assured in the Hooper surveys, there is small comfort to be had in the losses of local business being suf-fered by many stations, mostly local low powers, due to wartime shortages and de-pleted retail inventories. Some of them ac-tually are a picture of economic survival, and just about all of them now appear to be sketchy, literally, for new business.

Radio's inherent healthiness as an adver-tising medium is manifest from the remark-able showing it is making during these days of stresses and strains. That even the locals can take advantage of the basic soundness of the medium, is being proved by the ingenuity of sales and sales promotion depart-ments of many stations in developing new business.

There are the theatres, for example, many of them now substantial local advertisers for the first time. There are other entertainment enterprises—bowling, for example, now a highly popular sport in crowded defense areas and a natural for radio promotion. Radio stores soon won't have much stock to sell, inasmuch as deliveries from war-converted fac-tories have all but ceased, but radio set main-tenance and repair is proving to be the same backlog for surviving dealers as auto service and repair for sales plants. These are also naturals for radio. From some cities we have had reports of successful time sales, often one-time shots that lead to regular local sched-ules, to local defense plants wanting to promote their "E" awards, their production achieve-ments (within military limitations, of course) and their employee morale.

Nationally, the picture looks reasonably good, but there can be no doubt that the radio industry as a whole is living on a day-to-day, or at least on a 13-week, basis. But the situation is far from doleful for the better situated stations. Brand name advertising, new packaging, foods and drugs, cigarettes—all are holding their own even better than the prophets of doom expected. Radio can be justly proud of the economic stability it has shown thus far, but it certainly cannot be smug about it.
KENNETH DAVID Soble

A N AUTOMOBILE started Ken Soble on a career which has brought him the designation of "one of the most versatile men in Canadian radio."

An automobile—or yes—Ken, in his teens, picked up the director of a group of radio players one day in 1928 and gave him a lift to the studio. The director needed an extra player. Ken got a one-line part and has been in radio ever since.

Today Ken Soble's activities in radio are many and varied. He is known as Canada's broadcasting world as the "Major Bowes of Canada", following the Major by a few months with a Canadian series of amateur shows still aired weekly over a Canadian network. He also owns an advertising agency and program-producing organization, Metropolitan Broadcasting Service Ltd., Toronto, and Metropolitan Broadcasting Service Reg'd., Montreal. In addition, he operates Ken Soble's Artist Bureau, Toronto, as manager of CHML, Hamilton, Ont., and owns and operates 16 radio stations, notably CFRB. In 1935 he built the first audience participation station, the 1000, and in 1937 the 1130. A year later he moved to a larger studio seating 1100. From these studios he put on the air some of Canada's leading shows of the time, and here his amateur shows started.

Ken's solo's amateurs, starting first as a locally sponsored program, were gradually sponsored by bigger advertisers until Royal Canadian Tobacco Co. put them on a coast-to-coast network. They branched out to unit shows playing to a local station, and Quebec, and were the foundation of Ken Soble's Artist Bureau. The amateur shows have now grown to 60 a week, Sundays from army camps and larger cities in Ontario and Quebec, and Ken commutes weekly from Toronto for auditions and to his program.

Ken's good turns have paid off well. He once helped an announcer from CHML, Hamilton, Ont., and when some time later that station was looking for a manager, the announcer told the owners about Ken. Result: An offer to manage the station from Senator A. C. Hardy, who had bought the station for his son Fulford. Since 1937 Ken has added Hamilton to his commuting area, and he is on the black side of the ledger.

Ken has little time for anything other than radio and his family. In addition to his daytime routine he is on the air every evening for Alka-Seltzer on CFRB with a quiz program and puts on a number of shows for the armed services at various camps. As often as possible he likes to see riding, and if he has any hobby besides radio, it is his string of race horses.

WELLS (Ted) CHURCH, formerly with ABC in Washington and now in New York, who recently completed a six-week visit in England as Ameri- can advisor to the British Broadcast- ing Corp., will shortly join the Office of the Coordinator of Inter-American Affairs (Rockefeller Foundation), Washington. He will handle special events and advise on programs.

JAMES CARON, formerly of the commercial staff of WORC, Duluth, is now in the technical branch of the American Broadcasting Co. in New York (S. D.) training base and learning to be an Air Force radio operator.

ANDREW J. SCHRADE, head of radio transcription Co. of America, and formerly with Columbia Phonograph Co., has been appointed manager of the Hollywood factory and office of Columbia Recording Corp., it was announced by Edward Wallerstein, CRC president.

LT. BARRY BINGHAM, publisher of the Louisville Courier-Journal, operating WHAS, recently with the Daily News, has been named to the Navy to serve in the Office of the Chief of Naval Operations. Lately he has been on duty at the Navy's public relations office in Washington.

HAROLD E. COOKE, new manager of CHCJ, Peterborough, Ont., was married a few days before taking charge.

MOHRS MUDGE, formerly of the sales staff of MHS, has been ap- pointed to the BLUE sales staff by F. W. Rand, sales manager.

JAMES W. BEACH, with the Chicago Herald-American for the last 12 years, and R. Roy Miller, formerly of Chicago Elevated Co., and later with Popular Science magazine, have taken over the sales staff of WJIC, Chicago.

ROBERT HURLEIGH, central divi- sion manager of Press Assn., Chicago, is the father of a girl, his first child, born on Sept. 16.

JOHN W. ELWOOD, manager of KPO, San Francisco, has been ap- pointed manager of the local War Chess drive.

DANIEL R. GILBERT, of the NEW YORK TIMES, service department, is the father of a boy, the third, with the family name.

MARSHALL IOLINGUE, car- tographer of the sales promotion depart- ment of NBC Chicago, on Aug. 20 married Doris Bratvold of Chicago, and on Sept. 11, it is to join the announcement of the draft division of the Dept. of Commerce in Washington.

ROBERT D. SWEENEY, legal counsel of the General Motors of Canada, is the father of a girl, her second child, named Patricia.

FRED GEAR, Hollywood business manager of radio and film talent, has taken over the Army Air Forces as a private.

KEW SWEENEY, BLUE Western di- vision sales promotion manager, is cur- rently in Chicago for special sales con- ferences and will have similar New York meetings with network executives during the fall and returning to his new Hollywood headquarters in mid-September.

CHARLES F. MAILEY of the Akron Beacon Journal, has joined the news staff of KDKA, Pittsburgh, to replace Paul G. Miers, who was transferred to the armed forces. Mailey was formerly with the New York Journal-American, where he was a radio and the Pittsburgh Sun-Telegraph.

GLEN BANNERMAN, president of the Canadian Assn., of Broadcasters, as president of the Advertising & Sales Clubs of Toronto, accepted the National Federations of Sales Exec- utives on Aug. 26 the silver cup of the Federation given to the North American club with the most in a given calendar year for the advance- ment of salesmen.

JOHANNS STEEL, commentator for the Institute of Industrial Relations, has completed a book titled Man of War, to be pub- lished by Sheed & Ward, New York. Steel has 75 lecture appearances booked for the coming year.

RALPH STITTLER of the sales staff of KUO-KGBX, Springfield, Mo., for the past four years is in training for service as a Red Cross field supervisor.

GERRY TONKIN, formerly manager of The Montreal Star and now national sales staff of CKBD, Prince Albert, Sask.

WCRE Owner and Son Now in Army Service

WHEN Louis C. Baltimore, owner of WCRE, Wilkes-Barre, Pa., joined the Army Air Forces as a radio man 23 another military father-son team was formed. The younger Baltimore, David, a recent graduate of Massa- chusetts Institute of Technology, is a second lieutenant in the Army Signal Corps, stationed at Camp Farley, N. Y. His father has been stationed at Miami, Flia, and will serve with the air forces during World War I. The elder Baltimore was in officer's training school at Madison Barracks, N. Y.

A third Baltimore, Louis, nephew of the Wilkes-Barre station owner, of Dallas has joined the Army Air Forces Classification Center, Nashville, where he is an aviation cadet.

Western Canada Outlets

Effect Personnel Shifts

IN STAFF changes at CJRC, Winnipeg, Man., F. H. (Tiny) Elphicke, manager, has been trans- ferred to CKWX, Vancouver, and has been replaced by Gerry Gaetz, formerly of CKCK, Regina. Mr. Elphicke, born in England, entered the Canadian service in 1914, was a general in the line, and became manager of CIGA, Edmonton. Mr. Gaetz, in addition to his work at CKCK was once manager of CJOC, Lethbridge.

Other changes at CJRC include appointment of Waldo Holden, formerly of the sales staff, to sales manager. Lyall Holmes, formerly continuity chief is now production manager. Secretarial help has been moved from sales promotion to program director.

Brown for Shierer

CECIL BROWN, CBS foreign cor- respondent and news analyst, has taken over the regular Sunday separate assignment on "CBS Chronicle" from L. S. Shierer. Previously a CBS correspondent and commenta- tor, while the latter is on vaca- tion. Brown, who started in Shierer's Sunday, was also heard on CBS in a five weekly even- ing news program. General Foods, for the past two years, has been a sponsor of these programs for Sanka Coffee, Yogurt & Rubicam is the agency.

BROADCASTING • Broadcast Advertising

August 31, 1942 • Page 3
BEHIND the MIKE

PETER TEMPLE, former announcer in Milwaukee and St. Paul, is now announcing Saus of the Sea on KXOK, St. Louis. Ron Gamble, announcer of the Ford Sunday Evening Hour during the past few years is now doing Meet the Men of Your Army on KXOK. Gamble, as officers' candidate, is stationed at Jefferson Barracks, Mo.

WILLIAM WRIGHT, formerely of KFAB and KFOP, Lincoln, Neb., and KOIL, Omaha, is now continuity head of WMBD, Peoria, Ill.

MURRAY KNIGHT, of WIEC, Rochester, and WDZ, Tuscola, Ill., now heads women's activities of WMBD, Peoria, Ill. Norman Kraeft joins the announcing staff of WMBD, from WDWS, Champaign, Ill., and WILL, Urbana, Ill. of Illinois station.

ED JANNEY, sports commentator of KQY, Phoenix, has joined the Army Air Force as second lieutenant.

FRED HAYWOOD, producer of WBT, Charlotte, N. C., has joined the Army and is stationed at the Field Artist Replacement Center, Fort Bragg.

SANFORD GEORGE BECKER, announcer of WBT, Charlotte, N. C., on Aug. 16 married Ruth Joyce Venable.

EDWARD HOPPER, studio supervisor of WHN, New York, has reportedly for duty as first lieutenant in the Army Air Transport at Officers' Training School, Miami Beach.

CHUCK THOMPSON, formerly of WEBU, Reading, Pa., has joined the announcing staff of WIBG, Philadelphia.

ELLIOTT MILLER, announcer of WDRC, Hartford, has resigned to join the Civil Air Patrol.

RUSSELL NAUGHTON, of New Britain, Conn., has joined W65H, Hartford FM station, as announcer.

JACK WELSH, former sports editor of WFST, Stouieville, O., has joined the announcing staff of WWVA, Wheeling.

VIRGINIA VOGEL, graduate of Valparaiso U., has joined KWK, St. Louis, as assistant news editor.

BRISE DISQUE JR., has resigned as assistant manager of the NBC script division to report for duty as captain in the Army Air Force in March Sept. 3.

RALPH EDWIN SPEARS JR., formerly editor and director of the farm hour, sponsored by West Virginia U and Oilfield Institute, daily over WWVA, Wheeling, is now in the radio school at the Naval Training School, U. of Wisconsin.

HENRY FARIBIAN, formerly a violinist in the symphony orchestra of WOR, New York, has been named concert master of the St. Louis Symphony Orchestra.

CARLOS MONTANO, Spanish announcer of KQY, Phoenix, has been transferred to KTUC, Tucson, and placed in charge of Spanish programs. Bill Lemke, new to radio, has taken over Montano's duties.

W. ANN BROWN, former announcer of KF1-KECA, Los Angeles, has joined KMBC, Kansas City.

RAY BUFFUM, San Francisco producer-writer, has been assigned to collaborate with Don Thompson on the weekly NBC Hawthorne House, sponsored by Wesson Oil & Saowdrift Co.

DAVID STARLING, formerly announcer of KFI-KECA, Los Angeles, who joined the Army in mid-May has reported to Officers' Training School, Fort Benning, Ga.

GLAN HRIECH, program director of KF1-KECA, Los Angeles, has resigned to join the Office of War Information in San Francisco.

GEORGE RYAN, announcer of KXL, Oakland, Cal., was inducted into the Army Sept. 1.

EVERETT CLAIHOBRE, world traveler, has joined KXL, Oakland, Cal., as a news commentator.

HERB CAEN, Chronicle columnist and conductor of the weekly radio commentary Regal Amblings With Herb Caen for Regal Amber Brewing Co., San Francisco, on KPQ, that city, has been inducted into the Army.

"IT'S A CINCH!"

explains Suzy our steno. 'To ride away with sales in the Cincinnati area, put your money on the favorite — WSAI! WSAI's unique sales aids get your program off to a fast start — and keep it out in front! WSAI has proved itself hundreds of times in past performances. If you're playing to WIN ... Buy WSAI!"

WSAI'S SALES AIDS
1. Street car and 5. Taxicab Covers bus cards.
6. Downtown Window displays.
8. Display Cards

34 • August 31, 1942
JAMES CHAPMAN has joined WHO, Des Moines, as assistant farm news editor. John L. Keane, formerly program director of WCAR, Pontiac, Mich., is now with the WHO announcing staff. He is a native of St. Louis and is doing additional announcing duty.

BILL RING, former announcer of KWTO-KGBX, Springfield, Mo., has joined NBC in Chicago as staff announcer.

HOWARD L. EMICH, news editor and assistant sports editor of WHBF, Rock Island, Ill., has resigned to join UP radio division in Chicago.

