WOR thinks you ought to know about a man who had to market a substitute product pronto. It was a flavoring. To be specific, like vanilla. Said the maker, "Please go out and shout loud for me. Make people look up, listen, go buy my vanilla."

In 8 weeks WOR doubled the high sales-expectancy this harried maker had set for himself. In 8 weeks WOR put the product on the shelves of 50% more dealers. WOR, in fact, opened up grand new distribution for this man in the residential communities of New Jersey, Long Island, Connecticut, Rhode Island and Pennsylvania.

Said he generously, "WOR did a better job than any media I've used."

Have you maybe a substitute product you'd like to sell quick? Get in stores? Turn maybe into a grand after-war investment?

* or his agent, or advertising manager

our address is

WOR

at 1440 Broadway, in New York
From Gov. Green of Illinois:
Please accept my most cordial wishes for the fullest success in this Illinois State Fair of the Air.

Another Reason Why

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

STATE FAIR of the AIR

There will be a week-long "State Fair of the Air" over WLS for both Illinois and Indiana, radio expositions complete with Livestock Days, Governors' Days, Youth Days, Victory Days and Midway Days. Livestock and machinery men, representatives of 4-H Clubs and Future Farmers, leaders in women's farm movements will be heard. They will be presented on WLS "Dinnerbell Time" program with Arthur C. Page in charge.

From Gov. Schricker of Indiana:
In your Indiana State Fair of the Air...I confidently assure you of Indiana's enthusiastic support.

WLS Gets Results!

At all events important in the lives of Mid-West people, WLS is on the job. Direct-from-the-celebration broadcasts provide "box seats" at these events for thousands of WLS listeners. This year, with our war effort necessitating cancellation of Illinois and Indiana State Fairs, WLS will broadcast from its studios typical State Fair programs as we would have presented them from the Fair Grounds direct, had there been expositions—the Prairie Farmer-WLS State Fairs of the Air! It's another example of the friendly service that makes us "One of the Family"—and that is why.
ALFI

WITH RADIO IN NEW ENGLAND?

ATTEMPTING to cover the populous New England market with one or two stations is like sending Jack and Jill to fetch a pail of water. The result may be a tumble, spilling the whole pail of sales.

How much more logical, how much more resultful to use the one group of stations that for years has presented the type of programs that have made it New England's own — that has built substantial, loyal, responsive audiences, not just here and there, or at certain hours, but in ALL key markets at all hours.

The Yankee Network's 20 stations are a closely-knit part of the communities they serve. In business, social and service relationships they have possessed for years the good will, friendship and acceptance that New Englanders give only to those they know and in whom they have confidence.

By and large these are assets which cannot be bought — they must be won by consistently proven merit. Yet, fore-sighted advertisers, who are open minded on facts, can buy these advantages at no premium. Investigate before you invest in New England radio time.

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON, MASS.

PLATE GLASS:
A substance of exceeding smoothness. Greatly resembles this respect many middle-west farm fields, which have been shorn of their crops, which in turn have been sold for much wealth.

HOURGLASS:
Instrument which measures hours by the running of sand through a small opening. The Sands of Time leave you but few hours to spare, if you would make a bid for the wealth now in the pockets of farm men and women.

GLASSES:
Artificial contrivance to assist the sight. Needed by advertisers, if they don't instantly see what wonderful markets they have throughout Nebraska and her neighbors, and how KFAB covers the area.

"ICE":
Glass-like stones (diamonds), worth many units of money. Worn by KFAB advertisers. Purchased with money made from sale of KFAB-advertised products in the many active markets of this region. You can do the same! Just remember, when pushing your product in Nebraska and her neighboring states, that you need KFAB to do a complete selling job.

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Subscription $5.00 a Year @ Canadian and Foreign, $6.00
Published every Monday, 53rd Issue (Yearbook Number) Published in February
WITH its new 5,000-watt power (day and night) and 980 kilocycle frequency, WSIX assures intensive coverage of the rich Nashville area.

Advertisers have the additional advantage—for the present—of still being able to buy time on the more powerful WSIX at no increase in cost over the old 250-watt rates.
Here are the specific facts about a test radio campaign in which Sonovox spots increased sales of a popular soft drink by 31%—actually increased the radio results-per-dollar by more than 161%!

The test market was Rochester, Minnesota. The sponsor was Velie-Ryan, Incorporated, an aggressive bottling plant. The product was Neshitt’s Orange. Last year, using a conventional radio promotion costing “X” dollars, sales from this one local plant totaled 5650 units. This year, using a Sonovox promotion called “Little Joyce with the Peculiar Voice” (and spending less than half as much money as in 1941) sales jumped 31% over 1941 figures in the first 23 days of the Sonovox promotion—at which time the test had to be terminated because the bottling plant had run out of caps!

Time after time during the past year, agencies and advertisers with guts and imagination have proved that Sonovox enormously increases the pulling power of radio. This Rochester test is unique only in that it provides definite figures on a clear-cut comparison. We would be happy to send you a detailed analysis of the whole promotion—together with some suggestions for further Sonovox ideas. We think the facts will convince you of the power of “Talking and Singing Sound.”

WRIGHT-SONOVOX, INC.
“Talking and Singing Sound”
CHICAGO . . . NEW YORK . . . HOLLYWOOD
FREE & PETERS, INC., Exclusive National Representatives
BROADCASTING

and

Broadcast Advertising

Vol. 23, No. 10

WASHINGTON, D.C., SEPTEMBER 7, 1942

$5.00 A YEAR—15¢ A COPY

Senator Petriillo Probe Called for Sept. 14

Clark Chairman of Special Committee;
Delay in Court Argument Seen

ACTING without lost motion, Senator D. Worth Clark (D-Iowa), chairman of the newly-created Petriillo Probe Sub-committee of the Senate Interstate Commerce Committee, has called preliminary hearings to begin next Monday (Sept. 14) on his resolution for legislation to thwart AFM rampaging construed as injurious to the war effort and public morale.

Named last Friday by Chairman Wheeler (D-Mont.) to head the five-man subcommittee, Senator Clark promptly announced his plans for the exploratory inquiry. This precedes Senate action on his resolution (SRes-286), calling for a full-scale investigation of the American Federation of Musicians and its executive heads.

Committee Lineup

While Senator Clark has not decided on his slate of witnesses, it is likely national figures identified with the effort to get James C. Petriillo, AFM president, to call off his recording and other bans in the war interest, will appear. It is probable that witnesses will include such figures as Elmer Davis, director of the Office of War Information; Thurman Arnold, Assistant Attorney General in charge of the anti-trust division, who has launched litigation against the union; James Lawrence Fly, chairman of the FCC and Board of War Communications; Petriillo himself, and heads of organizations who have felt the sting of Petriillo's arbitrary bans and restrictions.

New Petriillo Move

The Congressional action came coincident with a new outburst by Petriillo last Friday affecting radio. In a sudden and complete reversal of his previous position, the AFM president gave notice that the union no longer would permit its members to make sponsored transcriptions for one-time use. Telegrams received by transcription companies and advertising agencies who had either applied for or received permission to make and use commercially sponsored recordings said the permission now has been terminated. Henceforth, the Petriillo ban, which became effective Aug. 1, applied to making of all other types of transcriptions and phonograph records for non-public use.

Permits Granted

At the time of the general withdrawal of union musicians from the making of recordings, Mr. Petriillo expressly exempted commercial recordings, "used as they ought to be—once, and once only," from the ban. He said that the AFM executive board would consider any applications made by recording companies to employ musicians on sponsored transcribed programs if guarantee were given to the union that the discs would be used once and then destroyed. Since that time a number of such special permits have been given by the union.

Immediate reaction to this sudden move on the part of the musicians' union czar was that he was attempting to force a prompt showdown with the broadcasting industry, whose relations with AFM are already strained almost to the breaking point, without waiting for the Federal Court hearing of the Government's anti-trust action against Mr. Petriillo in Chicago tentatively set for next week. Leaders in both the recording and broadcasting industries have attempted to prevent any individual break with the musicians prior to the Sept. 16 hearing, presumably acting on the theory that if the court grants an order restraining the union from enforcing its ban on recording pending trial the condition desired by both recorders and Broadcasters will have been achieved peacefully and without need for further action.

One view expressed last Friday was that the latest act of aggression by Mr. Petriillo provided the Government with an excellent argument for the necessity of an injunction preventing AFM from continuing its ban on recordings, because of the adverse effects of this edict on the broadcasting industry, whose continuance is essential to national morale in this time of war.

Loss to Stations

It was pointed out that while the musicians are not making any new phonograph records or library transcriptions, which many of the smaller stations depend on for much of their musical program material, the supply of such recordings has not yet been exhausted and that they may be used over and over, so that for a long time to come no station is in danger of being forced off the air because of a lack of recorded music.

This new move, however, will cause an immediate loss of tran-

(Continued on page 44)
Royal Flies to England For Radio Conferences

JOHN F. ROYAL, NBC Vice-president in charge of international broadcasting arrived in England last Thursday by Clipper for a series of conferences with high British Government officials. Two-fold purpose of the trip, according to NBC, is to plan a new series of shortwave programs from Britain to America and to gain information on the British point of view concerning international broadcasting. He will confer with members of the British cabinet, members of Parliament, officials of the BBC and leaders in other fields during his stay abroad.

He left behind in New York his bride of just one week, Leonora Corbett, a star of the Noel Coward play, "Blithe Spirit," whom he married Aug. 29. His arrival in England came just one week later than that of William S. Paley, CBS president, who is in London on a mission similar to that of Mr. Royal.

Victory Council, and probably executives of individual stations which have had set-loses with Petrillo and have been forced to yield to his demands under pain of loss of network or other service. Recording companies, and possibly even performing artists, may be called to account for what effect Petrillo is having on their ability to meet public demand for their services.

Senator Clark, since introduction of his resolution Aug. 27 (Broadcasting, Aug. 31), has been deluged with favorable public reaction. Other members of the Senate, it is understood, likewise have been commended by their constituents on the move and have urged remedial action.

Music Club Resolution

While AFM headquarters have been relatively quiet since the storm of protest and editorial condemnation of the bans, and more particularly since the Aug. 1 effective date of the anti-recording pronouncement, there nevertheless have cropped up other traces of "Petrilloism" which have brought recriminations. In Providence last week, the National Federation of Music Clubs adopted a resolution, a copy of which was sent to President Roosevelt, calling the recording ban "detrimental to the morale of the nation at war" and "the most serious blow thus far struck at American musical culture". The organization, with a membership of 450,000 men and women of all ages, pledged their efforts to have the ban removed. The resolution follows:

"Be it resolved that the board of directors of the National Federation of Music Clubs condemn the ban placed forthwith by the American Federation of musicians on recordings and urge its entire membership to express this condemnation and disapproval to the local unions on the ground that such a ban is detrimental to the morale and the nation at war and which needs the comfort and pleasure giving at home and wherever recorded music is used."

"And, be it further resolved, that a letter of protest be immediately transmitted to the president of the American Federation of Musicians, Mr. Petrillo, with the information that it represents the viewpoint of an organization of at least 450,000 citizens who regard Mr. Petrillo's action as the most serious blow thus struck at American musical culture."

Another controversy resulted from a report that the management of KGEI, San Francisco, an international broadcast station specializing in programming for our expatriate forces in the Pacific, said it would ignore other than Petrillo orders to stop transcribing network programs for rebroadcast over the station.

It developed that conversations had taken place between Eddie B. Love, secretary of the AFM local in San Francisco and the KGEI management over the effect of the recording ban on international broadcast stations.

GE Position Stated

Robert S. Peare, manager of GE broadcasting at Schenectady headquarters, asserted that the station did not intend to enter a controversy over the making of such recordings. He said as he understood the ban, it had no bearing on the programs of KGEI, operating at it does under the guidance of the Office of War Information, to the broadcasting in the Pacific and the people of Australia and the Orient.

"The announcement of the ban specifically exempted programs for stations to all that was not the case with the operation of unions in New York, St. Louis and other cities in arranging several outstanding programs recently," Mr. Peare said. "Thus we have been faced with an overseas audience, as the time difference between the station and the audience is often as much as eleven hours."

Another Pacific Coast event dealing with Petrillo orders developed over the hiring of AFM members who had enlisted in the armed forces. A recent order which had been issued that such members would not be permitted to play engagements in competition with members of particular local unions. Mr. Maddy, of the San Francisco local, wrote Petrillo that his jurisdiction was beginning to face a shortage of men and that quite a few of its members were in bases overseas and that their presence is continually being asked by them and by contractors and leaders if they will be permitted to accept musical engagements, especially on weekends, he stated. On the other hand, members of the union have protested this competition with the general membership, but he thought that the problem of lack of manpower would be partly solved on weekends if these men could play such engagements in their off-hours.

Mr. Petrillo, however, advised Secretary Love that under instructions "published to all Commanding Generals dated April 10, 1941, the Army, nor the Federation has the right to grant permission to enlisted musicians or bands to render services."

In a published notice to its members, the San Francisco local said, in the light of Petrillo's reply, that the functionings of musicians enlisted in the armed forces, whether as members of the armed forces or discovered by the Army and Navy regulations set up by Congressional action during the last war. "It also states that the military man largely responsible for the passage of the legislation in 1917-18 was the then Assistant Secretary of the Navy, Franklin D. Roosevelt, who now happens to be Commander-in-Chief of all of the armed forces. He has not as yet seen fit to recommend its modification in the present emergency and war situation."

The FCC, which sent to all stations a detailed questionnaire invading innermost phases of station operations, music directors, musicians and musical talent, was busy last week collating the results. Upwards of 800 questionnaires have been returned, with the balance still trickling in. A 100% response is expected. This voluminous data, along with affidavits supplied by other groups affected by the Petrillo bans, will be employed by the commission in its search for a trust suit. It is possible similar data will be requested by the Petrillo Probe Committee.

Wilson Wins

HOWARD WILSON, station representative, had been placing bets, even money, that his son, now 14, would be a boy. Last week, the child was born a boy, and Howard collected $35 from various members of the Chicago labor fraternity, including the father, George Wilson, of the Chicago office.

BROADCASTING Staff Sends Two to the Army

LEAVING the editorial staff of Broadcasting to join the armed forces are Fred M. Fitzgerald and Tom Healy. Mr. Fitzgerald, with Broadcasting for the past six years, was associate editor from 1940-42 of Broadcasting Yearbook, and in other editorial duties. He will report to Camp Lee, Va., Sept. 8.

Mr. Healy, a graduate of the U. of W. and former New York newspaperman, joined Broadcasting in 1941. He will report to Camp Upton, New York, Sept. 14.
Fall Coffee Drive Uses 29 Stations
Pan American Bureau Plans Institutional Programs

PAN AMERICAN Coffee Bureau, having appointed J. M. Mathes Inc., New York, to handle an institutional campaign in conjunction with the National Coffee Ass’n. [BROADCASTING, July 27], will start the drive Sept. 14 on 29 stations throughout the country. Home economics programs will be used, and women commentators and others conducting the shows will incorporate the Bureau’s announcements into their scripts, giving the commercials a personal touch wherever possible.

While a prime function of the Bureau is to promote coffee in general, the possibility of coffee rationing and shortage will necessarily be reflected in the announcements which will stress the true facts about the coffee situation, rather than urge more, or less coffee drinking.

Includes NERN

In addition to participation on the Majorie Mills Hour program on the five basic outlets of the newly organized New England Regional Network, the Bureau will use the following stations: WTMJ WRJW WLW WFBN WMFS KSTP KMBC KMOX WAPI WWL KPRC WQVI KTVX KDKA WCAU WBNH WHM WGY KIRO KSPY.

The Bureau has just completed an eight-week summer campaign for iced coffee, conducted by Buchanan & Co., New York. In addition, a series of scripts on coffee conservation, and the use of coffee in various dishes were launched by the Bureau itself in the early summer for use on a sustaining or locally sponsored basis on about 80 stations.

13TH BIRTHDAY PARTY of KTSM, El Paso, held recently had Karl Wyler, vice-president and general manager, and Lewis Gemoets, chief engineer, as guests of honor. Mr. Wyler and Mr. Gemoets were with the station when it went on the air in 1929. Pictured as Mr. Wyler cuts the cake are (1 to r.): Allen Hamilton, commercial department, station’s next oldest employee; Mr. Gemoets; Mr. Wyler; Willard Kline, commercial manager; Roy Chapman, former program director who obtained leave from the Army Air Forces to attend.

Uniformity Rule of Selective Service Likely to Slow Draft of Married Men

THROUGH action of Selective Service last week, in stressing need for uniformity in inducting types of essential employees from broadcasting may be forestalled to some extent. Maj. Gen. Lewis B. Hershey, Selective Service head, urged that State directors arrange calls on their local boards “so as to place the heaviest load right now on boards having the most single men, or men with collateral dependents only.”

Collateral dependents were defined as wives or children “with whom the registrant does not maintain a bona fide family relationship in his home,” parents, brothers, sisters, grandparents, grandchildren, divorced wives, persons under 18 years of age whose support has been assumed “in good faith” and physically handicapped persons.

Must Be Authorized

Registrants maintaining a bona fide home, married before Dec. 8, 1941 and having wives and children “shall not be placed in class 1-A,” the memorandum stated “until such action is authorized by the Selective Service National Headquarters.”

In Congress there was much agitation in both houses for uniformity of induction so that married men would not be drafted in one section of the country while in others single men, without dependents, were still draft-free. Gen. Hershey’s memorandum to local draft boards made it clear that machinery for such allocation of registrants was being prepared.

Meanwhile the War Manpower Commission continued with its classification of “essential” employees in all industries. A spokesman for WMC said broadcasting and communications occupations had not yet been considered by the commission Inter-Agency committee and definite conclusions on these fields would not be reached before the middle of the month.

Answers to the Board of War Communications questionnaires to appear in coming in rapidly [BROADCASTING, Aug. 31], and these will be tabulated as quickly as possible, it was said, with results to be sent to the WMC, U. S. Employment Service and Selective Service local boards.

WOZENCRAFT Promoted

COL. FRANK WOZENCRAFT, former RCA Communications vice-president and general counsel, has been appointed executive officer of the Joint United States Communications Board, coordinating and planning communications agency of the Army and Navy. Col. Wozencraft previously was Army secretary on the board. He entered active service with the Army last February and recently was promoted from the rank of lieutenant colonel.

McCann’s 17th Year

FOR the 17th year, McCann Labs. will air the Pure Food Hour on WOR, New York, starting Sept. 14. Nutritional topics are discussed on the show by Alfred W. McCann Jr., assisted by John Gambling, commentator. The series has been sponsored in the past by numerous food companies. Lineup for this year’s program, a half-hour show each Friday, has not been announced. McCann prepares his scripts from research material gathered by the laboratories in investigating various food products.

Lever Sponsoring Barrymore Series
Show to Shift From NBC To CBS Spot Oct. 7

AFTER weeks of negotiation and conferences between MGM executives and radio representatives, Ryan, Agency servicing the account, Lever Bros. Co., Cambridge, Mass. (Rinso), on Sept. 6 started for four weeks sponsoring a new weekly half hour Mayor of the Town, with Lionel Barrymore, on 81 NBC stations, Sunday, 7:7:30 p.m. (EWT), with West Coast repeat, 8:20 p.m. (PWT), national broadcast of Oct. 7 program shifts to 115 CBS stations, Wednesday, 9:30-10 p.m. (EWT).

New series replaces the weekly NBC Remarkable Miss Tuttle which was beset with difficulties since its inception on July 5. Edna May Oliver, film character actress and star of the latter program, after two years in radio forced by illness to withdraw. Mary Boland succeeded her on the show and title was changed to Remarkable Miss Coulter. With Miss Tuttle the series was fired from the start, agency executives felt that with cast and title change original pattern was lost and didn’t fit Miss Boland.

Three-Year Contract

Barrymore radio contract is for three years with options, and power of cancellation tied with MGM, it was said. New series is tied in with the Government war effort through dramatic interpolations of various domestic phases.

Jean Halloway is writer of Mayor of the Town. Collaborating on the four initial broadcasts are Martin Gross and Howard Harris who wrote Remarkable Miss Coulter, and Leith Stevens, who wrote Remarkable Miss Tuttle.

Three-year contract, $25,000 for Lifebuoy, on Oct. 7 starts the Arkansas Traveler with Bob Burns on 115 CBS stations, Wednesday, 9:30 p.m. (EWT), thus utilizing a full hour on the network with its two shows that night.

Sarnoff Gets New Post
As Supplies Supervisor

CALLED for his second tour of active duty, recently resuming his duty in the Army, David Sarnoff, Signal Corps reservist, president of RCA, and Chairman of the NBC Board, reported to Signal Corps headquarters in Washington last week for a special tour of duty as executive assistant to Maj. Gen. Roger B. Colton, director of Signal Supply Service.

Col. Sarnoff is expected to serve two months on the assignment. Last July, he served a special two-week tour, at the call of Maj. Gen. Dawson, Signal Officer, who likewise issued the new active duty call. Col. Sarnoff will devote himself to the supervision, production, expediting and allocation of critical materials, along with radio manufacturing plant expansion.

AT AGE 69 an inactive mountain climber as well as inventor, Dr. Lee De Forest (left) relates his experiences to Les Bowman, Western Division chief engineer of CBS, Hollywood, following time out to celebrate his birthday Aug. 28. Dr. De Forest returned recently from a week’s jaunt, during which he scaled Mt. Whitney, 14,496 feet; Mt. Langley, 14,045 feet; Cirque Peak, 13,000 feet. At his Los Angeles laboratory he is currently building a “fire transistor,” an instrument which automatically extinguishes lights or sounds a warning when radios are silenced preparatory to a blackout.
RADIO's WAACS were feted recently by KSO-KRNT, Des Moines, which staged a dinner party for those alumni of broadcasting now in the Women's Army Auxiliary Corps at nearby Fort Des Moines. At left, radio musicians who once charmed radio audiences and who are now in the WAAC band are (1 to r): Miriano Barth, NBC New York; Evelyn Cherry, WSIX, Nashville; Ruth Steiner, NBC New York; Miriam Stiglitz, NBC New York.

In center, another group of ex-broadcasters met Beverly Hunt, of KSO-KRNT special events who serves as a hostess on the occasion.

New England Chain Is Picked by Vick

Regional Series Is Placed; Spot Campaign Planned

VICK CHEMICAL Co., New York, has contracted for a 26-week campaign for Vatronol and Vapourol to be broadcast on the recently organized New England Regional Network. Program will start Sept. 14 on a Monday-Thursday-Friday basis, 9:45 to 10 a.m. (EWT). Series are to feature Gene and Glen and will be heard over the NERN basic network, including stations WBC, Boston; WCIC, Hartford; WLBZ, Bangor; WESB, Portland, Me., and WJAR, Providence.

Vick's is the second account to sign with the new network, which will start on NERN two weeks ahead of the Marjorie Mills Hour as its first piece of commercial business. However, the Gene and Glen program will start on NERN two weeks ahead of the Marjorie Mills household program series.

Vick, which was at one time considering the possibility of a network show this fall for Vatronol and Vapourol, will definitely use only spot broadcasting on a national basis, for its fall and winter campaign. Company has already signed for Missus Goes A-Shopping in a new afternoon period on WABC, New York, on a three-weekly basis. Complete station line-up for these products and for Vick's cough drops, also to use spot advertising nationally, starting in September, is not available. Morse International, New York, handles the account.

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NBC Adds 21 Programs of 16 Sponsors Under Full Network 10% Discount Plan

A REVIEW of the NBC advertisers who have contracted to use the entire network under the 10% discount plan, shows that 21 national programs, sponsored by 16 different advertisers, are lined up for NBC's 125 stations. In addition to the seven sponsors and their shows listed in BROADCASTING, Aug. 24, the following companies have joined in the plan:

Standard Brands, New York, added 33 stations in resuming The Chase & Sanborn Hour on the full network Sept. 6. General Foods Corp., New York, will increase Jack Benny's lineup by 24 stations when that show returns Oct. 4 and has added the same number to the Aldrich Family, and to Maxwell House Coffee Hour.

