Spend this Season--in Arizona!

Spend your time in Arizona. If you’re fortunate enough to rate a winter vacation, you’ll find no place so pleasing, so different, so inspiring as Southern Arizona.

Spend for time*—in Arizona. If you’re interested in increased sales, you’ll find no place more up—in activity, in marketing increases and in buying power.

In Phoenix alone, for instance, August check transactions were 37% ahead of the same month last year, largest monetary bank transactions in local clearing house history.

Postal receipts were 29% ahead. In Tucson, telephone users are up 16%, gas users 15%, electric 10%, population 12%, clearing house transactions 50%. And in Cochise County (KSUN, Bisbee) like conditions prevail.

The most economical way to effectively sell these three principal markets is the Arizona Network—KOY, Phoenix; KTUC, Tucson; KSUN, Bisbee. Buy them as a group at one low cost.... for complete coverage. For further details, write KOY—or ask the John Blair man.

*We should have said “Invest in time”—
But the ad worked out better this way.

The Arizona Network

KOY
Phoenix 550 Kilocycles 250 Watts

KTUC
Tucson 1400 Kilocycles 250 Watts

KSUN
Bisbee-Lowell 1230 Kilocycles 250 Watts

Management affiliated with WLS, The Prairie Farmer Station, Chicago — Represented by John Blair & Company
TRANSMITTING POWER

STRIKING POWER of United Nations forces is dependent upon radio communication equipment for smooth, efficient and coordinated action. And though hampered by shortages of critical materials, we are utilizing every facility and substance in order to supply our Armies and Navies with transmitting tubes . . . better transmitting tubes and more of them.

Such design and production achievements call for experienced organizations . . . made up of engineers and technicians who have had long and intimate contact with complex electronic operations and processes. It is fitting that a company such as ours should use its experience as a contribution to victory.

AMPEREX ELECTRONIC PRODUCTS
79 WASHINGTON STREET
BROOKLYN, NEW YORK
It Takes a Big Library to Do Today's Big Job—and the STANDARD PROGRAM LIBRARY is BIG!

Radio has a big job to do these days. To do that job, a radio station needs all the help a transcription library can give.

More hours on the air, more schedule upsets, mean that a library must have two vital attributes: BIGNESS and VARIETY. SIZE—to furnish a huge quantity of musical material; VARIETY—to keep musical programs constantly fresh and appealing.

The Standard Radio Program Library offers BIGNESS—not only a BIG basic library, but the BIGGEST monthly release—100 new selections every month! It is a BIGNESS that translates into program versatility, because Standard Radio's BIGNESS means more selections by more talent units, without over-emphasis on any one type of music or talent.

Of course, BIGNESS isn't all we offer. But it's a mighty important part of the sum total of Standard Radio's advantages. Ask us to tell you about the rest.
"Touchdowns" in Green Bay . . .

Sales for you right here . . .

You get both with:

WWL
NEW ORLEANS

50,000 watts - clear channel

You don't hear much except football talk in the home town of the Green Bay Packers. Yet occasionally a Green Bayite will hear, and drop a friendly line to, Station WWL, New Orleans.

These distant listeners aren't for sale—they're free. The real value of WWL to advertisers lies in its concentrated power and prestige right here in the Deep South, where it's . . .

The greatest selling POWER
in the South's greatest city

CBS Affiliate — Nat'l Representatives, The Katz Agency, Inc.
AMERICAN Radio has kept and is keeping its audience the best informed people in the world.

More than that, they receive the best entertainment in the world — entertainment that builds Morale in the home, the factory, the farm and the Army Camp.

The Radio Industry is proud of the fact that when they say all they mean ALL.

This means every town, hamlet, village, and remote farm, as well as the great cities.

50,000,000 rural and small town listeners living across 80% of the United States are not forgotten in American Radio. They are served chiefly and served well by America's Clear Channel Stations.

Add to this number the soldiers, sailors and marines that are now located in camps, many of them in rural and small towns.

It is vital that our farmers and armed forces are entertained and informed . . . . because the biggest job toward Victory is theirs.

And radio's "Channels of Freedom" are keeping everlastingly at it.

It is essential that the entire nation is united for Victory.

WSM, a member of the Fifth Estate, is proud of the fact that it can contribute its share in keeping its listeners the best informed . . . the best entertained . . . people in the world — A Nation United For Victory!

HARRY L. STONE, Gen'l. Mgr.

NASHVILLE, TENNESSEE
THE day we met John Rivers, we remember, our first thought was of how pleasant it must be to talk and work in the lazy, peaceful tempo of the Old South. Our second thought was to wonder how we’d ever keep up with this deceptively soft-voiced firebrand! A successful business man even before the radio industry claimed him, John is continuing a record of action and energy he set years ago, when he was “the youngest president of the oldest Chamber of Commerce in the U.S.” And don’t none of you Yankees be deceived (as we were) by that drawl!

Making things seem easier than they really are, however, is by no means an entirely Southern art. Here at F&P, for example, it is one of our proudest tricks to casually take over some enormous hunk of work from our agency friends, and then turn it out so rapidly and well that it “couldn’t” have been a difficult job! Clearing hard-to-get time with speed and dispatch—making market or cost analyses for all kinds of presentations—anything you need in your business you can get from us quickly, accurately and gladly.

Is that the kind of radio “salesmanship” you want? If it is, give us a ring—because it’s the kind we like to give, here in this pioneer group of radio-station representatives.

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

CHICAGO: 180 N. Michigan
Franklin 6373
NEW YORK: 270 Park Ave.
Plaza 5-4153
SAN FRANCISCO: 615 Sutter
Sutter 6353
HOLLYWOOD: 515 N. Garden
Gladstone 3940
ATLANTA: 155 Palmer Bldg.
Main 5607

Page 6 • September 28, 1942
New Trade Group Formed to Parallel NAB

Supplants BVC as Peace Efforts Fail; NAB Board Meets Again Oct. 14

FORMATION of the American Broadcasters Assn., horizontally competitive with the NAB, was announced in Chicago last Friday after the NAB Board of Directors and the Broadcasters Victory Council had failed in efforts to bring the two groups together under the NAB banner.

The new association, to supplant BVC, will have a paid president and two other executive officers and will function out of offices, president of Network Affiliates Inc.; George B. Storer, president of the Fort Industry Co. (WSPD, WWVA, WMMN, WLOK, WAGA, WHIZ) and president of National Independent Broadcasters; Harry Bannister, manager of WWJ, Detroit; E. B. Craney, Z-Bar Network (KGIR, KPFA, KRBK) in Montana, and KKL, Portland; Stanley Hubbard, KSTP, St. Paul, and Mr. Taylor.

The new ABA said that the stations represented by these broadcasters, totalling two dozen standard outlets as well as a half-dozen FM stations, constitute the nucleus of the new association.

Shepard Continues

Mr. Shepard continues as chairman of BVC until the new nonprofit corporation is created. He said it would have a paid president and two other key officials, headquartered in Washington. Once the organization is perfected, BVC will be dissolved. Since its formation last January, with Mr. Shepard as its head, BVC has operated by voluntary contribution of stations. The new association will function on a regular paid dues basis.

Formation of the ABA, Mr. Shepard asserted, does not mean that the existing components of BVC will be dissolved. These include NIB, NAI, FMBI and the Clear Channel Broadcasting Service. They have their own separate functions, which are not conducive to handling of an overall trade association, he said.

The NAB board during its regular two-day session did not get into reorganization matters. Prior to the meeting, a newspaper said the board had decided on the termination of BVC. This plan, however, was not brought before the board for a vote.

Under this plan, which appeared to have had the pre-meeting endorsement of a majority of the board, the wartime emergency committee would be created to report directly to the board of directors rather than to President Miller. It would also have been authorized to retain paid executive personnel. The committee, to cover the Washington war front for the industry, would have been financed through direct contribution from the NAB in behalf of its members, while non-NAB members would have been assigned separately.

Competitive Plan

Because of the failure of the board to approve such a plan, the BVC group decided on the formation of a new horizontally competitive trade association. This group hereafter has strongly urged replacement of President Miller. The compromise committee plan, however, it is understood, would not have entailed such a move, but would have provided only for an additional executive officer to serve the committee itself.

Precisely why the War Emergency Committee plan was not considered was conjectural. In one quarter it was reported that it precluded continuance of the separate groups, such as BVC, NAI, NIB, and Clear Channel Broadcasting Service. Certain of these groups, it was said, insisted they could not terminate their functions. One board member said it would have been futile to effectuate the plan if the other organizations were continued.

Because of the failure of the NAB board to arrive at a reorganization plan, decision was reached at its executive session to hold another meeting Oct. 14. It was predicted that conclusive action would be taken at that session.

The new ABA announced following its Friday afternoon meeting that the nine broadcasters comprising the membership had pledged the "full financial support needed". The group said that it had decided on the new association in recognition of the "increasing complexity of the problems confronting the broadcasters in their relationship to the war effort of the Government." The announcement said they were setting up the machinery to provide "every facility for correlating an intelligent and effective cooperation between radio broadcasting and its proper place in the war effort."

The announcement continued: "This move basically constitutes a reorganization and realignment of the industry figures responsible for the BVC and a number of other broadcasters whose interest in intelligent and wholehearted cooperation in the war effort has prompted their financial support."

Personnel for the Washington headquarters, it was stated, will be announced "within a few days." It was said that preliminary selections already have been "decided."

All save three members of the NAB's 25-man board were present at the meeting. Absent were Paul W. Kesten, CBS vice-president and general manager, who had Joseph H. Ream, CBS secretary, on hand as his representative; O. L. (Ted) Taylor, KGNV, Amarillo; and Paul W. Morency, WTIC, Hartford, who was detained at home pending the outcome.

Early Meeting

Niles Trammell, NBC president, and Frank M. Russell, NBC Washington vice-president, appeared for that network, which was officially voted membership by the board. Mr. Russell was qualified as director, returning to membership on the board after an absence dating from the last NAB convention in May.

Prior to its organization discussion, the board had covered its routine agenda. President Miller was authorized to appoint a public relations man, and to place into effect a broad-gauged public relations policy he had proposed at the last convention in May. Mr. Miller said he had not yet decided upon the man.

The board approved a schedule of district meetings of the NAB, to begin Oct. 19 and to cover a 10-week period through Dec. 19. The first of these district meetings, to cover District 1 (New England States), tentatively is scheduled (Continued on page 8).
WHDH and WJW
To Stay on 850 kc.

FCC Seeks Stay of Mandate
Issued by Federal Court

LEGAL MOVES were taken in Washington last Thursday which appear to assure continued operation of WHDH, Boston, and WJW, Akron, on the 850 kc. clear channel until there is a final Supreme Court adjudication of the Sept. 12 opinion of the U. S. Court of Appeals for the District of Columbia, reversing the FCC decision which broke down the KOA clear channel.

The FCC filed with the lower court a motion for a stay of mandate, in which it recited that it was considering asking the Solicitor General of the United States to appeal the lower court's opinion on certiorari. WHDH joined in the recent NBC, FCC, and KOA which was victorious in the lower court, thus far has not interposed objection and it is unlikely it will do so.

Lower Court Ruling

Granting of the FCC motion is regarded as virtually automatic. The lower court would thus withhold its mandate until such time as certiorari is sought and the Supreme Court acts on the petition. The status of the mandate, therefore, will remain on the 850 kc. channel.

The lower court, in its 4-2 decision [BROADCASTING, Sept. 21], held that the Commission erred in not affording KOA an opportunity to intervene and present testimony on the application of WHDH for fulltime on the clear channel. It reversed and remanded the case to the Commission, which, barring an appeal, would mean that WHDH would be required to return to daytime operation. WJW was not a party in the litigation, but secondly was authorized to operate on the same frequency after the ordered breakdown through duplication by the Boston outlet at night.

The FCC has three months from the date of decision, or until Dec. 12, in which to seek certiorari. The stay of mandate was requested for only 30 days, but, can be renewed.

The issues to be taken to the highest tribunal would be on the jurisdictional questions—whether KOA had the standing to appeal and whether it should have been accorded the right to hearing before the Commission.

Herb-Ox on 7

PURE FOOD Co., Mamaroneck, N. Y., following a two-year campaign on New York stations for Herb-Ox Bouillon Cubes, early this year, launched a 15-week drive on selected stations in the Midwest and West Coast areas Sept. 7, using participations on home economics programs on WOR WLS KDKA KFIL KPO WEEF WCAU, J. M. Mathes Inc., New York, handles the account.

RADIO'S YOUNGEST "grand old man," 41-year-old Harrison Hollis, vice-president and general manager of KFI and KECI, Los Angeles, died suddenly last Wednesday night in Los Angeles after a five-day illness.

Though he had suffered intermittently in recent months from a heart condition, the fatal illness developed following what was first believed to be a cold. He developed a severe gastric distress the afternoon and was ordered to Good Samaritan Hospital. The end came at 10:30 p.m. as a result of his heart condition.

In tribute to Mr. Hollis, one of radio's few 26-year-old ear, C. Anthony, president of KFI and KECI, ordered both stations closed down 10-10:30 a.m. Saturday, Sept. 26, during the funeral. The stations' carriers remained on the air, with standby news crews for any emergencies. Internment was in the Forest Lawn Memorial Park at Glendale.

Surviving are his widow, Edna O'Keefe Hollis, a daughter, Victoria, three months old, and two sons by a previous marriage, Harrison, 2nd, 10, and, Kingan, 8.

A Radio Leader

One of radio's best-known and best-loved figures, Harrison Hollis, was always active in industry affairs and was a leader in national, as well as West Coast radio. He served several years on the NAB Board. He relinquished his last term on the NAB board this year, largely because of some what impaired health and his inability to attend meetings across the country.

All of Mr. Hollis' association with the industry has been on the West Coast. He started in as a showman and for years conducted his own network program until recent years. He became manager of KFRC, San Francisco, on Sept. 24, 1924 and continued in that capacity until June 1, 1936, when he resigned to accept Mr. Anthony's call to head the 50,000-watt KFI and the 5,000-watt KECI. He was elected vice-president of the Anthony Radio Enterprise a year ago.

Mr. Hollis was known in the craft as the man who had developed more top radio personalities than any producer in the business. It was early in 1927 that he originated and eced the weekly Blue Monday Jamboree on the Don Lee networks, one of which, KFI, is the San Francisco key. This program set the pattern for many other variety offerings through the years.

Harrison Hollis was born in San Francisco Nov. 3, 1900. Back in 1911, when only 10, he started what was to prove to be a brilliant career in radio. There was no broadcasting then. The ether waves carried only the crackling dots and dashes of wireless telegraphy.

As a hobby, the youngster, Hollis, started experimenting with the crude forerunner of radio. He constructed various contraptions at his home. In 1920 the youth had a shortwave receiver which he used to pick up a Canadian station 1800 miles away. It was a great accomplishment, and newspapers and magazines throughout the country carried his picture and columns on the event. Thus heartened, he started a radio telephone station of his own, with the call letters 6BN, San Francisco.

Started at KSL

Young Hollis went to Stanford to study law but gave it up after three years because the radio urge was so strong. In 1922, when the San Francisco Emporium department store, started its radio station KSL, the then 21-year-old youth was called in to construct, operate and manage the station.

In his ny, he learned how to turn a phrase as well as anyone in the business. Harrison was not satisfied with one-man phonograph record operation, which was then radio's stock in trade. He began prominent personalities who came to San Francisco. The public sat up and took notice. Then came the call to start KFRC, which he literally built from the ground up. He continued his program experimentation and when the station subsequently was sold to the late Don Lee, Mr. Hollis went along with the deal.

In 1927 Mr. Hollis organized the Jamboree as a sustaining feature. It was an instant success. It served as the first variety program of its kind to be released by any network in the United States. Under his guidance on this program a host of formerly unknown performers won fame. His discoveries included such well-known figures as Al Pearce and his gang and Meredith Willson, top-ranking performers today, as well as a host of others of former years

BLUE WAR SERIES GETS 10 SPONSORS

TEN ADVERTISERS, including brewing, coal, dairy, furniture and insurance companies, as well as department and clothing stores, have signed for participations on BLUE'S Daily War Journal, since conducted by William Hillman, commentator, was offered for local sponsorship, Sept. 7. The former program heard directly on the network with Ernest K. Lindley commentator in a program also offered to affiliates on a participative basis.


Lockheed in CBS

LOCKHEED & VEGA Aircraft Corps, Burbank, Calif., through Lord & Thomas, Los Angeles, will sponsor a weekly quarter-hour network program on CBS. Nature of the program has not been announced, but it is scheduled to start on Nov. 2, Monday, 7:15-7:30 p.m. EST. Last remaining time is 8:15-8:30 p.m. (PWT). Series will also be shortwaved to armed forces overseas, it was said. Working title for program is the World's Champion of America. This is believed to be the first time a plane manufacturer has sponsored a commercial series. Howard Cheney, assistant sales manager of Lockheed, and John Messler, executive of Lord & Thomas on that account, are currently in New York working on final details for the series.
Senator Orders All-Out Probe Into Petroff
Takes Quick Vote; Hearings Will Start Soon
by SOL TAISHOFF

IN AN ALMOST unprecedented legislative performance, the Senate last Thursday cleared the deck for a stem-to-stern investigation of Music Czar James C. Petroff and his American Federation of Musicians. The Senate unanimously adopted the resolution of Senator D. Worth Clark (D-Idaho), a few minutes after the Interstate Commerce Committee reported it favorably without opposition.

The full-scale probe, possibly before the full Interstate Commerce Committee but more likely before a special five or seven-man subcommittee headed by Senator Clark, may get under way by the week of Oct. 5. The subcommittee has a $5,000 initial fund — voted without a murmur of opposition — for the investigation.

To Hire Counsel

It probably will hire special counsel to dig into the whole issue precipitated by Mr. Petroff’s unbroken series of ukases against music performance and topped by his Aug. 1 ban on the making of recordings of any kind by the 135,000 AFM members.

Caesar Petroff met his ‘Waterloo’ when he collided with the hardhitting, softspoken Mr. Clark. Senator Clark introduced his fishes-inclusive resolution on Aug. 27. Preliminary hearings — before passage of the inquiry proposal — were held Sept. 17, 18 and 21.

Five witnesses were heard, including Elmer Davis, director of OWI, James Lawrence Fly, Chairman of the FCC, Thurman Arnold, assistant attorney general who meets Petroff in court Oct. 12 in anti-trust proceedings, and finally, Joseph A. Padway, AFL and AFM general counsel, who protested the whole thing as largely a case of mistaken identity and misinformation.

The tempo of the Senate was unmistakably displayed in the sequence of events last Thursday. It had heard enough of Petroff’s methods, for it brushed aside all customary precedents. Chairman Clark resolution unanimous endorsement in a single sitting and within 10 minutes. All this happened while the Senate was engrossed in debate on the long-awaited farm-party legislation. Senator Clark had just delivered his report from the full committee, asking $5,000 for the investigation.

Senator Lucas (D-Ill.) promptly polled his Audit & Control Committee on the floor and through arrangements with the leadership, the question of the appropriation was considered and voted unanimously. Under Senate rules, the resolution had to lay over a legislative day but was promptly waived and Vice-President Wallace, presiding, called for the vote. There wasn’t a solitary ‘nay’ even though the Senate is literally sprinkled with staunch pro-laborites.

It was equally evident that the A.F. of L. leadership is not in sympathy with Petroff’s mail- fists tactics. Otherwise, efforts would have been made to stop the Clark Resolution. The whole “made work” issue, which cuts across a considerably broader base than Petroff’s enforced hiring of stand-bys and outlawing of non-professionals or student orchestras on the air, is not involved. Labor leaders are plainly worried.

Need of Action

The testimony of Messrs. Davis, Fly and Arnold had devastating effect. They cited the inevitable depressing effect of the recording ban upon the war effort and our troops. They contended that there must have freshly-made recordings via radio or juke-boxes. The fate of several hundred smaller broadcast stations, largely dependent upon recorded music likewise was emphasized. There was only one answer — legislative interference, since all other kinds had failed.

Whether the full committee or a subcommittee could accomplish the task must await action of the committee itself at a meeting this week. Chairman Wheeler (D-Mont.) appeared disposed to have the “full dress” investigation before the entire roster of 21 members, but he said he would put the matter to the Committee. Senator Clark, who is directing the credit states that his colleagues for his skilful handling of the resolution and the preliminary hearings, is certain to head the subcommittee should one be named. And if the full committee conducts the inquiry, he will be its No. 1 prosecutor, as the resolution’s author and the moving spirit of the entire proceeding.

If the legislative calendar permits, Wednesday, Oct. 7 is viewed as the logical starting date. It won’t be any earlier. The committee may want to do some planning and delay for a week or so. Because of the importance of the time element, however, every effort will be made to proceed.

It is definite that Petroff will be called, but probably after the complainers are heard. Music societies which have felt the sting of the AFM’s recording ban, large companies, the NAB, representatives of symphonies, Government witnesses and music school heads, all have petitioned Senator Clark to appear.

The hearings, based on present estimates, will run a minimum of two weeks. The resolution calls for a full-scale investigation and considers “appropriate legislation” in the light of the war, and the effect of the Petroff edicts upon the public welfare and morale.

Because of the wrath displayed by Congress and the public, as well as the move by the Dept. of Justice to restrain Petroff, the controversy is likely to be heard into the fall issue. Though it transcends the purely music issue, some startling things can happen. Senator Wheeler is an old and across-the-table negotiation. He has heard from some of the labor union men, who are out of sympathy with Petroff’s action and his obviously misguided strategy.

It wouldn’t surprise observers here to see these union officials go over Petroff’s head and attempt to negotiate some sort of settlement with the Interstate Commerce Committee. It must be taken into account, however, that such a union is autonomous and not subject to the veto power of the parent AFL.

The situation is so explosive it can take several possible turns. Senator Clark said there is possibility the inquiry might result in a request to President Roosevelt to invoke his broad wartime powers and correct the condition before serious injury is done national morale and the war effort.

Upon completion of the investigation, the legislative course open might be to revive the Sherman Anti-Trust Act to apply to labor as it now does to the light of the war effort, or to write entirely new remedial legislation to fit the circumstances peculiar to trade groups in the public service sphere.

This is not the word that will provide that it is unlawful to do anything to “prejudice the medium of dissemination of public knowledge by radio, press and motion pictures.”

If a full subcommittee is named, it won’t be the same as that which conducted the preliminary investigations. It is a fair question which ceased to exist when it reported unanimously in favor of the probe last Wednesday, just prior to

TEXT OF COMMITTEE REPORT

FOLLOWING is the full text of the Report of Senator Clark (D-Idaho) as chairman of the subcommittee of the Senate Interstate Commerce Committee on the Petroff investigation, read to the Senate last Thursday, following which the Senate, by unanimous consent, adopted the Clark Resolution introducing the AFM investigation, with initial funds of $5,000:

The Senate Committee on Interstate Commerce, having referred the resolution (SRes-280) authorizing and directing a thorough and complete investigation into the methods and operations to act, by persons, partnerships, associations, corporations or any unlawful combination in domestic or foreign commerce, which may or do interfere with, or obstruct the establishment of competition in said commerce or affect the public good originating from or as a result of the actions of the American Federation of Musicians and its president, James C. Petroff, having considered said resolution, report thereon with the recommendation that it do pass.

AFM’s RECORD BAN
SHIFTS SPOT PLAN

NORTHWESTERN YEAST

HINPUT October 24, 1942 -- Page 9

BROADCASTING • Broadcast Advertising

September 28, 1942 • Page 9
Ryan Enforces Censor Ruling in War Bond Sale Program

DANGER of Using Air for Code Messages Whose User Has Control of Time as Behind Action

EXERCISE of caution in the handling of war bond promotion programs, with particular reference to the “request section” of the Code of Wartime Practices, was urged last Thursday by J. Hayford Ryan, Assistant Director of Censorship.

“Many stations have asked us whether or not we felt censorship rules could be relaxed so that names of those purchasing bonds, or pledging to purchase them, could be accepted via the telephone and broadcast immediately,” Mr. Ryan stated. “We have advised against this procedure.”

DANGER of Code

Assistant Director Ryan, who has been on leave from his post as vice-president and general manager of the Fort Industry sta-

LIEBMAN Grid

LIEBMANN BREWERIES, Brooklyn, will sponsor broadcasts of seven Fordham football games and of the Michigan State-Michigan football game on WJZ, New York, this fall for Rheingold beer. Series will begin Oct. 1. Six of the games will also be broadcast on WTC, Hartford, for the same sponsor. Joe Hazel, WJZ sports-writer, will do the play-by-play, assisted by Paul Douglas. Exclusive broadcast rights were secured by the BLUE and are now held by Liebmann. Young & Rubicam, New York, is agency.

Airline Buys Time

ALASKA STAR AIRLINES, has signed for NBC’s transcribed series, Flying for Freedom, and additional contracts have been made for the program with WOR, Sparkaburg, S. C., and KTUC, Tucson, Ariz.

Govt. Publicity Cut

SIMPLIFICATION of Government public relations through curtailment of unnecessary news releases and elimination of 239 Government publications has been ordered by Elmer Davis, director of the Office of War Information. Under the change, all permanent mailing lists will be abolished, though agencies will be permitted to form selective lists based on requests for specific publications.

Ad Club School

FOR THE NINETEENTH YEAR, the advertising and selling course of the Advertising Club of New York will get under way, with the first session starting Oct. 14. Herbert L. Stephen, news editor of Printers Ink, will again serve as the chairman. Eugene S. Thomas, general manager of WOR, New York, will conduct the radio production clinic.

NBC Air Time Growing As Full Hookup Is Used

A TOTAL of 608 station hours a week have been added to network shows since NBC inaugurated its 125-station network plan, July 27, according to figures accumulated by William S. Hedges, NBC vice-president, in charge of stations, and Roy C. Witmer, NBC vice-president in charge of sales.

Another result of the project and other selling activities of NBC during the past six months, is that the average daytime network has increased from 49 to 54 stations, a gain of approximately 12%. Night-time coverage has increased from 76 to 94 stations since March 1, a gain of nearly 25%. To date, the plan has been accepted by 337 clients, representing 25 different programs. Eighty-eight stations are left to be benefited through the plan.

SEMINOLE FLAVOR Co., Chicago

(Denis Co. 5), has furnished local distributors with transcribed spot announcements produced by McShink Adv. Co., Chicago, for local placement.

LADIES FIRST

PUBLICITY trends are changing. Fulton Lewis J., network commentator, went to Roanoke, Va., by his secretary, Jean Hat-

Ryan stated, “We have advised

or

Eldon Campbell,

WOWO-WGL; Gordon Scala, WBBZ-WAR;

Robert E. White, KDKA, and James P. Begley, KYW. G. Edward Pen-

Mrs. Ameche, c. e.; Dale Evans, vocal-

Troupe includes Don

SEMINOLE FLAVOR Co., Chatta

(Denis Co. 5), has furnished local
distributors with transcribed

spots. Announcements produced

by McShink Adv. Co., Chicago, for

local placement.

