This is Frank Sullivan Talking...

(from PM, Sept. 27th)

* well-known author, wit, "The New Yorker's" cliché expert; columnist for the newspaper "PM".

The "George" referred to by the generous Mr. Sullivan in the paragraph above is George Hogan, smart m.c. for Martha Deane every weekday from 2:00 to 2:30 p.m. on WOR. What Martha Deane and the subtle George can do to people is typified by what Mr. Sullivan reports they've done to him. Multiply this case by hundreds of thousands and you'll have a pretty good idea why Martha Deane jumped the sales of the O'Cedar Co. 200%, and added 33 wholesalers and 800 dealers in 7 weeks. We could even tell you what Martha Deane did for Savarin Coffee, and . . .

But read these remarkable stories yourself in a bright new booklet called, "Meet MARTHA DEANE." It's free. But there aren't many copies, so please write, wire, or phone (PE 6-8600) quick! Our address is

WOR

—that power-full station at 1440 Broadway, in New York
NEW school year opens, and again WLS renews its series of "School Time" programs for the classrooms of Chicago and the Mid-West. Founded in 1937, WLS "School Time" is broadcast five days weekly under the supervision of Harriet Hester. Last year this program was listened to in 24,529 classrooms by 870,000 pupils.

Constructive planning, intimate first-hand knowledge assure "School Time" of meeting the specific educational interests of the territory served. Each school day "School Time" presents a new and interesting subject in a manner beyond the facilities of the average school, and of definite educational value. The result of this effort is reflected in respect and approval of educators the country over. "School Time" is but one part of the WLS Educational Service, another reason why WLS is "one of the family" in Mid-West America.
By the same token, New England radio coverage isn't made with one station. Like a deep dish pie, you can only get "flavor" and perfection by a thorough job — with the "ingredients" and with the "baking."

Advertisers with a sound product have found that Yankee Network community stations are the deep dishes and the apples that bake the pie of profits.

Yankee Network's 20 stations are "homey," neighborly, as welcome when they call as the folks next door. They've won this place in the hearts of home people by deserving it.

This is one of the important advantages to consider before you make radio commitments. Facts are more reliable guides than theoretical might-be's. Yankee Network's coverage and acceptance are long established facts. Use them to make your New England radio investment pay dividends.
GREED:
Avaricious, covetous, eager desire for wealth. (Webst). That emotion felt by advertisers who see what KFAB is doing for other advertisers.

GLEE:
Bliss, joy, gladness, pleasure and satisfaction (Webst). That emotion felt by advertisers who are now using KFAB to tap one of the greatest farm incomes in the history of the middlewest.

GLOOM:
Melancholy, downcast, dismal (Webst). That emotion which you will experience, if you don't hurry up and grab some time on KFAB, to reach the farm men and women throughout Nebraska and her neighboring states.

GREENBACKS:
U. S. legal tender note, first issued in 1862. (Webst). Still going strong in 1942. Popular with everybody. Plenty of 'em in this great agricultural region. To do a thorough job of collecting them for the products you sell, remember that you need KFAB.

Prim-aryReader for Time Buy-ers

DON SEARLE, GENERAL MANAGER
ED PETRY & CO., INC., NAT'L REP'R

PAGE 4 • OCTOBER 5, 1942

B R O A D C A S T I N G
The Weekly Newsmagazine of Radio
Broadcast Advertising

VOL. 24 • NO. 14 OCTOBER 5, 1942

CONTENTS
Spot to Reach All-Time High .......................... 7
Enlisted Men Prefer Music, News, Comedy .......... 8
Effort to Prevent Industry Split Started .......... 9
OWI Channels Federal War Programs ............... 10
Kay Kyser Denies Criticizing Radio ............... 10
How to Wage War on the Shortwave Front ........ 12
Runyon to Accept Navy Commission ............... 14
FCC Legal Staff Changes; Taylor to Army .......... 16
Cigarette Firms Answer FTC Charges .............. 18
Dr. Lyon's Claims Hit by FTC Order ............... 18
Rev. J. S. Thomson Named CBC Head .............. 51
Army Publicity Staff Realigned ................... 53
Advertising Cost Deduction Clarified ............. 54
Shortwave Activity of OWI Expanded ............... 55
Exemption Asked From Premium Pay ............... 57
WQAM Ordered to Keep Employee ................. 57
CAB Adds Coincidental Survey ..................... 60
Associated Oil Football on 74 .................... 61
BWC to Classify Positions .......................... 62
XEAW Ordered Off 1010 kc. by Mexico ............. 65
Senate Probers Plan Petrillo Inquiry .............. 66

DEPARTMENTS
Agencies ........................................ 47 Meet the Ladies ................. 45
Behind the Mike ................................ 38 Network Accounts .......... 62
Classified Advertisements ....................... 64 Personal Notes ............... 37
Control ....................................... 56 Radio Advertisers .......... 49
Editorials ....................................... 36 Station Accounts .......... 48
FCC Actions ................................... 62 We Pay Respects .......... 37
Hix Cartoon ................................... 62

Subscription $5.00 a Year • Canadian and Foreign, $6.00
Published every Monday, 53rd issue (Yearbook Number) Published in February

New HIGHS in TAMPA

BANK CLEARINGS up 100% IN 5 YEARS (month of August)

WFLA

John Blair & Co., National Representative
Throughout the world, wherever the iron heel of despotism has attempted to stamp out freedom, whatever hope remains is kept alive by American radio—the freest radio broadcasting system in the world. “Hold on—we’re coming” is the message of the air waves. “Soon you will be free again.”

Free American radio is playing its part in the national war effort, not only in inspiring those who listen fearfully and hopefully abroad but also those who can twirl the dials to their hearts content wherever and whenever they please at home. Constantly, American broadcasters are seeking and finding new fields of usefulness.

Broadcasting in the public interest has ever been the keynote of the operation of WWJ—The Detroit News. Today, after ten months of active war, the facilities of WWJ are available and are being used to further every phase of the war effort at Detroit — The Arsenal of Democracy.
SEVERAL months ago Jack Ross, Sonovox Production Director, created an idea which is a perfect natural for almost any kind of consumer product appealing to kids.

The secret of the value of this idea is very simple. It is a voice which all kids simply must try to imitate—but never quite achieve—because it is not a human voice. If you're the lucky sponsor who uses this idea the result must be that every child in America will become a miniature broadcasting station—trying to imitate Little Joyce-with-the-peculiar-voice, and singing your commercial announcements.

We were sure that would happen—but we have been wrong—so we set out to prove it. We worked up the idea, cut some transcriptions, and ran an actual radio test for a real product in one good typical market. The object—to prove that kids would take up Little Joyce and try to imitate that peculiar voice.

Rochester, Minnesota, was chosen as a good test market. A popular priced orange drink was selected as the product to be featured. A 33-day spot-radio campaign consisting of 160 announcements was contracted for using Station KROC, a 250-watt outlet on 1390 kilocycles. One-half of these spots were one-minute transcribed announcements featuring Sonovox’s Little Joyce-with-the-peculiar-voice. The other half were 30 seconds of Little Joyce, and 30 seconds of a local announcer giving details of a "Little Joyce Contest" in which small prizes were given for the best imitation of Little Joyce's peculiar voice. (The contest is not offered as part of the basic idea for a national advertiser. It was included in the test merely to speed up the natural reaction in order to find the answer quickly.)

RESULTS OF THE ROCHESTER TEST: Kids all over town went practically crazy, trying to imitate Little Joyce. They started buying the orange drink like mad. After only four weeks, sales were 31% ahead of the same period in record-breaking 1941—and advertising costs had been cut almost exactly in half!

That's the tested Sonovox idea which is now available to some good national advertiser who will put it on in a big way. The idea is all worked out. It's an opportunity worth a telephone call. Any of the offices listed below will be glad to give you all the facts about the Rochester test, and arrange for an audition of the records themselves. How about telephoning now?
Spot to Reach All-Time High This Year

Last Quarter Prospects Are Good With Few Signs of Let-Up Apparent

SPOT BROADCASTING, entering the final quarter of 1942, is about to set an all-time high.

During the past nine months spot placements have run ahead of any similar period in the history of broadcasting. Business already on the books for the last three months of 1942 will carry this form of rendition into records levels.

What about 1943?

That’s a tough one to figure at this moment because of uncertainty brought about by the war.

However, many wartime factors, such as a return to the fireside—as a result of transportation difficulties—will lead inevitably to additional radio listening.

Better Than 1942

Actually the war has interfered only slightly with broadcast business. Automobile gasoline and radio set accounts naturally have felt the impact of priorities and rationing. On the other hand, proprietaries, soap, cigarettes and cosmetics have far more than offset any declines in other lines of broadcast advertising. A similar situation is noted in food lines. Tea and coffee, affected by war shortages, are not buying as much air time but changes in packaging of other foods have easily absorbed this decline.

In New York the first nine months of 1942 have been better than one year ago and the next three months should equal or pass the 1942 level. The Petrillo ban on recording has caused some cancellation of transcription business placed out of New York but this problem has not yet been serious. It may become a more important factor in the near future. New York circles voice fear that long-impending restrictions on cross-hauling of merchandise will be imposed after the November elections with possible effects on advertising. A considerable turnover in accounts is noted in that area but the total business remains above that in 1941.

Chicago Gains

A small but healthy increase over last year is noted in Chicago spot placements. A temporary lull has been noted in the past few weeks but the 1942 year-end total will still run well above last year. Especially strong in Chicago placements are the proprietary accounts, with intensified use of spot radio to cover small urban and rural areas.

As in other parts of the country, Chicago proprietary firms and their agencies anticipate greater per capita consumption of their products because of the curtailment of medical services due to the war and the possible increase in colds due to inadequate heating.

Farm products are at a high point in Chicago, particularly feeds, poultry and livestock remedies. Direct mail also is unusually strong this season. One company, Sterling Insurance, will spend over $300,000 on 79 stations selling family group life insurance by mail. Increased advertising for meat substitutes such as macaroni and cheese is foreseen as a result of the impending curtailment of meat consumption. Dehydrated products and other forms of package foods are expected to buy more time.

Coast Situation

On the West Coast a hint of pessimism is noted in Los Angeles, normally a haven of optimists. Pacific Coasters are nervous about impending gas rationing but industry observers point out that broadcast business is doing nicely in the East after many months of gasoline rationing. Anyway, spot is good on the Coast and last quarter business is encouraging.

Coast leaders are direct mail, life insurance, household cleansers, cosmetics, vitamins, magazines, food, proprietaries, religious and beverages.

In Detroit the lack of automobile time adds a touch of gloom to an otherwise bright region. This market is enjoying one of the wildest of the wartime booms. Retail time is at a record level and many institutional campaigns are aimed at the countless thousands new to the area.

In Canada spot business shows no letup. However, it has leveled off this year to a point approximating that attained one year ago. More Government advertising is boosting broadcast sales in the Dominion.

The round-up of spot prospects follows:

NEW YORK

By BRUCE ROBERTSON

SPOT RADIO billings during the first nine months of 1942 have been better than the same period of 1941, which was an all-time high year for spot. The next three months will probably equal and possibly surpass the final quarter of last year. After that, it’s anybody’s guess and in New York neither the buyers nor the sellers of spot radio were willing to hazard that guess.

By and large, the station representatives were “optimistic, with reservations”, a phrase used by one of them and applicable to the score of representatives interviewed. Some were extremely enthusiastic; others more cautious, but they all agreed that as yet the war has not cut into the total spot billing to any great extent. Individual accounts have been affected and so have individual stations, but the overall picture is pretty much the same and pretty good, as viewed by the reps.

Effect of Recording Ban

A wider diversity of opinions came from the agency timebuyers, who naturally reflected the status of the particular accounts handled by their agencies. Proprietary products are booming; radio set advertising is practically non-existent; both situations are direct results of the war. Soap, cigarette and cosmetic advertising, in contrast, are typical of many categories of products whose spot radio advertising continues this fall about as it did in pre-war times.

The Petrillo ban on recordings has caused the cancellation of some programs, chiefly transcriptions of network shows which were used to supplement or bolster up network coverage. Other transcription campaigns are continuing while their recordings last, but may be halted if the AFM prohibition stays in effect much longer.

On many of the campaigns, in which the use of music is incidental, have substituted sound effects or such instruments as the harmonica which are not recognized as musical instruments by the union, or have dropped the music altogether. As yet the overall effect of this ban has not been serious, but there was some fear that in the long run it might be.

After the Elections

Looking ahead, some executives said that after the November elections Congress may be expected to lay down wartime restrictions on manufacturing, long-distance hauling of merchandise, etc., which may have a depressing effect on all advertising, including spot radio. But for each expression of this nature, there was a counter one to the effect that the extension of the gasoline rationing throughout the whole country and the probable increase in dimouts and blackouts will keep more people at home and create more listening, which in turn will make radio an even more valuable medium than it is today and attract more than enough new advertisers to offset any loss of present clients.

Big turnover in accounts were reported by a number of station representatives, especially in reference to individual stations. One large station was reported as having a larger dollar volume this year than last, but that this was due to new business and increased expenditures by some old advertisers, since 60% of the station’s clients are no longer using its facilities.

The sales manager of another major station said that it takes three sales this year to equal one last, with advertisers generally buying smaller units of time and

(Continued on page 20)
Army Survey Finds Program Habits Of Soldiers

Since most of the listening is in barracks, ownership of a private radio determines the amount of listening to a considerable extent. One out of six owns a radio and 80% of these men listen to the radio on a typical day, as compared with about half of the non-radio-owners. (A third of the private radios owned are operated by batteries.)

What They Like and Dislike

Favorite types of programs, in order of popularity, are dance music, news, comedy, sports programs, variety, swing music, radio plays, old familiar music, and quiz programs.

Types of programs liked least are serial dramas, classical music, and hillbilly and western music.

Marked differences in preference are shown, depending on the educational level of the men and on the size of their home community.

40% of the men said there were certain programs they would like to hear but could not hear conveniently. Reasons given, in order, were "no radio convenient for me," "programs come at the wrong hour," and "radio have trouble getting the stations carrying these programs." 21% said they listened, at some time between 11:30 and 2:30; 46% at some time in the evening after 5:30. (These, of course, do not add to 100% since some men listened during two or three of these periods whereas other men did not listen at all.)

The listening peak on a typical weekday morning was from 6:15 to 7, at midday from 12:15 to 12:45, in the evening from 7 to 8:30, (in terms of local time).

More men listened on Thursday than on any other weekday between Monday and Friday; 26% listened Thursday morning, 29% at midday, and 52% in the evening. Differences between other weekdays were slight. On Sunday morning, fewer men (about 17%) listened to the radio than on other mornings; otherwise Sunday differed little from weekdays.

Favorite listening hours differed only slightly by time zones (Eastern, Central, Mountain, and Pacific), being governed primarily by camp schedule.

Most radio listening is done in the barracks. In the morning 96% of the listening hours are in the barracks, at midday 88%, in the evening 79%.

"Series" on BBC

SOLDIERS in Great Britain and Northern Ireland are hearing news of the World Series on standard wavelength broadcasts and carried to London on a beamed telephone circuit, through the cooperation of the British Broadcasting Corp. which has cancelled peak hour programs on its domestic network to provide for the broadcasts. With the approval of the War Dept., the Office of War Information and Judge Landis, baseball commissioner, Don Dunphy describes the high spots of each game as transmitted by guest commentators.

Curtiss Renews

CURTISS CANDY Co., Chicago (Carleton fruit beverages), has renewed for 13 weeks its schedule of 100 word announcements on present schedule of 19 Midwest stations [BROADCASTING, Aug. 3]. Product which is sold only in half-gallon containers is distributed in nine Midwestern States. Agency is C. L. Miller Co. Chicago.
Effort to Prevent Industry Split Started

Delay Until NAB Board Session Is Sought

By SOL TAISHOFF

LAST DITCH efforts to prevent a new rift in the broadcasting industry through formation of a trade association competitive with the NAB are being made by a number of industry leaders who see only grief in an open fight during these critical times.

Although formation of the American Broadcasters Assn. as a full-scale trade organization already has been announced by a group of broadcasters prominently identified with the leadership of the Broadcasters Victory Council, strong moves are under way to convince this group that it should withhold organization plans and staff appointments until the NAB board meets again in Chicago Oct. 13. A reconciliation, which envisions retention of a single trade association, is the goal.

Subordinate Groups

It was after the NAB board, at its meeting in Chicago Sept. 24-25, had failed to consider or proffer a project to BVC for restoration of a single trade group that the plan to form ABA was announced.

The NAB board, on the other hand, informally had been advised, it is reported, that the proposed basis for settlement—creation of a War Emergency Committee within the NAB—had been lowered upon by some members of BVC because it contemplated termination of subordinate trade groups representing industry segments, such as a National Independent Broadcasters, Network Affiliates Inc., and Clear Channel Broadcasting Service, each of which now is part of the BVC war-committee coalition.

Assurances have not yet come from the new ABA group that it is disposed to await the Chicago session of the NAB board. John Shepard 3d, chairman of BVC and temporary head of the projected ABA, has stated that commitments already made may jell before the mid-October session.

But there is another segment of the situation which the tempo of the times calls for altered operations, stripped to the bone and geared to meet wartime requirements. This group is represented as feeling that changes should be made, irrespective of contract commitments or other considerations, and that the entire industry should be solidified toward the war effort by 1945.

Following its Sept. 24-25 meeting, the NAB board itself by petition called for a new meeting on Oct. 14 in Chicago. It concluded that there are a number of representatives already had left town, it could not formally act on reorganization proposals. The majority sentiment, on test vote of those present, indicated support for reorganization and personnel changes.

Court Conflict

The meeting will be held Oct. 13 instead of Oct. 14. The Federal District Court in Chicago heard arguments Monday, Oct. 12, on the Dept. of Justice plea for a temporary injunction against the American Federation of Musicians, on the Petrillo transcription-recording ban. Most members of the board plan to be present. Rather than have them lay over for two days, President Miller has suggested that the meeting be held on Tuesday.

Identified with the formation of the new ABA, in addition to Mr. Merle Martin, agreement of the Yankee Network, are eight well-known broadcasters, several NAB members. The founders are Walter J. Damm, WTMJ, Milwaukee, former NAB president; James D. House, WLW-WSAI, Cincinnati; Eugene Pulliam, WIRE, Indianapolis, president of Network Affiliates Inc.; George B. Storer, president of the Fort Industry Co. stations, and president of National Independent Broadcasters; Harry Bannister, manager of WWJ, Detroit; R. B. Craney, Z-Bar network in Montana and KXL, Portland; O. L. (Ted) Taylor, president of the Taylor-Howe-Snowden stations in Tacoma, and George Hubbard, KSTP, St. Paul. Mr. Taylor, an NAB board member, resigned on Sept. 24, because of dissatisfaction over its failure to act. He is also executive secretary of BVC.

In the announcement of formation of ABA, its founders said a paid president and two other paid executives would be retained, with these representatives to work in Washington. No clue was given as to these selections. In the past, and since the outbreak of the controversy over the NAB leadership, emphasis has been placed upon retention of a "practical broadcaster" to head the industry's trade association.

Congress Cigar Spots

CONGRESS CIGAR Co., Newark (La Palina cigars), has placed a varied schedule of quarter-hour thrice-weekly sports programs and continuing transcribed announcements 25 to 42 times a week on stations in the following nine markets: Buffalo, Columbus, Toledo, New Haven, Indianapolis, Chicago, Milwaukee and St. Louis. Agency is Schwimmer & Scott Chicago.

YOUNGEST OPERATOR? Well, not yet but Francis Jacob III has an eye on control room job held by daddy, Francis Jacob II, at WWL, New Orleans. The old man, who is just in his thirties, says he didn't have to show the boy a thing. "Right now he's ready to take over," he declares.

Broadcasting — Broadcast Advertising

October 5, 1942 • Page 9
Lewis Sees Increase in Efficiency Under New Setup

REGULATIONS which became effective Oct. 1, requiring the channeling of all Government programs through the Office of War Information, represent an important step in the coordination of American radio with the war effort, William B. Lewis, chief of the Radio Bureau of OWI, told the nation's broadcasters last Friday in a telegram. The misprinted address which was delivered twice—at 12:45 p.m. over NBC and Mutual, and again at 4:15 p.m. over CBS and the BLUE.

In his informal chat Mr. Lewis explained the whys and wherefores of the detailed order, issued Sept. 10 by Elmer Davis, OWI Director. He detailed how it would affect each station.

War Demands

The regulation (No. 2), he said, was necessitated because of increased demands upon radio for use of its facilities in the war effort. Increased war news and mounting number of war messages, general duplication and overlapping demanded that something be done.

The only answer was “some kind of super traffic cop to see that available radio time is used wisely—in accordance with the relative importance in disseminating war messages and problems—seeking to make sure that none of them receive more or less emphasis than they deserve.”

The new regulation is in no way a new type of “censorship” putting bars between local broadcasters and patriotic groups and Government agencies, Mr. Lewis asserted. The cordial cooperation of different war agencies and OWI have existed must continue if the broadcasting industry is to keep doing its job for the war effort, he asserted. Regulation No. 2 is aimed “to provide an adequate balanced treatment of all war information programs. It enables us to be sure that such programs conform with war information policy and are factually correct.”

Describing the scope of the regulations, Mr. Lewis said they break down into two main parts. The first, national, in scope, deals with clearance by OWI of all programs, either in existence or proposed, including scripts, spot announcements, transcriptions and other radio material sent out by the national headquarters of Government agencies. It also covers ideas originating with field offices of Government agencies for transmission on Government network programs, which likewise must be cleared through OWI headquarters.

The first three sections of Regulation No. 2 pointed out cover the broad national field and do not pertain to the local independent station. The effect on the network station will mean a better balance of war information on network programs. To non-network stations, it means a better balance of war material shipped directly from the Washington headquarters of various Government agencies.

Describing a Government agency as any group that takes orders from Washington and which is directly connected with Government war work, Mr. Lewis said it includes the armed services and all the special alphabet that have been established by Presidential order, in addition to the regular old-line agencies.

The term “Government agency” does not include local civic council, PTA, or any other such groups. Similarly, the local and state civilian defense councils are not classed as a branch of the regular Government agency since they are not directly controlled by the Office of Civilian Defense. While their program activities won’t come under the regulation of No. 2, Mr. Lewis said he presumed that stations were giving them all the support they could.

Almost all Government agencies maintain field offices throughout the country, and originate a certain amount of local radio activity, said Mr. Lewis. Calling these offices important, he said OWI did not want to see those relations disturbed and desired to have stations work just as closely as ever with all Government field representatives.

Under the new procedure, he said, the nearest OWI field office will be consulted by local representatives of other Government agencies. He asked broadcasters to establish a relationship with their nearest OWI office, or one of 12 regional offices, he said, OWI shortly will have a representative who has practical radio experience. He will keep in constant touch with all of the wartime radio area and will receive regular directives from Washington on actual problems which the Government feels must the attention at a given time.

Clearing House

Alluding to confusion which has existed over clearance of Government programs, Mr. Lewis asserted that Regulation No. 2 means that all Government agencies have now agreed to funnel their radio activities through OWI as the central clearing house. He urged broadcasters to get together with representatives and the OWI field men for the same sort of cooperation.

The job is not easy and it hasn’t been perfected, Mr. Lewis said. He urged broadcasters to furnish the OWI branch office nearest him with the answers to a questionnaire already sent out.

Shortly after publication of Regulation No. 2 last month, Mr. Lewis said the mistaken impression developed among some local stations that the whole move was a chance to “rid themselves of many Government programs they have been carrying locally.” Others dropped negotiations with Government field men for new programs, declaring they must await further clarification of the regulations. Moreover, he said his office had been swamped during the last few weeks with inquiries from station managers about specific cases that require individual interpretations of the regulation.

No Disruption

“To all of these, we want to give you one general answer at this time,” he said. “Just keep right on, doing the same as you have been doing before. It is not the intention of Regulation No. 2, for example, to disrupt the 650 local radio shows that stations, with Army cooperation, are now producing, and which have been accomplishing obviously splendid results.