Bristol-Myers Co., New York, will use the full network for Eddie Cantor's Time to Smile, when it returns Sept. 30, adding 40 stations to that show, and to Mr. District Attorney, also included in the new plan.

Fred Waring, previously aired on 100 NBC outlets is now heard on the entire network for Lisnrett & Myers Tobacco Co., New York (Chesterfields), and the same goes for Brown & Williamson, originally scheduled to resume Red Skelton on only 119 stations for Raleigh Cigarettes Sept. 15.

Pepsdent Co., Chicago, will resume Bob Hope Sept. 22 on 125 instead of 69 stations, and Vick Chemical Co., New York, will be using 64 additional stations under the new plan, starting Sept. 14. The Telephone Hour gains 30 outlets, making a total of 125 NBC stations to carry the show for Bell Telephone System, New York, and General Electric Co., Sche

They are (1 to r) Jennette Smith, WPBL, Syracuse; Dorothy M. Bourak, WCCO, Minneapolis; Maxine Henius, WHA and WIBA, Madison, Wis.; Leona B. Herman, WGR-WBEN, Buffalo; Anna Cowan, WJR, Detroit; Charlotte Morehouse, WDMJ, Marquette, Mich.; Miss Berry; Juana V. Redman, KGU, Honolulu; Claire Pixie, KFWB and KAI, Los Angeles.

At right, three former continuity writers get together for a chat. They are (1 to r): Ruth Mary Morton, WBOW, Terre Haute; Virginia Howe, WNBF, Binghamton; Harriet Ristvedt, KSO-KRNT, a civilian. The radio charmers are ready for action, they insist.

SEED FIRM'S SUCCESS

News Program Added After OEM Disc Series

LUNDBERG SEED Co., Osceola, Wis., did land a government office after a heavy contest schedule and a successful sponsorship of the OEM feature, You Can't Do Business With Hitler, on WJMC, Rice Lake, Wis. Irving Lundberg, company president, has signed to air Stu O'Clock News, 15-minute evening newscast, on a year's contract.

"WJMC has helped us enjoy the greatest year in our history," he said. "Our product, Chief Crop Hybrid Seed Corn, is now well-known by most of the farmers in the rich country served by WJMC. A large percentage of next spring's corn has already been bought, and we know that Stu O'Clock News will move the sales along in addition to creating added goodwill."

Oakite Fall Lineup

OAKITE PRODUCTS, New York, will use participations in three women's programs in a fall campaign for Oakite Cleaners, according to Galán & Holden, New York, agency for the account. Schedule includes weekly participations in First National Food News on a station Yankee Network hookup; week-end liberal participations in Laura Stuart's For Women Only on WCAU, Philadelphia, and week-end liberal participations in Mildred Carlson's Home Forum on WBZ-WBZA, Boston-Springfield.

NBC Ratings Up

CAN RATINGs of NBC programs were materially better for the first seven months of this year than during the corresponding period of 1941, NBC reports, stating that total ratings of all NBC programs are 6.8% up from last year, while the average NBC program rating has gone up from 15.7 to 14.9, a gain of 8.8%.
Stanton Named CBS Vice-President; Ruppell Leaves for Post With Crowell

Dr. Frank N. Stanton, CBS director of research, was elected a vice-president of the network by the board of directors according to an announcement by Paul W. Kesten, CBS executive vice-president, following the board meeting Sept. 2.

“This involves no immediate change in Dr. Stanton’s activities,” the Kesten announcement said, “but looks toward the further development of research as an important factor in many areas of CBS operations, with a research division which will report directly to the executive officers.”

Dr. Stanton’s “immediate activities” include the supervision of all CBS promotion as well as research. When Victor Ratner, former promotion director of the network, resigned last year to join Lord & Thomas [Broadcasting, May 12, 1941], Dr. Stanton was put in active charge of promotion until a permanent department head was appointed, which has not yet occurred.

Dr. Stanton is serving as a consultant, three days a week, with the Office of War Information and the War Information Department. For several months he has been spending Fridays, Saturdays and Sundays in Washington on this Government mission, and is one of a staff of prominent research specialists engaged in this work.

Holds Many Posts
After receiving his B.A. from Ohio Wesleyan U in 1930, Dr. Stanton joined the faculty of the psychology department of Ohio State U, from which he received his M.A. in 1932 and his Ph.D. in 1935. He was associate director of the Office of Radio Research, Princeton U, 1937-1940, and is now a member of the Advisory Council, and also of the Radio Research Committee, California U, and a member of the NAB research committee and of the Committee for National Morale. He is also on the editorial board of Sociometry.

As director of Research at CBS, Dr. Stanton supervises measurements of station coverage, records of media expenditures, analyses of audience mail, audience surveys for stations and programs, program effectiveness studies and other similar psychological and statistical research. He has written numerous articles on various research topics and with Dr. Paul F. Lazarsfeld developed the Lazarsfeld-Stanton program analyzer, an instrument designed to determine audience reaction to the individual elements of any radio program.

Dr. Stanton

George Crandall, assistant director of publicity for CBS, will take charge of the department until a successor to Mr. Ruppell has been appointed.

A native New Yorker, Mr. Ruppell was a political reporter for the Associated Press News, from 1929 to 1933, covering the presidential campaign of 1932 for that paper. After serving as U.S. Deputy Commissioner of Narcotics, 1932-34, he re-entered newspaper work as managing editor of the Chicago Times in 1935, remaining with that paper until joining CBS in 1939.

Camiliana Extends Radio Promotion

Camiciana, Inc., Brooklyn, through newly-appointed agency, Al Paul Lefton Co., New York, will begin an expanded advertising campaign in October, using WATR, CBS, broadcasting in the eastern area for Camiciana Cough Drops, in addition to newspapers.

Firm will start station breaks on WMAL, Washington, on a seven-week basis, am., 20-second announcements on WFIL, Philadelphia, four times weekly, beginning October 5. Two quarter-hour news programs on WSNR, New York, will be used each week starting Oct. 13, in addition to the new daily broadcasts on WHN by George Hamilton Combs Jr. Three additional stations in Boston and New York will carry the Camiciana announcements, the majority of which will be transcribed, and all placed on a 15-week basis.

Schedule represents an expansion over last year’s advertising, according to the Lefton agency.

Gillette Fights

Gillette Safety Razor Co., Boston, as part of its regular schedule of boxing bouts on Mutual, has scheduled five broadcasts from New York’s Madison Square Garden, Chicago, and the Cleveland Arena for the months of September and October. Gillette will air "Red vs. Cochrane vs. Fritzie Zivic, Sept. 10; Tami Mauriello vs. Jimmy Bivins, Sept. 15; Tony Zale vs. George Abrams, Sept. 18; Chalky Clark vs. Mike Bar- zino, Sept. 25; and Tami Mauriello vs. Lee Savold, Oct. 30. Agency is Maxon Inc., New York.

Use Bigger Hookups
AN UPWARD trend in the number of stations used by BLUE sponsors has been reported by Edward Evans, research manager of the network, who said that for the month of August the average number of BLUE spots per 550- hour evening commercials was 82, this figure including future bookings and exchange programs. A survey made last June based on February figures, showed a 43 per cent use of the BLUE network from 31 stations in 1936 to 70 in 1942.

New Zealand Manpower
TO EFFECT a saving in already depleted manpower, a merger of the New Zealand state-operated commercial and national broadcasting chains was announced by the Government Sept. 3, according to a dispatch from the Pacific Times. Furthermore, the dispatch explained, this measure will release radio technicians for war work.

Once a Handicap
CELEBRATING his 20th anniversary in broadcasting last week in Ohio, Mr. Berni recalled that in the early 20’s, he was barred from the Keith-Albee vaudeville circuit by the late E. T. Albee who felt that radio lessened the box office attraction of headline vaudeville performers.

Soap Test

STRYKERS SOAP Co., San Francisco, has just started a test campaign in Fresno, using transparent spot announcements on KARM and KMJ as well as home economics publications on KJM. Agency is Botsford, Constantine & Gardner, San Francisco.
Tenderoni Solves Priority Problem

Van Camp's Markets Boom, Aided By Radio

TOUGHER than the most difficult $64 question ever tossed at a per- spective contestant is a glib quiz- master is the problem of shortages, priorities and rationing which has ever chased any American manufacturer. It is remark- able to note the number of times in which most sales and advertising executives have demonstrated the traditional American aptitude for turning adversity into advantage.

The story of Van Camp's and its switch from an old established product to a new one, almost without pause, is a good example of the triumph of American ingenuity. At the beginning of the year Van Camp's was sitting pretty as producer of one of the best-selling brands of pork and beans in the country. On Feb. 12, an order from Washington informed the company that tin was no longer available for cans for pork and beans.

Although the order effectively removed Van Camp's pork and beans from general distribution, some- thing was still being sold. Within a week, Van Camp's had discovered a new product and had acquired both the product and the factory producing it. In less than a month, Van Camp's, in close consultation with its agency, Calkins & Holden, New York, had renamed the product Tenderoni, designed a new priority-free package and begun production with careful plans for extending its limited distribution and promotion.

It's Tenderoni

Tenderoni, it should be explained, is a new kind of macaroni which re- mains fluffy when cooked because of special egg white ingredients in its thin walls, which do not get doughy and which cook more rapidly and absorb the flavor of sauces and other products cooked with it better than is the case with ordinary spaghetti or macaroni, according to Van Camp's.

By the end of March, Warren Tingdale, Van Camp's sales man- ager, and Calkins & Holden were presenting Tenderoni to Van Camp's district managers and dis- tributors and to the press through the introductory advertising campaign. Because of limited production at first, the advertising could not be national in scope, but consisted of radio announcements and news- paper space, backed up by point-of- sale displays and by car cards in some cities. Campaigns were started only after distribution had been at least 50% completed in each lo- cality and have been extended to new cities as rapidly as production of Tenderoni would permit. At present, it has been introduced in about 150 cities. Advertising, both newspaper and radio, has emphasized the get-ac- quainted offer of one free package of Tenderoni with each two pack- ages purchased. Radio announce- ments, broadcast on the average about eight times weekly, are con- centrated at the end of the week, with four or five spots used on Friday. Newspaper advertising has similarly been run chiefly to catch the attention of the housewife before she starts her weekend shop- ping.

Marketing Operations

Van Camp's had made wide use of participating time on household programs for its pork and beans and whenever possible these par- ticipations were continued for Ten- deroni. In other markets musical programs were sponsored and fre- quently the artists made personal appearances in stores for their sponsors. Stations used by Tenderoni for these special programs, either musical or household, include: WLS, Chicago; WLSN, Mil- waukee; KWK, St. Louis; WIRE, Indianapolis; WCLF, Cleveland; KDKA, Pittsburgh (2 programs); KFI, KMPC, KJH, Los Angeles; KGB, San Diego; KFRC, KGO, San Francisco. Announcement cam- paigns have run on more than 80 stations, with others being added as Tenderoni distribution takes in new cities.

Results of the Tenderoni camp- aign furnish emphatic proof that even in these troublous times coura- geous pioneering will pay out. According to Ray N. Peterson, adver- tising manager of Van Camp's, Tenderoni already has more distri- bution in the cities it has entered than Van Camp's pork and beans ever had in those same markets and Tenderoni sales in those markets have equaled or bettered the pork and beans record.

SALES AID is this attractive display of 75 cases of Van Camp's Ten- deroni. According to the company, this merchandising aid was responsible for the sale of 53 cases in three days at a store in Oakland Calif.

Radio Set Prices Clarified By OPA

PRICE procedures for radio manu- facturers and pricing methods of agents servicing radio sets were described and clarified under Office of Price Administration revisions announced Sept. 2. As a result of Amendment 15, and effective Sept. 8, maximum prices for all radio apparatus covered by maximum price regulation No. 156 are those charged by sellers March 31.

The direct effect of the revision simplifies the procedures of the manufacturers who formerly had to operate under three price ceilings. By improving the ceiling prices, radio manufacturers are better able to cover such increased costs as labor and material. However, prices of all replacement parts are subject to ceiling prices except OPA 84 which put the ceiling at the highest price between July and Oct. 1941.

Radio repair shops must file statements with OPA by Sept. 10, indicating the prices for sales, maintenance and rental of home radios and phonographs as well as prices of all parts and accessories sold in connection with these serv- ices. Shopkeepers are warned against exceeding their highest prices established before March 1 and for the next six months are advised to display a copy of the statement on ceiling prices for public inspection.

Holland Extends

HOLLAND FURNACE Co., Holland, Mich., has extended Dealer in Dreams, quarter-hour trans- mitted program three days a week, for four additional weeks through September on WLW, Cincinnati; WGN, Chicago; WJR, Detroit; KMOX, St. Louis; KYA, Pitts- burg; and WTAM, Cleveland. Program promotes repair service to furnaces and consists of bits of philosophy and stories behind some names by Phil Stewart with a background of music by a male a cappella quartet. Agency is Roche, Williams & Cunyngham, Chicago.

Oil Firm Returns

Two Shows to NBC

Two Shows to NBC

STANDARD OIL Co. of California, one of the pioneer radio advertisers of the West, will return its Stan- dard Symphony Hour and Standard School Broadcast to the NBC network on the Pacific Coast, Sept. 29.

The two programs, started on NBC 15 years ago, for the past two years have been broadcast by the Mutual-Don Lee. The Sym- phony concerts will be heard Sun- days 9 to 9:45 p.m. (PWT) and the Standard School Broadcast will be presented Thursdays dur- ing the academic year. The Standard School Broadcast will be extended to stations in Utah and Arizona.

Agancy is BBD, San Francisco.

MARINE REPORTER

Former WJSV Publicist

Writes From Solomon- Islands

NEWSPAPERS throughout the country last week carried one of the first stories of the Marines' action at Guadalcanal in the Solom- on Islands fray written by Sgt. James W. Hurbut, former pub- licity director of WJSV, Washing- ton.

Sgt. Hurbut had previously served in the Marine Corps from 1933 to 1936. On May 8, he en- listed as one of the Marines' own war correspondents and eight days later was already out of the coun- try. He is married and the father of two children.
For 180 out of 200 daytime periods, Monday through Friday, WKY’s audience is larger than that of any other Oklahoma City station. During 150 of these periods, WKY’s audience is larger than the combined audience of all three other stations! (Source: C. E. Hooper, Inc.) WKY’s dominant position both day and night in Oklahoma City is so firmly and positively established that there is only one logical, economical, profitable choice for advertisers to whom results outweigh everything. Are you putting everything you can behind your product in Oklahoma? Not unless WKY is on your schedule!
Communications Post to Capt. Holden
As Capt. Redman Leaves for Sea Duty

TRANSFER of Capt. R. Redman, Director of Naval Communications and Navy member on the Board of War Communications, to sea duty, effective Sept. 15, and appointment of Capt. Carl F. Holden as his successor, were announced last week in Navy Dept. orders.

Capt. Redman, one of the Navy's top communication experts, was named Director of Naval Communications Feb. 14, succeeding Rear Admiral Leigh Noyes. He has been the active leader of naval work of BWC and is well-versed in broadcasting matters. His assignment to sea duty is consistent with Naval policy. He is a senior Captain and his elevation to Rear Admiral is expected, according to Naval sources.

Capt. Holden Succeeds
Capt. Holden, also a communication expert, at present is on the staff of Adm. E. J. King, Command-in-Chief of the U.S. Fleet and Chief of Naval Operations, as Fleet Communication Officer. He has held that assignment since last January, and prior to that served as communications officer of the battleship Pennsylvania, flag ship of the Command-in-Chief.

As Director of Naval Communications, Capt. Holden automatically takes the place of Capt. Redman on BWC. He will serve with Chairman James Lawrence Fly, who is also chairman of the FCC, Maj. Gen. Jameson, Office of Chief Signal Officer; Breckenridge Long, Assistant Secretary of State; and Herbert E. Gaston, Assistant Secretary of the Treasury.

Born in Bangor, Me., Capt. Holden was appointed to the Naval Academy in 1913 and graduated with the class of 1917. During World War I, he served with destroyers operating out of Queenstown, Ireland, until 1922.

Selected to specialize in communications, Capt. Holden completed a post-graduate course at the Naval Academy and serves with a Master's degree in electric communication engineering from Harvard in 1924. He was communication officer of the destroyer squadron scouting fleet from 1924-1927.

From 1927-1930, Capt. Holden was communication and radio member of the U.S. Naval mission to Brazil, Rio de Janeiro. He served as communication officer of the battleship Arizona and as communication and radio officer of the staff of the commander, battleships, Pacific Fleet, during 1931. From 1932-1934, he commanded the destroyer Farrall. The following two years he was stationed in Honolulu as District Communication Officer of the 14th Naval District.

Then came duty as navigator of the battleship Utah and commanding officer of the U.S.S. Ramapo during 1936-1938. He was transferred to the Office of Naval Operations in the shore station desk in Naval Communications in 1938 and served until 1940.

Blue Revamps Schedule
In Commentator Shifts

SHIFTS in the news commentator schedule on the BLUE include the transfer of News Here & Abroad, with William Hillman and Ernest K. Lindley, from the 10:45 p.m. period to 10 p.m. until Sept. 28, when the latter spot will be occupied by Raymond Gram Swing for Socony-Vacuum Oil Co., New York.

In addition, William Hillman, has replaced Morgan Beatty on the Daily War Journal, 8 a.m., Beatty having resigned to join NBC. Roy Porter, who now replaces Beatty as master of ceremonies on the Sunday War Journal, will also take over the five-weekly quarter-hour at 10:15 a.m. to be vacated by Today's News With Helen Huest.

BROADCASTING • Broadcast Advertising
Announcing

The announcement for the WLAC opening 50,000 watts program, scheduled from 7:00 to 8:00 P. M. on September 11, is advertised with a 40 inch display in 27 newspapers in as many cities in Tennessee and three adjoining states.

The program will open with an especially transcribed greeting from Cecil B. DeMille, and listeners will hear messages from 12 other top CBS artists during the hour's show.

CBS will salute the new WLAC station with a half hour program at 8:30 P. M. CWT on September 10, announced by Ted Husing.

WLAC
NOW
50,000 WATTS
NASHVILLE, TENN.

J. T. WARD, OWNER * F. C. SOWELL, MANAGER
PAUL H. RAYMER CO.
NATIONAL REPRESENTATIVES
CBS
Cooperative Analysis of Broadcasting Gets Operating Charter in New Jersey

COOPERATIVE Analysis of Broadcasting has been incorporated in New Jersey as a non-profit membership corporation, according to a letter sent to CAB subscribers last week by A. W. Lehman, general manager of the CAB. Corporate papers were filed 12 years after the formation of the CAB to engage in continuous research in the listening habits of American set-owners.

Outgrowth of a committee of the Assn. of National Advertisers which in 1929 began to survey methods of measuring program popularity, the CAB was formed the following year by the ANA in cooperation with the American Assn. of Advertising Agencies.

Join Setup

This dual sponsorship continues, the by-laws of the new corporation requiring that the board of governors, which replaces the former governing committee, contain two members appointed by the ANA and three agency members named by the AAAA.

Members of the new board are the same as those of the old governing committee, with Dr. D. P. Smelser of Procter & Gamble Co., sole remaining member of the original CAB governing committee, as chairman, Dr. Smelser, Ross & B. Brown of Bristol-Myers Co. and John L. Bogert of Standard Brands make up the advertiser section of the board, with Dr. George H. Gallup of Young & Rubicam, F. B. Ryan Jr. of Ruthrauff & Ryan and Dr. L. D. H. Weld of McCann-Erickson as agency members.

The CAB conducts its listening poll in 33 cities served by the nationwide radio networks and in addition makes regular surveys of the listening habits of rural audiences. In its 12-year span, the CAB has made over 7,000,000 telephone interviews with set-owners, accumulating the only running history of popularity of network programs and talent dating back to 1930, it reports. It publishes a semi-monthly summary rating the relative popularity of all network programs and issues monthly, quarterly and annual reports analyzing audience habits.

Latest CAB report, covering the month of July, gives the nighttime index of listening for that month as 19.0, an increase of 6.4% over the same month of 1941.

Budlong Commissioned

A. L. (Bud) Budlong, assistant secretary of the American Radio Relay League, has been commissioned a lieutenant in the Coast Guard Reserve and has been ordered for active duty and assignment Sept. 16. One of the country’s best-known amateurs, he has been assistant secretary of ARRL since 1935, specializing in legislative and organizational activity. He served as radio aide for the First Corps Area’s army-amateur radio system, and is a member of the Communications Committee of the Defense Board of Connecticut and a consulting member of several committees of the American Railway Assn. Lt. Budlong was sworn in Aug. 25. He has been given leave from ARRL for the duration.

Dealers Protest

TO HALT statements which infer or claim that receivers in the hands of dealers and distributors will be obsolete at the close of the war, the radio trade has filed protests with the Radio Mfg. Assn. Dealers maintain such publicity is hampering current sales and hamming inventories.
Radio Not Affected by Construction Order Lowering Permissible Spending

REVISION of Conservation Order L-41 as announced Sept. 2 by WPB reduces the ceiling total of new broadcast construction without prior approval to $1,000 effective Sept. 7. As originally drafted in April, [Broadcasting, April 13], this order established WPB as a wartime licensing authority for new construction and disallowed non-war construction of more than $5,000 without its approval.

In the original order, construction was brought down to residential and non-residential. The new order is more far-reaching and breaks construction down into tighter classifications as well as reducing cost limits in every instance. New classifications include, residential, multiple residential, agricultural, industrial, certain types of commercial and other types of commercial (the latter includes broadcasting).

How It Works

The original order, as issued in April, superseded the FCC “freeze” since its application was general and applied to all types of construction whether or not covered in the FCC regulation. As amended, broadcasting is not specifically mentioned but WPB officials interpreted the amendment to mean that broadcasting is covered in Paragraph 7-I, under other types of commercial construction.

The direct effect of this amendment reduces the permissible expenditure for new construction. Expenditures for maintenance and repair are not controlled by L-41. Since new construction is practically at a standstill for the duration it was pointed out that this amendment would have practically no effect. Maintenance and repair continue unlimited. Much of such expenditures must necessarily be reviewed by WPB since priority ratings cut across in procurement of many materials required to repair and maintenance. Individual merit based upon necessity will continue to be the final determinant in any case and the new regulations actually presents no new problem.

As a result of the order, prospective builders are cautioned against making commitments for materials until permission to build actually has been granted. It was pointed out that a builder may have all necessary materials on hand and need no prior approval and still not expect permission to use them in construction.

Another new development at WPB last week was an experimental plan, Contract Production Control, which is being tried out in connection with three Navy contracts for radios. If the program is successful, WPB officials believe that it will be adapted to WPB’s general program for controlling the flow of materials.

The proposed program calls for a complete budget of materials and parts required to fulfill a prime war contract. Although no positive work was forthcoming on the equipment-conservation program, it appeared likely that WPB would shortly issue a new order to replace P-139 which would cover broadcasting as well as radio communications maintenance and repair. It is necessary since P-129 expires Sept. 30.

From present indications, it appears likely that the new order will replace the existing percentage and dollar value limitations on inventories and maintenance materials with yardsticks predicated on need. It is also designed to prevent any further accumulation of spare parts.

Another regulation expected shortly will be an order governing the purchase of electronic devices.

Wins Voice Award

WINNER of radio’s “Voice Personality Award”, selected by the American Institute of Voice Teachers is Margo, star of the CBS Camel Caravan Hour, sponsored by R. J. Reynolds Tobacco Co., Winston-Salem, N.C. Vote was taken at a convention of the Institute, with headquarters at the National Music Center, Chicago. Margo was chosen as the possessor of the “most friendly and warming” voice on the air. Agency for the show is William Esty & Co., New York.

Gorham’s Loss

MAURICE GORHAM, director of North American Talks for the British Broadcasting Corp., who has been in this country for the past few weeks, considers Chicago hold-up men unusually efficient. One of them broke into his hotel room in Chicago and stole his wallet—without even awakening Gorham.