WINNING PHOTO in the contest sponsored by WHK-WCLE, Cleve-

land, as part of their promotion on behalf of full-time affiliation

with “Y MAKER Mason” snatched by Paul Ruble, WCLE, Jaxsonville, Wis. Prize is a $50 War Bond. Sec-

ond Prize is a $10 War Bond with the contest winner.

LADY ESTHER SIGNS FOR SCREEN GUILD

HAVING NEGOTIATED a deal with the Motion Picture Relief Fund, which includes option of pickups covering a seven-year period, Lady Esther Co., Chicago, on Oct. 19, assumes sponsorship of the weekly half-hour Screen Guild Play on more than 100 CBS and NBC stations, Monday, 10:30 p.m. (EWT). Series was formerly sponsored by Gulf Oil Corp. on that network.

Packaged by Music Corp of America, Hollywood talent service, at an estimated cost of $8,500 for the first season, has graduated with $12,500 for the following years. The half-hour dramatic show replaces the first color series now on the weekly radio network.

When

Draftee

Boston, for a novel picture, “Bulldog Drum-

BROADCASTING • Broadcast Advertising
P stands for the power
A great station offers
To cover big cities
And fatten your coffers.

NOTE—Students seriously affected by the verse above are invited to pause here for a nap. Others will please turn the page and begin reading some hot stuff . . .
WOR is a power-full station. WOR beams 50,000 watts down on 14 great cities of more than 100,000 people each. These cities are—New York, Philadelphia, Newark, Jersey City, Hartford, New Haven, Bridgeport, Paterson, Yonkers, Trenton, Camden, Elizabeth, Reading and Wilmington. The majority of the people in these cities—and the towns that hem them—are now making more money than they ever made before. And they are—very generously—pushing it across counters to buy things more often than ever before. In fact, retail business in each of these great cities is up at least 10% over that for 1941. And WOR’s total listening today is 10 to 15% greater than it was at this time one year ago. WOR also brings you 12% more homes with radios today—

* * *
4,678,000, to be exact. We could say 6,100,000 if we cared to add those families who own radios in the cities and states far outside the territory we sell and from whom WOR receives 15% of its total mail. If you are a native WOR user who has not had this power-full station talk to people for you recently, you will be amazed at the vital promptness with which it gets things done. If you have never used WOR, please try it soon and be amazed. Advertisers and agents who are now using this power-full station to push effective noises into hundreds of thousands of friendly homes know exactly what we mean. Our address is WOR—that power-full station, at 1440 Broadway, in New York City, N. Y. Call, write or wire. Phone PE6-8600.

*   *   *
OWI Buys Alaska Time for Soldiers

Similar Plan in Effect For Hawaii; May Add Equipment

IN LINE with the established war policy of supplying American troops with the broadcasts of the network located, with adequate broadcast service, the Overseas Branch of the Office of War Information announced last Wednesday completion of arrangements for about Oct. 1, to transmit news and special events programs to the servicemen in Alaska. The schedule of broadcasts was evolved by Murry Brophy, chief of the Bureau of Broadcasting Facilities of the OWI Overseas Branch and former NBC West Coast official.

Eight-Hour Minimum

The Alaskan arrangement provides for the purchase of a minimum of eight hours radio time daily, beginning Oct. 1, to transmit news and special events programs to the servicemen in Alaska. The schedule of broadcasts was evolved by Murry Brophy, chief of the Bureau of Broadcasting Facilities of the OWI Overseas Branch and former NBC West Coast official.

It is understood the time purchased will average approximately $1,000 per month.

Under the broadcast schedule, entertainment programs of the four major networks will also be relayed to the Alaska stations. The OWI announcement said these would be relayed by shortwave and transmission from San Francisco to KFAX, Fairbanks; KINY, Juneau; KFZC, Anchorage; and KFQI, Anchorage, and rebroadcast over medium wave transmitters.

As equipment becomes available, OWI announced, low-powered transmitters will be installed by it, in conjunction with the Army Signal Corps, at Nome, Dutch Harbor and Kodiak.

The Alaskan arrangement were made with officials of the stations and in collaboration with Army public relations, radio and communications officials. OWI, through its Overseas Branch, already is broadcasting news and special programs for the information and entertainment of American troops on overseas duty over international broadcast transmitters. All these schedules were worked out under the general supervision of Mr. E. Sherwood, associate director of OWI, in charge of the Overseas Branch, and Mr. Brophy.

Under an order issued July 15 by the Board of War Communications, all communications facilities in Alaska were made subject to determinations of the War Department. This affected all four of its broadcast stations, as well as other communications facilities.

The action, the board said, arose from the determination that "the national security and defense and the successful conduct of the war demanded that all available stations and facilities for radio or wire communications in the territory of Alaska shall be subjected to use under, supervision, inspection, or closure by the Department of War."

Series for Troops

MEMBERS of the armed forces throughout the world will hear half-hour dramatizations of this year's World Series games, starting Sept. 30, as shortwave by NBC's international stations WRC and WNB1, and Westinghouse shortwave station WBOS, Boston. Carl F. Watson and Walter Law, of the Engineering Division of NBC's international division, will give play-by-play reports with other NBC announcers.

Dramatizations will be beamed to the Caribbean and Southwest Pacific at 1800 Greenwich Mean Time on Oct. 1 and 15, and broadcast to the British Isles and Middle East at 9:30 a.m. (EWT).

Gould Enters Army

FURNELL H. GOULD, former commercial manager of WPBR, Baltimore, has been commissioned an officer in the Army Air Corps, and has been assigned to Air Force headquarters at Miami Beach, Fla.

DR. I. D. LE GEAR MEDICINE Co., St. Louis (stock, poultry, dog food and other products) will start its weekly hour broadcast program featuring old-time ballads by Doc Hookins on WLS, Chicago, Simmons & Simmonds.

Eickelberg Gets Leave For Marine Captivity

HE MEN worked at WBBC, Green- ville, S.C. The record shows that for most of the veteran staff is in the armed forces. When James Brander, newscaster, and Homer Smith, leader of the Rhythm Rangers recently went into service, the score went 18 out of 20 WPBC staffers under Uncle Sam.

With several commissions and ratings to the credit of WPBC personnel, Bevo Whitmire, station manager, says the record shows "the high quality of his men." Despite the losses, Mr. Whitmire says his substitutes are making a good, efficient staff.

Under the broadcast schedule, entertainment programs of the four major networks will also be relayed to the Alaska stations. The OWI announcement said these would be relayed by shortwave and transmission from San Francisco to KFAX, Fairbanks; KINY, Juneau; KFZC, Anchorage; and KFQI, Anchorage, and rebroadcast over medium wave transmitters.

As equipment becomes available, OWI announced, low-powered transmitters will be installed by it, in conjunction with the Army Signal Corps, at Nome, Dutch Harbor and Kodiak.

The Alaskan arrangement were made with officials of the stations and in collaboration with Army public relations, radio and communications officials. OWI, through its Overseas Branch, already is broadcasting news and special programs for the information and entertainment of American troops on overseas duty over international broadcast transmitters. All these schedules were worked out under the general supervision of Mr. E. Sherwood, associate director of OWI, in charge of the Overseas Branch, and Mr. Brophy.

Under an order issued July 15 by the Board of War Communications, all communications facilities in Alaska were made subject to determinations of the War Department. This affected all four of its broadcast stations, as well as other communications facilities.

The action, the board said, arose from the determination that "the national security and defense and the successful conduct of the war demanded that all available stations and facilities for radio or wire communications in the territory of Alaska shall be subjected to use under, supervision, inspection, or closure by the Department of War."

The OWI Overseas Branch announced plans to begin four new programs for shortwave listeners as of October 1. These will be "Effective Listening for Soldiers," "Latest News in Sight for Latin American Service," "For Marine Captivity" and "World News in Sight for Latin America."

Rockefeller Committee Developing Plan to Merge Programming in the Hands of NBC and CBS

CURRENTLY the Office of the Coordinator of Inter-American Affairs is developing a three-point program affecting shortwave programs beamed to Latin America which includes consolidation of all programming in the hands of NBC and CBS, reorganization of the beam of present antennae to allow focus on the Latin American market and the addition of eight new transmitters intended to strengthen and improve listening in every population center in Latin America.

Contracts Soon

Government contracts to cover payment for all shortwave time are expected within a month and CIAA lawyers are now at work on details. Broadcast time will be shared by the Office of War Information and the Office of the Coordinator with the two sharing the costs. At present CIAA plans to utilize approximately eight hours a day and the rest of the time will be assigned to OWI. Government purchase of time still leaves actual operation in the hands of licensee owners. At present, negotiations with NBC and CBS are aimed at unification and consolidation of available talent in the hands of the two networks. Up to now there has not been sufficient talent for each transmitter operator to do the best possible job, nor have there been available funds from private shortwave operators to adequately finance programming. Under the proposed plan, the two networks would care for most programming from Latin America and the remainder be carried by telephone wire to each transmitter for shortwave broadcast. This would mean that there will be two stations carrying the same program at one time—in English, Spanish or Portuguese, depending on the beam's direction.

As a result of this plan the fourteen existing stations could beam their antennae to focus the same program on each important population center. At present there are some Latin American areas of population concentration which are not being serviced. With several stations carrying the same program this condition could be greatly improved.

New Stations Considered

To increase the power of programs beamed to Latin America, CIAA has also proposed the construction of at least 8 additional stations to permit concentration of two to four frequencies on each of the population areas aimed at. In part this is desired since atmospheric conditions make it possible for listeners below the Equator to hear Europe more easily than the United States.

The acceptance of this proposal rests with the high commands of the Army and Navy who must decide that the value of the intensified psychological warfare in the Latin Americas and the matter of the availability of material through priority rests with the War Production Board. The probability of assent from either or both of these bodies is not known but it was said that a meeting was expected shortly for a decision to be considered.

For the present, rebroadcast of programs sent from this country will be continued by Latin American stations. They will also continue to use disc shows prepared here for use in Latin America and locally prepared programs set up there by field representatives of CIAA. Through the coordination of existing facilities in this country and the existing broadcast facilities in Latin America it is believed possible to meet the Axis on even terms in the air.

There will now be rebroadcast of at least 4,000 broadcasts to disc receiving sets in all of Latin America. Although some effort was made earlier in the year by CIAA to obtain more sets for use in these countries the problem of priorities caused the plan to be disregarded. However, CIAA officials maintain that an effective job is being done in spite of this and the value of Latin American programming will be heightened as a result of the pending program.
How to Sell an Army of Occupation

THE OCCUPATION: Building ships and guns and tanks and half-tracks to meet and master America's greatest crisis since Valley Forge.

THE ARMY: Thousands and thousands of men and women who have migrated to the Philadelphia territory to do this mighty job, plus those already here. The trek continues to this mecca of mechanics...now the nation's No. 1 war producer.

Its immediate area has been swelled by 300,000 buyers since the last census, and still they come. New faces in the community—new prospects for whatever it is you sell. Philadelphia payrolls are up 120% since 1940.

But the Philadelphia territory doesn’t end there. From the Alleghenies on the northwest to the Atlantic on the southeast, other war-busy communities reflect the shift in population to this 50-mile belt between the mountains and the sea.

Capture this “army of occupation” in its spending mood, through KYW and its NBC programs, to which the newcomers are predisposed. Marshal the penetrating power of its 50,000 watts, directed cleanly at the market. KYW, more than any force we know, will help you invade this mighty market.
Overseas Forces Crave American Radio

Shortwaves Futile, Equipment Is Needed

By MARTIN CODEL
LONDON, Sept. 22—They're over here, as well as elsewhere, in vast numbers for the grim business of winning a war. The permanence of the invasion phases is still anyone's guess. But wherever they are, American radio troops want entertainment, and lots of it, from radio.

Next to letters from home and leave in London what our boys here like most during off hours are homemade radio programs, good movies and traveling shows like those at camps back home.

What they're getting now isn't enough.

ENSA Inadequate

Shortwave reception this way is poor, and anyway there are few sets in camps capable of picking up shortwave broadcasts. Many stations near the war are incredibly old. As far as traveling shows, British ENSA (Entertainment National Service Assn.) has produced entertainment shows for troops only and they now break down with the sort of thing that our boys like and understand.

Traveling performers from the United States like the Jolson-Oberon troupe, now breaking up, are few.

BBC programs, except for news which is authentically and excellently handled, are generally quite dull to the American ear. They simply are not adapted to the American tempo.

So Uncle Sam's military morale builders intend to see that the boys get a reasonable amount of what they want and to radio is falling a big part of the job.

Within the next few months some of the top American radio aggregations, most of their new radio programs, might be expected to tour four troop centers in person, not only in British Isles but elsewhere. They will do their stuff before the soldiers, then on their commercial days repair to BBC studios to broadcast their regular shows on schedule to home audience via established shortwaves.

It's going to be a tough grind for a lot of them, as it is on American radio reporters, due to unearthy working hours forced by the time differential, but will be great for boys and a fine patriotic contribution by performers and their sponsors.

Sponsors who will be asked to help the lead in sending their radio shows to these islands, where overseas broadcasting facilities are much better than in Newfoundland, Iceland or Egypt, which certainly want such entertainment too, are as yet undetermined. But it is to talk the scheme over with American radio authorities, and through them with sponsors, agen-

cies and talent, that BBC dispatched Pat Hilliard, assistant director of variety programs, to the United States on a mission still unannounced here.

Plugs Taboo

That the plan can work well, especially if United States-bound commercial pickups are made from London or the many provincial branch studios of BBC dispersed throughout the islands, was demonstrated by Ruby Valley when he did his Fleischmann show from London during the Coronation. Some of the shows undoubtedly will be picked up by BBC and it is a foregone certainty that its audience won't be permitted to hear commercials, which was the case when Valve was here.

BBC cooperation naturally is needed in all radio efforts here.

Another ambitious idea already broached to BBC, on which further word from Washington is awaited, is the scheme to set up a network of very low-power transmitters in American camps, none more than 20 watts and operating on the same wavelength.

These would be fed purely American programs. Some, like running baseball and football commentaries, would be picked up by shortwave receiving posts and piped landline to transmitters; sports, incidentally, would come at good listening hours inasmuch as afternoon at home is early evening here.

Some would be live American shows, handled by visiting American troops or experts like Ben Lyons, Bebe Daniels, and Vic Oliver, who have lived and worked here long and presumably know how to draw the line between American and British types of performance. Others would be transmissions flown over daily by the Ferry Command. The scheme has possibilities but it is predicated upon the assumptions (1) that there are plenty of radios in camps, which there are not and they can't be bought here either; (2) that transmitters and receivers can be obtained through WPB, which is doubtful not only because of priorities but due to tightness of shipping space; (3) that such low-power transmitters can properly be camouflaged or silenced quickly not enough to serve as homed for enemy bombers, which BBC experts say can be done, pointing to their experience during and since the blitz.

The technical and program job would devolve chiefly on BBC in collaboration with OWI, which must get facilities, and with Army morale branch, which it is said may soon send over Maj. Tom Lewis, erstwhile Young & Rubicam copywriting executive now in Washington, to work out details.

On its part BBC has shown eagerness to cooperate for it doesn't have much time to spare on its two broadcast networks. So far it is giving our boys and its own delighted audience some fragments of American-made programs, such as the 30-minute daily broadcast by an American radio soldier in the South Pacific, a broadcast by an American sergeant nightly at 7; Jack Benny on transcriptions, sometimes quite old, now in 13-week cycle, while Bob Hope is accounted off the air despite his enormous popularity among British listeners; Command Performance, repeated twice but sometimes barred from the air when it includes musical numbers restricted by Performing Rights Society, Britain's ASCAP; Saturday night news postcards broadcast by Major Oliver, who can pipe Swing, Ernest Lindley, Kenneth Crawford; and a few other specially prepared programs.

Shortage of Kits

But these are not enough. Nor can it be said that Lt. Col. Kirby's monument Command Performance, great show that it is, is heard either here or elsewhere in the eastern war theatre via our shortwaves despite the fact that our stations repeat it 32 times. They simply haven't got shortwave sets, and reception is bad besides. When they do hear it, it is usually via BBC's standard waves.

Valiant effort to equip our camps with radiophonograph apparatus is being made by the Army Morale Branch. Its so-called "D" recreation kits—one portable medium and shortwave receiver usable either as battery or plug-in, one turntable, 25 half-hour transcriptions of actual radio shows taken from the air with commercials and all, 48 ten-inch records of latest songs, several dozen pocket library books, many song books and spare parts for mechanical apparatus—are only beginning to trickle in.

The plan is to have one such unit for each 116 men. Units are supposed to come with the men but they haven't been getting one in any great numbers yet, certainly not enough to equip all encampments. They take up a lot of shipping space, and there has been some restriction on that score.

The idea is a great one if it can be carried through for the Army field transcription player, as a unit, can be taken with troops as they move. Receivers are specially made by Sound Engineering Inc., Washington-Chicago, and turntables by Pacific Sound Equipment Co., Hollywood.

Certainly the units will provide splendid recreation even if only one kit is received by each camp and if new recordings are sent.
We are pleased to announce
the formation of the

CONNECTICUT BROADCASTING SYSTEM

For further information contact any
member station or
representative

Bridgeport   WNAB   Blue Network   Levon Thomas
Hartford     WNBC   Blue Network   Richard Davis
New Haven    WELI   Blue Network   James T. Milne
New London   WNLC   Mutual Network Gerald Morey
Stamford     WSRR   Blue Network   Harold Meyer
Waterbury    WATR   Mutual Network Harold Thomas

Complete coverage of Connecticut
at lowest cost

Network Representatives

HEADLEY-REED COMPANY

New York • Chicago • Atlanta • San Francisco • Detroit
From Oklahoma to 46 Other States

Loan Group Builds Up Business by Use Of Radio

By LOUIS W. GRANT
President Home Federal Savings & Loan Assn.

Our advertising budget is not in the million-dollar class, but if it were I would unhesitatingly use most of it for radio advertising, even if we do not have the budget we have.

Business associates have often asked me why I am so sold on radio. It's a story that goes back many years and is based deeply on the psychology of the small town resident.

I was raised in a little town and as I grew up in this atmosphere the knowledge of how careful the townpeople were about keeping their financial condition a secret we brought home to me in many ways.

Most people with means in little towns are hesitant about having anyone else, even their local banker, know about it, hence creating a natural market for the bank savings and loan interests. Radio naturally offered a first-class medium for reaching these people with results, in my own case at least surpassing best expectations.

An Easy Start

It was in 1935 that we began experimenting with the radio selling medium for our story. At that time approximately 90% of our business was coming from right in Tulsa county. We also created the same time carefully analyzed postal savings receipts records and other pertinent financial data from other sections of Oklahoma to "smell out" where the money was being invested.

Our early experiments featured spot announcements on small power stations in front and back of and in the middle of shows of all types. We participated in several transcription music shows with spots, but were not entirely satisfied with what we were doing although results began to be noticed in the area in which the low power stations reached.

In 1938-39 the Federal Home Loan Bank made a survey and discovered that the central market for our type of business was a 15-minute news broadcast maintained consistently in the same spot over long periods of time.

Inasmuch as we didn't have much success with this 13-week and similar length transcription shows for our advertising messages, we decided to accept the survey results and put them into action.

We, of course, were convinced of the necessity by now of building a consistent listening audience and we also knew we wanted radio beyond any shadow of doubt. And so we went "whole hog".

We bought the 10 o'clock nighttime spot then on the superpower station in our city in 1940. We have just renewed our contract for the third year.

Naturally, this all reads rather dauntingly simple, but it was not so. We had to have certain indications to justify a tremendous increase suddenly in our radio advertising budget.

Run of the House

These indications were plain to us, namely, that radio reaches men and women right in their homes and is a personal, friendly and, above all, intimate medium likened to a personal friend who has the "run of the house".

This is important to us. Also important is the fact that news is by far the greatest sales transmission medium in radio now for obvious reasons, and tried and true audience getter.

These indications added up to our having a chance to build up a swell "Sears Roebuck" savings and loan association business or, translating, a mail order business from out of town.

Well, our faith has been amply justified. The returns for 1941 show that 7 different Oklahoma communities outside of Tulsa gave us $257,000 in accounts.

We have also received $260,000 in accounts from 46 other States, or an out-of-town business totaling better than 30% of our gross volume. Not all of these out-of-state accounts are traceable to radio, of course, but a highly satisfactory number were.

Due to the aid of radio and, particularly, our newspaper program, we are the leading savings and loan association in the United States in sale of war bonds and stamps having sold some $4,600,000 worth in 37,700 transactions in the last year.

In conclusion I might point out that all out-of-Tulsa accounts are carefully checked to determine the reason the individual or firm sent money to us, and I repeat, a highly satisfactory number mentioned hearing our message via radio.

WFTM, FORT MYERS, SALE IS ANNOUNCED

TRANSFER of WFTM, Fort Myers, Fla., to Ronald D. Wood- yard, executive vice-president and general manager of WING, Dayton, and WIZE, Springfield, and Reggie Martin, manager of the latter station, was approved by the FCC last week.

For consideration of $12,600, all issued and outstanding stock of the Fort Myers Broadcasting Company, licensee of WFTM, was sold by W. E. Benns Jr., and his mother, Mrs. W. E. Benns, Sr., holders of 89.1%; Mr. J. F. Rob- arsdon, LaGrange, Ga., 22.7%; O. D. Whitaker, Verona, Pa., 9.8%, and Fred H. Mellor, local attorney. Under the deal, Mr. Woodyard will acquire 85% of the WFTM stock, and Mr. Martin the other 15%. The purchasers have an- nounced that Jim Turner, former program director of WIZE at present assisting at WING during the illness of Mr. Woodyard, will become manager of WFTM, replacing Mr. Benns who has entered military service.

KGW-KEX Changes

HOMER WELCH, former produc- tion manager was appointed pro- gram director of KGW-KEX, Portland, Ore., in a series of personnel changes that followed the resigna- tion of Ralph Rogers, former program director, who went into a Portland war industry. Gordon Bambrick of the announcing staff has taken over as production manager and Herb Johnston becomes chief announcer.

LANGLEY's Ltd., Toronto (chain cleaner) has started spot announce- ments six days weekly on CFRB, To- ronto, and CKOC, Hamilton, Ont. Ac- counted for by A. McKim, Toronto.

WTMY Ownership Shift

GETS APPROVAL of FCC

REORGANIZED ownership of WTMY, Gainesville, Ga., was approved by the FCC last week, with the addition of Stanley H. Estes, Austin Jr., and L. H. Christian.

Christian converted into a corporation, the Blue Ridge Broad- casting Co.

Under the new arrangement, Mr. Estes, publisher of the Gainesville Eagle is president, with 43.4% interest acquired through purchase of some of the holdings of Mr. Christian, a hardware dealer, and Mr. Estes, department store owner and president of the Gaines- ville Chamber of Commerce. Mr. Christian retains 16% of the stock and is secretary; Mr. Estes holds one share, and is treasurer. Charles Estes, son, is general manager, and a number of other managers are named.

Salt Program

INTERNATIONAL SALT Co., Scranton, Pa. (Sterling Salt) launches a 13-week campaign of -publications on Women of To- morrow, on WJZ, New York, Sept. 21, and will also use Marjorie Mills Hour. The latter program switches from the Yankee Network to the newly-formed New England Net- work, Sept. 29. Advanced radio Inter- national Salt starts participa- tions on women's programs on WJZ WOR WCAU KDKA WGY and a Buffalo station, at the same time continuing on the NERN program. Agency is J. M. Mathes Inc., New York.

DELIVERING the morale-building importance of the new-five weekly BLUE Spotlight Bands series are these West Coast sales and radio executives. Factor was stressed in a closed circuit broadcast on Sept. 15 by Army, Navy and War Production Board officials, prior to launching of campaign. (Sept. 21).

Delegates (1 to 10, standing) are Tracy Moore, Western division sales man- ager of BLUE. Seatec are E. D. Peterson, director, national sales divi- sion, Coca Cola Co.; and Leo Tyson, Western division program man- ager of BLUE. Seated are E. D. Peterson, director of national sales of KPI-KECA, Los Angeles, and Stanley H. Barbee, president of Coca Cola Co., that city.
He’s just one of the 200,000 newcomers to the Baltimore area

…and WCBM and the BLUE can give them all...to you!

He, like thousands of others, have moved to Baltimore to work in its many war industries. Naturally, they don’t know a whole lot about Baltimore — so they turn to WCBM for their Monumental City news. That’s because they know WCBM is a BLUE NETWORK station — and they know also the BLUE NETWORK is "tops"; because, like WCBM, the BLUE station in their hometown was "tops." Send your message to Baltimore's newcomers and old-timers through their favorite combination — WCBM and the BLUE NETWORK.

BALTIMORE’S BLUE NETWORK OUTLET

* John Elmer, President
  George H. Roeder, Gen. Manager
National Representatives:
SPOT SALES, INC.
New York - Chicago - San Francisco
Store Meets Half of Clientele Daily

Retailer's Program on Coast Effective In Selling

By E. M. STUART
Sales and Publicity Director
Broadway Department Store

BETWEEN the hours of 10:15 a.m. one day and 5:45 p.m. the following day, we believe more Southern Californians tune in on The Broadway Department Store's radio program than any other program, local or network. This claim, revealed by continuing audience surveys, is all the more remarkable in view of the fact that our program, The Broadway News is on medium-priced KJH, local Mutual-Don Lee outlet.

Not a War Baby

Long before the war broke out in Europe The Broadway News had a large local daytime program in size of audience, so it is not a war baby. With invasion of the Low Countries in April, 1940, however, our broadcast began to be more popular than any of the daytime features. Pearl Harbor pushed it up to the position already mentioned.

Here, in our opinion, are the principal reasons for popularity of The Broadway News:

1. 12 o'clock and 5 o'clock, our broadcast times, being peak daytime listening periods, are "natural" news times. We based our choice of these hours, so it is on "audience listening habit" surveys produced by our agency, Lee Ringer Adv., Los Angeles.

Wisdom of these choices has been confirmed by such phrases as "plus value" as policy of the local aircraft plants in releasing the noon edition to their lunch-time personnel over public-address systems; custom of thousands of war workers in other plants to tune The Broadway News in their car radios during lunch; habit of thousands of Southern California drivers to "catch" the 5 o'clock edition in their cars on their way home from work.

2. The length of time The Broadway News has been on the air—we are in our fourth year, our 2,200th broadcast—is partly responsible for its position as the giant of daytime broadcasting.

Perfect Teamwork

3. The quality of the program is rigidly maintained. Not only do we have an able newscaster and announcer, and two news services, Associated Press and International News Service, but in addition, our agency, Lee Ringer Adv., sees that our program is surrounded by unobjectionable announcements and programs and that its high calibre is maintained. Incidentally, there is perfect teamwork between our merchandising office, our advertising department

FOOTBALL GAMES of the western conference and Notre Dame will be broadcast on WOWO, Fort Wayne, under a contract signed by H. C. MacDonald, vice-president of the Emenco Insurance Co., South Bend, eleven games, including two service contests are on the schedule, with Hilliard Gates and Mary Conn of the WOWO sports staff at the mike. At the signing are (1 to r): seated, C. Donald-Cook, South Bend Agency; Mr. Williams; Thomas F. Shortall, sales manager of Emenco Insurance; standing, Frank V. Webb, sales manager of WOWO-WGL; R. L. Neadecor, vice president, MacDonald-Cook; and W. J. McEdwards, NIKO spot sales, central division.