The regulation is aimed at Gov-

(Continued on page 58)
Where do they eat the CANDY BARS in Chicago?

Those of us who have clean cuffs may occasionally buy a candy bar, and even munch it publicly. But out in the mills and factories and shops of the “Calumet Corner”, Joe W. Citizen averages about two candy bars every day, just as an extra dividend between meals!

Whatever you make or sell, Joe is your one best prospect for business. He is America’s new wealthy. He makes considerably more dough than most “white collar men”, and has lots more left over at the end of the month. And he spends more time at the radio than at dinner parties.

Joe W. Citizen is the man we’re after, here at WJWC. Our transmitter is located practically in his backyard, out in Hammond (the hub of Chicago’s massive industrial area). WJWC is beamed to his mind as well as to the neighborhood in which he lives. We talk his language, even to the extent of the “local gossip” out in the Nation’s greatest heavy industrial center.

Let us send you all the facts about WJWC—the new Chicago radio operation that is making history in the heart of one of the world’s greatest working-man sections. Get the facts—that’s all we ask!

WJWC

HAMMOND-CHICAGO

Supercharged Coverage of Chicago’s New Wealth—the Working People!

General Offices: 165 N. Michigan Avenue, Chicago
John W. Clarke, President  -  William R. Cline, Manager

FREE & PETERS, INC.,
Exclusive National Representatives

BROADCASTING • Broadcast Advertising  October 5, 1942 • Page 11
How to Wage War on the Shortwave Front

Europeans Deeply Moved by U. S. Programs

By MARTIN CODEL

LONDON—America's radio voice, though still technically feeble and uncertain of reception on this side of the Atlantic, carries more weight and conviction with the people of conquered Europe who risk their lives to listen than with any other country, Britain included.

Both certainly are more eagerly heeded than that of the Nazis despite the ability of their Goebel's radio minions to outshout and frequently jam them by reason of the invader's control of nearly all radio facilities on the Continent.

Lacks Planning

But the trouble with our American radio effort, which like that of the British is quite properly based on absolute integrity of the news, good or bad, is that it lacks planning and as yet is not adequately coordinated with the well-gearred radio machinery our British allies are operating as a recognized vital weapon of psychological warfare.

That machinery is available for America's voice, too, but our officialdom seems to be in a state of confusion about its technical features, let alone uncertainty about our own shortwave setup.

From firsthand observation of BBC's European service the conclusions are inescapable that:

1. Our shortwave broadcasts beamed to Europe thus far have been reasonably good in content but helterskelter in their aim at the target, missing it more often than not.
2. Our OWI, with its plenitude of brains for planning the strategy of psychological warfare, needs someone like Tam Craven, who thoroughly knows the technical side of international radio and at the same time is fully appreciative of the political ramifications. He is Assistant Elmer Davis and Robert E. Sherwood in coordinating the planning and directives (now centered in Washington) with operations (now handled in New York) and linking our radio efforts with the British.
3. The sooner the Craven-Sherwood-Francisco project for more powerful shortwave transmitters is put into effect, the better we can do our part in preparing submerged peoples of Europe for eventual invasion by United Nations forces and their liberation.

However, all planning must consider more effective and immediate use of the battery of shortwave transmitters we already have. They must be linked into one or two great networks, broadcasting one or two programs simultaneously in many languages on a multiplicity of wavelengths to insure reasonable regularity of reception and greater certainty of listenerhip.

Our shortwave programs should not be individually autonomous, as now. It matters little whether they put out is prepared by the Government or by one big private program agency so long as there is centralized direction under a specific policy.

Time Is Vital

Whatever is broadcast from America is regarded as official—the voice indeed of the American Government.

That's so now, and it will always be so whether the station heard by clandestine listeners carries call letters of New York or Schenectady or Boston or Cincinnati.

A private versus public ownership of our shortwave system isn't the problem any more. Getting our American news commentaries and messages over to peoples of Europe is the big problem and, once the plan is laid down, it must have the wholehearted support of all licensees.

Time is of the essence. We have talent, both at OWI and at the privately licensed stations, and the British have machinery into which we can immediately tie.

This is not to say that steps have not already been taken to do the job, but lack of centralized planning and operation are glaring as seen from this vintage point. As things stand now, more than a dozen American transmitters are sending out their own programs more or less independent of one another.

Some of the programs are well conceived for reception at the right hours by the right language group, many more mere shots in the dark, and a few have been downright stupid in execution. It is far more important that one or two programs shall be heard at the right times by the right people on a choice of many wavelengths than that individual stations shall satisfy themselves—often only themselves—that they've broadcast a particular hot feature.

It is recognized in highest circles here that America's voice giving the news and its interpretations, especially of American war efforts—whether heard in English, French, German, or other European languages—packs the biggest punch.

Nazis Worried

Otherwise why should Nazi radio-commentators spend so much time and so vehement in replying to any attacking such able American shortwave commentators as the Christian Science Monitor's Volney Hurd, who on WRUL is one of the most clearly heard voices in Central Europe?

The basic reason why America's voice is so important is simple to discern. Many conquered Europeans, even some of those hopeful of Allied victory, who wave their hands in welcome at RAF-Yankee invasion planes, dislike and distrust the British. Though British broadcasts are utterly honest, they place more credence on what America says and are deeply impressed and encouraged when they hear firsthand reports direct from us about our ship-plane-tank output or even our remarkable speed in completing the Alaskan Highway. Americans are still wonder workers to them. And they don't dislike us, knowing in their hearts our participation in this war has not been aimed merely at breaking the yoke of Nazi domination.

Therefore we must pump our language broadcasts into Europe on as many wavelengths as possible. More reports from the vast experience of the British, if not our own, that they can be heard, just as BBC European service broadcasts are heard, regularly and dearly by people who are willing to risk their necks to hear them.

But our shortwave system is only part of the machinery available to us. BBC's European service operates not only on multiple shortwaves but also simultaneously on one longwave and on a substantial group of medium waves for which they have thought through trial and error can be heard in Continental Europe despite some success the Germans are achieving in jamming medium waves. So important is this service regarded here that domestic broadcasting often is sacrificed for European.

Two Hookups

For example, every evening at 6:30, one of the best times of the day for home audience, listeners to BBC's so-called Home Service, will be put to the test against a group of broadcast messages planned for medium waves. A few have been heard in Norwegian. Now there are not more home listeners here than in America who understand Norwegian, but the wavelengths happen to be best suited to that particular time for listening in Norway so the home audience is sacrificed as a war expedient.

BBC European service consists of two networks called Blue and Yellow, each utilizing a given group of long, standard and shortwaves. Together, according to times best suited for the particular language group listening, they broadcast 32 hours per day in 24 different languages. In the wee hours of the morning they end their broadcast day by repeating news in Morse code slowly enough so that the greenest amateur can take it down. The underground movement and its outlaw newspapers, I'm told, depend very largely on these Morse transmissions—and Morse is very hard to jam.

Then the broadcast day begins again at dawn, with bulletins up to 8 a.m., so peasants and factory workers can get the fresh news.

OWI uses this system for broadcasts in German and French.

(Continued on page 48)
Here's the spot for a Sales Offensive. Tennessee's cash farm income is up 42% over 1941, and Nashville is the heart of Tennessee's richest farming area. Manufacturing, led by war industries, is setting new all-time highs. Business is on a general boom.

Ready to deliver your advertising message to this rich market is WSIX, now 5,000 watts (day and night) on 980 kilocycles. Here's a powerful sales force at your command, covering a market of over 1,250,000 people within this station's 0.1-mv contour. For availabilities, write or wire this station or

SPOT SALES, INC., National Representatives
Rigid Inventory Requirements Imposed by New WPB Order

Maintenance and Repair Parts Are Covered in Action; Transmitter Tubes Are Restricted

Rigid inventory requirements will be in effect for all radio stations as a result of P-133, covering maintenance and repair parts for communications including radio communication, sound recording and radio direction finding, scheduled to be issued Monday by the War Production Board. The new order will replace P-129 which expired Sept. 30 and provides an A-1-1 rating to obtain equipment instead of the former A-3 based upon dollar volume inventory restrictions.

Transmitter tube purchases are sharply restricted. No station may obtain priority for a needed tube of 25 watts or more unless the tube returned to the manufacturer; this is not in effect where the tube is to be repaired. Nor may a station employ its priority rating to replace in inventory more than one spare tube for each active tube socket.

This measure is intended to assure uniform maintenance of all stations instead of allowing a few stations to pile up tubes in anticipation of use while others are unable to be sure of continued operation.

Spurt Parts

Another restriction on inventory and use provides that a rating may not be used to replace spare parts in inventory except in such cases as equipment already exhausted or deteriorated, or subject to frequent failure; or in such cases where the existing replacement part is so “unique” as to represent a threat to continued operation in case of failure.

Furthermore the obtaining rating under the order cannot be used to increase a station’s repair parts inventory, other than tubes, above value of the inventory on Friday, when the order took effect. No station may also replace in inventory a new part when repair is possible with use of less raw material. Another important regulation involves the fact that equipment which has been a member of the inventory requirements has been operated within the specifications established by the manufacturer.

Through the order, a radio station may obtain the needed rating which is in turn applied by any supplier in meeting the order. This enables suppliers to obtain needed ratings as a means which will be offered in the production of equipment for operating supplies.

Processing of priority requests will be speeded up in the future since responsibility for approval in the hands of industry branches as a result of a directive last week by J. A. Krug, deputy director general for priorities control. The directive recognizes that Mr. Krug’s bureau eliminating the specialist attached to the priorities control bureau; instead each industry branch will designate one of its own staff as a priority officer.

Mefford Runyon, CBS Vice-President Resigns to Accept Commission in Navy

THE FOURTH corporate officer to enter the armed services, Mefford R. Runyon, vice-president and director of CBS, resigned last week following his swearing in as a lieutenant (j.g.) among Herbeders in the United States Naval Reserve.

Com. Runyon leaves for active service this week and expects to be assigned to some branch of communications, headquarters in Washington. He has been ordered to Noroton Naval Training School for his indoctrination course.

Com. Runyon follows into the service LT. Com. Harry C. Butcher, former Washington vice-president of CBS, who initially was assigned as administrative officer in the office of the Director of Naval Communications, but who subsequently was transferred to London as personal aide to Lt. Gen. Dwight Eisenhower, commanding general of U. S. armed forces in Europe.

Com. Runyon’s precise duties have not been announced, but it is expected that he will report to the rear as vacated by Com. Butcher.

A vice-president of CBS for the past six years and a director since 1937, Comdr. Runyon joined CBS in 1925 as an engineer in the accounting department of Price, Waterhouse & Co., public accountants, before joining CBS. His promotion was rapid, beginning in the fiscal department. At the time of his resignation he was vice-president in charge of station operations. His duties included supervision of W. V. Akergen, vice-president in charge of station relations; Dr. Frank N. Stanton, newly elected vice-president and formerly the network’s research director, and Joseph H. Ream, CBS secretary and its former chief counsel. Mr. Ream will assume the station relations functions and Dr. Stanton those covering M&D stations.

Other CBS vice-presidents now in service, aside from Com. Runyon, are Lt. Col. Curtis Mitchell, who leads the Army Bureau of Broadcasting as chief of the Radio Bureau of OWI. Some 400 CBS employees have entered the service, either in a military capacity or in civilian Government work.

Com. Runyon served overseas as a sergeant, first class, in the Army during World War I. He is a graduate of Brown University. He has been a member of the Masonic Lodge, Kappa. He expects to take up residence with his wife and two boys at Belle Haven, Alexandria, Va.

FDR TOUR SILENCE PRAISED BY PRICE

TRIBUTE TO THE nation’s press and radio, as maintained a two-week period on President Roosevelt’s transcontinental trip was expressed last Thursday by Charles E. Price, Assistant Director of Censorship. He said in part:

For two solid weeks every newspaper, radio station, magazine and every periodical in the United States kept a secret the news of the President’s trip and news of the events surrounding it which would ordinarily be big news as soon as it happened. But the only news that was released was the safety of the Commander-in-Chief and the work that his assistants did. As they did so, they contributed to it—a consideration which was called to their attention by the voluntary radio and press code.

The American press and broadcasters have never before made such a sacrifice of their own operations but it was made because their code provides striking proof of the workability of voluntary censorship which must rest on the patriotism of press and broadcasting agencies.

Col. Mitchell Transferred

LT. COL. CURTIS MITCHELL, former editor in chief of Movie & Television World, has been transferred to the Signal Pictorial Section of the Pictorial Branch, Office of the Chief Signal Officer, War Department. He has served for the last year and a half as chief of the Intelligence & Analysis Branch Public Relations section, but temporarily has been detached for special duty in connection with Army Emergency Relief. Both Army and Navy relief operations have been shut down temporarily, because inadequate funds are in hand.

GROVE SPOTS TIED TO CARDS’ PENNANT

SPEED and flexibility of radio was demonstrated last week by Grove Labs, St. Louis through the agency, Russel M. Seeda Co., Chicago. When the St. Louis Cards who have been converting their Giant Daily Vitamins since early spring training clinched the National League pennant in a thrilling World Series victory over the Chicago Cubs, Grove immediately must of its spot schedules a week earlier than announced. With the Cards winning five games in a few hours they had testimonial copy on the station.

Late last week the testimonial copy was incorporated in a total of 700 announcements and programs as well as announcements on over-day Revelle Readout sponsored by the company on 90 NBC stations. On Oct. 5 Grove starts a new five-minute transcribed program, Songs of the Allies on 30 stations two to six times a week in a dramatic tribute to the Allied Nations. Songs of 33 countries are sung by a mixed choral group of six voices, featuring the late Larry Groce. Placement of these programs will bring the total number of stations carrying Grove’s schedule of newscasts, programs, and announcements for Bromo Quinine and Daily Vitamins to over 100.

Harvester Drive

INTERNATIONAL Harvester Co., Chicago, engaged entirely in war production, is breaking with a short but extensive institutional spot announcements campaign. Long absent from radio, company is placing a total of 26 one-minute live announcements over 13 stations starting Oct. 5. Agency is Aubrey, Moore & Wallace, Chicago.
DOLLARS... or shackles! BONDS... or bondage!

American patriots shell-out for shells... repeat and repeat again. Dollars and dimes for bonds and stamps in a boiling, rushing torrent. But it isn't enough. It's never enough. Insatiable Mars calls for more, and still more, and more on top of that.

What price victory? No lover of freedom questions the cost. But the tempo of bond-buying must be stepped-up until it reaches a sustained hum, like a dynamo.

Westinghouse Radio Stations have thrown the full weight of their sales-power behind the bond drive. Not merely a routine mention over the air, but a driving, continuing, two-fisted campaign to sell bonds. Not merely pledges to buy, but cash on the line.

WOWO in Fort Wayne, KDKA in Pittsburgh, WBZ in Boston, and KYW in Philadelphia, each in its own way, have carried the bond campaign to the people, in personal contact. Through sidewalk booths. Through entertainment caravans which canvass the widespread territories served by Westinghouse stations. Through planned bond-rallies in cooperation with local banks. The results have exceeded our hopes, thanks to the responsiveness of an aroused public.

Westinghouse has a profound conviction that time is short... that it's dollars now or defeat later. We are determined to help wherever we can in the only thing that matters today, the winning of the war.
Telford Taylor Leaves FCC To Accept Majority in Army

Denny Acting G. C.; Hilmer to BEW; Rosel Hyde Acting Successor; Ralph L. Walker in Army

APPOINTMENT of FCC General Counsel Telford Taylor to the Army, with rank of major, was announced last week, along with several other important shifts in top legal personnel of the FCC.

Maj. Taylor was sworn in last Thursday and was ordered to report for duty Oct. 5 at War Dept. headquarters. His precise assignment was not disclosed. Charles R. Denny Jr., senior assistant general counsel in charge of litigation and administration, was named acting general counsel.

Simultaneously, other important changes in the Broadcast Section of the Law Dept. were effected, including the transfer of Assistant General Counsel Lucien A. Hilmer to the Board of Economic Warfare and appointment of Rosel H. Hyde, veteran FCC attorney, as acting assistant general counsel. Ralph L. Walker, veteran principal attorney was called to active Army duty as a Major in Signal Corps communications.

Quick Action

The FCC is expected to act shortly—possibly this week—on the vacancies. Mr. Denny's promotion to the general counselship is predictable, as he has served as principal assistant to Mr. Taylor since his appointment, and has been in charge of litigation. Mr. Hyde's promotion as assistant general counsel, succeeding Mr. Hilmer, likewise is expected as a logical promotion.

Mr. Walker, principal attorney and one of the oldest men in the

Maj. Taylor

varied experience in three Government departments and as associate counsel of the Senate Interstate Commerce Committee's railroad finance investigation before joining the FCC.

The new acting assistant general counsel, Mr. Denny, joined the Commission last Feb. 22, succeeding Thomas E. Harris. He came from the Dept. of Justice, where he was appellate section chief of the Lands Division. Mr. Denny, 30, is a native of Baltimore who attended Washington public schools.

He was a 1933 graduate of Amherst and a 1938 graduate of Harvard Law School. From 1936 to 1938 he was with the Washington law firm of Covington, Burling, Rublee, Acheson & Thorp.

Another name mentioned for the general counselship is that of John Farnham, of St. Paul, who has served intermittently during the last six months as FCC special counsel in broadcast investigatory work. He is a close friend and former associate of Chairman James Lawrence Fly.

Hilmer Asked Shift

Mr. Hilmer, assistant general counsel since May 21, 1941, and an FCC attorney since July, 1940, was transferred, at his own request, to BEW as assistant to Max Lowenthal, division chief of the Branch of Blockade and Supply. The work has to do with reoccupation.

Mr. Hyde, principal attorney of the Commission and one of the top members of the law department, served with the former Radio Commission, first as chief of its Docket Section and then as an examiner and attorney. He is a native of Idaho.

Mr. Hilmer was named chief of

NEW TRANSMITTER YIELDED BY WINS

RIGHTS to the 50,000-watt transmitter, held by WINS, New York, pending FCC approval, have been relinquished as the station's applications and all parts will be dismantled and turned over to the Government for disposal. The action was taken by the board of directors of Hearst Radio, owner of WINS, after learning of the WPB's need for transmitters.

The release by WINS of its 50,-000-watt Westhouse transmitter does not affect the construction permit of the station to operate fulltime on clear channel, and the station has already secured a new 10,000-watt transmitter which will be installed as quickly as possible at its headquarters in Lynhurst, New Jersey.

According to WINS managing director, "The disappointment of myself and staff after two years of looking forward to 50,000-watt operation is, of course, most keenly felt by us all. However, we will cooperate with the Government in the furtherance of the war effort is of prime importance, and all normal feelings and ambitions must of necessity be relegated to the background."

General Cigar Show

GENERAL CIGAR Co., New York, has launched a campaign for Van Dyck cigars, using The Answer Man, as a live show on WGN, Chicago, and transcriptions of the program transmitted to WOA-DA of KSTP WOW KSD KTUL KSH, on a twice-weekly basis. Federal Adv., New York, handles the account.

WARM to Join Blue

WARM, Scranton, on Nov. 1 joins the BLUE as a Basic Supplementary station, bringing the BLUE's total stations to 139. Operated by the Union Broadcasting Co., WARM operates on 1400 kc, 250 watts fulltime. Evening rate is $80.

Davis To WBP

DONALD D. DAVIS, president of General Mills Co., Minneapolis, was appointed last Tuesday director of the new radio department coordination division of the War Production Board. Mr. Davis will be responsible for all program recommendations by the division.

The Broadcast Section of the law department under Assistant General Counsel George B. Porter, who joined the FCC in 1940. Upon Mr. Porter's resignation the following May, Mr. Hilmer was named his successor. Both Mr. Hyde and Mr. Hilmer worked under Mr. Hilmer. He came to the Commission from the Senate Committee on Interstate Commerce, having served as assistant counsel of the late Mr. Lowenthal in the railroad finance investigation.

Maj. Walker has been with the FCC since its creation and was one of the four Radio Commission officers who began in 1928, a year after it began operation.

Carl Myers Given Naval Commission

WGN Chief Engineer to Be Succeeded by George Lang

CARL J. MYERS, chief engineer of WGN, Chicago, for 17 years and one of the best known radio engineers, has been commissioned a lieutenant commander in the Navy and will be temporarily stationed in Washington on a special radio assignment. He was reported for duty last Wednesday.

A pioneer in Chicago radio, and one of the organizers of the Chicago Broadcasters' Association, former radio engineer of the NAB Mr. Myers in 1922, built and operated his own station atop the Marigold Gardens ballroom in Chicago, but he recalls that when ASCAP demanded a weekly performance fee for broadcasting music, he was forced to close. Before joining WGN in 1927, Mr. Myers was chief engineer of WTAS, Elgin, Ill., and WGN, Chicago. Both stations were later absorbed by WGN.

Varied Interests

Mr. Myers has been prominently identified with developments in both facsimile and FM. Facsimile experiments under his direction on WGN ended several months ago. W69C, FM adjunct of WGN, was put into operation last year under Mr. Myers' supervision. Of the avian enthusiast, Mr. Myers at one time owned his own plane, and has a pilot's license with several hundred flying hours to his credit. He is a member of Clear Channel Broadcasting Service, and the FM Broadcasters Inc.

During his leave of absence from WGN he will be succeeded by George Lang, chief transmitter engineer, who has been with the station since 1929.

Campana on NBC

CAMPANA SALES Corp, Batavia, Ill. (Italian Balm), after shifting its schedules starts 8 to 12 and 7 to 11 in a weekly hour-and-a-half program, Campana's Serena, on more than 50 NBC stations. Saturday, 10:15-11:30 p.m. (EWT). A package deal set by Music Corp. of America, weekly show will feature Dick Powell, film actor and singer, with Myty Malneck's orchestra. Larry Keating has the announcing assignment. Agency is Aubrey, Moore & Wallace, Chicago.

Pall Mall on Blue

MARKING her first network show in this country, Gracie Fields, English stage and radio star, will fill her own blue BAND network of 188 stations, starting Oct. 12, under sponsorship of Anheuser-Busch. New York, for Pall Mall cigarettes. The programs will be heard five times weekly. They will be heard immediately after the Goon Cola Spotlight Bands show and preceding the news by Raymond Gram Swing. Agency for Pall Mall is Ruthrauff & Ryan, New York.

Page 16 • October 5, 1942

BROADCASTING • Broadcast Advertising
All Detroit LIONS’ Football Games exclusively by WXYZ... and sponsored by PABST Blue Ribbon

...incidentally, WXYZ guarantees Lion’s share of Detroit at lowest cost... with any WXYZ Champion Show

KING-TRENDLE BROADCASTING CORP. • Detroit, Michigan

National Representatives: Paul H. Raymer Company
Off For the War

CASEUALTY for the duration is WCAH, non-commercial broadcasting station authorized for the Buffalo Board of Education. Jan. 27. Licensee has applied to the FCC for extension of commencement and completion dates until six months and a year after the war, stating that it has let no contracts for equipment, feeling existing transmitters can be put to better wartime uses.

Dr. Lyon’s Claims Hit By FTC Order

Tooth Powder Firm Barred From Advertising Slogan

R. L. WATKINS Co., New York. Sterling Products subsidiary, large user of radio time, has been ordered by the Federal Trade Commission to abandon advertising claims it has used widely on the air and other media for Dr. Lyon’s toothpowder.

The Commission order forbids using the slogan As Your Dentist Does—Use Powder,” familiar advertising phrase of the product, and instructed the firm not to represent directly or by implication that their product is similar or comparable to powder used by dentists.

Dentists Use Powder

“Probably the majority of dentists do use powder in cleaning their patient’s teeth,” the Commission said, “however, it is almost invariably pumice or silver, both of which are highly abrasive and could not be used by the public. The active ingredient of the respondents’ product is calcium carbonate, which is less effective.”

On this basis, the Commission held the product was not comparable with powder used by dentists. The order further prohibited the Watkins Co. from representing that the product is an effective antiseptic or that it will correct “acid mouth,” or that it is free from all germs, or that it will not injure or scratch tooth enamel.