RADIO SALUTES

Labor On Its Day With

Many Programs

THIS YEAR Labor Day took on a greater significance owing to the importance of production in the war effort. To heighten the dramatic appeal of the day American listeners were scheduled to hear talks from President Roosevelt, Secretary of Labor Perkins, Paul V. McNutt, War Manpower head and Under-secretary of War Robert P. Patterson.

To aid stations and networks in saluting labor, the Office of War Information mailed a theme sheet to the broadcast industry several weeks ago suggesting approaches which might be made in the evolution of program formats. Central theme suggested was “Free Labor Will Win.”

WPID, Petersburg, Va., is presenting a weekly program, United We Stand, to educate the public to the contribution to the war effort made by the United Nations. Each broadcast will be devoted to one of the nations.
New York Parties Buying Air Time
Heavy Campaign Schedules For Candidates Indicated

WITH the appointment of Duane Jones Co., New York, to handle the campaign for Thomas Dewey, Republican candidate for Governor of New York State, radio's role in the coming political tussle begins to shape up, and indications are that broadcasting will figure prominently in the party budgets.

Radio plans for the Dewey campaign are not yet completed, according to Henry Turnbull, account executive of Duane Jones, who stated however, that an extensive broadcasting schedule was in line.

Peak Democrat Schedule
At Democratic State Committee headquarters, a spokesman said that while specific plans were not as yet completed, it would be safe to say that every speech made in New York State by Attorney General John J. Bennett, Jr., Democratic candidate for Governor, would be broadcast. He added that this would be a peak year for the Committee for full use of radio facilities.

The Socialist Party will use radio as much as its finances will allow, according to a representative at party headquarters. Socialist nominations, filed last week, include Professor Coleman B. Cheney, a private in the U. S. Army, for Governor, and Samuel H. Friedman, editor of The Call for Lieutenant-Governor. A state radio hookup may be used, it was said. Three or four broadcasts have been used in the past for similar campaigns.

Heavy Communist Schedule
Also considering a state hookup is the American Labor Party, previous user of WEVD and WQXR, both New York stations. Dean Alfange is the ALP candidate for Governor, with Lt. Governor Charles Poletti up for re-election on both the ALP and Democratic ticket.

The Communist Party of New

Radio Evolution Next Decade
To Be Sweeping, Says Mullen

NBC Executive Reveals Allies Far Outstrip Axis in Broadcast Coverage

"ELECTRIC communication is going places in the next decade," Frank E. Mullen, NBC vice-president and general manager, told the annual convention of Alpha Gamma Rho fraternity at the Chicago Towers Club, Aug. 28, in an address on "Social Responsibilities of the College Men." Pointing out that radio was born of the last war and that in 20 years since it has "made strides that surprised even its most ardent followers," Mr. Mullen continued:

Free Radio Cited
"Its changes may not be as rapid nor as radical as those of the broadcasting art on the threshold of new frequency domains, new modulations and transmission systems, facsimile, television and other fundamental additions, but these changes will be radical compared with that we have now. The day is coming when television will bring sight from any point in the world into your own home, a day when a man can sit in his living room here in Chicago and see what is going on in New York, London, Bangkok, Manila."

Describing American radio, supported by private enterprise and free from government subsidy or ownership, as "one of our democratic institutions," Mr. Mullen revealed a few statistics comparing radio broadcasting in the United States and in the Axis nations, showing that "the essence of our progress has been freedom of the air." In the entire world, he stated, there are 2,481 radio stations and more than 108,000,000 radio sets. In the Axis nations there are 271 stations and 33,000,000 sets; in the United Nations, 2,216 stations and 75,000,000 sets; in the United States, 924 stations and 56,000,000 sets. The United States has nearly four times as many radio stations and nearly twice as many receivers as in all the Axis nations combined, Mr. Mullen pointed out.

Radio's War Service
Continuing his statistics, he said that the United and neutral nations have 47 radio receivers per 1,000 population; the Axis nations, 62 sets per 1,000; the United States, 425 sets per 1,000 people. The United States has 37% of the world's radio stations, 924 out of 2,481, with 30,000,000 radio families dependent upon these 924 stations for entertainment, education and information.

Radio's public service is war service today, Mr. Mullen declared, and radio is playing a vital part in "Telling the country that they are at war," telling the nation of the progress of the war, improving international relations, mobilizing the nation's youth, gearing civilian life to a war economy and keeping the world informed of United States war aims and efforts.

WDRC, Hartford, Conn., has started a spot campaign urging voters to register as they may vote in November. New ethnic brought to Connecticut by the war boom are advised of various periods when they may register.

Gen. Brett's First
FRED FLEMING, news editor of KLB, Denver, had what is believed to be the first radio interview ever given by Lt. Gen. George H. Brett, when plane carrying the commander of the U. S. Air Forces in the Far Pacific stopped off in the Rocky Mountain city recently. Despite the pessimism of the General's orderly, Lt. Fleming moved the KLB shortwave mobile unit to Lowry Field, where for the first time Gen. Brett went on the air. His interview was recorded and played back that morning and evening.

Bonds Awarded
LORSTAN - THOMAS STUDIOS, Newark, sponsor of Coast-to-Coast as a Bus, on WJZ, New York, on Sept. 290 paid bonds to 52 winners of a child personality contest conducted on the Sunday morning program. More than 7,984 children under 14 had their pictures taken without charge in the studio's photograph studios in New York, New Jersey, Pennsylvania, Delaware and Washington, D. C. to compete in the contest. Program is placed through United Adv. Agency, Newark.

John P. Myers Creates
Own New York Agency
JOHN P. MYERS, formerly an account executive of Huber, Haga & Sons, New York, has established an advertising and sales promotion agency at 515 Madison Ave., New York, under his own name. Firm started operations in mid-August and is planning to use radio, according to President Myers.

Members of the staff are: Alan Tigner, formerly of the National Advertising Department of the New York Post, as vice-president and account executive; Victor Doty, as account executive; and Louis Troup as art director.

Myers accounts include Overman Tire Co.; Belt Oil & Chemical Corp.; M. S. Myers Co., and two real estate concerns, Vogter & Sons, and Ed Gray Levy, all in New York.
HERE'S HOW you can easily remove many of the causes of premature tube failure

1. Don't overload the tubes. Use adequate protective devices such as a fuse or relay. Heavy overloads are apt to evaporate the thorium surface from the filament, and permanently damage the tube.

2. Normal operating temperature for thoriated-tungsten-filament tubes is obtained by operating them at the rated filament voltage. Care should be taken to operate them at this voltage (except for standbys and when reactivating). Occasionally, under or over voltage will give longer life, but such operation should only be carried out after first consulting the tube manufacturer.

3. Tubes that have been momentarily overloaded, or run at subnormal filament temperature, can quite frequently be reactivated by following this simple procedure: Operate the filament at the rated voltage for ten minutes or more with no voltage on the plate or grid. This process can be accelerated by increasing the filament voltage to 20 per cent above the rated value for a few minutes.

4. Increase the filament voltage progressively (only a small percentage at a time) when a tube no longer responds to reactivation. New filament transformers may be necessary for such operation.

5. For tubes of 250-watt plate dissipation or higher, when the load on the tube is intermittent, keep the filament at 80 per cent of normal voltage during standby periods of less than two hours. This helps keep the cathode surface replenished, and makes it more quickly available when raised to normal filament voltage. If the standby period is more than two hours, the filament current should be shut off.

6. For tubes of less than 250-watt plate dissipation, filament voltage should be removed for standbys of more than 15 minutes.

7. For all types of thoriated-tungsten-filament tubes if the off-period is less than five minutes, operate the filament at full voltage continuously, as excessive heating and cooling cycles tend to distort this type of filament.

8. Keep tubes well ventilated—with fans or blowers, if necessary.

9. Run at lowest possible anode current and voltage.

10. Minimize plate dissipation by careful tuning of the transmitter.

These Suggestions Apply to Such Tubes As These G-E Thoriated-tungsten-filament types:

- GL-146
- GL-276A
- GL-812
- GL-849
- GL-152
- GL-800
- GL-813
- GL-851
- GL-159
- GL-801
- GL-814
- GL-860
- GL-169
- GL-803
- GL-823A
- GL-861
- GL-203A
- GL-805
- GL-834
- GL-865
- GL-204A
- GL-806
- GL-825
- GL-1623
- GL-211
- GL-809
- GL-828
- GL-1628
- GL-217C
- GL-810
- GL-845
- GL-242C
- GL-811

RUSH

General Electric, Section A 161-39
Schenectady, N. Y.

□ Please send me........copies of "9 Ways to Make Your Tungsten-filament Tubes Last Longer," "How to Get Longer Life from Your Mercury-Vapor Tubes," and further information on the operation of thoriated-tungsten-filament tubes.

□ I am conducting a radio class for ................ and would like a sample package of your textual manuals.

NAME
ADDRESS
CITY
STATE
Hooper Reports
Gain in Listening
Increases Found in 83% of Cities Covered by Survey

A CITY-BY-CITY analysis of wartime sets-in-use made by C. E. Hooper, Inc., reveals the following trend: a recent Hooper organization report shows that sets-in-use for May, 1942, increased over May, 1941, in 82% of the regular Hooper checking cities.

June increases occurred in 66% of the cities and by August increases were reported for 83% of the cities, as compared with 1941. In the basic network area, all cities but one were up during July 1942 over 1941 and in August all cities in this area were above their 1941 levels.

'Aldrich Family' Tops

Hooper sets-in-use index for the week of Aug. 15-21 was 20.1 off 0.2 from the 20.3 shown in the first August report, covering Aug. 1-7. A drop in Friday rating from 21.8 in early August to 18.2 later in the month was the reason for the slight overall decrease, which would otherwise have advanced, Hooper reports.

Most popular program, according to the Hooper Aug. 30th report, was Aldrich Family, with a rating of 16.5. Kay Kyser ranked second, with 13.4; Mr. District Attorney placed third, with 12.5, and Walter Winchell was fourth with 11.8. Other leaders, in order, were: Frank Morgan, 11.5; Rudy Vallee, 11.6; Doctor I. Q., 10.8; Take It or Leave It, 10.6; Kraft Music Hall, 10.3; Information Please, 10.1; Star-Spangled Vaudeville, 9.8; Your Hit Parade, 9.6; Major Bowes, 9.1; Gabriel Heatter, 9.0; Adventures of the Thin Man, 9.0.

Campbell Stays On

CAMPBELL SOUP Co., Camden, has decided against a layoff of the five-weekly CBS Aqua 'n Andy Show this year. Plans for a four-week respite fell through after sponsor and talent (Freeman Gordon, Charles Correll) failed to agree on type of temporary replacement. Agency is Ward Wheelock Co., Philadelphia.

Schrade to Columbia

ANDREW J. (Andy) SCHRADE, for more than three years president and general manager of Radio Transcription Co. of America, Hollywood, resigned in late August to become Pacific Coast general manager of Columbia Recording Corp., with headquarters in that city. He succeeds Paul Crowley who recently resigned to join the Office of War Information in San Francisco. Mr. Schrade was for 24 years associated with Columbia Phonograph Co., and the American Record Corp. In early 1939 he left the latter organization to head RTCA. Grace Gibson, representing Australian and McQuarrie Network, Sydney, Australia, has succeeded as RTCA general manager.

A NEAT TRICK if you can do it! It's the WKZO, Kalamazoo, version of the old Indian rope trick and you do it with printer paper, one of the features of a week of sportscasts put on by Continuity Editor Hooper White while Harry Caray relaxed on vacation. Looks like a pretty big story for such a little man—the paper standing six feet above the desk, a full nine inches higher than Writer White. Try it on your newspaper sometime!

Presto

in Other Cities, Phone... ATLANTA, Jack 4373 • BOSTON, 34 4310 CHICAGO, Vic 4200 • CLEVELAND, No. 1305 • DALLAS, 37093 • DENVER, 2021 • DETROIT, Mcl 2101 • HOLLYWOOD, Mo. 3133 • KANSAS CITY, Vic 4333 • MINNEAPOLIS, Atlantic 4316 • MONTREAL, Win 4178 • PHILADELPHIA, Popp 0432 • ROCHESTER, Cell 9424 • SAN FRANCISCO, No. 3415 • SEATTLE, Sec 2540 • WASHINGTON, D.C. Phone 4003 World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Disks

PRESTO
RECORDING CORP.
242 WEST 55th ST., N.Y.

Page 20 • September 7, 1942

BROADCASTING • Broadcast Advertising
Atlantic Coast Network has issued a booklet of 22 coverage maps, with separate daytime and nighttime maps for the entire network and for each of the 10 ACN outlets. Maps show intense, regular and secondary county coverage based on mail response and also gives the 2 MV/M and 0.5 MV/M signal strength lines for each station.

Mail response formula was worked out in accordance with recommendations of the timebuyers committee of the AAAA and the sales management committee of the NAB, a coverage map precedent, according to Edward Codel, ACN manager. Using the coverage of each station as a base, a ratio of mail per 1,000 radio homes was determined. In counties with ratios of 50% or better of the home county ratio the station was considered to have intense coverage. If ratio was 25% or less of home county, coverage was labelled regular, and if ratio was from 10% to 25% of home county the coverage was called secondary.

Maps, prepared by Walter P. Burn & Associates, also contain population, families and radio homes data and a retail sales breakdown. Book is attractively bound in a heavy cover showing an outline map of the area covered by the regional network.

* * *

NRN News Boost

WINDOW DISPLAY in swank Saks-Fifth Avenue, New York department store, recently featured NRN Reporters to the Nation, in which was a large scale model of the RCA Building, a world map with red flasher buttons marking NBC pickup points, and pictures of NBC correspondents with a silhouette map of the United States, showing correspondents' home towns. The home towns and foreign posts of the men are connected by ribbons passing through the model of Radio City. There is also a scroll, "Go Ahead, NBC," commemorating the historic report of Bert Slen and Don Bell Dec. 9, 1941, in Manila while Jap planes were in action over the city. Arranged by Irene Kuhn, NRN program promotion coordinator, the window display is slated to go to department stores in cities throughout the country.

* * *

Annie Oakley

KVOO, Tulsa, is exploiting the $78,000,000 retail sales increase in the primary area in a booklet distributed to advertisers. Featuring on the front cover is an attached ticket to "the KVOO Sales Theater," described as one of the nation's first 25 war markets, it adds that this ticket is good only when accompanied by a planned campaign over KVOO.

* * *

Getting Acquainted

TO ACQUAINT radio editors with station personalities and activities, WOV, New York, is releasing a lead sheet to its weekly program schedules with two pieces of information in question form. Sample item in the first release states that Hans Jacob, WOV's news commentator, was the "Voice of Radio Strasbourg" in Paris, 1936-1939, broadcasting daily to "underground" Anti-Nazi listeners.

* * *

Quiz of the Kiddies

SALES STORY of the Quiz Kids, broadcast on the BLUE Network for Alka-Seltzer, is entertainingly but emphatically told in a 18-page brochure, "Out of the BLUE . . . More Sales at Lower Costs," recently issued by the BLUE. Citing Hooper survey statistics, the booklet points out that Alka-Seltzer sales were 73% better among listeners than among non-listeners and further that among listeners those who listened three or four times over a four-week period included nearly twice as many Alka-Seltzer users as those who listened only once or twice during the four weeks. Or, as the brochure reiterates, "the more they listen, the more they buy!"

Diverted to War

WOR, New York, has changed the name of its Special Features & News Division to the WOR War Service & News Division, at the same time adopting a modified policy in regard to promotion stunts for publicity purposes. For the duration of the war, the newly-named division will concentrate on war effort projects rather than on station promotion features.

* * *

Program Title

CONTEST to name "Club Roberts" program, mythical night club show conducted nightly on WWO, Fort Wayne, Ind., by Paul Roberts, is planned with a Bulova watch as first prize. Listeners will be given two weeks to submit entries.

MISS SUBWAYS in New York for September is Evelyn Clark, secretary of the NBC personnel staff. John Robert Powers, beauty expert, selects a monthly beauty to be featured on ear cards for the New York subway system.

It would take a Z ration card...

...to follow Martha Brooks on the radio visits she makes every day.

Martha is the gal who conducts WGY's "Market Basket" participation program from 8:45 to 9 a.m. every weekday morning. She is a nosy gal who isn't content to stay in her own primary area. She goes out and gets regular listeners more than 200 miles from Schenectady, throughout New York and western New England, from Rochester to the outskirts of Boston.

The map you see here is what came out of a ten-day tussle recently between Martha and 4490 letters and cards received during that time.

P.S. It takes a lot more space than this to tell the story of Martha. In fact it takes at least 12 pages. We'll be glad to send you a copy of her story in exchange for your name on a postcard.

* the area's only 50,000-watt station
* the area's lowest frequency
* the area's only outlet for those popular NBC programs
Radio's Biggest Sales Job

Industry Bond Sales Climb, Aided By Top Program

Time, Talent

Radio continued its biggest selling job last week with stations from coast to coast placing their best program time and talent at the disposal of Uncle Sam's War Bond selling campaign.

A seven-hour Saturday night Bond Show on the Blue Network August 29 brought orders for $10,475,186 in War Bond sales in wireless towns to help bond sale progress. The stations are donating the interests of their stars to communities staging rallies. The troupe features a Bond Auction with gifts from celebrities up for sale. Originals of popular cartoons, and donations by radio performers and record companies are sold by buyers.

Personal appearances of radio stars is also offered by WKRK, Cincinnati, to Bond Committees of nearby smaller cities and towns. First test was at Hamilton, Ohio, where the local newspaper and industrial plants cooperated in organizing the meeting. Two local industrialists promised to match the total sales with purchases of their own.

Whacking Hitler

In the south, WLSI and WDJO, Jackson, Miss., participated in an early morning opening of "Bonds For Our Boys Day" recently with a broadcast from a point where Mississippi selectees were inducted at 7:15 a.m. At the same time, a black and white news show was presented to the Hinds County War Savings Staff.

Whacking Hitler in effigy is perhaps the most striking feature of War Bonds and Stamps at the booth of WMAQ, Chicago. As part of its current bond selling campaign, WMAQ has set up a Hitler dummy, locked in a stockade, in the lobby of Merchandise Mart, Chicago's largest office building, where more than 35,000 workers pass daily.

WFIG, Sumter, S. C., will broadcast a Big War Bond Rally from the stage of a local cinema. The show will feature both local talent and the men from nearby Shaw Field, Army Air Forces Training School.

An inter-city bond selling competition was staged by WHBF, Rock Island, Ill., and WOC, Davenport, Ia., in cooperation with the Junior Chamber of Commerce. Half-hour sales programs were aired by the chamber, with three adjoining cities, Rock Island, Missouri, and Davenport, competing for high sales. WHBF is also offering War Stamps as a reward for the best Bond Promotion idea submitted by staff members.

Not all the radio war effort is devoted to bond sales. WERB, Buffalo, is compiling scrapbooks of jokes and cartoons for hospitals in service camps. Because of duplication of material, three books are in the making. When completed the volumes will be mailed to camps where local boys are stationed.

Victory Wagon

The nation's school children are urged to buy bonds on MBS stations by one of their favorite comic strip characters, "Superman." Appearing in a live show for the first time, "the man of the future" takes time out from his prepared continuity to ask his listeners to do their part by buying War Stamps.

A fast moving half-hour variety show is broadcast five times weekly by WCCO, Minneapolis, on behalf of War Bonds. Bond buyers in the audience are brought to the microphone between numbers and offered an old musket and the chance to pop any of the Three Heroes -- Hitie, Hirohito, and Himmler -- whose faces decorate comic posters on the studio wall. Crack of the musket snaps across the airways.

Six Victory Bond Wagons programs have helped WPAT, Paterson, N. J., sell $1,027,830 in War Bonds and stamps. Totaling 390 minutes of broadcast time, the programs are aired from a remote site in the streets of neighboring towns.

Brooklyn residents have bought $449,331 worth of bonds and stamps through WJZ, New York, the station which sponsors the activities by Borough President John Cashmore, and included a show of WJZ stars at an Ebbet's Field ballgame, and a broadcast from the steps of the Brooklyn Borough Hall.

Bond Musical Spot

[To the tune of "Yankee Doodle"]

Permission to broadcast granted

Yankee Doodle goes to town
Buying bonds on pay day.
Now he's got an urge,
He buys the ten per cent way.
Every colt runs for the track,
Go to bonds he's buying.
He's a good American Because he "Keeps 'Em Flying".

Yankee Doodle's buying bonds So, look out, they're coming.
We're going to get you and your friend,
Herr Hitler and Benito.
Yankee Doodle buys the bonds Every day,
America must win the War, So buy the ten per cent way!
Edward Blumenau, WHYN, Holyoke, Mass.

Red Skelton Show Back On NBC After Vacation

BROWN & WILLIAMSON Tobacco Co.'s Dursey Louisville (Raleigh) cigarettes, Sir Walter Raleigh smoking tobacco), through Russell Simmons, Inc., after a summer hiatus, on Sept. 15, resumes the variety show, Red Skelton & Co., on NBC 125 stations, Tuesday, 10:30-11 p.m. (EWT). Featuring Red Skelton, comedian, the cast continues to include Rufe Williams, Wonderful Smith, negro comedian; Truman Bradley, announcer; Ozzie Nelson, master of ceremonies, and other members of the cast.

The Tommy Dorsey Show, currently utilized as a summer replacement for Red Skelton & Co., will continue under sponsorship of the tobacco firm, shifting on Sept. 16 to Wednesday, 11:30 p.m.-12 midnight (EWT), on 71 NBC stations. Letter show, continuing in its summer format, replaces Uncle Walter's Dog House on that list of stations.

Howard's MBS Series

HOWARD CLOTHES, New York, sponsor of five hours a week on WNEQ, New York (Broadcasting, Aug. 31) will launch a weekly drama on MBS Sept. 29, built around stories from True Story magazine and featuring Henry Hull, actor who played the part of Jester Letter in "Tobacco Road," show will be sponsored Wednesdays, at 8:30 p.m. on 8 MBS stations, and fed sustaining to the remaining network.

Guest actresses will co-star with Hull weekly. Written by Beig Miller and Louis Vittes, Howard Clothes previously used Building blocks on the same number of Mutual stations, discontinuing the show last March. Agency is Redfield-Johnstone, New York.

Resinol Tries Radio

RESINOL Co., Baltimore (ointment), owner of folklore space for many years on a nationwide basis, will shortly start a test of 200 stations coordinated by WITH. The test may be extended. Courtland D. Ferguson Inc., Washington and Baltimore agency, is handling the test campaign.
That's Me, Brother!

Walt Raschick of Knox Reeves Cops 1st Prize of $150 War Bond

Talk about hitting the nail on the head! Walt Raschick of Knox Reeves Advertising, Inc., Minneapolis, really did it when he dreamed up "Big Aggie" as a name for our buxom gal.

Yes sir, like WNAX and its big five state coverage area, she's really "Big". Big in coverage, pulling power and results . . . commercial schedules bulging with year-after-year clients. And "Aggie" . . . well, she's the belle in a territory far famed for its wealth of agriculture. What more could be asked?

So to Walt Raschick goes the $150 War Bond top prize in our contest. To all entrants—for every one of the thousands of names submitted—our thanks. Maybe you thought we were "wacky" in announcing a contest without including our call letters. Results proved folks do know our big gal friend and identify her with WNAX. Here's an invitation to let "Big Aggie" and WNAX go to work for you.

Other Winners, Too!

Second prize of $100 War Bond went to Edwin R. Velebny, Fuller & Smith & Reus, Inc., New York, J. E. Spencer, ad manager of the Columbus, (Ohio) Dental Mfg. Co. washed out with third prize of a $50 War Bond. Both names were dandy—its were all prizes retrieved. And all truly descriptive of WNAX, the big station of proved results.

It's Economical To Buy The Big Station

The Billion Dollar Market

Sioux City * Yankton
Affiliated With Columbia Broadcasting System
570 On Your Dial
A Cowles Station
KPAB, Laredo, Purchase
Sought by San Antonians

APPLICATION for the sale of KPAB, Laredo, Tex., has been filed with the FCC by Mervel M. Valentine, president and owner. Buying is the Laredo Broadcasting Co., comprising Howard W. Davis, San Antonio banker and president; W. W. McAllister, San Antonio broadcaster, secretary-treasurer; J. K. Beretta, San Antonio and Laredo banker, vice president and director. Each controls 33 1/3% of the stock.