STARR SMITH, former radio announcer and special events man who joined the Armed Forces as an enlistee man and later was commissioned a second lieutenant, has been promoted to first lieutenant at the Army Air Forces Advanced Flying School, Turner Field, Albany, Ga.

JOSEPH WALTON LOSEY, stage manager and film producer, has joined NBC as a production director, according to Wynn Wright, NBC eastern division production manager. In addition to serving under leading Broadway producers for 12 years, Losey has produced and directed films for industrial and educational groups.

FRANK DINGHAM, West Coast announcer, has been selected from 27 announcers who auditioned for the job, to handle announcing on Disney Pictures, which replaces Johnny Presents on NBC starting Sept. 8 for Philip Morris & Co., New York. Nelson Case, present announcer, will remain in New York.

FLOYD MACK, of the news department of WOR, New York, is now news editor, taking over duties of Arthur Van Horn, who is devoting all his time to newcasting.

ANNE LOBENTZ, war-service co-coordinator of WNYC, New York, has accepted a position with the Office of War Information, reporting Aug. 31, and will work in the New York branch’s program department.

PVT. CHARLES GARLIND, formerly commentator of KMPC, Beverly Hills, is now stationed with the Army Signal Corps at Camp Claiborne, Astoria, Ore.

GROVER COBB, of KSAL, Salina, Kans., will join the Navy about Sept. 1 as a flying cadet.

JANE WESTON and Sue Gibson of WOWO-WGL, Fort Wayne, are members of the Allen County Nutrition Committee engaged in promoting better feeding.

VICTOR V. BELL, of KSL, Salt Lake City is wing public relations director of the Civilian Air Patrol for Utah.

VERL THOMSON, formerly NBC announcer at Chicago, and program director of KSSO-KELO, Sioux Falls, S. D., has returned to KSSO-KELO as program director.

BILL BALLANCE, announcer of KOA, Denver, has joined the Army Volunteer Officer’s Training Corp., and Bill Michelson, of KOA guest relations staff, is a cadet officer in the merchant marine. Jeanne Carter, receptionist, is awaiting order to duty in the WAAC.

DAVE DAVIES, news writer on the staff of Earl Ferris Assoc., Hollywood, radio publicity service, is the father of a boy born Aug. 24.

KAY DALY, of BLUE sales service, was married recently to Lieutenant John J. Emerich, USNR, of New York. Miss Daly is continuing at BBS and her husband is on active duty.

DON MARTHIN, production manager of WFIL, Philadelphia, will conduct a course in radio acting and announcing this fall at the Jasto, adult school in Philadelphia, which begins Oct. 5.
**War Map**

BEING DISPLAYED in the West Virginia Capitol and the Diamond Department Store, Charleston, W. Va., is a huge map built by Sam Molen, sports reporter and analyst of the West Virginia Network. The map, 8 x 4 feet, has a push button arrangement which lights up the most important war fronts. The map will be taken on tour to be displayed in Parsons, Clarksburg, and Huntington, W. Va.

Like the Discs

RESPONSE to NBC’s plan to promote its outstanding artists brought transcriptions aired locally under the title NBC’s Fall Parade of Stars [BROADCASTING, Aug. 10] has met approval by stations, sponsors and advertising agencies, according to the network.

Conceived as a new method for increasing the listening audience by focusing attention on the entertainment value of forthcoming NBC shows, the project has already been accepted by a number of NBC sponsors, including General Foods Corp., New York (The Aldrich Family; When a Girl Maries; Jack Benny, Flemme Brice and Fred Morgan); Procter & Gamble, Cincinnati (Truth or Consequences, Mary Martin); Sealtite Inc., New York (Baby Valence and Joan Davis); Craft Cheese Co., Chicago (The Great Gildersleeve); Bristol Myers Co., New York (Mr. District Attorney, Eddie Cantor) and Lewis-Howe Co., St. Louis (Horace Heidt, Present Tense).

Agencies handling the shows are:


Familiar Lines

WEBR, Buffalo, is trying a new contest, Blue Clues, to test listeners on their familiarity with tag-lines, sayings, catch-lines used on BLUE and at the same time to provide for the station’s goodwill.

The high score of the first trial was 76 of a possible 80. Meanwhile WEBR believes listeners are more alert, preparing for the next contest.
Mystery Man
FREE theater tickets are given away each weekday night by Mystery Man, in an unusual promotion on WTTM, Trenton, N. J. Listeners are advised during 333 Club, popular record show, to listen to Mystery Man program from 6:30-6:55 p.m. The Mystery Man program tells listeners where Mystery Man will be, and what time he will be there. Listeners get the tickets when they find Mystery Man, and repeat key words spoken on the program. Personnel of the station take turns being Mystery Man, but he cannot be easily identified.

** NBC Variety Promotion

TO PROMOTE its new morning variety program The Show Without a Name, NBC has distributed to network affiliates a comedy recording by Garry Moore, m.c. of the show. Stations are urged to play the record to promote interest in the show and title contest (BROADCASTER, Aug 17). Show has been extended from a half-hour to a one-hour program on Saturdays, with the remaining five broadcasts limited to a half-hour as originally scheduled.

** Backstage

STAGE, movie and night-life news is featured on a thrice-weekly five-minute series, Backstage On the Air, sponsored by Sarnoff- Irving Mills at 5:55 p.m. on WTAG, Worcester. It is conducted by Jimmy Lee, author of “Backstage” column in the Worcester Evening Gazette, and offers information on local and national theatrical headlines.

** Convention Tipoff

KO A, Denver, will present special announcements daily for three weeks, calling attention to the 50th annual convention of the American Pharmaceutical Assn., held recently in Denver. KOA will display at convention headquarters in the Shirley-Savoy Hotel.

BROCHURES


WTAM, Cleveland— “Get On the Band Wagon,” attractively colored brochure giving various reasons advertisers should use the station.


CKOC, Hamilton, Ont.—September on CKOC covers programs for fall and winter in word and pictures.

KTWW, Emporia, Kan.—Three-page and letterhead combination in brown and white, gives coverage map data.

BLUE—Elephant, symbol of BLUE’s war-time theme, “Keep ‘em Remembering,” featured in 12-page brochure titled “Read All About It!” and used Ford Motor Co.’s seven-week institutional show as a selling point for wartime advertising.

MB S—Illustrated white folder comparing the “best buy of 1929,” when a rare edition of Poe, bought for $500, was sold for $25,000, and the “best buy of 1942.”

Lux Back on 147
LEYER BROS., Cambridge, Mass. (Lux), after an eight-week summer layoff, on Sept. 14 resumes for the ninth consecutive season Lux Radio Theatre on 115 CBS and 32 NBC stations, Monday, 9:10 p.m. (EWT). Ceci B. DeMille continues as producer and will also handle commentary with Sanford H. Barnett as J. Walter Thompson Co. Hollywood producer of the series. George Wells and Harry Kerr are to de radio adaptations of current films, plays and also write commercials for the weekly program. Lou Silvers has been re-signed as musical director, with John Kennedy announcer of the initial broadcast. Charles For- syth continues in charge of sound effects. Ray Lethow is the CBS engineer assigned to the series. Opening program of the season will have Tyron Power and Barbara Stanwyck heading the cast in a dramatization of the 20th Century Fox film, “This Above All” based on Eric Knight’s novel and currently being exhibited.

What is the Right Medium to Sell the Flourishing QUINCY, ILLINOIS Area?

Here’s the Answer According to the People Who’ll Buy Your Product

To help you plan the most effective selling over this entire area, detailed reports on this up-to-the-minute survey are available on request.

** 930 on the Dial**

“930 on the Dial”

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

The KATZ Agency, Inc.
National Representative

BROADCASTING • Broadcast Advertising

August 31, 1942 • Page 37
WAR WORK AREA

Newbury is building a new government airport costing 21 million dollars. The famous Newbury shipyards are re-opening. The many factories are making Army and Navy clothing and other items. Our residents, old and new, are busy... their pay envelopes are bulging. They're ready to buy what you offer. With the gasoline shortage they're spending more and more time listening to the radio... and that means WGNY in the Mid-Hudson valley area... 1000 watts, clear channel.

OVER 500,000 POPULATION

More than a half-million people are in WGNY's primary area. You have merchandise to sell to these busy, busy people. We'll make it possible for you to contact the majority of them. Telephone Newbury 4600, and we will come running. We're our Own National Representatives, just two houses next door. Newbury at New York at all times. When it comes to "spot" broadcasting we think we're tops... let us prove it to you. Write us for success stories, surveys, etc. or telephone collect, Newbury 4600.
NEW YORK MADE 'EM LOVES 'EM LISTENS TO 'EM ON WNEW 24 hours a day—7 days a week!

From Ann to Zeke—They Hold the Key to World's Richest Market!

These artist-salesmen talk the language of the city. They are warm friends to New York's millions—nursed, doted upon, accepted as very special proteges. No wonder—when these entertainers tell of your products over WNEW—your goods move fast at lowest cost of any station in the metropolitan trading area!

WNEW's Vast Listening Audience
Independent surveys prove that—in and around New York more people listen to WNEW than any other independent station. Additional proof indeed, that: WNEW is your best bet in the world's richest market!

1130 on Your Dial WNEW New York

August 31, 1942 • Page 39
**Mr. Roosevelt**

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

You'll only do a few steps from your representative, your network and the radio agencies. Our private passage way from Grand Central Station leads right to the lobby where you can register for a comfortable room and bath from $4,50.

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

---

**Agency Changes Name**

COINCIDENT with a shift from corporation to partnership operations Sept. 1, Marschall & Pratt, New York, will be known as Marschall & Pratt Co., according to an announcement by Harold C. Marschall, president. There will be no change in personnel or policies.

KENNETH S. PRATT, former account executive of Ruthrauff & Ryan, New York, has been commissioned first lieutenant in the Army Air Force, and has been detailed for temporary duty at Miami Beach.

RICHARD F. GIBSON has been appointed assistant to Nite Time, Hollywood radio manager of Ruthrauff & Ryan.

MEL WILLIAMSON, formerly production manager of Rubbedin搪 Co., Hollywood, has been commissioned in the Army Air Force, stationed at Langley Field, Va. He was a lieutenant in the Army Air Force during World War II.

A. N. CHANEY, account executive of Carson Brantley Ad., Salisbury, N. C., is the father of a baby son.

---

**Agency**

WILLIAM C. KARRICH, formerly account executive of Lord & Thomas, and radio manager of Erwin & Wayse Co., on the West Coast, and recently of Chicago, has been commissioned a captain in the Army Air Force, to report Sept. 2 in Miami, Fla.


SAMUEL A. ALTER, formerly advertising and sales manager of Horlick's Malted Milk Corp., Racine, Wis., on Aug. 17 joined Needham, Louis & Brody, Chicago, as an account executive.

ALFRED N. STEELE, formerly assistant to Felix Coste, vice-president in charge of the New York office of D'Arcy Adv., New York, and radio director of the agency, will take over the duties of Coste, who will resign to join Coca-Cola Co., Atlanta, Sept. 1. Coca-Cola is a D'Arcy account.

A. E. NELSON Co., founded by Al Nelson, former assistant vice-president of NBC and manager of KGO and KGO, opened in San Francisco Aug. 26. The agency’s headquarters are at 300 Montgomery St.; telephone, Yukon 2767.

HERSCHEL WILLIAMS, formerly radio director of Ruthrauff & Ryan, Hollywood, has received his commission as captain in the Army.

BERTRAM REIDEL Adv. Agency, Chicago, has moved to 30 West Hubbard St., telephone, Superior 5192.

---

**Schullinger To Army**

KARL SCHULLINGER, formerly director of the radio department of the New York office of Lord & Thomas, joined the Army Air Forces as lieutenant last week. Ed Cashman, who has been in charge of The Kay Kyser program for Luckies for L&T, has taken over all radio advertising for Luckies, previously handled by Schullinger.

---

**Maxon Names Dean**

LOUIS DEAN, who recently completed a special assignment for the Rockefeller Committee, has been appointed radio director of Maxon, a newly created post, effective Sept. 1. Dean will continue his association with the Committee in an advisory capacity. Formerly with Arthur Kudner & Co., and previously with Campbell-Ewald Advertising, Dean has served with both NBC and CBS as announcer producer. He entered into radio service under Kolin Hager, manager of WGY, GE station in Schenectady.

---

**ROBERT G. JENNINGS** has resigned as radio director of H. W. Katter & Sons, Chicago, to enter the armed forces. [Broadcasting, Aug. 31], has been commissioned a first lieutenant in the Army Air Force and is now stationed in Florida.

HARRY M. SAVAGE, of Harry E. Post Agencies, Toronto, has received a commission in the administrative section of the Royal Canadian Air Force.

CRAWFORD U. HALL, radio director of Locke, Johnson & Co., Toronto, has joined the Royal Canadian Air Force.

STANLEY I. FISHEL, secretary-treasurer and account executive of Jasper, Lynch & Filbuck, New York, has taken a leave of absence to serve with the Canadian armed forces. No replacement will be made for the time being.

DOROTHY ROBERTS, in the budget planning department of Dinkelk-Semple-Hummert, Chicago, on the Oxford account for the past year, on Aug. 31 joined Montgomery Ward & Co., Chicago, as assistant to A. T. Scott, advertising director of the retail section.

JAMES S. MONTGOMERY, copywriter for McKeen and Albright Inc., Philadelphia, has been commissioned a captain in the Army Air Force and left Aug. 27 for active duty in Miami Beach.

WILLIAM E. BERTTS, formerly Detroit executive of Ruthrauff & Ryan Inc., has been named Los Angeles, as manager Virginia Marie Cooke continues as radio director of the agency.

JOE DONOHUE, one-time West Coast manager of William Esty & Co., has been appointed Hollywood radio director of Mynor Selznick & Co., talent service. Bruce Powell is the firm’s New York radio director.