“The product is, in fact, ‘wholly without therapeutic properties, and is incapable of effecting any acid condition which might be present in the mouth,” the FTC ruled. In respect to the advertised claim that Dr. Lyon’s Tooth Powder is “Free from any grit, and cannot possibly injure or scratch the tooth enamel,” the Commission said the claim was exaggerated as the powder occasionally contains particles of grit missed in processing.

WWJ Names Wheeler

E. K. WHEELER has been appointed assistant manager of WWJ, Detroit, according to Harry Band- nister, manager. He will continue sales management of W4SD, FM station also owned by the Detroit News. Wheeler left the sales promotion department of the U. S. Rubber Co. in 1937 to join the sales staff of WWJ.

Mr. Wheeler, who was assigned to W4SD by W. J. Scripps, director of radio for the News, Scripps is now a first lieutenant in the Army Air Forces.

TENTH anniversary of NBC U of Chicago Round Table, which started in 1932, with presentation of the Wickersham Commission report on prohibition was celebrated Oct. 4.
Greetings

whereas Sachs Quality Furniture, Incorporated has completed 20 years of consecutive weeks of broadcasting over WMCA, including the 3 years WMCA operated without its present call letters,

whereas Sachs Quality Furniture, Incorporated has, with the continuous use of radio, grown from a small store on Second Avenue employing 40 persons to one of New York's greatest business institutions and over five hundred employees,

whereas Sachs Quality Furniture, Incorporated believes that radio in general and WMCA in particular have been the most constructive forces in our growth,

Sachs Quality Furniture, Incorporated extends to the management and staff of WMCA deep appreciation of a most profitable partnership, mellowed with the passing of the years.

October 2nd 1942

This scroll was presented to WMCA, New York, by Sachs Quality Furniture, Incorporated
Spot Business to Reach All-Time High

End of Year Marked By Continued Brisk Activity

(Continued from page 7)

for shorter periods than they form-}
\nelly did.

Several representatives said that stations in small markets were losing billings while stations in major markets were gaining it, explaining that the difficulties in trans-}
\nportation were causing some advertisers to drop secondary points and concentrate on those where most sales are made. This observation was countered by others, however, who said the gasoline rationing and the rubber shortage have caused more people to shop at home instead of driving to bigger cities 20 to 50 miles away and that this had tended to in-}
crease the use of secondary mar-}
\kets by spot radio advertisers.

Whatever the final effect, rep-}
\resentatives of small stations re-}
\ported the same overall busi-
\ness complaints as those of the larger, major market stations.

Priority Problems

Effects of priorities have not been as serious as was feared some months ago. Packaged products seem to have hurried their dif-}
\ficulties and are resuming their normal use of spot radio. Tea and coffee advertising for individual brands has just about stopped, but the Pan-American Coffee Bureau is using women's programs on about 30 stations to educate con-}
\sumers in getting the most out of the coffee they buy.

Priorities have also created new spot campaigns, notably that of the telephone company to explain that materials are not available for new telephone lines and to urge that long distance calls be made only when absolutely necessary. Shop-}
\ping malls have also been closed, and this has caused the cancella-
\tion of a few spot campaigns, along with other advertising, chiefly in cases where the product was on sale in March as special sale prices which cannot be continued without a loss of profit to the manufacturer or dealer.

Publishing Business

In the packaged food field, de-
\
hydrated foods and dried foods are being advertised in at least equivalent volume to the former canned soups, pork and beans and other foods to which tin cans are now denied. Candy adver-
\tising has fallen off because of the sugar shortage, but gum advertising is holding up "surprisingly well," several representatives re-
\peated.

Advertising for grocery lines has been shifting, however, to concentrate on war production markets where the demand for chewing gum is larger than in other places.

Books and magazines are re-
\ponsible for a number of exten-
\sive spot campaigns, a new type of}
\business undoubtedly due to the fact that the war has given people both more time to read, by cur-
\tailling their motoring, and more money to spend for literature.

Patent medicines are another war-boomed class of products, which have greatly increased their already large expenditures for spot radio time. The shortage of doctors for civilians due to the heavy demand on their services by the armed forces and the expected heavy crop of colds this coming winter because of heat rationing in many cities is expected to in-
\crease greatly the amount of self-
\\medication with advertised cold}
\cures.

The future is filled with develop-
\ments which will undoubtedly af-
\fect advertising, spot radio in par-
\\cular. The zoning of sugar, with cross-hauling forbidden, may be followed by similar restrictions on other products. This might result in a decrease in advertising of na-
\tional brands and a growth of advertising for local or regional brands, which might be bad for national advertising and good for spot. Or it might result in an in-
\crease in institutional advertising by national advertisers to keep their brand names alive until after the war.

Certain only at this time are these facts: Spot radio has had a good year so far and will probably continue to prosper for the re-
\mainder of 1942. The war is begin-
\ning to have its effects, both good and bad, and these will be multi-
\plied as the war continues. Spot ad-
\vertisers have proved its ability to be a job for the advertiser and to adapt itself rapidly and readily to his changing requirements.

It seems logical, therefore, that spot radio will continue as an important advertising medium throughout the war and afterwards, playing its part in what-
\ever advertising programs there are.

Beverages


GLOBE BREWING Co., Baltimore (Ar-
\row beer), transcribed Halo beer spots with George Faulk on stations in Wash-
\ington, Richmond, Baltimore, and Joseph Katz Co., Baltimore and New York.

CENTRAL WINEYARD, Fresno, Cal. and New York, announces daily (15 second) quarter-hour programs, six eastern sta-
\tions. Weiss & Geier, New York.

NEIDER'S STORK (orange drink), quarter-hour programs, WHN and WNYC, New York. Weiss & Geier, New York.


ROMA WINE Co., New York, news and quarter-hour programs, spot announce-
\ments. McCarthy-Erickson, New York.


SHEFFIELD FARMS Co., New York (Homogenized Vitamin D Milk), trans-
\cribed announcements totaling 125 weeks on 10 New York stations. N. W. Ayer & Son, New York.

NEHI Corp., Columbus, Ga. (Royal Crown Coke), spot announcements on varying bases on all stations in the South. BBDO, New York.

GARRETT & SHERWIN (Brooklyn (Virginia Dare wine), 570 announcements, 10-
\week campaign on 11 New England sta-
\tions. Kuthwright & Ryan, New York.


Coffee Campaign

RED ROCK BOTTLES, Atlanta (Red Rock Cola), started one-transcribed musical announcements, 15 times weekly, on 59 stations; local-billot in June; most on a weekly basis. To increase spot broadcasting until all of 186 bottlers are placing announcements locally. H. A. Salaman Co., New York.

DOVER BREWERIES, Hartford (beer), series of transcribed one-minute announce-
\ments, scheduled in August on four New England stations, 40 weeks, weekly, for an indefinite period, subject to radio. H. A. Salaman Co., New York.


Pioneer Radio Equipment went back into service when WSBN dug out ancient pieces to donate to Atlanta's scrap metal drive. Some of the "radio relics" are shown here as they were presented to service station owner Tom Downing, W. T. "Tom" Downing, who directionally holds the heavy bronze case of a Western Electric condenser microphone used in 1929; Announcer Tom Downing, carries a Western Electric double-
button carbon microphone used when WSBN went on the air in 1922.

NEW YORK STATE MILK PUBLICITY BUREAU (milk) announces fall campaign to be launched Oct. 12 on 17 New York State stations, using three to five programs weekly on home econ-
\omies for three weeks. Live an-
\nouncements. J. M. Mathes Inc., New

MARTINSON & Co., New York (coffee), currently using news programs on one New York station, may be extended and continued, and no further plans contemplated because of the coffee situation. New-York, New York.

Candy, Chewing Gum


PETTER PAUL Inc. Nagachen, Conn. (Tomb Crow gum, candy products), New-
\york Time, but no details available. Platenkamp Co., New York.

ROCKWOOD & Co., Brooklyn (Chocolates for 30 cents), spot announcements of 3 to 5 programs weekly on 12 sta-

Drugs, Cosmetics

LEVY BROS. Co., Cambridge (Vilene), spot announcements on Morning newspapers on some 28 stations throughout the coun-

try. BBDO, New York.

AMERICAN ADVERTISING Co., Minneapolis (Sanforoth toilettries), five to six-week announcements to radio until Christmas season. BBDO, New York, and Minneapolis.

J. C. E. IND., N.Y. (Madame toothpaste), quarter-hours and participa-
\tion announcements, New York stations.

SCOTT'S TOBBLE, Bloomfield, N. J. (Scott's Emulsion), participation, Oct. 1 in New Orleans area. Allerton & Cur-

ner, New York.

POTTER DRUG & CHEMICAL Co., Mal-

den, Mass. (Cuticura soap and oint-
\ments), spot announcements on 40 stations in University Station, Canada. Atherton & Currier, New York.

CARTER PRODUCTS, New York (Avid deodorizer), spot announcements through December on 150 stations in United States, including New York, Chicago, New York.

ANACIN Co., Jersey City (headache remedies, transcribed program), New York stations in Connecticut and New York.

THOM. LEE & CO., New York (Bartum unguent), transcribed announce-
\ments, October and November months. Wm. Esty & Co., New York.


HEALTHAIDS Inc., Jersey City (Jour-\nal of American Drug Co., spot announce-
\ments, 14 stations. Ray-

mond Speck, New York.

Norwich Active

NORWICH PHARMACAL Co., Norwich, N. Y. (Pepito-Blimo, Remosol), to start spot announcement campaign after Jan. 1, 1943, with stations yet to be de-
\termined. C. G. Gumbiner, New York.

ORANGE BUDGET Co., Jersey City, mid-Octo-

ber to start spot announcements for six weeks in four markets. Cecil & Freeby, New York.

MARYLAND PHARMACEUTICAL Co., Balti-
\more, Md. (Rexall products), semi-annual one-cent sale spot announce-
\ments: Nov. 1, S. & O., and 7, Street & Finney, New York.

ANDREW JERGENS Co., Cincinnati (Wood's Cold Cream), transcribed adver-
\tisements and spot announcements in four to five markets.

CARTER PRODUCTS, New York (live-
\pill), starts five-weekly quarter-hour transcribed program on 7 Pacific Coast

Page 20 • October 5, 1942
A whistle shrills! It's the kick-off! A football in America soars through the air 44 million yards around the world as tens of millions of fans pack NBC's network stadium!

Every Saturday, when NBC's Bill Stern again broadcasts his vivid, on-the-spot, play-by-play descriptions of the game, he will carry the ball to more NBC rooters than ever—to those millions here in America who are staying home to conserve gasoline and rubber—to our boys in the fighting forces all over the world—a sure bet that NBC's "old-grad" football fans (and the millions more this year) will find the relaxation they need when not "punching the clock" for Victory.

NATIONAL BROADCASTING COMPANY
A RADIO CORPORATION OF AMERICA SERVICE

FREE PUZZLE

KWK, St. Louis, is getting unexpected coverage from a billboard the station has in Sportman's Park, home of the St. Louis Cardinals, thanks to the current movie, Pride of the姓氏. The billboard is advertising the movie with the words, "Listen to KWK."
IT'S NEWS THAT KEEPS LISTENERS GLUED TO A RADIO STATION THESE DAYS, AND KEX HAS ALL THREE OF THE LEADING NEWS SERVICES—ASSOCIATED PRESS, UNITED PRESS AND INTERNATIONAL NEWS!

YOU'VE GOT TO "WATCH" A LOT OF THINGS IN BUYING TIME THESE DAYS—LET ME TELL YOU WHAT I'VE LEARNED ABOUT THE SITUATION IN PORTLAND, OREGON!

KEX HAS DEVELOPED A LOYAL AND RESPONSIVE AUDIENCE—OUT OF A TOTAL OF AROUND $12,000,000 RAISED IN THE NATION-WIDE BLUE NETWORK WAR-BOND SHOW, KEX LISTENERS PLEDGED $1,193,492.00!

MY! HOW THE ORDERS ROLL IN! KEX IS THE ONLY OUTLET IN THIS AREA FOR THAT BOOMING, ZOOMING BLUE NETWORK WHICH HAS SET THE PACE THIS FALL FOR THE RADIO INDUSTRY!

KEX, WITH ITS 5,000 WATTS 'DAY AN' NIGHT, CARRIES YOUR SALES-MESSAGE TO LISTENERS THROUGHOUT THE ENTIRE RICH MARKET AREA OF OREGON AND SOUTHERN WASHINGTON! THAT'S WHERE COVERAGE COUNTS!

WHEN IT COMES TO PICKIN' OUT CHOICE PERIODS, KEX IS THE TIME-BUYERS DELIGHT—YOU HIT TH' JACKPOT FOR THE ADVERTISER EVERY TIME!

FOR AVAILABILITIES, SIMPLY WRITE OR WIRE STATION KEX—PORTLAND, OREGON. BETTER YET, JUST GRAB TH' PHONE AND CALL YOUR NEAREST PAUL H. RAYMER OFFICE!
Page 24 • October 5, 1942

BROADCASTING • Broadcast Advertising

LOS ANGELES

By DAVID GLECKMAN

DESPITE the fact that West Coast broadcasters and station representatives express a feeling of optimism on fall spot broadcasting, an undertone of pessimism prevails, as never before seen, prevails among agency account executives in that area.

With advertisers delaying campaigns because of wartime problems and the possibility in charge of making any long-range predictions. Following a middle-of-the-road policy, they recognize that most anything can happen, and with it in mind, check many campaigns even to hazard an opinion.

Hope is expressed, however, that smart West Coast advertisers will profit by the experience of the last war when firms which either quit advertising or cut budgets to the bone, lost leadership in their respective fields after peace was declared.

Agency Worries

Conversely, by most West Coast agency executives there is a widespread feeling of optimism. Several stated that clients, at the moment, were uncertain of advertising plans, although conservative spot campaigns have been mapped. Two with manpower shortage to carry on, other Pacific Coast agencies have expressed similar opinions. Still others caution that West Coast agencies may soon fall activities of clients and are scheduling early spot campaigns which will take contracts through the winter months.

Many agency executives and representatives base their optimistic prophecies on commitments on hand and knowledge of campaigns scheduled for the year. From what is disclosed, advertising for the coming fall season looks promising.

Wartime Boom

As a whole, national advertisers recognize the West Coast as bonanza territory due to the influx of wartime industry workers who comprise an untapped market. That particular service has only been scratched. It must be recognized that West Coast workers employed by the Pacific Coast aircraft industry alone, with new personnel being added daily. Defense stimulus for business continues and the impact has not yet been felt. Local payrolls are higher than ever before. Lower income bracket employees can now afford many purchases that they have been able to make in previous years. The public is also buying better quality merchandise and more of it. As result, business is up and executives are reporting a harvest from new money expended through war effort activities.

The stimulus on war reelection campaigns are going in for creative selling—developing new accounts and selling old ones that have been out of radio for some time. They are also making plans for post-war to prevent a drop in overall business for the last quarter of 1942 at least. Several major stations in the West Coast area report that they will use "tight schedules", while others declare that "choice time" is gone. A great percentage of this business is national.

It was pointed out that direct mail accounts will provide an active source of revenue. Life insurance accounts are parking well and from all indications will be heavy users of West Coast radio time this fall and winter. There is also stimulus for markets for cleaners, cosmetics and magazines, and pricing is a variety of breakfast and other food as well as drug products. Then too there are many religious accounts in the West Coast and Los Angeles in particular.

There are many problems of manufacture, packaging and distribution, plus priority and quota, that are affecting nacional advertisers. But this, according to broadcasters and station representatives, is no indication that firms will not follow through on proposed radio campaigns once these problems are solved.

Many accounts currently on the air, which started in early spring with spot campaigns, will utilize their radio time to introduce new products, carrying schedules through Christmas. In some instances they plan to increase efforts during holiday season with additional spot.

Then, too, certain West Coast advertisers, going through a transition period and trying out radio for the first time, are advertising for the time being, but still maintain schedules to keep firm names before the consumer. These manufacturers are turning to new means to keep factories turning and with new products on the markets will again increase activity.

Wartime Boom
Today, Philadelphia women are on the march! They are parading into department stores... grocery stores... drug stores... apparel stores... any store where merchandise is for sale.

1942 retail sales will show a $189 million dollar increase over 1941 if sales continue at their present rate. Are you sharing in this tremendous business boom? *** The effective, economical way to reach this rich buying audience is to use WCAU, Philadelphia's ONLY 50,000 watt, non-directional radio station. To make your advertising messages go further and do more work we offer this suggestion...

use WCAU.

WCAU
Philadelphia
50,000 WATTS IN ALL DIRECTIONS

AN AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM
no announcements on future radio advertising plans. When it comes to pass, agency account executives venture the opinion that they will concentrate on public service programs.

GENERAL PETROLEUM CORP., Los Angeles, (14 bluffs, oil), through Smith & Drum, that oil, cancelled its news- hort news advertises for the first time, on CBS West Coast stations. Firm on Sept. 28 started a 15-second spot announcing its new-to radio, is considering a national spot campaign.

CADOW GROWERS of California, Los Angeles (avocado), which formerly used spot commercials in its seasonal program, is mapping plans in cooperation with J. Walter Thomp- son Co., Los Angeles.

GOLDEN AGE CORP., Los Angeles (maçarones), out of radio for some time, in a 26-week campaign started Sept. 13 is using one week on KFDM, San Francisco, followed by one week on KECA, that city, also dropped its five-week quarter-hourly spot program, through Bresicher, Davis & Staff, Los Angeles.

LATAG WINERY Co., Dinuba, Cal. (Late, Sons & Co., Los Angeles, has transferred its five-week, half-hourly spot program into September. No change in the program.

October is scheduled to start a spot announcement campaign in the Southern California market, through Brisacher, San Francisco, and Pacific Coast stations, continuing through the Christmas holiday. Barbara St. John, Adv. Co., Los Angeles, has the account.

STREITsbY, Inc., New York City, (cantaloupe), in a 26-week campaign started Sept. 9 is using one week on KECA, Los Angeles, a quarter-hourly newscast on KFBS, Great Western, Los Angeles, and KVB, L.R. Soure, & Co., Los Angeles. The firm, formerly with KFBS, has signed a 26-week contract.

CAFFERLY & EVANS, Inc., Chicago, Ill., and the Southern California district, sponsors thrice-weekly spot announcements on nine Pacific Coast stations.

Other Accounts

L. B. LARS, Hollywood, (hale oil), through Glasser-Galley & Co., Los An- geles, has renewed its five-week, half-hourly spot program in Los Angeles.

MODE O’DAY CORP., Los Angeles, (women’s apparel), with local store tie-ins through Brusher, Davis & Staff, Los Angeles, is maintaining its spot program.

COLONIAL DAMES Corp., Los Angeles, (candies), depending upon market con- ditions, is increasing its expenditure of its present spot campaign to include other western markets during September. Firm uses 80 to 90 spot announcements and program announcements on KCBS, Los Angeles, and its network, KFDM, KFDM, KFDM.

KROW, Los Angeles, (soap), is expanding its spot coverage on Pacific Coast stations, with placement through Glasser-Galley & Co.

CITRUS CO., Los Angeles, (candles), with a weekly five-minute program, through Glasser-Galley & Co.

KIP Corp., Los Angeles (sunburn oint- ment), with a weekly program, is increasing 12 transcribed one-minute announcements that are being featured in the Los Angeles, KJRH, and KJRS, San Francisco. Daily spots are also featured through the firm’s network, KFBS, and KFBC, Pasadena. Placement is through Glasser-Galley & Co., Los Angeles, the agency.

PROGRESSIVE CIRCULATION Co., Los Angeles (Farm Journal magazine), which started its first 15 days of a 26-week spot campaign, is increasing its expenditure of five weekly one-minute an- nouncements that are being featured in five Pacific Coast stations. Programs on 14 stations nationally, will exist through the fall. Placement is through Glasser-Galley & Co., Los Angeles, the agency.

MCAHAN FURNITURE Co., Santa Monica, Cal., has launched a campaign in the Southern California area, and placing di- rect mail and news-ads in the morning commentary featuring Fleet- wood-Avery, in Los Angeles, KECA, KFDM, KFBS, and KFBK.

CAFFERLY & EVANS, Inc., Los Angeles, in addition to its previously mentioned spot program on KECA, Bakersfield, and KJRH, Fresno. Firm also uses weekly participa- tion in Los Angeles, KFBS, and KFDM.

CALIFORNIA FRUIT GROWERS Ex- change, Los Angeles, (lemons, lemons), supplementing the three-weekly spot campaign to include the Los Angeles, firm will follow its usual procedure with this campaign. Placement is through Glasser-Galley & Co., Los Angeles.

Sears Roebuck & Co., Los Angeles, is becoming a more consistent user of radio advertising. Starting a new spot time for various sales in its Southern California stores. Agency is the Mayers Co., Los Angeles.

By J. CLARENCE MYERS

From ALL indications business has adjusted itself to the war situation, has molded its merchandising and advertising into the current picture, leapfrogged many of the production hurdles and has settled down to do something constructive in this field.

The result will be a notable in- crease in radio billings for the fall season over summer and spring, with the major emphasis lying in continuing or increasing their budgets and a number of new radio users joining the fold.

That is the concurrence of a score of San Francisco offices that the 1942 executives in the San Francisco Bay area.

Advertisers, they agree, who experience war jitters for a few months after the outbreak of the conflict, plus innumerable produc- tion problems, were faced with many perplexing problems with many advertisers increasing their advertis- ing budgets or pulling in their horns for some watchful waiting. That era is past. Business has turned the corner and is in an up- ward direction.

The San Francisco Bay area, with its vast shipyards and other war industries humming 24 hours a day, seven days a week, has brought in tens of thousands of ready buyers to this section. The increasing dif- ficulties in getting plates for en- graving and supplying art work and paper for printed advertising, are proving beneficial to radio.

Biggest in History

From all sides agencies reported increased billings for the fall. Common com- ment was that this season’s radio billing would be the biggest in the history of the industry. All accounts have already committed themselves to radio contracts, still many others are contemplating the medium, with a number of the agencies using more spot radio prospects than ever before.

McEann-Erickson and Erwin- Wasey each reported from their San Francisco offices that the 1942 radio season is well on its way to being an all-time high in their respective agencies.

There have been notable increases in radio advertising of bread ac- counts, wines, beer, food products, soft drinks and mixers, soap and milk in the San Francisco area.

The great majority of in- house spots, in that of the wine accounts, with three of the largest radio buyers, Roma Wine Co., Italian-Swiss Colony and Petry Wine Co., all in- creasing their ad space fall and winter seasons. Beer, usu- ally seasonal, is, however, holding up during the fall, with Acme, Lucky Lager and others carrying heavy spots.

Of 61 radio accounts reported in the San Francisco Bay district, 26, or nearly half, have either just resumed, are now adding spots to their radio bill- ing or will increase it during the autumn months. A few of them

Page 26 • October 5, 1942

BROADCASTING • Broadcast Advertising

have just returned to the air fol- lowing a summer lay-off.

There are only rare instances where an account will fail to con- tinue on the air during this season. Among these were Yellow Cab, second hand automobile dealers and advertisers of such other commodi- ties that come under rationing or price control.

Most California stations will benefit from the political contests and some are rerunning new business from the spring, utilizing the space for their campaign for additional em- ployes. Some of the Government agencies, too, have placed business through various agencies, utilizing the space for recruiting for skilled workers in many lines. Shipyards have spent considerable sums for such workers.

Par Soap Active

PAR SOAP Co., San Francisco, using a five-weekly spot campaign on the Galen Drake “Homewares Protective League” on the CBS Pacific Coast network, in the CBS stations in Arizona and Montana. In addition, it is using spot announcements on about eight stations in the West. Plans to continue with this schedule through the fall. Agency is Tomashke-Elliot Adv. Agency, Oakland, Cal.

KEY SYSTEM TRANSPORTATION Co., Oakland, (bus), is using spot announce- ments on a number of San Francisco Bay stations to recruit workers for the com- pany. Agency is Tomashke-Elliot Adv. Agency, Oakland, Cal.