Purchase price is reported to be $14,500 and the assumption of outstanding debts. Mr. Davis and Mr. McAllister are partners in KMAC, San Antonio. KPAB went on the air in May 1938, and operates on 1490 kc. with 250 watts fulltime.

WKBK, Youngstown, Oh., broadcast complete ceremonies when Brig. Gen. H. C. Mintor presented the Army-Navy "E" award to the Aetna-Standard Engineering Co., Ellwood City, Pa.

Jack Benny Prepares

THE Harry James orchestra will be featured on the NBC Jack Benny Show for two weeks or more when General Foods Corp., New York (Grapenuts), resumes that program on Oct. 4 for the ninth consecutive season, Sunday, 7-7:30 p.m. (EWT), with transmitted West Coast repeat on the BLUE, 8:30-9 p.m. (PWT). Initial broadcast is to originate in New York with routine built around the query, "Where is Phil Harris?" He will join the program later, although it is reported that Abe Lyman may take over the musical assignment in event Harris joins the Army. Balance of the cast continues as last season.

Agency is Young & Rubicam Inc., New York.

WILLIAM BROADCASTERS, new school of radio instruction, has been established at 809 S. Wilshire Blvd., Beverly Hills, Cal. It is headed by William Cornell, formerly KMTR-Hollywood announcer-producer, and James R. Oliver, freelance writer.

WHEN newspapers in four Eastern Oklahoma communities were forced to suspend for the duration, radio stepped in to perform the familiar functions of the rural press. KVOO, Tulsa, seized the opportunity for public service and established daily 15-minute newscasts directed at each community. The program delivers the news of the community, homes, schools, churches, with slants on hobbies and institutions, and the time honored lists of sick and the advent of new-born babies.

Developed by Ken Miller, veteran newspaper editor of KVOO, the idea arose when an undertaker from one of the towns asked the station to broadcast a funeral notice. Sensing the need for news dissemination in these areas, Mr. Miller established headquarters in each town with part-time reporters to telecast the news in.

Well Received

Airea News, as the program is called, is restricted to fairly large towns without daily publications. In the four communities where experiments are now underway, the program is highly received, with citizens literally fixed to their radios during the morning news period.

Mr. Miller is modestly enthusiastic about his latest development in the special events field. He considers the charm of Airea News a result of its simplicity. "The newscast is just what they want to hear about the interesting incidents of the community. It is brief, like the personal column of the hometown paper, given them by radio," Mr. Miller explains.

KVOO finds that the program makes the station an intimate part of the community. W. B. Way, general manager of the station, points out that the radio programs are a constant part of discussions in the community. By reporting hobbies, campaigns, socials and societies, the station has become identified with community projects, and the many responses shows the appre-

Apartments Quickly Rented
Inquire WQXR!

Among WQXR's Regular Clients:

HUNDREDS of New York music-lovers now tune in their favorite WQXR music from cozy, comfortable apartments that they first heard about over WQXR.

Here are just a few of the amazing success stories that have emanated from one of radio's unique participation programs, WQXR "Apartments Parade." One building leased 4 apartments in 5 days. Another leased 3 in 2 weeks. An agent traced 32 leases to WQXR at a time when he could trace none to any other advertising. WQXR produced inquiries for a Central Park West building at 1/2 the cost of their other advertising—and leases at 1/3 the cost.

Signing a lease involves a lot of those who advertise on the high fidelity station that brings them 14 out of 17 hours of good music daily... plus factual news commentaries from Mouthwashers and Breakfast Cereals to advertisers can count on the loyalty of WQXR.

We can demonstrate this listener-loyalty to you, too, here in New York where "music sells the world's richest market"—over WQXR. In New York, 730 man Company, Wrigley Building, Delaware 1869.
HOUSEKEEPERS in Cincinnati will hear a new pro-
gram \textit{The Regal Dividend Club}, five days a week, be-
ginning Sept. 7, over HORKY sponsored for the next 52 weeks by Regal Food Markets. Produced by William F. Holland, the program will feature music, patter, drama and telephone calls to listeners to present Regal merchandise and cash awards.

The dividend aspect of the gro-
cery company's program affords many opportunities for merchan-
dising to assure listy and consumer interest. Listeners telephoned will receive bags of flour. In addition, when the call is made will receive baskets of groceries. On top of that, listeners who have won \textit{Regal Weekly Special} will receive a cash award.

Cast members are Regal Hostess Shari Lee, M. C. Sage Sherman, Announcer Larry Mason, "Percival Prune," "Emma Amherkombe" and "Mathilda Hamburger." The new program will offer household hints, cooking suggestions and advice on "hus-
band training."

Sky Adventure

ANOTHER program with an avia-
tion angle, designed for young peo-
ple, has started on BLUE under the title \textit{Hop Harrigan}. Show is based on a central character introduced two years ago in a novel and comic book, now being syndicated to newspapers. The Office of the Adjoint General of the AAF has officially endorsed the show. Produced in co-
operation with the Air Training Corps of America, the series pre-
se is the adventures of \textit{Hop Har-
rigan} who lends his knowledge of avia-
tion to Uncle Sam for the duration. BLUE's other air-minded show, \textit{Scramble}, dramatizes the war adventures of Army Air Forc
e pilots.

Patriotic Pickups

KEYED to the martial spirit of the day, \textit{This Is The Hour}, weekly half-hour series combining music and dramatic news vignettes, was inaugurated on Don Lee Mutual and CBC stations Wednesday, 8:30-9 p.m. (EWT), with West Coast repeat 8:30-9 p.m. (PWT). Program features three RAF cadets each week as well as a different military band, latter being remoted from various bases across the country. Prize will be awarded upon completion of the series to the service unit voted most popular by listening audience.

Rosh Hashanah

IN OBSERVANCE of Rosh Hasha-
nah, Sept. 11, which usher in the Jewish New Year 5705, NBC will present a special broadcast Thursday, Sept. 11, in cooperation with the Synagogue Council of America. Broadcast will include a direct pick-
up from London bringing a holi-
day message from Rabbi Joseph H. Hertz, Chief Rabbi of Great Brit-
ain. Replied in a return state-
t of American Jewry will be Rabbi Israel Goldstein, president of the Synagogue Council.

BROADCASTING • Broadcast Advertising

Women of Interest

PERSONALITIES and events of general interest, as well as features designed particularly for women listeners, are presented by Linda Porter. In a five-week program on WMCA, New York, titled Porter Patter, Miss Porter, who previously conducted The Three Marketeers on the same station, brings to the microphone interviews with women prominent in civilian defense work, such as Sally Victor, hat designer, and Leah Ching, girl bomber pilot of the Chinese Air Force.

Americanization

LAUNCHED as an exhibit in July, Americanization Service, consisting of radio lessons in Ameri-
can history, government and nat-
uralization is now heard on a per-
manent four-weekly basis, on WHOM, Jersey City. Charles Bal-
tin, director of war activities and special features of WHOM, is di-
er of the classes, which are conducted in English, German, Polish and Italian in four separate programs by the station's directors and announcers.

Wagging Tongues

OPENING a direct offensive on an expedition and half-
toll, an hour of humor \textit{Humor Rustler}, two-pleasure quarter-hour program featuring Harrison Woods, news edi-
tor of KHJ, Hollywood, and in-
ccluding personal interviews, started Sept. 1 on 33 Don Lee Pacific Coast stations.

Old-Time Vaudeville

DISPENSING with the m.c.'s, chorus lines, and other features of the modern version of vaudeville, \textit{VOR}, New York, has launched a series of real old-time vaudeville shows. Animal acts, jugglers and dancers are included in addition to singing and comedy acts.

Say a few words to the great radio audience reached through KFDM, Beaumont ... A many-

million dollar market in Texas’ booming Gulf Coast Industrial Area.

\textbf{Blue Network}

\textbf{KDFM}

\textbf{BEAUMONT}

\textbf{REPRESENTED BY HOWARD D. WILSON CO.}

\textbf{Performance}

\textbf{Strength and Low Cost.}

For outstanding performance - strength to meet severest wind conditions and low initial cost use Wincharger Vertical Radiators. These superior radiators are already demonstrat-
ing their efficiency and economy in over 300 commercial broadcasting and police stations throughout the United States.

Built of uniform triangular cross sections to insulate highly efficient radiation - designed and built to withstand 100 mile wind velocity - these towers guarantee you years of low cost service. Complete erection service, including lightning equipment, anchors, base and ground systems is available.

WRITE TODAY FOR FULL DETAILS AND QUOTATIONS

\textbf{Wincharger Vertical Radiator}

\textbf{Wincharger Corporation}

\textbf{Sioux City, Iowa}
WSAI KEEPS SELLING YOUR PRODUCT FROM BROADCAST TO POINT-OF-SALE

ON CINCINNATI'S 2nd BUSIEST CORNER
over 15,000 daily passers-by are informed of WSAI's sponsors and products by smart, window display cards.

WSAI CAR CARDS
are displayed to more than 350,000 passengers, daily, in Greater Cincinnati and Northern Kentucky.

WSAI COUNTER CARDS
identify your product with your program, while the customer makes a selection -timely reminders that make extra sales!

NEWSPAPER DISPLAY
ADS, plugging WSAI sponsors' programs, appear in the Cincinnati Enquirer.
NEON SIGN, advertising sponsors' program and product, reaches 73,000 fares who daily pass through the Dixie Terminal.

TAXI CAB COVERS for WSAI PROGRAMS are seen by thousands during their full week's showing on Cincinnati's large Yellow Cab Fleet.

WSA"I-OPENER" is mailed monthly to 4,500 retailers and wholesalers in the Cincinnati Trading Area.

"MEET THE SPONSOR," a live-talent program, effectively publicizes sponsor and his regular WSAI broadcasts.

This standard merchandising, as well as especially prepared material, is available consistent with your WSAI campaign.

IT SELLS FASTER IF IT'S WSAI IDENTIFIED CINCINNATI'S OWN STATION

NBC & BLUE NETWORKS • 5,000 Watts Day and Night • Represented by Spot Sales, Inc.
Till the Job Is Done

LAST WEEK the war was three years old. American radio is a grim, seasoned veteran, because from the very hour of the Nazi conquest of Poland it was on the firing line.

It is only since Pearl Harbor that radio people have been actual combatants. So far as the records show, two radio men have made the supreme sacrifice in action. And it's one of those strange quirks of fate that both last were employed at the same station—KLZ, Denver.

What history already records as the most despicable act of all-time—Japan's assault upon Pearl Harbor when it was at peace with the United States—brought radio's first fatality. Ensign Thomas A. McClelland, USNR, on leave as chief engineer of KLZ, died at Pearl Harbor.

The second name on American radio's Honor Roll is Captain Derby Sproul, last month reported dead "somewhere in Africa" following a plane crash. He was supply officer with a bombing squadron. Capt. Sproul only three months before had volunteered and was given leave as production manager of KLZ to accept a commission. Two years before he had held the same post with KDKA, Pittsburgh, and prior to that was with KOA, Denver.

Now, with the United Nations on the offensive in the Pacific, we're hearing more about radio men in action—aside from those whom man the microphones to keep America the best informed nation. When the Marines made their spectacular landing in the Solomon Islands, one of the invading force was Srgt. James W. Hurlbut, a "fighting reporter" in this modern warfare. Jimmy wrote an eyewitness piece, for press and radio, released through intelligence channels. It was a swell yarn. Until last May, Jimmy was publicity director of WJJS, Washington. He had been a Leatherneck from 1933 to 1936. He couldn't resist the urge, and reenlisted May 8. A week later he was "out of the country."

There are hundreds of others from American radio scattered throughout the services and the world, not to mention the scores from our neighbor and ally, Canada. They will do their jobs willingly, intelligently and well. Radio training is conducive to that.

We of radio won't forget the McClellands and the Sprouls. We'll pitch in wherever the call and whatever the task, till the job is done.

A New Voice

LOOK OUT for new trouble from the Federal Trade Commission. If current thinking by that agency about "simulated voices" is carried out, radio, along with the screen and the legitimate stage, stands to be cited for misrepresentation.

It could be carried to the ludicrous extreme where Raymond Massey's rendition of Lincoln's Gettysburg address would be regarded as a fraud unless clear cut disclosure is made that the Great Emancipator's voice was "simulated".

The situation arises as a result of the recent FTC citation of Reynolds Tobacco Co., which, in its commercials for Camels, has used simulated voice testimonials. "The respondent," said the complaint, has represented in its radio broadcasts that certain voices used in them are those of persons named by it and by its representatives when in fact such voices were not those of the persons so represented by it and such persons were not present at the broadcast.

So we instituted an "inquiry". We had in mind that use of simulated voices is a definite, well-established program pattern. It's the March of Time format; CBS uses it most effectively in They Live Forever; the National Assn. of Manufacturers employs it in its weekly transcribed series. Dozens of the war programs rely on it.

To our utter amazement, we're told by FTC officials, who didn't care to be quoted, that even when the principals have given permission to have their voices simulated on programs or in testimonials, the program sponsor can be cited for "misrepresentation". But if it is "clearly indicated" on the program that the voices were simulated, no citation would follow. Without the clear cut announcement, or disclaimer, FTC policies would be violated.

The FCC in recent months has been most considerate and, unlike certain other government agencies, hasn't banged industry around with abandon. Radio advertising has fared particularly well, and while there have been citations, a willingness to cooperate has resulted in stipulated settlements, without undue hell-raising.

But here, it seems to us, things are being carried too far. Of course there haven't been any adjudication, and won't be until a "test case" arises. Maybe the Camel complaint will become the acid test. The makers of Lucky Strikes, Pall Malls and Philip Morris—also have been cited, but only in

JUST PLAIN NASTY

BY GEORGE W. SMITH
Managing Editor

AN AMBITIOUS writer recently took radio broadcasting for a bit of a bumpy ride in a rig which he labeled "Radio's Plug-Uglies".

And much comment has that ride inspired or provoked—as you wish.

Our writer talked about "a buzzsaw in the pan", "Sad Sam the B. O. Man": "Oozing aggressiveness like syrup in a hurry", "Gizzardbouncing right into the room": "Bratwurst innocence or dreadful long-windedness": etc., etc.

Then he wound up with the admonition, "Radio is young.

We listeners can make its advertising grow up—if we protest long and loud enough." Good enough.

First of all, Mr. Writer might have billed his article as, the "Evils of Radio". But why didn't he? Well, that would have been old stuff, so he dropped in "Plug-Uglies". I like that combination because it's an eye stopper. Just like a crowd of folks dressed like you and me parading along any Main Street—do we attract any attention? No! But get a darn fool clown sway along in a nut-house costume and every neck gets a bit of exercise. And why? Different.

Why did the very publication in which "Plug-Uglies" was staged blitzkrieg its way into the limelight? I'd say because a smart brain lifted out of the commonplace fog and banged together a condensation idea that caught a runaway American public with its pants at half mast. Different? Sure!

"Hellzapoppin"? Did anybody ever have the nerve to stand up and champion its tremendous cultural atmosphere. You're ready for the institution which might well have given birth to its theme, if you try that. But what happened? A record run.

Why did old P. T. break his neck to collect a lot of freaks to line the tent that was pitched in front of his "Big Top"? The old boy was an A-1 showman who well that he had a thing he craves something unusual. A two-headed man is not the most inspiring human creation, but he'll turn the stile.

Yes, like the very composition of our inspired writer, radio seems to click when it follows the trail that has been blazed by so-called nutty

(Continued on page 38)
When Craig Lawrence was elected a vice-president of Iowa broadcasting Co. last January in addition to his duties as commercial manager, several people—but perhaps not Craig—knew he was in for bigger things. As early as that, Luther L. Hill, executive vice-president of IBC and manager of KSO-KRNT, was buzzing around on reinstatement in the U. S. Army.

In latter April, Maj. Hill reported for duty with the Air Forces in Florida. Simultaneously, Vice-President and Sales Manager Lawrence was elevated to the post of acting manager of KSO-KRNT for the war’s duration, to replace Maj. Hill.

One of the top-notch performers in the Cowles radio organization, Craig Lawrence now goes beyond his old bailiwick to take a voice in the broader operational aspects of this Midwest broadcast enterprise—encompassing four stations: KSO-KRNT, WMT and WNAX, Yankton, S.D. Other officers of the company are Gardner Cowles Jr., president; John Cowles, vice-president; Fred A. Little, secretary; Arthur T. Gornley, assistant treasurer and assistant secretary.

As if Maj. Hill’s absence for the duration didn’t leave a big enough void, President Gardner Cowles Jr. last July accepted a call to Washington as assistant director of OWI in charge of domestic operation. This imposed additional duties upon Craig’s broad shoulders. Mr. Cowles’ functions as president of the Register-Tribune, the Minneapolis Star-Journal and Look Magazine, went to newspaper executive of the organization, but Craig got the radio end.

Appreciative of the task he undertakes in filling the over-sized shoes of Maj. Hill, Acting Manager Lawrence promptly announced the promotion of Robert Dillon, of the KSO-KRNT sales staff, as local commercial manager for the two stations. Ted Enns, national sales manager of all four stations, takes over charge of network operations for the Des Moines stations, in addition to his national sales work.

Craig started his commercial career when a horse tossed him out of school. As a journalism student at Iowa State, during ROTC maneuvers a charger threw Lawrence, breaking his arm. During his convalescence he joined the Continental Adv. Service, Des Moines. That was in 1926. It later became the Pauli Company with headquarters in Des Moines and New York City.

While in the Des Moines office he became interested in radio and fathered two accounts, Sheuerman, Woolen Mills and F. Brody & Son. The former sponsored one of the first successful football scoreboard radio performances during a contest angle. Mail responses gave Lawrence the idea that radio was one of those fields with a future. Later he was sent to New York and lived there a year, but resigned when KSO opened its studios in 1932. He returned to Des Moines to handle merchandising and selling. Under him an outstanding promotion and merchandising department was created. Timebuyers soon found their programs heralded on billboards, street car cards, movie trailers, newspapers, direct mailing and special stunts.

Lawrence has found that local advertisers can be shifted from spot announcements, and participating programs to sponsoring quarter-hour, half-hour and hour shows of their own. At the moment he finds news and the musical clock type of show on the average station finds the readiest local markets.

Since his association with KSO, Iowa Broadcasting Co. has added KNX, Des Moines; WMT, Cedar Rapids and Waterloo; WNAX, Yankton, and Sioux City, Ia.

James F. Lafferty
“KRNT tells 'em what's cooking... and in they come”

—reports vice-president of Iowa's largest cafeteria.

With over a million people in their trade-area, Des Moines stores regularly draw shoppers from towns 50, 60 or even 80 miles away. Noon or evening, when hunger calls, many of these visitors head for Bishop's, Iowa's largest cafeteria.*

Sam Park, Vice-President of Bishop's reports that "time and again, guests tell us Bishop advertising on KRNT has stirred up an appetite for our crisp salads, special desserts, or our Iowa prime ribs of beef. We can seat 486 guests at once. We like to have these seats filled. And KRNT is doing a lot to help fill them."

Each week-day since September, 1941, Bishop's have used the KRNT Women's Club of the American Association of Women, conducted by Betty Wells. Even more eloquent than Sam Park's comments, are three consecutive 13-week renewals of Bishop's contract for this KRNT feature.

* Bishop's also have large cafeterias in Cedar Rapids, Davenport, Peoria, Rockford, Sioux City and Waterloo.

J. ROY McLENNEN has resigned as assistant general manager and program director of WFMID, Fredericksburg, Va., to serve as assistant field director of the American Red Cross, for service with armed forces overseas.

CHARLES HARRIS, sales manager of WSNK, Concord, N.H., and Harold C. Yudin, station news editor, were given a stroll dinner by the staff before entering military service. Mr. Harris has joined the Coast Guard Reserve and Mr. Yudin leaves for Army Officers Training School.

FRANK E. FLETCHER, former FCC attorney and afterward in the radio law offices of Paul D. P. Stearns, has been recalled to active duty in the Army Ordinance Corps as a first lieutenant. Originally called last year, Lt. Fletcher was discharged because of physical disability following a hectic period. He had joined the office of the Alien Property Custodian as a civilian attorney, but was recalled to active service, for limited duty, following a physical checkup.

B. L. RUST, one-time president of Allied Adv. Agencies, Los Angeles, has been appointed commercial manager of KRWV, new Pasadena, Calif., station.

Sgt. Lester Galloway

Sgt. LESTER M. GALLOWAY, 26, widely known in Southern California as a radio singer, died in an Alaskan military hospital of yellow jaundice on Aug. 2, according to word received from the War Department by his parents, Mr. and Mrs. D. D. Galloway, of Lawndale, Calif. After enlisting in the Army from Los Angeles, he was sent to Port Ord, Cal., where he volunteered for Alaskan service.

Women's Group Formed To Help Bundles Drive

WOMEN commentators and writers in the radio field have formed a radio script and production committee of Bundles for America, with the purpose of contributing time and talent to preparing programs for the war effort on the home front, according to Mrs. P. Wesley Combs, national radio director of Bundles for America.

Mrs. Aloys Havilla, head of the committee which includes Mary Margaret McBride, WEAF, Adela Hawley, WABC; Kathryn Cravens, WNEW; Beulah Teut, WOR, Diana Ashley, AP; Dorothy Sanchez, J. Walter Thompson Co.; Mary Stuart Fickett, formerly of the New York War Committee.

SPOTTERS SPIEL the story of the Worcester, Mass., railroad air raid combines a similar position evacuation over WTAG there. As they reported their impressions of floor bag bombs dropped by Civil Air Patrol planes and the mock blasts proceeded as (1 to r): Announcer Barry Barents, Bob Dixon, Phil Brook and Bob Martin.

Rosenthal Joins Rockhill

EVERETT ROSENTHAL, previously in the sales departments of Universal Recording and Music Corporation of America, has joined Rockhill Radio Inc., New York, recording and transcription firm, as sales manager. Firm, which was established in the fall of 1941, is headed by Joseph Tenenbaum, president, and is located at 18 East 50th St.

Ed Harvey Joins WBAL

ED HARVEY, program director of KDKA, Pittsburgh, has resigned to accept a similar position with WBAL, Baltimore, it was announced last week. James Rock, station manager, will oversee the program department until the vacancy is filled. He will be assisted by Bob Shields, former announcer, now in charge of production.

FRANCE MUSIC Inc., New York, has joined the list of publishers licensing music through BMI, giving this industry-owned licensing organization control of the performance rights of the music of Jean Sablon, Maurice Chevalier, Charles Trenet and other leading French composers. Canadian station licenses of BMI in Quebec and with French-speaking districts will benefit especially by this acquisition, it was reported.

WORTHINGTON MINOR of the CBS production staff was taken over direction of Report to the Nation, previously handled by Brevor Morgan who is on leave of absence as CBS executive producer to serve in the Office of War Information. Morgan's other production assignment, The Commandos, has been assumed by Robert Louis Shannon, CBS executive producer.

RENSALD KRAUS, new to radio, has been appointed assistant to the auditor of KWK, St. Louis, handling the sale of War Bonds in a special department recently set up by the station.

MORT STANLEY, parttime announcer of WCHB, Columbus, Wisc., has been succeeded as announcer handling the night shift.

MARIE CHAUNCEY, recently with KWFT, Wichita Falls, Tex., has joined the sales department of KGNO, Amarillo, Tex. Bob Watson, KGNC special events and sports announcer, left Sept. 3 for the Naval Training School in New Orleans, Louisiana, has been appointed receptionist.

WALLY SANDACK, newscaster of KSJ, Salt Lake City, Utah, was recently appointed state reporting officer under the Office of Price Administration.

WILLIAM ZALEN will handle public relations for KGNO, St. Louis, replacing B. Cabaniss, Jr., of Columbus, Ohio.