Office Openings Available in Navy

Graduate Electrical Engineers Are Especially Needed

TO MEET the expanded officer needs of the Navy for professional technicians in engineering an active recruiting campaign was announced yesterday by the Director of Naval Officer Procurement, Chicago.

First in the list are graduates of electrical engineers, between 21 and 30 years old, well educated in electrical engineering since graduation, and have a knowledge of ultra-high frequencies, electronics and television. Those more familiar with power engineering likewise may find a place in the Navy which is interested in such men up to 30. Electrical engineers are needed particularly in the Navy's fields of radio and detection devices. Men with radio or communication engineering degrees may qualify for officers' commissions as well. War experience, or physical defects often are obtained.

Radio Experience Wanted

A petty officer rating is offered to men with sufficient experience in radio to instruct classes in radio theory, practical operation, code, and maintenance.

The Navy is desiring men in several parts of the country to instruct enlisted men in radio, and instructors are needed. The men selected will go through a refresher course at the Naval Aviation Service School, Chicago, where they will be instructed in use of the radio equipment used by the Navy.

In some cases men with B. S. degrees in mechanical or other engineering subjects and who have had experience in radio and electrical work may qualify for officer assignments in radio or electrical lines. Usually, men desiring to engineer other than electrical the Navy points out tend to fit the applicant for other duty. For instance the Navy activities in ordnance, construction, and ship operation use mechanical, civil, and chemical engineers. Here again physical waivers often are possible and the age range is usually between 30 and 45 years or beyond those two limits in some cases.

Another special officer procurement program under way is for college teachers of physics, or chemical, diesel, electrical, mechanical, and radio engineering at Naval Reserve Midshipman Schools. Private school and junior college teachers and others qualified to teach those subjects in colleges also are being sought.

All communications should be addressed to Commander R. Miller, W. H. Hall, Room 300, or Mr. M. G. Miller, Room 1184, both in the Board of Trade Building, Chicago.

KLZ, Denver, has signed with University of Denver to broadcast leading football games this season. Bud Wopke will be at the mike.
HOW ABOUT AVAILABILITIES? **KEX**, as the only outlet in the Portland area for the **Blue Network**, offers choice time between topflight network shows!

**I'M JOHNNY TIMEBUYER, FOLKS** - IT'S UP TO ME TO PICK THE RIGHT TIME ON THE RIGHT STATION IN EACH MARKET. I'LL SHOW YOU WHY I ALWAYS PUT STATION **KEX** ON THE SCHEDULE!

**WHAT A MARKET!**

It will deliver immediate sales, and, because the area's basic industries are being rapidly developed, it's an ideal place to invest in permanent, post-war business insurance!

**KEX - THE VOICE OF THE OREGON COUNTRY**

Consistently fine network and local features keep 'em listening to **KEX**!

**THESE FOLKS AT KEX CERTAINLY TAKE GOOD CARE OF YOU!**

**IT'S EASY TO GET INFORMATION*** ON **KEX** - I JUST CALL THE PAUL RAYMER OFFICE - WHY DON'T YOU DO THE SAME?

*OF COURSE JOHNNY COULD ALSO CONSULT RADIO RATES, OR WRITE DIRECT TO STATION **KEX**, PORTLAND, OREGON.
SCRAP salvage campaigns claimed attention of radio stations cooperating in the war effort last week, and the industry rallied to the Bond Drive by Chief Donald Nelson’s plea for materials to keep production flowing.

Typical of the response was a scrap metal collection contest sponsored by KMBC, Kansas City, with Boy Scout Troops, Future Farmers of America chapters and 4-H Clubs competing for $200 in prizes. Contest raised more than a million pounds of essential materials in a three-week period.

An entire Sunday afternoon was devoted by WTBO, Cumberland, Md., to promoting a local scrap drive. The station enlisted volunteer scrap collectors, and then followed them into collections throughout the day with remote broadcasts from the trucks bringing in the scrap.

Aiphipin engineer of KWK, St. Louis, and chief of the local radio division, is salvaging parts from outmoded and useless receiving sets under a plan to build portable radios and send them to rural areas for a two-way hook-up to supplement regular communications facilities in emergencies.

Reinforcing Seamen

Stations are increasing their special services recruiting, with the Maritime Service demanding more men to keep the war going. Movies are being shown during the evenings, WII, St. Louis, has a weekly program for the Maritime Service. Other stations are using spot announcements asking ex-seamen to return service.

Representatives of all war activity groups were invited to appeal for volunteers and material on The Army Behind The Front, heard for the past three months by Beanie Beatty on her regular women’s program on WOR, New York.

A recruiting campaign to get women into war work is conducted by WFOE, Hattiesburg, Miss., with Alice Blue, singing star enrollee of the Hattiesburg War Production School welding course, at the mike.

War Bonds

On the War Bond front, Vincent Callahan, director of radio for the Treasury Department, and savings staff, said that 148 reporting stations have sold $2,441,530.37 in the past month and-a-half. Reports from all over the country indicate that this is only a fraction of total sales, for BLUE Network’s I Pledge America show raised several times that amount by itself.

Although the BLUE campaign to sell bonds closed more than a week ago, orders are still pouring in, the over-all total to date being $18,634,817, of which more than $11,000,000 is directly attributable to the seven-hour Bond Night on the BLUE program. A report by the Cooperative Analysis of Broadcasting indicates that the hour “I Pledge America” portion of that show rates it in fourth place for that evening with a listener interest of 14.5, an exceptionally high rating for a one-time broadcast.

New promotion ideas continued to come to the fore this week. Comic Artists cooperated with WGA, Cleveland, to draw caricatures of all high school students participating. With quiz programs broadcast on WHBC for 20 weeks, winners will be chosen on their scores, and votes cast by bond buyers.

KZL, Denver, has a quiz program open only to bond and stamp buyers. If the contestant answers correctly, KZL buys an amount of bonds and stamps equal to the individual’s purchase.

Russ Hodges, sportscaster of WOL, Washington, brings celebrities to the microphone between halves of Redskins football games to sell bonds.

Working With Theaters

Cooperation with local theaters highspots bond selling plans of some stations. WCPO, Cincinnati, broadcast a patriotic program that offered a large prize for those who sold $1,000 worth of bonds, and ended with the entire audience of all theaters singing the national anthem to the accompaniment of music from WCPO. The station has “Minute Maids” stationed in five downtown RKO theaters to deliver War Bonds without delay. "Minute Maids" are also sponsored by KTSM, El Paso, to sell bonds outside two prominent local theaters. The girls are members of three sororities of the College of Mines.

When screen stars Edward Arnold and Frances Dee visited Clinton, Ia., to take part in Heroes Tribute Night, KROS took an active part in promotion, raising $4,000 in one hour before the show. Sales totaled $218,700 for the city of 30,000.

"Bonderoo" sponsored jointly by WCED, Dubois, Penn., and a local theater brought in $35,000 at St. Marys, Penn. "Bonderoo" consists of a WCED announcer, bands, and other talent. Stunt used by WMAQ, Chicago, is to offer reserved seat tickets to bond buyers for the Carnation Program and Promotion Party, originated for NBC in their studio, WKOZ, Kalamazoo, uses remote broadcasts from local department stores.

Close to $9,000 worth of sales over KOH, Reno, came recently when Gov. E. P. Carville bought $100,000 in Bonds for the State from Hewett Kees, station manager. Recently, the KDRA, Brownwood, reported sales of $187,000 in seven efforts in the Pittsburgh neighborhood.

WHO Active

Concentrated promotion is used by WHO, Des Moines, which uses a weekly half-hour variety show of top studio talent in addition to backing the "WHO Bond Club," which gives bond buyers WHO windshield stickers for their cars. Inter-staff competition for bond sales has brought in $400,000, with two teams of popular staff members appealing for sales.

WWSW, Pittsburgh, broadcasts a half hour of the local weekly bond rallies featuring entertainment, celebrities and other high class features. Morning and evening bond shows daily are heard on WWJ, Detroit, and station operates a red, white and blue Bond Wagon to deliver orders.

In Boston, WEEI celebrated its becoming a bond-issuing agent with a song and a half hour Bond Carnival, with Dorothy Lamon as special guest. The event sold $24,500 in bonds.

A New York store sells bonds for WMRN, Marion, O., with a daily auction for bonds and stamps. Chicks, clothes and other merchandise is given to buyers.

The talent staff of WLS, Chicago, has been ringing the cash register for Uncle Sam through its various shows, units sold $4,500 in war bonds to the audience at a fair in Carmi, Ill., while another smaller unit sold $2,000 worth at Fillmore, Wis. According to Bob Crittenden, who is farm director, war bond corrosages sold by WLS staff members at the Wisconsin State Fair averaged $125 per day.

A war bond symphony radio concert to stimulate sales of bonds and stamps was broadcast last week by WMCA, New York, with music by the Metropolitan Sym-phony orchestra conducted by Emerson Buckley.

Bonds for Peace

MEL ALLEN, sportscaster of WOR, New York, received an order for a $5,000 War Bond after an appeal during the last week of the drive. Together with this request, "Please, Mr. Allen, could you send me a baseball?" one autographed by the Giants, and one by the Dodgers? If you satisfy both sides of this request, I'll send you two autographed baseballs. I hope you get mine here, I'd send more checks for more bonds." The baseballs were delivered.

LATE BROADCASTING, broadcast advertising.

Page 22 • September 28, 1942
Union-May-Stern Co. is one of the largest furniture stores in the United States. It is also the largest advertiser of its kind in St. Louis.

Locally, the executives of Union-May-Stern Co. have a reputation for keen discernment in the evaluation of advertising media.

With seven broadcasting stations in St. Louis, Union-May-Stern and its advertising counsel, Olian Advertising Co., selected KSD for its entire radio advertising appropriation.
Shortwave Vital to War, Sherwood Says, Dedicating New W GEO Transmitter

DEDICATION of the new 100-kilowatt transmitter of W GEO, General Electric international shortwave station at Schenectady, took place last week with Robert E. Sherwood, director of the overseas branch of the War Information as sponsor. The transmitter has been in operation for several weeks already.

Mr. Sherwood paid tribute to radio as "a vital factor in this war," and declared the American people need this transmitter, for "our enemies have far exceeded us in the size and number of their transmitter stations." They have been all too successful in poisoning the airwaves of the world with their propaganda of deception, corruption, and demoralization. Our own American voices— as it has been broadcast overseas from here in Schenectady— from Cincinnati— from Boston, New York— have been too soft, too honest, too sincere and honest, and there has been too much feebly compared to the blatant voices of Germany, Italy, Japan, and their satellites.

Power of Truth

"This country took a position of leadership in the development of radio broadcasting," Mr. Sherwood said, "but we developed it on a peacetime basis as an instrument of domestic trade and a medium of education and entertainment. Declaring that our enemies recognize radio as an instrument of war, and prepared long ago, Mr. Sherwood declared we nevertheless have one great advantage, 'that is the power of truth.'

"That is the purpose for which this transmitter is today dedicated—to spread to the ends of the world the voices of our statesmen, our friends and foe alike—the essential truth about this war."

In speaking over the new transmitter, Mr. Sherwood paid tribute to the station and to the public service of the General Electric Company. Earlier, accompanied by Murry Brophy, chief of the bureau of public information of the OWI, he had inspected the station and transmitter site.

Edmar Davis, director of War Information, sent to W GEO this message:

"The Office of War Information salutes the new transmitter, W GEO, which will be plainly audible to Hitler and Tojo and which

Wilson Milk on Blue

WILSON MILK Co., Indianapolis (evaporated milk) in its first venture into network radio on Oct. 5, will begin a schedule of 30-minute programs hosted by Jack Baker on a split midwestern network of 11 BLUE stations. Program material is provided by Jack Baker, tenor of the BLUE Breakfast Club, which will originate out of Chicago, and will be heard Monday, Wednesday and Friday mornings at 11:45 on KXOX KQV WSJW WWAM WQOC WOCO WMMI WQRT. Contrary to reports for 26 weeks was placed through Keeling & Co., Indianapolis.

KFPY's 20th Fete

KFPY, Spokane, celebrates its 20th anniversary with a series of special events scheduled from October 1 to 17th.

Featured will be Twenty Years Ago Today a newscast dramatizing thrilling developments. Other honoring the late T. W. Symons Jr. Oct. 16, 1922; old-time music programs; two on Saturdays; two comedy programs from Northwest Governors, Congressmen and Senators: salutes from CBS, with which KFPY has been affiliated since 1929, and other radio stations and in the country, Ed Craney, Montana broadcast announer, will participate in the anniversary programs.

Orally a 5-watt known as KFPS, the station's call letters were changed to KFPY in 1924 and the power was gradually increased until it is now 5,000 watts. The station's studios and offices have likewise increased from a tiny penthouse to the present layout. The oldest "employee" in point of service is Arthur L. Bright, vice-president and general manager.

Uley for Skelly

CLINTON ULEY, editor of the air edition of the Chicago Sun, on Sept. 21 returned as commentator on early morning newscasts sponsored by Skelly Oil Co., Kansas City, on 81 NBC Mediumwave stations Monday through Friday 7-7:15 a.m. (CST). Alex Dreier, NBC commentator who has been heard on the program for the past 13 weeks during Mr. Uley's absence, will shortly leave for London to relieve NBC commentator Robert St. John for 13 weeks. Mr. Uley, as editor of the air edition of the Sun, will continue his commentaries on WJWC, Hammond-Chicago, in addition to his early morning newscasts on NBC.

WSYR Celebrates 20th Birthday

WSYR celebrates its 20th birthday on September 28, 1942, with a day of special events. The celebration includes a large birthday party, a 20-year-old co-ed from the campus of Syracuse University who has been with the station since Oct. 1, 1922 (r), and a birthday cake.

Looking Skyward

The death of Talbot G. Bone, (Jr.), NBC, former NBC newsman who scooped the world in 1939 on the Graf Spee sinking in South America, was reported last Sunday (Sept. 29). Mr. Bone died following an illness resulting from a malignant growth on his intestines caused by a scorpion bite two years ago. He died at the General Hospital in Lowell, Mass. Mr. Bone spent 20 years in Argentina and Brazil. He returned to his home in W. Chelmsford, Mass., last July for an operation as a result of the illness. His word of death was received by A. A. Schechter, former newsman and special events director for NBC, who is now director of New York the famous Graf Spee story.

Leeming to Use 45


The Other Fellow's Viewpoint

Biggest Job

EDITOR, BROADCASTING: I have read the story "Radio's Biggest Sales Job" on page 22 of the Sept. 7 issue of Broadcasting.

I don't know who released the information but you mentioned one station that had pledges for approximately 1-25th of the total. You may be interested to know that KGKO got pledges for $750,901, approximately 1-8th of the total. Of this amount pledges to $1,047,471 were obtained in Dallas, and $216,375 in Fort Worth. The two cities maintain approximately an equal ratio in comparison to population.

I have had little or no sympathy with all of the "huffing and puffing" that there's been going on about the job this, or that, or the other station has been doing on behalf of bond sales. I think that nearly three quarters of a million dollars showing is worthy of comment.

MARTIN B. CAMPBELL, Managing Director KGKO, Fort Worth.
"THEY WRITE FOUR OUT OF FIVE OF THE LOCAL AND SPOT PROGRAMS ON WBBM SINCE WE HIRED THAT MUSE"

The muse of inspiration pays off at WBBM. Our advertisers say so. Over 80% of them ask our continuity department to write that "pay-off" into their programs. Why? Because the programs we produce are so resultful that the average user of a WBBM-built show stays with us over four years.* Which is another reason why WBBM has carried the most big station business in Chicago the past 17 years.

*These are national spot and local program users. WBBM also produces and directs 51 big CBS network shows each week.

WBBM is the midwestern key station for the Columbia Broadcasting System and is represented nationally by RKO Sales: New York, Chicago, St. Louis, Charlotte, Los Angeles, San Francisco
SEVEN DOMINANT

★ 8,500,000 people live in New England.

★ 94.3% or 2,118,072 of New England's homes are equipped with one or more radios (1940 U.S. Census of Housing).

★ New Englanders have a per family purchasing power 30.5% above the national average (Sales Management, April 10, 1942.)

★ Class A hour rate for five basic stations is $1,340 — all seven stations, $1,500. You get the most listeners at the lowest rates.

★ Line charges from New York Studios are included in these attractive rates.

★ Production facilities in Hartford, Boston and New York available at no extra cost.

★ A New York Station may be added to this network, at station rate without customary wire charges.
STATIONS JOIN HANDS

FINEST COVERAGE OF THE NEW ENGLAND MARKET

ADVERTISERS using the New England Regional Network can, at no extra cost, produce their programs in well-equipped New York studios where the world's finest talent and up-to-the-minute production facilities are readily available. This use of New York studios is included in the network rates. This brand new service is our answer to a long-felt need—and we bring it to you with no monetary penalty whatsoever.

THE NEW ENGLAND REGIONAL NETWORK

REPRESENTED NATIONALLY BY

WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood
DEGREE VACATING
REFUSED BY COURT

MOTION of the Government to have vacated the 1932 consent decree, which dissolved the original RCA organization and established it as an independent radio manufacturing and operating company, was denied recently by Federal Judge Albert E. Maris, of Wilming-
ton.

Assistant Attorney General Thurman Arnold had sought court action vacating the decree, but had not given his reasons. The motion was vigorously opposed in arguments August 7 and in subsequent briefs by RCA, General Electric and Westinghouse, on the ground that it deprived them of rights.

Previously, it had been inferred at Departmental level that the consent decree may not have been tied in mind to a reopening of litigation against RCA and other companies engaged in manufacture of radio apparatus, but simply wanted the decree vacated to permit it to enter hearings entirely foreign to the case.

In his opinion, Judge Maris said the Government asked for action upon the decree, but the decrees do not promote the public interest. He said the questions presented were whether the decrees may be vacated solely upon such a claim and without benefit of any change in circumstances, and whether the decrees conferred benefits the defendants. He said he had reached the conclusion that the first question had to be answered in the negative and the second in the affirmative.

Cantor to Return

ORIGANATING the weekly program from West Coast military bases for the next few months, Bristol-Myers Co. (Ipana, Sal He-
patices) following a three-months' summer layoff, on Sept. 30. Resumes "Tom to Smile with Eddie Cantor" on NBC XRC stations. Mondays, Wednesdays, 9:30 p.m. (ET). Besides Can-
tor, the show will continue to feature Daniel H. Biehler (of the "NBC-Army" and "Mad Russian") Gordon, comedian. Edgar Fairchild has been re-signed as radio host. The program is an enter-
prise of Reading WBGX.

Station in Lomar, Colo.,
Ordered Deleted by FCC

SILENCED since last February, KIDW, Lomar, Colo., was ordered deleted by the FCC last Tuesday. The station has been assigned to 1450 ke., sharing time, with 100 watts. The owner, according to official records, is W. J. Brown.

The decision announced it had adopted a decision denying the station renewal of license. It stated the station "through failure to file corporate reports and to pay corporate license taxes" to the State of Colorado, ceased to exist as a corporate entity on Oct. 14, 1937. The Commission said further that at hearings on July 15, 1941 and on renewal of license applications, no appearance was made for KIDW. Since Feb. 21, 1942 the station has held FCC authority to remain silent.

To Sell KOY Stock

APPLICATION to relinquish control of KOY, Oklahoma City, through sale of stock held by M. S. McElmee, hard-
ware dealer, was filed with the FCC. It was held necessary to sell the stock, representing 60% of the corporation, is $30,000, par value. Fifty shareholders with 50% of shares are presented to the FCC by the company. The 15 minority interests in the stock, J. D. Thomas, grocer, KOY president; G. S. Close, attorney; R. E. E. vice-president. Remaining 200 shares go to Plaza Court Broad-
casting Co., KOY licensee.

Godfrey with Fred

ARTHUR GODFREY, ad-libbing program conductor who has his own shows on WABC, New York, NBC, New York, and WNEW, New York, has been signed by the Texas Co., New York, as one of the regular entertainers on the "Fred Allen" show when it returns to CBS Oct. 4 in the Sunday evening 9:30-10:30 spot. Godfrey will do some of the comedy, another will be Jimmy Wallington, Al Good-
man's orchestra, guest stars and Arthur Godfrey is Buchman & Co., New York.

Hudnut Cancels

RICHARD HUDDNUT, New York (cosmetics), due to priority difficulties on talk, on Sept. 21 cancel-
led sponsorship of its weekly "CBS Hollywood Spectacle". Decision to drop the half-hour musical variety show resulted directly from severe restrictions placed on basic programming. As a result, it was said. Firm sponsored the show for the past year and a half on West Coast stations. Network is Kenyon & Eckhardt, New York, CBS retains the program as a sustai-
ning feature.

Rural Editor

AS A RESULT of his appearance on a recent broadcast of "America's Best Radio Shows of the Air" by H. W. Lewis, publisher of the "Loudon Tribune," Lyndon, Wash., opens a 15-minute program, "Soi Lewis," coming out of the Tri-County Network. The edition used is a re-
print being heard over KZ, Seattle, KGA, Spokane, and KVOS, Bellingham, Wash., to be broad-
casted one hour a week starting Sept. 28. The weekly originating from KVOS a few miles distant from his home in Lyndon.

Lt. Levy to Leave Navy
To Accept OWI Position

LT. LEON LEVY, on leave as president of WCAU, Philadelphia, at the request of the Office of War Information, has been relieved from duty by the U. S. Navy to take over the post of assistant to the Radio Bureau of the OWI. Since being called up for active duty on Aug. 19, 1941, Lt. Levy has been head of the radio section of the Public Relations Office of the Fourth Naval District in Philadelphia. He reports for duty with the OWI in Washington Sept. 28 and after an indoctrination period will return to Philadelphia to super-
vise the Radio Bureau's Industrial Liaison Division in this Dis-

During World War I, Lt. Levy served actively on both land and sea as a lieutenant (j.g.) in the Navy. He turned to radio in 1925 and one year later, was elected president of WCAU. He was among the pioneers who built Col-
bumbia Broadcasting System. In 1927, he was elected secretary and treasurer of the network. He re-
signed several years ago but re-
mains on the board of directors.

Patt Succeeds Taft

APPOINTMENT of John Patt, manager of WGR, Cleveland, to serve as president of the Ohio Assn. of Broad-
casters was an- nounced last week by Hurbert Taft Jr., president of the Ohio Assn. of Broad-
casters. Mr. Patt succeeds Taft as head of the Network. The station, John Pouls-Enke, Cleveland, will serve as the President of the OWI starting Oct. 1. [Broadcasting, Sept. 21].
Because ruralites comprise a large and important segment of KLZ's audience, the specific interests of these folk have received more than usual consideration in KLZ programming. KLZ has thereby won an especial place in the listening and thinking of Colorado farm folk. Advertisers who have special messages for this large and prospering portion of the Colorado market can put them across most effectively over KLZ, reaching at the same time the urbanites, few of whom are too citified to find interest in rural programs.

KLZ Denver
5,000 WATTS—560 Kc.
AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING CO. AND WKY, OKLAHOMA CITY & REPRESENTED BY THE KATZ AGENCY, INC.

VITAL INTERESTS OF COLORADO AGRICULTURISTS SERVED BY KLZ

"THE FARM ROUND TABLE" is a weekly half-hour program on which prominent government farm experts discuss current problems with Colorado farmers.

"FARMERS AT WAR" originates via KLZ's mobile unit from a different farmyard in the Denver area each week. Different types of farms are visited weekly.

THE EXTENSION SERVICE of the Colorado State College of Agriculture brings county agents and prominent farm personalities together in a weekly discussion.
CIVILIAN DEFENSE FUNDAMENTALS

The Canadian Broadcasting Corporation, in cooperation with the Illinois Commercial Men's Association, Chicago (personal accident insurance), has been planned in cooperation with the Illinois department of conservation and with daily and wildlife directors, as an aid in the Government meat rationing and conservation plan.

Job Information

QUESTIONS pertaining to employment in the vast shipyard industry in the San Francisco bay area and how an applicant goes about getting work in them are being answered during the new KYA program "Jobs for Victory," presented five times weekly. The series is sponsored by the Drydock Marine Waymen, Local 2116-703, and the shipyard's union, Local 9. The purpose of the broadcasts is to recruit urgently needed workmen for the shipyards.

LIFE OF Canadian sailors at sea is dramatically portrayed in "The Life of Canadian sailors at sea, a new Canadian Broadcasting Corp. network program about the Royal Canadian Navy, The Liberty Hold." Programs where possible are being recorded on Canadian naval vessels on active duty, and broadcast from the ships. The series is presented five times weekly.

WASHINGTON Eye-Opener!

BREAKFAST with your favorite "waker-upper," Jerry Strong, in his "Breakfast with Jerry," on KYW, will come to you daily. The "waker-upper" performs his regular "Breakfast with Jerry" show in a special feature on "Wine." Washington, Jerry offers club members, and serves a complete breakfast of bacon and eggs, toast, coffee, and doughnuts, five to six members. The food is cooked and eaten right in the studio. Each day, prominent Government, newspaper, and defense workers participate.

On Display

SHOWCASE for the station's live talent is the "KYU Little Show," a new series aired daily from 6:05 to 6:30 p.m. on KYW, Philadelphia. Appearing on the current series are Clarence Fuhrman, musical director, and the studio orchestra. "The radio's" Baby Miller as master of ceremonies; Art Hinton, staff organizer, and various vocalists and groups of vocalists.

Food Rationing

BROADCASTS of programs designed to keep America fit under any food rationing conditions are being conducted on WMCN New York 10:30-11 a.m. Monday. Carleton Frederick, nutrition expert, has charge of programs, first of which was called "Eating Should Be Fun."
He's firing telephone wire at a Zero!

This fighter plane, with its six wing guns spitting fire, uses up enough copper every minute to make several miles of telephone line.

That's the right use for copper now — and it's the reason why we can't continue to expand our facilities to take care of the expanding Long Distance telephone traffic.

Right now, our lines are flooded with Long Distance calls. Most of them have to do with the war — they must have the right of way.

Will you help us keep the wires clear for war calls — industrial calls that send a plane down the assembly line — military calls that send it into the air against the enemy?

You can do it by keeping your own calls as few and as brief as possible. And you'll be bringing Victory that much nearer.

Bell Telephone System
IN THIS UNIQUE Radio Island...

PROOF

Proved by independent engineering checks and confirmed by audience studies is the fact that the Binghamton area is shut off from effective coverage by any "outside" station.

A leading firm of consulting engineers reports it as—"one of the largest cities and metropolitan areas dependent entirely for reliable radio service upon a single radio station."
In the rich New York State area of the Triple Cities...Binghamton, Johnson City and Endicott...live some 164,000 radio listeners.

Check after check has shown that "outside" station reception is seriously limited by interference and fading. Engineers term the area a radio "island." Result!—for dependable radio coverage the bulk of its listeners consistently turn to their own radio station—Binghamton's WNBF.