---

**Tomlinson’s S. A. Tour**

EDWARD TOMLINSON, Latin American authority of BLUE, has revised his traveling plans for his tour of the northern countries of Latin America as a result of Brazil's entry into the war. Tomlinson will make Rio de Janeiro the first stop on his itinerary, which will carry him to Bolivia, Peru, Panama, Central America and Mexico. First four foreign broad casts on his regular twice-weekly programs on BLUE will be aired from the Brazilian capital.

---

**ACRF Winnipeg Office**

ALL-CANADA Radio Facilities, national radio sales organization, has opened offices in Winnipeg, it was announced last week. Charge will be P. H. Gayner, located at 802 Winnipeg Electric Railway Chambers.
Two ‘E’ Factories
Buy Time on Blue

Electric Boat, Scovill Air
Ceremonies for Awards

WAR PLANTS receiving the
Army-Navy “E” award are
excelled in production continue to
sign for broadcasts of award cere-
monies, with two companies, both
newsmen to commercial radio,
using time on BLUE last week.

The Elco Naval Division of the
Electric Boat Co., New York, used
four stations for 1/2 hour Aug. 26,
and Scovill Mfg. Co., Waterbury,
Conn. broadcast one Elco wire
BLUE network on the same day
earlier in the afternoon for a 45-
minute period.

Elco’s commercial broadcast fol-
lows two sustaining programs pre-
¬ented on BLUE last spring and
in April of the previous year, both
in connection with boat-
launching ceremonies. Electric Boat
Co., parent firm, celebrated the
launching of another of the company’s
PT mosquito boats. Agency is Paris
& Peart, New York.

Lowell Thomas, BLUE commen-
tator, was the announcer at the
Scovill ceremony and George Hicks,
another BLUE commentator
handled announcements on the
Elco program. Both broadcasts
featured company and local and
state officials. Agency for Scovill
is McCann-Erickson, New York.
Firms are the seventh and eighth
to buy time on BLUE for this pur-
pose [Broadcasting, Aug. 24].

Musterole on 105

MUSTEROLE Co., Cleveland, will
use live spot announcements on
105 U. S. stations and about 18
Canadian outlets in its fall and
winter campaign for Musterole, a
cold remedy. Campaign is similar
to last year’s, lasting 26 weeks and
running largely in major markets.
Starting date will be some time in
October, and announcements will
be aired in general on a five-weekly
basis. Agency is Erwin Wasey &
Co., New York.

Arthur Sinsheimer

ALTHOUGH he has a full-time
job as radio director of Peck
Adv. Agency, New York,
Arthur Sinsheimer has
found time for the past year to de-
vote a large number of working
hours to civilian defense work. He
is associate director of radio of
OCD for New York City. Most re-
cently, he served as liaison officer
for radio on the New York Ad
Club’s War Work Committee, which
 cooperated with Mayor LaGuardia’s
Committee For Mobilization during
Civilian Defense Week, June 6-13.
In that capacity, Mr. Sinsheimer
assisted in placing on commercial
programs some 1,600 announcements
to promote “I Am An Amer-
ican Day” and the “New York at
War” parade. He also works as as-
sistant on all radio program promo-
tions for OCD under Morris Novik,
director of WNYC, New York’s
municipal station, who is Coordi-
nator of Civilian Defense for Radio
of New York.

A veteran in the agency business,
Mr. Sinsheimer, with Harry Peck,
president of Peck Adv. Agency,
started the agency 22 years ago.
After getting it established, Arthur
left the agency to handle radio for
19 of the 22 publishers belonging
to the United Publishers Corp.,
New York, returning to Peck in 1933 to
set up a radio department to prop-
erly handle the volume of business
which had developed.

At various times during his
career in the agency field, Mr. Sin-
sheimer has placed network and
spot radio for such accounts as B.
T. Rabbitt Co., I. J. Fox, furriers,
Van Heusen Collars, Beverwyck
Breweries, Manhattan Soap Co.
(Sweetheart Soap), Old Dutch
Coffee, Roxy Clothes, Wise Shoes,
Krause Bros. (food products), and
Tasty yeast.

A native New Yorker, he attended
Columbia U and was appointed
an instructor in the advertising and
selling courses of The School of
Journalism. Another claim to fame
is the fact that he was the first
president to be elected to office by
the Radio Executives Club of New
York for the season 1940-41. Mar-
rine Band living in Brooklyn, Arthur
has two daughters.

Atlantic Offers Several Programs

ATLANTIC COAST Network last
week launched a variety of pro-
grams to be offered to its affiliates
from WWDC, Washington key
station. Included in the lineup of
shows, ranging from news and
politics to a quiz show and band
music, are twice-weekly reports
from Otis T. Wingo, Washington
commentator, on the President’s
press conferences. Title is News
From the White House.

Other features offered by the
network are Science in the News,
weekly broadcasts on the scientific
side of the war as presented by
Science Service, popular science
institution; and Uncle Sam’s Quest-
ion Box, bringing official answers
to questions submitted most fre-
quently to Government information
centers.

Congressmen from the Atlantic
Coast area are featured in The
Voice of Capitol Hill, weekly series
of talks on headline news. In
cooperation with the Ass’n of
American Railroads, the network
presents news of the war efforts of
the nation’s railways in another
weekly show Lines Behind the
Lines. A noted foreign correspond-
ent is featured each week on For-
eign Observer.

WIBG Donates Hall

WIBG, Philadelphia, has donated
use of its floor auditorium in the
station’s new Walnut St. building
to the Navy League for the Phila-
delphia district. The Navy League
will make the building its headquar-
ters for the duration, moving in
about Sept. 1.

"All this"

IN CKCL’s PRIMARY AREA

Eleven important Canadian Cities
Thirty-six thriving towns
44.39% of Ontario’s Population
372,725 Radio Homes

National Income 1941 $1,003,950,000
Retail Sales 1940 584,536,450
Farm Income 1940 102,000,000
Salaries and Wages 1940 597,850,000

Figures compiled by Elliott-Haynes

"And... Now: MUTUAL TOO”

Commencing September first CKCL
becomes a full time Mutual Broad-
casting System outlet.

We will also continue to carry
some NBC Commercial and
Sustaining programs.

HENRY S. GOODERHAM, President

1000 WATTS CKCL 580 K.C.
TORONTO, CANADA

U. S. Representatives — Joseph Hershey McGillvra
Montreal — Radio Representatives

BROADCASTING • Broadcast Advertising August 31, 1942 • Page 41
THE BUSINESS OF BROADCASTING

STATION ACCOUNTS
sp—studio programs
—news programs
—transcriptions
—spot announcements
—commercial announcements

WABC, New York
Mustercro Co., Cleveland (proprietary), 2 as weekly, thru Erwin Wasey & Co., N. Y.
Manhattan Soap Co., New York (Sweet-Heart Soap), 3 as weekly, thru Frank- lin Bruck Adv., N. Y.
Smith Bros., Poughkeepsie (cough drops), 6 as weekly, thru H. Turner & Co., N. Y.
Vicks Chemical Co., New York (cough drops), 3 as weekly, thru Morse-International, N. Y.
Quaker Oats Co., Chicago, (Aunt Jemima pancake flour) 3 as weekly, thru Sherman K. Ellis & Co., N. Y.
V. La Ross & Sons, New York (Macaroni products), 4 as weekly, thru M. H. Hackett, N. Y.
O’Sullivan Rubber Co., Winchester, Va. (rubber seals), 5 as weekly, thru Ber-ingham, Castlemain & Pierce, N. Y.
N. Y. State Bureau of Milk Publicity, 2 as weekly, thru J. M. Mathes, N. Y.
Malax Cereals Co., Burlington, Vt. 2 as weekly, thru Samuel C. Croot Co., N. Y.

KSFQ, San Francisco
Golden State Co., San Francisco (Golden V-Vitamin milk), 6 as weekly, thru Ruthruff & Ryan, San Francisco.
Dairy Belle Dairies, San Francisco (milk), 3 as weekly thru Brischer, Davis & Staff, San Francisco.
Weinstein Co., San Francisco (department store chain), 15 as thru Batford, Contantine & Gardner, San Francisco.
Union Sugar Co., San Francisco (cigar & spirits), thru Carl C. Wakedal, San Francisco.

Pomfret Journal Magazine, San Francisco, 5 as weekly, thru Clarence E. Jones Agencies, Los Angeles.
Productions Television Co., San Francisco (telephone service, by series), thru Joseph Katz Co., N. Y.
Samuel Magazines, San Francisco, 3 as weekly thru Brischer, Davis & Staff, San Francisco.

Letterman Enterprises, Center, San Francisco (gift shop), weekly, thru.

WKZO, Kalamaazzoo
Michigan Bell Telephone Co., Detroit, 10 as, 4 weeks, thru N. W. Ayer & Son, Detroit.

WMAQ, Chicago
Emison Insurance Co., South Bend, 3 sp weekly, 18 weeks, thru MacDonald-Cook Co., Illinois.
Kit Products Co., Chicago (dyer), 125 as, thru Erkle Lodgin Inc., Chicago.
Johnson & Johnson, New Brunswick, N. J. (surgical dressings), 50 as, thru Young & Rubicam, N. Y.

KPO, San Francisco
American Industries Salvage Committee, 75 as, thru McGann-Erickson, N. Y.
Golden State Co., San Francisco (Golden V-Vitamin milk), 6 as weekly thru Ruthruff & Ryan, San Francisco.
Curtis Pub. Co., Philadelphia (See-you post), 2 as weekly, thru BBD0, N. Y.
Acme Breweries, San Francisco, 2 as weekly, thru Brischer, Davis & Staff, San Francisco.


KPO, San Francisco
Dental Baking Co., New York (Wonder bread. Hostess cakes), 11 as thru McGann-Erickson, N. Y.
American Cigarette & cigar Co., New York (fall mall cigarettes), 6 as thru Ruthruff & Ryan, N. Y.
Chicago Sun, Chicago (newspaper), 7 sp weekly thru Wirt & Wirtz, Chicago.

WGR, New York
American Cigarette & cigar Co., New York (fall mall cigarettes), 12 as thru Ruthruff & Ryan, N. Y.
Cook County Distributors, Chicago (used cars), 2 as thru Bennett Ade Adv. Agency, Chicago.

WRC, Washington
Cheesecake & Potomac Telephone Co., Waco, Texas, 8 as weekly, thru Kaufman Adv., Washington.
Continental Baking Co., New York (wonder bread), 25 as weekly, thru H. E. Hodgins, N. Y.
Lever Bros., Cambridge (Rinso), 20 as, thru Ruthruff & Ryan, N. Y.

KOY, Phoenix, Ariz.
Groves Labs., St. Louis (Bromo-Seltzer), 5 as weekly, thru Russel M. Seeds Co., Chicago.

WEAF, New York
American Cigarette and Cigar Co., New York (Fall Mall Cigarettes), 10 as thru Ruthruff & Ryan, N. Y.
Johnson & Johnson, New Brunswick, N. J. (surgical dressings), 6 as weekly thru Young & Rubicam, N. Y.
F. W. Minor & Sons, Batavia, N. Y. (Tread-easy shoes), 4 as thru Stewart, Hartford & Casler, Rochester.
Lever Bros., Cambridge (Rinso), 12 as thru Ruthruff & Ryan, N. Y.
Consolidated Edison Co., New York (gas, power), 10 as weekly thru BDDO, N. Y.

KX, Telephone Co., New York (telephone reservations), 2 as weekly thru BDDO, N. Y.
RFK, Ravenell Co., New York (radio reservations), 2 as weekly thru BDDO, NYC.

Beech-Nut & Chocolate Co., Wilkes-Barre, Pa. (Planters Peanuts), 5 as weekly thru J. Walter Thompson Co., N. Y.

WOR, New York
O’Cedar Corp., Chicago (fryola), 5 as weekly, 12 weeks, thru Aubrey, Moore & Fellow, Chicago.
Pure Food Co., Mamaroneck, N. Y. (Herb-Ga butter slices), 12 as weekly, 55 weeks thru J. M. Mathes Inc., N. Y.
Axton-Fisher Tobacco Co., Louisville (Twenty Grand Cigarettes) 9 weekly thru, 15 weeks thru McGann-Erickson, N. Y.

WHN, New York
P. Lord & Sons Co., New York (Medems) 12 as thru, thru McGann-Erickson, N. Y.

WWDC, Washington
E. Fougera & Co., New York (Medems) thru, thru McGann-Erickson, N. Y.

Army Cancels Guest WITHOUT explanation, the War Department cancelled the Aug. 27 guest appearance of Lt. John Kim- brough, former Iowa football star, on NBC Kraft Music Hall, sponsored by Kraft Cheese Co. Lt. Kimbrough participated in the Army Relief Fund baseball game Aug. 30. His appear- ance on the program was to get in a plug for the benefit event. Despite be- lief to the contrary, Los Angeles spokesmen for the War Dept. said Kimbrough’s cancellation cannot be investigated. He will be re-examined on his fitness to appear on the program, it being explained that Army officials in Wash- ington had their own reasons for re- moving Kimbrough from the broad- cast. General belief in Hollywood radio is that uniformed men hereafter will be severely restricted in their ap- pearances on transcontinental commer- cials.

RCA-VICTOR PLANS NATIONAL SERIES

RCA-VICTOR MFG. Co., Camden, N. J., will launch one of the largest institutional advertising campaigns in its history in September. Spot announcements will be used in con- junction with magazine ads to keep the public aware of the activities of the company, now converted from the manufacture of phonographs and radios to war products. The drive will also promote the Company’s “Beat the Promise” war production campaign, to encourage more war industries to adopt the idea.

Project is scheduled to last one year. No further details are available for the present on the radio campaign, which will be on a na- tional basis. Company tappered off advertising as its factories were converted to war production during the early part of the year, it is currently using a recorded music show “Mystic Views” by Ray Noble, and George Putnam, new commentator, on WEAF, New York.