GOLDEN STATE MILK Co., San Fran- cisco (Golden, Vitamin Milk) will con- tinue with its heavy radio schedule dur- ing the summer. Currently it is using Phil Stearns’ newscasts three times weekly on KFRC, San Francisco; participation in the Galen Drake’s “Homewares Protective League” on KWJ and KFRC six times weekly; news and home economics participa- tion on KFRC, KWJ and KFRC and live and transcribed spot announcements on a number of stations throughout Cali- fornia. Agency is Ruthrauff & Ryan, San Francisco.

LANGERDOHR UNFED BAKERIES, San Francisco, currently using Red Ryder on the Blue Network on the Pacific Coast, three times weekly and transcribed and live spot announcements on stations throughout the Pacific Coast area, plans to continue through the summer. From Portland, Ore., to the Blue stations re- leasing Red Ryder in the next few weeks. The remainder of the schedule will remain

PSYCHOLOGICAL LIFT for news announcers of KROW, Oakland, is provided by a grinning, bucktoothed nip drawn on the gong which news- casters strike before each broad- cast. As they smack the grinning face, studio men go about their job with an air of sense of satisfaction and a fresh reminder that a slip of the tongue is liable to reach the bare ears of the enemy. Idea is credited to Scott Weakley, conduc- tor of Man On the Street program.
Perhaps it happened to you... that you awoke in the small hours of the night, and could not sleep again.

It was the war. You could not sleep for thinking. The Japs in the Aleutians... the fears and doubts. The worry that our American way of life might be forever conquered and forever lost.

You snapped on the radio by your bed...

And there, out of the heart of the darkness, America spoke!

"This program came to you from Los Angeles," said the radio. And you thought of the size of America—of its vast distances curving under the night. You thought of the unity of America—of 130 million Americans linked each to each through this triumph of American ingenuity.

An announcer asked you to try a certain toothpaste. And you thought of the freedom of America—where you are asked, not told, to buy things. Where your freedom of choice still rules our democracy.

"We hope you like this program," said the radio. And that, too, said something you had never realized before. That the whole American way of life—of which broadcasting was only a part—was built on giving you what you want. Not what some dictator wants to give you!

That is why—in the midst of turning out radio equipment for the armed forces of the United Nations—RCA is still proud of the peacetime equipment which has made American broadcasting.

For here is a force we did not have in the last war—a unifying force, an enlightening force—a force that through 48 states has become the voice of America herself, saying:

"Be of good cheer. Have courage. We are all together...

...and our flag is still there!"
the same during this season. Agency is Ruthrauff & Ryan, San Francisco.

ASSOCIATED DENTAL SUPPLY CO., San Francisco (oral cosmetic products).Southern California stations, recently increased its advertising for its new 'Smart' line, which is available in 400 drug stores in Southern California. Agency is McCann-Erickson, San Francisco.

C A L I F O R N I A CROWN SUGAR GROUP, San Francisco (sugar).Recently increased its advertising for its sugar with the slogan, "Finest Sugar to Savor," on a half-hour basis in Southern California and the Northwest. Agency is McCann-Erickson, San Francisco.

C A L I F O R N I A PACKING CO., San Francisco (fruit products).Recently increased its advertising for its new "Pacific Pride" line of apricots, plums, peaches and nectarines. Agency is McCann-Erickson, San Francisco.

D W I G T E D W O O D S , Co., San Francisco (coffee).Will continue its schedule of 12 second spot announcements on 100 stations throughout the country. Agency is McCann-Erickson, San Francisco.

G E N E R A L B R E W I N G C O., San Francisco (beer).Will continue its schedule of 12 second spot announcements on 100 stations throughout the country. Agency is McCann-Erickson, San Francisco.

C A L I F O R N I A M O R A N D A N D E R S O N , San Francisco (wine).Will continue its schedule of 12 second spot announcements on 100 stations throughout the country. Agency is McCann-Erickson, San Francisco.

T I D E W A T E R A C C O R D A T I O N O O L , Co. (fishing).Continues its campaign of 12 second spot announcements on 100 stations throughout the country. Agency is McCann-Erickson, San Francisco.

D T R Y NO S E N O T E S S I T I V E S Y N D I C A TES, San Francisco (nasal sprays).Continues its schedule of 12 second spot announcements on 100 stations throughout the country. Agency is McCann-Erickson, San Francisco.
HOME FEDERAL SAVINGS & LOAN ASSOCIATION
3RD & BOSTON
TULSA, OKLAHOMA

September 9, 1942

Mr. Wm. B. Way, Vice-President and General Manager
Radio Station KVOO
Tulsa, Oklahoma

Dear Bill:

Enclosed is the signed contract for our third year on KVOO as sponsor of your News of the Hour Program.

You may be interested to know that since we have been using your station daily our investment business outside of Tulsa and in the territory covered by KVOO has increased more than 500 percent. KVOO is the only media used in this territory.

Radio has enabled us to reach into both small and large communities in many states of the south and west to develop much new business which we considered a few years ago as impossible to get with a reasonable advertising investment. In fact, we have received business, directly attributable to KVOO, from as far away as the state of Wyoming.

As a public service we have also used a portion of our commercial time each day to urge the public to buy U.S. war bonds and stamps, and Home Federal is proud that its combined sales of bonds, stamps, and Treasury Tax Savings Notes Series B is more than that of any other savings and loan association in the country.

I wish to join with our advertising agency in thanking you for the fine cooperation we have received from your entire staff.

Yours very truly,

L. W. Grant, President

LWG:O

For
LATEST DATA ON ONE OF AMERICA'S FIRST 25 WAR PROJECTS MARKETS
which is also Oklahoma's richest (No. 1) market, write KVOO, Tulsa, Oklahoma, or see any Edward Perry representative. KVOO has just compiled all the essential facts which time buyers want in considering a market, in a file size booklet. Be sure to secure your copy.

50,000 WATTS
NBC AFFILIATE
1170 KILOCYCLES

BROADCASTING • Broadcast Advertising

October 5, 1942 • Page 29
Radio's Greatest All-Star Cast

Substituted for

FULTON LEWIS, Jr.
during his vacation—Aug. 17 thru Sept. 4

Thanks to—

DONALD NELSON
JOHN STEELMAN
SEN. ALBEN BARKLEY
THURMOND ARNOLD
CAPT. LELAND S. LOVETT
LEON HENDERSON
SEN. CHAN GURNEY
SEN. A. B. CHANDLER

These topnotch men and women who make the news—gave the news for Fulton Lewis, Jr. With such "pinch hitters" to help him out you can readily see why his exclusive scoops and authentic newsbeats are due to knowing the right people!

"A MAN IS KNOWN BY THE COMPANY HE KEEPS"

Now on 180 Mutual Stations!

AVAILABLE FOR LOCAL SPONSORSHIP

Fulton Lewis, Jr., is the "hottest" name on the air today—currently sponsored on 69 stations. Sell him on your station at your own one time quarter hour rate per week. Get busy—write, phone or write, WM. B. DOLPH, WOL, WASHINGTON, D. C.

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

Page 30 • October 5, 1942

BROADCASTING • Broadcast Advertising
Too many patriotic people still think of America as an isolated refuge from Hitler's total war.

Nothing has changed for them. Mentally and physically, they refuse to lend a hand for victory. They work as before, play as before, grumble at rationing and taxes, thank their lucky stars that the battle is far from their shores.

These are Hitler's friends.

They help Hitler by doing nothing. They do nothing while every Nazi, and every Nazi vassal, gives life and liberty in the struggle.

To these people Radio shouts, "Wake up"! And Radio will keep shouting until all America is on the job.
The Royal Canadian Air Force has started paid dramatizations with commercials on all French and English stations daily for recruiting. The Dept. of Labor is using spot announcements on all stations to advise those registering as their age classes are called up for registration for classification for war work, and is using spot announcements on stations using the CBC sustaining show Step It Up to draw attention to this show on wartime labor problems.

The Wartime Prices & Trade Board has French and English network daytime serials, Soldier's Wife and Le Courrier de Jour on most Canadian stations. Other government departments have used spot campaigns in recent months, are expected to continue using paid spots on all Canadian stations as the need arises. Most government programs and announcements are placed through the joint adv. Agencies of Canada, Toronto, the French business being placed by Canadian Adv. Agency, Montreal. Labor Dept. spots were placed by R. C. Smith & Son, Toronto.

GOLVIE FLOUR MILLS, Montreal (miracle feeds), has started three-weekly spot announcements on 42 stations, through J. H. Gibbons Ltd., Montreal. WESTERN CANADA FLOUR MILLS, Toronto (Pioneer feeds), this week starts three to five dramatized spots weekly on 25 stations, and the CKNX Barn Dance on CKNX, Kitchener, Ont. weekly. Agency is A. McKlin Ltd., Toronto.

ROBIN HOOD FLOUR MILLS, Montreal, has started a transcribed musical quiz with cash prizes weekly on 18 western stations, program originating on CKXJ, Prince Albert, Sask. Agency is Stewart-McIntosh, Vancouver.

ELLOGG Co., of Canada, London, Ont., has started a test spot announcements campaign Monday through Friday, on two British Columbia stations. Plans to expand. Agency is J. Walter Thompson Co., Toronto. Other companies in this industry are known to be planning campaigns.

Proprietary Accounts


The fifth season for Circle Bell Varities goes on the air on Oct. 12 as a three-quarter-hour-transcribed program on 9 stations, placed through Dominion Broadcasting Co., Ltd., for Dr. Bell Wonder Medicine Co., Kingston, Ont.

United States firms placing spots in Canada through American agencies include Grove Labs., St. Louis, with two spot announcements daily on a number of stations, and Vick Chemical Co., Greensboro, N. C., with six transcribed spots weekly on a list of stations. Agencies placing are Russell M. Seeds Co., Chicago, and in New York, respectively.

FRUITFUL PRODUCTS, Hull, Que., (Jewel Candy) this week starts daily transcribed spots on a number of stations in Holy Cross, on 3 stations.

THE STEARNS & Co., Windsor, Ont., (Nyal drug stores) has started four weekly dramatized spots on eight Ontario stations, placing direct.

STANDARD BRANDS, Montreal (yeast) has four daily spots on 38 stations. Agency is J. Walter Thompson Co., Montreal.

GRUEN WATCH Co., of Canada, Toronto, has started Movie Preview Time, six stations across Canada, with color ads and movie personalities as guests. The program is transcribed, placed in New York, and again in Toronto.

CAMPBELL FINANCE Co., Toronto, started a varied series of spot announcements on 15 Canadian stations in centers where the company has offices. Agency is Donovan & Co., 333 Madison Ave., New York.

TUCKETT, Ltd., Hamilton, Ont., (cigarettes), has started three daily spots on 10 Western Canadian stations. Agency is MacLaren Adv. Co., Toronto.

CROSS & BLACKWELL, Toronto, is placing a spot announcement campaign on the fall season, thru Tuesday, and plans to expand this later. Agency is A. McKlin Ltd., Toronto.

MIQUELLE Co., Montreal (beauty lotions) carries its quarter-hour-disco show on Quebec's three transcribed programs and Paquin's Hand Cream Co. on five stations throughout Canada. Agency is Wolfe Ad. Co., Toronto.

AGNEW SURPASS SHOE STORES, Brantford, Ont., started as a test a half-hour daily program on four stations All Canada, and plans to expand to ten stations across the Maritime provinces. Account is placed direct.

THOMAS J. LIPTON Ltd., Toronto, has increased spots for tea and soups on a number of stations. Toronto, as a disc spot, and a daily spot for Lipton's Tea Musicale. Agency is Vickers & Benson, Toronto.

CANADIAN WATERPAINTS, Montreal, has started a three-week campaign with three spots weekly on six stations. Agency is J. J. Gibbons Ltd., Montreal.

W. C. MACDONALD Inc., Montreal (pipe Tobacco), has placed an on-the-air dramatized program for five times per week on 12 stations. Agency is John MacGillivray-Donald Adv. Service, Toronto.

INDEPENDENT DUGGISTS Assn., Toronto, started a test weekly spot show called Public Opinion Quiz. Spot shows on CFRB, Toronto, as a test with possibility of extending it later to other Ontario stations. Placement is direct.

Coal Series

PHILADELPHIA & READING COAL Co., Philadelphia, has started six spots per week on a number of stations. Agency is McKee & Albright, Philadelphia.

D. L. & W. COAL Co., Buffalo, started last month the weekly transcription show Shadow on seven stations. Agency is J. H. Gibbons Ltd., Montreal.

CANADA STARCH Co., Montreal, has started for this fall the transcribed show Secret Service. Brown & Bigelow, on four stations, and added CFRB, Toronto. Agency is Blackstock, Montreal. J. C. ENO (Canada) Ltd., Toronto, has one of the largest commercial spot accounts in the country. This fall the series is transcribed on 47 stations for a number of products. Two of the series are on three-weekly and the third four-weekly.

Grant Ormerod & Co., Toronto, has started a radio series with a variety of spots in the Western provinces. Agency is Abbot & Newport, London.

CANADA LOAN Hookup

THIRD radio advertising program for this fall: Third Canadian Victory Loan starts Oct. 7 over a network of 49 English-speaking stations, beginning with an hour-long All-Star Variety Show starring Thomas L. Thomas. A similar half-hour daily hookup, beginning Oct. 7, on a French network of 10 stations, starting, Oct. 5. The other two shows, also in French and English networks, are the half-hour weekly Nazi Eyes on Canada and Notre Canada, and the half-hour daily hookup, starting Oct. 7, on Me and La Metairie Ranceur. Placements were by the War Finance Group of Adv. Agencies, Toronto, for English programs, and Canadian Adv. Agency, Montreal, for French shows.

Atlantic Resumes Fall Grid Series

Curtailed Schedule Covers 145 Games on 59 Stations

ATLANTIC REFINING Co., Philadelphia, after reversing its earlier decision to drop the Atlantic football broadcasts, went on the air last week with the first of the five-game series schedule that includes time on 59 stations.

This year's Atlantic football network, covering the North Atlantic seaboard, and territory west to Ohio, was cut in the 83 station outfit that carried Atlantic broadcasts last year. Because of gasoline rationing, Atlantic at first announced it would drop the project, but later reconsidered. [Broadcasting, Aug. 17, Sept. 14.]

Though the season formally opened with games on October 1 and 3, two college and four high school pre-season games were aired September 25 and 26. This included Temple-Georgetown on WIP, Philadelphia, and Dartmouth on WBZ, Boston, and WTAG, Worcester.

A major change in Atlantic's schedule was announced for Philadelphia this year, where the company substitutes eight games on WFIL for U. of Pennsylvania games it formerly broadcast on WCAU. Philco Corporation is carrying the WCAU football broadcasts.

Stations on this year's Atlantic football network include: WIP, Philadelphia, for games of the Western Division; WEAN, Pittsburgh, for games of the Eastern Division; WEAN WTAG WORK WDEI WBKO WDBO WJAX WNBS WTAM WEEU WCBD WFBJ WJAC WJAS WKST WLUE WJMS WMRF WBOC WFMF WFSR WPFP WJEJ WGR WAGE WATR WRBK WEIM WEIL WENY WFEA WGR WHAI WAMC WFLY WGLL WILN WNAC WNBF WNPH WNLC WSAR WSBY WTHIT WJAX WAZL WJOK WRAK WARM WNLR WOL.

Blue Participators

CREAM OF WHEAT Corp., Minneapolis (cereal), on Oct. 2 renewed sponsorship of the final quarter-hour of The Breakfast Club on 75 BLUE stations Friday and Saturday, 7-10 a.m. Swift Co. & Co., Chicago (meat products), will continue to sponsor the 9:30-9:45 half-hour program Thursday, Friday and Saturday and is planning to expand to six days a week. BBDO, Minneapolis, is the agency for CREAM OF WHEAT and J. Walter Thompson for Swift & Co.
HOW advertisers will benefit through the recently-announced WQXR-Time, Inc. collaboration:

Building upon a sound foundation of the best in music, WQXR has become a unique station. Good music has won WQXR a market all its own—a market in the heart of the world's greatest single concentration of purchasing power: The New York Metropolitan Area. Good music—as only WQXR programs it—is selling goods right now in this entire New York market for the smartest and biggest advertisers in America.

Now comes an added reason to boost WQXR's popularity—the worldwide news gathering facilities of TIME and LIFE and FORTUNE—an exclusive service for WQXR. This means further growth in audience size—and the right kind of audience, too. The combination of WQXR and Time's facilities will give you programs at a cost that at present rates cannot be matched. Buy WQXR NOW and profit by an ever-increasing audience for your sales message.

WQXR  NEW YORK  
730 Fifth Avenue  
Circle 5-5566

In Chicago, The Foreman Company, Wrigley Building, Delaware 1869
In the Axis
Dominated
Countries...

... in America
You can listen to any
radio station any time.
No Gestapo... no
persecution... no prison
term to prevent you
from listening to truth
in the News and supple-
mentary entertainment.
Baltimoreans can
listen to any station;
but we’re proud of the
fact that they listen
most to WBAL.

In the Balkan
Khos

---

In America
You can listen to any
radio station any time.
No Gestapo... no
persecution... no prison
term to prevent you
from listening to truth
in the News and supple-
mentary entertainment.
Baltimoreans can
listen to any station;
but we’re proud of the
fact that they listen
most to WBAL.

---

---

---

---

---
Ads like these mean more listeners for your WBAL programs

Pounding away, week after week, month after month, all through 1942, WBAL has been winning more listeners for YOUR programs with these powerful, full page ads in the Baltimore News-Post.

At the same time, each week WBAL ads are appearing in 19 newspapers in 14 other cities in the great Central Atlantic territory that WBAL blankets!

It's one of the great radio station promotion campaigns of all time!
Unity or Else

THE WAR is everybody's No. 1 problem. In radio, every broadcaster from 250-watt to network operator, hasn't shown a minute's complacency since last December.

It's a strange paradox that while it has done such a spontaneous and outstanding job in meeting its war obligations to Government and public, the industry has failed in the mission of keeping its own house in order. Peace-time controversies have been carried over. There's still no unity in the industry's conduct of its internal affairs in wartime.

The NAB is in an unfortunate state of confusion because of serious, fundamental, controversy over its leadership. It has reached the point where a new trade group—the American Broadcasters Ass'n.—has been formed because certain industry figures, restive over failure of the NAB to act, despaired of having an effective job done through the existing order.

The establishment of horizontally competitive trade groups can only have an abrasive effect at a time when the need for industry solidarity was never greater. There isn't any question in the mind of any broadcaster about the desire of the industry, as a whole, to do a peak war job. The formation of ABA, and other movements of recent months, all are manifestations of such a desire, and of the feeling that the war has left the old order behind.

It is unfortunate that personalities must be drawn in. The NAB board has held three meetings during the past six months at which the issues of personnel reorganization and leadership were to have been settled. The meeting in Chicago on Sept. 24-25 was called for the primary purpose of attempting to restore unity and harmony in industry ranks through an amalgamation of the Broadcasters Victory Council and NAB. The matter wasn't even broached until a number of NAB board members had departed, and then it was too late. BVC despaired of action and announced formation of the new ABA.

The board should have acted. It should have voted on a fusion proposal and on a personnel realignment upon which it brooded. It should have voted the proposal up or down so there would have been a clear-cut decision.

As things stand now, the founders of ABA have announced their intention of setting up in Washington a full-scale trade organization, with adequate personnel. The NAB board has scheduled another meeting in Chicago Oct. 14. That meeting presumably is for the single purpose of deciding on reorganization.

Neville Miller, who in 1938 was selected as the industry's first paid president, is under fire. There are some who feel a change is necessary; others who support his record and stewardship and who allege improper outside influences.

Without belaboring the issues, it is evident the opportunity remains for bringing about industry solidarity at that Oct. 14 meeting. The founders of ABA, we hope, will decide to withhold a membership campaign or appointment of executive personnel until the NAB board session. The NAB board must meet the issue squarely at that time; otherwise it will have failed in its immediate war mission.

We have every confidence in the ability of the industry to solve its own problems. It always has. The war problem is the biggest it has ever had to face. It's unity at the Oct. 14 meeting or internecine strife between two trade groups trying to do the same job.

A Bright Spot

BACK AT the old Fifth Ward School there used to be a copybook saying on the blackboard that ran something like this: "Every advantage has its corresponding disadvantage."

Conversely, many disadvantages growing out of the present war seem actually to be turning into advantages. At present this is apparent from a resume of spot broadcasting prospects, in this country and Canada, as viewed by members of the Broadcasting staff.

Take rationing, for example! They cut down on supplies of tea and coffee so tea and coffee advertising takes a dip.

So what happens! Other food lines start buying more time as they try to educate the public to new forms of packaging and new types of edible.

Or take gasoline, for another example! They ration gasoline, and what happens? People stay at home and listen more hours; more advertisers want to take advantage of their changed habits; book and magazine publishers seize the new opening. And so it goes.

Spot business will set a record in 1942. What it will do in 1943 isn't easy to guess at this moment. Nothing about 1943 is easy to guess. But one year ago everyone started to shiver at the mere thought of what would happen by the end of 1942.

Well, here it is!

After the War

EVERY RECENT action of the wartime Government clearly shows the reliance placed upon radio, domestic as well as international, as an implement of warfare—call it psychological, geopolitical, or what not. The Government intends to keep radio going even if it has to foot the bill.

Elmer Davis made no bones about this in his recent appearance before the Senate Petriello Probe Committee. He said that the Government proposed to keep stations in outlying areas going "at any cost". OWI a few days ago [Broadcast, Sept. 25] announced it was purchas- ing time on the four Alaskan stations for news and special events in line with its established policy of supplying American troops, wherever they are located, with adequate broadcast service. The same has been done for a station in Hawaii.

In the international broadcast field, time is being purchased by the Government for special programs. It gives the stations some where-withal to keep operating. But the whole policy is founded on operation "By the American Plan"—not direct subsidy or Government operation. That is the mandate of Congress and the American way—even in war.

The time may come when small domestic stations, close to millions, will be unable to stand the gaff because they get little or no national business and because local business may not be sufficient to keep them going. It is conceivable that, in line with the established OWI policy, time will be purchased for news and special events and other features to keep the military posts supplied with adequate broadcast service. There can be no quarrel with such a development in wartime.

These days, when winning the war is uppermost, talk of the postwar era usually falls on deaf ears. Yet the Government itself thinks in terms of postwar economy. That's one of the big jobs of the Board of Economic Warfare. Radio, too, would do well to think ahead.

OWI is a wartime agency. Its functions terminate after the war. So also, we assume, will the arrangements made by that agency, including those covering radio.

But there should be an added protective measure. Sometime there's going to be a new Communications Act, or it's going to be amended again. Uppermost in the thinking of everyone in radio should be the inclusion in any such legislation of a proviso that after the war (six months after seems to be the stock phrase) all broadcast operations shall be restored to their customary peace-time status, devoid of Government direction and contribution—full return to the American Plan.

This can be accomplished through a simple amendment to Section 606 (c) of the Communications Act, which prescribes that the President in a national emergency can commandeer any and all communications. The proviso, simply and directly, should state that radio broadcasting shall be restored to its peacetime status within six months following the war's end.

As a matter of fact, broadcasters would do well to look forward for such legislation now. After all, Congress already has established that precedent in amending Section 606 to apply to other communications fields, specifying the six-month recapture clause. Why not broadcasting, and why not now?
Dunlap then enlisted in the Navy as an electrician in radio; served first at the Great Lakes Naval Station, Naval Radio School at Harvard and the Navy's station NBD, Ogdensburg, N.Y.

The war over, Dunlap rebuilt his station and continued amateur operation. In 1920 he was graduated from Colgate with a B.S. in chemistry and then entered Harvard Graduate School of Business. Following graduation he joined Hanff-Metzger agency, New York (now Buchanan agency) and became assistant to the executive of the Paramount account.

The commercial possibilities of radio were then apparent to Dunlap and he began looking around for some place to utilize his knowledge. He found the New York Times to be the only newspaper without a radio column. His suggestion to Carl Van Anda, Times managing editor, that he start a radio page was adopted and the job of editor went to Dunlap.