Through fifteen years of operation, WNBF has met this responsibility and consistently built up confidence by providing outstanding news coverage, entertainment, and all-around radio service.

Today WNBF is operating on its new power of 5,000 watts. With the installation of completely new transmitting equipment, it is in a position to bring even finer radio reception to a total audience exceeding one million listeners.

Another Important Assignment for the WESTINGHOUSE 5 HV TRANSMITTER

To assure high fidelity transmission, new operating economy and convenience, with extra protection against program interruptions—WNBF chose the Westinghouse 5 HV Transmitter.

This set offers in the 5,000-watt field the advanced design and operating improvements made famous by the Westinghouse 10 HV and 50 HG Transmitters in the higher power ranges. For example: air-cooled tubes in all stages, conservative operation of all tubes, complete fuseless overload protection, simplified circuit adjustments, fully automatic control.

Keep an eye on the stations now equipped with Westinghouse Transmitters. You'll find them outstandingly successful in meeting the exacting responsibilities of wartime operation.
Memo to Jimmy

EVEN NOW, Jimmy Petrillo, it isn't too late to make amends. You haven't been heard from much lately, but your onerous bans stick. Maybe you're waiting for some folks to negotiate, but after all you called the shots and it's your move.

We're sure you're familiar with the testimony before the Senate Committee—the testimony of Elmer Davis, of OWI; Chairman of the FCC and Thurman Arnold, the assistant attorney general who's going to meet you in court on or about Oct. 12. Even your own general counsel, Joseph A. Padway, showed up but he didn't have much of a chance. That's the reason the Senate broke all existing records in approving Senator Clark's courageous resolution last week. Now there's going to be a real investigation. You'll get a chance to appear too, by subpoena or otherwise.

Elmer Davis, you'll recall, wrote you last July on behalf of all the Government agencies identified with the war effort. He asked you to call off the transcription-record ban so that our boys, wherever they are, can have music they enjoy. Certainly, in these terrible days, that's not much to ask. We know you said you wouldn't do anything to deprive those identified with the war of music.

But what's the practical effect? There has been no recorded music since Aug. 1. There's no new recorded music for anybody, and that goes for the boys in Australia and their buddies at Camp Dix or in Alaska.

You know, moreover, that Mr. Davis said the national morale is threatened by your ban. You've heard from the Army, too—direct. Mr. Fy said a couple of hundred stations—the little fellows who couldn't hire musicians anyway—will go by the boards if your ban persists. We've heard that you and some of your men have said the little stations shouldn't exist anyway; that the public should listen to "live" music from the big stations—music performed only by those who are AFM ticket-holders. Jimmy, that isn't democratic, and you're living in a democracy—the world's greatest, you know.

You know the merits of this whole mess, and by dint of your own folly and the excellent work of Senator Clark and his Committee, just about 120,000,000 people know them. We think the whole labor movement is headed for clarifying legislation as a result of the attention focused on the problem by your hell-bent-for-election antics of the last couple of years. Speaking of elections, we imagine that your own parent organisation, the AF of L, will have one pretty soon.

Trusty-Buster Arnold had a few things to tell the Clark subcommittee, too. He's hot on that "made work" issue, and ranks you as one of the worst offenders. The public couldn't understand it in that hod-carriers case or the truck-drivers case which went to the Supreme Court. But they certainly understand it when they can't get their music, or when you throw off the Interlochen high school orchestra after 12 years on NBC. You've just misjudged public sentiment, Jimmy.

Of course, we wouldn't expect you to agree with Mr. Arnold, one of your old adversaries. But we think he's really got something when he says you're attempting "to destroy independent radio stations, small restaurants and hotels, juke box operators and manufacturers, as well as the manufacturers of phonograph records and electrical transcriptions because they have adopted new inventions for the rendition of music."

We started out, Jimmy, by saying it isn't too late to make amends. How can you turn a deaf ear to these men identified with the welfare of our country in this worst of all wars? You can call off this thing until Congress enacts new legislation or until the courts finally decide the issue suitably and promptly.

Right now even you must have a terrible time sleeping, with the words of Clark, Davis, Fly, Arnold and the military services ringing in your ears.

Manpower Enigma


Every day's mail, telephone calls and conferences all emphasize the sizeable task of keeping up with bond drives, where in the station for the first time tries to become a salesman to the public. Then there are the scrap campaigns, service enlistments, "V" awards, the job of paying the heavily increased freight with a greater turnover in accounts, getting the most out of every tube and condenser, and betimes, answering questionnaires.

But all that could be handled if Mr. Mike Roe Volt (our average broadcaster) had the manpower. He is assured that radio is an essential service. The War Manpower Commission told him so weeks ago. Elmer Davis told a Senate Subcommittee the other day of the importance of radio for the conveyance of war information, in bucking Petrillo's transcription-record ban. He said the Government would see to it at all costs that stations keep operating. So said Mr. Fly too, and he's chairman both of the FCC and the Board of War Communications.

There's no doubt about it, something is going to be done. But when? Every day the smaller stations lose men—technicians, writers, announcers, salesmen. So do the larger outlets and the networks. More and more of the better men of the smaller stations are leaving for the larger outlets. And you certainly can't criticize the employee for bettering himself or making the bigger time.

Selective Service and manpower officials are working on definitions and patterns to fit the 34 essential industries specified by WMC last July. Radio, as part of communications, is in the essential class. When the new regulations are issued, the local draft boards will specify the minimum number of "key men" in each station operation. There presumably will be provision for the executive manager, chief engineer, commercial manager, chief announcer, and then a minimum quota of people in each department, depending upon the size of the operation. When the directive issues, Selective Service will instruct local draft boards to exempt such vital persons in essential operations. The start already has been made in mining, agriculture, and to some extent in war manufacturing plants.

Meanwhile the inroads on station personnel, particularly in the outlying areas, have reached the critical point. A station can get along with one less announcer or writer or salesman for awhile. But it can't stay on the air without technicians, or do a satisfactory job without adequate relief all down the line. Moreover, the demands are considerably greater in abnormal times.

It's not much the draft itself that is drawing people away but the expectancy of being drafted. Many station people who would be happy to remain at their posts have been lured away because they have been led to believe they would be deferred or exempted from the draft. Quite a few, according to our information, have gone to the Government in civil capacities under the mistaken impression that they thus would be draft exempt. The Government does not and cannot, under existing procedures, guarantee exemption. It might, in isolated cases, get deferments, but that's all. So can a station for any key employee on that matter, when appropriate steps are taken.

The same set of facts holds for radio performers. How foolish to give Edgar Bergen or Jack Benny a gun, and take them off the air? Their value as morale builders, their ready audiences who hold them in such esteem, would be destroyed overnight.

We are genuinely aware of the difficulties confronting our manpower officials. We know that the war Government won't willingly let even a single station go off the air because it doesn't have the operating hands. But our soundings show that many stations are scratching the bucket's bottom now. That directive, or whatever it is that will issue from the manpower people, can't come too soon.
BROADCASTING  
Broadcast Advertising

We Pay Our Respects To—

personal notes

FRANK R. MC DONNELL, formerly of CBS, New York, has been named director of national sales for KFPO, Fairbanks—with the comment that he felt “privileged to bring this voice to my people”. He said he would never take a nickel in profits out of the operation. He hasn’t.

That autumn day just three years ago was the big moment for a young lady who had been the inspiration for the station and who had “sold” the captain on it. Miriam Dickey, executive secretary to “Cap” Lathrop, became secreta-
ry-treasurer of the Midnight Sun Broadcasting Co. and saw the outlet—northernmost in the terri-
tory—exceed even her fondest hopes as a public service.

The other day, 1942, KFAR increased its power from 1,000 to 5,000 watts fulltime on 610 kc. It wasn’t a power boost dictated by commercial requirements. It was urged by the United States Government. For nowhere on this Continent is radio service more urgently needed. American troops are mobilized in that strategic territory. The station was declared by the Army vital to civilian and Army morale, as have the three others on the territory. Its signal had to be increased for more effective use as a homing beam for civilian and Army pilots, and for vital morale purposes.

“From the business standpoint,” said Miss Dickey on a recent visit to the States to work out plans for the new-five-power increase, “this is hardly the time for expansion. But this station wasn’t started with the idea of making money and Capt. Lathrop has never changed his policy.”

Operation of a station in Alaska—particularly on up-to-snuff standards—isn’t an easy task. It isn’t profitable. Miss Dickey doesn’t run the station, though she does have certain executive functions just as she serves as an official of Capt. Lathrop’s Fairbanks newspaper, his theatres in the territory, his extensive mining operations, his banking interests, his department store and his real estate holdings. KFAR is the child of “Cap” Lathrop’s vision and generosity”, she said. Credit for its successful direction, against extraordinary odds, goes to Wilson K. (Bud) Foster, and his staff and to Stan-
ton D. Bennett, chief engineer responsible for the installation of all the equipment plus specially constructed rhombic antennas for shortwave pickups. Both NBC and CBS sustaining have been thus picked up by special permission since the station began operation. A regular affiliation with NBC now is under negotiation.

As soon as the Army indicated the need for the power increase, Miss Dickey was dispatched to the States by Capt. Lathrop several months ago. WPB and FCC freeze orders on equipment were swept aside. In record time everything was cleared and at a special meeting last April the FCC removed all obstacles to expansion. A 10,000-watt RCA transmitter was purchased and rushed to Fair-
banks. Though the station will operate with 5,000 watts for the present, its power can be doubled if conditions warrant.

Miriam Dickey’s migration to Alaska was fortuitous. But her ap-
preciation of radio was anything but happenstance. One of her first jobs, while attending college in 1928-29, was as a part-time employee at the old KFQW, Seattle, where she handled fan mail, did secretar-
ial work and filled in as an an-
nouncer. She was smitten by radio, but her interest was not in the performing end.

Miriam Dickey was born in Kali-
spell, Mont., March 22, 1905. An

ELAINE B. NELSON is now in charge of local sales for WGBR, Greenboro, N. C.

Ernest W. CRAVEN, formerly advertising manager of Miller-Jones Co., Columbus, O., has joined the local sales department of KMPC, Indianapolis.

SEYMOUR ROBBIE, formerly as-
sistant manager of the CBS short-
wave production office, has taken over the duties of Clarence Schimmel, man-
ger, who starts Naval training Oct. 5.

PATRICIA WEISS, daughter of Lewis Allen Weiss, vice-president and general manager of Don Lee Broad-
casting System, Hollywood and El Segundo, Calif., was married to Albert M. Hart, to be married Oct. 3 in Westwood Village, Cal.

FRANK HINES, new to radio, has joined RMPC, Beverly Hills, Cal., as account executive.

FRAN ABRAHAM, formerly in the advertising department of Jantzen Milling Co., Portland, Ore., has joined Homer Griffith Co., Hollywood, sta-
tion representative, as traffic manager.

Eugene W. LEE, co-owner of KFXM, San Bernardino, Cal., has been commissioned a lieutenant in the Army Air Force and is currently sta-
tioned at Miami Beach, Fla. Follow-

ing completion of schooling, he will be assigned public relations of-
er to the Victoria (Cal.) Air For-
ce Base. His engagement interrupts 13 years of active par-

ticipation in production and manage-
ment.

JACK WHITNEY, former manager of KOME, Tulsa, is now with KFDM, Beaumont, Tex.

E. SCHEVEN BOND and Harry Herz-
berg, both new to radio, have joined the sales staff of WPDO, Jacksonville.

WILLIAM R. RTAN, general man-
ager of KJZZ, Phoenix, Ariz., has joined Faltride, promotion and publicity manager, Blue spot sales manager and George Furest. Blue spot sales manager and George Furest. Blue spot sales manager and George Furest will represent the station at the 1942 convention of the California Retail Grocers Asso-
ciation at Hotel Del Monte, Cal., September 28 and 31.

Clarence Talbot, night operations man-
ger of KOIN, Portland, Ore., has resigned to enter the Navy as a chief petty officer.

Miriam Louise Dickey

Eugene Thomas, general sales director of WOR, New York, on Mon-
day, Sept. 21, addressed a luncheon meeting of Advertising Men’s Post, No. 209, of the American Legion, at the Hotel New York, New York.

Eugene W. Lee, formerly commercial manager of WMFV, Plattsburg, N. Y., and Cy Howard, formerly sales-
ing manager of KFTH, purchased the sales staff of WBBM, Chicago.

Pvt. Robert S. MAUER, formerly agricul-
tural commissioner of Columbus, Ohio, has been ap-
pointed radio chairman of the Oakland Chapter of the American Red Cross.

Gregory Ruben, the chief executive of OKEE, has been en-
listed in the Army.

Jerry AKERS, formerly account executive of KGO, San Francisco, has been appointed general manager of KSAN, San Francisco.

H. Malcolm STUART, previously with United Advertising Co., Chi-
cago; J. Stirling Gitchell, Chicago, and Campbell-Ewold, Detroit, has joined the sales staff of WOR, New York.

For the first time in years, Miss Dickey has not been working on the West Coast. She’s a member of the American Assn. of University Women and Sigma Kappa, Mu chapter, Oberlin, Ohio. As for Alaska, she says anyone who lives there a year never leaves.
HARLAND EUGENE READ, formerly of the editorial staff of the War Savings Staff in Washington and prior to that news analyst and editor of WBC, Transradio and KMOX, St. Louis, and editorial writer of the St. Louis Post-Dispatch, has joined the news staff of WBIR, Chicago.

BOB AHERLY, newscaster, of KOMO-KJR, Seattle, and previous to that with KGO, San Francisco, has joined the Navy.

JACK IRVING, announcer-writer, formerly of KGW, San Jose, Cal., has joined KJBS, San Francisco.

OTIS T. WINGO, Washington correspondent for WMCA, New York, has started a 15-minute weekly program, "Wingo On Washington."

GEORGE FENNEMAN, newscaster, has joined KSFO, San Francisco.

MARYN GRAHAM, newscaster, has joined KGO, San Francisco.

BILL JENKINS, chief announcer of WIXX, Washington, recently married Mary Jane Kline, of WJEW, Hagerstown, Md.

ANN STERLING, director of women's programs of KOMO-KJR, Seattle, was recently appointed state chairman of the association of directors of women's programs.

THOMPSON MAGOWAN, announcer, formerly of KOH, Reno, and KYOS, Merced, Cal., has joined KJBS, San Francisco.

RUTH FRANKLIN, formerly of KLS, Oakland; KJBS, San Francisco; and Photo and Sound, San Francisco, has joined the production department of KSAN, San Francisco.

AL BRAMSTEIDT, announcer, formerly of KFAR, Fairbanks, Alaska, and KXBS, Aberdeen, Wash., has joined KSFO San Francisco.

JOHN GALBRAITH, announcer of KGO, San Francisco, and the BLUE Network, was inducted into the Army Sept. 22.

HAL BURNETT, formerly managing editor in the New York offices of Advertising Age, has been transferred to Washington, where he now serves as Washington editor. He replaces A. P. Mills, now in the John B. Miller has been promoted from desk editor to managing editor in the magazine's Chicago offices.

BOB MULLEN, freelance radio writer, has joined the continuity staff of KSFO, San Francisco.

DAVE PAGE, chief announcer and publicity director of KWNO, Winona, Minn., has joined the Army Air Forces.

GENE LIEPMAN, who recently received a medical discharge from the Navy, has joined the news staff of KXOK, St. Louis.

HEDGE-HOPPING technique of Douglas A-20-B Boston plane was described by Jimmy Vandelpe, special events director of KFI-KECA, Los Angeles, from bombadier's compartment, during a recent half-hour special events broadcast. Engineering arrangements included pick ups on the field, in the air and from the studio.

WILLIAM LAWRENCE MEZGER, program director of WSAM, Saginaw, Mich., has joined WEBI, Boston, replacing Jay Wesley, who is with the Office of War Information, New York.

BILL EVANS, formerly announcer of WTMJ, Milwaukee, has joined WJJD, Chicago.

JACK POTTER, day captain of the NBC-Chicago guide staff, and Jack Feiendendig, NBC guide, have joined the Army, the latter in a special training course conducted by the Army Signal Corps at Fort Bliss, Tex. Lionel J. Mlin was appointed day captain succeeding Jack Potter, and Bruce Spink and George Klett have been added to the guide staff.

LEN SWEETLAND, staff singer of NBC, Hollywood, is the father of a boy.

ROBERT SWAN, formerly program director-announcer of KFAC, Los Angeles, has joined KFI-KECA, that city, in the latter capacity.

LEN FINGER, formerly program director of KFDM, Beaumont, Tex., has joined the script division of BLUE. Finger wrote the script for the BLUE broadcast launching the motion picture industry's war bond drive some time ago.

CLIFF NAZARRO, Hollywood double-take comedian, has been signed for a spot on the weekly CBS program, "The Magnificent.

FRANK RUETZ, announcer of WEJ, New Haven, will be a featured Deacon in the Episcopal Church. John Lucas is substituting as announcer.

Sgt. ROBERT W. YOUANS, Marine, former announcer of WFBC, Greenville, S. C., is the father of a girl.
DAL WYANT has resigned from the continuity dept. of WFMJ, Youngstown, O., to become production manager of WHEB, Portsmouth, N. H.

CHARLES S. BUCK, announcer of KDYL, Salt Lake City, is the father of a boy.

CECIL WOODLAND, formerly continuity director of WTRY, Troy, has joined WSNY, Schenectady.

DICK REED, newscaster of WIRE, Indianapolis, was inducted into the Army Sept. 26 as a volunteer officer candidate.

BILL DEAN, formerly of WDAY, Fargo, has joined WIRE, Indianapolis, as publicity director and announcer.

ELIZABETH WAYNE, former Far Eastern correspondent for MBS and wife of John Raleigh, WCCO, Minneapolis, news analyst, now conducts a five-minute, five-weekly-program of News for Women over WONY.

LYLE LITTLE, announcer of WJDX, Jackson, Miss., has been promoted to traffic manager of the station.

PAT H. LEE, newscaster of WJDX, Jackson, Miss., was recently married to Wilma Killingsworth, Port Gibson, Miss.

BOB GIBSON, Miss. traffic director and sportscaster of WRBL, Montgomery, Ala., has been commissioned ensign, to replace Arthur Madeley, who is now assistant to Ted Burwell, program director. Verus Lowell is now secretary to the general manager.

KEN RAPIEFF, sports announcer of WICC, Bridgeport, recently became the father of a daughter.

ALMA DETTINGER, WQXR, N. Y., is convalescing at the Stanford (Conn.) Hospital following an appendectomy.

DON O’BRIEN, sportscaster of WNAX, Yankton, S. D., who has done major league baseball for the Iowa Broadcasting Co., was commissioned ensign in the Naval Reserve and will report Oct. 5 at Princeton, N. J.

TONY BARRETT, formerly at WNOX, Knoxville, and WSIX, Nashville, and other southern stations, is program director and sportscaster of WRBL, Columbus, Ga.

HAROLD GRAMMS and Frank Echen have been inducted into the Army Reserve Volunteer Regiment.

CHARLES THOMAS WADE, formerly newspaperman, promotion manager and radio continuity writer, who has been with WOFL, Bristol, Tenn.; KMJB, Monroe, La.; WMVA, Columbus, Tenn.; and WCPO Cincinnati, has joined the announcing staff of WCKY, Cincinnati.

HAL THOMPSON, formerly news and sports announcer of WFAA, Dallas, is in Officers Candidate School, Miami, and has been commissioned lieutenant in the Army Air Forces.

MILDRED BRENNA, formerly publicity and script writer of Plumbing & Heating Industries Bureau, Chicago, on Oct. 1 will join the news and continuity staff of KGUN, Great Falls, Mont.

JACK McCORMICK and Jim Conway, announcers of WBEM, Chicago, have started aviation training. McCormick as a lieutenant in the Marine Corps, Conway as ensign at Northwestern U.

JOHN HODIAK, radio actor of NBC-Chicago, has signed a motion picture contract with MGM and will go to Hollywood Oct. 1.

TOM MOOREHEAD, of the special events department of WPIL, Philadelphia, and assistant publicity director, has enlisted in the Coast Guard Reserve Volunteer Regiment.

**KMA is “edited” for FARMERS—not penthouse gardeners!**

KMA farmers are fighting the greatest production war in history. With a corn yield of 56 bushels per acre, the 1942 KMA farm output “will reach a level that has probably never before been equaled in a single season on any comparable area of land”.

What does this mean to you as an advertiser? Simply that 1942 KMA farm income will break records, too. In 1941 the 1,939,062 farm and small-town people spent $544,000,000 for food, clothing, furniture, toothpaste, shaving cream, and all the other kinds of items most people buy.

It’s a big market—a responsive market—as KMA advertisers know. Get all the dope now. Send for your copy of our latest market data brochure.

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

150 COUNTIES AROUND SHENANDOAH, IOWA

© FREE & PETERS, INC., Exclusive National Representatives
WILLIAM J. LALLY, formerly announce
er of WWVW, Haverhill, Mass., now a private, has been transferred from the public relations department of the Red Cross at Reading Field, Mass., to the first motion picture unit of the Army air forces at Los Angeles. He will be commentor for movie "shorts" and will do some script writing.

MARGARET JACOBSON, of the traffic department of KSL, Salt Lake City, was married to David Emerton Williams.

GENE HALLIDAY, staff organist of KSL, Salt Lake City, and Harry Chieka, KSL baritone, have joined the Marines.

MEL PERRY, formerly with Hollywood Playhouse, has joined KFRO, Longmont, Tex., as announcer. Dewey Jones, announcer of KFRO, has accepted work as librarian in the Army base at Charleston, S.C.

MARJORIE McCLELLAN, formerly children’s program producer of WLS, Chicago, now will write continuity for WTRY, Troy.

BOB WHITE, continuity writer of WHRM, Chicago, recently became the father of a baby girl.

JOHNNIE NERIELT, Chicago freelance announcer, has been appointed official m.c. of the St. Louis National Horse Show for the third consecutive year.

RHEA DIAMOND, former assistant to Jack Bannner, publicity director of WWJ, New York, is returning to the radio field after a brief absence to act as a freelance press agent. She is representing Kathryne Graves, conductor of News Through A Woman’s Eyes, sponsored by WWJ, by Frances Rogers & Sons, New York department store.

Sgt. Gene Alty, star of the CBS program by that name, sponsored by Wm. Wrigley Jr. Co. (Doublemint gum), has been transferred from Army Air Forces Training Center at Santa Ana, Cal., to Lake Field, Phoenix, for additional flying training. With balance of cast travelling from Hollywood to Phoenix for each broadcast, series will originate from the latter city until further notice, according to Army officials.

MRS. ELIZABETH K. SHELDON, wife of Wally Sheldon, former announcer of WCAU, Philadelphia, who joined the Army Air Corps last month, has rejoined the news staff of WCAU.

ROY NEAL, announcer of WIG, Glenside, Pa., is to become a member of the armed forces next month.


AMIE GAUVIN, free lance announcer-gravu, has joined WSHR, Stamford, Conn.

BOB JOHNSON, former educator and lecturer, has joined KLX, Oakland, Calif., as commentator.

ROBERT FASSON, former British newspaperman and world traveler, joined the news commentator staff of KPO, San Francisco.

JOHN THOMPSON, foreign editor of the San Francisco News and published MacFhail, former New York and Honolulu newspaperman and at one time owner of the Carmel Pine Cone, have been added to the staff of KYA, San Francisco, as news commentators.

WILLIAM EVERETT SPARROVE, formerly KBEU announcer, previously with NBC, graduated from the University of California School of the Eastern Signal Corps School, Fort Monmouth, N. J., with the rank of second lieutenant.

STERLING G. COUCH, education director of WDRC, Hartford, is on the Fire Prevention Week Committee of the Hartford Chamber of Commerce.

HARVEY OLSON is chief announcer of KDFA, Sacramento. Previously he was production manager of KFDM, Beaumont, Tex., as program director of WCMJ, Ashland, Ky.

NEIL NORMAN handles play-by-play accounts of football games this fall for WL, St. Louis.

HARVEY OLSON is chief announcer of WDDC, Hartford, succeeding Ray Barrett, who enters the army as Volunteer Officer Candidate.

BARBARA SMITH, formerly with WABY, Albany, WGO, Scheectady, and WNYL, Los Angeles, has been named chief continuity writer of WSB, New York, Pa.

JOE STARR, former newscaster and chief announcer of WUB, Watertown, has joined the American Legion, new排名第1的候选人.

WALTER HOLMES, senior announcer of WBNX, New York, has been elected to the board of directors of the Bronx Chamber of Commerce, and is the youngest member of the organization. Holmes, 28, is a former president of the Bronx Junior Chamber of Commerce.

SPEAKING OF BUSINESS, former literary agent of WPTV, Paterson, has been announced as a series of weekly commentaries on the BLUE, Sundays, 3:15 p.m.

BILL EVANS, formerly announcer of WJJD, Milwaukee, and WEBO, Duluth, has joined WJJD Chicago. Evans takes one night a week away from the mike to commit to Milwaukee where he is an instructor in speech at Wisconsin State University.

WALTER HOLMES, senior announcer of WBNX, New York, has been elected to the board of directors of the Bronx Chamber of Commerce, and is the youngest member of the organization. Holmes, 28, is a former president of the Bronx Junior Chamber of Commerce.

ARTHUR RAYMOND, former tobacco salesman, has been joined the announcing staff of WPAT, Paterson, N. J.

JOHN VANDERCOOK, NBC news commentator, on Sept. 2 started a new series of weekly commentaries on the BLUE, Sundays, 3:15 p.m.

BOB SHAW, who has joined the NBC press department Oct. 1 and is currently doing freelance scripting. Present assignment is Front Page Pardah, which started on NBC several weeks ago for KFDM, Beaumont, Tex., is chief anchor at WLSD, Chicago, for the New York Civil Rights movement.

WALTER KANE, for two years publicity director of WWJ, New York, last week joined WLSB, New York, to assume the newly-created position of director of publicity and special features, according to Elias J. Godfrey, general manager of the five-year-old station.

JAMES ROSELEIGH, 20-year-old son of the late Jack Roseleigh, veteran NBC actor, has joined the NBC page staff.

ANNE ALICIA JONES is first woman announcer of WNY, Water-town. She was formerly with WOA, Denver.

Page 38 - September 28, 1942
BOB GENTRY, program director of KOMO-KJL, Seattle, is taking the Call course at Pullman, Wash. John Peterson succeeds as program director, with Fred Patterson, former announcer, as assistant.

JOHN ODER and Bob Miller, graduates of the Reed School of Radio, Minneapolis, are now announcers of KFEL, St. Paul, and WDBJ, Musickeigh, Minn., respectively.

JIM BENNETT, assistant news editor of KOA, Denver, has joined the Navy as a radioman, second class. Bill Day, news editor, has been called to active duty in the Air Force. Rex Brown, formerly of the Denver Post, succeeds Mr. Day as news editor, and Tom Mehling becomes assistant news editor.

NOEL CRAM, announcer for KOMO-KJL, Seattle, in new producer for the stations, replacing Bill Gavin, who has accepted a similar position with KPHO, Phoenix, Ariz.