Charlie Resumes

STANDARD BRANDS Inc, New York (coffee), through J. Walter Thompson Co., that city, after a nine-week summer layoff, on Sept. 6 resumes for the 14th consecutive season the weekly half-hour Chase & Sanborn Show on NBC and CBO stations, Sunday, 9:830 p.m. (EST). Edgar Bergen with his Charlie McCarthy will continue to be featured. Don Ameche is being added to the cast as m. e. He will take the overnight dramatic spots with guest talent. New to the show is Dave Evans, 20th Century Fox film actress and former vocalist of WBBM, Chicago. Ray Noble is again musical director. There will be no regular announcer, commer- cials being handled by the cast. Anthony Stanford is agency pro- ducer with Joe Bigelow heading the writing staff.

Autocar on Blue

AUTOCAR Co., Ardmore, Pa., used the entire BLUE network Aug. 27 for a half-hour broadcast of its commercials in connection with the award of the Army-Navy “E” for the company’s production record. Frograin was aired 4:30 p.m. thru CBS and Baker, Philadelphia, handles the account.

Page 42 • August 31, 1942

BROADCASTING • Broadcast Advertising
MARIN DAIRYMEN’s Assn., San Francisco (Marin-Dell milk), has renewed for 52 weeks its Marin Dell Amateur Hour, conducted by Dean Maddox, on KFRC, San Francisco, for the eighth consecutive year. Program is heard one hour weekly. Agency is Richard Byrne Adv., San Francisco.

MINNESOTA MILK Foundation will present Sunday Afternoon News on KSTP, Minneapolis, weekly, and the St. Paul Book & Stationary Co., has taken a long-term contract on the 7:30 a.m. Saturday Morning Newspaper of the Air. Meanwhile Richman Bros. has renewed Highlights in Headlines, tri-weekly 3:45 p.m. period.

FRANK H. FLEER Corp., Philadelphia (Dubble Bubble Gum), has named J. D. Tartcer & Co., New York, as agency. Although company has used spot radio in the past, none is contemplated for this fall’s campaign.

LIBBMANN Breweries, Brooklyn, will sponsor broadcasts of Fordham U. home football games on WJZ, New York, and WITC, Hartford, with WJZ announcers Joe Hasel and Paul Douglass at the microphone, Young & Rubin cam, New York, handles the account.


Here Next?
NORTHERN QUEBEC Milk Distributors presented a series of quarter-hour interviews and spot announcements on CKIN, Roseau, Que., and CKVD, Val D’Or, Que., to explain new regulations governing the sale of milk. Using interviews between housekeepers and dairy proprietors, the programs explained in detail why consumers can no longer buy milk on credit, and publicized the need to return empty milk bottles.

THE Philadelphia Record, inaugurated a radio campaign on Aug. 26 for the American Weekly supplement of its Sunday edition. Front Page Dramas, transcribed dramatizations of articles appearing in the supplement, are scheduled weekly on four stations in the territory. The transmissions are carried on Fridays at 2:15 p.m. by WCAM, Camden, and by three Philadelphia stations on Sundays—WIBG, 12:15 p.m.; WHAT, 4 p.m.; WDAS, 7:45 p.m. The schedules were arranged on a time-for-space swap with the stations.

EMMCO INSURANCE Co., South Bend, has started sponsorship of a quarter-hour sportscast three nights weekly on WMAQ, Chicago, by Lynn Waldorf, football coach of Northwestern U. and Francis J. Powers, sports columnist of the Chicago Daily News. Agency is MacDonal Cook Co., South Bend.

O’KEEFE & MERRITT, Los Angeles gas stove manufacturers, after an approximate four-month lapse, on Aug. 26 resumed its three-weekly quarter-hour newcast on KFI, that city. Contract is for 52 weeks. Richard B. Atchison Adv., Los Angeles, has the account.

CONSOLIDATED Drug Trade Products, Chicago (Kolorbak), on Sept. 1 starts sponsoring a weekly half-hour transcribed serial, The Morgan Family, on KPAS, Pasadena, Cal., for 12 weeks. Schedule will be increased to one hour daily starting in late October. Agency is Benson & Dall Inc., Chicago.

--

WHKY announces the completion of its new transmitter — 5,000 watts day and 1,000 watts night — on 1290 kilocycles. This increased power and our new directional antennae system makes WHKY the No. 1 buy for single medium coverage of the rich Western North Carolina market.

WHKY BLUE NETWORK
HICKORY
NORTH CAROLINA

BROADCASTING • Broadcast Advertising August 31, 1942 • Page 43
Cut in Army Publicity Force Stymies N. Y. Radio Central

Warning System Rendered Ineffective as Result Of Action, Petey Says in Letter to Price

ARMY public relations officials at Washington headquarters, under advisement of a complaint of the Radio Central Committee in the New York metropolitan area—set up to co-ordinate emergency wartime operations—against the recent order of Secretary of War Stimson reducing the number of public relations officers in the field.

Herbert L. Petey, director of WHN, New York, chairman of that committee, on Aug. 24, advised Byron Price, Director of Censorship, that reduction of the public relations staff in the New York command to two officers and four men would not make it possible for the Army to furnish adequate information to the radio group and would render the co-operative plan "completely useless".

Mr. Price said the problem was the Army's and that while his office was vitally interested, it had no control whatever on the public relations organization of the armed forces.

Action Foreseen

At the War Dept., it was learned that Maj. Gen. Alexander D. Surles, director of public relations, and his chief deputy, Col. Ernest R. Dupuy, had the whole matter under advisement. It was predicted that remedial action would be taken.

Secretary Stimson's order, curtailing public relations units in the field and centralizing operations under Gen. Surles, came in the wake of the "phoney air marker" story which had emanated from the New York public relations office. Under this order, all field and corps public relations units are to be curtailed, effective Oct. 1. The plan has not been made fully effective, however, and alterations can be made, it was pointed out.

The full text of Mr. Petey's letter to Censorship Director Price, which has been referred to the Army for action, follows:

Mr. Petey

Mr. Price,

Has more listeners in this rich market than any other station.

Headley-Reed Co.,
National Representatives

365,000 people make the Youngstown metropolitan district the third largest in Ohio.

WAY OUT IN FRONT

FOR COMPLETE, INEXPENSIVE COVERAGE OF BALTIMORE!

WCBM BLUE NETWORK
National Reps.: Spot Sales, Inc.

GILLETTE SPONSORS ARMY GRID SERIES

GILLETTE SAFETY RAZOR Co., Boston, will sponsor broadcasts of the eight game football series between the Army All-Stars and teams of the National Professional Football League on MBS, it was announced. Financial arrangements were worked out with Army officials resulted in Gillette obtaining exclusive advertising rights to games for $25,000, which will be turned over to the Army Emergency Relief Fund.

Both the Eastern and Western Army All-Star Teams will participate in the contests with the professional teams. The Eastern team will meet the Washington Redskins in Los Angeles Aug. 30 and the Chicago Bears in Detroit, Sept. 6, these two games being broadcast on the West Coast only.

Frank Bull and Braven Dyre of the Don Lee Network will announce.

Remainder of the series will be broadcast on approximately 150 MBS stations as follows: Western Army Team vs. Detroit Lions in Detroit on Sept. 9, Eastern Army Team vs. New York Giants in New York, Sept. 12, Western Army Team vs. Green Bay Packers in Milwaukee Sept. 13, Eastern Army Team vs. Brooklyn Dodgers in Baltimore Sept. 16, Western Army Team vs. New York Giants in Syracuse Sept. 17, Eastern Army Team vs. Chicago Bears in Boston, Sept. 20. Jim Britt of the Yankee Network will carry play-by-play broadcasts of these six games.

All eight broadcasts will be short-wave to the troops abroad, MBS stated. Mason Inc. is agency.

Tennelly, Wills Back

AMONG the Americans returning home from Japan aboard the Gripsholm, which docked in New York last week, is Dick Tennelly of NBC and Walter R. Wills of CBS, both Tokio representatives of their networks who were arrested when on his way to do his broadcast on Dec. 8 and who spent 171 days in solitary confinement in a Tokio jail along with other refugee correspondents on H. V. Kaltenborn's NBC broadcast last Wednesday evening.

Beatty Joins NBC

MORGAN BEATTY, BLUE military analyst and commentator, will join NBC in the near future, according to a Blue which states that his place as editor of the Sunday Weekly War Journal has been taken by a White, who is expected to alternate for Earl Godwin on the nightly Ford BLUE newscast.

Continental's New Show

CONTINENTAL BAKING CO., New York, will discontinue Maudie's Diary on CBS on Oct. 1, at the same time launching on that network Brother and Child, currently sponsored on NBC by Colgate-Palmolive-Peet Co. for Palmolive soap. Bachelor's Children will be carried Tuesday thru Friday probably in the 10:45-11 a.m. period for Wonder Bread, product advertised in Priced's Diary. Agency for Continental Baking is Ted Bates Inc., New York. Ward Wheelock Co., New York, handles Palmolive.
HOwARD CLOTHeS IN NEW COnTRACT

HOWARD CLOTHES, New York, has just signed a contract calling for participations in a number of the most popular programs on WNEW, New York, which will give this retail clothing chain more than five hours a week of sponsorship on the station for 26 weeks, beginning Sept. 7.

Deal is unusual in that participations are in all live programs, rather than transmitted announcements. Norman Livingstone, account executive for Redfield-Johnstone, New York, agency placing the account, will assist the WNEW staff in producing the Howard programs.

The Howard schedule on WNEW includes five 10-minute periods a week on the early morning Hal Moore program, Start the Day Right; five five-minute spots weekly on the Zeke Menner's Hillybilly Gang show, also in the morning; three quarter-hours weekly of Martin Block's Make-Believe Ballroom; five 10-minute periods per week on the evening Dance Parade series; five quarter-hour spots weekly on the all-night program, Milkman's Matinee, and sponsorship of two newscasts a week by John B. Kennedy plus this commentator's half-hour Sunday interview program, Knowing the News.

Programs will be promoted with prominent window displays in the 35 metropolitan outlets of the Howard chain of stores, featuring blown-up photographs of the WNEW artists appearing for Howard, and by display signs within the stores and giveaway cards. The program talent will also make occasional appearances at the stores to aid the sale of War Bonds. Howard's newspaper advertising will also devote space to call attention to the broadcasts.

Previous radio advertising used by the clothing chain has been chiefly network. Last winter Howard sponsored Bulldog Drummond on eight MBS stations.

Hecker Plans

HECKER PRODUCTS Corp., New York, may resume sponsorship of Lincoln Highway, on J. C. for Shinnola shoe polish, although no confirmation could be obtained from Benton & Bowles, New York, agency in charge of the account, which had sponsored the program for two years, discontinuing it June 8 because of packaging difficulties. Company is currently running a spot campaign for Jet Oil [Broadcasting, June 8], using one-minute transmitted announcements on 35 stations, beginning Aug. 17 and continuing until Nov. 28.

Science on Don Lee

DON LEE Network has purchased the broadcasting rights to 14 General Electric programs of Superbeats of Superior for release on its 31 Pacific Coast stations five times weekly beginning August 26. A Broadcast will be released Monday through Friday, 5:15 to 5:30 p.m. (PWT). The series will start out on Aug. 26 and will continue on the programs. Don Lee has launched a huge promotion campaign in connection with the feature.

FDR TO BE HEARD IN THREE SPEECHES

PRESIDENT ROOSEVELT will address the nation in three broadcasts, all scheduled to be carried on the four major networks within a period of eight days. Highlight of the three talks will be the Labor Day broadcast, Sept. 7, sometime between 10 and 11 p.m. when the President will give the nation his views on inflation and the rising cost of living.

First of the addresses will be Aug. 31, on the occasion of the dedication of the new Navy Medical Center in Bethesda, Md., and the one hundredth anniversary of the founding of the Navy's Bureau of Medicine & Surgery. Speech will be heard at 4:30 p.m. Arrangements are being made for the talk to be shorted to all Navy units and hospitals throughout the world where representatives of the bureau of Medicine and Surgery are on duty.

The President will be heard three days later, Sept. 3 in a broadcast scheduled for 12:30 p.m. in an address directed to the International Student Service Assembly.

The President broke all radio audience records with his Dec. 8 broadcast and Dec. 29 speech as rated by the Cooperative Analyses of Broadcasting. His appeal for declaration of war, at noon the day after Pearl Harbor attained a rating of 65.7% and the all night-time listening levels with a rating of 83%.

AMERICA'S LEADING FOREIGN LANGUAGE STATION

WIN your share of the $250,000,000 being spent yearly for daily necessities by 550,000 * Poles in the Metropolitan Area.

LOSE no time—Investigate the success story of 14 advertisers using our Polish hours for a total of 73 ** years.

DRAW satisfactory profits by reaching this market efficiently and at an extremely low cost. Our facilities make this possible.

* U.S. 1940 Census Figures ** Details on Request

1480 Kilocycles Full Time Operation

JOSEPH LANG, Gen. Mgr.
29 West 57th Street, N.Y.C.

BROADCASTING • Broadcast Advertising
August 31, 1942 • Page 45
Rockefeller
(Continued from page 18)
cription projects will be Great Artist Series, which went into production late in August. This will be a series of 55 one-hour programs offering the greatest show names in the United States to Latin American listeners.
Featured will be such artists as Bing Crosby, Nelson Eddy, Gladys Swarthout, Conrad Thibault, Yehudi Menuhin, Kay Kyser, Kate Smith, Irving Berlin, Xavier Cugat, Dean Martin and dozens of others who have offered their talent liberally and whose work is supervised largely in the OACIA Hollywood office headed by Jack Runyon. Plans are now underway to obtain for this series the greatest distribution of any single program broadcast in Latin America.