Bill RING, former announcer of KWTO-KGEX, Springfield, Mo., has joined the announcing staff of NBC-Chicago.

LEO OTIS, former news head of WHK-WCLE, Cleveland, has joined the news department of CBS. He will be succeeded in Cleveland by Ray McCoy, assistant news director.

BRENT O. GUTS, formerly continuity director of WPBR, Baltimore, who volunteered for the Army a year and a half ago, was recently advanced to the rank of a first lieutenant. He is stationed in western radio personalities.

ED JANNEY, ace sportscaster for the Arizona State University as well as a radio announcer and public relations director of KGGM, Albuquerque, N.M., Janney had been stationed for the past two years in the U.S. Air Force, Phoenix, Ariz.

The Northwest's Best

BROADCASTING • Broadcast Advertising

WTCA
BLUE NETWORK
MINNEAPOLIS ST. PAUL
Owned and Operated by ST. PAUL DISPATCH PIONEERS, MINNEAPOLIS DAILY TIMES.
Storer Leaves Blue

DOUGLAS F. STORER, head of a radio production organization in New York, has resigned as manager of the Blue's commercial program department to devote full time to his own business.

When the Blue was set up as an independent network early this year Mr. Storer was put in charge of programs, in organizing the commercial program department and now that the assignment is completed he will again devote all of his time to producing programs and representing talent.

VERN HILL, formerly with the Canadian Marconi Co., is now on the announcing staff of CHML, Hamilton, Ont.

ROBERT MAHRY of the announcing staff of WCAR, Pontiac, Mich., has been promoted to chief announcer. Stuart Sheill of WTOP, Toledo, O., is a new announcer at WCAR.

BILL MOSHER of KIRO, Seattle, did his 70th Forum Forum program on August 10, his birthday. Helen Champagne, of WPNJ and WLJL, Minneapolis, and KWAL, Wallace, Ida., is in the KIRO publicity dept.

KEN NORDINE has joined the announcing staff of WRNO, West Palm Beach, Fla. Vernon Crawford, WJNO program director, and Irene Fowler, station secretary, have resigned.

MAC ROBINSON, formerly of WHO, Des Moines, and KYES, Manhattan, N. Y., has joined the announcing staff of WSBA, York, Pa. Mrs. Mary Neil Kling will be station home economist.

DORIS TIRRELL, Boston organist, has been made music librarian of WWOI, Boston.

DICK TERRY, announcer of KMTR, Hollywood, has resigned and gone to New York. Al Warner, relief announcer, has been placed on full-time.

WILLIAM RANDOL, producer of CBS, Hollywood, is the father of a boy, James Alexander, born Aug. 20.

LYMAN SMITH, along with other station duties has been made publicity director of KMTR, Hollywood.

JACK STAFFORD, announcer of KMPR, Beverly Hills, Cal., has joined the Army Air Forces and is awaiting orders. John Dehner, relief announcer, has been placed on full-time. Owen Rabbe, station news editor, has resigned.

LEONARD LEVINSON, Hollywood consultant to the radio bureau, Office of War Information, is the father of a girl born Aug. 27.

First-Hand

BECAUSE Government regulations prohibit stations from receiving request numbers by telephone and telegraph, Jack Lescloul, part-time conductor of Millikan's Matinee on WNEW, New York, visits defense plants on his nights off, to check on the favorite music of the night shift workers.

Richard Driscoll, former free lance writer and now production manager of WBT, Batavia, N. Y., married Margaret Bigham Sept. 1. Margaret Bigham, former announcer with WMHO, Auburn, N. Y., has joined the announcing staff of WBT.

KEN HIGGINS, onetime announcer of KFJ-KBCA, Los Angeles, has returned to those stations. He succeeds Jim Bannor, who joined KMBC, Kansas City, as announcer.

HARRY BALDWIN, secretary to Jack Benny and also heckler on the comedian's weekly NBC program, has joined the Navy.

DON THOMPSON, producer of NBC, San Francisco, and Grace Cooper, network dramatic actress, were married in that city on Aug. 25.

EDWARD KEANE, is on the announcing staff of WCAP, Aubury Park, N. J.

ERWIN YEO, staff organist of KNX, Hollywood, has joined the Coast Guard.

LOU PLACE, formerly of WWL, New Orleans, has joined KGPN, Los Angeles, as announcer.

Lots of ways to get to first base without hitting the ball!
But only one way to "get to first base" in the $210,867,000 Roanoke-Southwest Virginia league!
That's with WDBJ—the only station satisfactorily serving all of the area's 117,000 radio families! Shall we start hitting the ball for you?
BUFFALO'S MOST POWERFUL TRANSMITTER PLANT MAKES WKBW Buffalo's only 50,000 WATT STATION Blanketing 11 Eastern Seaboard States 227,000 Square Miles Over 12,000,000 People BASIC COLUMBIA 1520 K.C. 

BROADCASTING CORPORATION National Representatives: FREE & PETERS, INC.

NEW $350,000 TRANSMITTER PLANT

PORTLAND

I'll Lend You My Ears

...and I have wagged them by the uncounted thousands

STATION DIRECTORS (Ann., real promoters only): You have looked high and low for a low-cost station feature that would pack in the local sponsors. Mine has for years! It has been the top-sponsored local participating program in Chicago. With no original role to the station, it has given me a 5-figure income and a correspondingly larger one to the station. It produces mail by the thousands of pieces weekly. I welcome inquiries from farsighted, aggressive sales-minded station directors.

BOX 817, BROADCASTING

CLIFF ROBERTS, announcer and producer formerly with WHA and WIBA, Madison, Wis., has become an announcer of WTMJ-WGSM, Milwaukee.

FRED FREELAND, formerly with Studebaker Corp., South Bend, and announcing of WIBC, Canton, O., has joined the announcing staff of WWO-WGL, Fort Wayne.

FRANK FENDALL, of W3IPD, Petersburg, Va., is scheduled for induction into the Army Sept. 11.

HAL ZIMMON has joined the announcing staff of WHEB, Portsmouth, N. H.

TOM LIVENZETZ, formerly of WIBG, Philadelphia, and WEEI, Reading, Pa., has joined the announcing staff of WCAU, Philadelphia.

FRANK BUTLER, announcer of WCCO, Minneapolis, on Aug. 27 married Pauline Delay of St. Cloud, Minn.

DICK FISHHELL, sports director of WHN, New York, was sworn in last week as first lieutenant in the Marine Corps and returns for duty at Quantico Sept. 20.

CHARLES BERRE, Hollywood radio actor, has joined the Navy.

PETER O'CROTTY, of CBS, Hollywood, has joined the West Coast division of NBC calling his trade relations department, is now continuity writer of WTMJ, Milwaukee, succeeding Wendell Palmer who was inducted into the Army.

DAVE DAVIDSON, formerly of sales promotion staff of CBS, Hollywood, has joined Warner Bros.-First National Studios as head of publicity department. He replaces Ben Cohn who joined the Army.

JAMES EAKIN, announcer of KJLH, Hollywood, has joined the Office of War Information in San Francisco, handling transcription department.

ROBERT CARMAN, formerly with the Milwaukee Journal's trade relations department, is now continuity writer of WTMJ, Milwaukee, succeeding Wendell Palmer who was inducted into the Army.

NORMAN ROSE, Hollywood radio writer, has joined the Army and reported for officer's training.

BOB ANDERSON, formerly newscaster of KSFO, San Francisco, has joined CBS, Hollywood, in a similar capacity and is currently assigned to the five weekly quarter hour newscast, sponsored by Los Angeles Soap Co., on 14 West Coast stations of that network. Anderson replaces Knox Manning who has joined the Army Air Forces.

JOHN POWER, of the NBC sound effects division, was married and Curtis Arnall, leading actor in NBC's Pepper Youngs Family show, is himself. Arnall's racing cutter "Deepwater," winner of the City Island Yacht Club regatta Aug. 22, is Knox Manning's replacement. Arnall is president of the City Island Squadron, Coast Guard Auxiliary.

HIMAN BROWN, CBS director, is directing his first sustaining show for CBS—Green Valley, U.S.A.—after 14 years of handling commercial programs.

PATRICIA BURNS KIDDER A LADIES program with a loyal following in nearby Army camps—and not far from Des Moines—that's what Patricia Burns Kidder of KMYR, Denver, claims for her Designed for the Ladies, informal variety participating program.

Miss Kidder attributes her following to the informality of her program. No stage name, and no stage personality hides the lady who, in addition to her feature show, is program director of KMYR. After years as "Aunt Pat" on KTRH, Houston, and "Dorothy Bonts", and "Virginia Shaw", Pat decided she would have more fun and more success if she was just herself. Now she follows a maxim, "Never do a radio program as anybody but yourself." On Designed for the Ladies, Pat is herself, and for that matter. Ben Bezoff, her announcer (and KMYR news editor) is himself. They are personal about the news, and about their program. Clarence Hagopian, the host, is himself.

They quibble over recipes and cooking, and on children. Pat, by the way, is married and has a daughter. The program avoids recipes and home-making, and concentrates on other matters of feminine interest.
Regional in York Begins Operations
WSBA Headed by Kaufman; Dedication Held Sept. 1
WITH a staff of 21 headed by Manager Robert L. Kaufman, the new WSBA, York, Pa., went on the air Sept. 1 with an inaugural devoid of fanfare and keynote by an address of acting Mayor Harvey Werner.

Studios and transmitter are housed in a new brick structure of Dutch Colonial design on the Susquehanna Trail, a few miles north of York. Transmitter equipment, recorders, turntables and speakers are latest RCA models. WSBA is also using a 240-foot Wincharger tower.

Staff of WSBA
Personnel includes Lew Trenner, from WBAL, Baltimore, and Louis Lang, both on the sales staff; Otto Morse, previously of WORK, York, program director; Max Robinson, formerly of WHO, Des Moines, chief announcer; Herman Stebbins and Mary Nell King, new to radio, studio staff; Thomas Mush, from WBAL, Baltimore, and WIIB, York, recorder; Betty Bosserman, receptionist.

Dedication Held Sept. 1

“Radio’s Plug-Uglies” vanish in much the same manner as a snowball in the hot place.
And all this most certainly not to mean that there are no advertising avenues that could not go for a handkerchief with excellent results—and that “Radio’s Plug-Uglies” does not have a few legitimate plugs on which to hang a hat.

Rit Dyes Spots
RIT PRODUCTS Corp., Chicago (dyes), has placed 15 to 65 live spot announcements a week to start after Labor Day on WTMJ, Milwaukee; WTAQ, Green Bay; WKBH, La Crosse, Wis.; WIBA, Madison; WHBP, Rock Island, Ill.; WGN WMAQ WLS WJJD WIND WCCL, Chicago. Agency is E. Alden Lodgin Inc., Chicago.

Guestitorial
(Continued from page 88)

ideas. The “nuts” (oh yea) who spend millions to entertain us and drop in a “Plug-Ugly” here and there in their own behalf, will tell you that.

Mr. “Plug-Uglies” author’s very admonition to “we listeners” that “we” can make radio advertising grow up if we protest long and loud enough, is mighty good advice for every radio advertiser.

to date, it seems to me that the itch in our ears rather listens to the scratch of the unusual. And when that scratch ceases to produce that oh-so-good feeling, just you watch “Plug-Uglies” vanish in much the same manner as a snowball in the hot place.

Co-op Plans Spots
COOPERATIVE League of the U. S. A., New York, has appointed Atherton & Currier, New York, to handle a fall radio campaign which will be the first national advertising ever undertaken by the League. Programs, which will probably be transcribed and sponsored in cities where the League is active, will dramatize the story of cooperative buying and selling, according to Wallace Campbell, executive secretary of the organization.

HAVE YOU SEEN HENRY
The Pole Vaulting Fish?
If not, visit beautiful WAKULLA SPRINGS, 20 miles south of Tallahassee, Florida. See enchanting underwater scenes and thousands of rare fish through the glass bottom boat. Enjoy a boat cruise through pristical Florida jungles. See the new home of underwater photography. Swim in the crystal clear water of the world’s largest single spring, and relax in Florida’s healthful sunshine.

The Perfect Place to Spend Your Vacation
MODERN LODGE

Write for free booklet and rates:

Wakulla Springs Lodge
Wakulla, Florida
Carroll O'Mara, Hollywood business manager of Young & Rubicam, is currently in New York for agency conferences on new programs starting in fall.

Paul Rickenbacher, formerly Hollywood talent buyer of J. Walter Thompson Co., has joined Young & Rubicam, New York, as aide to Hubbell Robinson Jr., chief talent buyer.

Peggiottie Boe, formerly assistant timebuyer of McCann-Erickson, Chicago, on Aug. 31 joined H. W. Kauter & Sons Adv. Co., Chicago, as assistant to George Duram, media director.

Thayer Cummings, copy writer of BBDO, New York, and Charlie Dalton, account executive of the same agency, have resigned to join the armed forces. Cummings has been commissioned a lieutenant in the Navy and Dalton is a first lieutenant in the Army.

Robert King, formerly with the publicity department of J. M. Mathies Inc., New York, has joined the TL publicity staff.

Mary Dunlavey has resigned from the radio program department of the OWI's New York office to join the timebuying staff of Rutherfurd & Ryan, New York. Miss Dunlavey was timebuyer for Evinrude, Wasey prior to her Government position.

Leslie Katz, in addition to working in the New York office of his father's agency, Joseph Katz Co., has joined the Intercollegiate Broadcasters Association on a part time basis. His job with IBS entails program planning and writing.


Cashman To Head Radio
For L&T In New York

Ed Cashman, for the last three years Hollywood producer of Lord & Thomas on the weekly NBC College of Musical Knowledge with Kay Kyser, has resigned as the show's producer to take over Cashman's former agency duties.

In his new capacity, Cashman will have complete supervision of all agency shows originating from New York. Bob Stephenson, Lord & Thomas producer of the weekly NBC Bob Hope Show, has succeeded Cashman. The show is sponsored by Peoples Co. (toothpaste, pasta), has also resigned to join the Army Air Forces as captain and is currently stationed at Stockton Field, Cal. Other major changes in the agency's Hollywood radio department are anticipated.

Nan M. Collins has resigned as director of public relations of the Foundation for Clinical & Surgical Research, Philadelphia, to join the G. E. Ullman Agency, that city, as account executive. Miss Collins is a past president of the Philadelphia Club of Advertising Women.

Bob Novak, of the production department of Young & Rubicam, New York, will produce and direct New York City's Constitution Day celebration, to be staged at Central Park Saturday, Sept. 17 for the benefit of the USPS and the Children's Federation.

L. F. Triggs, former assistant account executive on the American Airlines account for Rutherfurd & Ryan, New York, has been appointed copy director of Cecil & Freisberg, New York.

Frank McNulty, of the production department of Kayton-Spicer Adv., New York, has resigned to join Henry J. Kaiser Co.

John Wolcott, production man of Ivey & Ellington, Inc., Philadelphia, has joined the Army. William Morris, of the same agency, is now in the Navy. William Sheehy, copywriter, of Ivey & Ellington, has been commissioned first lieutenant in the Navy.

Jack Purves

Husky sandy-haired Jack Purves looks much more like an athlete than the busy radio timebuyer he is at N. W. Ayer & Son in New York. And, in truth, his outside interests prior to entering the advertising agency business in September 1930, as well as currently, have all been tied up with golf, baseball and basketball.

The latter two sports Jack played as a professional back in Philadelphia, his home town. Twelve years ago, after attending local Philadelphia schools, Jack joined Ayer. There he worked into the space-buying and media department where he says, he handled "coverage analyses, market studies, records and contracts," supervising the placing of a variety of campaigns in printed media.

In 1940, he was promoted to the radio division of Ayer, appointed to the job of assisting Tom McDonald in buying time. Jack is responsible for the spot radio campaigns of advertisers such as Dr. Hess & Clark (livestock and poultry remedies); Kirkman & Son (soap); J. B. Ford Co. (Wyandotte cleaner); Hills Bros. Coffee; Illinois and Michigan Bell Telephone Co.; Webber-Eisenhour (cigars); Glidewell Club Ginger Ale.

Jack is married to the former Henrietta Harshaw of Philadelphia, lives in Jackson Heights, Long Island, and spends as much time as possible playing golf.

In Southern California...

A big, concentrated selling job at surprisingly low rates.

Affiliated in management with WJR, Detroit, WGAR, Cleveland.

National Representative: Paul H. Raymer Co.
there will not be more than 60 gallons of gasoline in the tank when we arrive in England, we don't leave," he said.

Part of the intricate system of plane delivering is the organization at the other end, Smith added. "They know when we are due and where we are every minute of the flight. Sometimes a stray plane might not know we are due and will come up to investigate. He'll give the 'wink' signal and it's up to us to wink back. If our wink is wrong, then we are in for trouble.'

The "winks" are covered in detailed secret orders and change from hour to hour as well as day to day.

IAN M. SMITH, former Canadian Broadcasting Corp. producer at Toronto, and at present a navigator for the Atlantic Ferry Command, was in Toronto last in August after bringing with Clyde Pangborn as pilot, one of Britain's four-engined Avro Lancaster bombers to Canada. He reports that he saw more action as a radio producer for the network than he has seen as a navigator in the ferry service. "Things are worked out very fine," he said. "It is almost impossible for things to go wrong".

60 Gallon Margin

He cited a Montreal weather forecaster, recognized as tops in the business, who can tell almost within inches the height of clouds far out over the Atlantic.

"We get the weather from him and then we make our 'flight plan'. The 'flight plan' is broken into 12 zones or divisions and we plot our course from zone to zone. Knowing weather, wind, height of clouds and what's expected, we can figure out if we will have enough gasoline to make the trip. If we have a sufficient margin, we make the trip; if not, we don't," he said.

Here he pointed out that "margin of safety" for Atlantic-spanning aircraft starts where most gasoline ration books leave off. "If

Forest Service Thanks Radio for Cooperation

LETTERS expressing appreciation for cooperation accorded the nation-wide Wartime Forest Fire Prevention campaign by broadcasting stations were recently sent to the National Association of Broadcasters and the National Association of Independent Broadcasters by R. F. Hammatt, director of the campaign.

Letters pointed out that some 800 individual stations contacted, more than 50% indicated their willingness to use prepared transcription material designed to muster public cooperation in preventing fires. Mr. Hammatt thanked broadcasters for their cooperation, their courtesy, and their helpfulness in behalf of the national welfare. The campaign was sponsored by the Federal and State Forest Services, and was planned by The Advertising Council, Inc.

John Hogan Reports

LARGELY as a result of the interest shown in the cooperative arrangement between WQX, New York, and Time Magazine (Broadcasting, Aug. 17), John V. L. Hogan, the station's founder and president, will deliver a Report to Listeners Sept. 9. In addition to discussing the plan for handling programs made possible by the team with Time, Hogan will talk over staff, format and program ideas. Talks may be given on a regular basis, the station's president, by his belief of several years ago, when similar informal chats were presented each month.

The "Speaker's platform" for men with new ideas

The business executives whose ideas have been expressed through Printers' Ink during this year would make four-star "box office" names on any convention program. They are men who have distinguished themselves in management, advertising agency counsel, sales, radio research, merchandising and many other phases of business.

When important men regard Printers' Ink as a forceful magazine to advance their own ideas, no wonder so many others of like standing accept this publication as the richest single source of new ideas.

Stellar attractions, stellar audience ... a perfect setting for your station "commercial." Try it.

Printers' Ink

The Weekly Magazine of Advertising, Management and Sales

185 Madison Avenue • New York, N. Y.

WQX, Minneapolis, recently broadcast part of the commissioning ceremonies of the new naval electrical training school at U of Minnesota.

Participating in the ceremonies were Rear Admiral John Downes, commandant of the Ninth navel district, Great Lakes, Ill.; Capt. L. P. Lovette, director of Navy-public relations, Lt. Comdr. E. E. Peschel, entertainment officer at Great Lakes, who was in charge of the show; Rear Admiral Randall Jacobs, chief of the Bureau of Navy Personnel, Washington; Capt. E. A. Loquet, chief of staff to Admiral Downes; Gov. Harold E. Manzett, of Minnesota; Mayor Marvin K. L. Kline of Minneapolis; Mayor John J. McDonough of St. Paul, and Walter C. Coffey of the university.

PERFECTION FOODS Co., Battle Creek, Mich., trading as the Standard Kernel Foods Co., engaged in selling dry dog foods preparations has stipulated with the Federal Trade Commission to cease certain representations in its advertising. Stipulation was also entered by Strand Adv. Agency, Lakeville, representing the account.

Radio networks and stations using Printers' Ink during the first eight months of 1942

BLUE NETWORK CO., INC.

HUDSON BROADCASTING CO.

COLUMBIA BROADCASTING SYSTEM

COLUMBIA PACIFIC NETWORK

COUNTY STATIONS

DON LEE BROADCASTING SYSTEM

MUTUAL BROADCASTING CO.

NATIONAL BROADCASTING CO.

N.B.C. SPOT AND LOCAL SALES

WESTINGHOUSE RADIO STATIONS

YANKEE NETWORK

WXML, NEW YORK

WEAH, NEW YORK

WVBR, CHICAGO

WBT, CHARLOTTE

WEZ-BW, BOSTON

WCAF, PITTSBURGH

WCAU, PHILADELPHIA

WCCO, MINNEAPOLIS

WCOB, BOSTON

WDEC, HARTFORD

WDLZ, TUSCALOOSA

WEAF, NEW YORK

WWEI, BOSTON

WEWI, CLEVELAND

WFLR, PHILADELPHIA

WGCN, CLEVELAND

WORT, FORT WASHINGTON

WGN, CHICAGO

WOR, N. Y.

WQW, BUFFALO

WOC, DETROIT

WJSV, WASHINGTON

WJZ, NEW YORK

WKBW, BUFFALO

WLIR, NEW YORK

WLS, CHICAGO

WMAQ, CHICAGO

WNIC, MASHANTUCKET

WMCA, NEW YORK

WMCR, BOSTON

WWJ, DETROIT

WWL, NEW ORLEANS

BROADCASTING • Broadcast Advertising

September 7, 1942 • Page 35
UNITED PRESS last week launched its 1942 football service to its domestic radio stations and sending them the first of a series of 13 weekly programs titled Your Football Prophlet. Written by Ralph Palmer, head of the UP radio sports staff, the quarter-hour series will be made available for broadcasting on Thursday nights.

The first three programs will consist of pre-season dope about players and coaches in the college, professional and service teams. During the football season the program will pick the winners of some 50 to 60 top games each week.

Stations have reported considerable sponsor interest in the series, according to UP, which stated that several advertisers who shared in the credit of last year's Palmer record, naming the winners in more than 78% of the contests covered, have again signed up the program for another season.

In addition to the Football Prophlet series, UP has announced that it will continue its regular football roundups, including scores on more than 200 games each week, period scores on all major contests and period summaries on the 10 big games each week, stories on the results of all big games and two Saturday evening football roundups.

WLS, Chicago, broadcast the National Bowl for the first time on Aug. 22 from the Wisconsin State Fair before a crowd of 12,000, a record for attendance at any event of the fair.

FORMATION of the Amalgamated Broadcast System, a "co-operative radio program organization" designed to produce programs in the Broadway tradition for advertising agencies, networks and independent stations, was announced Sept. 20. Ed Wray, celebrated comedian now being featured in the Texaco Fire Chief programs over NBC, is president; Arthur Repp, Broadway producer, director of production; Ota Gygi and T. W. Richardson, directors.

WITH THE repeal by the Eastern Intercollegiate Football Assn. of the ban it previously had invoked on broadcasting major football games this season, virtually all colleges and universities are now empowered to make their own decisions whether games played on their home grounds shall be broadcast.

STARTING with 50,000 watts, but promising increases gradually to 150,000 watts, Norman T. Baker's new station in Mexico, which will be known as XENT, expects to go on the air early in October at Nuevo Laredo, Mexico, operating on 1120 kc., or mid-channel between the clear channel of 1125 kc. used by WRVA, Richmond, and the experimental channel of 1120 kc. used by various American and Canadian regional stations.