He stayed at the job 18 years until he took over his present position of RCA manager of the department of information in 1940. His Times radio "beat" brought him in contact with the leading radio personalities and after having met Marconi a number of times he wrote the wireless father's biography, Marconi: The Man and His Wireless.

Already the author of eight books on radio, he has at least three more in his mind and one is to be published soon. Other than the Marconi opus his other works are Dunlap's Radio Manual, The Story of Radio, Radio in Advertising, The Outlook for Television, Talking on the Radio, and the Future of Television.

Orrin's station 8LQ was closed upon U. S. entry into World War I. He passed the Government's examination for a first class commercial wireless operator's license and in 1917 was operator on the Octarora, flagship of the Great Lakes fleet. He was hired by E. E. Nicholas, now president of the Farnsworth Radio & Television Corp.
FRANK SWEENEY, formerly announcer of WJID, Chicago, and before that of WJBC, Bloomington, Ill., and WOC, Davenport has joined the announcing staff of WGN, Chicago.

BOB WHITE, continuity writer, and Gene Dailey, news writer, of WBBM, Chicago, have joined the announcing staff of WBBM, Chicago.

GUY WALLACE, formerly of WCF, Chicago, has joined the announcing staff of WBBM, Chicago.

This is one way to reach a decision—and there are lots of others! But there's only one way to reach the big, responsive Roanoke-Southwest Virginia market! That's with WDBJ—the only station able to reach every radio home in the area with a good, clear voice at all times. Make us prove it—or just ask Free & Peters.

ROANOKE WDBJ VIRGINIA
CBS Affiliate . 960 K.C.
5000 Watts Full Time
Owned and Operated by the TIMES-WORLD CORPORATION

JOHN J. COLBERT, news editor of KFWB, Hollywood, has been commissioned a captain in the Army Air Forces and currently is stationed at Miami Beach, Fla.

RICHARD BOLLENDER, formerly with WRAM, Pittsfield, is announcer at WTRY, Troy.

JIM REED, former assistant sports editor of The Topeka Daily Capital, joined WIBW, Topeka, as announcer.

BARNES NASH, of WHS, Bluefield, W. Va., has joined WWVA, Wheeling, as announcer.

CY HARRICE, announcer of WLS, Chicago, is the father of a baby boy.

ROBERT ARDEN, commentator of KFWB, Hollywood, has been assigned by Columbia Pictures to develop his story ideas into a screenplay under title of "The Boy from Stalingrad."

Meade to KXL

MERRILL MEADE, veteran newspaperman and radio commentator, has joined KXL, Portland, Ore., as continuity chief and commentator, according to Hal W. Wilson, general manager. For three years he was a newscaster and commentator for the Miami Daily News over WQAM, Miami, and before joining KXL he was continuity chief and commentator on WPGF, Palm Beach, Fla. He has also worked for the Cincinnati Post, Jackson- ville Journal, Canton (O.) Daily News and several other dailies in the East and South.

CHUCK HARRISON, formerly announcer of WHBF, Rock Island, Ill., now an aviation cadet, is recovering from minor injuries received in a plane crash near Toison, Harry Creighton, night news editor and announcer, of WHBF, has entered the Army at Fort Sheridan, Ill.

GEORGE GOREL, who joined the talent staff of WLS, Chicago, 11 years ago at the age of 12, has been inducted into the Army Air Forces on the National Barn Dance.

CHARLES TAZWELL, Hollywood writer, has been signed to collaborate with Jean Holloway on the weekly NBC Mayor of the Town program, sponsored by Lever Bros., Co. (Rino), when the series shifts to CBS, with broadcast of Oct. 7.

JOSEPH J. JORDAN, newscaster of KFOX, Long Beach, Calif., known professionally as Burton Dahl, has enlisted in the Army as a volunteer officers candidate.

ROSEMARY O'BRIEN, secretary to Kenneth D. Fry, news and special events manager of WBCS-Chicago, on Sept. 15 was married to Corp. Charles Klein of the Marine Corps, San Diego.

STAN RAYMOND in the general office of NBC-Chicago and graduate of the NBC announcing school, has joined KCMO, Hannibal, Mo., as staff announcer and newscaster.

NELSON CASE, formerly announcer on the CBS programs, Philip Morris Playhouse, and Crime Doctor, is in the Naval Air Force. His assignments have been taken over by Carl Frank, CBS announcer.

R. J. BURR, formerly of CJOC, Lethbridge, Alta., has been appointed sales manager of CKCK, Regina.

PVT. CHARLES FREED, who was an announcer of the announcing staff of WBG, Glenside, Pa., until last July, wrote The Blue Ridge Marching Song and Sunny, Sunny Tennessee, introduced by Ted Husing on his Cheers From the Camps show. He is stationed at Camp Forrest, Tenn.

HAILED BY HIS FRIENDS at WSLI, Jackson Miss., is Lt. Charlie Rawls, former sports announcer, who has recently graduated from Army Air Forces training at Kelly Field. Greeters are (1 to r) Ed Wilkerson, commercial manager; L. M. Sepaugh, manager; LL' Rawls; Maurice Wray, merchandising director of WSLI.

B. S. BERCOCICI, formerly network commentator broadcasting from Akron, has joined WIVN, New York, launching a series of five-weekly morning broadcasts, 10:30-10:45 p.m. Sept. 28.

JANE ABBEY who has been training before the mike and in the control room of WCBS, Springfield, Ill., Jim Doyle, formerly of WCLS, Joliet and Rux Way new to radio have joined the announcing staff of WCRS.

LOUIS (Stude) TCRFEL, Chicago newscaster, actor and writer, has entered the Army at Camp Grant, Ill.

KEITH KERRY, assistant manager of KROW, Oakland, Calif., has joined the Army.

EDNA HARRIS Hollywood radio comedienne, has been signed for a featured comedy role in MGM short film, "First Aid."

BIL Davidson, announcer of KFI-KKEA, Los Angeles, is the father of a boy.

NORA STIRLING, radio actress and freelance script writer, has joined the NBC script staff. Miss Stirling entered radio in 1935, when she originated the role of Mary, in the Mary & Bob series.

CHARLES CRAIG, formerly announcer of WATT, Jersey City, has joined the announcing staff of WLL, Trenton.

LES VINES, formerly announcer of WCAU, Philadelphia, has joined the network's New York staff as a regular announcer.
Staff-Members’ Missing Birth Certificates Cost WTRY

TROY, a remote pickup from the General Electric plant in Schenectady when the station was invited to take part in the Nation at War. Though the station were both well-known, Nick Carter, program director and Bill Watson, engineer, failed to gain access to the plant after three hours negotiations when they could not produce identification. Facilities of WGY were substituted.

John Mitchell has resigned from the script department of the Blue, to become Assistant Stage Manager of the road company of Spring Again, of which Guthrie Mc- Clintic is Manager.

Ray Winters, announcer, who left WHN, New York, some time ago to enter the Armed Forces, last week joined the Army Air Forces.

Al Helfer and Carl Ruff, formerly of the staff of WOR, New York, and now in the Army and Navy, respectively, each have received promotions since they left the station. Helfer, who used to help broadcast Dodger baseball games, is a Lieutenant (S. G.) in the Army. Ruff, formerly in charge of WOR’s trade news, is an Army lieutenant. Both are attending the officer’s training course at Fort Benning, Ga.

Fayville Schulman, former assistant to Leon Goldstein, publicity manager of WMCA, New York, and more recently assistant to Ed Levin in the Promotion and Publicity Department of the New York newspaper PM, has been named Publicity Manager of the newspaper.

John Lambur, new to radio, and Bob Rawson are announcers of WIL, St. Louis.

Bill Gavin, producer of KOMO-KJR, Seattle, is in San Francisco doing special production for KGLO.

Owen Delberg, manager of operations of KQW, San Francisco, has resigned.

The Texas Rangers Transcribed Library is on KDAL
Duluth, Minn.
and other stations, large and small, coast to coast.

George E. Holley
TEXAS RANGERS LIBRARY
BROOKS PICKWICK • KANSAS CITY, MO.

KOAI 850 K.C. DENVER
50,000 WATTS
KOAI is FIRST in DENVER!

From Every Vantage Point...

Represented Nationally by SPOT SALES OFFICES
Lee Phillips, announcer of WCAE, Pittsburgh, joins the Army Air Forces. Bob Peebles, WCAE announcer, leaves to take a job as program director of WKNE, Keene, N. H.

Howard Bailey has been appointed program director of KFBR, Sacramento, replacing Larry Robertson. Frank Cartier, new to radio, joins the KFBR announcing staff.

Gil Verba, announcer-supervisor, is the entry of KOA, Denver in the H. P. Davis National Memorial Announcer's contest, open to announcers of NBC-owned and affiliated stations.

Hugh Muncy, formerly with WQOY, Decatur, Ill., has joined KXEL, Waterloo, Iowa as farm editor.

Jay Victor has left the production department of WJAR, Providence to join the March of Time script staff.

Sherry O'Brien has joined WDAS, Philadelphia as sports director, succeeding Lance McCurley, sports editor of the Philadelphia Daily News.

Joe Dillon announcer of WHAT, Philadelphia, has been elected president of the Broadcast Division in Philadelphia of the American Communications Assn. succeeding Louis Littlejohn, engineer of WFIL.

Bill Stewart, formerly of WASK, Lafayette, and a recent Purdue University graduate, joined WOBO, WGL, Ft. Wayne as an announcer. Josephine Kelley also a recent Purdue University graduate, has been added to the continuity staff.

John Raymond replaces Bob Leonard as sports announcer of WSOY Decatur, III. Edi Dum is junior announcer of WSOY.

Doris Turner of the publicity department of WFIL, Philadelphia, has married William R. Patterson.

Morris Mogelever, formerly with WNEW, New York, WBZ, Boston, WJAR Providence the Providence (R. I.) Tribune and the Newark Ledger, has joined WTMM, Trenton, as head of its news bureau.

Tom Carr, formerly of the Yankee network has joined WTIC, Hartford. He will pinch hit for the station's sports commentator, Bob Steele, during the latter's vacation.

Jerry Piven, announcer of WORC, Hartford, joins the Army Oct. 9.

S. P. Stewart, assistant news editor of WORC, Hartford, has enlisted in the Army Reserve for civilian pilot training.

Lonnie Long, formerly scriptwriter of KPFR, Houston, has joined WDL, New Orleans, where she is currently doing a woman's program, "Unpublished Diary," heard thrice weekly.

Wartime programming problems were under scrutiny of these Western officials during a recent Hollywood conference. Confabbing trio (1 to r) are Glenn Shaw, program director of KSL, Salt Lake City, Utah; Edwin Van Bucklew, western division field manager, CBS station relations, and Ralph Hardy, manager of program operations, KNX, Hollywood.

Jerry Hockstra, has been appointed war program manager of KMOX, St. Louis.

Heleen Argue, formerly of the program department of CBO, Toronto, has been appointed a producer at the CBC studios at Vancouver.

Gerard Arthur, assistant program director of CBC, Montreal, has been appointed French program liaison officer at the CBC headquarters, Ottawa.

Ken Rapieff, sports announcer of WICC, Bridgeport, is the father of a girl. Mrs. John Lomas, sales department secretary of WICC, is in volunteer defense work and is being replaced by Dorothy Whitehead. Howard Sullivan, assistant news editor, joined the Army Oct. 5.

Hal Stronmwall joins the announcing staff of WING, Dayton from WJIM, Lansing, Bud Hicks, WTMN, Traverse City, Mich., replaces him on WJIM. Former WJIM chief announcer and production manager, is a second lieutenant in the Army Air Forces stationed at Kirklan Field Air Base, Albuquerque, N. M.

Jack Hubbard, former continuity director of KFBB, Great Falls, Iowa, and former manager of WATW, Ashland, Wis., has resigned as program director of KROS Clinton, Iowa.

Harold Stephens, announcer-singer, formerly with WFG, WFFP, WDAB, Atlantic City has joined WLPM, Suffolk, Va.

Roy Neal, announcer of WIBG, Philadelphia, joins the Army.

Larry Roller, production manager of WNJO, Palm Beach, was awarded an Authorized Naval Recruiting Certificate by Lt. M. C. Rhodes of the Miami Recruiting Office during the Mass Induction ceremony broadcast at WNJO, WQAM, Miami. Stewart Cameron, special events head of WNJO, W. Palm Beach, has been appointed 1942 football coach for St. Ann's High School, Ralph Rogers, continuity chief of WNJO, W. Palm Beach, has joined WAPX, Birmingham, Ala.

Speaking of records . . . better check your supply of Presto recording discs and needles. Be ready for any delayed broadcast business that comes your way. Over 500 radio stations will shortly be ordering discs for the fall season. We suggest that you order early and avoid the rush that often delays deliveries. Place your order with any branch of the Graybar Electric Co. or your local radio distributor.

Note:

No priority rating is necessary on disc orders. Presto replacement parts and service are still available on your A-3 maintenance rating.
SAVANNAH CLOTHIER Ray-
mond Middleton, manager of the
Scholbi Clothing Store, signs a
year contract for a nightly quarter-
hour newscast on WTOC. Savan-
annah, Ga. With him are Bill Smart
(I) WTOC production manager
and Ben Williams, WTOC local
sales manager.

St. John Returns

ROBERT ST. JOHN, NBC's Lon-
don war reporter, returned to New
York last week after a year in the
British War Capital and is now vac-
tioning "somewhere in America" to
try to regain the 30 pounds he
lost while abroad. Alex Drier, who
formerly represented NBC in Ber-
lin, and who has recently been
broadcasting from Chicago, was on
his way to London to replace St.
John last week. In addition to his
NBC duties in London, St. John
worked as an ordinary laborer in a
British War Factory, getting a
close contact with the average men
and women in England. After his
day's work in the factory, he would
change into business clothes and
spend his evenings chancing news
for his daily broadcast, given at
1:15 a.m., London time.

Canada Ad Tax Ruling

SPECIAL contributed advertising
for the forthcoming Third Victory
Loan campaign can be charged up
to above normal advertising ex-
ponses for income tax purposes,
according to a new ruling of C.
Fraser Elliot, Commissioner of In-
come Tax, Ottawa. Canadian ad-
vertisers are allowed 10% over
normal advertising expenditures
for wartime income tax purposes.
The new ruling gives advertisers
up to 15% but "special contribut-
ed advertising will not be regarded
unless the advertising can be shown
to be 90% given over to
the purchase of bonds of the
Third Victory Loan. The name of
the sponsor-firm and some refer-
ce to its business activities or
products may make up the remain-
ing 10%. Industrial advertising
including some slight reference to
the Third Victory Loan will not
be regarded as special contributed
advertising."

Hands Across

KWG, Stockton, Cal., picked
up and relayed a special War
Bond appeal shortwaved from
Hawaii by Col. Otto
Sandman, commandant of
Schofield Barracks recently,
in cooperation with Fox Theaters
during a special showing of
Wake Island. The joint radio-movie enter-
prise sold $144,750 in bonds.

Government Manual

FALL edition of the U.S. Govern-
ment Manual, a 700-page reference
book on the creation and organiza-
tion, functions and activities of
the Federal Dept. and Agencies was
released last week. It contains all
changes through Sept. 1. Single
copies are available at $1 from the
Supt. of Document, Gov't Printing
Office, Wash., D. C.

DO YOU KNOW
YOUR IOWA
MARKET?
← Get this
latest survey
now—FREE!

Do you know what station
is "listened to most" by
55.7% of the Iowa radio audience?
Who writes to radio station why?
These and many other questions
on a big market are fully answered
in the "Iowa Radio Audience Survey", Impartial, In-
formative, helpful. Get yours today, with-
out obligation! Write
CENTRAL BROADCASTING CO.
916 Walnut St., Des Moines, Iowa
NERN Dines Agency Heads

NEW ENGLAND REGIONAL NETWORK played host to some 200 Agency Radio Executives at a "coming out" luncheon at the Waldorf-Astoria, New York, last Wednesday. William B. Ziff, author of the current best-seller, The Coming Battle of Germany, who discussed the use of air power in modern warfare, was the only speaker at the luncheon, which was presided over by Paul W. Morency, general manager, WTIC, Hartford, and Chairman of the new regional network's Operating Committee. Sole commercial note was a large map showing primary and secondary coverage of NERN, which partially covered one end of the room.

RCA Review' Suspends Publication

SUSPENSION of publication for the duration has been announced by RCA Review, quarterly journal of the RCA Institutes Technical Press. With a large proportion of current research and engineering work in radio and electronics associated with the war effort, the editors explained they found discussion restricted. The last issue was dated April, 1942.

GRANTLAND RICE, dean of American sports authorities, has been signed for his 10th consecutive season as football commentator on the Cities Service Co., New York. On each broadcast, Rice discusses the important games scheduled for the following day and makes his own predictions on the outcomes. Agency is Lord & Thomas, New York.

Soldiers' Likes

(Continued from page 8) Listening by time zones weekends, with the peaks corresponding in general to the weekday listening. The table showing radio listening by hours of the day, weekdays, Monday through Friday, follows:

Radio listening by hour of the day: weekdays (Monday-Friday) (Percentages based on all men interviewed):

<table>
<thead>
<tr>
<th>Morning Hours</th>
<th>Reported Listening</th>
<th>Could Conveniently Listen</th>
</tr>
</thead>
<tbody>
<tr>
<td>5:00-5:45</td>
<td>9</td>
<td>10</td>
</tr>
<tr>
<td>5:45-6:00</td>
<td>14</td>
<td>16</td>
</tr>
<tr>
<td>6:00-6:15</td>
<td>17</td>
<td>20</td>
</tr>
<tr>
<td>6:15-6:30</td>
<td>15</td>
<td>18</td>
</tr>
<tr>
<td>6:30-6:45</td>
<td>9</td>
<td>4</td>
</tr>
<tr>
<td>7:00-7:15</td>
<td>14</td>
<td>17</td>
</tr>
<tr>
<td>7:15-7:30</td>
<td>15</td>
<td>18</td>
</tr>
<tr>
<td>7:30-7:45</td>
<td>15</td>
<td>18</td>
</tr>
<tr>
<td>8:00-8:15</td>
<td>14</td>
<td>17</td>
</tr>
<tr>
<td>8:15-8:30</td>
<td>13</td>
<td>16</td>
</tr>
<tr>
<td>8:30-8:45</td>
<td>9</td>
<td>4</td>
</tr>
<tr>
<td>9:00-9:15</td>
<td>11</td>
<td>14</td>
</tr>
<tr>
<td>9:15-9:30</td>
<td>11</td>
<td>14</td>
</tr>
<tr>
<td>9:30-10:00</td>
<td>12</td>
<td>15</td>
</tr>
<tr>
<td>10:00-10:15</td>
<td>13</td>
<td>16</td>
</tr>
<tr>
<td>10:15-10:30</td>
<td>13</td>
<td>16</td>
</tr>
<tr>
<td>10:30-10:45</td>
<td>12</td>
<td>15</td>
</tr>
<tr>
<td>11:00-11:15</td>
<td>11</td>
<td>14</td>
</tr>
<tr>
<td>11:15-11:30</td>
<td>11</td>
<td>14</td>
</tr>
<tr>
<td>11:30-11:45</td>
<td>11</td>
<td>14</td>
</tr>
<tr>
<td>11:45-12:00</td>
<td>12</td>
<td>15</td>
</tr>
<tr>
<td>12:00-12:15</td>
<td>13</td>
<td>16</td>
</tr>
<tr>
<td>12:15-12:30</td>
<td>13</td>
<td>16</td>
</tr>
<tr>
<td>12:30-12:45</td>
<td>12</td>
<td>15</td>
</tr>
<tr>
<td>12:45-1:00</td>
<td>12</td>
<td>15</td>
</tr>
<tr>
<td>1:00-1:15</td>
<td>12</td>
<td>15</td>
</tr>
<tr>
<td>1:15-1:30</td>
<td>12</td>
<td>15</td>
</tr>
<tr>
<td>1:30-1:45</td>
<td>12</td>
<td>15</td>
</tr>
<tr>
<td>1:45-2:00</td>
<td>12</td>
<td>15</td>
</tr>
<tr>
<td>2:00-2:15</td>
<td>12</td>
<td>15</td>
</tr>
<tr>
<td>2:15-2:30</td>
<td>12</td>
<td>15</td>
</tr>
</tbody>
</table>

Midday Hours

| 11:30-11:45   | 8                 | 16                        |
| 11:45-12:00   | 8                 | 16                        |
| 12:00-12:15   | 8                 | 16                        |
| 12:15-12:30   | 8                 | 16                        |
| 12:30-12:45   | 8                 | 16                        |
| 12:45-1:00    | 8                 | 16                        |
| 1:00-1:15     | 8                 | 16                        |
| 1:15-1:30     | 8                 | 16                        |
| 1:30-1:45     | 8                 | 16                        |
| 1:45-2:00     | 8                 | 16                        |
| 2:00-2:15     | 8                 | 16                        |
| 2:15-2:30     | 8                 | 16                        |

Evening Hours

| 5:00-5:15     | 6                 | 17                        |
| 5:15-5:30     | 11                | 19                        |
| 5:30-5:45     | 10                | 18                        |
| 5:45-6:00     | 10                | 18                        |
| 6:00-6:15     | 10                | 18                        |
| 6:15-6:30     | 10                | 18                        |
| 6:30-6:45     | 10                | 18                        |
| 6:45-7:00     | 10                | 18                        |
| 7:00-7:15     | 10                | 18                        |
| 7:15-7:30     | 10                | 18                        |
| 7:30-7:45     | 10                | 18                        |
| 8:00-8:15     | 10                | 18                        |
| 8:15-8:30     | 10                | 18                        |
| 8:30-8:45     | 10                | 18                        |
| 9:00-9:15     | 10                | 18                        |
| 9:15-9:30     | 10                | 18                        |
| 9:30-10:00    | 10                | 18                        |
| 10:00-10:15   | 10                | 18                        |
| 10:15-10:30   | 10                | 18                        |
| 10:30-10:45   | 10                | 18                        |
| 11:00-11:15   | 10                | 18                        |
| 11:15-11:30   | 10                | 18                        |
| 11:30-11:45   | 10                | 18                        |

* All times are in terms of local time.

Educational Angles

The 21-page survey was concluded with a series of detailed tables showing radio likes and dislikes by education and residence of enlisted men. These studies, it was stated, permitted an examination of the educational differences in radio preferences. The men were classified by educational background and men of each educational level were subdivided by size of the community they called home.

In the classical music field, it was found that 47% of the high school graduates or those who had attended college, in communities of 25,000 or more preferred it. In towns of less than 25,000, the percentage was 32. Thirty percent in the larger communities and 34% in the smaller ones did not know, while 23% in the larger communities and 24% in the smaller disliking classical music.

The ratio of those who liked classical music tapered off as education lessened. Of enlisted men who had some high school education, 30% in the larger communities liked classical music and 19% in the smaller communities. Those who had no preference aggregated 34% in the larger communities and 36% in the smaller. Those who definitely disliked classical music aggregated 36% in the larger cities and 45% in the smaller ones.

Enlisted men who had grade school education only preferred classical music to the extent of 31% in the larger cities and 25%

- The picture has changed for Southern Californian KMPC is now one of the "first three" Los Angeles stations in power, prestige, coverage ... but only fifth in cost

KMPC

LOS ANGELES - 710 KC

FOR SOUTHERN CALIFORNIA - 10,000 WATTS

AND WGAN, CLEVELAND - NATIONAL REPRESENTATIVE: PAUL H. RAYMER CO.

Page 42 • October 5, 1942

BROADCASTING • Broadcast Advertising
No Admittance!

NUDIST colony was founded by announcers Bob Martin and Bob Dixon, WTAG, Wochester, when they sported birthday suits, not bathing suits, in recent broadcast from the YMCA swimming pool in good-natured competition for the WATG broadcast. Publicity photographers were met with "no admittance" sign.

in the smaller ones. Those who had no opinion averaged 32% in the larger cities and 33% in the smaller, while those who disliked it totaled 37% in the larger and 42% in the smaller.