Advertiser Cooperation
Another phase of the Radio Division's activity which is now getting increased attention is export advertiser cooperation. The Division's objective, according to Mr. Francisco, is twofold—to enlist the cooperation of advertisers now using Latin American radio in giving increased attention to Pan-American solidarity in their programs; and to encourage non-advertisers to become active.
Mr. Rockefeller recently extended invitations to some 500 export advertisers to cooperate in a broad plan that is to include not only radio but newspapers, magazines, and other media distributed throughout Latin America.

While the Radio Division's chief concern is telling Latin America about its Northern neighbor, it also is active in disseminating news about Latin America to U. S. listeners. In this effort, networks, transcription companies and wire syndicate services are cooperating. A series of programs titled the South American Way, released by the OACIA, was recently sent by Standard Radio to its list of 300 U. S. radio stations. Another program, Let's be Neighbors, produced in cooperation with Transamerican and especially recorded in Mexico City, is being released to 720 U. S. stations.

2,000 Programs
By the end of this summer, the OACIA Radio Division will have arranged or released material in cooperation with nearly 2,000 individual commercial radio programs carried on the four U. S. networks, ranging from single announcements within a program to complete programs.

"It can be expected that the activities of the Radio Division will be greatly accelerated within the next few months," Mr. Francisco stated to Broadcasting. "The scope and urgency of our activities can be gauged by the fact that six months ago our office was concerned solely with two news programs a week. Today we have an elaborate project of dramatic, musical and documentary shortwave broadcasts, to say nothing of our rapidly growing transcription activity."

NBC War Aid Rises
AN INCREASE in time and facilities allotted to the war effort during the first half of July is reported by NBC with the announcement that it devoted 51 sustaining shows for a total of 10 hours and 5 minutes to the nation's war program July 1-15, as compared to 46 programs, totaling 16 hours and 22 minutes of time during the last two weeks in June. Total time set aside for this purpose in the first two weeks in July, including commercials and announcements, was 27 hours, and 27 minutes, as against 25 hours and 8 minutes for the preceding two weeks.

News for Down Under
JOHN B. HUGHES, MBS West Coast commentator, has added a review of national news events for shortwavering to the AEP in Australia, to his schedule of four daily programs on MBS. The Australian newscast is recorded and flown to Bonn, Germany, then beamed to Australia. At the other end, the Australian Broadcasting Co. transcribes and rebroadcasts the program.

WEGO Begins Operating
NEW 100,000-watt shortwave transmitter, is now operating full strength for WEGO, one of the two General Electric international broadcasting stations at Schenectady, N. Y. The transmitter replaces one of equal power released at Government request last December to KWD, San Francisco to increase California shortwave facilities in combating Japanese propaganda in the Pacific.
WEGO beams English language programs to American forces in the Pacific. In addition, it carries English, Spanish or Portuguese programs to South America, and Czech and English programs to Europe. Like its sister station at Schenectady, WGEA, the new 100,000-watt unit uses Alexanderson directional antenna which increases power in a given direction 10 to 20 times.

Radio Construction
TO FAMILIARIZE prospective customers with the various types of construction performed, Lockwood Greene Engineers, New York, have prepared a pictorial brochure depicting the variety of projects completed by the company. In radio, work has been done for WSYR, Syracuse; WABC, New York; WBT, Charlotte; WJZV, Washington; Westinghouse Electric and Mfg Co.; WEAF, New York; WJZ, New York and WRC, Washington.
PILOT ENGINEERS
Of WJR Now Serving With
Air Patrol

TWO CONTROL engineers of WJR, Detroit, are up in the air—literally.

Convinced of the importance of staticless air patrol, their radio jobs but still eager to contribute something to the war effort, William Habin and Nel Nolan, both of the WJR engineering staff, are active in the Civil Air Patrol, the former as a pilot and the latter as communication officer. Nolan recently was named commander of Squadron 632-2 with 126 members, 58 of whom are pilots. One of the members of Habin's squadron is Gar Wood, famed boat racer.

With a control base, Minneapolis, the Michigan Civil Air Patrol is supplying flyers and planes to patrol the Gulf of Mexico against the submarine menace. The ships patrol in pairs covering an area extending about eighty miles from the Great Lakes.

C. T. JAMES of McNary and Whathall, radio engineers, Washington, has been commissioned a lieutenant in the Naval Reserve.

H. J. REICHLING, formerly of the transcription department of WHK- WCLE, Cleveland, has joined WHRN, Wayne, Mich.

WALTER CARRUTHERS, sound technician of KJH, Hollywood, has joined the National Division of Radio Research, San Diego, as an associate engineer.

GEORGE LEWIS, acting technical supervisor of WCAU, Philadelphia, became the father of a son, George Paul, born Aug. 21.

RMA Completes Work
On Transmitter Group

COMPLETION of the new Radio Manufacturers Association transmitter division was announced and a program adopted to aid its function at a meeting of the division's executive committee in New York, Aug. 19. With G. W. Henyan presiding as chairman, the executive committee selected Walter A. Evans, Wzb, Wzbhouse Electric Mfg. Co., to represent the division on the board of directors, together with W. F. Hilliard, Bendix Radio.


TO FILL a Sunday television void hereafter existing in the New York City area W2XWV, the video outlet of the Allen B. DuMont Labs., is now broadcasting more than an hour's entertainment each Sunday starting at 8:30 p.m.

Tired of Boasting?

Are you one of the manufacturers whose output goes to the war effort . . . who wants to preserve friendly relations with the public?

Do you feel the public is getting a little tired of big space advertisements that say "What a fine fellow am I"?

Then here's a suggestion. Just be a good fellow . . . entertain the public. Give them the kind of radio shows they want, over Ontario's most popular station—and sign your name to it! They'll appreciate it and remember you!
This 20 page 5 color Brochure ANSWERS THE PROBLEMS OF SELLING BY FOOTBALL
your copy
(if you're a Station or Agency)
at RADIO EVENTS, INC.
535 5th Ave., N. Y. C.

MR. TIME BUYER—
This Fall and Winter WSOC will carry more NBC commercials than ever before—
This means more listeners to your spot message.
Why not call the nearest Headley-Reed Co. office for availabilities—

Sincerely,

WSOC
CHARLOTTE, N. C. • NBC
National Rep.
HEADLEY-REED CO.
NEW YORK • ATLANTA • SAN FRANCISCO • CHICAGO

Television and FM Await War’s End
Wakefield Sees Two Arts as Bright Spot in Future

TELEVISION and FM broadcasting appear as the bright spots in the post-war radio picture, Commissioner Wakefield told the Public Utility Section of the American Bar Assn., meeting in annual convention in Detroit last Tuesday.

Mr. Wakefield expressed the hope "that just as radio emerged from the first World War as an industry of great national significance, the coming of peace will find radio an even more advanced medium of communication." He said that television and FM present "distinct possibilities" as post-war industries "to take up the inevitable slack in employment and production that comes with the release of armed forces and the closing of war industries."

Subversive Activity
War work of the Commission was dealt with to some extent by Mr. Wakefield, particularly the work of the FCC's Foreign Broadcast Intelligence Service which he said was a "comprehensive agency for detecting subversive activity on the air".

He explained that the FBI had grown from a "small but capable staff of monitors whose primary duty was to "police" the air" to a unit now employing more than 700 persons. It was explained that the FBI does not attempt counter-propaganda—it furnishes its findings to other government agencies set up for that purpose such as the Office of War Information and Coordinator of Inter-American Affairs.

The major portion of Mr. Wakefield's address was devoted to the regulatory problems the FCC has faced since Pearl Harbor. Particular emphasis was placed on the communications needs of the military, especially in the telephone and telegraph fields. This has complicated the regular or routine work of the FCC, he said, in addition to creating new duties.

WRUL Names Cooke

Dwight Cooke, producer of Drew Pearson's Sunday evening news broadcasts on the Blue, has been appointed program director of WRUL, Boston international station. He succeeds Douglas Schneyder, who has joined The New York staff of the Office of War Information as assistant head of the program division, and like Mr. Schneyder he will make his headquarters in WRUL's New York offices. Mr. Cooke, who will continue handling Drew Pearson's show for the time being, has been a consultant to WRUL for the last six months. At a free-lance producer he assisted at the start of the Chase & Sashbon Hour, was at one time editor of the March of Time broadcasts and was a member of the CBS program department.
Pepsodent Ready CONTINUING its policy of originating broadcasts from military bases and camps, Pepsodent Co., Chicago (toothpaste, powders), following a summer layoff, on Sept. 22 resuming the weekly half-hour Bob Hope Show on 128 NBC stations, Tuesday, 10-10:30 p.m. (EWT). Besides Hope, the program will continue to feature Jerry Colonna, comedian, and Frances Langford, vocalist. Barbara Jo Allen, comedienne, in her Vera Vague character, will also be featured. Complete cast lineup has not been announced. Skinny Ennis has been re-signed as musical director. With Bob Stephenson having resigned for Army service, Thomas Conrad Sawyer will be in charge of production. Norman Morrell, Hollywood vice-president and radio manager of Lord & Thomas, agency servicing the account, will direct.

AFRA, CBS Complete WABC Talent Contract CONTRACT between American Federation of Radio Artists (AFRA) and CBS covering staff announcers and producers at WABC, network's New York key station, was completed last week when the union and network agreed that this renewal should terminate Nov. 1, 1945, on the same date as the AFRA contract covering network programs, and also agreed on wages for the interim period, said to be the same as under the previous contract for minor adjustments.

With representatives of AFRA and CBS failed to agree on these two points last spring it was decided to put the renewal contract into effect without waiting on it and to submit the questions of wages and term of the contract to the New York State Labor Board at its meeting in August, the ruling of the Board to be retroactive to July 2. Matter was settled by the company and union, however, without having gone to arbitration, AFRA reported.

MILES BUYS TIME IN LATIN AMERICA MILES LABS., Elkhart, Ind. (Alka-Seltzer), will launch a 12-month campaign in Latin America sometime in the fall, entailing an increase in both newspaper and radio advertising. More stations will be added to the present schedule, and announcements will include slogans on the theme of democracy, intended to further the purpose outlined by the Coordinator of Inter-American Affairs for a better understanding between the Americans.

Miles' expanded advertising in countries below the Rio Grande parallels that announced by E. R. Squibb Co. [BROADCASTING, Aug. 10] and bears out the announcement of the newly-formed Assn. of Export Adv. Agencies [BROADCASTING, Aug. 17]. Agencies of both firms are members of the Association. Dorland International handles the Squibb foreign accounts, and Export Adv. Agency handles Miles Laboratories advertising abroad.

In addition to increasing its spot announcements, Miles is renewing Lumm & Aber on Puerto Rico, Newfoundland and Panama stations.

NBC COORDINATOR of program promotion, Irene Kuhn, is guest of honor at a luncheon arranged by officials of WOW, Omaha, during a recent western speaking tour. At Mrs. Kuhn's left is De Emmett Bradshaw, president of Woodmen of the World, owners of WOW.

LOANS STIMULATED BY RADIO Los Angeles Bank Finds Medium Sustains Business Hit By War Curtailments "DURING the past several years, radio advertising has been of major aid in increasing our installment loan business. During recent months, it has helped to bridge over the gap in volume due to the curtailment of automobile sales, restrictions on installment purchases, etc. In the months ahead, we expect it will assist us in getting our proper share of installment loans of the type encouraged under the government's policy, such as those for essential home repairs, expansion of housing units in critical war areas, medical and hospital cars, etc."

This summary by D. Z. Albright, assistant vice-president, in charge of the Installment Loan Division of the Security-First National Bank of Los Angeles, is based on consistent use by his bank of spot announcements on 11 California radio stations in recent years. List includes KFI, KNX, KFIJ and KFVD, Los Angeles; KPAS, Pasadena; KTLC, Vista; KVEC, San Luis Obispo; KKO, El Centro; KMJ, Fresno; KTMS, Santa Barbara; KVOE, Santa Ana. Placement is through Dana Jones Co., Los Angeles.

Public Guidance

Mr. Albright believes that radio has been particularly valuable to his organization during the months just past when the public has needed guidance with respect to the type of loans the government was encouraging and those being restricted. As result of close cooperation with the Government's policy, the Security-First National Bank's volume of personal loan business during the early months of this year was only 3% below 1941. Comparable figures for the 12th Federal Reserve District, in which the bank is located, was 8%, and for the entire United States, 12%.

In serving a large part of the Southern California area, Mr. Albright counts as one of the advantages of radio advertising the ability to change the commercial message at low cost to meet the individual needs of the community served. Repair loans may be featured in one area, crop production loans in another, etc. In addition to the over-all copy which fits all of the bank's 115 branches. In his experience, Mr. Albright has found that installment borrowers frequently mention the announcements heard over the air, and that changes in copy or policy, offering of new services, etc., are immediately reflected in comment across the country.

KPQ's CP Reduced REDUCTION of the construction permit of KPQ, Wenatchee, Wash., from 8,000 watts to 1,000 watts was granted the station last week. KPQ had originally been issued a CP by the FCC for the 8,000 watts with a change to 500 kw., although they had only asked for an increase to 500 watts night and 1,000 day.

The station has been operating since, however, with a special service authorization on 500 kw. with 500 watts night and 1,000 day. Present licensed power is 250 watts on 1490 kc.

WDBJ for Southwest Virginia 5000 WATTS, DAY AND NIGHT ROANOKE - CBS Ask your Agency to ask the Colonel!

FREE & PETERS, Inc., National Representatives

BROADCASTING • Broadcast Advertising August 31, 1942 • Page 49
GRABBY GABBERS competing for the mile to see who can sell the most War Bonds over WMAQ, Chicago, in the station's current War Bond selling contest are (1 to r) Fort Pearson, Cleve Conway, Louis Roen and Bob Brown, ace announcers of NBC-Chicago. Each announcer takes his turn as m.c. of Bargains in Bonds, quarter-hour, five days a week on WMAQ when he asks listeners to send orders in care of their announcer, and each has charge once a week of the WMAQ Bond Booth in the main lobby of the Merchandise Mart where radio artists round up purchasers.