GEORGE VOUTSAS, former NBC producer in Chicago, is in the Army, stationed at Camp Grant, Ill.

FRANCES CAIEMENT has joined KFWB, Los Angeles, as director of the Women's Hour.

WALTER PETERSON, formerly with WTVG, Chicago, has joined the announcing staff of WYAK, St. Louis.

HUBERT MITCHELL, of Memphis, Tenn., and Lynn Cook, of KOB, Albuquerque, have joined the announcing staff of KURP, Little Rock, Ark.

BILL KELLY, promotion dept. of WCAE, Pittsburgh, has joined the Army, reporting to Camp Meade, Md.

WILL WINSLET, special events announcer, is in charge of the WTFS-AM department effective Oct. 1.

DAVE WORTHY, formerly with KFYO, Lubbock, Tex., and KOB, Albuquerque, has joined the announcing staff of KWFT, Wichita Falls, Tex.

BILL DEMER, known as Bill Marlowe, formerly of WSCC, Charleston, S.C., has joined WJFR, New Castle, Pa., where he will conduct a musical clock program.

ANN CHETEL, announcer of WHEC, Duluth, has resigned to join the faculty of West Arkansas. S.D., high school, Clark Haydn, announcer, and Lloyd Chapman, new to radio, are new announcers on WHEC.

PEEL STEVEN, announcer of WFCF, Montreal, has joined the RCAF.

JON GRAVELLE, librarian of WFAA, Dallas, has joined the Marine Oratorical Candidate School.

BEN PEARSON, formerly continuity writer of CBS, Hollywood, has joined J. Walter Thompson Co. in Chicago, as assistant to George Welles, writer on the weekly CBS Lux Radio Theatre, sponsored by Lever Bros.

TOM Morrison, formerly of the CBS messenger staff, will replace Bill Curtis in the CBS newsroom. Curtis has enlisted in the Navy Marine Corps.

BOB KESTEN, of Toronto, has been appointed program director of CRWS, Kingston, Ont. He will be accompanied by Ardell Adv. Agency, Toronto.

VAL BROWN, formerly announcer of KIEV, Cleveland; KPUB, Denver; and WLW, Grand Rapids, Mich., has joined the announcing staff of KJL, Los Angeles.

ALICE PENTLEGRAN, commentator, who has conducted women's programs on WFG, N. York, New York, and WJRS, for Alina Dettiger, on Other People's Business, while the latter returns from a visit to the Pacific Coast.

JACK LITTLE, announcer of KNPC, Beverly Hills, Cal., has been inducted into the Army.

JOHN HENRY, former program manager of KIO, Ogden, Utah, has joined KFI-KRCR, Los Angeles, as announcer.

BAD PLUG

IRONY played its part on a KJZ, Denver, newscast, when nation-wide gas rationing news was released. First airing of the bulletin occurred on a news period sponsored by Split-Second gasoline.

ARNOLD ROBERTS, formerly of KPJ, Los Angeles, has joined KFAC, that city, as announcer.

J. C. LEWIS, Jr., producer of Mutual Don Lee network, Hollywood, has joined the Army.

SAM HAYES, Hollywood weathercaster, has been signed as background announcer for radio station in the Sam Goldwyn film, "They Got Me Covered."

GILBERT MCEFFAN, in the transcription department of CBS, Hollywood, resigned to undergo training under the American Red Cross, He will be public relations director for the military and naval bureau of that organization.

BOB WAGNER, news editor of KJZ, Hollywood, will join Army.

HENRY HICKMAN, assistant program director of WFPB, Baltimore, is the father of a baby girl.

JOE BRENNAN, announcer of KXOK, St. Louis, married Dorothy Wiedenauer recently.

Sgt. ROLAND J. SCHUMACHER, head of the Traffic Education Division of the St. Louis police, has been conducting So It Can't Happen to Us, feature of KXOK, St. Louis, has been awarded a $1,000 scholarship at Northwestern U for his traffic education work in St. Louis.

BOB NEAL, announcer of KFDM, is now program director of WCMI, Ashland, Ky.

BENNY ADAMS, formerly with WMFJ, Plattsburgh and WBFR, Pittsfield, is staff announcer and musical director of WPDQ, Jacksonville.

MARTIN LEWIS, New York radio director for Paramount's publicity department, has been transferred to Hollywood. He replaces Robert D. Hussey, who resigned to join Frank W. Vincent Agency, Beverly Hills, Cal., talent service as an associate.

CARL COOK, continuity writer-announcer of KTMS, Santa Barbara, Cal., has joined the Coast Guard, Russell Ireland, formerly of KFJM, Grand Forks, N. D., has taken over Cook's former station duties.

YOU'RE looking at wheat stored on the ground in Kansas! Government reports say almost 19 million bushels is on the ground and should be sold immediately.

Churches, schools—yes, even homes—have been commandeered to store this surplus, rich golden wheat. Kansas and surrounding states are RICH! Old-timers say they've "never seen the likes."

And we old-timers in radio have never seen anything like the smashing response this rich audience is giving WIBW advertisers. Scooting sales, success stories, and renewed contracts are positive proof that WIBW's friendly personalities and neighborly programs are the greatest sales force in six states... and that WIBW HAS WHAT YOU NEED!
Listening to Newscasts Reaches Peak At Noon in Kansas, State Study Shows

NEWS LISTENING reaches a peak of 77.6% at noon in Kansas, higher than at any other time in the day, according to the results of a survey conducted by Dr. B. B. Summers, Kansas State College, and F. H. Whan, U. of Wichita, and published under the title, The 1942 Kansas State Radio Audience.

Employing the Summers "sampling" methods, 7,015 homes distributed throughout each of the 104 counties in the state were selected based upon proportions established in the 1940 census figures. Interviews were conducted in person by 93 student interviewers under the direct supervision of faculty members of larger schools of the State. In securing the information, interviewers used a printed questionnaire.

In attempting to assure the study's validity, Mr. Whan points out that "a random sample which includes more than 7,000 cases (over 1.5% of the homes in Kansas) and which represents all sections and counties in direct proportion to the population, and with relatively accurate representation economic, age, and educational levels—must be regarded as statistically reliable."

Listening at Noon

Of the total interviewed, 77.6% did their news listening at noon. This contrasts with 71.7% in the morning; 66.7% at the supper hour and 72.2% in the late evening. Broken down by men and women this pattern of news-listening holds true for men and women alike living on farms and in villages but city listeners increase their listening in the later evening.

Weekday listening (Monday through Friday) showed a weighted average for all women of 3 hours and 35 minutes as compared with 2 hours and 56 minutes per day for men. Divided by geography, farm men listened 2.76 hours per day and farm women, 3.35 hours; village men hear 3.11 hours per day and women 3.72 hours; urban men listen to 2.96 hours per day and women 3.64.

Of the 7,015 families interviewed 94.7% had radio sets in their homes. Ownership is highest in the cities where there is a prevailing ownership of at least one set by 97.9% of those interviewed; village ownership amounted to 95.5% of those interviewed and farm ownership came to 91.3% of those interviewed. The survey also contains assorted economic facts about the market such as the distribution among economic groups, phone ownership, taking one or more daily newspapers, owning a car, magazines read during the 30 days preceding the interview and similar data.

To determine the trend in program preferences, each interviewee was asked which five types of program he liked best of the 16 types listed. For 1942, news is at the top with 75.6% representing a slight decline from the 1941 figure of 76.8%. Commercials received 67.8% contrasted with 66.0% for 1941.

Other types in the order of their rank: Popular Music—16.4%; Audience Participation—15.4%; Variety Shows—7.8%; Complete Drama—12.1%; Religious Music—7.6%; Band Music—24.7%; Old-time Music—27.5%; Serial Drama—22.5%; Sports Broadcasts—19.3%; Classical Music—15.8%; Talks, Comments—18.1%; Market Reports—14.6%; Devotionals—13.5% and Talks on Farming 8.1%.

Those "usually" listening to programs at 8-8:30 p.m. for each day of the week favored the following as their top programs: Sunday, Walter Winchell, 50.8%; Monday, Lux Radio Theatre, 46.6%; Tuesday, Battle of Sexes, 36.9% with Burns & Allen at 36.7%; Wednesday, Time to Smile, 61.9%; Thursday, Major Bowes, 60.1%; Friday, Gang Busters, 37.5% and Saturday, Your Hit Parade, 63.5%.

ALAN COURTNEY, n.c. of the 180 Club, musical program on WOY, New York, is the subject of a series of movie shorts being distributed nationally by Columbia Pictures, New York.

In '41-'42

Eric Knight
Jan Valtin
Eskine Caldwell
Rockwell Kent
Princess Sapieha
Lord Morley
James T. Farrell
Fannie Hurst
Sally Benson
Lewis Gannett
Margaret Leech
Rex Stout
Granville Hicks
Irito Van Doren
Elissa Landi
Konrad Bercovici
Curt Riess
Vicki Baum
"Ellery Queen"
Emile Gauvreau
Jerome Weidman
Bruce Bliven
Hans Habe
Carl Crow
Malcolm Cowley
Carl Curmer
Louis Fischer
Helena Kuo
etc.

OUR NOMINEE

for the most important non-network program
is 'Speaking of Books'

WHEN Eric Knight, author of "This Above All," Elissa Landi, glamorous stage and screen star and a novelist in her own right, and Granville Hicks, author of the outstanding novel "Only One Storm," appear together before a microphone, you would expect that the mike to bear a network label. Names like those are network calibre.

When this actually did happen, the mike said "WGY."

The reason is that we've got a unique show here where the masters of literary craftsmanship have greeted with gusto. "Speaking of Books" brings authors and critics together in a literary duel, a clash of highly charged personalities that has made copies for Walter Winchell, headlines for "Variety" and listening pleasure for radio fans in 17 states and Canada.

"Information Please" has given evidence that the celebrities of the literary world can put on a show that is sparkling and entertaining. If any further proof is needed, we refer you to the mail count for "Speaking of Books."

With two big seasons behind it, "Speaking of Books" returns to the air October 2nd. Care to investigate?

Rise in Listening Shown

In New Hooper Survey

HOOPER evening "Sets-In-Use" index, as published in the Sept. 15 National Program Ratings, stands at 22.5, up 2.2 from the Aug. 30 report, but showing no change from the corresponding report last year.

Listening to sponsored network shows is up this year over last, the report states. Fifteen programs showed losses of audience, 83 showed gains and five were unchanged. Saturday night listening received a boost compared with the late August averages.

Page 40 • September 28, 1942

BROADCASTING • Broadcast Advertising
Merchandising & Promotion

Railroad Roundup—Newscast Maps—Big Aggie—Gotham Displays—Five-Way Push

WHEN Parks Johnson and Warren Hub recently staged their TV show in a New Haven Railroad freight classification yard near New Haven, the railroad joined in to make the broadcast a dramatization of the Battle of Transportation. More than 400 large brochures in railroad stations, 150 more on platforms, 750 car signs, and posters in offices and shops promoted the show. Approximately 1,000 employees took part watching from boat train cars that once were familiar sights at Harvard-Yale boat races on the Thames.

Script Maps
TWO-PAGE MAPS of the United States showing location and call letters of the 125 NBC stations carrying World News Parade sponsored by Sheaffer Pen Co., Ft. Madison, Ia. (Scip ink), and pictures of the 17 commentators are included in the Schaeffer Dealer Digest, new eight-page dealer promotion paper of the company. An article in a recent issue of the paper tells dealers why the program is suitable to their product from the standpoint of time and content of the broadcast. Agency is Russel M. Seeds Co., Chicago.

Drug Promotion
KBUR Burlington, Ia., BLUE affiliate is merchandising BLUE network programs in two week-long pieces sent to local drug and grocery stores. "Druggist Briefs" mailed to 365 stores lists BLUE programs sponsored by drug advertisers and aired on KBUR and includes newspaper interest to the trade. "Grocery Briefs" mailed to 525 stores follows the same format. Network programs are promoted by trailers in all local theaters.

Cards on Stands
TO CALL the attention of newspaper and magazine distributors, Adrienne Ames' Fan Magazine of the Air on WEAF, New York, Movie Publications sponsors have launched a promotion campaign of two-color display tack cards for newstands. In addition, new dealers and distributors are receiving letters carrying details of the program and suggestions for tying in the broadcast with sales of the four magazines published by the sponsor.

Unsung Heroes
STORIES of unsung heroes and heroines of American history are sought by the Little Blue Playhouse in a survey to be carried out by grammar and high school children who listen to the BLUE program. Accepted letters outlining the necessary facts will earn war stamps for the writers. Best letter will bring $25, and the next five best $5 each, in war stamps.

Ginger Dinning of the Dining sisters trio on the National Barn Dance, on Sept. 19 married Harry Latke of Advertising Research Foundation, Chicago.

Theatre Story
FIVE-POINT promotion program for Mutual's True Story Theatre of the Air will include: House ads in all Macfadden Publications; editorial support in Macfadden Publications; stickers on True Story Magazine, giving station on which program may be heard in each city; newstand posters giving same information; banners on all delivery trucks of Macfadden Publications; Howard Clothes, New York, launched the series on Mutual Sept. 23—program to be based on material from True Story, a Macfadden publication.

CHML Brochures
DETAILED brochures with attractive pictures and written publicity have been made up giving merchandising and promotion used by three programs broadcast on CHML, Hamilton, Ont. The brochures exploit They Tell Me, CBC feature starring Claire Wallace and Todd Russell; Name It, Snow Flakes Ammonia national show, and Wife and Mother household hint presentation with Johnny Wayne and Frank Schuster.

Columbia Roses
NOT ONLY are employees of CBS-Chicago supplied with Wrigley chewing gum twice a day by girl guides, but all the feminine employees are provided with a fresh rose every Monday morning, with the greeting, "Good morning!" This rose is presented to you with the compliments of the Columbia Broadcasting System. If the vase is kept filled with water—the rose should last all week.

Big Aggie
CARRYING out their "Big Aggie" theme following a recent contest to name the fat girl trade character, WNAX, Yankton, S. D., issued a brochure exploiting Big Aggie and the Dinner Bell Roundup program. People in WNAX area are wondering whether or not there is a real life Big Aggie.

GEORGE P. HOLLINGBERRY has been appointed national station representative of WFDQ, Jacksonville.

How To Turn Up Your Sales Curve In One Easy Lesson

Take the Nashville market. And you can "take" it through one medium—WSIX!
Here's a market with a population of over a million-and-a-quarter people within the WSIX 0.1-mv contour—people whose wages are higher, crops are bigger, and income more substantial right now than they've ever been before.
Put the Nashville market in your territory for intensive promotion and watch that sales curve turn up NOW!

SPOT SALES, INC., National Representatives

5000 WATTS
980 KIlO CYCLES
Pillow Victim

PILOWS FIGHTING got too rough for Jimmy McClain, m.c. of NBC Dr. I. Q., on a recent show for sailors and marines on Navy Pier, Chicago. The good "doctor" invited the two biggest boys in the audience to stage a pillow fight according to custom on the unbroken version of NBC Dr. I. Q. on tour of service camps between programs. But one of the fighters made a wild swing that caught Dr. McClain in the middle and sent him sailing into the orchestra pit.

FROM 6:15 A.M. TO 9:00 A.M.

Sorry, but there are no early morning availabilities left on KFBI, the 5000 watt influential station in the Wichita market.

BUT, OCTOBER 1ST WE CAN OFFER A TOP NOTCHER—A TEN MINUTE NEWSCAST AT 9:00 A.M.

A newscast following the breakfast club and preceding opening market quotations.
FRANKLIN OWENS

ALTHOUGH comparatively new as timebuyer for Benton & Bowles, New York, Frank Owens is by no means new to radio or to the advertising world. He can claim first contact with radio as an infant industry back in 1925 when he assisted in publicity for the then-famous Ipana Troub- dours program, when it was conducted by Sam Lanin and included such names as the Dorsey Brothers, Phil Napoleon and Lucien Schmidt. In 1927 before the concrete was dry in NBC's offices at 711 Fifth Ave., New York, Frank joined radio's inner circles and authored two books, Broadcast Advertising, the other Merchandising, both issued by NBC. Today's sales manuals, time charts and comparative network schedules are a development of some of Owens' first contributions.

As assistant to Daniel S. Tut- hill, then NBC general sales manager, and now vice-president of National Concerts & Artists, Frank was assistant night manager of studios and also sat in on NBC program board and executive committee meetings until 1931 when he became business manager of the radio department of BBDO, New York.

During his five years with that agency, his work included not only timebuying, but also program production and even the writing of commercials for the radio shows produced by BBDO for such accounts as Shineria, Duff's Gingerbread and Silver Dust.

His next agency contact was with Maxon Inc., New York, where he was manager of the radio department with special supervision of the General Electric and Heinz Soup accounts, after which he headed back to NBC for a three-year period in the sales promotion department.

In October 1941, Frank joined Benton & Bowles as assistant timebuyer and took over in August of this year when George Kern left the agency as a captain in the Army. In this capacity he is now supervising time sales for such accounts as General Foods, Best Foods, Hecker Products (Shoe Polish Div.) Procter & Gamble (Ivy Snow), The Prudential Insurance Co. & Columbia Recording Corp.

Frank says that more than any- thing else he is "interested in sales, the promotion of sales and every- thing contributing to the successful development of sales." Timebuying, for that reason, has a fascination for him—as he visualizes time with sales as the object. He first entered the selling field in 1916 when he traveled abroad for an exporting and importing firm, and after a short term in the Army in 1918, continued his selling career in printing, engraving and direct mail until 1925.

Years of sales experience, plus his 17 years in many varied branches of radio have stood him in good stead, he says, in what he considers an important post in the best "creator of sales" agency he knows.

For the record, Frank was born in Philadelphia in 1898, is now living in New York City, and is mighty proud of a son in training for the Army Air Corps. His hobbies, if any, he adds, are fishing and painting.

Dad's to Double

DAD'S ROOT BEER Co., Chicago (Dad's Old-Fashioned Root Beer), which has had immediate sales reaction to its transcribed conga rhythm spots running on 10 midwestern stations [BROADCAST- ING, June 29], plans to double its list of stations in the Midwest effective about Oct. 15. Distribution is national. Agency is Malcolm-How ard Adv. Agency, Chicago.

AGENCY Appointments

FRANKLIN OWENS

WASHINGTON, D.C.—In addition to Joseph Jacobs Jewish Market- ing Organization, New York, for radio and newspaper advertising in the Jewish mar- ket. A quarter-hour musical show has been launched by WEVD, New York. No fur- ther plans for the present. BBDO, New York, handles all other advertising.

HOLLYWOOD-FRANKLIN Owens has assumed account of Joice Bouillon Co., Los Angeles (Bouillon cubes, vegetable bouillon, etc.), to Hillman-Shane- Breyer Inc., Los Angeles.

PENICILL OF THE SOUTHWEST

1922 - WOAI went on the air Sept. 25th, as a 800-watt station.
1925 - WOAI increased its pow- er to 5,000 watts—"super power" in those early days of radio.
1928 - WOAI became affiliated with NBC, bringing programs of national caliber to its ever- increasing audience.
1930 - WOAI assumed its place as one of the most powerful stations in the U.S.—with 50,000 watts on a clear channel.
1934 - WOAI helped organize and began functioning as a member of the Texas Quality Network.
1938 - WOAI installed the finest studios and broadcasting equip- ment in the Southwest.
1940 - WOAI pledges to keep abreast of the radio industry during the next 20 years—for benefit of its listeners and its advertisers.
WGY, Schenectady
I. J. Grass Co., Chicago (soap), 2 as weekly, 6 months, thru Mr. Silber & Co., Chicago.
N. Y. Savings Bank Assn., N. Y., 2 as weekly, 13 weeks, thru Ruthrauff & Ryan, N. Y.
Johnson & Johnson, New Brunswick, N. J. (surgical products), 3 as weekly, 10 weeks, thru Young & Rubicam, N. Y.
B. Meier & Son, New York (Wheat Germ Flakes), 3 as weekly, 6 weeks, thru R. O. Morris, N. Y.
McKesson & Robbins, Bridgeport (soap), 3 as weekly, 6 weeks, thru J. D. Tucher & Co., N. Y.
E. L. Knowlton, Southfield (rubber), 2 as weekly, 13 weeks, thru Chas. W. Hoyt Co., N. Y.
Maj. B. Vitamins, N. Y., 3 as weekly, 1 year, thru George Adv. Agency, N. Y.
Pan American Coffee, New York, 3 as weekly, 5000 notices, thru Mathes Inc., Chicago.
Burmavest Packing Co., Canadiana, N. Y. (gum), 92 as weekly, thru Newell-Emmett Co., N. Y.
Drudel & Palmer, New York (Gravy Masters), 26 as weekly, thru Samuel C. Groth Co., N. Y.
Carleton & Hovey Co., Lowell, Mass. (Father John's Medicine), 26 as weekly, 6 months, thru John W. Queen, Boston.
WLS, Chicago
Ball Bros., Muncie, Ind. (soap), 8 as weekly, thru Applegate Adv. Agency, Muncie.
Campbell Cereal Co., Minneapolis, 6 as weekly, thru unlisted, Chicago.
Pan American Coffee Bureau, New York, 3 as weekly, thru J. M. Mathes Inc., N. Y.
G. J. Donley Co., Cincinnati (mattress feed), 7 as weekly, thru Rogers & Smith, Chicago.
Little Crow Milling, Warsaw, Ind. (Cornmeal), 6 as weekly, thru Rogers & Smith, Chicago.
WINX, Washington

WOWO-WGL, Fort Wayne
Beech Net Packing Co., Canadiana, N. Y. (gum), 26 as weekly, thru Newell-Emmett Co., N. Y.
Murchison & Sons, Cleveland (soap), 13 as weekly, thru Kemper Grocery & Baking Co., Cincinnati.
Chicago Sun (newspaper), 7 as, thru W. H. Jones Co., Cincinnati.

WINS, New York
General Baking Co., N. Y. (Bread Bond), 20 as weekly, 22 weeks, thru Newell-Emmett Co., N. Y.
Budweiser Co., N. Y., 10 as weekly, thru Blow Co., N. Y.
B & C Remedy Co., Durham, N. C. (headache powder), 20 as weekly, 13 weeks, thru Chester W. H. Co., N. Y.
Doubletop Doran & Co., N. Y. (book League of America, mail order), 24 as weekly, thru B & C Remedy Co., N. Y.
Simon Ackerman Clothes, N. Y., 20 as weekly, 26 weeks, thru Ehrlich & Neustadt, N. Y.
Brooklyn Baking Co., N. Y. (vanilla), 2 as, thru Buchanan & Co., N. Y.

WJJD, Chicago
Chicago Air (technical school), 5 as weekly, 13 weeks, thru Chicago Advertiser, Chicago.
Lamb & Lamb Publishing Co., Chicago (for service people's families), 6 as weekly, thru John W. Queen, Chicago.
Baltimore Sun (stock fed), 20 as weekly, thru Herbert C. & Co., Baltimore.
O'Gorman Rubber Co., Winsted, Vt. (rubber showers), 12 as weekly, 10 weeks, thru C. C. H. Co., Baltimore & Pierce, N. Y.
Rit Products Corp., Chicago (dyes), 100 as, thru Andre Leslie Inc., N. Y.

KECA, Los Angeles
Log Cabin Bread, Los Angeles (bread), 20 as weekly, 20 weeks, thru unlisted, Los Angeles.
Firestone Tire & Rubber Co., Chicago (automobile), 10 as weekly, thru Ruthrauff & Ryan, Chicago.
Beneficial Casualty Co., Los Angeles (casualty), 50 as weekly, thru Stodel Adv., Los Angeles.

WIND, Chicago
Rit Products Corp., Chicago (dyes), 11 as weekly, 14 weeks, thru E. L. Tiede Inc., Chicago.

WFAA, Dallas
Vitamins, N. Y., 3 as weekly, thru H. W. C. & Co., Dallas.

KFL, Los Angeles
Luden's Inc., Reading, Pa. (cough drops), 5 as weekly, thru J. M. Mathes Inc., N. Y.

WNYN, Watertown

KWC, Fort Worth
Burroughs Co., 15 as weekly, thru unlisted, Fort Worth.

WHO, Des Moines
Gambler Stores, Minneapolis (retail), 6 as weekly, thru M. H. Kastor & Sons, Chicago.

CARLTON & Hovey Co., Lowell, Mass. (Father John's Medicine), 26 as weekly, thru John W. Queen & Co., Boston.
A. Goodman & Sons, N. Y., 26 as weekly, thru Al Paulson Co., N. Y.

KVOE, Austin (Radio Church of America), 26 as weekly, thru Al Paulson Co., N. Y.

WHN, New York


KSB, San Francisco

KGO, San Francisco

WABC, New York

WINS, New York

WOR, New York
Procter & Gamble Co., Cincinnati (Oxydol), 16 as weekly, thru Blackett-Bommer, Chicago.
Barney's Clothes, New York (men's clothing), 16 as weekly, thru Em Ortigas&Co., N. Y.

WDRC, Hartford

KIRO, Seattle

KQX, Portland

WABC, New York

KGGK, Fort Worth
Inter-Ocean Casualty Co., Dallas, 26 as weekly, thru United Adv. Agency, Dallas.
Roden on Ad Jury

H. W. RODEN, president of Harold H. Clapp Inc., Rochester (baby foods), has been appointed chairman of the 1942 Jury of Annual Advertising Awards. Mr. Roden has also been named to serve on the administrative board. Other additions to the board are: George T. Eager, Philadelphia Bulletin; and G. Lynn Sumner, president of the New York agency of the same name. Stuart Peabody, advertising director of the Borden Co., New York (milk products), succeeds Mark O'Dea as chairman of the board.

BROADCASTING

MORRIS B. SACHS, Chicago (fancy clothing), has started sponsorship of the Service Men's Show, weekly half-hour live variety program on WGN, Chicago, featuring the Hoosier Hot Shots and the comedy team Tom, Dick & Harry. Program originates from the eighth-floor night club of the Chicago Servicemen's Center and is followed by an additional half-hour stage show for the audience of soldiers and airmen. Producer is Ed Simmons and Wade Adv. Agency, Chicago, is the agency.

BEATRICE CREAMERY Co., Chicago (Mendogold butter), has started participation announcements on the Housewives' Protective League and Sunrise Salute, by Paul Gibson, six days a week on WBBM, Chicago. Samples of the product were distributed to 10,000 housewives of the testers bureau before acceptance as the first commercials on the Chicago version of the program, which is also broadcast on KNX, Los Angeles, and KWG, San Francisco. Agency is Lord & Thomas, Chicago.

PEP BOYS OF CALIFORNIA, Los Angeles (auto accessories), in addition to an early morning quarter-hour news cast on KFAC-Dallas, the city, currently sponsors a similar type of evening program on that station. Nightly quarter-hour newscasts are also sponsored on KFI, Los Angeles; KFOX, Long Beach; KPTM, San Bernardino; KFSD, San Diego. Milton Weinberg Adv. Co., Los Angeles, has the account.