Popular music, such as "sweet or dance music and tunes of today," stood highest in the preferences by educational groups. Those who graduated from high school or attended college liked it to the extent of 94% both in large and small cities. No preference was expressed by approximately 8% while those who disliked it totaled only 1% in the larger cities and 2% in the smaller ones.

Ninety-three percent of the enlisted men from cities of 25,000 or more who had some high school training liked popular music, while 86% from communities of 25,000 or less showed a similar liking. The same general averages prevailed for those with grade school training.

In the swing class (hot, east, jive) of high school graduates of those who attended college, a total of 69% from the larger cities and 63% from the smaller ones preferred it. About 22% didn't care, while 18% from the larger cities and 15% from the smaller didn't like it. Those who had some high school training liked swing music to the extent of 65% in the larger cities and 63% in the smaller ones; approximately 20% had no choice, while 16% disliked it. Those with grade school education liked it to the extent of 68% from the larger cities and 62% from the smaller ones; about 22% didn't care, and 12% from the larger cities and 16% from the smaller cities didn't like it.

In the familiar music category, (ballads, folk songs, spirituals, hymns, tunes of long ago) the better educated enlisted men liked it approximately 64%; had no choice, about 30%, and disliked it about 16%. The same relative ratios held for those with high school and grade school training.

Hillbilly Music

In the hillbilly and western music class, the ratios varied radically. Only 19% of the high school or college men from the larger cities cared for it, while 34% of those from the smaller cities liked it. Approximately 25% had no choice from both size towns. Fifty-seven percent of the larger city men disliked it as against 40% of those from the smaller cities. Those with high school training liked hillbillies only to the extent of 34% if they came from the larger cities, and 67% from the smaller ones. About 25% had no preference, while 41% from the larger cities disliked it and only 18% expressed that view from the smaller cities.

More than half (52%) of those with grade school education from the larger cities liked hillbilly music, while 67% from the smaller cities expressed a preference for it. Those with no opinion totaled 24% from the larger cities and 21% from the smaller ones. The dislike column showed 22% from the larger communities and 12% from the smaller ones.

Variety programs were preferred by 73% of the high school graduates or college attendees from the larger cities and 70% from the smaller ones. No preference was expressed by 16% from the larger cities and 23% from the smaller ones. Six percent of those from the larger cities disliked variety programs as against seven percent from the smaller ones. In the "some high school" education sphere, 74% of the big city men liked variety programs while 62% from the smaller cities preferred. No opinion was expressed by 16% from the larger cities and 28% from the smaller ones. Seven percent of the high school men disliked them if they came from the larger cities while 10% disliked them from the smaller towns. Grade school enlisted men from the larger cities totaled 65% in the preference column as against 61% of such men from the smaller cities. No preference was given by 27% from the
larger cities and 33% from the smaller ones. Diak was expressed by 8% from the larger cities and 16% from the smaller ones.

Want Their Fun
Another upward surge was shown for comedy programs in all groups. These were described as "gags, skits, and plays to make you laugh." Among the first category (high school graduates or attended college) 87% from the larger cities liked them as against 88% from the smaller cities. No opinion was expressed by 10% from the larger communities and 8% from the smaller.

WSB, Atlanta, Ga.
AP radio wire gets better by the minute...you're doing a fine job.

Doug Edwards, News Editor.

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.


The percentages were: High school graduate or attended college: Like, 39% and 41%; no opinion, 38% and 36%; dislike, 23% and 21%. Some high school education: Like, 42% and 37%; no opinion, 36% and 38%; dislike, 23% and 25%. Grade school: Like, 45% and 34%; no opinion, 39% and 44%; dislike, 23% and 22%.

The number of enlisted men included in the radio survey sample, and the camps covered were as follows:

Bragg, N. C., 121; Croft, S. C., 144; DeVens, Mass., 210; Grant, Ill., 119; Hill, Va., 275; Houston, Tex., 219; Lee, Va., 144; Lewis, 40th Division, Wash., 195; Lewis, 44th Division, Wash., 217; Livingston, La., 202; Meade, Md., 190; Obiapo, Cal., 187; Pine, N. Y., 279; Polk, La., 222; Warren, Wyo., 276; Wood, Mo., 216; Total, 15 camps, 3286.

Serial Promotion
DURING THE LAST few weeks in September and first week in October, Blackett-Sample-Hummert has been placing four-inch advertisements on varied schedules on the radio page of local newspapers, calling attention to the local NBC station carrying the "two new exciting features," Just Plain Bill and Front Page Farrell. The programs, sponsored respectively by Anacin Co. and Kellog's, started on 50 NBC stations Sept. 14.

SAG Radio Ruling
VETOING personal appearances without pay on all radio shows, unless such have been cleared by the Screen Actors Guild during its annual meeting Sept. 27, in that city, sought to assure members from possible exploitation.

WIBW The Voice of Kansas in TOPEKA

We have the peak soil conductivity in the U. S. —plus the Joe Louis "punch" of a 580 kc frequency. The result is RESULTS!
Meet the LADIES

GERTRUDE TALBOT

TEACHING SCHOOL evidently held no allure for Mrs. Gertrude Talbot. She left it after a year to do stenographic work in a publishing house. One year of taking dictation was also enough and her next step was to start filing and proof reading for Van Sant, Dugdale & Co., Baltimore, where she is now space and timebuyer.

Born in Anderson, S. C., Gertrude Talbot attended Laney High School, claiming modestly that her main activity was basketball. She then made the U of Georgia her alma mater.

At Van Sant, Dugdale & Co. for nine years, Mrs. Talbot has been space and timebuyer for the last three years. Her accounts include Sherwood Brothers, Schildenberg-Kundle, Cross & Blackwell, McCormick's, Glenn L. Martin, Black & Decker, National Radio Institute.

Talent runs in the family. Mrs. Talbot's sketch above was done by her daughter, Mary. Her hobbies are swimming and reading.

OWL Football Messages

AS AN AID in delivering the various war messages during all football broadcasts the Radio Bureau of the Office of War Information has mailed a questionnaire to all stations signed by William B. Lewis, bureau chief, requesting a list of all local football broadcasts and their sponsors, to obtain cooperation in the campaign planned. This plan is a continuation of the baseball allocation plan which scheduled war messages on locally sponsored baseball broadcasts.

Grove News

GROVE LABS., St. Louis (Bromo-Seltzer), has started sponsorship of thrice-weekly quarter-hour newscasts by Norman Barry on WMAQ, Chicago, and by Donald McGibeny on WBBM, Chicago, in addition to five-minute news programs six days a week on WBBM by John Harrington. Agency is Russel M. Seeds Co., Chicago.

Yeast Discs

NORTHEASTERN YEAST Co., Chicago, is using copy on Songs of a Dreamer, transcribed musical program on 15 Midwestern stations [BROADCASTING, Aug. 24], to explain the absence of its granular Maca yeast from the consumer market due to military demands for the product. Promotion of dry cake Yeast Foam and Magic Yeast has been substituted “for home front use”. Agency is MacFarland, Aveyard & Co., Chicago.

Store Tries Radio

USING radio for the first time, Union-May-Stern, St. Louis department store, is sponsoring Broadway Canteen, 15-minute record show, each Monday, Wednesday, and Friday over KSD, that city. Thus the station becomes the store's exclusive radio outlet. Record numbers will be chosen on the basis of popularity polls conducted in camps throughout the country.

ANOTHER GILLIN, Bill, brother of John Gillin, manager of WOW, Omaha, signs a sponsor for KLZ, Denver, where he is on the commercial staff. Contract, signed by Dave Cohen, Denver Jewelry Co., calls for 1485 announcements. Max Goldberg, left, is the agency.

On WGN It's News...Plus!

- WGN regularly supplements its news broadcasts with informal and authoritative talks with men and women who have played important roles in current events.

For instance, during the week of September 21, 1942, the following guests appeared on the regular WGN news broadcasts: 1—one of the two WAACs in Chicago; 2—a Dutch aviator; 3—Chas. O. Van der Plas, former Governor of East Java; and 4—Sir Ian Frazier, director of the BBC.

Consequently, Chicago and midwestern listeners turn first to WGN for news.

Bond Bread Buying

GENERAL BAKING Co., New York (Bond bread), has placed one-minute and half-minute transcribed announcements on KCMO, Kansas City; WAVE, Louisville; WSTV, Steubenville, Ohio; WTOL, Toledo; WXY, Oklahoma City; KTUL, Tulsa; WHC, Columbus, 25 to 45 times a week, in addition to participation on home-making programs on WHKC, Columbus, and WHB, Kansas City, Mitchell-Kaufman Adv. Co., Chicago, is agency for the Central and South-west divisions of the company.

Tribute Circularized

A QUARTER OF A MILLION or more pamphlets quoting a recent broadcast by Arthur Hale, commentator on MBS Confidential Tours, will be distributed throughout the country by The Boy Scouts of America. Hale paid tribute to the Boy Scout movement, particularly to continued activities of the organization in Nazi-occupied countries.

A Clear Channel Station

50,000 Watts
720 Kilocycles


BROADCASTING • Broadcast Advertising  October 5, 1942 • Page 45
Shortwave War
(Continued from page 18)
and one in Italian and English daily and one in Polish and Finnish weekly. These open and close to strains of Yankee Doodle. They are transmitted shortwave from New York, recorded here, then broadcast on a suitable schedule. They are exceedingly well done. Their news and interpretations are honest and they are well received in Europe.

But voice quality is lost not only in transatlantic transmission but in the recording process. It would be better if pickups could be made direct and rebroadcast done without intercession of recordings.

And it would be far, far better if more broadcasts of “This Is the United States of America Calling Europe”, as the opening line, with the funfare, could be carried over BBC’s European service networks. Time should and can be made available for more of them, and British radio officials recently turned from conferences on the subject in the United States indicate recommendations are going forward to that effect.

The propaganda objective is a common one, so the British can ill afford to be neglected with their time. Moreover, 75% of time on the European service is news, the rest dramatizations and incidental music; it is not and should not be entertainment service in any sense, though listener interest technique is the prime requisite.

There are even some experts who assert on the basis of both British and American reports on listening and on word of mouth distribution of radio news picked up in Europe that an American accent in French or German actually gives our news and commentaries more credence. This technique allays suspicion that it is coming from the English or from discredited refugee sources using BBC channels subterfuged as American.

It takes no expert to recognize how technically simple it would be to tie in shortwave broadcasts from America with BBC’s already established system which is working well. This relay setup plus our own direct emanations on multiple shortwaves would provide all the transmission avenues needed. But our news output absolutely must be coordinated with the British to avoid overlapping and needless repetition.

SENSATIONAL!
After 3 years of continuous Broadcasting
THE AMERICAN INSTITUTE
OF FOOD PRODUCTS
is proud to announce that
DOCTOR WALTER H. EDDY
Nationally Known Food and Nutrition Expert
FOOD FORUM
NOW ON WOR 4:30 P.M.
Page 46 • October 5, 1942
BROADCASTING • Broadcast Advertising
HER DAD RUNS A "BOOM TOWN" AVIATION SCHOOL

Carolyn Kay Close is a "BOOM BABY WITH A FUTURE" because she was born in boom time in the boom town of Wichita. Her dad, Nathan R. Close, operates "Aviation Industries," leading Wichita aviation school. "We're building solidly for the future," says Mr. Close. Wichita's boom of today is here to stay!

For years Wichita has been the Oil Capital of Kansas (Kansas is 4th in U.S.A. oil production)—Wichita has always been a great wheat and upland cotton center—now, in addition, it has become the great aviation center of the middle-west (approximately 100 acres of plane manufacturing plants). There is solid growth in the Wichita area—population and in wealth. You can make solid sales gains here by using Station KFH—the only full time 5000-watt station in Kansas.

PHOTO BY MORENS

That Selling Station in Kansas' Biggest, Richest Market

K F H
W I C H I T A
C B S . . . 5 0 0 0 W A T T S D A Y & N I G H T
C A L L A N Y
E D W A R D P E T R Y O F F I C E

BUFFALO'S MOST POWERFUL TRANSMITTER PLANT
BUFFALO'S LARGEST REGIONAL COVERAGE
5000 WATTS BY DAY
1000 WATTS DIRECTIONALLY INTENSIFIED BY NIGHT

BASIC MUTUAL
550 K.C.

GIVES

BROADCASTING • Broadcast Advertising

October 5, 1942 • Page 47
ALT ARLETT has been appointed public relations director of Tide Water Associated Oil Co., Associated Division, San Francisco, succeeding Doug Montell, who was recently commissioned a captain in the Marine Corps.

CHRISTIAN SCIENCE COMMITTEE on Publication, for the third consecutive season, will sponsor a Sunday series of quarter-hour talks on WEAF, New York, 8:30-8:45 p.m., starting Oct. 18. Christian Science Churches, New York, continue to sponsor two services and one lecture a month from different churches on WQXR, New York. Accounts placed through Christian Science Radio Committee of Greater New York.

CONSOLIDATED ROYAL Chemical Corp., (proprietary), has started a full-hour early morning recorded program Breakfast Time Frolics six days a week on WGN, Chicago. Agency is Benson & Dall, Chicago.

SEVEN-UP BOTTLING Co. has signed You Can't Stop America, 13 quarter-hour Sunday evening series on KLZ, Denver, dramatizing heroic actions of U.S. fighting men and urging purchase of War Bonds and stamps. Agency is Raymond Keane, Denver.

Al Kaye Named

AL KAYE, formerly production aide of Samuel Goldwyn Inc., has been appointed head of Benton & Bowles, Hollywood office and producer of the weekly NBC Coffee Time. He succeeds Mann Holfier who recently resigned to join the Army as captain assigned to the Special Services Division. Jack Hurdle has returned to the New York headquarters.

FRONTIER REFINING Co., Cheyenne, is sponsoring the 1942 Wyoming football schedule on KFBC, Cheyenne. Art Peterson announces for the eight game series, the third consecutive season for complete coverage of Wyoming football and basketball games.

EVANS FUR Co., Chicago (fur retailer), has started sponsorship of Dr. Preston Bradley, radio commentator for the past 10 years and pastor of the Peoples church, Chicago, in a quarter-hour five nights a week on WGN, Chicago. Agency is State Adv. Co., Chicago.

PLANKINTON PACKING Co., Milwaukee, is sponsoring 1942 U of Wisconsin football games over the Wisconsin network, WLN, Racine; WHLY, Appleton; KEIZ, Fond du Lac; WHRL, Sheboygan; WCLD, Janesville; WIBU, Poyette; WFHR, Wisconsin Rapids; WTAG, Green Bay; and WEMP, Milwaukee. The Badger schedule, ten games, including two service engagements, will be reported by Neil Seerley of WEMP, Milwaukee. Agency is Cramer-Krauss Co., Milwaukee.

QUAKER OATS Co., Peterborough, Ont. (cereal) has started for the autumn and winter That Brentley Boy, half-hourly weekly on 11 Canadian stations. Account was placed by Lord & Thomas of Canada, Toronto.

SHELL Oil Co. will sponsor football dope periods for 20 minutes preceding and 15 minutes following U of Minnesota games on KSTP, Minneapolis. Big Ten rules prohibit sponsorship of play-by-play broadcasts.

WIXAO, Los Angeles, has cancelled its Saturday telecasts and now goes on the air on alternate Mondays, 8 p.m.-9:00 p.m. or later.
Radio Educators Group
To Hear W. B. Lewis
WILLIAM B. LEWIS, chief of the radio bureau, Office of War Information and his side, Douglass Messervey, will explain the manner in which OWI rules affect Government radio broadcasts and publications at a dinner meeting of the Washington Chapter of the Assn. for Education by Radio to be held Oct. 6.
Government, network and local radio writers, commentators, educators and radio information specialists are expected to attend this first formal meeting of the organization. The national organization had its origin in Washington less than a year ago with the purpose of utilizing radio to the fullest in education.

Co-Op Spot List
COOPERATIVE League of the U.S.A., with headquarters in New York, has selected the 24 stations which will carry its transcontinental campaign, *Let's Get Together, Neighbor.* [Broadcasting, Sept. 21].
Originally planned to start Oct. 11, the series will not begin until Nov. 8 or 15 pending time clearances in certain markets, according to Atherton & Currier, New York, agency in charge. Stations are WJSY WHNB WEIL WQXR WTRY WSYR WDPH WHKC WING WSPD WNDJ WTAQ WCCO WEBG WHLB WMFG WDAY WNAX KQNC KFYO KHQ KGW.

Bob Burns (left) in a cordial hand-shake with Homer M. Clark, associate advertising manager of Lever Brothers, Cambridge, Mass., sponsor of Burns' *The Arkansas Traveler,* scheduled to start on CBS Oct. 7, Wed., 9-9:30 p.m. At the right is C. Douglas Morris, assistant to Mr. Clark. Ruthrauff & Ryan, New York, handles the account, Lifebuoy.

Remotes in Britain
ANNOUNCING its semi-annual revised program schedule BBC calls attention to the increase in the number of remote, or "outside" broadcasts, citing as an example a new feature, Behind the Battle Front, sized from different points in Great Britain. Program shows how Britons have adapted the ways of peace to the days of war. Because of the limitations on production, particularly for shortwave transmission, BBC studios will however continue as the main point of origin.

Feigenspan Sports
CHRISTIAN FEIGENSPAN Brewing Co., Newark, sponsor of Red Barber's Sports Review on WOR, New York, for the past summer, Monday through Friday, 9:15-10 p.m., added two extra broadcasts, Saturday and Sunday, to the regular series last week, to keep listeners informed of the World Series news. Three of last weeks broadcasts originated from St. Louis as World Series Reviews. With the conclusion of the baseball season, Feigenspan goes off the air. Agency, E. T. Howard Co. New York.

KYW All-Night News
KYW, Philadelphia, has extended its all-night news service to provide hourly broadcasts all night. Because of the number of new commercial news shows, another news cycle will be added. Eventual setup of the new schedule also takes into account an hourly news broadcast for WHP. KYW's FM adjunct, when it goes into operation soon. At the present time, the KYW news room is preparing 80 news shows a week, which will be increased to 150 when the FM station is put in regular operation.

"WHEBBY" Says:
WHEB profits pacific and produce for parsimonious patrons. Predominant postal pull provable. Proof posted promptly.

W75NY Schedules
November Debut
W75NY, New York's eighth FM station, will begin operations on a regular daily schedule sometime in November, according to I. A. Hirschmann, vice-president of Metropolitan Television Co., operator of the station.
A General Electric Co. 10,000-watt transmitter with a circular bay antenna has been installed atop the Hotel Pierre at 51st St. and Fifth Ave., while the studios and offices are less than a block away at 26 Madison Ave. An RCA control desk is included in the studio equipment, which can handle sound frequencies up to 16,000 cycles.

Looks to Television
Metropolitan Television Co. is owned jointly by two department stores, Bloomingdale Bros., New York, and Abraham & Straus, Brooklyn, and eventually this FM station and the planned-for television station are expected to play a major role in the promotion of these stores. For the present, W75NY will experiment with a variety of program ideas, preparing for commercial exploitation after the war.

The same plan will be carried out for television, Mr. Hirschfeld said. At present the operating heads of the station are spending two days a week at the General Electric television station, WRGB, Schenectady, observing that station's programs. Company also has a small experimental television transmitter in New York, W2XMT, with which it is planning a series of technical experiments.

Operating staff of W75NY and W2XMT is headed by L. L. Thompson, who for the previous 12 years was associated with CBS, serving both as engineering supervisor of studio and field operations and as program supervisor. Program director is Charles H. Kleinman, who was also a field and studio engineer at CBS stations WABC, New York, and WBGM, Chicago, as well as other stations and who more recently was engaged in research and development work for Long-ga-tone Inc. A. B. Cohen, Metropolitan chief engineer, comes from the engineering staff of WNY, Philadelphia, where he did development work on electro-acoustics in connection with the planned FM station of KYW.

Hunters - Our wool is cooked.

630 KG 5000 WATTS DAY AND
NIGHT BLUE NETWORK

America's most powerful independent station

WHN 50,000 Watts • 1050 Clear Channel
NEW YORK
Chicago Office: 360 North Michigan

Boston Rep.: Bertha Bannan

Page 50 • October 5, 1942

Broadcasting • Broadcast Advertising
REV. J. S. THOMSON NAMED CBC HEAD

APPOINTMENT of Rev. James S. Thomson, president of the U of Saskatchewan and member of the CBC Board, as General Manager of CBC to succeed Gladstone Murray, was announced at Ottawa last week by National War Services Minister James Thorson. At the same time, it was revealed that Mr. Murray will be retained as Director of General Broadcasting, and A. Frigon will remain as Assistant General Manager.

Salaries of the three CBC executives decided on after earlier proposals had been rejected by the Canadian Cabinet, are as high as $7,980 plus $3,000 expense allowance for Rev. Thomson and $12,000 each for Mr. Murray and Mr. Frigon. The new General Manager’s salary is equal to the pay he received as president of the U of Saskatchewan.

Under the new arrangement Mr. Murray is directly responsible to the General Manager, and will not have authority to make expenditures except with Rev. Thomson’s approval. Mr. Frigon, as Assistant General Manager, will control all CBC commercial program quality, press and information service programs and operations of short wave stations.

Support for Petrolio

SUPPORTING stand of James C. Petrolio in the AFM recording ban, the California State Federation of Labor during its 43rd annual convention at Long Beach, Cal., Sept. 21-25 is included in a resolution to that effect. The convention did not agree with the theory that the ban attempts to stop progress and development of modern methods, nor that it can be in violation of the principles of American freedom and enterprise.

Rosen Recruiting

RAYMOND ROSEN, head of Raymond Rosen & Co., Philadelphia, distributors of RCA-View products, has been appointed civil-

Patriotic Signoff

FREEDOM HOUSE, New York, has produced a patrio-
tic signoff for radio stations.

The idea originated with Donald Plamm. Running 4½ minutes, the transcription

was directed by Philip Barrison, radio and motion picture director. It is offered

free (at $1 each) to all radio stations applying to Columbia Recording

Studios, 729 Seventh Ave., New York.

‘Readers Digest’ Using Time on College Hookup

THE Readers Digest, monthly magazine published at Pleasantville, N. Y., from Sept. 25 through Oct. 18 is conducting a test campaign of daily spot announcements on four collegiate networks, represented by the Intercollegiate Broadcasting System. BBDO, New York, is the agency.

According to Louis M. Bloch jr., business manager of IBS, the college networks have been operating through the summer in many cases and are becoming increasingly popular. Latest members of IBS include Massachusetts State, Brooklyn College, Haverford College, Michigan, Syracuse, Maryland, Mississippi, Ohio, North and South Carolina.

Serials Aid OWI

PRINCIPLE characters in CBS daytime serials will appear in a two-hour morning series of specially-written dramas, to be present on CBS by the OWI, starting Oct. 12. Titled The Victory Front, the program will present messages from the Government. Series is comparable to the former NBC and CBS Victory Parade programs.

Each week, for 13 weeks, the 9:45-10 a.m. period on CBS, Monday, Thursday and Friday will be taken over by the cast of a different serial.

Pet Milk Returns

WITHOUT drastically changing its program format in its years on the air, the Saturday Night Serenade, CBS series sponsored by Pet Milk Co., St. Louis, on Oct. 3 celebrated its seventh year on the air. Agency is Garner Adv., St. Louis.

announcements with a list of stations.

FIDELITY'S PROPRIETARIES, Buffalo, on Oct. 12 start five-minute transcribed announcements on a large list of Ontario stations. Agency is F. H. Hayhurst Co., Toronto.

DR. A. W. CHASE MEDICINE Co., Oakville, Ont., has started daily announcements on large list of Canadian stations. Agency is Ardeil Adv. Agency, Oakville, Ont.

NORWICH UNION FIRE INSURANCE CO., general manager on CKCL, Toronto, on CJCR, Winnipeg, in connection with government programs, will start daily programs of five minutes in length.