MORE ON WAR BOND SELLING

_ Stations' Stunts Show Originality_—As Well As Persistent Effort

EVIDENCE that radio's selling power is mobilized 100% behind War Bond and Stamp sales continued to accumulate last week as reports from all over the country uncovered new, effective techniques used by stations to help each community reach its monthly Sales Quota.

Last Saturday, the BLUE staged two shows in an effort to record the largest single day's sales of War Bonds yet recorded. From 6-8 p.m. (PWT) the network presented _I Pledge America_, from coast to coast, directed by Orson Welles, and featuring stars of stage, screen and radio. Fighting men picked from outposts of the U. S. Armed Forces urged listeners to buy bonds, and BLUE invited them to order from their nearest station with Western Union collect telegrams. Western Union and the AWVS war savings staff cooperated.

A second program, _The Blue Bond Wagon Jamboree_, went on the air at 8:15 p.m. (PWT) and ran until 1 a.m. Leading name bands were piped from all over the country, and sales totals were announced in the same manner networks ordinarily handle election returns.

**Baseball Auctions**

At Indianapolis and Boise, local stations raised large sums by auctioning autographed baseballs. Bert Wilson, WIBC sports announcer, netted $38,050 for seven baseballs autographed by members of the Indianapolis Indians. At Boise, Col. Munyon raised $14,786, half the city's quota, for six balls signed by Bing Crosby and Bob Hope.

Newspaper advertising is used by WEBR, Buffalo, to buttress bond selling activities of the station. Spaces between sections of program listings in the press are filled with war slogans printed in block letters. Examples are: "Help U. S. Win by Saving Tin", and "Bonds Today Keep Bondage Away".

With Thomas L. Cummings, Nashville mayor, and leaders of six civic clubs participating, WLAC opened a "Bond Site" in one of the front show windows of Loveman's, leading Nashville department store. The station plans to operate the booth four weeks, with representatives of the civic groups providing attendant personnel and with a U. S. Navy and Marine honor guard on hand. Activities at the booth are broadcast twice daily. Sales in the first week topped $11,000. Station officials originally hoped for a $100,000 total, but the goal has been jumped to $250,000.

A street program in the busiest section of downtown Duluth is used by WERB to stimulate sales. The station orchestra, directed by John Kleveland, the Mellotone Trio, and staff announcers broadcast each Saturday night on a booth established by the Duluth War Bond committee.

The KMBC Victory Caravan which carries the entertainers on Brush Creek Follies to Missouri and Kansas towns near Kansas City has passed the $80,000 mark on its way to "A hundred grand for Uncle Sam." Other KMBC bond activities include entertainer teams competing for high war bond sales; genial Hiram Mortimer Highsby who free-lances as a bond salesman, breaking in on all programs from early morning farm hours to women's shows; and a special KMBC offer of a durable container for Bonds sent to each purchaser, with a picture and autograph of the personality who made the sale.

**WWVA Cooperates**

WWVA, Wheeling, W. Va., did not broadcast spots and Costello when they made an appearance locally to promote War Bond and Stamp sales. Instead, the station urged listeners to attend in person, and 20,000 persons attended.

Over 3,000 persons saw the dedication of Dayton's "Bond Wagon" recently, with the ceremonies carried by WHIO. Similar to old time circus band wagons, the Bond Wagon will have prominent entertainers on hand to autograph bonds, and will stand in front of the Court House for the duration.

There is a Bond Wagon in Akron, too, where WAKR is the promoter. The Wagon drives to houses of bond buyers in response to telephone calls. On arrival the chorus sings, "Any Bonds Today?" Two personalities of WSAI, Cincinnati, are opposing each other in an election for the "honorary mayorality of Cincinnati," with War Bond sales totals to determine the winner. Ruth Lyons who conducts an hour, five-weekly, midnight participating show, and "Colonel Cumquatt", a comic character with wide local following played by announcer-actor Ken Peters, are the candidates. Regular campaigns have been organized, with slogans, literature, and torchlight parades.

WOW, New York, is using metropolitan night clubs to boost its bond sales. The station will broadcast a 13-week series of shows, with clubs paying for time through the purchase of War Bonds. Only plugs, other than identification of the sponsor, will be for the War Bond Drive. Those ordering while the show is on the air are to be...
Newspaper Ownership Issue
In Spotlight at Senate Probe

June Hearings on Fly
Acquisition of WJWC by Field and Clarke

THE NEWSPAPER ownership issue, still pending before the FCC, and acquisition of the former WHIP (now WJWC), Chicago, by Marshall Field and John W. Clarke, highlighted the hearing on confirmation of FCC Chairman James Lawrence Fly before the Senate Interstate Commerce Committee June 2d at least in the FCC's public record, released last week, is concerned.

The hearing was held behind closed doors just a week before Mr. Fly's term was to have expired. He was confirmed without opposition; however, and began his new term of seven years July 1. It later developed that the hearing was to have been open but that newspapermen and the public were excluded because of the nature of some of Mr. Fly's "off-the-record" testimony dealing with the war in the form, or regarded as otherwise confidential. The record was released last week after Chairman Fly had been permitted to delete such off-the-record testimony.

Still Undecided

Memos of the committee, led by Sen. Tobey (R-N. H.) and Chairman Fly (D-Maine) were present at the hearing.

The hearing was held on a Bond Rally held at Broadmoor Golf Club, and broadcast over KVOR, Colorado Springs, Colo., where the audience bought more than $25,000 in bonds during a 45-minute midday show. Mr. Crosby autographed the bonds, and dedicated a special song, which was recorded, and presented to the largest bond buyer. Largest sale was $5,000. Studio audience bought $11,000, while listeners bought $14,000 in bonds.

Staff members of WDBC, Hartford, Conn., who were drafted, make recordings before leaving, urging listeners to buy bonds. WDBC plans to use these recordings frequently throughout its schedule.

A SHELLED bearing stars and stripes is now used on NBC program schedules to designate war effort programs, for the convenience of editors, Government officials and others.

Purchase of Securities

Opening the WHIP ownership discussion, Senator Tobey observed that the Commission had approved transfer of the station to the new owner (Clarke) "but the real owner of the station is Marshall Field of Chicago, owner of the Chicago Sun." Mr. added that "if ever there was a clear case, in my understanding, based upon your official records, of a newspaper owning a station, you have got it there, because you and I know that titles may run to certain parties or corporations or interests, but what we are concerned with is who controls the station."

Assuming that if Chairman Fly would go over the record he would find it a "clear case of drawing a red herring across the trail," Senator Tobey said the Chicago Sun carries extensive daily newscasts on the station.

Mr. Fly explained that the former WHIP had been in a "bad way financially for some years" and that Mr. Clarke took an interest in the station, particularly in the common stock, while Mr. Field

(Continued on page 58)

Influencing Sales

FAR Beyond Pontiac

In cities ... villages ... forms ... for miles and miles around Pontiac ... the messages of news-casts were local news to there are heard over WCAR's 1500-stereotone watts.

GET THE FACTS FROM
PONTIAC, MICHIGAN
or the Foreman Co. - Chicago - New York

Ontario's Gateway to the
Thousand Islands

OPENS SEPTEMBER 1st
NORTHERN BROADCASTING AND PUBLISHING, LIMITED

Representatives:
Canada—All-Canada Rad i o Facilities

August 31, 1942 • Page 51

BROADCASTING • Broadcast Advertising
Tax Rule Explains Advertising Status

Reasonable Expenditure Basis of Treasury Position

IF AN advertising expenditure is reasonable in view of the conditions of the advertiser's business and market, it will probably be allowed as a deduction for Federal income tax purposes, according to an explanation of the attitude of the Treasury Dept. and the Bureau of Internal Revenue released last week by the Assn. of National Advertisers.

Based on a conference held between officials of the ANA and the Government, the release is in the form of a letter signed by Paul B. West, ANA president and addressed to the Commissioner of Internal Revenue, whose office approved the following statements:

General Policy

"The Treasury Dept. and the Bureau of Internal Revenue fully appreciate the important part advertising plays in our national economy and there is no intention to restrict reasonable and normal advertising by disallowing it as a deductible expense. This was attested to by Secretary Morgenthau in testifying before the Joint Congressional Committee on Taxation when he said:

"The test of whether expenditures for advertising are deductible is whether they are ordinary and necessary and bear a reasonable relation to the business activities in which the enterprise is engaged. This is not intended to exclude institutional advertising in reasonable amounts or good will advertising calculated to influence the buying habits of the public."

"If such expenditures are extravagant and out of proportion to the size of the enterprise, or the amount of its advertising budget in the past, or if they are not directed to public patronage which might reasonably be expected in the future, such payments will be disallowed."

"The Internal Revenue Bureau is charged with the responsibility of collecting Federal taxes, among which are the income tax and the excess profits tax. It is governed by statute and expects full cooperation from the taxpayer whereby the Government receives its full share of taxes. Thus it is the duty of the bureau, particularly in view of excess profits tax, to prevent abuses and attempts to avoid the right rate. The bureau has full power to disallow unreasonable expenses for tax purposes."

"The bureau recognizes that advertising costs have been forced upward by reason of increased space and time charges, increase in cost of printing, engraving, art work and other advertising production costs. In this connection, the bureau suggests that advertisers keep their cost records as complete as possible."

"The bureau recognizes that in many cases the rationing of gasoline and tire restrictions have cut down on the number and frequency of calls salesmen can make on dealers and that this has thrown an added burden on advertising since expenditures for direct mail and dealer house organs must be increased to keep necessary contact with wholesalers and dealers. This also affects the cost of displays formerly handled by salesmen."

"Many advertisers are using a larger part of their advertising budgets and, indeed, have increased them, for the purpose of salvaging materials necessary for the war effort, such as fats and grease, iron, steel, non-ferrous metals, rubber, etc. The bureau recognizes that such advertising efforts, if they bear a direct relation to the business carried on by the corporation, are essential to obtain raw materials and are, therefore, a normal business expense. As such they will be deductible if made with a reasonable expectation that the corporation's business will be benefited by an increase in materials essential to its operations. The bureau further recognizes that such advertising is normal under abnormal conditions, conditions which have never before existed."

Changing Trends

"Priorities, the cutting off or curtailment of imports, and new research have resulted in some manufacturers bringing out new products. In other cases substitutes have had to be made. In these cases, the manufacturer must inform the public and the trade through advertising in justice to himself, his dealers and the consumer. The bureau does not question this and will take into consideration all normal factors incident to launching a new product. Such expenditures which are reasonable in amount, taking into consideration the facts in each case, will be allowed as deductions for Federal income tax purposes."

"In certain instances, manufacturers, in order to keep their dealers in business, have been supplying them with alternate products. For example, a rubber manufacturer, to aid his dealer outlets, has added such items as luggage, tools, sports equipment, furniture, etc., to replace tires no longer available. The bureau recognizes that such a manufacturer must merchandise these to the dealer and the public through advertising. Expenditures for this purpose which are reasonable in amount taking into consideration the facts in each case will be allowed as deductions for Federal income tax purposes."

Buying Habits

"Some manufacturers, because of priorities, maintain that advertising expenditure is necessary for advertising to change buying habits. Curtailment of the use of metals has meant the elimination of many types of containers, of small packages, etc. For example, beverage manufacturers, because of the shortage of plate for bottle caps, must try to educate the public to use large instead of small size bottles. The bureau recognizes that this calls for advertising expenditures. Such expenditures, if reasonable in amount and reasonable in consideration, the facts in each case, will be allowed as deductions for Federal income tax purposes."

"Many companies are using advertising and advertising technique to speed the war effort among their own employees. So far this has been directed at one objective—to convince the shop and office worker that he is part of the all-out war effort and hence that carelessness and inefficiency, unnecessary absences and accidents on the production front are detrimental to the men on the fighting front."

"To accomplish this job, posters, banners, house organs, local newspaper advertising, direct mail, local window displays, motion pictures, spot radio, and many other advertising devices have been used. Undoubtedly, many companies will call on advertising to do a similar job in furthering the sale of war bonds through the payroll-deduction plan. The bureau recognizes that the expense incident thereto is a justifiable one so long as it is evidence that expenditure is listed as a production or a selling (advertising) cost."

New Companies

"Since the war began, certain new companies have come into being and have invested many thousands of dollars in plant equipment for the war material. As long as the war lasts, they will have nothing at all to sell the public. Those companies deem it but good business practice to advertise so that when the war ends and they turn to peacetime production, the public will be familiar with their names and hence their plant investment may be protected."

"The bureau recognizes that advertising by such companies is a proper deductible expense so long as such expenditures are reasonable. As Secretary Morgenthau has said: 'The test of whether expenditures for advertising are deductible is whether they bear a reasonable relation to the business activities in which the enterprise is engaged. . . . If such expenditures are extravagant and out of proportion to the size of the company . . . or if they are not directed to public patronage and legitimate expenditure might be expected in the future, such payments will be disallowed.'"

"It is, of course, impossible for the bureau to lay down a definite rule which will fit all situations. In general and as Secretary Morgenthau has indicated, the bureau will be rational and fair, recognizing that advertising is a necessary and legitimate expenditure of doing business as long as it is not carried to an unreasonable extent or becomes an obvious attempt to avoid tax payments. This principle applies equally to large concerns which have no Government contracts, whether it is selling both to Government and to consumers or industries which may be converted to war production, whether it is a new company selling only to Government, or whether it is a new company selling to Government and industries."

"The bureau has no desire to be arbitrary but it will, of course, uphold the statutes. Its collectors will, in each individual case, examine the records and act accordingly. If an advertiser feels the decision of the collector is wrong, the burden of proof of that fact rests upon him. He can, of course, appeal the decision if he feels an injustice has been done."