INDUSTRIAL FEDERAL SAVINGS & LOAN Co., Denver, has renewed for another year Something to Think About, its six-weekly 15-minute show on KOA, Denver.

CANADIAN Government's Dept. of Finance, Ottawa, has started two French language network shows for the Victory Loan drive on 10 Quebec stations. First started Sept. 25, a half-hour dramatization Notre Canadian, and the second starts on Oct. 5 as a half-hour show called Varieties 1942, on which leading French stage, screen and radio artists will be featured. These shows are the French language equivalents of the English language shows Nazi Eyes on Canada, which started Sept. 30 and the All-Star Variety show which starts Oct. 7 on 54 Canadian stations. The French programs are produced through Canadian Adv. Agency, Montreal.

When you think of
SPOTS...
think of John Blair!

John Blair
& Company

Radio Advertisers

JOHN BLAIR
& COMPANY

NATIONAL STATION REPRESENTATIVES

MEMPHIS IS THE PICK OF THE SOUTH!

MEMPHIS LEADS ALL MAJOR SOUTHERN CITIES IN RETAIL SALES
(Sales Management "Survey of Buying Power" 1941)

1941 RETAIL SALES IN SOUTHERN MARKET AREAS
(Sales Management "Survey of Buying Power" 1941)

<table>
<thead>
<tr>
<th>City</th>
<th>1941 Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>Memphis</td>
<td>$499,147,000</td>
</tr>
<tr>
<td>Houston</td>
<td>$456,935,000</td>
</tr>
<tr>
<td>Atlanta</td>
<td>$433,040,000</td>
</tr>
<tr>
<td>New Orleans</td>
<td>$433,527,000</td>
</tr>
<tr>
<td>San Antonio</td>
<td>$433,006,000</td>
</tr>
<tr>
<td>Dallas</td>
<td>$430,887,000</td>
</tr>
<tr>
<td>Fort Worth</td>
<td>$421,140,000</td>
</tr>
<tr>
<td>Louisville</td>
<td>$383,069,000</td>
</tr>
<tr>
<td>Birmingham</td>
<td>$371,771,000</td>
</tr>
<tr>
<td>Oklahoma City</td>
<td>$363,579,000</td>
</tr>
<tr>
<td>Charlotte</td>
<td>$262,090,000</td>
</tr>
<tr>
<td>Raleigh</td>
<td>$256,355,000</td>
</tr>
<tr>
<td>Richmond</td>
<td>$254,089,000</td>
</tr>
</tbody>
</table>

The Memphis market is not only the biggest in the South in area and population. It is also first in the South in total retail sales as shown by the Sales Management’s 1941 Survey of Buying Power. To reach this market effectively, quickly and economically, use WMC, the pioneer radio station of the Mid-South.
Call Walt Lochman the favorite air personality in this vast Missouri-Kansas territory—and you'll be just about right. Call him one of the best microphone salesmen in the business—and nobody will argue.

We've prepared a presentation on Walt Lochman and his 9:40 Sportscast. It's full of audience figures and data on the commercial history of this "spot of gold." Ask for a copy at your nearest Free & Peters office—or write KMBC direct. But today.

**SUPER-SELLING SPOT**

Call Walt Lochman the favorite air personality in this vast Missouri-Kansas territory—and you'll be just about right. Call him one of the best microphone salesmen in the business—and nobody will argue.

We've prepared a presentation on Walt Lochman and his 9:40 Sportscast. It's full of audience figures and data on the commercial history of this "spot of gold." Ask for a copy at your nearest Free & Peters office—or write KMBC direct. But today.

**SUPER-SELLING SPOT**

Call Walt Lochman the favorite air personality in this vast Missouri-Kansas territory—and you'll be just about right. Call him one of the best microphone salesmen in the business—and nobody will argue.

We've prepared a presentation on Walt Lochman and his 9:40 Sportscast. It's full of audience figures and data on the commercial history of this "spot of gold." Ask for a copy at your nearest Free & Peters office—or write KMBC direct. But today.

**SUPER-SELLING SPOT**

Call Walt Lochman the favorite air personality in this vast Missouri-Kansas territory—and you'll be just about right. Call him one of the best microphone salesmen in the business—and nobody will argue.

We've prepared a presentation on Walt Lochman and his 9:40 Sportscast. It's full of audience figures and data on the commercial history of this "spot of gold." Ask for a copy at your nearest Free & Peters office—or write KMBC direct. But today.
CBS, Blue Linked In Empire Politics

Parties Using Radio Heavily For Gubernatorial Drive

TWO major networks, CBS and BLUE, will be linked, along with two independent stations, WQXR, New York, and WENY, Elmira, N. Y., to carry quarter-hour studio talks by Thomas Dewey, Republican candidate for Governor, each Monday, 7:15-7:30 p.m., starting Oct. 5 and continuing thru Nov. 2.

In addition, major rallies throughout the state will be picked up by at least one network, the BLUE, and broadcast on its New York outlets.

A prime reason for such extensive radio coverage, according to Duane Jones Co., New York, agency appointed for a quarter-hour talk campaign [BROADCASTING, Sept. 7], is to counteract the effect of gasoline and tire rationing, which can be expected to result in a noticeable decrease in attendance at rallies. War workers will be able to hear campaign talks by radio.

Stations Lined Up

BLUE stations carrying the Dewey weekly speeches will be WZJ WKFJ WTRJ WMFF WHAM WHDL WTEN WGR WAGE. CBS stations will be WABC WKBW WFBL WOKO WIBX WNHF WHEC.

Speeches from rally points will be heard on the same BLUE stations for a total of 11 quarter-hour broadcasts Oct. 14-30.

The Communist party, in addition to buying time on WQXR New York, for 16 broadcasts, is using quarter-hours on stations throughout the State. The party is introducing music and dramatizations in its programs, using the March of Time technique.


The American Labor Party is issuing quarter-hour broadcasts from rallies now being staged in about 14 communities, using radio facilities where available. On Sept. 28, the ALP utilizes a six-station hook-up for a quarter-hour talk. Broadcast will originate on WIBX, Utica and will be carried simultaneously on WOKO WABY WSAY WOLF WZJ. Another state hook-up will be used Oct. 7, originating from Brooklyn.

The Democratic Party has not revealed its radio plans beyond a statement some weeks ago that all of the major speeches of its candidate, Attorney General Bennett, would be broadcast.

State Retail Series

SPONSORSHIP of A Woman Wonders, with Ann Sterling, on KJR, Seattle, was recently assumed for the next year by the Washington State Retail Grocers and Meat Dealers Assn. The program is heard five mornings a week, Monday through Friday.

KMTR Renewal Hearing

BECAUSE of complaints against programming and overall operation, the FCC last Tuesday designated for hearing the renewal application of KMTR, Los Angeles. Following custom, the Commission did not release the details of the complaint, but it was said that the Commission desired to appraise the whole operating status of the station. KMTR was scheduled for hearing on renewal some four years ago, it was said, in connection with complaints regarding its operation, but the hearing was not held and a regular renewal had been issued.

MILITARY SERVICE has claimed a total of 263 NBC men and women employees. The departure in August, of 21 additional NBC workers brought the number to the present figure. The breakdown is as follows: New York, 252; Chicago, 35; Hollywood, 28; Denver, 14; Washington, D. C., 13; Cleveland, 7; and San Francisco, 6.

OFT MARRIED on weekly First Nighter dramatic broadcasts, Barbara Luddy starred in a real wedding, her own, surrounded by other radio personages in the home of L. T. Wallace, of Aubrey, Moore & Wallace, Chicago, Sept. 18. Participants were (l to r) Betty Lou Gerson, actress and wife of Joseph T. Ainely, producer of First Nighter; the bride; R. Ned LeFever, bridegroom, NBC actor-announcer; Mr. Wallace.

CONSIDERED FROM EVERY ANGLE

WSPD Is Your Best Bet In Northwestern Ohio and Southern Mich.

Take a look at this great industrial market from every angle. Then—match point for point, the advertising services you receive when you use WSPD. Power? You bet, 5,000 watts night and day! Program appeal? The finest, being a basic NBC station, WSPD offers its listeners seven of the top ten network shows of the nation. Then add our merchandised local programs and what do you get? A sound advertising medium, backed by twenty-one years of experience in radio. Use Toledo's finest to reach the buy-minded listeners of Northwestern Ohio and Southern Michigan's busy, growing industrial market. Get the facts! Katz represents us nationally.

A BASIC NBC STATION

WSPD

TOLEDO • OHIO

September 28, 1942 • Page 47
RECORDERS ELECT
REEVES PRESIDENT
HAZARD E. REEVES, president of Reeves Sound Recording Studios, New York, who has been serving as temporary chairman of the Asso. of Recording Studios since its organization in August [Broadcasting, Aug. 10], was elected president at a luncheon Sept. 23 in the Hotel Edison, New York.
Vice-president is K. R. Smith of Mazz Transcriptions; Maurier Welksy of Advertisers Recording Service, was elected secretary, while Ray Lyon of WOR Recording Service, was named treasurer. The balance of the board consists of Harry Jackson, Frankay and Jackson Recording Studios; Len Frank, Carnegie Hall Recording Co., and Ezekiel Rabinowitz, Audio-Scriptions Inc.
E. W. Brinkerhock, president of General Sound Corp., spoke on participation of recording studios in work distributed by the Government. Mr. Lyon described the layout and design of WOR's new recording studios and after the luncheon, took interested members on a tour of inspection of the studios. Next meeting will be held in mid-October, according to Mr. Reeves.

SPOT SALES INC. New York station representative, has moved its offices from 20 E. 57th St. to 400 Madison Ave., the telephone remaining the same.

NO RATIONING OF INK interfered with this contract between an oil company and WNYN, Watertown, N. Y. Executives of Socony Vacuum Oil Co. and station officials are making official a year's contract for two 10-minute newscasts seven days a week. At the table (1 to r.) are C. A. Snyder, radio director for J. Sterling Getchell, agency; John R. Winter, district sales manager for Socony; Thomas E. Martin, station manager of WNYN. Standing, Louis Saff Jr., commercial manager of WNYN, and Ralph H. Hotchkiss, Socony executive.

Dr. Mitchell to WFBC
DR. NICHOLAS P. MITCHELL, prof. of political science at Furnian U. Greenville, S. C., has joined WFBC, to replace James Dawson, news commentator who has been commissioned a lieutenant in Naval Intelligence. Dr. Mitchell will deliver an 8:40 a.m. and 6:45 p.m. commentary daily.

MBS at Co-op Sessions
THREE leading representatives of consumer purchasing cooperatives will participate in a special broadcast on MBS Sept. 28 from the convention in Minneapolis of the Cooperative League of the U.S.A., which will start a transmitted campaign Oct. 11 on 26 stations [Broadcasting, Sept. 21]. Entitled Pan-American Good Neighbor Night, the program will present H. L. Fowler, president of the Consumers Cooperative Refiners of the Saskatchewan Cooperative Wholesale Society; Senor S. Ramirez, head of the cooperative division of the Mexican Govt., and Murray D. Lincoln, president of the Cooperative League of the U.S.A.

Cigar Cycle
CONSOLIDATED CIGAR Corp., New York, has entered another cycle for its transcribed five-minute announcements, Stars and Sky, America, with a 13-week renewal on 25 stations throughout the country, following the completion of a 39-week run. Transcriptions, aired three to five times weekly, on behalf of Harvester cigars, feature a narrator and sound effects. Erwin, Wasey & Co., New York, handles the account.

FCC Order Allows Frequency Shifts
Freeze Is Slightly Modified After Committee Study
ACTING ON a recommendation of its three-man committee for reappraisal of the FCC's equipment freeze policy, the Commission last Tuesday ordered slight relaxation of its interpretation of the April 27 freeze order to permit applications involving shifts in frequencies in which no materials will be used other than quartz crystals.

The committee, headed by Commissioner T. A. M. Craven and comprising C. J. Durr and George H. Payne, was named Aug. 15 to study pending applications and problems arising under the material shortage regulations [Broadcasting, Aug. 24].

The committee, the FCC announcement said, will make further recommendations relative to the April 27 freeze order. Following is the announcement on quartz crystals:

The Commission Sept. 22 relaxed slightly its interpretation of the Memorandum Opinion of April 27, 1942, in order that applications involving shifts in frequency in which no materials will be used other than quartz crystals, may be granted, provided:

(a) Such applications involve no inconsistencies with Order No. M-140 of the War Production Board relating to quartz crystals;
(b) Such applications involve no engineering conflict with any other application pending at any time since Feb. 22, 1942;
(c) Such applications involve no inconsistencies with the Commission's Rules and Regulations;
(d) Such applications tend toward a fair, efficient, and equitable distribution of radio service, consistent with sound allocation principles; and
(e) Such applications are otherwise in the public interest.

Planters' Songs
PLANTER'S EDIBLE OIL Co., New York, has started a six-weekly quarter-hour of songs on WOY, New York, featuring Nick Consen- tino, radio singer, and has launched a similar campaign on WPEN, Philadelphia, both for peanut oil. Cam- paign runs from September thru May of next year. Petroleum Agency, New York, handles the account in the eastern area. Raymond R. Morgan, Hollywood, is agency for the West Coast.

PLEASE READ... TWICE

There are more BLUE SKY ARTISTS than meet the eye. What's more, any station office boy can shade a map. Our sympathies to the station boys of Allis-Chalmers, The Portland Cement Association, Park and Pollard, Bobson Brothers Company of New York, Olsen Rug Company
WANTED RESULTS—not blue skies. Why not ask them about

WHCU
ITHACA, NEW YORK

1000 WATTS
CBS
870 KC
Larry's Customer
WHEN Larry Elliott made a surprise bond-selling announcement on Adelaide Hawley's Woman's Page of the Air program on WABC, New York, the resultant sale was $3,500 worth of war bonds in a half-hour. The prize fan was a woman listener who phoned Elliott every five minutes during the broadcast, buying a $100 bond each time she called.

Green-Revel Split
BROADCAST MUSIC Inc., which held controlling interest, having withdrawn its support, Greene-Revel Inc., Hollywood music publisher, is being dissolved. With Abe Franki as general manager, Mort Greene and Harry Revel, songwriters, operated the publishing firm. The song-writing team has broken up. Greene and Revel made their deals with BMI during the ASCAP-broadcasters controversy, and licensed their music directly to radio stations under provisions of the consent decree. They recently returned performance rights of their music to ASCAP. Disposition of the firm's copyrights, some 20 in number, has not been determined.

Serial Changes
A RADIO CHARACTER will be kept alive, although the program in which she figured has gone off the air, when Irv Phillips, script writer for Women in White transferred "Karen Adams" nurse featured in that CBS serial, to NBC's Road of Life, also a hospital drama, Women in White, dis- continued last week on CBS by Procter & Gamble, Cincinnati, for Oxodol, is replaced starting this week by Ma Perkins for the same sponsor. Road of Life also a P & G program, is aired on behalf of Duz.

Scroll for Barber
RKD BARBER, sportscaster of the Brooklyn Dodgers games on WHN, New York, has received a scroll from the Brooklyn Red Cross, "in grateful appreciation for his part in bringing the world of baseball and thousands of Dodger fans into the Red Cross Blood Donor program."
RCA’s New Laboratory at Princeton Opened at Formal Dedication Ceremony

RCA RADIO RESEARCH will be considerably extended as a result of the latest facilities housed in the new laboratories at Princeton, N. J., which were formally dedicated Sept. 27. The main structure (pictured above) was started Aug. 8, 1941, and by Nov. 15 of the same year its cornerstone was laid; this month the construction workers left and the research scientists and engineers moved in. Covering 260 acres the new laboratories are equipped to push the war needs of the services in radio and electronic research. Picture at the right are the optic laboratory bays connected by door-like windows in the walls.

SEVERAL hundred invited guests attended the dedication ceremonies Sept. 27 of the new RCA Laboratories in Princeton, N. J., with Lt. Gen. James G. Harbord, chairman of the board of RCA, presiding. Other dedicatory addresses were made by Col. David Sarnoff, president of RCA and now on active duty with the Army Signal Corps in Washington, and Otto S. Neumann, vice president in charge of RCA Laboratories.

Secrecy will necessarily shroud the developments made in the laboratories and Mr. Schairer emphasized this saying, “When we leave here today, the gates will be closed to others than war workers. These structures will then be as much a part of the nation’s armament, as are its arsenals and forts. The men who work here will be as much members of its armed forces as if they were in the trenches on the battlefields. The work they do will be military secrets carefully guarded against leakage or intrusion.”

After the War

But he quickly added, “when the war ends, and the ban of secrecy is lifted, the recital of accomplishments will thrill all of us and fill us with justifiable pride.”

Ralph R. Beal, director of research, explained some of the working details of laboratories. Spread out over a 260-acre area, the laboratories represent the latest scientific bulwark to back our fighting forces in the war and to help build a stronger nation after the war as a result of scientific research.

Begun a little over a year ago, the laboratories already house the research engineers and scientists who are devoting considerable time and energy to radio and electronic research. The corridors on each floor of the three-story building are 488 feet long. In all there are 150 laboratory bays opening on to the corridors each being a laboratory in itself. The laboratories are supplied with water from two 300-foot wells at the rate of 600 gallons pumped per minute. All the services of gas, electricity, water and gas flow in conduits on the basement ceiling under the main corridor. Each of the laboratory bays is well lighted since the building faces west gaining the advantage of the afternoon sun, supplemented by modern indirect lighting, and casts no shadows.

The work benches in each bay are equipped with many AC and DC current outlets on an ample panel at various voltages. There are also taps on the bench for air, gas and water as well as hydrogen and oxygen where necessary. The bays are flexibly constructed to allow easy alteration in case it is necessary to change the size of the rooms.

Video Research

The floors are composed of one-inch cement top, beneath which is a 3-inch section of porous cement and then the floor base. Each bay is well provided for air circulation and one side is almost all windows. Three laboratories are air-conditioned—the chemical laboratory, the electron microscope room and the glass optics division.

Ample room has been provided for television with a research laboratory which adjoins a control room and two-story studio, 36 x 48 feet, designed for normal sound characteristics. Other types of laboratories include optics, for making measurements using light; a chemical laboratory, where explosives are tested; the art of luminescence will be made in search for methods to amplify light as efficiently as electronic tubes amplify sound; an acoustical laboratory; a cathode ray laboratory, as well as a variety of machine shops and departments which provide auxiliary service essential to the operation of the laboratories.

The stock room, for example, contains 20,000 different parts which might be needed for making electronic equipment such as capacitors, tubes, rubber grommets, insulators, volume controls, potentiometers and all conventionally fabricated parts.

In addition, the building contains a technical library "complete in the communications field" as well as a reading room and a vault for technical papers and notebooks. To care for the appetites of men working on the premises there is a modern kitchen and cafeteria capable of serving 180-200 persons at a time.

Overtime Ruling

BEGINNING Oct. 1, President Roosevelt’s executive order governing overtime pay takes effect. As a direct result, double time is outlawed except in such cases where employees work seven days in a row; then they receive double time for the seventh day of work. Time-and-a-half must be paid on New Year’s, July 4, and the third Monday in September, Thanksgiving, Christmas, Memorial Day or one other holiday of greater local importance. Otherwise the provisions of the Wage & Hour Act or of labor contracts prevail.

P & G Serial Moved

PROCTER & GAMBLE Co., Cincinnati (Dixie family soap, American Family flaxes), on Sept. 28 will shift Painted Dreams, quarter-hour dramatic serial five days a week on WBBN, Chicago, to WMAQ, Chicago. Program which will celebrate its 15th anniversary on the air Oct. 15, is also heard on WGN, Chicago. Agency is H. W. Kastor & Sons, Chicago.
OWI RADIO SECTION officials met with network and agency executives in Chicago last week. Among those attending were (seated, 1 to r.), Douglas W. Meservey, OWI deputy radio chief; William B. Lewis, OWI radio chief; R. Jack Scott, chairman of the Chicago radio committee for the OWI. Back row (l to r.) are Frank P. Schreiber, manager of WGN; Kay Kyser, chairman of the OWI talent committee of 25; Nat Wolf, OWI deputy radio aide; Seymour Morris, OWI chief of allocations; Leo Burnett, member of the advertising agency advisory council; and Lieut. Holman Faust, officer in charge of radio for the Ninth Naval District.

OWI STATES AIMS TO CHICAGO BODY

TO ACQUAINT Chicago agency and radio executives with the problem and objectives of the OWI, the Radio Branch of the OWI under the direction of William B. Lewis held a one-day session in Chicago last Monday.

OWI officials, including Mr. Lewis, Douglas Meservey, Seymour Morris and Nat Wolf, Hollywood consultant, addressed a morning session at the Tavern Club at which Kay Kyser, chairman of “the Committee of 25,” and S. Heagon Byles, vice-president of Rathrauff & Ryan, New York, chairman of the radio advisory council, also spoke. An afternoon session was highlighted by a plea from Kay Kyser for all out agency and station cooperation with OWI. This was the second of three scheduled meetings, the first in New York, Sept. 18 and the last in Hollywood, Sept. 24-26 [Broadcasting, Sept. 21, 1942].

Burnett Presides

Over 260 Chicago agency copywriters, timebuyers, network and station officials attended the afternoon session which was held in the WGN theater studio and presided over by Leo Burnett, member of the advertising council and president of Leo Burnett Co.


A Chicago facilities committee for network cooperation was also organized with representatives from the four networks, Frank Schreiber, MBS; Jack Van Volkenburg, CBS; Harry Kopf, NBC; and E. R. Boroff, BLUE.

Canadian Air Discs

ROYAL CANADIAN Air Force on Sept. 21 started paid transcribed dramatic five-minute programs on all English language Canadian broadcasting stations in connection with a recruiting campaign for aircrews. On the 14 French language stations, 13 half-hour dramatic programs start Sept. 20. Talent for the commercials on these RCAF recruiting programs is supplied by men in the RCAF and the programs dramatize as well as present the men who have won decorations with the RCAF and RAF overseas. Tied in with the campaign will be numerous sustaining shows and interviews on individual stations, and plans are being formulated for a weekly network show. The programs are produced by the radio committee of the Advertising Agencies of Canada.

Duncan at KOIN

CHESTER DUNCAN, music education director in Portland public schools, has been made head of public relations at KOIN, Portland, Oregon. He will replace Art Kirkham, who has been named second vice-president of the station. Duncan was graduated from the University of Washington and was supervisor of music instruction six years in schools in Vancouver, Wash., before his appointment with the Portland schools.

BELGIAN SPOT CAMPAIGN EXTENDED TO FIVE CITIES

BELGIAN Information Center, New York, official branch of the Belgian Government in Exile in London, which launched a campaign of spot announcements and news programs on WCFL WJBK WSAI WTCN and WHK, July 13, has expanded to five additional markets—Lincoln, Neb., Richmond, Fort Worth, Dallas and Baltimore.

Purpose of the drive is to build up a mailing list for News From Belgium, weekly publication, describing Belgian underground resistance to Nazi domination and designed in part to help maintain trade contacts between America and the Belgian colonies, particularly in view of post-war commerce. Agency is Albert Frank-Guenther Law, New York.

STRETCH MILLER, chief announcer of WCBS, Springfield, Ill., has enlisted in the Navy as a seaman first class. Staff members of WCBS tendered him a party on his departure and presented a recording that reenacted embarrassing moments he had experienced during his 2½ years on WCBS.

ALERT ALARM FOR INTERCEPTOR STATIONS

Broadcasting stations all over the country are quickly being added to the interceptor command alert. To properly know when an alert signal comes through from the key station you must have a signalling system that filters out the program and leaves only the actual signal which sets off a loud ringing bell to warn your operator of this alert and to act accordingly. Gates has developed this and it is now ready. A line on your station letterhead will bring this catalog bulletin.

GATES RADIO & SUPPLY COMPANY
MANUFACTURING ENGINEERS
Quincy, Illinois, U. S. A.
A good radio man, according to the standards set by the Fernandina Beach, Fla., times, and the Fernandina Beach, Fla., times, is a person who can do everything. He must be able to think for himself, to make decisions on the spot, and to take action quickly. He must also be able to沟通 with the public and to answer questions in a clear and concise manner. In this way, he can help to keep the public informed and to maintain their confidence in the radio station. In short, a good radio man is a person who can be relied upon to do the job.
Committee Report
(Continued from page 9)
Federation of Musicians would be unavailable to them after Aug. 1, 1942.
Briefly, this order prohibits all musicians who are members of the American Federation of Musicians from making phonograph recordings or radio musical transcriptions. Mr. Davis was and is concerned because the cessation of making such records, and the resultant drying up of the supply will adversely affect the morale of the armed forces of the United States, since such records are widely used in mechanically operated devices in the camps of the services, in recreation halls, and in the United Service Organization centers, both in this country and abroad.

Effect on Stations
Mr. Davis was also alarmed because of the probability that the cutting off of the supply of records and radio transcriptions would ultimately cause many small radio stations to cease operations, thereby interfering materially with the dissemination of war information from his office. Mr. Petri1, for the American Federation of Musicians, replied by letter to Mr. Davis that he could not rescind the order in question.

Two other representatives of the Government departments, Mr. James Lawrence Fly, chairman of the Federal Communications Commission and the War Communications Board, and Mr. Thurman Arnold, chief of the Anti-Trust Division of the Dept. of Justice, also indicated clearly that the problem presented by Mr. Petri1's order was one for congressional scrutiny.

Mr. Fly pointed out the serious adverse effect of the order on hundreds of small radio stations throughout the country which depend to a large extent for musical programs on music transcriptions such as are barred by the Petri1 ban. He noted that the radio is an important communications link in wartime and that it is a matter of serious concern to the United States Government to see that many radio stations find it necessary to close as a result of inability to supply programs.

Mr. Arnold, who is in charge of the Government's anti-trust activities against the American Federation of Musicians and its officers, explained to the subcommittee the basis of the suit, the position of the Dept. of Justice in the case, and its general policy with respect to anti-trust actions. Mr. Arnold regards the position taken by the American Federation of Musicians as a restraint of trade in violation of law.

Florida Incident
Also testifying briefly were Mr. James Nemec, an attorney at law of West Palm Beach, Fla., who described an incident affecting the services of an Army band at a war bond rally in his community; and Mr. Joseph M. Padway, general counsel for the American Federation of Labor, of which the American Federation of Musicians is an affiliate, who denied that Mr. Petri1 had personally ordered the ban on recorded music, explaining that he was merely carrying out the orders of the national convention of the union.

The committee of the opinion that the problem presented by this resolution is an urgent one. This nation is engaged in a great war to preserve the free democratic system, and the conduct of that war in the best and most efficient manner is threatened by the acts and practices which this resolution proposes the Senate shall investigate.

The Committee on Interstate Commerce of the Senate recommends that SRes. 286 be adopted.

Scratchless Needle
NEW phonograph needle which claims to eliminate "needle talk" so it is no longer necessary to close the top of the phonograph, is being marketed by Jensen Industries, Chicago. The "Concert Needle" has a point made from alloy of precious metal from a design said to reduce wear on the record, as well as scratch.