Agency is F. H. Hayhurst Co., Toronto.

CANADIAN CANNERS, Hamilton, Ont., has started a test program for talks on baby care for mothers twice-weekly in Hamilton.

Agency is Rosen T. Kelley Ltd., Hamilton, Ont.

Spot Prospects Bright

(Continued from page 32)

CONSOLIDATED DRUG Trade Products, Chicago, has built up its fall and winter schedule of early morning rural programs on at least 20 stations through Ben
don & Dallas, Chicago.

F. H. PFUNDERS, Minneapolis (anom-
atish tabletta), expects to return to the air with its local five programs on about 25 sta-
tions. Borenre & Sons, Chicago, is the agency.

FOLEY & Co., Chicago, has expanded its proprietary line in addition to its Honey & Tax Cough. Erna has added a vitamin tablet, Vita-Bids, a pain relief tablet and kidney pills, in a close merchandising tie-in with drugstore chain the company is actively promoting its vitamins products on 18 mid western stations.

PETER MINTERMACAL Co., St. Louis, is test-driving announcements for Lambert’s Anti-Aid tablet in Indianapolis. Company recently appointed Ruthrauff & Ryan, Chicago, to handle advertising for the product.

WILLARD TABLET Co., Chicago, is pre-
paring a winter campaign of spot and participation announcements through First United Broadcasters, Chicago. Willard is also introducing a new vitamin product.

MILES LABS., Elkhart, Ind., through Wade Adv. Agency, is testing early morn-
ing breaks in for Nervine, in a few markets such as South Bend, Fort Wayne, Indianapolis, Knoxville and Raleigh.

PINEX Co., Ft. Wayne (cough remedy), through Albert W. Sonda Co., Chicago, has placed newscasts and announcements on over 30 stations.

SUNWAY VITAMIN Co., Chicago, through Borenre & Sons, is placing local programs five minutes in quarter-hour length in approximately 100 stations, selling vitamin pills by direct mail.

G. E. CONKEY Co., Cleveland, (fever), through Oshman & South, Chicago has ex-
panded its announcement schedule.

PURINA MILLS St. Louis, through Gardner Adv. Co., St. Louis is using tran-
scribed quarter-hour Checkboard Time on a large list of St. Louis stations.

GAUKER OATS Co., Chicago (Ful-O-

MILK), has expanded its announcemen-

s on the Farm on 45 stations in addition to spot announce-

For COMPLETE COVERAGE in

ALABAMA

it's THE ALABAMA TRIO

Today smart advertisers who want complete coverage of Alabama's vast war production market—where payroll levels are highest—are specifying the ALABAMA TRIO. Its power blankets the entire state...and you get a 10% reduction, too!

WSBN Birmingham

WSFA Montgomery

WALA Mobile

REPRESENTED BY HEADLEY-REEC CO.

BROADCASTING • Broadcast Advertising

October 5, 1942 • Page 51

Poultry and livestock remedies such as Dr. L. D. LeDar Medicine Co., St. Louis (Simmonds & Simmonds, Chicago), Dr. M. & Clark, Ashland (N. W. Ayer & Son, New York), Dr. Salaberry's Labs, Charles City, la. (N. A. Winter Adv. Agency, Des Moines), are seasonal spot advertisers.

Morton Salt On 200
Morton Salt Co., Chicago (smoked division), according to L. I. Archer, time-buyer of Kansas, Missouri, Minnesota, is about to release a spot announcement schedule to be placed on about 200 stations.

Seed companies such as DeKalb Agricultural Asn., DeKalb, Ill., through Western Agency, Chicago, and Pioneer Hi-Bred Corn Co., through Wallace Adv. Agency, live Moines, are beginning running seasonal campaigns for hybrid seed corn.

Consolidated Products Co., Danville, Ill. (Semi-Solid butter milk), has been placing early morning farm products on large stations. Agency is Macav Adv. Agency, Peoria.

Grafton Labs MFG Co., Chicago, has released its fall schedule through Preba, Fellers & Preba, using program announcements and news on 81 stations. Ry-Dex can be used to plan a fall campaign through United Broadcasters, Chicago.

The number of the pet-food companies have been studying the farm market through civilian gasoline supply to be severely rationed in the midst, the farm population will receive priority for petroleum products for farm use. The consumption of tractor fuel has greatly increased and while it is a comparatively small percentage, the total amount of gasoline consumed nationally, nevertheless is a sizable business in itself.

Pure Oil and Standard of Indiana, Chicago, have been running the farm market successfully. The latter used announced directed to the farm market last spring on over 80 stations.

Wrigley Off Spots
The network volume discount plan has reflected in a number of cases, the entire radio sponsorship of certain advertisers to use of full network.

William Wrigley Jr. Co., Chicago, formerly one of the largest spot users in the country, has discontinued spot announcements as its contracts with stations terminated and has increased its spending in newspapers. Flox Life, Ben Barson and Sergeant Gene Autry on CBS to the full 195 stations.

Welch Grape Juice Co., Westfield, N. Y., has likewise discontinued spot placement of transcribed episodes of Dear John and confined itself to that program on 83 CBS stations.

W. A. Sheaffer Pen Co., Fort Madison, la., which used spot announcements last year on some 80 stations, this year has placed its appropriation in a Sunday afternoon quarter-hour newscast on the full NBC network.

Grove Label, St. Louis, which last year spaced its Pen Ten advertisements all year is using spot in addition to its NBC war news program Reded Broadcast.

The AFB recording ban has had a small but noticeable effect on the spot picture in accounts where transcriptions of network programs are used on a spot basis.

General Mills, Minneapolis, because of transcriptions difficulties, and the most serious problems in the transcribed spot placement of transcribed Jack Armstrong and increased the number of stations carrying the program live on blue.

Direct Mail Strong
Northwestern Yeast Co., Chicago, shifted its transcribed program Songs of a Dreamer, formerly placed on 61 stations on a spot basis, to the blue presenting the identical program on 18 Midwestern stations.

Direct mail accounts placed out of Chicago are going strong.


Pedman, sellers of over 2,000,000 pens by direct mail through radio in a little over two years, is currently in 81 stations with announcements and programs placed in 124 stations.

Stevens Insurance Co., Chicago, in its 15th year of business, is placing its largest spot program in cooperation with local live talent programs on 79 stations. Over $500,000 will be expended on radio in the next six months, according to Louis Brenkin, president, who reports that the company is completing its best year with receipts in excess of $3,500,000.

St. Louis Spots
Out of St. Louis, Schiffer Brennan Magazines, director of advertising, Lexington, North Carolina, American Foursquare, Chicago, and American Film Studio (film developing), La Crosse, Wis., all through United Broadcasters.

Because of wartime restrictions the radio dietetic habits of the country will undergo some changes. Radio can play an important part in nutrition education as well as introducing many new foods which will be used during the rest of the winter.

The presence of meat has meant, for example, intensified advertising driven by macaroni manufacturers.

WFOUL'S MACARONI, Chicago, is using musical Sonox sound announcements in eight cities. Aency is Campbell-Ewald, Chicago.

E. M. Carlson, who is placing spot schedules in 10 Midwestern markets through Stazio Advertisers, Chicago, a new product called Double-Mix has made its appearance. By using the Double-Mix powder along with butter and an equal volume of milk whipped together, the volume of the butter is doubled. This product has been confused in a few Midwestern markets and radio tests are being conducted through Jerome G. Grov- ein Adv. Co., Kansas City (the spot picture).

Dehydrated food products although present in the meat industry are widely recognized as prospective spot advertisers.

R. J. S. NOODLE Co., Chicago (dehydrated soup), is using announcements on participating stations in New York, Schenectady, Indianapolis and Denver. However, this company has been advanced that product identification can be seen in the women's pages of the newspapers at a somewhat smaller cost than spot radio.

Dog Foods Out
The interest of the dog food manufacturers to secure equipment for dehydrations has almost eliminated this industry from the ranks of spot advertisers for the duration.

Recent developments in the frosted fruit field have made distributors and manufacturers of quick frozen fruits prospective spot radio advertisers.

National Dairy Products Corp., New York, because of its widespread representative organization has run announcements into the frozen food field with its own radio appropriation.

Booth Fisheries, Chicago, Stoller Bros. & Co., Indianapolis (Horace Brandt Foods) and period Foods Sales Corp., New York (BirdsEye) are among the leading advertisers in this field.

Institutional advertising has been an economic factor in the news spot market. Studebaker Corp., South Bend, is running its news programs on almost 90 stations. Roche, Wil- liams & Company, Chicago, is the agency.

General Motors Corp., Detroit, has placed $2,000,000 in 60 stations and is said to be considering its continued spots. The transmissions are being cut by World Broadcasting System and has been granted General Motors by AFM for the use of its programs.

Campbell-Ewald, Detroit, is the agency, Interstate National Insurance Co., through Asher, Moore & Wallace, Chicago, is preparing a campaign of institutional announcements on Midwestern stations.

Cereals Geared High
Cereal manufacturers are preparing heavy winter campaigns.

Quaker Oats Co., Chicago, through Ruthrauff & Ryan, Chicago, has placed $2,500,000 in half-minute announcements this year in almost 100 stations for Quaker Oats. The company has placed five-minute transcription programs on about 50 stations through Sherman & Ellis Inc., for Aunt Jemima.

Campbell Cereal Co., Minneapolis, through W. K. Hum- mert, Chicago, has placed announcements and programs on interstate stations.

General Mills, Minneapolis, is lining up a large list of stations to complete Saturday evening announcements for its new campaign. Through Blackett-Sample-Humphrey, Chicago.

Proctor & Gamble Co., Cincinnati, is said to be scheduling announcements on an unannounced number of stations for Oxygen and Blackstone-Milk, Cincinnati.

H. J. Heinz Co., Pittsburgh, has expanded its test campaign for Swirl, a graduate of the late graduate company. Includes Rochester and Springfield, Ill. In addition to Lan-

The Right Introduction
Gives You
Off to a Head Start

WMBD gives your products a head start. This station is so much a part of life in the rich Peoria market that it gets enthusiastic response. It’s the home station—the one folks in Peoria listen to with confidence.

Proof
1. Impressive list of consistent National Advertisers
2. Impressive list of consistent Local Advertisers
3. Outstanding listener preference ratings

WMBD is a member of CBS network
CALLAHAN DIRECTS 
BOND ADVERTISING 
SHIFTs in the personnel of the Treasury War Savings Staff were announced last week, with Vincent F. Callahan, Director of Press and Radio assuming in addition duties as Director of Advertising.

Tom Lane, formerly with Young and Rubicam, moves to Chief of the Advertising Section from his present post as Assistant Director of Radio and Press. He will be assisted by Don Miller, formerly of the publications section. Ross Barrett, former chief of the dissolved Publications Section becomes Assistant Director of Press and Radio.

Mr. Barrett also serves as acting Chief of the Press Section, temporarily replacing Miburn A. McCarthy, who enlisted in the Marine Corps. For foreign duty, Gerald Flood of the Radio Section will leave Oct. 18 for the Navy, with a lieutenant's commission.

KDKA Names White
ROBERT E. WHITE, chief announcer of Westinghouse stations WZB, Boston, and WBZA, Spring- field, Mass., was named last week program manager of KDKA, Pittsburgh, according to James B. Rock, general manager of KDKA. He joined the organization in 1936 as announcer for WBZA and was shifted to Boston for training as studio director of the Springfield outlet. In 1937 Mr. White became chief announcer for the Westing- house stations and returned to Pittsburgh. Last year he won the H. P. Davis Memorial Award as the outstanding announcer in the Eastern time zone((1)), awarded annually to announcers on the staffs of NBC stations and affiliates.

Hyde Park Series
SPONSORING a half-hour musical quiz program, Tie To Time, starring Kay Thompson, St. Louis, and Don McNell of Breakfast Club fame, is Hyde Park Breweries Assn., St. Louis. Broadcast Monday's 9-10 (CWT), over KSD, St. Louis, program is of the audience participation type.

Publicity Offices Revised by Army
Radio Branch Not Affected, However, by New Changes
REORGANIZATION of the Public Relations Bureau of the Army, consistent with the directives of Secretary of War Stimson ordering reduction of personnel, was effected last Wednesday, with Maj. Gen. Alexander D. Surles continuing as director of public relations.

Col. R. Ernest Dupuy, former chief of the Planning & Liaison Branch of the Bureau, was made chief of the News Division. Col. Stanley G. Groth, former chief of the Press Branch, was promoted to deputy director.

The reorganization in no way affects the Radio Branch, headed by Lt. Col. E. M. Allery-Warner, former public relations director of the NAB. Functions of that office and personnel remain essentially the same, though there have been several personal additions from other Army Branches.

Many Transfers
Under the reorganization many officers heretofore identified with public relations activities of branches and units of the Army were sent to the field. Others were absorbed in Gen. Surles' organization.


Three newly-created offices of assistants to the director of public relations were established to represent the three major branches of the Army. Col. Arthur E. Ennis was appointed for the Air Forces; Col. Falkner Heard for the Ground Forces, and Lt. Col. Armand S. Miller for the Services of Supply.

Fox Goes to Coast
FOX De LUXE BREWING Co., Grand Rapids, Mich., (Fox De Luxe beer), at present in 25 midwestern markets with announcements and programs, will shortly enter the Southern California region and will use radio in those markets. Company will use either a regional network or a combination of spot announcements, program, and sales of the network. Schmidt & Scott, Chicago, is agency.

The Coca-Cola Company presents:

CALLAHAN DIRECTS BOND ADVERTISING

SHIFTs in the personnel of the Treasury War Savings Staff were announced last week, with Vincent F. Callahan, Director of Press and Radio assuming in addition duties as Director of Advertising.

Tom Lane, formerly with Young and Rubicam, moves to Chief of the Advertising Section from his present post as Assistant Director of Radio and Press. He will be assisted by Don Miller, formerly of the publications section. Ross Barrett, former chief of the dissolved Publications Section becomes Assistant Director of Press and Radio.

Mr. Barrett also serves as acting Chief of the Press Section, temporarily replacing Miburn A. McCarthy, who enlisted in the Marine Corps. For foreign duty, Gerald Flood of the Radio Section will leave Oct. 18 for the Navy, with a lieutenant's commission.

KDKA Names White
ROBERT E. WHITE, chief announcer of Westinghouse stations WZB, Boston, and WBZA, Springfield, Mass., was named last week program manager of KDKA, Pittsburgh, according to James B. Rock, general manager of KDKA. He joined the organization in 1936 as announcer for WBZA and was shifted to Boston for training as studio director of the Springfield outlet. In 1937 Mr. White became chief announcer for the Westinghouse stations and returned to Pittsburgh. Last year he won the H. P. Davis Memorial Award as the outstanding announcer in the Eastern time zone, awarded annually to announcers on the staffs of NBC stations and affiliates.

Hyde Park Series
SPONSORING a half-hour musical quiz program, Tie To Time, starring Kay Thompson, St. Louis, and Don McNell of Breakfast Club fame, is Hyde Park Breweries Assn., St. Louis. Broadcast Monday's 9-10 (CWT), over KSD, St. Louis, program is of the audience participation type.

Publicity Offices Revised by Army
Radio Branch Not Affected, However, by New Changes
REORGANIZATION of the Public Relations Bureau of the Army, consistent with the directives of Secretary of War Stimson ordering reduction of personnel, was effected last Wednesday, with Maj. Gen. Alexander D. Surles continuing as director of public relations.

Col. R. Ernest Dupuy, former chief of the Planning & Liaison Branch of the Bureau, was made chief of the News Division. Col. Stanley G. Groth, former chief of the Press Branch, was promoted to deputy director.

The reorganization in no way affects the Radio Branch, headed by Lt. Col. E. M. Allery-Warner, former public relations director of the NAB. Functions of that office and personnel remain essentially the same, though there have been several personal additions from other Army Branches.

Many Transfers
Under the reorganization many officers heretofore identified with public relations activities of branches and units of the Army were sent to the field. Others were absorbed in Gen. Surles' organization.


Three newly-created offices of assistants to the director of public relations were established to represent the three major branches of the Army. Col. Arthur E. Ennis was appointed for the Air Forces; Col. Falkner Heard for the Ground Forces, and Lt. Col. Armand S. Miller for the Services of Supply.

Fox Goes to Coast
FOX De LUXE BREWING Co., Grand Rapids, Mich., (Fox De Luxe beer), at present in 25 midwestern markets with announcements and programs, will shortly enter the Southern California region and will use radio in those markets. Company will use either a regional network or a combination of spot announcements, programs, and sales of the network. Schmidt & Scott, Chicago, is agency.
Deduction of Advertising Cost Is Clarified by Revenue Bureau

Helvering Replies to Inquiries; Policy Laid Down

By Nelson to Cover War Contractor Ads

EXPENDITURES for advertising are still deductible from income tax returns so long as they are "ordinary and necessary," according to a formal statement made last Tuesday by Guy T. Helvering, Commissioner of Internal Revenue. In making the statement he explained it was in response to many inquiries resulting from Treasury Secretary Morgenthau's prepared statement to Congress May 28 [BROADCASTING, June 1, 1942] that corporation returns were being examined to disallow excessive deductions including advertising.

Despite the restatement of intent, there has been no essential change in the status of advertising as a possible source of tax revenue. As reported several months ago [BROADCASTING, May 25, 1942] the Bureau of Internal Revenue has only considered all possible sources of revenue to meet the need for increased tax income. Then, as now, the question of limiting advertising has arisen but nothing concrete has been done.

Individual Basis

The Bureau also affirmed its earlier position that advertising is subject to taxation under Section 25-A of the law which provides taxation is possible on all expenses which are not considered "ordinary and necessary." No categorical definition of limitation can be applied to advertising expense, it was said, and each case would have to be considered on an individual basis.

At the time BROADCASTING first considered the question of advertising limitation it was pointed out there was a likelihood of limitation of promotion expenditures on the part of plants given over to war production. Several weeks ago Donald Nelson was asked for a statement of uniform policy to govern expenditures for advertising by war contractors.

In reply, Mr. Nelson agreed in a letter addressed to Robert P. Patterson Under Secretary of the War Dept., that a uniform policy was necessary "in regard to expenditures for advertising by war contractors." As contained in this letter Mr. Nelson pointed out that advertising is not required to do business with the Government. However, he recognised "certain kinds of advertising of an industrial or institutional character" appearing in trade or technical journals, "not primarily with the object of selling particular products but essentially for the purpose of offering financial support to such trade or technical journals because they are of value for the dissemination of trade and technical information for the industry are not really an advertising expense to effect sales so much as an operating expense incurred as a method of policy for the benefit of the business and the industry."

O.K. Goodwill Ads

This portion of the statement of policy contained in the Nelson letter was a reiteration of an earlier policy set forth by the Army and Navy in a pamphlet titled "Explanation of Principles For Determination of Costs Under Government Contracts" which was reported in BROADCASTING. This policy affects advertising expenditures as costs in cost-plus-fixed fee contracts.

In relation to "other advertising expenditures," Mr. Nelson's letter said that a "reasonable expenditure for advertising shall be allowed by these boards (Price Adjustment Boards) even though a company shall be substantially or wholly engaged in war production."

Then the letter continued that a "reasonable expenditure" would be tested by Secretary Morgenthau's statement to the Joint Congressional Committee on Taxation. Briefly, "the test of whether expenditure for advertising are deductible is whether they are ordinary and necessary and bear a reasonable relation to the business activities of which the enterprise is engaged."

Under the Morgenthau policy, there is no intention to "exclude institutional advertising in radio pamphlets or good will advertising." Only when such expenditures, "are extravagant and out of proportion to the size of the company or to the amount of its business," will they be disallowed, it said. Also when such expenditures "are not directed to public patronage which can reasonably be expected in the future," they would be disallowed as deductions.

Finally the letter states, that in an industry substantially or wholly converted to war, Price Adjustment Boards will "recognize" that the amount of money spent for advertising "to maintain a trade mark or brand name, . . . is much smaller than that required for promotion of the same product in a normal competitive market."

Schoenfeld Leaves O.W.I.

SINCE Bernard Schoenfeld, formerly head of the editorial division of the O.W.I. radio bureau, resigned Sept. 29 to accept a position as a special writer with the Office of Price Administration under Robert Horton, his functions have been consolidated under the Procurement Service Division headed by George Zachary. Until now Mr. Zachary was production chief but his unit was combined with the editorial division to form the new program service division.

AAA Issues Booklet

TO ASSIST Advertising Agencies in their daily work with clients, and to clarify for government officials the part advertising can play in wartime. The American Assn. of Advertising Agencies has issued to its members a 24-page booklet titled "Advertising in a War Economy." The booklet contains a statement, whose subject is "specifically, What Can We Do to Help Win the War," as first presented to 4 A's members at the Assn.'s convention at Skytop last May.

WIAC

580 Kc. • 5000 Watts

"First on all Puerto Rico Dials"

Box 4504

San Juan, P. R.
SAM R. BALTIMORE, WBRE HEAD, DIES

SAM R. BALTIMORE, 65, general manager of WBRE, Wilkes-Barre, Pa., and brother of Capt. Louis D. Baltimore, station owner, died in New York Sept. 28 of a heart attack.

Long associated with the station, Mr. Baltimore took over its general direction several months ago when his brother, Louis, was called to active duty as a captain in the Army Forces, Communications Branch. Mr. Baltimore had been in New York last Sunday on a business trip. Prior to joining WBRE in 1932, he was a credit executive in Chicago. He leaves a widow, who was with him when he died.

A third brother, A.C. Baltimore, commercial manager of WBRE, takes over operation of the station.

In addition to Capt. Baltimore, his son, David M., is in the Army as a first lieutenant, Air Forces.

HALPIN QuITS KOIN FOR CENSOR'S DESK

LESTER HALPIN, chief news editor of KOIN and KALE, Portland, Ore., has been called to the Censorship Bureau of the OWI to serve on the radio news desk, broadcasting division. His place will be taken by Marc Bowman, newscaster and continuity director of the two stations.

Mr. Halpin has had a varied career in journalism and radio. After graduating from Oregon State University in 1923, he was legislative correspondent for the Win- nipeg Tribune and movie and drama editor of the Oregonian. Later he joined KQW, Wenatchee, Wash., coming to KOIN, Portland, in 1937.

CHARLES MICHELSON, radio transcription firm, has been appointed exclusive Eastern distributor for the Radio Transmission Company of America, Hollywood. Two additional stations have been added for Michelson's The Shadow Series and six have been renewed. New subscribers are: WIPG, Panama City, and WYX, Richmond, Va. Renewals are WCSC, WRKG, WFMJ, WTSN, KTAR and WROK.

NAB ADVISORY AND PLANNING Committee discussed wartime broadcasting problems with NBC President Niles Trammell (third from left), in a one day meeting Sept. 25 at the Blackstone Hotel in Chicago. The group endorsed the full network volume discount plan, and voted to enlarge the committee from seven to eight district representatives, setting up a new district on the Atlantic seaboard, taking in the states of Pennsylvania, Maryland, Delaware, Virginia, North Carolina, South Carolina, L. to R: Arden X. Pangborn, KGW-KEX, Portland; James House, WLW, Cincinnati; Mr. Trammell; Harry Stone, WSM, Nashville, chairman of the committee; Stanley Hubbard, KSTP, St. Paul; Walter Johnson, WTIC, Hartford; Ed Yocum, KGHL, Billings, Mont. O. L. Taylor, KGNC, Amarillo; and Paul Morency, WTIC, Hartford, were absent.

Shortwave Broadcast Activity

By OWI Branch Is Expanded

Psychological Warfare Goes Into Swifter Pace

As Plans for Worldwide Network Develop

SHORTWAVE broadcasting from the United States—falling in the realm of psychological warfare—is undergoing a three-fold increase in program volume, with the tempo steadily being stepped up.

The intensified operations have been accomplished under the direction of the Overseas Operations Branch of OWI, headed by Robert Sherwood, which originally functioned as part of Col. William J. Donovan's Coordinator of Information Office.