THE COURT of Appeals for the District of Columbia, Sept. 16 granted the petitions of KOIL, Council Bluffs, Iowa, and of WAAF and WOJ, Omaha, for a stay order restraining the Federal Radio Commission from making effective its order authorizing Station KICK to move from Red Oak, Ia., to Carter Lake, Ia., suburb of Omaha. All three stations pleaded that they would be adversely affected and that the move violated the laws and the Commission's regulations. The Commission was also granted a 30-day extension to Oct. 20 for filing its brief in the appeal of WQO, Kansas City, from an order deeming it.

DON LEE has purchased the remaining 49% of KDB, Santa Barbara, Calif., thus acquiring full control of that station, which along with KFRC, San Francisco; KKL, Los Angeles, and KGR, San Diego, all units of the Don Lee-CBS chain.

MANAGEMENT of KOIN, Portland, Ore., has purchased KTBR, in the same city, and will change its call letters to KALE. The station uses 500 watts at 1500 kc., and will continue to carry CBS sustaining features which KOIN cannot handle.

It Happened

TEN YEARS AGO THIS MONTH

From the 1932 files of Broadcasting

EDWARD KLAUBER, first vice-president of CBS, died in his bed last month following a heart attack, sustained Sept. 24 from New York on the S. S. Saturnia for a Mediterranean cruise.

FRED BATE, since 1919 associated with the Radio Profit Commission which drafted the Young Plan, for the last two years with an American banking house in Paris, has been appointed European representative of NBC, sailing Sept. 20 for London, where he will set up headquarters.

ROY S. DURSTINE, vice-president and general manager of BBDO, New York, and Miss Virginia Gardiner, singer frequently heard on NBC, were married in New York on Aug. 30 and planned to sail for Europe on a wedding trip.

LESLEY BOWMAN, former assistant director of CBS field operations in New York, has been appointed chief engineer of WJZ, Cleveland, and the newly rebuilt CBS station opposite Washington, which is scheduled to go on the air Oct. 20.

LAWRENCE MOWE, chief technician of KFOX, Long Beach, Calif., for the last eight years, has been appointed assistant manager.

PETER GRANT, who obtained a law degree and was admitted to the Missouri Bar before he decided he would rather have a radio career, was confined to the announcing staff of WLY, Cincinnati.

WILLIAM FAY, general manager, and Lewis B. Williams, continuity editor and announcer, both of WHAM, Rochester, recently became the fathers of girls. Julie Anne and Mary Althea, respectively.

BOND GEDDES, for the last five years an official of the Radio Manufacturers Assn., has been promoted to executive vice-president and general manager as part of a general reorganization.

LEW FROST, production manager of NBC, who has been appointed program manager succeeding Thomas H. Hutchinson, resigned.

J. H. DEWITT has been named chief engineer of WSM, Nashville.

JAMES W. BALDWIN, secretary of the Federal Radio Commission, and Mrs. Baldwin are parents of a daughter, Carol Ann, born Sept. 4.

RICHARD C. PATTERSON, former commissioner of Correction of New York City, has been appointed executive vice-president of NBC, succeeding George F. McClelland, who has been designated assistant to M. S. Hirt, president of both NBC and RKO. Baker's patent, according to Mr. Patterson assumes his new duties Oct. 1.

MANTLE LAMPS, Co. of America, Chicago (Aladdin Lamps), is sponsoring weekly programs featuring Smilin' Ed McCollum on various stations.

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

WFMJ

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

Headley-Reed Co.

National Representatives

BEST GUESSER among Pacific Coast agency executives on the total ticket requests received for San Francisco origination of the five weekly "Deadlock at Sardi's," was given congratulatory and an RCA personalized radio by that network. gravelers and winners are (1 to 2): Gene Grant, network account executive; Bruce Elliott, executive of Tomasek-Elliot, Oakland, (Cal.) agency and winner, whose 22,500 guess approximated the 20,167 total; W. B. Ryan, manager of KGO, San Francisco. Program is cooperatively sponsored by six firms on the West Coast.

The Other Fellow's Viewpoint

No Complaint!

EDITORS, BROADCASTING: KROS in Clinton, Ia., ceased to identify the talent on records and transcriptions on the day that Pettro's order become effective, preventing the members of the AFM from making recordings. Since that time only the titles and featured singers have been announced, providing the singer is not a member of the AFM. Since the public is interested in the music rather than the artist is proved by the fact that there has not been a single comment on the change.

KROS believes that if this practice were made general, and the radio industry were to cease to give to orchestras, band leaders, and soloists the millions of dollars worth of free complimentary burbs in the introduction of recorded or transcribed numbers, the membership of AFM would see the resulting decrease in their earning capacities, and would fight the Pettro edict with even more vigor than the radio industry.

Can't they see that they are killing the goose that laid the golden egg. They should remember the ASCAP experience.

MORGAN SEXTON,
General Manager,
KROS, Clinton, Ia., Aug. 28.

AMERICAN AIRCRAFT Institute Chicago (correspondence school), has started a late evening quarterly in newcast three-weekly on WBBM, Chicago, M. A. Ring & Co., Chicago, is agency.
Lorillard's Plans For N. Y. Football

Giants Games, Home and Away, Sponsored for Old Golds

P. LORILLARD Co., New York (Old Golds), will sponsor all the home and away games of the professional New York Giants football team, on WHN, New York, starting with the New York-Washington game Sept. 27.

Continuing at the microphone as sportscaster, will be Red Barber, currently covering the Giants for out-of-town games, airing the play-by-play via special wire to the station.

Schedule of Games


Pabst Sales Co., Chicago, is sponsoring all games of the Brooklyn Dodgers on WOR, New York, in addition to the games of six other teams of the National Football League on 10 stations in various parts of the country [BROADCASTING, Aug. 24]. Lord & Thomas, Chicago, is agency for Pabst.

Shortwave Programs

FOLLOWING requests of overseas servicemen for more dance music, Hollywood and sports news and news of the war, the English section of the NBC International Division will augment its shortwave schedule to include more of this type of material, in addition to rebroadcasts of the popular network programs, the fall program will include Service Serenade for troops in the British Isles; Caribbean Carnival for men in the Caribbean, and Down Beat Down Under for Australia and New Zealand.

Alexander Back

A. L. ALEXANDER returns to WHN, New York, for his fourth year as conductor of Mediation Board. Listeners are invited to appear before the microphone and present their personal problems who attempt to give advice leading to better adjustments. The board changes each week and is made up of people from various fields who volunteer their services.

Miler Labis, Elkinton, Ind. (Alka-Seltzer), on Oct. 3 renew for the tenth year. The National Life Insurance Program is heard on 68 NBC stations, Saturdays, 9-9:30 p.m. Wade Adv. Agency, Chicago, is the agency.

Lamb Life Insurance Company

JACKSON, MISSISSIPPI

Your Best National Spot Buy . . .

NATIONAL ADVERTISERS and New York's numerous nationalities have one thing in common. They both agree that WBNX is the Foreign Language Station of Greater New York.

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

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

*Over 70% of metropolitan New York's population is foreign born or of foreign parentage.

Farm Placements

DE KALB AGRICULTURAL ASSN., De Kalb, Ill. (hybrid seed corn), has started sponsorship for 13 weeks of five-minute early morning farm news programs from communities in Illinois, Indiana, Wisconsin and Michigan, by Lloyd (Doc) Burlingham, five days a week on WLS, Chicago. Information on bettering crop production and livestock raising methods is included on the program. Agency is Western Adv. Agency, Racine, Wis. The Pure Milk Assn., Chicago (dairy farmers' association), has started sponsorship for 52 weeks of a similar program by Mr. Burlingham three days a week at noon on WLS. Agency is Presba, Fellers & Presba, Chicago.

Cleaner Spots


Petri Wine Spots

PETRI WINES, San Francisco wines, recently started a concentrated fall campaign of transcribed spot announcements using approximately 60 a week on WQFL, Chicago, and a total of a hundred spots a week on KFRC and KQW, San Francisco. Agency is Erwin, Wasey & Co., San Francisco.

**DIRECTIONAL OVER THE NEW YORK BAY**

**THE VOICE OF MISSISSIPPI**

**WBNX**

**NEW YORK 5000 WATTS**

FOR OFFENSE FOR DEFENSE

Buy U.S. Bonds Today!
THE BUSINESS OF BROADCASTING

STATION ACCOUNTS

- program and ad
- new program
- fill-in
- transcription
- spot announcements

WFAA-WBT, Dallas-Ft. Worth

Interstate Cotton Oil Refining Co., Sherman, Texas (Mr. Tucker's Shortening), 5 ppm weekly, thru Cook Advertising, Dallas, N. Y.

Purina Mills, St. Louis, Mo. (Purina Foal), 3 ppm weekly, thru Gardner Advertising, St. Louis.

Lever Bros., Cambridge (Swan Brand), 1 ppm weekly, thru Young & Rubicam, N. Y.

Gruen Labs., Inc., St. Louis (Bromo Quinine), 1 ppm weekly, thru Russel M. Seeds Co., Chicago.


Davis & Co., Dallas (Davis Hats), 2 ppm weekly, thru Grant Advertising, Dallas.

Studebaker Corp., South Bend (Studebaker Cars and Service), 5 ppm weekly, thru Chicago, Williams and Cunningham Inc., Chicago.

McKesson & Robbins, Bridgeport (Bectel), thru Foote, Cone & Belding, N. Y.

Elwood Robinson Adv., Los Angeles.

Interstate Lumber Co., Dallas (Building Materials), 6 ppm weekly, thru Tracy-Loke-Dawson, Dallas.

Interstate Circuit Inc., Dallas (Interstate Theaters), 2 ppm weekly, thru Tracy-Loke-Dawson, Dallas.

WGAR, Cleveland

Ohio Bell Telephone Co., Cleveland, 8 ppm weekly, 20 ppm weekly, thru Gardner Advertising, Cleveland.

Levi Bros., Cambridge (Rimse), 10 ppm weekly, thru Brain's, 15 ppm weekly, thru Craven & Hodges, N. Y.

Golden Age Corp., New Haven, 6 ppm weekly, 15 ppm weekly, thru Craven & Hodges, N. Y.


M. B. Milling Co., Chicago, 3 ppm weekly, thru Tracy-Loke-Dawson, Dallas.

General Foods, New York (Post Toasties), 1 ppm weekly, thru Nestle & Bowles, N. Y.

WCHI, Columbus, Miss.

Purina Mills, St. Louis (Purina Foal), 3 ppm weekly, thru Gardner Advertising, St. Louis.

Dr. Pepper Bottling Co., Dallas, 30 ppm weekly, thru Tracy-Loke-Dawson, Dallas.

WOR-1, New York


International Milling Co., Minneapolis (Rohm Xerox flour), 15 ppm weekly, thru H. W. Kastor & Sons, Chicago.

Illinois Bell Telephone Co., Chicago (Illinois Bell), 5 ppm weekly, thru BTC Advertising, Chicago.

Chicago Advertiser, Chicago, 3 ppm weekly, thru Earle Ludgin, Chicago.

American Can Co., New York (Pail Mail Cigarettes), 5 ppm weekly, thru Rutter & Rutter, New York.

Carter Products, New York (pianola), 2 ppm weekly, thru Ted Bates, N. Y.

WOKW-GWL, Ft. Wayne

Indiana Bell Telephone Co., Indiana (Spon), 15 ppm weekly, thru Borden, Chicago.

Manhattan Soap Co., New York (Sweet Heart), 20 ppm weekly, thru Franklin Bruck, N. Y.

Grove Lake, St. Louis (Bromo Quinine), 10 ppm weekly, thru Robins & Co., Chicago.

KEL, Los Angeles

O'Brien Candy Co., San Jose, Calif., 1 ppm weekly, thru Brummitt, San Francisco.


Nassau Bros., Los Angeles (42 products), 5 ppm weekly, thru Miltman, San Francisco.

KECA, Los Angeles

Golden Age Corp., Los Angeles (masonic products), 20 ppm weekly, thru Brummitt & Co., Los Angeles.


WRC, Washington


KJH, Hollywood

Golden State Co., San Francisco (Golden V milk), 30 ppm weekly, thru Rutter & Rutter, San Francisco.

Sunny Sally Vegetable Growers, Vernon, Calif. (Sunny Sally vegetables), 2 ppm weekly, thru Tyler T. Smith Adv., Hollywood.

KNX, Hollywood


Benjamin Labs., St. Louis (Wayside Catalys), 3 ppm weekly, thru Ted Bates, N. Y.

American Can Co., New York (Pail Mail Cigarettes), 5 ppm weekly, thru Rutter & Rutter, New York.

Carte Products, New York (pinto beans), 2 ppm weekly, thru Ted Bates.

FADC COLLINS FIRST TO RECEIVE SCROLL

TED COLLINS, producer of Kate Smith's broadcasts on CBS, will receive a scroll in recognition of "his efforts through his radio program to inspire the public with the will to win the war," from the We Will Win the War Committee of the American War Foundations, New York.

Collins will receive the award from Hon. James J. Gerard, former ambassador to Germany, and honorary chairman of the Committee, when the latter returns to the city at an undetermined date.

Collins is the first person to be so honored by the committee, which will select each month a person who, according to the committee, has contributed to the war effort. The group is headed by George Peck, national director, and includes in its membership the governors of 21 States.

Kate Smith, songstress, is sponsored on CBS Monday and Friday by General Foods Corp., New York, for Swansdowne Cake Flour and Calumet, and on the same network, the following week's program will be broadcast in New York, New Haven, New York (Sweetheart), and Miami (WOR-1) for Grape Nut and the New York Times.

Seventh Charm Season

GENERAL ELECTRIC Co. Celebrates, entered its seventh season as sponsor for the Hour of Charm on NBC with the Sept. 6 program, which also marked the 300th broadcast of the show. Agencies are BBDO, New York, and Foster & Davies, Cleveland.

NEW RATING CHART IN HOOPER REPORT

A CHART of "Maximum Expected Statistical Variations in Ratings," designed to determine the amount by which one rating on a program must differ from another in order to indicate a definite change in audience size, is included in the Aug. 8-14 report of national program ratings issued by C. E. Hooper, Inc.

The accompanying explanation points out the additional "popularity" a program's rating may be affected by the influence of contemporary events, weather conditions, changes in programming preceded or following and precedes any upgrades or downgrades, differences in listener interest, variations in number of programs of the same type as the one studied and "chance variation inherent in every figure produced by a sampling operation."

Chart shows the maximum plus or minus variations for any rating which may be expected to occur without reflecting any real change in the size of the program's listening audience.

WAGA Agrees With FTC

To Drop Certain Claims

A STIPULATION has been entered by WAGA, Atlanta, with the Federal Trade Commission to cease certain representations regarding the station's transmittal facilities and power, and stipulated with the Federal Trade Commission that WAGA will be more listeners in Atlanta than any other stations in Atlanta, that when operating as authorized in its construction permit, it can be heard without interference over the entire State of Georgia; or misrepresented through exaggerated the number of prospective purchasers who listen to the station." Under procedure of the FTC, any complaints entered by that agency are dropped upon entrance of a stipulation.

HARRY M. DITTMAN, head of Ditt- man Adv. Agency, Philadelphia, has been a member of the executive committee of the Consumer's Protective Committee, which is part of the Philadelphia Council of Defense.
Carter Serial

CARTER PRODUCTS Inc., New York, will start a spot radio campaign for Carter's Little Liver Pills on the Pacific Coast on Oct. 5, using a five-day-a-week transcribed serial program, Judy & Jane, on seven stations which are currently being lined up by Ted Bates, New York, agency in charge of the account.

AGENCY


SWIFT & Co., Chicago (ice cream), to Needham, Louis & Brody, Chicago, Man-
ric H. Needham, account executive. Media not announced.

GORDON FENNELL Co. (K. A. Soup-ex-
Mix and other dry-variety foods), Cedar
Rapids, la., to Irwin Vladimir & Co., New-
York, for advertising abroad. Media not announced.

RED ROCK BOTTLEs Inc., Atlanta, Ga. (Bottled goods), to H. A. Bahn-
man Inc., N. Y. Newspapers, magazines, radio.

ARONSON-CAPLIN Co., N. Y. (under-

ADAM SCHREIB BREWING Co., Nor-
ristown, Pa., to Lawrence I. Everling, Philadelphia.

HEALTH FOOD PRODUCTS Inc., New-

Canada Will Use Spots
In Insurance Campaign

CANADIAN DEPT. of finance starts on Sept. 7 a three-week paid spot announcement campaign on alternating stations to acquaint the Canadians on War Risk Insurance which goes into effect on that day. Under legislation passed early this summer the Canadian government will pay war risk insurance on property up to $5,000 and on chattels up to $1,200. There are 15 one minute announcements in the series and they will run once daily. The account was placed by the Advertising Agencies of Canada. It is the second Department of Finance paid programs on the air at present, the other, for War Saving Certificates, being a net-
work daily show, They Tell Me. Another campaign for the department is expected to start later this month for Victory Loan drive.

Ample Hydro and Low-Cost
Coal Energy

THERE are forty light and power dist-
ributing companies in Nova Scotia, deriving their energy from the numer-
ous power-sites of the Province, which actually develop a total of 407,426 H.P. These power-sites which are well distributed, are all owned by the Crown and are being developed either directly by the Nova Scotia Power Commission or by private companies operating under lease.

As a result of these extensive power developments, electric light and power are available in practically every country di-vi-si-t in at moderate rates. Large quantities of low-grade coals are also accessible, although not now being mined, for the development of further electrical energy when the demand arises.

Facilities for prompt communication are afforded by modernly equipped telephone and telegraph systems extending throughout the Province. In-
vestigate!

In
Salt Lake City
most people
just naturally
turn to their
only
outlet...

\[...\]
U.S. Sponsors Pushing Latin Markets

Long Range Campaigns
Used to Keep Name
In Public Eye

AGGRESSIVE RADIO campaigns in the Latin American markets are being carried on by American advertisers, according to R. C. LeBret, president of Export Adv. Agency, Chicago. Although there are distribution difficulties in getting transportation, the U.S. firms are planning long range campaigns to keep the names of their products before the Latin American consumers. In many cases the copy has been written in cooperation with the Office of Coordinator of Inter-American Affairs.

"Sometimes a dealer's shelves may be empty for four, five or more weeks down there, but the sponsors continue with their radio programs and you see the good results when new supplies arrive in the stores," Mr. LeBret pointed out.

Disc Music Popular

Because long series of spot announcements may be scheduled for 15 or 20 minutes at a time instead of between programs, the U.S. advertisers have found complete programs of good transcribed music produced in the United States win the listeners. Any music but hot jazz has their approval, Mr. LeBret remarked, but popular song hits recorded by Latin orchestras in New York are the favorites.

Current leading program in popularity, judging from letters and comments, is a weekly quarter-hour script program of Hollywood gossip written by a South American living in Los Angeles, Mr. LeBret said. The program, sponsored by George W. Lupton Co., New York (Tangee cosmetics), is handled by local announcers on exchange stations and copy is sent by airmail each week.

It is broadcast in 16 countries, in Colombia on HJAN and HJAB; Barranquilla; HJHC, Bogota; HJTA, Barranquilla; HJCB, Bogota; HJAC, Cartagena; HJDC, Cucuta; HJDK and HDJF, Medellin; HJAH, Pasto; HJFA, Pereira; Radio Colonial, Popayan. In Argentina on LRI, Buenos Aires. In Chile on CB57, Santiago, and the United States in Costa Rica on TIPG, San Jose.

In Cuba on RHC-Cadena Azul, Havana. In the Dominican Republic, HIZ, Ciudad Trujillo; in Ecuador, HCSAJ-HC9AK, Guayaquil, HC9B and HCQ9R, Quito; in Guatemala, TGUW, Guatemala City; in Honduras, RHN, Tegucigalpa; in Mexico, XEW, Mexico City; in Panama on HP6B-HOQ, Panama City; in Peru, OAX4A and OAX42, Lima; in Puerto Rico, WKAQ, San Juan; in Uruguay, Radio Pemendia, Montevideo; in Venezuela, YV5RA-YV5YN, YV5RL, YV5WR and YV5RA, Caracas.

Campbell Soup Drive

Another U.S. company which has recently expanded their advertising schedule in South America through the Export Adv. Agency is Campbell Soup Co., Camden (condensed soups), sponsoring quarter-hour weekly transcribed music and talks on nutrition on RHC, Havana, and WPAB, Ponce, and WIAQ, San Juan, Puerto Rico.

Wintersmith Chemical Co., Louisville (margarine), advertises on five-minute and quarter-hour programs of transcribed musical programs four or five times weekly in Colombia on HJFH-HJFJ, Armenia; HJAB-HJAN, Barranquilla; HJDC-HJCB, Bogota; GAB-GAK, Bucaramanga; HJGB-HJED, Cali; HJDE-HJDK, Medellin; HJFA, Pereira; in Mexico on XEDR, Guaymas; HEB-HH, Hermosillo; XEDS, Mazatlan; XEB, Mexico City; XEF, Merida, Merida; XEDS, Mazatlan; XEB, Mexico City; XEF, Merida; XET, Monterrey; XEAX, Oaxaca; XEFW, Tampico; XETB, Torreon; XEBY, Veracruz; in Panama on HPOU-HOQA, Panama City.

Miles Labs., Elkhart, has started to test Nervina on RHC, Havana, with three weekly programs of transcribed music. The company recently expanded radio promotion of Alka-Seltzer, with transcribed musical programs on 13 Colombian stations, HJAN and HJFM, Armenia; HJAB, Barranquilla; HJHXJ and HDJF, Medellin; HJAH, Pasto; HJFA, Pereira; Radio Colonial, Popayan. In Argentina on LRI, Buenos Aires. In Chile on CB57, Santiago, and the United States in Costa Rica on TIPG, San Jose.

In Cuba on RHC-Cadena Azul, Havana. In the Dominican Republic, HIZ, Ciudad Trujillo; in Ecuador, HCSAJ-HC9AK, Guayaquil, HJCB and HCQ9R, Quito; in Guatemala, TGUW, Guatemala City; in Honduras, RHN, Tegucigalpa; in Mexico, XEW, Mexico City; in Panama on HP6B-HOQ, Panama City; in Peru, OAX4A and OAX42, Lima; in Puerto Rico, WKAQ, San Juan; in Venezuela, YV5RL-Radio Tropical, YV5WR, YV5RA, Caracas; and a short wave program from WLWQ, Cincinnati.

Knox's Hollywood Chatter

Hollywood gossip on five-minute and quarter-hour live programs is used by Knox Co., Los Angeles (cosmetics and pharmaceuticals), on OAX4A, Lima, Peru, and WIAQ, San Juan, Puerto Rico.

Recently expanded schedules for transcribed musical programs two to five days a week have been placed by Bauer & Black, Chicago (Blue Jay Corn Plasters), in Colombia on HJAB-HJD, Bucaramanga; HJDC-HJCB, Bogota; HJABA, Cali; Cuba on RHC, Havana; in Mexico on XEFL, Chihuahua; XED-RXEDQ, Guadalajara; XEF, Merida; XEB, Mexico City; and by Merchantum Co., Wilmington, Del., in Colombia on HJDC-HJCB and HJX-HJICZ, Bogota, and HJGB-HJED, Cali; in Peru on OAX41 and OAX4A, Lima.

Schlitz Series

Joseph Schlitz Brewing Co., Milwaukee has sponsored Spanish and English quiz programs for several months on stations in Panama City and San Juan [BROADCASTING, July 27]. Seek & Kade, New York (Persian cough medicine), is using transcribed quarter-hour programs giving health advice on WPAB, Ponce, and WKAQ, San Juan, Puerto Rico.

Hussey Moves

ROBERT D. HUSSEY, radio department manager of Paramount Pictures Inc., has resigned and on Sept. 15 joins Frank W. Vincent Agency, Beverly Hills, Cal., talent service, as an associate. Hussey organized Paramount's radio department in Hollywood about four years ago, having previously been assistant to the then publicity department manager. His film studio successor has not been announced.
Six Abandon CP's
For 5 Kw. Power
Four Allow Permits to Lapse;
Two Others to Follow

WAR CONDITIONS have hit the plans of at least half dozen stations for increasing their operating power with the disclosure last week by the FCC that four outlets holding construction permits for boosts to 5,000 watts had allowed their CP's to expire, while another two whose CP's are soon to expire have voiced their intention of dropping their plans for the present.