Two Philadelphia Papers Criticize Petri1's Ban
PHILADELPHIA newspapers reprinted their editorial bars against James C. Petri1, president of the AFM, as a result of Elmer Davis' testimony before the Senate subcommittee. The Philadelphia Inquirer, the only local newspaper which has continually attacked Petri1 editorially, continued its tirade on Sept. 18. Reviewing Mr. Davis' testimony that the ban on recordings might force more than 100 small stations to "go out of business," and that it means also "a serious deprivation to our soldiers, sailors and Marines at home and on distant fronts," the newspaper urged legislation to curtail "labor bosses of the Petrillo type.

The conservative Bulletin, for the first time taking editorial note of the recording situation, reviewed the inanities in a Sept. 19 editorial, pointing out that the Government, the public, the soldiers and sailors are all against the attitude adopted by the AFM, and then suggested "it would be interesting to find out what the members of his (Petrillo) own union think of a leader who has succeeded in putting them behind the eight ball with everybody at once."

"It's More Than Friendship," smiles Suzy our Steno. "When a prominent department store recently renewed their daily quarter-hour program for the 9th consecutive time, they did so because WSAI produces.

"The same sound reason has caused an optical company, a dry cleaning firm, a large bakery, a coal dealer, a furniture house, a large drug chain to sponsor programs on WSAI continuously for four years or more! In buying Cincinnati, profit from the experience of many and many other WSAI advertisers who know that WSAI gets more results!"

It Sells Faster if It's IDENTIFIED
CINCINNATI's OWN STATION
NBC & BLUE NETWORKS • 5,000 Watts Day and Night • Represented by Spot Sales, Inc.

Would You FIRE THE WATCHMAN?
Suppose your plant shut down. Would you leave the machinery to rust? Would you leave the windows to be broken and the paint to peel off?

Hardly! To protect your capital assets you'd keep a whole crew of watchmen cleaning, painting, preserving your property.

Yet most businesses have actually made a larger investment in good will than in production machinery. That investment must be protected just as carefully.

Radio, which gives people something they really value—entertainment—to remember you by, is one of the best watchmen for your good name!
Schenley to Start Program on MBS
Cresta Blanca Wine Will Be Promoted on New Series

CRESTA BLANCA WINE Co., a subsidiary of Schenley Distillers Corp., New York, the first wine account to sponsor a network program, will launch a "variety show" on Mutual stations, Wednesday, Oct. 14, to be known as Cresta Blanca Carnival.

Deal follows negotiations for the past several months with the major networks, several of which demurred, hemmed it in the idea of taking on Cresta as a sponsor, largely because Schenley insisted on coupling the wine with that of its product on the air.

The Schenley trade name was believed to be too generally associated with hard liquors to warrant the risk of having listeners think the network was allowing its products to be used for advertising whiskey, provided further that wine itself was an acceptable sponsor to both local outlets and listeners.

Talent Selected
Mutual has agreed to accept the account under Schenley's conditions and will present the Carni-
val program each Wednesday, 9:15-10 p.m. from the WOR Play- house in New York. Jack Pearl, comedian, will star in the show, assisted by his habitual stooge, Cliff Hall.

Music will be supplied by Morton Gould and his orchestra, with Brad Reynolds, singer, and Jean Merrill, Metropolitan Opera star, contributing the vocals. Jack Pearl's copy will be written by Billy K. Wells, William H. Weintraub Co., New York, agency on the account, is producing the program, with Arthur J. Daly, newly-named radio director, handling scripts and production.

Contract represents a major step ahead in radio for the wine industry, which in Broadcasting, April 6, was reported to be launching into the biggest radio season of sales and direct advertising in its history, on individual stations throughout the country.

Now Capt. Thompson
GRIFFITH E. THOMPSON, former general manager of WBYN, Boston, and formerly sales manager of the Westinghouse stations, has been commis-
sioned a captain in the Signal Corps Branch of the Army and is attached to its radio section in New York. He resigned his Brook-
lyn post to accept the commis-
sion.

Sweeheart on 70
MANHATTAN SOAP Co., New York, is using participations from three to six times a week on 70 stations throughout the country for Sweetheart Soap, placed through Franklin Bruck Adv., New York.

Insurance Series
NORTH AMERICAN Accident Insur-
ance Co., Newark, in a seasonal campaign to be launched this fall and continue through next spring, will sponsor five-minute and quarter-hour programs on 25 to 30 station.

WBTM (center),annonce to radio stations as a sponsor of "The Cost of Living" program, anew program for radio stations to join in to offer their listeners information on the cost of living and how to save money.

RADIO DOES ITS BIT for the Red Cross Blood Bank. When Maida Severson, (r) director of women's program activities at KLZ. Denver, for a two-hour blood do-
nation, the nation's side said that a Miller (center), Army doctor in charge, turned out to be her friend, Mrs. Hugh B. Terry (l), wife of the manager of KLZ.

3 Virginia Outlets
To Join Blue Net
WSLS, WLVA, WBTM Bring Total Stations to 137
THREE Virginia stations—WSLS, Roanoke; WLVA, Lynchburg; and WBTM, Danville—will become affil-
iated with the BLUE as basic supplementary stations effective Nov. 5, bringing the total number of BLUE affiliates to 137.

The stations are at present Mutual outlets. They will continue to be available to Mutual on time not optioned by BLUE, following their affiliation with the latter network. Several sponsored Mutual shows carried on the stations, will continue for a short while after the BLUE membership date, pend-
ing the expiration of contracts.

WSLS, owned by the Roanoke Broadcasting Corp., operates on a frequency of 1,490 k.c.; WLVA, owned by the Lynchburg Broad-
casting Corp. on a frequency of 1,230 k.c.; and WBTM, owned by the Piedmont Broadcasting Corp., on a frequency of 1,440 k.c. All stations operate fulltime with 250 watts power.

The stations will be available and sold only as a package with an evening rate of $220 per hour.

Cost-of-Living Clause
Receives AFRA Study
AMERICAN Federation of Radio Artists is giving serious study to the problem of whether or not it should invoke the clause in its contracts covering network commer-
cials which permits the union to apply for increases in the stipulated minimum rates if the cost of living has increased more than 10 points from Sept. 15, 1940, to Sept. 15, 1942.

Emily Holt, national executive secretary of the talent union, said last week that this question was being studied by committees of the four locals involved—located in the cities of New York, Chicago, Los Angeles and San Francisco—and by a national coordinating committee. “We have gathered the material and are getting ready for action,” Mrs. Holt said.

Page 54 • September 28, 1942
BROADCASTING • Broadcast Advertising
the full committee’s unanimous action. Members of this subcommittee, in addition to Chairman Clark, were Hill (Ala.) and Andrews (Fla.), Democrats; Tobey (N.H.) and Gurney (S.D.), Republicans.

Senator Hill, Democratic Whip, and Senator Gurney, a strong member of the Military Committee, were unable to attend the preliminary hearings because of other commitments.

It is likely the new subcommittee will exclude Hill and Gurney. Possible replacements are seen as Stewart (Tenn.) or Tunnell (Del.), Democrats, and White (Me.) or Shipstead (Minn.), Republicans. Because of the scope of the inquiry, the new subcommittee may even be of seven members. All this, however, is to be settled this week.

At the full committee session on the resolution last Wednesday, there was no recorded opposition. Senator Tobey, it is reported, suggested the resolution be broadened to embrace an investigation of the FCC. He has been a persistent critic of FCC stewardship and, on occasions, of the networks. During Chairman Fly’s testimony before the Petrillo Probe Committee he directed a few barbed queries about FCC policies and procedures. The committee decided it best to confine the resolution to the labor issue.

In delivering the Interstate Commerce Committee favorable report to the Senate Wednesday, Senator Clark minced no words. He called attention to OWI Director Davis’ testimony the cessation of record-making “will adversely affect the morale of the armed forces of the United States”. He called attention to the adverse effect on “many small stations” which would cause them to “cease operation”, interfering with the dissemination of war information from OWI.

**Attack on Freedom**

Both Mr. Fly and Mr. Arnold said clearly that the problem presented by Mr. Petrillo’s order was “one for Congressional scrutiny”, Mr. Clark stated.

“The committee”, concluded the report, “is of the opinion that the problem presented by this resolution is an urgent one. This nation is engaged in a great war to preserve the free Democratic system, and the conduct of that war in the best and most efficient manner is threatened by the practices which this resolution proposes the Senate shall investigate.”

Mr. Arnold, in his testimony last Monday at the final preliminary session of the subcommittee, charged that the AFM is attempting “to coerce their immediate employers to use unnecessary and useless labor” and to “destroy independent radio stations, small restaurants and hotels, juke box operators and manufacturers, as well as manufacturers of phonograph records and electrical transcriptions, because they have adopted new inventions for the rendition of music.” He described Petrillo’s attempt to keep amateur musicians off the air as going “a step beyond the closed shop”. He called this “an attack on individual freedom in America”.

In his unrecorded appearance, AFM-AFL Counsel Padway told the Committee the union itself, and not Petrillo, had ordered the recording ban. He cited the action of two successive AFM conventions to this end. Mr. Padway also disclaimed AFM failure to cooperate in the war effort, contending that no organization has exceeded it in cooperating with the armed forces and the Government. Finally, he offered to expedite the anti-trust hearing in Chicago Oct. 12 and said he would be willing to “open argument tomorrow”.

The preliminary hearings were to have terminated last Monday with the testimony of Assistant Attorney General Arnold. The testimony of James Nemec, West Palm Beach attorney and Junior Chamber of Commerce executive, was inappropiate and had been arranged at the request of Senator Andrews.

Totally unexpected was the appearance of Mr. Padway, who told the committee he had returned from London only the preceding Saturday.

In characteristic fashion Mr. Arnold, flanked by Holmes Baldridge, chief of the litigation section of the Anti-Trust Division, told the committee why he considered the made work issue so important. In substance, he said under cross-examination that action by Congress on legislation to relieve such union pressures would not interfere with his suit, though he thought that legislation sufficiently broad to cover the entire labor picture would have to be handled through other processes.

In opening the third and final day of the preliminary hearings, Chairman Clark said it had come to his attention that the Dept. of Justice had instituted civil action against AFM and he had asked Mr. Arnold to appear. Mr. Arnold said he would place in the record in succinct form the history of the department’s policy relating to the

---

**Senate Orders AFM Probe (Continued from page 9)**

---

**Hal Smith**

HAL SMITH, sportscaster of KCMC, Texarkana, Tex., died of a heart attack after two days illness, shortly before he was to leave for a new job in Richmond, Va. Formerly with Dallas and Oklahoma City stations, Mr. Smith, was highly regarded in Texarkana, where he had worked since last spring.

---

**RCA Equipment Throughout**

---

**THIS IS NO MILITARY SECRET!**

**KFAR GOES TO 5000 WATTS**

**This means:**

- Bigger and better service for its advertisers!
- Better entertainment and greater coverage for Alaskans and Uncle Sam’s armed forces!
- Alaska’s first station to go to 5,000 watts!
- Coverage on 610 kilocycles equal to 50,000 watts at the other end of the dial!

Alaska’s most modern station finds itself sharing the attention focused on a booming territory by America and her Allies.

---

**5000 Watts**

**610 kc.**

Fairbanks Office: LATHROP BLDG.
Seattle Office: THOMAS L. EMORY, 1411 FOURTH AVE. BLDG.
overall made work issue, and he placed in the record all of the relevant court cases and pleadings.

Department's Stand

A bill in equity has been filed by the Anti-Trust Division against ARM in Chicago, Mr. Arnold said, and a hearing is set for Oct. 12 on motion of the Government for a preliminary injunction and on a motion by ARM to dismiss. He said that since he expected to argue that motion personally, he would prefer not to produce before the committee the evidence which he planned to develop by affidavit at that hearing. To supply the committee with background of the position the Government takes in the

Petrillo case, Mr. Arnold reviewed previous attempts of the Anti-Trust Division to deal with restraints of trade by labor organizations.

He said that in general the department in 1938 took the position that interferences with interstate commerce by organized labor which had no reasonable connection with wages, hours, health, safety, the speed-up system or the establishment and maintenance of the right of collective bargaining were violations of the Sherman Act. The first prosecutions were in connection with the building trades, he said.

Mr. Arnold cited the Hutcheson and International Hod Carriers cases and the more recent International Brothel of Teamsters case under the Anti-Racketeering Act. All of them involved the made work issue. In the latter case, however, he said the court decided the Anti-Racketeering Act was not violated where members of the teamsters union compelled the owners of trucks coming into New York to hire useless and unnecessary employees under duress enforced by threats and violence. He said this case did not directly involve the question whether an organized restraint of trade by labor unions in order to compel the hiring of unnecessary labor was within the Sherman Act.

Not Yet Decided

Since the decision in the teamsters case, Mr. Arnold said, three questions remain undecided by the Supreme Court. He enumerated them as: (1) May a labor union use organized coercion to compel its own employer to maintain obsolescent or inefficient methods and to refuse to introduce new mechanical improvements in order to compel the hiring of unnecessary labor? (2) May a labor union use organized coercion to destroy an independent business not directly employing members of this union, because it has introduced labor-saving devices or improved mechanical methods which cut down the general demand for labor in that area? (3) May a labor union use organized coercion to prevent voluntary groups who do not seek employment from rendering services without pay?

All these questions, Mr. Arnold declared, are raised by the activities of ARM in the pending suit in Chicago. He charged that ARM is attempting to "coerce their immediate employers to use unnecessary and useless labor; that it is attempting to destroy independent businesses which do not employ musicians, such as small independent stations, small restaurants and hotels, juke box operators and manufacturers, as well as manufacturers of phonograph records and electrical transcriptions, because they have adopted new inventions for the rendition of music; that they are attempting to prevent the rendition over the air of voluntary musical performances by organizations such as high school orchestras."

The high school orchestra ban, Mr. Arnold said, goes beyond the closed shop because it is a claim that the union has a right to stop students performing by volunteers and amateurs who are not seeking employment from anyone. He described it as similar to a demand that farmers not be permitted to harvest their own crops or that house owners not be permitted to repair their own buildings.

Legal Position

Before outlining to the committee precisely what the department hoped to accomplish in the Petrillo proceedings, Mr. Arnold reviewed its contents of the Department. In the Hutcheson case, he said, the court held that in a dispute growing out of the "terms and conditions of employment" within the meaning of the Clayton Act, organized labor is exempt from the Sherman Act unless the union combined with a non-labor group.

The department intends to argue, he said, "that the court will hold that this is a combination of a non-labor group which puts the case beyond the exemption of the Sherman Act in the Hutcheson case. I will not argue the law on these points beyond this brief statement."

These contentions, the Assistant Attorney General continued, will be tested in the Petrillo case. He said there is no decision of the Supreme Court which directly deals with these questions. The decisions reversing the Department's former position on restraints of trade by labor have reversed a number of former cases. Under these decisions labor activity is exempt from the Sherman Act if the dispute grows out of terms or conditions of employment. The question as to whether a labor union may properly make a condition of employment, continued the official, has not been discussed in any opinion of the highest tribunal.

"We believe that there must be some limit to the kind of demand which may be included in this test. Certainly a labor union could not, for example, demand political freedom by making it a term or condition of employment that its employer attack a political organization.

We regard a handicap on industrial progress by preventing the use of improved mechanical equipment in an industry an attack upon industrial freedom. We re-
Lee, Oklahoma Net Head, Resigns to Enter Navy

JOSEPH W. LEE, president of the Oklahoma Network since last January and manager of KGFF, Shawnee, has resigned to enlist in the Navy. He requested leave of absence from KGFF for the duration. He has been succeed- ed as president of the Oklahoma Network by Robert D. Enoch, general manager of KTOK, Oklahoma City.

Mr. Lee was sworn in as a seaman in the "Seabees," Navy foreign service construction organization, on Aug. 23, and is awaiting orders to proceed to Norfolk for six weeks training preceding foreign duty. He has re- tained his place on the Network staff, but has relinquished the presidency. At a meeting of the network board Sept. 14, Mr. Enoch was elected to fill Mr. Lee's unexpired term.

The complaint asks for both a preliminary and permanent injunction," Mr. Arnold declared. The question of the granting of a preliminary injunction, he said, is set for hearing Oct. 12. At that hearing the Government will intro- duce testimony by way of affidavit in support of the preliminary in- junction. A motion to dismiss the complaint had been filed by AFM, he said, but the department inten- ds to "expedite the case in every possible way". He said, however, there was no way of determining when it would reach the Supreme Court.

Under cross-examination, Sena- tor Clark asked Mr. Arnold whether it would be possible for the Department to not file its complaint unless it had "substan- tial legal grounds". Procur- ing an affirmative response, the chair- man then proceeded to ask at least a "fairly close legal question" presented, based on the record.

Mr. Arnold said in his judgment there would be an appeal but he did not believe the question was closed, but that it was novel and he did hope to have the appeal expedit- ed. It is likely to take some time to get adjudication, he said, since there is no way of getting through the Supreme Court.

Effect on Morale

Chairman Clark recalled that Messrs. Davis and Fly had testified time was "of the essence" in order to bring about a situation where recorded music in this war emer- gency can be made available to the public. He added that if it would not interfere with the Govern- ment's anti-trust proceedings, he desired to have his committee look into the whole matter toward cor- rective legislation.

Asserting he was seeking a pre- liminary injunction, Mr. Arnold said he did not believe the question was closed, but that it was novel and he did hope to have the appeal expedited. It is likely to take some time to get adjudication, he said, since there is no way of getting through the Supreme Court.

Mr. Clark observed there was a grave question whether the Inter- state Commerce Commission or a subcommittee could go into the problems of general labor legisla- tion. He declared it was entirely possible that the Committee on Education & Labor would feel that its jurisdiction was being impinged upon. Such legislation would cover a much broader base than the Petri- llo matter, he pointed out. Mr. Arnold commented that Congress could not pass made work legis- lation in one phase of labor activity and not apply it in others.

Pointing out that not a mechan- ical reproduction had been made since Aug. 1, Senator Clark said he was "tremendously concerned" about the picture, particularly its effect upon public morale and the armed forces. At the request of Senator An- drews, James Nemee, attorney of West Palm Beach and president of the Junior Chamber of Com- merce, told the committee about difficulties which developed over use of an Army band in connection with War Bond campaign activities.

Pulled Off

The civic committee, he said, had arranged an elaborate program for the War Bond rally and, because of the large attendance anticip- ated, felt it needed at least a 12- piece orchestra. Aside from the fact that it could not afford such an orchestra without funds available, Mr. Nemee said a band of that size was not procurable through the local. Consequently, the service or- chestra at Morrison Field, Fla., was engaged for the events. Bond sales soared, he said, but dropped after the band was released.

Mr. Nemee alluded to a letter from the West Palm Beach local to Petri- llo, in effect saying that the Junior Chamber of Commerce "had the gall" to put on a program without our permission. Mr. Nemee said this was so despite the fact that the union could muster more than five or six men.

Afterward he was told by an officer at Morrison Field, Mr. Nemee said, that the service or- chestra had been transferred out of the community and to Texas. He said he did not learn the reason.

Senator Andrews commented that he had asked Mr. Nemee to ap- pear "to show you how this thing works!".

With Chairman Clark about to close the hearings, AFL-AFM General Counsel Padway had expected to be heard. Senator Clark explained that the hearings were purely pre- liminary, that he had asked only the three officials to appear at this time, and that he had not invited AFM, NAB or other expected participants to testi- fy until the resolution was either represented, or voted down.

Mr. Padway said he had not been aware of the committee's pro- cedure and had just returned the preceding Saturday from a trip to London. It was his absence from the country which resulted in the one-month postponement of the argument on the Government's in- jury case against AFM.

Mr. Padway insisted that the record transcription ban was not issued by Petri- llo but that the ac- tion was taken by the union at two successive conventions. "It's Pe- trillo," he said, "was simply carry- ing out the order of the AFM." "Wouldn't you say that Mr. Pe- trillo dominates the AFM?" asked Chairman Clark.

"Democratic"

"Exactly the contrary," said Mr. Padway. "The AFM is a very dem- ocratic organization. I don't think it is less democratic than Con- gress."

In his brief appearance, Mr. Padway also alluded to the testi- mony of Mr. Arnold. He said AFM would join with the Government in seeking to expel the case. He said he was willing to come up the date and open argument "tomor- row" instead of Oct. 12.

Alluding to the testimony of Mr. Nemee, Mr. Padway said he did not want the story to go out that the AFM "is not cooperating with the armed forces". He said that if it could be measured in money, the AFM has given "hundreds of thousands of dollars" in services. Petri- llo repeatedly has assured the armed forces that the transcription record ban has no bearing on the war effort, Mr. Padway insisted. He suggested that the committee contact Lt. Col. E. M. Kirby, chief of the Radio Branch of the Army, for corroboration of this statement.

Insofar as this pertains to the attorney, the attorney said, there is "no equivocation, no limitation and no exception" as to the extent to which AFM goes in volunteer- ing its services. He added, however, that Mr. Petri- llo, respectively.

Concluding the preliminary ses- sions, Chairman Clark said that he would give full opportunity to all parties in interest to appear at the formal hearings after the Sen- ate has a chance to "validate or turn down my resolution".

BROADCASTING Broadcast Advertising September 28, 1942 • Page 57
Tommy Tucker
records for
Lang-Worth

"Yesh, Porter, if you’ve listened
to that U. of M. game on WDFD
Flint Michigan, you’ll handle my
pigeons wish care!"

New Trade Group
(Continued from page 7)
importance of the hunger of broad-
casters for information on wartime
operations, the district meeting
schedule is being devised to include
speakers representing the public
relations branches of the Army,
Naval and Marine Corps, the Office
of War Information, Office of Cen-
sorship, and the Treasury. The
usual current agenda of industry
matters also will be covered by
NAB executives or committee
chairmen.

The overall music situation, in-
tensified by the AFM recording
ban, consumed considerable time.
The board, after hearing the re-
ports of President Miller and Sy-
dney M. Kaye, special counsel, ap-
proved the association’s activities
in connection with the whole music
fight.

Memberships of KFAB, Fair-
banks, Alaska; KLUF, Galveston;
and KTHS, Hot Springs, were an-
nounced by President Miller, bring-
ing the membership total to 510.

The war manpower situation,
radio’s most vexing immediate
problem, was reported by Presi-
dent Miller and Mr. Russell, who
expressed confidence that regu-
lations shortly would be forthcoming
which would prevent further ruin-
ous inroads into staff sections.
The board agreed that stations
would have to train women and older
men for replacement, but that at the
same time every effort should be
made to gain recognition of the
importance of the relation of radio
to the war effort.

Need for conservation of ma-
terials and equipment also was
stressed. Current moves being
made by the War Production
Board and the BWC, to allevi-
ate the broadcasters’ plight, were
recounted.

The NAB Radio Advertising
Committee, which met Wednesday
morning, one day in advance of
the board meeting, continued pre-
vious discussions on the use of
radio by department stores.
The meeting was presided over by
Walter Johnson, sales manager of
WTIC, Hartford, in the absence
of Chairman Morey.

Others who attended included

Benjamin surfaces.

Federal Recording Pact
To Cover 17 Companies

ACTING under a War Production
Board directive to aid smaller busi-
ness firms cramped by wartime
restrictions, the Treasury Procure-
ment Division has signed contracts
with 17 recording studios to supply
the recording needs of all Govern-
ment agencies. This contract does
not assure work to any of the 17
contractors but entitles them to
exclusive consideration in any work
to be done. Although Government
officials would not hazard a guess
as to the eventual expendi-
ture in recording, informed indi-
rual representatives put the figure
in the neighborhood of $250,000.

This reverses the contract for
the past year which the Govern-
ment held with Allied Recording
Corp., which was the Government’s
exclusive recording agent. Under
the new contract, effective Sept. 1
1942 through Oct. 1, 1943, each of
the 17 companies had agreed to
accept the prices prevalent under
the former contract, which were not
revealed. It was said, however, that
where talent was involved the agency
concerned would pay the cost of
retaining such individuals as social
security. Wherever talent is
involved, payment will adhere to
union standards.

NBC’s Planning Group
Holds Chicago Meetin

CONFRONTED with new operat-
ing problems precipitated by t
war, the NBC Advisory Planning
Committee met in Chicago last Fri-
day with NBC President Nic
Trammell and other network
ac
eratives. Means of broadening a
improving service and of meeti
current operating problems were
discussed.

Presiding was Harry Ston
WSH, New York, in the ab
of Paul W. Morey, WTIC, twig
committee chairman, who wa
Others at the session were
James D. House, WLW-WSA,
Cincinnati; Arden X. Pangborn
KGW-KEX, Portland; Stanley
Sloan, WAB, Paul E. Yo-
gram, KGHL, Billings, Mont. Also
absent was O. L. (Ted) Tay-
ner, KGN, Seattle.

In addition to President Tram-
bell, NBC executives included Wil-
liam S. Hedges, vice-president in
charge of staff; Frank M. Rusk-
bell, Washington vice-president; C.
L. Menden, vice-president in charge
of programs; Harry Kopf, Chicago
vice-president; Charles Brown, di-
ector of promotion and advertis-
ing; and Sydney M. Kaye, WJLA
station relations manager.

AFM Pulls Music
From News Drama

AFM last week withdrew the spe-
cial permission it had previously
given for use of its members on
 Tod: Grant Gets the News when
transmitted dramatization depict-
ing the role of American industry in
the war. Carl Byor & Assoc., who
produce the program, said they
were free to substitute the roles
which may either sell the pro-
gram for local sponsorship or presen-
t them sustaining, said the only
effect is that no music will be
used and the organist former-
hired to supply the theme will
bridge music has lost his job.
New Discount Plan Boosts CBS Hours
Lorillard Latest to Use All 115 Stations of Network

With announcement that the P. Lorillard Co. program starring Nelson Eddy and Celanese Corp.'s Great Moments in Music will use the full CBS network of 115 stations, a revised survey by the network shows that 85 stations have benefited by the network discount plan, which has added 349 hours plus 25 minutes to the network's immural schedules.

This brings the figure of individual commercial programs using the full CBS network to 21—representing a total of 308 individual periods weekly and 14 separate sponsors. Great Moments in Music takes the full network, while Nelson Eddy will be heard on all CBS affiliates Oct. 28. Young & Rubicam, New York, and J. Walter Thompson Co., New York, respectively, are the agencies for the two shows.

Additional Hours

Two CBS stations, WBAT, Atlantic City, and WHMS, Uniontown, have added 11 hours and 15 minutes, or 25 new program periods, to their schedules; they have added five hours or more weekly, and 88 have added five hours or more weekly, and 88 have added five or more of the new program periods weekly.

Following is the complete list of CBS commercial shows taking the full network, all of which have increased their station lists, except the three Lever Bros. Co. shows mentioned first which begin on CBS singing the entire network:


Edward Cooper Granted Commission in the Navy

EDWARD COOPER, aide to Senator Wheeler and acting clerk of the Senate Interstate Commerce Committee, has been commissioned a lieutenant (j.g.) in the Naval Reserve and shortly will report for a 60-day indoctrination period. It is understood he will be assigned to the War Plans Section of the office of the Director of Naval Communications. Chief of the office is Comdr. F. O. Willenbacher.