For the Government

"Under Section 23 (a) of the Code, an individual may make a gift to the government and deduct that from his income tax. Section 23 (q), however, referring to corporations, omits this provision. There is, therefore, no provision in the law for allowing as a deductible expense monies or time or space given directly to the government or to agencies solely by the government bureau or department. If, on the other hand, advertisements..."
featuring the sale of War Bonds, conservation, nutrition or other government objectives are clearly
signed by a corporation, as such as 'This space donated by the John
Jones Co., manufacturers of Jones' vitamins', the advertisement will
be considered as an institutional or good will advertisement of the
manufacturer and hence, deductible, provided, of course, that the ex-
penditure is reasonable and not made in an attempt to avoid proper
taxation.

"By advertising", the bureau includes all forms of advertising recognized by the industry of which
the individual company is a part, such as newspaper, periodical, busi-
ness paper, radio, car cards, outdoor, display, motion pictures, house
organs, direct mail, etc.

"In view of the foregoing mat-
er, the bureau feels that applica-
tions for rulings in advance on ad-
vertising expenditures of specific companies should be necessary only
in most unusual circumstances. If
an advertiser violates the rules laid down, he should have no dif-
ficulties in determining whether a
given advertising expense is justifi-
able or not.

The bureau will consider applica-
tions for individual rulings on specific items but, the advertiser
should realize that no obligation rests upon the bureau to render
such rulings, that the bureau is busy with an unusual volume of
work, and that, in general, it be-
lieves such rulings will be unneces-
sary in the light of information put forth in this letter."

Jewell SESAC

FRED JEWELL MUSIC Co., large
band and orchestra publisher
specializing in military and parade
marches, has joined SESAC, ac-
cording to the August bulletin of
this music licensing organization, distri-
buted last week to broadcasters
and other users of music. Bulle-
tin states that at SESAC number,
Karl L. King's, "Pageantone", "Pageantone"
has been used as the theme song of the
training films made by Walt
Disney Studios for the Army.
SESAC also points with pride to
the fact that "as of Aug. 1, 1942,
SESAC had long term license
agreements with 840 commercial
radio stations in the United States,
a greater number than any other
music licensing organization has
ever had in broadcasting history."

BOOSTING THE V-MAIL SYSTEM

Industry Assigned Major Role in Familiarizing
Public With Microfilm Letters

NEWEST WRINKLE in letter-writing is V-Mail, revolutionary new
plan developed to provide fast, space-and-weight mail service to and
from members of the American armed forces overseas. Above is an
actual-size V-Mail letter sent out last week by the Army's Radio
Branch to U. S. broadcasters, calling for their cooperation in an
intensive radio campaign to familiarize the public with the use of
V-Mail. The original letter, written on a special 8½ x 11-inch form,
is micro-filmed and later photographically reproduced in the above
size. The small rectangle at left represents the actual size of the 16
mm. micro-film frame on which the original letter is photographed.

Radio's newest war job will be
to take a major role in promoting
the new V-Mail system of corre-
sponding with members of the
armed forces abroad, it was re-
vealed last week, when Lt. Col. E.
M. Kirby, chief of the Radio
Branch of the War Department
Bureau of Public Relations sent
sample V-letters to broadcasters,
network producers, news com-
mentators and women's commentators
soliciting their cooperation in pro-
moting V-Mail.

A campaign of two weeks to
bring the V-Mail plan to public at-
tention is planned, with special
spot announcements and supple-
mentary material supplied by the
Radio Branch. The opening gun
in the V-Mail radio campaign was
sounded Aug. 23 on The Army
Hour, the official War Dept. radio
mission, produced by the Radio
Branch and heard every Sunday
on NBC, 3:30-4:30 p.m. (EWT).
Campaign will extend to all
types of programs, sustaining and
t commercial, with the Radio Branch
actively participating through its
contacts with individual stations,
news commentators and network
programs. The War Dept. also is
undertaking a supplementary cam-
paign in various printed media,
although radio will carry the biggest
share of the undertaking.

Developed as a large-scale opera-
tion to facilitate the handling of the
huge volume of correspondence to
and from American soldiers,
sailors and Marines on overseas
duty, the V-Mail technique is based
on a process of micro-filming letters
written on special V-Mail forms.
These special forms are available
free of charge at U. S. post offices
at present, although it is planned to
permit their manufacture, under
government license, for sale at
retail. V-Mail service is supervised
by the Army Postal Service, with
the Post Office Department.

Where reproduction facilities are
available at overseas posts, V-Mail
letters are photographed on 16mm.
film in this country, and reels of
this film, containing thousands of
letters in a small space and with
little weight, are flown overseas,
where photographic copies are
made for delivery to the addressee.
This idea also holds for letters
from overseas to addresses in this
country. When reproduction facili-
ties are not available, the V-Mail
letter, in its original form, is dis-
patched to the overseas address
under the highest mail priority.

The SONG HITS from
Walt Disney's Feature Picture

Bambi

* Love Is a Song
* Twirpetered
* Thumper Song
* Let's Sing a Gay
Little Spring Song
* Little April Showers

Broadcast Music, Inc.
580 Fifth Avenue
New York City
Primary Area
LISTENERS tuned to WIBG, Philadelphia had a surprise recently when the station announcer identified, "This is WKBNN, Youngstown,—er,—serving the town,—er,—serving the Philadelphia area." The mixup resulted when Chuck Thompson, recent addition to the WIBG staff, got his old call and his new tagname twisted a tripe.

Willard to Use 100 WILLARD TABLET Co., Chicago (proprietaries), is completing plans for full promotion of its vitamin products with newscasts, local live programs and announcements on over 100 stations. Schedule of stations is to be announced in about ten days. Agency is First United Broadcasters, Chicago.

Help Wanted
WNSY—Scenestady's new, progressive, successful radio station, has been hiring crackpot headline salesmen. Must be U.S. citizen, experienced, and qualified. Not employed in war work. Splendid opportunity for bright, young amateur to secure position. Opening for afternoon disc jockey. Must have present excellent references. Must know the WNSY. Write, or telephone, WNSY, 1 Plaza Theatre Building, Schenestady, N. Y.

ENGINEERS—Several openings for transmitters and studio engineers with Midwestern network station. Requires college degree. Must have experience. Applicants should send resume and photograph. Box 784, BROADCASTING.

Excellent opportunity—For a hustler, who can sell and announce, to manage and operate Remote Studio in town of fifteen thousand population. Salary and percentage. Delta territory; Business excellent; New equipment will be installed; Good Action. Write or wire KFFA, Helena, Arkansas.

ANNOUNCER—Capable of putting on peppy record show. Good newsmaster, punchy type commercial, draft deferred. Permanent. Mid-Western: 5,000 Watt Network. State age, salary expected, and enclose snapshot. Box 786, BROADCASTING.

TECHNICIANS—A few vacancies exist in Chicago area for skilled studio techni- cians. Salaries are among the highest in the industry. Write Box 781, BROADCASTING.

Chief Engineer—Network station, offers opportunity. Also announcer-news- caster, broadcast technician. Excellent salary, comfortable. Box 787, BROADCASTING.

One vacancy for RCA-uplinked Mid-West network station. Must have transmitter, microphone, a good picture. Good salary . . . change for advancement . . . submit full details including experience. Reference, draft status, picture. Box 786, BROADCASTING.

CONTROL ENGINEER—Excellent opening for able engineer experienced in control room work. Box 791, BROADCASTING.

Two Announcers-Salesmen—Submit full details first letter; draft exempt; New York, Box 800, BROADCASTING.

Program Director-Announcer—Draft exempt; New York; give experience, references, expected salary. Box 790, BROADCASTING.

Announcer-Continuity Position—Mid-West network, prefers experienced; send classification and letter to WDFL, Flint, Michigan.

ENGINEER—if you are experienced in studios, remote and portable record- ing work, have low draft classification, and would like to be associated with KMBC, write A. K. Kahal, KMBC, 1210 Main St., Hollywood, Calif.

Situations Wanted
ANNOUNCER-NEWSCASTER—14 years experience mostly with major network. Draft status B-A with four dependents. Have executive ambitions. Willing to work but salary must be adequate. Box 789, BROADCASTING.

Program Director—Capable. Over five years radio experience. Draft exempt. Present salary $1,300. Excellent references. Box 789, BROADCASTING.

Situations Wanted (Cont'd)
Are you after the prize—that goes with station leadership in your market? Then maybe the Army of the Air is for you. Several key positions are open with station promotions who has developed the station and station promotions who has developed the station and station promotions who has developed the station. One big prize in an important Eastern industrial city. salaries.$2,500. Mail box 786, BROADCASTING.

Two Experienced Radio Technicians—First experience: Commercial, sustained, capable transmitter, any place except N. Y. C. Box 786, BROADCASTING.

Young Woman — Writer-announcer, four years agency, radio experience. College graduate. Prefer Midwest station. Box 801, BROADCASTING.

COUNTRY-PRODUCER—Of top ranking network shows desires permanent position with station. Known music, Adminis- trative and agency background. Outstanding references. Box 787, BROADCASTING.


Technician—Possibly chief in small town girl-owned station in south or west. No announcie or Trans-radio. Age 28. Two years' experience. Minimum salary $100 month. Box 783, BROADCASTING.

RADIO EXECUTIVE—15 years' experience. Management, Production, Promotion. Proven sales ability and station leadership. Salary is MAIN object. Can be available at short notice. Box 785, BROADCASTING.

CREATIVE INTELLIGENCE—For Wire. Experienced writer, sales. Originality; production; traffic; program- ming; publicity; announcing; ad lib; direction; acting; transmitting; newscasting; choreography. Program ideas. Yaal, Yaal, Yaal. Box 779, BROADCASTING.

ENGINEER—First class license, eight years' experience operating in the West. Desire professional work. Salary $2,000. Box 789, BROADCASTING.

ACCOUNT SECRETARY—Male, draft de- ferred, single, desiring position with station.Licensed bookkeeper. Box 787, BROADCASTING.


PROGRAM DIRECTOR-SPORTS AN- NCOUNCER—4 years experience, college education, draft exempt, travel, culture, football, sportscaster, age 24, minimum salary $500 weekly. Now employed, excellent references. Box 802, BROADCASTING.

WANTED—Young woman—college graduate, with varied radio experience. Versatile, sales experience, excellent reference. Assistant announcer, handle control board and turntable, Has sales experience. Unob- trusive references. Box 792, BROADCASTING.

WANTED TO BUY
Antenna tower—150 to 200 feet. Box 770, BROADCASTING.

Condemned—New, or used in good condition, transmission line, Six to twelve thousand volt rating. Capacities—$900, $1,000, and $1,000. Box 794, BROADCASTING.


McKelvy Pushing Men's Toiletries

With an increased advertising budget for the coming year, Alfred D. McKelvy Co., Minneapolis, will launch a fall and winter campaign for Seaforth Toiletries for Men, using radio, newspapers and magazines.

Drive will be launched sometime before Christmas, and is directed largely at holiday gift buyers. Emphasis will be placed on the Commando Kit, latest addition to the Seaforth line, and designed especially for members of the armed forces.

This is the second year in radio for McKelvy, and indications are that advertising will be considerably larger than that of last year, when the firm used several spots following Victor Chemical Co.'s News for Women on CBS.

Firm will probably use one and five-minute spots on a national basis, either on individual stations or on a network basis. McKelvy has increased its total advertising appropriation by 12% over last year. BBD0, New York, is the agency for McKelvy.

Camel's Comedians

R. J. Reynolds Tobacco Co., Winston-Salem, N. C. (Camel), reported in the July 6 Broadcasting as sponsor for a new variety series featuring Lou Abbott and Bud Costello, comedians, will present the comedy team on NBC in the spot now held by Bob Hawk's quiz show, Today! 5:30-8 p.m., starting in October. Reynolds is sponsor for Hawk's How'm I Doin'? No plans have been announced for the latter show when it cedes the NBC spot to the new show. Agency is William Esty & Co., New York.

New ASCAP Radio Series

Now available, without charge, to all ASCAP Licensed Stations. Write or wire today.

ASCAP Radio Program Service
30 Rockefeller Plaza
New York

Newspaper Probe

(Continued from page 51)

put $75,000 in bonds of the station. He said that under this transaction he neither gained control. Then Mr. Clarke asked that he be allowed to purchase enough of the stock to give him 51%, but the Commission denied the request. Subsequently, Mr. Clarke agreed to take $75,000 further interest in the station and this "offset Field's interest". Mr. Clarke has given to the Commission "written assurance" that he would not permit management of the station to go out of his hands if he had control. The transaction was presented to Mr. Clarke was then approved, Mr. Fly asserted.

Senator Stewart (D-Tenn.) inquired about the relationship between Messrs. Clarke and Field, and Mr. Fly asserted the former did some "financial work of some sort for Field". Senator Tobey, however, described Mr. Clarke as a broker and said he is "about as close to Marshall Field as your fourth and fifth fingers crossed."

Chairman Fly asserted that the fact that the Sun carries so many newscasts in Washington makes it one that is "not 100% free from doubt". He then added that if the newspaper gained control through buying of time "that station will be treated like any other newspaper station."

Transfer Undecided

Mr. Fly, upon further questioning, said the Commission has definite assurances that the $75,000 will come out of Clarke's pockets and out of his own funds, and if the $75,000 does not come from him personally, as distinguished from Field, the transaction will be disapproved." He concluded that the matter had not yet been given a "clean bill of health."

Efforts then being taken by the FCC to remedy the equipment and personnel shortage situation connected with the transmitting wars, plans by Chairman Fly, who said every effort would be made to keep all of the stations operating for the duration. He pointed out the Commission has tried to take care of the technician shortage by lowering requirements and that it was seeking to "discourage" big stations from taking men away from the small stations.

Wheeler's Observation

When Chairman Wheeler interposed that stations would have a "bad time anyway", because of imminent loss of advertising in wartime, Mr. Fly said the situation "is not as bad as it might be expected". He said this was due to "more extensive advertising of materials that are generally available". He alluded to increased advertising such as that of Chesterfield and the increase in institutional copy.