WSFA, WMBD Also

Expired are the 5,000-watt construction permits of KROW, Oakland, Cal., now using 1,000 watts on 960 kc.; KWK, St. Louis, currently with 5,000 watts night and 1,000 day on 1380 kc.; WBBY, Waterbury, Conn., with 1,000 watts on 1500 kc. at the present time; WKBH, La Crosse, Wis., with 1,000 watts on 1410 kc.

The other two—WPEA, Montgomery, Ala., licensed for 500 watts night and 1,000 day on 1440 kc., and WMBD, Peoria, Ill., at present 500 watts night and 1,000 day on 1470—have notified the Commission that they will allow their current CP's to lapse and accordingly let them be deleted at that time.

In practically all cases, the cause was laid to the unavailability of necessary equipment. WSFA and WMBD are the only ones whose CP's had been granted this year, the others having been issued prior to 1942.

**Service Calls Hit Ft. Worth Outlets**

NINE STAFF changes at WBAP-KGKO, Fort Worth, were announced last week, principally resulting from men entering the service. A. M. (Woody) Woodford, production director, is now serving as Naval Warrant Officer at Farragut, Ida.

The engineering department has lost four men: Elliot Maerseh, a second lieutenant in the Army Air Forces; Bruce Howard, Navy Warrant Officer; Frank Parrish, also a Navy Warrant Officer; and Bob Bird, working under Civil Service for the Army Signal Corps. Additions to the engineering department are: Thomas Bedford, formerly of WHAS, Louisville, and Harvey Robertson, former chief engineer of KCMC, Texarkana, Tex.

Marvin Moore, formerly on the dramatics staff, has been made a fulltime announcer and Marie Gillagher has been named a receptionist.

**FTC Complaint**

FRATELLI BRAVAC, New York, distributor and seller of Fernet Branca, medical preparation, has been charged with false advertising. Complaint alleges representations by the company are “exaggerated, false and misleading.”

KIRO, Seattle, recently did a half-hour remote broadcast of a complete mobilization of local civilian and military protection forces from atop the Cobb Building where its studios are located. Art Lindsay, special events director, was at the mike.

**KWHH**

CBS-50 KW
The Selling Power
in the Buying
Market
A Register Ten Times
Shreveport, La.
The Broadcast

**Johnny Long**

JOHNNY LONG
records for LANG-WORTH

**Broadcast Advertising**

September 7, 1942 • Page 41
ACA Appoints Darlington
EDGAR T. DARLINGTON, engineer of WFIL, Philadelphia, has been named vice-president of the American Communications Assn. broadcast division with headquarters at 1626 Arch St., Philadelphia. He has been identified with telephone, telegraph, marine and broadcast fields for the last 30 years.

CHARLES H. COLEMAN, engineer of WFIL, Philadelphia, is now a first lieutenant in the Army Air Forces.

LORE AnsPACH and Bill Thanesch, technicians of KYW, Philadelphia, have been commissioned in the Army Air Forces. William N. Gilbert and Marshall Snee, also leave the staff. Gilbert has been commissioned a Navy lieutenant (j.g.) and Snee will teach Signal Corps radio reception.

RALPH LautZENHEISER, formerly of KSCJ, Sioux City, Iowa, is transmitter technician of WCCO, Minneapolis.

JOHN Reilly, formerly chief engineer of WBAI, Stamford, Conn., has joined WABC, New York, as a technician.

EWING JustrEId, former engineer of WFIL, Philadelphia, has been commissioned a lieutenant in the Navy.

AUSTIN LANDRY, formerly in the radio division of the Westchester County police, has joined the CBS engineering staff.

HERMAN WILSON has joined the transmitter staff of CHEX, Petersburg, Va.

FRANK SHANNON, engineer of WYOU, Philadelphia, has been commissioned a captain in the Army Air Forces.


Stricken while on a weekend holiday in the Thousand Islands, Mr. Hanover died shortly after his boat reached shore from Alexandria Bay. He had played 18 holes of golf two days before and was thought to be in excellent health. He was 59.

A native of Wisconsin, Mr. Hanover attended the U of Wisconsin for a short time. He joined Stromberg-Carlson when 18 in Chicago and grew up with the firm, having started in the purchasing department. He came to Rochester in 1904.

In Charge of Radio
At the time of his death, Mr. Hanover was in charge of all manufacturing and broadcasting operations, including the 50,000-watt WHAM, Rochester. He also was a director of the company.

While radio was still young, Mr. Hanover was quick to see its potentialities. The company was already in the set manufacturing field in 1926 when he, along with others, advocated acquisition of WHAM, which subsequently became a 50,000-watt outlet on its clear channel.

Mr. Hanover participated in many of the earlier conferences of the Federal Radio Commission and the FCC in the moulding of allocations policies. Company officials, identified with WHAM operations, recall that his primary consideration was always that of the listener.

"Mr. Hanover was a real credit to the industry," said William Fay, WHAM general manager. "His loss is a great blow to all those who were associated with him.

Mr. Hanover leaves his widow, the former May Radcliffe, and a brother and sister in law, who were associated with him.

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SOUND MOVIE AS RADIO ALLY

Station Relations Improved by Showing
of Inner Workings, Says Hill

By MILTON C. HILL
WHKX, Chicago

THERE are approximately 30,000 persons in Northeastern and Central Ohio who today have a greater appreciation of radio than they did a year ago. With few exceptions these 30,000 are average citizens. Formerly they knew that by dialing certain stations on their home receiving sets at certain times they could get programs they liked. That was the extent of their knowledge of and largely their appreciation of radio.

How did these people come to look at radio in a different light? Take the case of one individual for an answer. He was a member of the American Legion. At his Post meeting one night, a representative of a broadcasting company appeared with movie projection equipment. The man, representing three Ohio radio stations, explained that he would show a movie which had been made right in these stations’ studios. The lights were dimmed. For a half-hour the man and his fellow—Legionnaires sat and watched—very intently.

Revelation in Detail

It was a revelation. Never before had the man realized the multitudinous details of planning, selling, and production that are handled by the staff of a radio station. He hadn’t realized that people were needed to sell radio time. He found that it takes promotion and merchandising to keep sponsors happy. He was amazed at the large staff of artists, announcers, and engineers that was necessary to keep a broadcasting schedule going smoothly.

The technique of the engineer in monitoring a musical program intrigued him. He was both amused and surprised when he saw the pictures of the announcers—they didn’t look at all like he had imagined them. He was awed by the maze of technical equipment and the huge transmitting towers.

There was a question-and-answer session after the movie. Frequency modulation, television, and future developments in radio were foremost in the interests of the audience. The man from the broadcasting company predicted a bright future, pointing out that new technical developments would increasingly make radio a dominant force.

Out of the whole period, which lasted about 45 minutes, an hour for the movie and 15 minutes for the questions, came this collective response from an amazed audience: “I never knew there was so much to it!”

Public Relations Are Improved

Without planning it, the radio stations had done more than advertise themselves. They had performed a service for the radio industry, and in so doing, improved their own standing in the eyes of the public. They had improved their public relations, and radio’s public relations, merely by showing the enormity of the broadcasting task.

By effectively informing the public about radio through the motion picture the stations had discovered an unusual creator of goodwill, and showing the movie continues today as an activity of multiple benefits.

The stations have two sets of modern sound projection equipment for showing this 16-mm. film. One to two operators are required, depending on the number and location of showings each day. This is handled by representatives of the promotion and publicity departments, who also make the bookings. Any organization which can supply an audience of 40 or more persons can have the movie for a meeting without charge. The average audience has about 50 persons. The largest audience which has seen the movie was one of 1200. Most of the public schools have booked it once or more. Bookings have been made for months in advance for all sorts of clubs, lodges, and fraternal organizations.

The film is not overloaded with advertising for the three sponsoring stations, WHK and WCLE in Cleveland, and WHKC in Columbus. For that reason it is relatively simple to get bookings with school and church groups and other conservative organizations which generally do not lend their meetings to promotional schemes. It is costly, of course. The initial cost of producing such a film is quite heavy and the cost of showing it is roughly equivalent to adding another full-time employee to the sponsoring stations’ staff. But it has been established as a valuable ally to broadcasting. It certainly is one which has great possibilities as a builder of genuine goodwill for commercial radio.

Mr. Hinks

HINKS Commissioned
Kenneth W. Hinks, vice-president of J. Walter Thompson Co., Chicago, and account executive on the Swift & Co., Chicago (meat products, lard, butter, eggs, shortening, margarine), Elgin National Watch Co., Elgin, III., and Northern Trust Co., Chicago, accounts, has been commissioned a lieutenant-commander in the Navy and will report Sept. 18 at Dartmouth.

TIME OUT

for the imperative needs
of America at war

The entire production equipment and facilities of Fairchild Aviation Corporation today are being used for America’s vital war needs. Commercial owners and users of Fairchild precision recording and amplifying equipment are advised to take the best possible care of the instruments in their possession. Our Service Department will gladly assist you in protecting and extending the life of Fairchild Equipment. Call upon us.

...It had to satisfy Fairchild first

Winston-Salem, North Carolina

FAIRCHILD
Sound Equipment Division
AVIATION CORPORATION
88-88 Van Wyck Boulevard, Jamaica, L. I., N. Y.
Petrillo Edict  
(Continued from page 7)  
scribed programs for many stations, entailing not merely the loss of popular program material but also of advertising revenues which enable the stations to continue in business. In other words, this is a definite example of injury sustained by the broadcasters as a result of the Petrillo prohibition of recordings.  
Petrillo wire read as follows:  
This is to advise you that the American Federation of Musicians will not renew grants previously given to you to make transcriptions. As to any transcription now already made, previously granted permits are terminated.

Attempts to reach Mr. Petrillo for an explanation or amplification of his order were unsuccessful. Nor could any comment be secured from the AFM's national headquarters in New York. One curious angle of the situation was that of Friday afternoon, neither NBC Radio-Recording Division nor Columbia Records received the union's telegram although copies had been received by World Broadcasting System and Associated Music Publishers.  

The application of the AFM stoppage of the commercial transcriptions, as given on Thursday to Lee Graves of Compton Advertising Inc., by Harry Steeper, assistant to Mr. Petrillo, was that since the NAB had injected itself into the picture and was attempting to get an injunction, restraining the union from carrying out its prohibition against recordings, the AFM had decided not to grant any more special permits and to cancel those already granted.

Denies Compton Request  
Mr. Graves had gone to AFM headquarters for an explanation of the union's rejection of Compton's application for a permit to record the Procter & Gamble serial, Against the Storm, for use on 10 supplementary stations. Application was filed Aug. 7 and despite repeated attempts to get an answer from the union, no word was received until this week, when the union informed the agency its request was denied. As other commercial program permits had been granted by the AFM, Compton wanted an explanation for the apparent discrimination against its client.

Executives queried by Broadcasting on Friday were unwilling to discuss the problem posed by Mr. Petrillo's national headquarters, saying that they had time to think over and decide upon a plan of action before making any statements. Matters will be discussed and perhaps decided at a special meeting called by the NAB for Tuesday in New York, at which advertisers, advertising agencies, recording companies and broadcasters will all be represented.

ASCAP to Appeal Dismissal of Plea  
Society Holds Wisconsin Act Violates Constitution  
ASCAP will appeal dismissal of its plea for an injunction to restrain the unlicensed performance of portions of its music in Wisconsin, according to Louis D. Frohlich, general counsel for ASCAP. Society's attempt to enjoin permanently six tavern keepers and dance hall operators from playing ASCAP music was denied Aug. 29 by Federal Judge Lewis B. Schwelbenbach, of Spokane, Wash., sitting in the Federal District Court in Milwaukee.

 Held Unconstitutional  
Finding that neither ASCAP nor the five publishers who were co-plaintiffs in the suit had complied with the provisions of the Wisconsin statute requiring that 25% of gross revenues to the State, the court upheld the constitutionality of the law and dismissed the plea. ASCAP argues that admission to anything as to comply with the law, arguing that it is unconstitutional.

Counsel for the Wisconsin av- ene Keepers Assn., in defending the suit, argued that since ASCAP had not obtained a license from the State, which the law states is necessary for the licensing of music in Wisconsin, ASCAP may not prosecute anyone performing its music without a license in that State.

ASCAP's appeal will reiterate the claim that the law is unconstitutional, it was stated, and will also claim that even if the law is constitutional and ASCAP is forced to cease doing business in Wisconsin, ASCAP may not prosecute anyone performing its music without a license in that State.

Fight Against Petrillo  
Promised by Dr. Maddy  
A CONTINUING fight against the Petrillo ban of student broadcasters was promised by Dr. Joseph E. Maddy, leader of the Interlochen Music Festival, last week coincident with the disbanding of the school for the season. Inter- lochen orchestra of high school students has broadcast over NBC during its summer session for 12 years, prior to the command of AFM President James C. Petrillo that NBC this summer cancel the broadcasts because of purported competition with AFM members.

Dr. Maddy said the students had scattered, scattering their hopes on the "fight for freedom of speech." He declared he and his students would continue the battle for the rights of amateurs to radio expression, despite the Petrillo edict. Dr. Maddy is expected to be in New York this week at the Petrillo Anti-Competition of the Senate which gets under way Sept. 14 pursuant to a resolution (S. 299) of Senator D. Worth Clark (D-Iheda) for a full probe of the music situation.
Radio's War Role Hits High Figure
NAB Reviews Achievements of Industry for Quarter

Radio's contribution to the war effort cannot be entirely measured in precise numerical terms. It is more difficult to give some idea of the vastness of the industry's energy can be seen from the summary tabulation of announcements and programs of local origin during the months of May, June and July compiled by the NAB.

Many Spots

During this three-month period radio served up a total of 1,541,640 spots alone, besides other renditions, distributed among the various Government agencies and keyed to comply with Office of War Information requests to cover special needs at various times.

Army—127,120 spots: 50 3-min. live; 70 10-min. live; 240 15-min. live; 280 20-min. live; 300 25-min. live; 94,940 15-min. ET; 10 30-min. ET.

War Industry Train Info.—226,140 spots: 100 5-min. live; 10 10-min. live; 50 15-min. live; 15 20-min. live; 10 25-min. live; 800 30-min. live; 15 35-min. live; 8,120 40-min. live; 10 45-min. live; 62,640 50-min. live; 20 60-min. ET.

Civil Service—67,900 spots: 30 15-min. live.

Reer, Shipyard Workers (July)–3,280 spots: 20 15-min. live.

Health in Wartime & Reer, Nurses & Docs.—6,170 spots: 60 5-min. live; 580 10-min. live; 1,000 15-min. live; 20 30-min. live; 20 35-min. live; 20 40-min. live; 10 45-min. live; 20 50-min. live; 10 60-min. live.

War Industry Train Info.—270,340 spots: 100 5-min. live; 10 10-min. live; 50 15-min. live; 15 20-min. live; 10 25-min. live; 800 30-min. live; 15 35-min. live; 8,120 40-min. live; 10 45-min. live; 62,640 50-min. live; 20 60-min. ET.

Army Emergency Relief—11,220 spots: 70 5-min. live; 15 10-min. live; 100 15-min. live; 50 20-min. live.

USO—73,240 spots: 150 5-min. live; 10 10-min. live; 1,250 15-min. live; 10 25-min. live; 500 30-min. live; 10 35-min. live; 10 40-min. live.

Red Cross—58,100 spots: 50 5-min. live; 1 10-min. live; 40 15-min. live; 15 20-min. live; 10 25-min. live; 10 30-min. live; 15 35-min. live; 50 40-min. live; 10 45-min. live; 10 50-min. live; 10 60-min. live.

Civil Defense (all kinds)—83,980 spots: 210 5-min. live; 10 10-min. live; 1,310 15-min. live; 141 20-min. live; 10 25-min. live; 150 30-min. live; 20 40-min. live; 10 45-min. live; 10 50-min. live; 10 60-min. live; 10 70-min. live; 10 80-min. live; 10 90-min. live; 10 100-min. live; 10 110-min. live.

Victory Gardens—7,920 spots: 400 5-min. live; 10 10-min. live; 115 15-min. live.

The Home Front—Live Local—120 spots: 815 15-min. live; 1,170 30-min. live.

You Can't Do Business With Hitler—1,140 15-min. live.

Neighborhood Call—3,100 spots: 150 5-min. live; 1,850 10-min. live; 3,000 20-min. live; 3,000 30-min. live.

Three Cities of The Nation—150 30-min. live.


Other Govt. Agencies—46,310 spots (live & ET): 220 5-min. live; 240 10-min. live; 1,950 15-min. live; 1,000 20-min. live; 250 25-min. live; 5,100 30-min. live; 10 35-min. live; 110 40-min. live; 10 45-min. live; 90 50-min. live; 10 60-min. live; 30 70-min. live; 400 80-min. live; 10 90-min. live; 4,050 100-min. live; 4,200 110-min. live; 70 120-min. ET.

NBC-RADIO-RECORDING Division has announced the signing of 18 more stations to the list carrying Touchdown Tips, weekly transcription series of football hints and comment by Sam Hayes, bringing the total to 32 stations, four of which are broadcasting the series for the third consecutive year.

NON-PROFIT-ORGANIZATIONS have signed contracts for the broadcast of a series for the second consecutive year.

SPONSOR IN HOSPITAL and salesman on crusts proved no obstacle when Hugh M. Woods, station's oldest consistent advertiser, signed for his 15th year on KLZ. Denver. Mr. Woods signs in bed, while his nurse, and Pete Smythe, KLZ salesman, still on crusts recovering from a dislocated knee, look on. The Hugh M. Woods Mercantile Co. handles lumber and building supplies in the Denver market area.

Bronson Aide to Ryan

EDWARD H. BRONSON, assistant manager of WCOL, Columbus, O., will join the broadcasting division of the Office of Censorship Sept. 8 as an aide to J. Howard Ryan, assistant director of the division. Mr. Bronson, it was said, will handle inquiries to the division from broadcasters. He formerly was an editorial staff member of the Columbus Dispatch and the Aerop Beacon Journal. While attending Ohio State U. he edited the Ohio State Lantern, student daily, and is a member of Sigma Delta Chi, professional journalism fraternity.

Fould's Midwest Test

FOULD'S MACARONI Co., Libertyville, Ill., will start a 3-week test campaign about Sept. 16 in eight Midwest markets. Musical Spotnox announcements will be used at the end of the week six to 18 times weekly on WMAQ and WGN, Chicago; WJZ, Rochester; WOR, New York; WOAY, Athens; WKRC, Cincinnati; WBNS, Columbus; WTOP, WSPD, Toledo; WOOD, Grand Rapids, Mich. Streetcars will be used in two other cities. Agency is Campbell-Ewald, Chicago.

Serial Transfer

PROCTOR & GAMBLE Co., Cincinnati (Oxydol), on Sept. 28 will discontinue Woman In White and will replace it with Ma Perkins on 59 CBS stations Monday through Friday 1:15-3:30 p.m. The company will continue Ma Perkins on 80 NBC stations Monday through Friday 3:16-3:30 p.m. for Oxdol. Agency is Blackett-Sample-Hummer, Chicago.

Pet Milk Discs

PET MILK Co., St. Louis (canned milk), has placed a one-hour transcribed nutrition talks by Mary Lee Taylor twice a week on KFJ, Los Angeles; KPO, San Francisco; KJMI, Fresno; KHQ, Spokane, KOMO, Seattle; KGW, Portland. Series started on the West Coast stations first week in August Gardner Adv. Co., St. Louis, is agency.

Religious Organizations Take Two Spots on MBS

TWO RELIGIOUS programs have been added to the MBS Sunday schedule, which already includes three programs sponsored by religious groups (BROADCASTING, Aug. 17). In addition to Old Fashioned Revival Hour from 9-10 p.m. Gospel Broadcasting Assn., has started The Pilgrim Hour, 2-3 p.m., on about 135 MBS outlets. K. H. Alber Co., Los Angeles handles the account.

The Cadle Tabernacle, Indianapolis, has launched a half-hour at noon on the entire MBS network. Program includes five-minute sermons and music by soloists and a choir of 1,400 voices. Agency is Ivey & Ellington, Philadelphia.

MBS Billings Up

MUTUAL Billings for the first eight months of 1942 are $6,384,654, an increase of 58.6% over the corresponding period in 1941 when the total was $4,024,680. Billings for August were $518,226, representing a drop of 2.05% over figures for August of last year, $532,056.

What a difference the INTRODUCTION makes!

Don't ignore Poirearea—or let Peoria ignore you! WMDB can quickly introduce you to this prosperous market because it holds a unique spot close to the hearts of the home folks here. It's a position earned through public service, community effort and consistently fine entertainment. No "outsider" can introduce your product with such certainty of response.

It's the Right Introduction

This Central Illinois market hasn't heard of WMDB—yet. WMDB knows this market, too. We'll gladly send you any information you need. Just drop a line to WMDB, Peoria, III.
THE NERVE CENTER
Hub of Alaska Activities
Low Rates - Real Results
Representatives
ROMIG FULLER
1411 Fourth Ave.
Seattle, Wash.

KTAR
Arizona Broadcasting Co., Inc.
Phoenix, Arizona

Representatives
J. P. MckINNEY & SON

KSTP
50,000 WATTS
CLEAR CHANNEL
Exclusive NBC Outlet
MINNEAPOLIS · SAINT PAUL
Represented Nationally by Edw. Patry Co.

CBC Board Offers
Dr. J. S. Thomson
Manager's Office

Maj. Murray Recommended for Post of Director General
APPOINTMENT of Rev. Dr. J. S. Thomson, president of Saskatche-
wan U and a member of the board of governors of the Cana-
dian Broadcasting Corp. since February 1940, to the post of general
manager of the CBC, was recom-

mended by the CBC board at its
Aug. 28 meeting at Ottawa.

The board also recommended that
Maj. Gladstone Murray, present
general manager, be appointed to a
new position of director-general
of broadcasting for Canada which
"would permit him to devote his
time to creative work of the CBC
and the development of programs".

Dr. Augustin Frigon's status as
assistant general manager is not
affected by the proposed changes,
what will be sent to the Dominion
Government as recommendations and, if
accepted, become effective Nov. 2.

New Murray Support

While these recommendations
were announced by the CBC board
following its Ottawa meeting, Glad-
stone Murray has in recent weeks
received considerable support from
various influential organizations
who have telegraphed Prime Min-
ister Mackenzie King to retain him.

It is also understood that some
men in the broadcasting industry
have been suggested to cabinet
members as general manager, in-
cluding Reg Brophy, general man-
ager of the Canadian Marconi Co.,
and formerly with NBC, and
Ernest Bushnell, present program
chief of CBC.

The recommendations by the
CBC board follow the report of the
Parliamentary Committee on
Broadcasting that a new position
be found for Maj. Murray and a
new general manager be appointed.

It is also recommended that labor
and agriculture be represented on
the CBC board of governors.

Under the new setup, Dr. Thom-
son will attend to the business end
of the CBC while Major Murray
will look after the planning of
programs and the general direct-
ing of broadcasting. The reorgani-

zation is believed to be more along
the lines of the BBC, which for
years has been directed by two
chief executives, one administra-
tive and the other creative. Maj.
Murray is expected to devote his

Canadian Broadcasters Included In New Rules Of Selective Service

Canadian broadcasting stations and all firms in the broadcasting industry came under the new National Selective Service regulations which went into effect on Sept. 1. Under these regulations, no worker may quit his job and no employer may lay off or discharge any worker without giving seven days' notice in writing. No employer may interview or engage any worker unless such worker has a permit to seek employment, and these must be obtained from the National Selective Service offices located throughout Canada.