Lt. Cooper follows into the Naval Reserve R. Bailey Storts, for the last five years clerk of the Senate Interstate Commerce Committee. Lt. Cooper is a native of Montana and is a former newspaper correspondent. He was chief of staff of the Senate Interstate Commerce Subcommittee.

PHILCO FOOTBALL CARRIED ON WCAU

PHILCO Corp., Philadelphia, is sponsoring the college football games of the U. of Pennsylvania on WCAU, Philadelphia, this season. Atlantic Refining Co., Philadelphia, which carried the games in previous seasons, was also negotiating for the games, but it is understood Philco outbid Atlantic for the rights.

It marks Philco's first sponsorship of athletic contests and first use of radio since the start of the war. Announcements will be devoted to sale of war bonds, scrap and metal salvage drives and other issues under the Government's control.

Contract signed Sept. 24, includes seven home games from Franklin Field and two away games. Agency is Sayre M. Ramsdell Assoc., Philadelphia.
Mr. Jaeger will assume his duties Oct. 1, succeeding Douglas Storer who recently retired to devote all of his time to his own production company [BROADCASTING, Sept. 7].

Starting his advertising career in 1928 as a space salesman for the Chicago Tribune, Jaeger stayed there five years before moving to the magazine field, first with Archer King Co., magazine representative, and then with Farmer's Wife magazine. In 1955 he and Virgil Reiter formed Reiter & Jaeger, station representative firm, in Chicago and when Transamerican was organized a year later Jaeger was appointed manager of its Chicago office. In 1957 he was made vice-president and in 1958 was transferred to New York, where he has since been engaged in program administration, promotion, production and sales.

FIVE mathematics lessons of the National Radio Institute, Washington, have been compiled in Mathematics for Radioclerks as a special service to alumni members. Book gives essentials for handling problems in arithmetic, algebra, geometry, trigonometry, and special radio formulas.

New Business

ADAM HAT STORES, New York (men's); on Sept. 6, at 8:15 p.m. (eastern) to 9 p.m.; start Oct. 4, at 8:15 p.m. (eastern) to 9 p.m.; station: WLG (New York). Agency: Young & Rubicam, N. Y.

DOUBLEDAY DORAN & Co., New York (Book-Leece of America); on Sept. 15, started for 13 weeks participation in Breakfast at Sardi's on 13 BLUE Coast stations; on Sept. 15, at 8:30 a.m. (PWT) Agency: Ruby Hodge & Sons, N. Y.

ALBERS MILLING Co., Seattle (flapjack flour), on Oct. 2, resumes Wauonaat on 14 NBC Pacific Coast and Mountain stations; Friday, 8:30-9:00 a.m. (PWT) Agency: Lord & Thomas, San Francisco.

GOSPEL TABERNACLE, N. Y., on Oct. 17, starts Word of Life Fellowship on 4 CHC stations, Sat., 10:00-11:00 a.m. for 21 weeks. Placed direct.

CREEDA BROOKS, Toronto (Rino), on Sept. 7, started Lowel Parent Channel on CKAC, Montreal, and CHC, Quebec, Mon. thru Fri., 7:45-8:15 p.m. Agency: Rutherford & Ryan, N. Y.

DEPT. OF FINANCE, Ottawa (Victory Loan) on Sept. 25 started Notre Canada in 10 Bendings broadcasting Corp. Quebec stations, Fri., 5:30-8:30 p.m. on Oct. 5 starts Vancouver on the same Mon. thru Fri., 5:30-8:30 p.m. Agency: Canadian Adv. Agency, Montreal.

MIRELCO, Montreal (beauty products); on Sept. 21 started Pour Votre Beute on 6 Quebec and 4 Ontario stations, Mon., Wed., Fri., 4:45-5:07 a.m. Placed direct.

WILSON MILK Co., Indianapolis (evaporated milk), on Oct. 5 will start Smile Health Dairy on 24 NEW stations, Mon. thru Wed., 11:30-11:45 a.m. Agency: Keeling & Co., Indianapolis.


NORTHWESTERN YEST, Chicago (Yeast Foam), on Oct. 5 will start Songs of a Dreamer on 11 Midwestern stations, Mon. thru Fri., 11:00-11:30 a.m. Agency: MacFarland-Averyd & Co., Chicago.


SOUTH GEORGIA NET PLANS 'TO CONTINUE ENCOURAGED' by their success in getting advertising in the recent state and national primaries, representatives of the six-station South Georgia-Moody network, WJGW, Valdosta, last week to perfect their commercial and community services.

CARL WILLIAMS, owner of WJGW, and network members reviewed marketing opportunities in their area, indicating need for financial help. The meeting also considered plans for publicizing local pecan, cane sugar, tobacco, watermelon, sweet potato, and peach production.

South Georgia Network members are WJGW, Moody, WOLO, Valdosta, WMCA-GB, Cordele, WMUG, Brunswick, WAXY, Waycross, and WALB, Albany.

CRAMERTON MILLS, Cramerton, N. C. (cotton textiles), on Sept. 13 sponsored one-time broadcasts of Army-Navy "A" Ward sponsored by the Blue Southern Group stations, Friday, 11:00-12:00 p.m. (eastern) to 12:30-1:00 p.m. (eastern), Station: WOR (New York), Agency: Barton A. Davis, Inc., N. Y.


GENERAL FOODS Corp., New York (Pilot plant); on Sept. 1, starts 8-11 chocolate milk on 114 CBS stations, Fri., 8:30-8:55 p.m. (eastern), Thursday, 7:30-7:45 p.m. (eastern); station: WOR (New York), Agency: Young & Rubicam, N. Y.


GENERAL FOODS Corp., New York (SM G-Milch), on Oct. 1, starts 8-11 chocolate milk on 131 CBS stations, Fri., 8-8:55 p.m. (eastern), Agency: Melville Kipp & Co., N. Y. (KGM KMO KMH, 7:30-7:45-8:30 p.m. (PWT), Agency: Benton & Bowles, N. Y.

PEOPLE'S DISCOUNT STORES (chain), on Sept. 20 started People's Musical Class on CBS, Toronto: CFTW, Hamilton, Ont.; CKCO, Ottawa; Sun., 8:30-9:00 p.m. Agency: MacLaren Adv. Co., Toronto.

WINGATE'S, London, Ont. (Rexolene, Weeks), on Oct. 6 resumes Burns & Allen agency for the Rexolene line, 3 shifts, 6-7 p.m. stations, Tues., 9-9:30 p.m. Agency: Young & Rubicam, N. Y.

SUGAR ACCOUNTS

BOWEY'S, Inc., Chicago (Darsh-Rich products), on Sept. 25 renewed Stars Over Hildering Agency for 26-

CIGARETTES, for a total of 61 CBS stations, Sat., 12:30-1:00 p.m. Agency: Sorensen & Co., Chicago.

AMERICAN FURNITURE, Lanark, Ont. (ilincs), on Oct. 8 will renew Arnes- son's Agency, for the Canadian Continental Furniture Co., Ltd. for a total of 12 noon-12:30 p.m. Agency: 12 noon-12:30 p.m. Agency: William H. Weintraub Co., N. Y.

GENERAL FOODS Corp., New York (Calumet, Swandown), on Sept. 28 resumes Kale Johnson agency for the Calumet line, 76-9:00 p.m. stations, Mon. thru Fri., 12:15-12:30 p.m. Agency: William Thompson Co., N. Y.

GENERAL FOODS Corp., New York (La France, Salita, Postum), on Sept. 28 resumes Kale Johnson agency for the Postum line, 76-9:00 p.m. stations, Mon. thru Fri., 12:15-12:30 p.m. Agency: William Thompson Co., N. Y.

PEOPLE'S DISCOUNT STORES (chain), on Sept. 10 started People's Musical Class on CBS, Toronto: CFTW, Hamilton, Ont.; CKCO, Ottawa; Sun., 8:30-9:00 p.m. Agency: MacLaren Adv. Co., Toronto.

SUGAR ACCOUNTS

COCOLATE-PALMOLIVE-PETT Co., Jersey City (Palmolive Shave Cream), on Oct. 3, renewed for 68 CBS stations, Fri. thru Sun., 8:30-8:55 p.m. to Sat. 8:30-8:55 p.m. Agency: Ted Bates Inc., New York.

STANDARD BRANDS, New York (Chase & Sanborn coffee), on Sept. 5, started Edgar Bergen and Charlie McCarthy from Hollywood to New York radio network for 76 CBS stations, Mon. thru Fri., 2:15-3:00 p.m. (re- placed 3:00-3:15 p.m.). Agency: Young & Rubicam, N. Y.

NORTHWESTERN YEST Co., New York (Post Toasties), on Oct. 5 resumes Young & Rubicam, N. Y.

Network Changes

CROAL-PALMOLIVE-PETT Co., Jersey City (Palmolive Shave Cream), on Oct. 3, renewed for 68 CBS stations, Fri. thru Sun., 8:30-8:55 p.m. to Sat. 8:30-8:55 p.m. Agency: Ted Bates Inc., New York.

STANDARD BRANDS, New York (Chase & Sanborn coffee), on Sept. 5, started Edgar Bergen and Charlie McCarthy from Hollywood to New York radio network for 76 CBS stations, Mon. thru Fri., 2:15-3:00 p.m. (re- placed 3:00-3:15 p.m.). Agency: Young & Rubicam, N. Y.
Help Wanted

Radio Technicians—If you are in 3A or 4F or otherwise draft deferred and feel that your present work situation lacks for the duration in favor of radio assembly work in a reputable radio manufacturing plant making transmitting equipment for the armed forces write giving your qualifications, draft status, citizenship and two or three previous employers. If qualified can give employment starting November first or sooner. State salary desired. All information kept strictly confidential. Box 858, BROADCASTING Magazine, Washington, D. C.

OPPORTUNITY—For reliable, draft exempt writer-director-announcer. Send photo, transcription of voice samples and copy. State age, record of past performance and salary expected. Write Mr. H. Holland Agency, Cincinnati, Ohio.

Combination Announcer-Operator Wanted—Experienced announcer with first class operator's license. Must have news-casting. Submit transcription of newscast and complete application. KSEI, Pocatello, Idaho.

Combination announcer-operator wanted—Unusual opportunity. Give details of starting salary requirement. Send voice recording if possible. Box 868, BROADCASTING.

Chief Engineer-Announcer—Capable limited maintenance 250 watt station. Prefer single, draft exempt man, but all applicants considered. Good salary. Start immediately. Send transcription. WDLF, Panama City, Florida.

Operator—With Class B license. Write giving experience, references, draft status and salary expected. Permanent job for right man. Box 879, BROADCASTING.

Experienced commercial announcer—Preference given to man with sports experience. Write or wire WABR, La Crosse, Wisconsin. State draft status.

Engineer Wanted—First or second class license. By radio or by written examination. Living conditions good. Transmission or photo helpful. Box 875, BROADCASTING.

Engineer—First or second class, WGNY, Newburgh, New York.

Engineer—Ideal working conditions. Will use first or second class license. Send full details first letter. Box 863, BROADCASTING.

Salesman—For 5,000 watt Regional, Basic Network affiliate. Prospective Market: Address complete details to Box 892, BROADCASTING.

SALESMAN—If you have a proven record of sales ability, preferably, on a local station, and are interested in making upwards of $5,000.00 per year, you would like to talk to you. Give experience and contacts in full time CJZ Croach, Sales Manager, WJBK, Detroit.

Studio Engineer—Large Midwest station. Excellent opportunity. Draft status: qualifications. Box 894, BROADCASTING.

Have an immediate opening—for time salesman with proven ability to sell retail accounts. State sales qualifications, draft status and salary expected. Write Commercial Manager, WMC, Memphis, Tennessee.

Help Wanted (Cont'd)

SALESMAN—We have an opportunity if you have the ability to produce. Doing a large volume of business than any 250 watt station in the country. A chance to own your own station, and don't miss the chance. Give experience and earnings in first letter. Must be reasonably safe from draft call for next nine months. A. H. Croghan, State WJBK, Detroit, Michigan.

Experienced First Class Engineer—10,000 watt station. Apply KTHS, Hot Springs, Arkansas.

Situations Wanted

General Manager with a knack for making money. No home, no station, no this man, now successful sales manager for important task work in large eastern city? Present earnings $11,000 yearly. Interested in change only from standpoint of long-range future possibilities. Willing to invest. Box 874, BROADCASTING.

First Class Licensed operator-announcer—Program director, news, draft exempt. Now employed. Desires change to weather work. box 880, BROADCASTING.

General Manager—Thorough practical knowledge all phases of station operation, including construction. Good record national and local sales. Box 876, BROADCASTING.

Program or station manager—Fourteen years' experience. Producer, writer, director, idea man and exceptional experience in selecting talent. Married and over draft age. Opportunity means more than starting salary. Box 890, BROADCASTING.

Top Producer—Barn Dance and Hullabaloo shows. Available now. Box 888, BROADCASTING.

Anouncer available—Sports, news, special events. Life experience. Willing to move. Box 889, BROADCASTING.

Am twenty-nine years of age—Married and have never been in service. Am not a draft man. Have three years experience with all types of programs. Am outstanding in news, special events and sports. Am now located in 5,000 watt network station but desire change for personal reasons. Am available at any time. Box 891, BROADCASTING.


Operator and Announcer—Efficient young woman experienced in both. Now seeking work in full qualifications. Box 884, BROADCASTING.

NEWS-SPORTSCASTER—Play-by-play and special events. Have handled national accounts in two years' experience with independent and network station. College education, married, no classification. AVAILABLE NOW. Reply to box 862, BROADCASTING.

First class announcer—5 years. Desire connection with large station. Has local experience. Excellent opportunity for position with progressive station. Box 882, BROADCASTING.

STATION EXECUTIVE—Solid background in station and agency field. Formerly radio director of major Chicago agency. Completely familiar with all phases of station operation—programming and management. Draft exempt. Box 880, BROADCASTING.

Frequency Measuring Service

EXACT MEASUREMENTS—ANY HOUR—ANY DAY.
R.C.A. Communications, Inc.
66 Broad St., New York, N. Y.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.

BROADCASTING FOR RESULTS!

The TEXAS RANGERS
Transcribed Library
is on
WHFB
Rock Island, Ill.
and other stations, large and small, coast to coast

Available also to agencies and advertisers. For full details, write
George E. Halley
TEXAS RANGERS LIBRARY
HOTEL PIONEER • KANSAS CITY, MO.

ANNUSKY & BAILEY
An Organization of Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

JANSKY & BAILEY
CONSULTING RADIO ENGINEERS
MONTCLAIR, N. J.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELID INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg., D. C.

PAUL F. GODLEY
CONSULTING RADIO ENGINEERS
MO 2-7859

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg., District 8456
Washington, D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELID INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

CLIFFORD YEWWALD
Empire State Bldg., NEW YORK CITY
An Accounting Service Particularly Adapted to Radio

BROADCASTING • Broadcast Advertising
September 28, 1942 • Page 61
Enforced Silence in New York Region Inturrupts Network Commercial Series

An air raid alert last Tuesday evening put radio stations in the New York metropolitan area off the air for approximately 45 minutes. Second alert during September 28. Day long alert [Broadcasting, Sept. 14] caused by an unidentified plane which was later found to be friendly, the second enforced silence was both longer and more costly than it occurred a few minutes before 9 p.m. in the heart of the evening's commercial schedule which was the 1-Day alert came about 2:30 a.m.

Programs Affected

WABC, CBS key in New York, went off the air at 8:49 p.m., coming back on at 9:35 p.m. and losing the last seven minutes of Hobby Lobby for Palmolive shave cream, the five-minute newscast of Cecil Brown for Johns-Manville Corp., the half-hour Tommy Riggs & Betty Lou for WOR, the seven-o'clock newscast for WJZ and the opening five minutes of the General Motors Corp. program, *Choirs from the Camps.*

WOR, MBS outlet in New York, also signed off at 8:49 and came back on at 9:35, cancelling the final 11 minutes of *Can You Top That* for Kirkman soap, Gabriel Brod & Betty Lou's 5:30 p.m. newscast for WOR, and the opening five minutes of the General Motors Corp. program, *Choirs from the Camps.*

WEOF, NBC's New York station, and WJZ, Blue outlet, were both off from 8:50 to 9:35. WEOF losses include the full battle of the Sespe for Mollie shaving cream, the windup of *Treasure Chest* for Turtles and the beginning of the Johnson wax program, Meredith Willson and John Nesbit. Commercial newscasts on WJZ were *Famous Jury Trials* for Oh Henry candy bars, the start of Coca-Cola's *Spotlight Bands*, the Benrus time signal at 9 p.m. and the Philadelphia station break announcement at 9:30.

WHN, off from 8:50 to 9:35, and WMCA, blacked out from 8:51 to 9:35, suffered no commercial program losses.

In addition to WABC, CBS reported that WOKO, Albany; WQBI, Scranton; WBYR, Waterbury, WP IN, Syracuse and WXAX, Burlington, were also silenced for 45-minute periods by the alert.

Farthest reaching effect of the alert was felt by the Latin American broadcast audience that lost programs. When three scheduled programs of the OWI failed to arrive because the shortwave stations in New York went off the air along with the local stations, the programs affected were *Estados Norte Americana* (Silhouettes of North America), shortwave via WRCX and WNB1, and rebroadcast on 31 Latin American stations; *Américanos Todos* (Americans All), also via WRCX and WNB1, with stations in Latin America rebroadcasting it locally; *Las Ideas no Se Matan* (Their Words Burn), shortwave by WRCX, WCBX and WCAB and rebroadcast on 16 stations.

Situation was most serious in the case of *Las Ideas no Se Matan*, according to OWI, as last Tuesday's broadcast was the first of a new series and has been highly publicized to Latin American audiences throughout Latin America. Other series have been on for some time and stations probably filled the period with recordings of previous programs in the series. Last week's programs will be repeated this Tuesday.

Penn Tobacco Expands Major Market Campaign

Penn TOBACCO Co., Wilkes-Barre, Pa., substantially increased its spot broadcasting schedule in August and is now using quarter-hour programs on one station each in 15 major markets for Julep Cigarettes and Willamoeby Taylor Pipe Tobacco. Schedules will continue through fall and winter for an indefinite period.

Penn uses generally three programs a week on each station in the following cities: New York, Boston, Buffalo, Des Moines, Indianapolis, Milwaukee, Chicago, Cincinnati, Omaha, Hartford, Philadelphia, St. Louis, Topeka, Shenkoah (Towa), and Kansas City. Agency is H. M. Kiesewetter Adv., New York.

**Timothy to F & P**

B. P. TIMOTHY, formerly advertising and sales promotion manager of Griesedieck Western Brew-ery Co., Belleville, Ill., has joined the Chicago sales staff of F. & P. Peters. Before joining the Griesdieck Co. three years ago, he was national advertising representative of the *Oklahomaan & Times*, Oklahoma City, for 10 years.

WPB ORDER ALLOWS RECEIVER REPAIRS

ASSURANCE of the maintenance of home radios was manifest last Monday when the War Production Board announced that repair shop material could be obtained by distributors and dealers who buy directly from manufacturers through PD I-X applications. According to Linford C. White, chief of the WPB's distributors' branch, preference ratings will only be assigned to items necessary to the operation of receiving sets. Non-essential radio gadgets and phonograph parts will not be rated it pointed out. This decision has no effect upon the consumer or the individual repair man; it merely serves to insure minimum needs through material grants to distributors and dealers.

This measure should be more than adequate to care for the supply of radio repair parts which were in danger of depleting before WPB aid was apparent, according to a survey by NBC announced last week. NBC claimed that once the year's supply of new radio sets now available was exhausted there was a likelihood that the number of dead receivers would increase at the rate of 14,000 daily.

Wheeling Resumes

WHEELING STEEL CORP., Wheeling, (institutional), on Oct. 4 resumes *Wheeling Steelmakers* on 75 blue stations, Sundays, 6:30-6 p.m. Over 1,100 individual radios and listeners are reached. The station is filled out. Agence is *Chicago & Co., Chicago.*

New Campana Show

CAMPANA SALES Co., Batavia, Ill. (Campana Bamb) has purchased a quarter-hour variety program featuring Dick Powell, m.c., and Matty Melneck's orchestra on 54 NBC stations. Saturdays, 7-7:15 p.m. to start Oct. 10. Agency is Aubrey, Moore & Wallace, Chicago.

Brooks Appointed News Head of NBC

McCall is Named Assistant; Schneider, Mack Remain

WILLIAM BROOKS, former executive editor of *Forbes* Magazine, and for 14 years an executive of Associated Press, has been appointed director of NBC's news and special events division by the stations' new general manager, A. A. Schechter, Monday morning on the OWI in Washington.

Mr. Brooks will be permanent head of the department effective Oct. 5, assisted by Francis C. McCall, who has been serving as acting manager...

Busy Career

Prior to joining the AP in 1926 Mr. Brooks served seven years in general news work as reporter, news editor and feature writer. He entered journalism in his early 20's town on the Sedalia (Mo.) Capita in 1927 while still in high school. After attending the UI of Missouri, he worked on several midwestern newspapers, including the Kansas City Star.

Joining AP in Kansas City, he was shortly transferred to Washington as feature editor and later to New York as AP's editor of feature service, succeeding the executive editorship in 1929.

For six years he visited every State in the union as feature service chief and later as executive assistant to the general manager. In 1937, Mr. Brooks was sent to London as managing director of the AP of Great Britain Ltd., in charge of Britain's radio coverage and news distribution to Europe, Australia and the Far East.

He returned to this country last year to become managing editor of *Forbes* Magazine, later taking over the executive editorship. He has traveled extensively in South America and Europe, and is a member of the National Press Club. Mr. Brooks is 39, married, and the father of a 16-year-old son.

Lehn & Fink on 60

%EIN & FINK PRODUCTS Corp., Bloomfield, N. J., on varying dates in October will start its fall campaigns for Honeymoon Almond Cream using five transmitted announcements or evening chain-breaks weekly on about 50 stations including WNYE Corps, Wm. Esty & Co., New York.

Continental on CBS

CONTINENTAL *Radio & Television Corp., Chicago,* on Oct. 4 will start an institutional program for its **radio set** program, *World News Today,* the CBS news roundup from all over the world, in 30 minute broadcasts at 5 p.m. Eastern time. Agency for Continental is Crutten- den & Eger, Chicago.

*Drawn for Broadcasting by Sid Hix*

"Goody, Goody, a Network Show - Now I Can Get Back to My War for a Half-hour!"

Page 62 • September 28, 1942
There are TWO sides to this story...

POWER

Atlanta WAGA Georgia

Now 5,000 Watts full time

For the other side of the story...
With its new power and new frequency, now in operation, WAGA's primary coverage includes more than 42 counties in Georgia*. Total population of this area is 1,255,014 people, according to the 1940 census. There are 161,915 radio homes in WAGA's primary area. The pace-setting station of the South now introduces clients to thousands of new listeners, day and night.

* Based on 500 microvolt daytime contour

FIRST ON THE DIAL IN ATLANTA
FIRST ON THE DIAL IN GEORGIA

BLUE NETWORK 5,000 at 590
Ask the John Blair Man
### States

<table>
<thead>
<tr>
<th>ALABAMA</th>
<th>ARIZONA</th>
<th>ARKANSAS</th>
<th>COLORADO</th>
<th>CONNECTICUT</th>
<th>DELAWARE</th>
<th>DIST. COLUMBIA</th>
<th>FLORIDA</th>
<th>GEORGIA</th>
<th>IDAHO</th>
</tr>
</thead>
<tbody>
<tr>
<td>IOWA</td>
<td>KANSAS</td>
<td>KENTUCKY</td>
<td>LOUISIANA</td>
<td>MAINE</td>
<td>MARYLAND</td>
<td>MINNESOTA</td>
<td>MISSISSIPPI</td>
<td>MISSOURI</td>
<td></td>
</tr>
<tr>
<td>MONTANA</td>
<td>NEBRASKA</td>
<td>NEVADA</td>
<td>NEW HAMPSHIRE</td>
<td>NEW MEXICO</td>
<td>NORTH CAROLINA</td>
<td>NORTH DAKOTA</td>
<td>OKLAHOMA</td>
<td>OREGON</td>
<td>RHODE ISLAND</td>
</tr>
<tr>
<td>SOUTH CAROLINA</td>
<td>SOUTH DAKOTA</td>
<td>TENNESSEE</td>
<td>UTAH</td>
<td>VERMONT</td>
<td>VIRGINIA</td>
<td>WEST VIRGINIA</td>
<td>WISCONSIN</td>
<td>WYOMING</td>
<td></td>
</tr>
</tbody>
</table>

### Text

That would be a fine attitude for a national advertiser to take, wouldn't it?

He might as well not mention the name of his product as try to sell the nation without including each one of these forty important states. Yet there is a market on the Pacific Coast (not including the Los Angeles, San Francisco, Portland and Seattle areas regularly covered by surveys) that contains more radio families than any one of these important states... in fact, more than most any two of them combined. And do these people have money?... Retail sales last year were $1,558,484,000. In order to determine the exact listening habits of these 921,690 families, C. E. Hooper, Inc., in conjunction with a prominent Eastern advertising agency conducted a survey. Ten representative cities were chosen from the three Pacific Coast states. 30,000 calls were made during two 5-day weeks, employing the regular coincidental methods uniformly and continuously.

The following facts were established:

- **In one-third of the cities surveyed, at least 94% of listeners were tuned to Don Lee.**
- **In one-half of the cities surveyed, at least 65% of listeners were tuned to Don Lee.**
- **In the ten cities, the total program ratings on Don Lee were nearly twice that of all other networks combined.**

In choosing your radio, be sure that your appropriation covers this market, and bear in mind that it is a qualified fact that in this market people listen to their own local station, within their own trading area. This is the kind of coverage that pays dividends and it's the kind of coverage you get only on Don Lee, for Don Lee alone completely covers this 1,558,484,000-dollar market.*

---

*Of course, Don Lee covers all Pacific Coast Metropolitan Areas as well as this bonus market.

---

**5515 MELROSE AVE., HOLLYWOOD**

**THOMAS S. LEE, Pres.**

**LEWIS ALLEN WEISS, Vice-Pres. and Gen. Mgr.**

**JOHN BLAIR & CO., National Representatives**

---

**Advertisers and agencies write or wire Wilbur Eickelberg, General Sales Manager for copies of actual survey.**
You can count a market’s radio homes. You can tally its wealth. But its third dimension—that native character which spells the difference between Boston and Birmingham, St. Louis and New York—can be gauged only by experience.

RADIO SALES—representing the nine stations and three regional networks listed on this page—is in constant touch with the habits and desires of the individual marketplace. We’d like to show you how to make spot radio pay dividends in twelve of the nation’s top sales areas.

RADIO SALES
THE SPOT BROADCASTING DIVISION OF CBS

Offices: 435 Madison Avenue, New York; 410 North Michigan Ave., Chicago; 101 South 12th St., St. Louis; Columbia Square, Hollywood; Palace Hotel, San Francisco; Wilder Bldg., Charlotte.