Bob and Bonnie Atcher, of the music staff of WJJJ, Chicago, are in Honolulu to write for the Columbia picture "Panhandle Trail."

Tale of the Woods

To Obtain the proper background noises at a lumber camp for the Canadian Broadcasting Corp., feature series This Canada, which starts in October, J. Frank Willis, CBC supervisor of feature broadcasts, went to North Vancouver. Here lumbermen were falling huge Douglas fir, and in order to get the sounds as accurate as possible, they arranged that a tree fall on the microphone. The tree came crashing down as planned, hit the mike, drove it and the stand and three feet into the ground. When dug out the mike was undamaged and in addition the recording was accurate for the falling of one of these forest giants.

KOMA Wage Case Awaits Decision

Arbitration proceedings over proposed wage adjustments for the technical staff of KOMA, Oklahoma City, were held last week in Muskogee before a board composed of KOMA representatives and local B-1141 of the International Brotherhood of Electrical Workers (AF). Judge LeRoy A. Rader, of Storm Lake, Ia., an arbitrator for the U. S. Conciliation Service, Dept of Labor, acted as fifth member of the arbitration board and will also write the decision expected about Sept. 1.

The IBEW is seeking an increase in wage scales for KOMA engineers, contending present rates are sub-standard and below wages paid by stations similar in power and location. The union seeks $52.50 per week for the chief plant engineer; $50 for transmitter engineers; and $47.50 for studio engineers.

According to a union representative, J. T. Griffin, principal owner, and Jack Howell, station manager, the wage scale is the continuation of the national wage scale. Union representatives on the board were Tom M. Rushing, business manager of the union's local, and W. L. Reed, IBEW national representative. Lawson Wimberly, international representative from Washington, presented the union's case.

New NBC Coast Card

NBC of just issued Rate Card No. 1 for the Pacific Coast Red Network. Devoted exclusively to the needs of West Coast advertisers, it lists NBC's Mountain Group, North Mountain Group, South Mountain and Arizona Group as well as the Coast hookup.

Cosmetic Hoarding

COSMETIC distributors were severely criticized last week by C. A. Willard, chief of the WPA toiletries and cosmetics branch, for encouraging customers to build up supplies. In writing to the distributors Mr. Willard wrote: "Such action on your part is not only un-American, but is contrary to the best interest of the war effort."
TROPHY FOR VIGILANCE is ad-

Acknowledgment

The Broadcasting Association of

Page 56 • August 31, 1942

BROADCASTING • Broadcast Advertising
Wartime

A READY MADE AUDIENCE

Defense Plants Provide Basis for Safety

Series Aimed at War Workers

Book Publishers Name
Group to Help Radio

TO PROMOTE the books which explain the war or aid the war effort, a radio committee has been formed as part of the Council on Books in Wartime Inc., organized some weeks ago to coordinate the war efforts of the book publishing industry. Radio committee, headed by Lee Barker, of Houghton-Mifflin Co., is prepared to help radio stations, program directors and script editors in such matters as clearing contract rights, securing authors for broadcasts and lining up radio adaptations or dramatizations of books relating to the national emergency. The committee, located at 347 Fifth Ave., New York, serves as a clearing house for information about books and authors, as possible broadcasting material, and is currently engaged in collecting from books material which would be appropriate for radio.

Committee members are: Philip H. Minus, Young & Rubicam; Nelson Hesse, Hesse & McCallfey; Raymond Bond, Dodd Mead & Co.; Norman Hood, Henry Holt & Co.; Albert Leverthal, Simon & Schuster; Frank Taylor, Reynal & Hitchcock.

Greetings From Troops

AS A RESULT of the War Dept.'s announcement that personal messages between troops abroad and relatives in the United States by shortwave broadcast or transcription [BROADCASTING, Aug. 17] be discontinued unless approved by the department, MBS has revised its Americans Calling Home series. Program, broadcast for six hours a week, brought greetings from members of the American forces in Australia to their families at home, but under the new arrangement these personal messages have been replaced with interviews with soldiers, MBS stated that its other programs of foreign origin already conformed to the regulation and programs of other war, not affected by the order, as far as could be ascertained.

Equipment Picture

EQUIPMENT conservation proposals offered by the War Production Board have been turned over to Committee IV (Domestic Broadcasting) of the Board of War Communications Broadcasting learned with last week. No definite action is expected from this group until after Labor Day and meanwhile a careful study is being made of the BWC tube survey and other pertinent data. Although detailed studies of South American equipment problems are going forward, WDB had nothing definite to report. Positive action awaits complete facts, it was said.

MANPOWER CONSERVATION series on WGRC, New Albany, Ind., is launched at this meeting. Seated is J. Fred Miles, head of the Louisville Refining Co., signing contract for the safety show. Standing (1 to r) are Howard J. Perry, WGR Commercial manager; F. W. Rodenheber, chairman of the Kentucky National Committee for the Conservation of Manpower; and Edwin S. Welden, account executive of M. R. Kopmeyer Adv. Agency, handling the account.

TO ASSIST the nationwide drive to conserve manpower in vital industry through greater use of safety measures, WGRC, New Albany, Ind., in August launched a Manpower series sponsored by the Louisville Refining Co., headed by J. Fred Miles who is also commanding officer of the Kentucky Colonels.

Giving full cooperation to the plan, originated by Howard J. Perry, WGR commercial manager, the industrial plants of the station's area made available a ready-made audience of more than 30,000 defense workers through their public address systems. Where these systems do not exist radios are installed.

Lunch Listening

First, in conjunction with the Dept. of Labor and the Louisville Safety Council, WGRC made a survey of the plants and discovered most workers preferred to do their radio listening during the lunch period.

The Manpower programs were then scheduled for 12:15-12:30 p.m., Monday through Saturday. Although safety in plants is the theme of the shows, they are designed to give 15-minutes of entertainment as well. Preceding the program is a 15-minute newscast, sponsored by the Superior Petroleum Co., a subsidiary of Louisville Refining Co.

Through F. W. Rodenheber, chairman of the Kentucky National Committee for the Conservation of Manpower and director of the Louisville Safety Council, in cooperation with plant safety directors, the programs are being emphasized and workers who have contributed safety measures are brought before the microphone.

LOUIS RUPPEL, publicity chief of CBS, and the "CBS Mail Bag" mimeographed letter sent twice monthly to all former CBS employees in the armed services, were praised in My Day, syndicated column written by Mrs. F. D. Roosevelt. Last Monday.

C. L. Parsons

C. L. (Pops) PARSONS, 50, dean of Rocky Mountain sports authorities and sports director of KOA, Denver, died of a heart attack Aug. 27 at his summer home, West Yellowstone, Mont. At the time of his death, he was on vacation. Previously to his association with the station, he had served 17 years as sports editor of the Denver Post. He was a member of Grantland Rice's All-American Advisory Board for Rocky Mountain region. He is survived by his widow and one son, Lt. C. L. Parsons, Jr. stationed with the Army Air Forces at Miami. Mr. Parsons was preparing to take over the duties of news editor at KOA Sept. 10.

Campbell Placing

CAMPBELL CEREAL Co., Minneapolis (Malt-O-Meal and Corn Flakes), on Oct. 5 will start sponsorship of Crossroads Store on KGBX, Springfield, Mo. Program is a live quarter-hour dramatic show three times a week built around the everyday events in the small grocery store. The company will also start sponsorship on Oct. 5 of John Harrington and the News, thrice - as a quarter-hour unit, on WBBM, Chicago. Agency is H. W. Kastor & Sons Adv. Co., Chicago.

Smart Programming

PROGRAM department of WHEN, Lawrence, Kans., picked the right number. When they played It's All Over Now on the morning wake-up program, Timeskeeper, at 7:30 a.m. Aug. 30, bringing the number a bolt of lightning struck the 33,000-volt power line which supplies juice to the station transmitter near Tonganoxie, Kan. It was All Over Now for some time before WHEN resumed broadcasting.

Menaugh Named

ROBERT M. MENAUGH, superintendent of the House Radio Gallery, has been named permanent secretary of the Radio Correspondents' Association. Menaugh will handle all administrative work for the executive committee, which controls the Congressional Radio Galleries.

JOSEPH PETRILLO, son of Caesar Petrillo, music director of CBS-Chicago, was inducted into the Navy Air Corps on CBS The First Line, weekly half-hour sponsored by William Wrigley Jr. Co., Chicago.
NAB Advises on Political Programs; Fears Criticism Over 'Dramatizations'

WITH POLITICAL campaigns in progress preparatory to the November Congressional and state elections, the NAB last week advised stations to guard against "dramatized" political broadcasts and the criticism they might bring.

Answering inquiries from several stations which had been propounded on such dramatizations, C. E. Arney Jr., acting secretary-treasurer of the NAB, asserted that misunderstanding exists as to industry policy. In the 1936 Presidential campaign, considerable consternation was caused in party ranks over a network dramatization sponsored by one of the national committees and thereafter the major networks declined to accept such programs.

Mr. Arney said there is no specific provision in the NAB code covering political dramatizations, but the NAB board of directors in 1940 reaffirmed the position previously expressed, which limits political broadcasts to "political speeches, interviews and announcements, and the remote control broadcast of any bona fide political meeting."

While these dramatized versions are not specifically mentioned, "they are by every reasonable implication excluded," Mr. Arney declared. "The reasons underlying this exclusion would seem to be quite apparent."

"Broadcasters in making their facilities available for political campaigns, and to candidates for public office are instrumentalities for the dissemination of accurate information and facts as an aid to the voters in determining policy and selecting public officials."

"Every precaution should be taken to see that this obligation is fully and honestly discharged, Dramatizations of any kind often resort to what may be termed "dramatic license." Frequently dramatic techniques do not always conform to fact. The NAB Board of Directors has consistently felt that the best service the industry as well as of the voting population is best served by elimination of dramatized announcements and programs.

GM's CBS Series

TO STOP SEPT. 22

AFTER a 16-week run, *Cheers From the Camps*, sponsored by General Motors Corp. over a full CBS network, will be terminated Sept. 22, GM, according to its Washington vice-president, R. H. Grant, has concluded that the program has fulfilled its mission, insofar as his company is concerned. He expressed the hope that some other sponsor would pick it up.

Mr. Grant characterized the program as "a success" from the standpoint of soldier entertainment and its contribution to Army morale. He said it had been scheduled for only 13 weeks originally and that it broke new ground as a new war technique.

The program began June 9 and has been broadcast Tuesdays, 9:30-10:30 p.m., over a 114-station network. Campbell-Ewald Co. was agency, with Henry E. Ewald, chairman of the board, personally in charge. GM has no immediate plans for a replacement program, according to Mr. Grant.

Blue on BWC

MEMBERSHIP of the Blue Network Co., Inc., on the Domestic Broadcasting Committee (Committee IV) of the Bed-Stuy War Communications, was approved by the board at its meeting in Washington last Thursday. It is expected that R. H. Berkeley, BLUE director in Washington and general manager of WMAL, will be designated as member, with another BLUE executive as his alternate.

H. DeWitt Landis Buys Clovis Local for $16,000

SALE of KICA, Clovis, N. M., to Hugh DeWitt Landis, general manager of KFYO, Lubbock, Tex., was approved last Tuesday when the FCC granted consent to the assignment of license to Mr. Landis by Western Broadcasters Inc., station licensee. According to the Commission, the fee is $16,000.

Principals in the Western Broadcasters are Charles C. Alsup who with his wife, Florence Co., held 50 shares; and Edmund G. Dillon, a public auditor, with 26 shares. KICA is on 1240 kc. with 250 watts fulltime.

New Woodbury Item

ANDREW JERGENS Co., Cincinnati, currently using two net shows for Woodbury products, will shortly launch a test campaign for a new Woodbury liquid shaving cream, probably using spot announcements and programs in four different markets. In addition to sponsoring *The Thin Man on NBC* for Woodbury cream and powder, Jergens Co. presents *The Parker Family on BLUE* for Woodbury soap and *Better Winchell* also on BLUE, for Jergens Lotion. Agency is Lennen & Mitchell, New York.

Paine of Hollywood

JOHN G. PAINE, general manager of ASCAP, and the Society's executive committee will go to Hollywood next month for the regular meeting of the Pacific Coast members of ASCAP. The eastern delegation will report on the Society's activities and will receive from ASCAP a report of its resolutions to be presented at the Society's general membership meeting to be held in New York in October.
“MANAGEMENT MUST MAKE THE PATTERN FIT THE CLOTH”

says JOSEPH D. NELSON.
Executive Vice President,
THE ANDREW JERGENS COMPANY

“It goes without saying that advertising is a fundamental part of modern merchandising. If, then, advertising is an essential in time of peace, it is most certainly an indispensable ingredient of business in time of war. Neither can change the underlying values of advertising, though war, as we have seen in England, may reduce its volume and alter its use.

“As I see it, the job of management under present conditions, is to make the pattern fit the cloth—to use advertising as a task force where, when, and as needed.

“It would be folly to say that all companies should spend as much for advertising as in normal times. Changing conditions should influence any decision to keep present budgets, retrench, or even expand. It is the province—and the responsibility—of management to evaluate these changing conditions and project advertising appropriation and function to meet them.

“I cannot say how much we will be spending for advertising a year from now. I can say that we will keep our plans and policies flexible to meet changing conditions brought about by war in precisely the same manner we keep them fluid to meet changing competitive conditions in time of peace.”
STANDOUT
MERCHANDISING COOPERATION

"Effective promotional support"

"You boys do a bang-up job"

"Splendid cooperation"

"We think it's swell"

"Splendid cooperation"

"We think it's great stuff"

"We're sold on KLZ support"

"Certainly fine work"

"Fine example of station cooperation"

KLZ Denver

5,000 WATTS—560 Kc.

Affiliated in Management with The Oklahoma Publishing Co. and WKY, Oklahoma City * Represented by The Katz Agency, Inc.