The National Selective Service officers have power to order any person to report for an interview at the local office, to order any person who has been unemployed seven days to take any suitable work, and to order any partially employed person to take any suitable full-time work, and only the National Selective Service officer can give permission for persons placed in jobs by these officers to quit their jobs. Workers moved from non-essential jobs or by the selective service may claim reinstatement in former jobs when the more essential work is finished. National Selective Service officers may pass transportation and other special allowances where workers are moved to distant jobs. There is a $500 fine and 12 months jail term provided for violations by employers, employees and others.

Canada's New Board

Canada has set up a new War-time Information Board at Ottawa to supersede the Office of Director of Public Information. The new WIB will be directly responsible to the Prime Minister, and will open offices for the dissemination of news about Canada's war effort in New York and Washington. Heading WIB is Charles Vining, 45-year-old president of the Canadian Newsmen's Assn, who previously was an executive with Cockfield Brown & Co. Ltd., Montreal advertising agency. Vice-chairman is Hon. Philippe Brais, K.C., Montreal lawyer and member of the Quebec provincial government cabinet. The WIB will take over the staff of the Director of Public Information, including G. H. Lash, who has been director since its formation and who will be a member of the WIB.

Wander Shifts 'Midnight'

To New Spot on the Blue

WANDER Co., Chicago, sponsor of Captain Midnight on MBS for two years, shifts the five-weekly adventure series to BLUE for a 30-week run, starting Sept. 28, for Ovaltine. Show occupies the 5:45-6 p.m. spot, the same period previously used on Mutual. Captain Mid- night was sponsored by Skelly Oil Co. for two years prior to going on the air for Ovaltine.

Addition of the show to the BLUE schedule makes a full hour and a quarter of children's programs on BLUE starting at 5 p.m., Monday through Friday.

THE ARMY TOOK OVER "The Old Hayloft" home of The WLS National Barn Dance since March 1933, while The Barn Dance moved to the Chicago Civic Opera building last week as the Eighth Street Theatre was turned into a schoolhouse for radio technicians of the Army Air Force. Glenn S. Snyder, manager of WLS, turns his theater keys over to Colonel A. Linseburg, executive officer of the school in Chicago's Stevens and Congress hotels, while Harold Safford (left), WLS program director, and Major Alfred Adams (right), officer in charge of activities in the theater, look on.

Paul Searles in Navy

PAUL D. SEARLES, technician at KGW-KEX, Portland, Ore., has been commissioned an ensign in the Naval Reserve, and called to active duty. Mr. Searles, formerly a professor of radio at Oregon Institute of Technology, had been with KGW-KEX over a year. He will be stationed in New York and Mrs. Searles, a member of the studio office staff, will go East with him when he assumes his post.

Dairy Series

BELL BROOK Dairies, San Francisco (Bell Brook Milk), recently started a campaign, using transcribed and live announcements on KQW, KFRC, KHJ, KQW, several times weekly and in addition participating on home-economics programs of Ann Hodges on KGO and Emily Barton on KFRC. Agency is Hotsford, Constantine & Gardner, San Francisco.

WVTA's Inc., Chicago (women's apparel), on Sept. 23 will start sponsorship for 52 weeks of Stars of Tomorrow, half-hour amateur program from Sundays on WGN, Chicago. Three wrist watches will be awarded to winning contestants each week and runners-up will receive War Stamp booklets. Agency is Malcolm-Howard Adv. Agency, Chicago.

WTAG, Worcester, Mass., holds its annual picnic for executives and employees. Over thirty attended, participating in a sports program, dinner, dancing and an entertainment staged by WTAG talent.

One of New England's best mail pulling stations — per inquiry cost: far below national average.

ARIZONA BROADCASTERS

BROADCASTING • Broadcast Advertising

September 7, 1942 • Page 47
Actions of the
FEDERAL COMMUNICATIONS COMMISSION

— AUGUST 29 TO SEPTEMBER 4 INCLUSIVE —

Decisions...

SEPTEMBER 1

VWXO, Knoxville—Granted modification of construction permit for extension of directional antenna on Commission's own station.

WQRL, Baton Rouge, La.—Granted modification of construction permit for extension of directional antenna on Commission's own station.

SEPTEMBER 2

KNJB, Cedar City, Utah—Granted motion to dismiss hearing without prejudice; denied request of petitioner to return to original schedule.

NEW, Beaumont, Texas—Granted request to continue hearing to Sept. 1-3.

SEPTEMBER 3

WJR, Hickory, N. C.—Granted modification of construction permit for extension of completion date to 11-4-42.

WACQ, Atlanta—Same to 3-17-43.

KEUR, Blockton, Iowa—Same to 10-20-42.

Applications...

WJAS, Pittsburgh—Modification of construction permit for extension of completion date to 11-4-42.

KGRB, Laredo, Tex.—Voluntary assignment of license to Laredo Broadcasting Co., Laredo, Tex., for extension of completion date to 11-10-42. Construction permit was approved since station is on 1480 kc. with 250 watts unlimited time.

WPAB, Laredo, Tex.—Withdrawal of application for construction permit for extension of completion date to 11-10-42.

KMBC, Beverly Hills, Calif.—Modification of construction permit for adjustment of directional antenna system and extension of completion date.

SEPTEMBER 4

WJYF, Pittsburgh—Modification of license to change corporate name to WWSW Feb.

WCAO, Baltimore—Modification of construction permit for extension of completion date to 11-4-42.


SEPTEMBER 5

WJDW, Westminster—Modification of construction permit for extension of completion date to 11-4-42.


KPAS, Pasadena—Modification of construction permit to approve directional antenna and extension of commencement and completion dates.

Testimonial Calendar...

NEW, Butler Broadcasting Corp., Hamilton, O.—For new station on 1420 kc. with 260 watts.

WQV, Charleston, W. Va.—For new station on 1300 kc. with 260 watts.

SEPTEMBER 6

GRACE COOPER, radio actress and receptionist of KPO, San Francisco, and Don Thompson, sports producer, were secretly married Aug. 25 in San Francisco. Thompson came to Chicago recently from San Francisco, where he was with the Central Division of NBC.

NEW Business

R. J. REYNOLDS TOBACCO CO., Winston-Salem, N.C. (cigarettes), on Sept. 4, 1942, announced new program with Ted Bates Inc., and Lou Costello on NBC. Sept. 7-10, 8-p.m. programs.


L. O. GROTHE, Ltd., Toronto (meat), on Sept. 15, 1942, starts Variety Ensemble on Canadian stations. Que.: CBC, Mon.; Que.: CJBR, Rimouski, Que.; Ont., Fri., 4-6:30 p.m. Agency: Canadian Advertising Agency Ltd., Toronto.


HOWARD CLOTHES, New York (retail chain), on Sept. 28, will air local show with Jack Hull, actor, in True Story dramatizations, 6-p.m., Sept. 28. Agency: Redfield-Johnstone, N. Y.


STANDARD BRANDS, New York (Royal Dexters, Royal Baking Powder), on Oct. 15, 1942, announces promotion on 34 Canadian Broadcasting Co. stations, Mon. thru Fri., 9-6:15 a.m. Agency: Moreeインターチェンジ.

C. F. MUELLER Co., Jersey City, N. J. (macaroni), on Sept. 15, 1942, starts Morning Symphony, 9:30 a.m., Saturdays, on 34 CBS stations.

PLOUGH Inc., Memphis (drug products), on Sept. 4, 1942, announces new promotion on 34 Canadian Broadcasting Co. stations.

STERLING PRODUCTS Inc., New York (Kroft, Kroy, Kroy Koh, Kroy KPP, Kroy KIN KOI KFY KGDM), Sat., Sun., and Thurs., 9-11 a.m. on 34 Canadian stations.

CAMPANA SALES Co., Batavia, Ill.—For new radio station on 970 kc. with 15 watts.

MILES LABS, Elkhart, Ind. (Alka-Seltzer), on Sept. 4, 1942, announces new promotion on 34 NBC stations, Thurs., 3:30 p.m. Agency: Clinchfield-Sample-Hummert, Chicago, N. Y.

MILES LABS, Elkhart, Ind. (Alka-Seltzer), on Oct. 28, 1942, announces new promotion on 34 NBC stations, Thurs., 3:30 p.m. Agency: Clinchfield-Sample-Hummert, Chicago, N. Y.

Goisch Named Producer for New Camels Series

MARTIN GOISH will produce the new weekly half-hour variety show which will be heard starting Sept. 21. The directors will be William Mar- tello, comedians, which starts Oct. 8 under sponsorship of R. J. Re-ynolds Tobacco Co., Winston-Salem, N. C. (cigarettes). Will be on approximately 100 NBC stations, Thursday, 7:30-8 p.m. (EWT), with West Coast re-peats, 10:30-11:30 p.m. To- morrow night the show will feature a variety of comedians, and Richard Marvin, radio director of William Esty & Co., New York agency servicing the tobacco executive, will be on hand. It is reported that the show will also collaborate with Howard Harris on scripts, with other writers involved, under the Direction of John Grant. Leith Stevens has been signed as musical director.

Hal Hackett, radio director of Du Pont, New York, is currently in Hollywood confer- ring with Eddie Sherman, busi- ness manager of the comedy team, and Richard Marvin, radio director of William Esty & Co., New York agency servicing the tobacco executive, will be on hand. It is reported that the show will also collaborate with Howard Harris on scripts, with other writers involved, under the Direction of John Grant. Leith Stevens has been signed as musical director.

Delaware, Lackawanna & Western Coal Co., N. Y. (Blue Coal), late in Sept., renewed on 65 stations, Monday and Tuesday evenings, 9:30-10 p.m. Agency: Routh & Ryan, N. Y.

PARKER PEN Co., Janesville, Wis., (ink), Virgil Severance, news commentator, on 57 CBS stations, Sat., and Sun., 8-9:45 p.m. Agency: J. Walter Thompson Co., N. Y.

Network Changes

LEVER BROS., Cambridge, Mass. (Rinso), on Sept. 6, for 4 weeks replaces The Re- member on 31 CBS stations, Monday and Tuesday evenings, 9:30-10:15 p.m.搶手切り the latter show to have 114 CBS sta- tions, Monday and Tuesday evenings, 8:30-9:30 p.m. Agency: Routh & Ryan, N. Y.

GEORGES FOODS Corp., New York, (soda), on Sept. 5, replaces Libbey-Owens-Ford Glass Co., from Calumet, to Diamond Crystal salt, Monday and Tuesday evenings, 12:30-1 p.m. with Baker's Chocolate, Tuesday, Wed., and Thursday evenings, 1:30-2 p.m. Agency: Benton & Bowles, N. Y.


IRONIZED YEAST Co., Atlanta, (yeast), on Oct. 6, replaces Are You a Missing Heir weekly variety show on 24 stations, Sundays, 11-12 noon. Agency: Routh & Ryan, N. Y.

GENERAL CIGAR Co., N. Y. (White Owl cigars), on Sept. 24, replaces Ray- mond Clapper, radio director, for 3 weeks, Tuesday evenings, 9:30-10:15 p.m., with Raymond Clapper.

PROCTOR & GAMBLE Co., Toronto (Ivy and Oxoid) on Aug. 17, 1942, replaces Canadian Broadcasting Corp. French stations mon. thru Fri., 7:30-8:30 p.m. Agency: Compton Adv. N. Y.


MILES LABS, Elkhart, Ind. (Alka-Seltzer), on Sept. 28, will replace Woman's World on 6 NBC stations, Mon. thru Fri., 11-12 noon. Agency: Clinchfield-Sample-Hummert, Chicago, N. Y.
Help Wanted

Chief Engineer-Executive — Who in effect would be assistant manager if capable. In most desired position with comfortable living, 10 kw operation, new and latest equipment will be installed. Applicants must have thorough knowledge of technical operation and ability to handle men. Eighty party probably should be married, with children. Experience necessary. Permanent position with opportunity to expand. If he is not now working, he probably is not the right type. Box 823, BROADCASTING.

Experienced Engineer—First class Ham. Also announce or combination announce-engineer. WLAL, LaGrange, Georgia.

Salesman—Opportunity in growing defense industry market. Compensation, salary and bonuses. Producer operators can make substantial income. In reply give complete information. All inquiries held in strict confidence. KRIC, Beaumont, Texas.

Wanted—Combination Operator and Announcer who can read news, write copy and has programming ability. Box 812, BROADCASTING.


Wanted—Attractive young lady, experienced, who is able to handle women’s program, and cooperate on progressive station. New England Station. Time of essence. Write at once. Box 99, BROADCASTING.

WANTED—Combination Operator and Announcer. Good pay, vacation. Excellent opportunity. Box 821, BROADCASTING.

SALESMAN WANTED—Excellent opportunity. Good financial arrangement. WYIN, Janesville, Wisconsin.

Salesman—For 50 KW station in large metropolitan district. Straight salary only. Give full details when replying. Box 816, BROADCASTING.

Have Opening—For one or two capable studio or transmitter operators. Those interested contact WDAY, Fargo, North Dakota, giving qualifications and salary expected. Box 821, BROADCASTING.

Operator—For Indiana station. State age, education, experience, draft status, expected salary, and availability for interview. Box 801, BROADCASTING.

All-around announcer — Immediately. Ad girl, ability, good experience helpful. Send voice recording and complete data to WDLB, Jacksonville, Illinois.

Three Operators Wanted—First or second class, first preferred, at Paducah, Hopkinsville and Henderson, Kentucky. Wire or write, J. P. Pierce L. W., Paducah, Ky.

CONTROL ENGINEER—Excellent opening for skilled experienced man in a busy control room. Box 806, BROADCASTING.

ENGINEERS — If you are experienced in studio, remote and portable recording work, have had draft classification, and would like to be associated with KMCR, write Al. K, Krahl, KMCR, Kansas City, Mo., detailing training and experience. State starting salary required.

WILLIAM A. HILEES, until recently general sales manager of the Nash Division of Nash-Kelvinator Corp., Detroit, has joined Young & Rubicam, New York, as an account executive. Prior to joining Nash, Hilees was vice-president and general manager of J. Sterling Getchell Inc., Detroit, and had previously been president in the sales of Buick, Oldsmobile and Pontiac for General Motors Corp.

Radio Roundup

JUST BEFORE dawn Aug. 26 a raucous fire swept the Atlanta recruiting office of the Marine Corps, destroying enlistment papers of some 25,000 men in the recently-formed Georgia Cracker Platoon. Before the smoke had cleared, Lt. Col. John D. O’Leary had asked the local stations—WGST, WAGA and WATL—to round up the new recruits to fill out new papers. Result of a forlorn announcement: every one of the 60 reported in before noon.

STANLEY RICHARDS has returned to the air for his fourth year as announcer and screen interviewer of WVEV, New York, with a program titled Theatre Date. Series takes listeners on a tour of the city’s stage and screen theatres, stopping briefly at various points for news reports, play and film reviews and interviews.

HOLIDAY MAIL

WIRG, GLENSTONE, Pa., is carrying daily announcements advising that listeners mail Christmas gifts early to members of the armed forces abroad. The Nov. 1 deadline is stressed by the station, which has also sent out letters to all accounts and agencies advising them to start their “Christmas Gifts for Soldiers” advertising in September to speed up the early mail campaign requested by the Government.

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Army Air Forces Asks Stations To Plug ESM DT Radio Course

Another request to the broadcasters has been made by the Army Air Forces to alleviate the increasing demand for radio operators in that branch of the service by urging listeners to enroll in the Engineering, Science, Mechanical, Defense Training radio courses offered by the Government.

Effective immediately qualified individuals taking the Office of Education course in fundamentals of radio may enlist in the Enlisted Reserve Corps of the Army Air Forces.

Deferred for Course

Col. A. W. Marriner, director of communications, Army Air Forces, requests broadcasters to inform listeners about the new ruling as a stimulant to enrollment in the Engineering, Science, Mechanical, Defense Training radio courses.

Those enlisting the Air Force

"Optimists" to Use Discs

More than 500 stations will carry transcriptions and other material as part of "Optimists Week," Nov. 1-8, sponsored by the Optimists International of the U. S. and Canada, organization devoted to problems of youth. Programs will feature a concert appeal for more courage, confidence, and practical optimism in settling petty differences between individuals and classes. Joe E. Brown, Bob Burns, Eddie Cantor, Bob Hope, Charlie Chaplin, and J. Edgar Hoover are among those taking part.

Jantzen Test

JANTZEN KNITTING MILLS, Portland, Ore. (Jantzen whipping cream) is currently conducting a test campaign on KOPN, Portland for the product, new on the market. Agency is Botsford, Constantine & Gardner, San Francisco.

Purity Bakeries Revise Ad Setup In 14 Markets

PURITY BAKERIES Corp., Chicago, (Tastey bread, Grennan cakes), has revised the direction of its advertising activities. The following markets will be handled direct by the company out of Chicago under Walter Hopkins, advertising manager: New York, Detroit, Chicago, St. Louis, Kansas City, Flint, Toledo, Sedalia, Mo., Springfield, Mo., Dallas, Fort Worth, Abilene, Wichita Falls, Tex., Muskogee, Okla.

Advertising for the company's bakeries in the following markets will continue to be handled by Campbell-Mithun, Minneapolis; St. Paul, Duluth City, Cincinnati, Hamilton, O., Indianapolis, Louisville, Memphis, Nashville, Columbus, Des Moines, Columbus, Akron. Advertising plans have not been formulated.

Transmitter Bovines

CATTLE, 64 head, graze at the base of the towers of WBL, Syracuse, and inside the city limits too. The stock is 100% owned by the station, which explains their double purpose of keeping the grass trimmed in the rich creek bottom land where the WBL tower is located as well as to utilize the grazing land to produce food for victory.

Radio Specialists For Army Needed

50,000 Experts Required To Service Air Forces

Recruting drive to enlist 85,000 maintenance and communications specialists for the Army Air Forces, Ordnance and Signal Corps was launched last week, with Maj. Gen. George E. Stratemeyer, Chief of the Air Staff, warning that a shortage of technicians loomed because of the unprecedented expansion of the Air Forces.

The continued growth of the Air Forces alone demands 50,000 skilled men without delay, Gen. Stratemeyer said. Though tens of thousands are now in training, they are not ready.

The shortage includes Aircraft Radio Mechanics, and Aircraft Radio operators. Radio broadcasting field engineers, loud speaker test men, public address service men, radio chassis aligners, automobile radio installers, amateur radio mechanics, and recording engineers needed by the military forces immediately. There is also a shortage of airport control operators, communications operators, radio dispatchers.

"Shoulder Muscles"

Gen. Stratemeyer pointed out that the technical services are "the shoulder muscles of the Air Force station"—they keep the striking power of our fighters razor sharp. Without them the air armada would be grounded in a short time.

"Heroic work has been done by our maintenance and communications men," the General continued. "Without them as a backbone, the structure of the Air Force could not stand."

Skilled men between the ages of eighteen and forty-four are eligible to enlist. Subsequent opportunities for promotion and technical education are plentiful, and the men may eventually become commissioned officers. Applicants need not be aviation mechanics, professional radio operators, nor repairmen. All that is required is knowledge of one phase of precision work that can be applied to the broad field of airplane maintenance or aviation communications.

HALLICRAFTERS GET ARMY-NAVY EMBLEM

HALLICRAFTERS Co., Chicago, radio equipment manufacturers now converted entirely to the manufacture of war equipment, have been awarded the Army-Navy “E” for high achievement in production, Col. C. H. Halligan, president, announced.

In a letter of notification from the Secretary of War Robert P. Patterson, the company was complimented for its work on government contracts. "The high standard of the products of the men and women of The Hallicrafters Co. is inspiring," Secretary Patterson wrote.

Although it will be difficult to surpass, yet the Army and Navy have confidence that it was made only to be broken.

Formal presentation of the "E" banner will be made at the Hallicrafters Main plant Wednesday, Sept. 9, with Army, Navy, and civil officials present.

Avoset Feeler

AVOSET Inc., San Francisco (Avoset whipping cream) has started a test campaign in Portland, Ore., using a series of transcribed spot announcements on KGIN and KAIL in addition home economics publications on KGW. The campaign runs through October. In addition to the mainland test market Avoset is using transcribed spots on KGB and KGU, Honolulu; KINY, Fairbanks, Alaska and HPG-GOAHOP, Panama, C. Z. Agency is Botsford, Constantine & Gardner, San Francisco.

Beet Sugar Series

CALIFORNIA GROWN SUGAR Corp., San Francisco (beet sugar) has instituted a radio campaign during the current fruit and vegetable canning season, using participation on home economics programs from California stations (KPO KGO KHH KFI KFAC) on an average of four times weekly. Agency is McGann-Erickson, San Francisco.

Beets

LOCAL civilian defense in action under air raid conditions has been filmed under the direction of Clare Weida, of WOWO-WGL, Fort Wayne, N. M. Nauck narration was by Paul Roberts, also of WOWO-WGL.

EMPLOYEES' SHOW

Corning Glass Works Series

Uses Worker Talent

CORNING GLASS WORKS, Corning, N. Y., recently presented a weekly Family Party series on WHCU, Ithaca, with music and comedy furnished by talented employees under the direction of Bob Smith, formerly an m.c. with CBS and Mutual.

Broadcasts from Corning by remote control of the show was designed as a vehicle of entertainment for Corning Glass Works families. Music was auditioned at the plant, with the assistance of Joe Short, WHCU program director.
Some call it "air force"—to others it's simply KMBC advertising. At any rate, it's the power that sends sales soaring higher and higher in the Midwest these days. When you take off with KMBC, you go places because you've got the services of by far the largest radio staff in Kansas City . . . the highest quality in programs and production . . . the strongest, most consistent promotion . . . and of course, the assurance that KMBC leads in Kansas City listeners more often than any other station. Fact is, KMBC measures first in this area by nine standards of station superiority. For a quick flight to sales heights, call in a Free & Peters man and reserve space on this "9 Way the Winner" station. From then on . . . it's happy landings!

KWIK KWIZ
FOR AIR-WISE ADVERTISERS

K

M

B

C

THE ANSWERS

C is for "Calliope"
B is for "Bolivar"
M is for "Missouri"
K is for "Kittiwake"

KMBC
OF KANSAS CITY

FREE & PETERS, INC.
CBS BASIC NETWORK
announces A PLAN TO HELP
YOU GET THE TUBES YOU NEED

In fulfilling the latter part of its pledge "Production for War—Cooperation for All," RCA has evolved a plan to help commercial broadcast stations obtain at least some of the Power Tubes that many of them now need.

With amateurs "off the air" for the duration, it is obvious that here is an important reservoir of needed tube types which, even though partially used, might still prove invaluable to commercial stations. Through the QST advertisement illustrated here, as well as through individual efforts by many of its Power Tube and Equipment distributors, RCA has been collecting data on the types, number and condition of tubes available from this source. These RCA distributors now welcome the opportunity to serve by putting commercial stations in touch with amateurs or others who have tubes to sell under this Plan.

Thus, if you need tubes of the types indicated in the QST advertisement and are willing to accept partially used tubes at fair prices, condition considered, we suggest that you contact your nearest RCA Power Tube and Equipment distributor at once. He'll do his best to help you get them.

BROADCAST and POLICE STATIONS NEED YOUR TUBES
...new or used

Here's an opportunity to turn your idle transmitting tubes into cash—perhaps keep some important station on the air—and help your country!

A SITUATION exists today where many important broadcast stations are operating without spares, where police stations have been off the air—where important services have been curtailed for lack of a tube!

To remedy this situation RCA is appealing to amateurs and experimenters who have tubes on hand for which they have no immediate need. RCA types listed below are those for which the demand is most critical. If you have any of these tubes in good operating condition, you should get in touch with your nearest RCA Tube and Equipment Distributor. It is quite likely he will be glad to purchase them or put you in touch with stations that need these tubes. In the event that he cannot, if you will advise us of the type tubes you have, their age and condition, and the price you expect to receive for them, we will be happy to pass that information along to an interested customer.

THESE ARE THE RCA TYPES!

800  808  866
803  813  866-A
806  814  866-A/866
815  820  872
828  872-A

CO ... TO HAMS IN THE SERVICE
If you have any of the tubes listed below in your rig at home, write your Mother or Dad a note and ask them to get in touch with your RCA Tube and Equipment Distributor.