Under these auspices since the war began, shortwave broadcasting has been increased to 20 hours a day from the January average of 8 hours, while transmission of American news to the United Nations jumped to 29,000 words a day in September, compared with 6,000 words sent daily over facilities of the cables and wireless carriers.

Two-Frequency Plan

Pending completion of plans for establishment of new shortwave stations to be welded into a projected worldwide network, an interim program to intensify psychological radio activities is now being placed in effect by inauguration of two-frequency coverage by the existing shortwave stations in the United States. Through this project two-frequency plan, OWI will expand the original 14 stations to 36 transmitters or 18 pairs of frequencies, of which 22 are in the East Coast area and 14 along the Pacific Coast. This plan is designed to conserve radio engineering personnel, equipment and building construction.

OWI handles international broadcasting and news dissemination to all parts of the world except Latin America, conducted by the Coordinator of Inter-American Affairs. The OWI dual system will greatly increase the efficiency of this operation.

Besides the original 14 shortwave stations in the United States, the OWI Overseas Operations Branch has leased the facilities of two transmitters respectively of AT&T, RCA Communications and Press Wireless, all equipped for broadcast transmission. Other transmitters will be utilized as soon as they become available.

The shortwave transmitters in this country are being programmed by the OWI staff from New York and Philadelphia. Illustrating the expansion of activity, the number of studios in both locations is being tripled. A private leased line, both telephone and telegraph, interconnects the OWI Overseas Operations Branch main offices in Washington, New York and San Francisco, for the transmission of news and administrative messages.

Communications activities under Mr. Sherwood are headed by Murry Brophy, chief of the Bureau of Communications Facilities. Roy C. Corderman is chief of the Facilities Division and James O. Weldon, prominent consulting engineer, recently was appointed chief radio engineer.

OWI programs, news and intelligence are disseminated to all principal populated areas of the world except Latin America. Another basic function is dissemination of news and programs to troops, wherever they are located. The broadcast news desis almost entirely with the international scene.

OWI is furnishing programs via point-to-point to the British Broadcasting Corp., for rebroadcast on standard and shortwaves. Some point-to-point programs are furnished Australian stations and news material for broadcasting in China is sent to Chungking. American news is dispatched to all the United Nations for publication in newspapers or for radio.

BROADCASTING • Broadcast Advertising
Grew Adds Radio Dept.
GREW ASSOCIATES, New York research firm, announced last week that it is adding a Radio Department to its various services, to be headed by Mrs. Agnes Grew, director of the company. Tom Collins, former freelance scriptwriter, will be in charge of the script department, and plans are currently in preparation for the production of radio programs. Grew Associates, since 1938, has been making extensive surveys through its "Women's Institute of Audience Reaction" to discover the preferences and tastes of women throughout the country in entertainment.

WDRC
CONNECTICUT'S PIONEER BROADCASTER

WDRC is The Buy
In Hartford, WDRC is the buy... with one low rate for all advertisers nation-wide, national and local. Use WDRC to do a big job at a low cost... in this important market. Basic CBS for Connecticut.

IN VIRGINIA
YOU REACH MORE PEOPLE AT LOW COST ON RICHMOND'S STATION

5000 WATTS DAY AND NIGHT 910 KC
EDWARD PETRY & CO., INC. NATIONAL REPRESENTATIVES

NBC Salvage

CHARLES L. BRADY, chief engineer of WJIM, Lansing, resigns for a commission in the Marine Corps. He will be replaced by Tom Voll.

JERRY KELLY, chief engineer of Northern Broadcasting Co., has joined the Canadian Army.

ARTHUR TUTTLE, former engineer of WELI, New Haven, is now a civilian engineer with the Army Signal Corps in Philadelphia. George Heine, RCA Institute graduate, replaced him.

J. GORDON KEYWORTH, chief engineer of WELI, New Haven, is a radio side in the civilian defense radio system, East Haven, Conn.

IRVING SMALL, engineer of WELI, New Haven, is the father of a girl.

JOAQUIN OSSARIO, control room operator of WQAM, Miami, has been accepted in the Army Aviation Reserve, while attending the U of Miami.

Wilton Johnson, of WBBL, Columbus, Ga., joins the Army Oct. 20.

DEAN WICKSTROM, staff technician of KFAS, Passadena, Cal., is the father of a 9½ lb. boy.

JERRY KEFFE, engineer of WHBF, Rock Island, Ill., has been appointed civilian attaché to the Army Signal Corps, Sacramento, Field, Cal.

HOWARD D. CRISSEY, engineer of NBC-Chicago, has entered the Navy as a radio warrant officer at San Francisco. He is succeeded by Ian Scarlett, formerly of CKCL, Toronto.

HARRY DENNIS and D. Withington, engineers of WJW, Akron, have joined the Navy and Army respectively.

SAM LYLES, transmitter supervisor of WYTT, Raleigh, returns to the Navy as chief petty officer.

RUSS HUGHES, formerly control room operator for Pearlstone Transcriptions, Des Moines, has joined WDAX, Fargo, N. D.

JOHN MICHAEL KEANE has joined the engineering staff of WOR, New York, to handle sound effects. Harry L. Bryant resigned Sept. 12 to join the Navy as a Second Class Radio Technician.

DAVID P. GULLETTES, assistant technical director of WCAU, Philadelphia, is the father of a baby boy.

WALTER BERGER, transmitter engineer of WELI, Philadelphia, has returned to his post after a long illness.

RUSS BOWMAN and Keith Andrews are new control operators at WSOU, Decatur, Ill.

GEORGE KEICH, chief engineer of WICO, Bridgeport, and Jeanette P., women's commentator, were married recently.

ARTHUR LA PLANTE replaced Alfred Robinson, engineer of WICO, Bridgeport.

DAVE CRASSATO, engineer of KSAN, San Francisco, was inducted into the Army on Oct. 1.

MILTON KORF, studio engineering supervisor of WBBM, Chicago, has enlisted in the Navy as a warrant officer and has been assigned to shore patrol as a radio electrician at San Francisco.

NBC-Hollywood Class

TO GUARD against possible personnel shortage, NBC, Hollywood, on Oct. 1 started an engineering apprentice class.
WQAM Directed To Keep Employe
Labor Board Holds Station Guilty of Unfair Methods

Upholding the findings of its trier, the National Labor Relations Board on Sept. 22 handed down a decision finding the Glidden Realty Co. owner of WQAM, Miami, guilty of employing in unfair labor practices within the meaning of the National Labor Relations Act.

Board ordered the company to cease such practices and to reinstate Fred Handrich, former WQAM announcer, whom the board found to have been discharged for union activities, with full back pay since his discharge last December less his net earnings since that time.

Union Activity

Accepting the testimony of Handrich, who joined WQAM as newscaster in June, 1939, and who became a member of the American Federation of Radio Artists in September, 1940, the board decided that his work had been highly praised by station officials throughout his period of employment at the station, the board discounted the station's reasons for discharging Handrich last December and found that his aggressive leadership in the union was the sole reason for his discharge.

The lengthy decision, signed by Harry A. Millis, chairman, and William M. Leiters, states, "Upon the basis of the entire record, we find that, by discharging Handrich, the respondent (WQAM) has discriminated against him in regard to hire and tenure of employment, thereby discouraging membership in the Union and interfering with, restraining and coercing its employees in the exercise of rights guaranteed in section 7 of the Act."

Station was ordered to stop such practices, to offer Handrich immediate and full reinstatement of his former or substantially equivalent position, to reimburse him for any loss of pay he has suffered by reason of the respondent's discrimination against him, and to "post immediately in conspicuous places throughout its place of business in Miami and maintain for a period of 60 days from the date of posting, notices to its station employees (1) that the respondent will not engage in the conduct from which it ordered to cease and desist, (2) that the respondent will take the affirmative action set out in this order and (3) that the respondent's employees are free to become or remain members of AFRA's Miami local, affiliated with the AFL, or any other labor organization, and that the respondent will not discriminate against any employee because of membership or activity in any such organization."

Exemption From Premium Pay Order Is Sought by NAB's Labor Committee

Exemption for the broadcasting industry from the provisions of the President's Executive Order on premium pay is being sought by the NAB on the ground that broadcasting is a "seven-day industry" and should not be subjected to the time-and-a-half overtime provisions for holiday work.

Decision to apply for the exemption to the Dept. of Labor was reached by the NAB's Labor Committee at a meeting in Washington last Wednesday. The new premium pay regulations became effective Oct. 1.

Holidays Involved

Members of the committee, of which C. T. Lucy, WRVA, Richmond, is chairman, concluded first that the broadcasting industry was covered by the Executive Order in that it falls under the heading of an industry "related to the prosecution of the war." Then it was decided to ask for the exemption, pursuant to provisions of the order setting up such machinery.

The committee believed that the only material effect the order would have on the broadcasting industry would be to require time-and-a-half pay for holidays. The Executive Order provides for a day of rest during the seven-day week, but since practically all stations already function on that basis, this was not deemed applicable.

Radio, like the newspaper industry, functions 365 days, seven days a week. Moreover, Government regulations, issued by the FCC, require minimum operating schedules for stations, in the public interest, with no provision for exclusion of holidays.

The committee, in addition to Chairman Lucy, comprises J. B. Rock, KDKA, Pittsburgh; A. K. Redmond, WHB, Harrisburg; Quincy Brackett, WSPR, Springfield; Norris O'Neill, WJS, Winston-Salem. Mr. O'Neill was unavoidably absent.

Joseph L. Miller, NAB labor relations director, reported the over-all matter to the committee. NAB President Neville Miller also sat in the meeting along with Russell Place, NAB counsel. Consulted by the committee also was Philip G. Loucks, Washington attorney and former NAB managing director.

Rockwood Back

ROCKWOOD & Co., Brooklyn, which has been off the air during the summer, will begin a 12-week campaign on 11 stations for Chocolate Bits sometime in October. Participations will be used from 8 to 16 times weekly on WMAC WBZ-WBZA WTIC WJAR WTAG WGN WGAR KHI KNX WOR KDKA. Federal Ady, New York, handles the campaign.

Serial Sponsor

Because of its success as a summer replacement on NBC for the Eddie Cantor show, sponsored by Bristol-Myers Co., New York, Those We Love, half-hour drama telling the story of the Marshall family, has been signed by General Foods Corp., New York, to continue on the air now that the Eddie Cantor series has returned. The show will start on CBS Oct. 11 in the interests of Grape-Nuts and Grape-Nuts Wheat-Meal and will be heard Sunday 2-2:30 p.m. Agency for both Bristol-Myers and General Foods is Young & Rubicam, New York.
365,000 people make the Youngstown metropolitan district the third largest in Ohio.

WFMJ

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

Headley-Reed Co.
National Representatives

OWI Radio Plan
(Continued from page 14)

ernment agencies and not at the broadcasting industry, Mr. Lewis stated. Emphasizing that all the programs involved can be worked out overnight, he said his organization never had any illusions that it could have the whole business of Government radio coordination motor up on the first day of Oct. 1. It will take weeks to iron out the kinks, he said, but OWI counts on the intelligent cooperation that has always marked its relations with dealers.

Declaring that the problems are in the minority, Mr. Lewis said they are nothing that can't be taken care of by "intelligence and common sense." He reiterated his request that stations continue their present method of handling and clearing war programs until they have worked out procedures with the nearest OWI radio representative.

Some time ago, Mr. Lewis said, he had suggested that each station appoint a "war program manager." Hundreds have done so and it has worked out quite satisfactorily. The war program managers are responsible for all contacts with field offices of Government agencies, and keep a watchful eye over the war messages and war programs their stations put on the air. He said the war program manager is the logical person to be the permanent contact with the OWI field representative.

Regulation No. 2 is not concerned with station-originated programs unless they request specific information or cooperation from some Government agency. The producer or the program, Mr. Lewis advised, should go directly to the information division of the agency involved and the agency in turn will notify OWI as a matter of routine on what assistance or material has been supplied.

Mr. Lewis described the regulation as laying the ground work for a new plan that will enable stations to render more efficient service with "less wasted effort, less confusion, more results." The details of this new plan are not ready to be announced, he said, but will follow as soon as the operation of Regulation No. 2 begins to straighten out.

In conclusion, Mr. Lewis thanked the stations for the vast amount of energy and enthusiasm they had put into their work on behalf of an America at war.

"I know that all of the Government agencies which are finding radio such a successful medium for reaching the American public have wished me to pass along their appreciation for your excellent and unfailing cooperation. Here at the Radio Bureau of the Office of War Information we stand convinced that such other industrays in nation has given more fully, and without recompense, of its facilities."

War Managers

HAVING YOU a war program manager yet? Just recently the radio bureau of the Office of War Information sent a memorandum to stations suggesting that an "informed" person be made responsible for all war programs. Staff contact with each station will be established and all material sent to such a person. Cards went with the memorandum to be returned with the name of the War Program Manager appointed.

Charles G. Burke joins Sales Force of WJR

CHARLES G. BURKE, formerly with Free & Peters, national station representatives, last week joined the radio bureau of the Frank P. Baker organization as aide to Owen F. Uridge, assistant general manager. He replaces Herschel Rothenberger, who left the organization.

Mr. Burke headed the Free & Peters Office in Detroit for five years up to last February. Since then he has been with the National Broadcasting Company, Chicago, a Free & Peters affiliated operation. He entered radio in Fargo, N. D. in 1928 after serving as city editor of the Fargo Forum for three years. Later he was commercial manager of WBOY in Kansas City. He is a graduate of the U of North Dakota, is married and has two daughters.

Dr. W. B. Caldwell Adds Keystone Disc Hookup

Dr. W. B. CALDWELL, Monticello, Ill. (Laxative Senna), subsidiary of Sterling Products, has placed one-minute transcribed announcements five days a week on 124 stations of Keystone Broadcasting system. Contract, for 27 weeks, started Sept. 15.

Dr. Caldwell is also running transcribed announcements 5 to 16 times a week on approximately 100 stations, making a total of 224 stations carrying Caldwell business. The intensified campaign on KBS is said to be the first large-scale use by Sterling Products of local stations in small urban and rural areas, inaugurating a new development by KBS of selling spot announcements on affiliated stations on a package basis. The package plan embracing the entire 190 stations of KBS is being offered to national advertisers in a package to the basic transcribed network service. Account was sold by Nayor, C. L., general manager of KBS through Sherman & Marquette, Chicago.

Replies to FTC
(Continued from page 18)

more tobacco by weight than others, or 28% less nicotine.

For Prince Albert, Reynolds denied representing that it burns 86 degrees cooler than other brands, but reasserted that laboratory "smoking bowl" tests showed it burned 86 degrees cooler than the average of 30 other largest-selling brands tested—"coolest of all."

Philip Morris Statement

Philip Morris without explanation, disposed of several items in the complaint by saying they did not correctly represent the substance of its advertising. Thus, it denied advertising that Philip Morris causes no threat irritation, that Philip Morris smokers are assured protection from "smoker's penalties," or that competing brands are three times as irritating for inhalers as Philip Morris. Mr. Lewis stated that eminent doctors have found that smoking Philip Morris is beneficial or exceptional for inhaling.

Defending its claim that advertising is based on scientific tests by eminent medical authorities solely for the benefit of their profession, the firm admitted that tests were conducted at its expense, but denied they were made by persons without training and experience sufficient to make them accurate and scientific.

For Revelation Pipe Tobacco Philip Morris denied there was no factual basis for the difference between their product and other brands, as charged by the Commission. It stated that other charges citing Revelation for saying its the same as Philip Morris cigarettes, proved scientifically free from bite and recognized by eminent medical authorities were not correct statements of the substance of the advertising.

To FCC charges that Dunhill Cigarettes were misrepresented as an English imported brand, the company correctly advertised practices exhibited in the complaint, but denied they misled the public.

LUCEIN A. HILMER, until last as assistant general counsel of the FCC, and Mrs. Hilmer became the parents of a 7 lb. 14 oz. daughter, Catherine, born Sept. 30 at George Washington Hospital, Washington. Mr. Hilmer has transferred to the Board of Economic Warfare.

"Imagine WFDF Flint Mich. giving credit to that blockade!"

CRYSRTALS by HIPPOWER

Thousands of vital transmitting installations rely on the accuracy and dependability of Hipower Precision Crystal units. With recently enlarged facilities, Hipower maintains its high production for all important services. When essential demand begins to return to normal, Hipower will be glad to help with your crystal needs.

HIPPOWER CRYSTAL CO.

Sales Divisions—205 W. Wacker Drive, Chicago Factory—3035 Charles Street, Chicago, Ill.

WWL

50,000 WATTS

The Greatest Selling POWER in the South's Greatest City

CBS Affiliate

Naftl Rep. - The Kate Agency Inc.

CJOC on the Air

CJOC, Lethbridge, Alta., went on the air Oct. 1 with a new 1 kw. transmitter on 1000 kc. according to Norman Botterill, manager.

Page 58 • October 5, 1942

BROADCASTING • Broadcast Advertising
Increase in Budget Is Asked by FCC
Over $8,000,000 for Wartime Operations Is Requested

The CIVILIAN VINYLITE OUT FOR OCTOBER
to stay as well; it was suggested. Fur-thermore there seems to be small likelihood of civilian allocations in November.

All new companies have been operating on existing stocks. In some cases such stocks are exhausted whereas others have an ample stock on hand sufficient to last for several months. With the seeming need for the substance in military material, it could appear unlikely that the War Production Board may see fit to freeze Vinylite now in the hands of trans-shipment makers.

War Production Board officials have repeatedly said salvage of Vinylite through return of all old records is essential for the continued operation of the private transcription industry. Furthermore WPB officials said they were about to enforce conservation meas-ures upon Government users too.

This to end, a meeting was sched-uled between WPB, NAB and FCC officials last Friday.

Federal Disc Makers

DISC makers named to record ex-clusively for the Government on any work they may be able to ob-tain [BROADCASTING, Sept. 28, 1942] were named last week by the Pro-curement Division of the Treasury. The 17 firms approved by the Gov-ernment are:

Advertisers' Recording Service, New York
Coast Disc Photograph & Co., Los An-geles
Carr Photographic, New York
Beat Records, New York
Carnegie Hall Recording Studio, New York
Columbia Recording Co., New York
Carr Photographic, New York
Franklin & Jackson, New York
General Sound Co., New York
Morden Transcriptions, New York
Musik Transcriptions, New York
N. R. C. Transcriptions, New York
Northwest Recording, Inc., New York
Universal Recording, New York
Vassar Records, New York
World Transcriptions, New York
Emile Ramirez, New York
U. S. Recording Co., Washington

U. S. Tobacco Plans

U. S. TOBACCO Co., New York, in addition to its sponsorship of the CBS Gay Nineties Revue, is planning a spot campaign for Model Tobacco to start in mid-October. One-minute and 30-second an-nouncements will be placed on varying schedules on a list of stations, which are now being selected. Agency is Arthur Kudner, New York.

The EFFECT of the Petrillo edict against recorded music on the small broadcast station, the coin operated phonograph, the home phonograph and the vast number of listeners who depend largely upon these sources for their mu-sical entertainment is analyzed in a booklet, The C is for Caesar, published last week by the NAB.

Side-Line With Hait

On the radio angle, the booklet points out that the broadcasting in-dustry is expending annually some $15,000,000 for the employment of union musicians; that approximately 225 communities in which sta-tions are located have enough musicians to form an AFM local and must depend largely on recordings for their musical programs; that more than half the AFM mem-bership is made up of professional musicians who are engaged in other occupations and for whom music is a side-line; that more than half of the country’s radio stations are “small stations with annual gross incomes of less than Mr. Petrillo’s personal annual salary and other personal income from his union.”

The study concludes: “Best avail-able estimates indicate that more than 450 radio stations have annual gross receipts of $75,000 or less and the gross receipts of 137 of these stations are $1,000 or less. Two hundred radio stations actually lose money, while the average annual net profit, even before taxes, of stations whose total receipts are less than $75,000, is approximately $1,000 per station.

If a majority of the broadcast-stations in this country were forced to hire even a few musicians for the 15 or more hours a day that they are on the air, those musicians’ salaries would consume more than these stations’ gross receipts from all sources. Of course, these sta-tions would be put out of business.”

As an indication of how money derived from a tax on recordings might be spent by the union, the pamphlet cites a resolution intro-duced at the last AFM convention, which would divide money obtained from juke boxes as follows: “1% would go to the musicians who made the recordings; 1% to record manufacturers for labels; 5% to owners and operators of establish-ments using records to cover book-keeping costs; 15% to Mr. Petrillo’s home office for ‘legislating and dis-tribution costs’; 63% to officials of local unions for ‘inspectors’ salar-ies and costs of enforcement,’ and 16% would go to local unions for ‘relief and unemployment fund.”

HALF AFM NON-PROFESSIONAL

NAB Finds Gross of Half of Stations Is Less
Than Half of Petrillo’s Salary

Half the stations will not pay union
charges; 75 stations will not pay
non-union charges;

Skelled Labour

Supply

Loyal British Stock

PRACTICALLY eighty per cent of present-day Nova Scotians are of British stock. The founding of Halifax in 1749 established the English popula-tion, to be notably reinforced by thirty thousand Loyalists from the thir-teen colonies, after the American War of Independence.

The fifty thousand Scots, who emi-grated after the eighteenth century troubles in the Highlands, settled chiefly in Cape Breton Island and in the counties of Antigonish and Pictou.

The third considerable group in the population were King George’s sub-jects from Hanover, who arrived soon after the founding of Halifax, and settled in Lunenburg County.

The south and west coasts are French Acadian settlements of great charm. Many were established by the former citizens of old Louisburg, or by the Acadia who returned from the expulsion described in Longfellow’s Evangeline — most of whom came back, despite the poetic tradition.

INVESTIGATE

NOVA SCOTIA

Radio Broadcasting Station:

HALIFAX, NOVA SCOTIA, CANADA
USA Rep. 0. Jos. Weed Co. & New York City

Page 59

October 5, 1942
Program Popularity Analyzed For Past Season by CAB

HIGHSOT of the 1941-42 winter radio season unquestionably was the dramatic demonstration of the people's interest in their President's war messages and a paralleling growth of audiences for news programs in the 2 months immediately after Pearl Harbor, reports the Cooperative Analysis of Broadcasting in its semi-annual survey of "Radio Program Audience" from October 1941 to April 1942.

Variety programs again were the most popular type of network entertainment, with an average rating of 16.1, the survey reveals. Audience participation programs were second, with an average rating of 11.4, beating out dramatic programs by one-tenth of one percent, while popular music, classical and semi-classical music and familiar music scored in that order as the next three most popular program types, rating respectively 8.7, 8.4 and 7.4.

Popularity of News

Largest gain by percentage in the number of programs of any type was the growth of sponsored network newscasts, totalling 19 during the 1941-42 season for a gain of 35.7% over the previous year's 14. Concurrent with this increase in the number of news pro-

program was a drop in average rating from 6.5 to 5.3.

All types of evening programs had lower ratings last winter than during the previous winter, except audience participation shows, which showed no change, the CAB found, but pointed out that the decline in ratings was traceable to the increase in evening network programs from 129 in 1940-41 to 140 in 1941-42.

Analyzing daytime programs, the CAB reported that the 62 dramatic and serial dramatic programs occupied 79% of network time but ranked third in popularity, being outrated by familiar music, represented by only one program, and by a trio of classical and semi-classical programs. Daytime program types with lower ratings than daytime dramas were, in descending order, variety programs, children's programs, hymns, talks, news programs and popular music.

A breakdown of audiences by income levels showed that classical and semi-classical music was the most popular type of radio entertainment with the upper income group and the least popular with the lower income group. Just the reverse was the rating of melodrama broadcasts which ranked first with the lower income group and last with listeners in the upper income class.

Study, based on more than 412,000 completed interviews during the seven-month period, also analyzes the programs by their monthly ratings, by the amount of time devoted to each type, by length of broadcast and by geographical areas, with separate tables, graphs and charts for evening and daytime net broadcasts.

Coincidental Survey Is Added by CAB To Provide Two-Way Check of Audience

COOPERATIVE Analysis of Broadcasting has expanded its field of research to include the coincidental as well as day-part recall method of measuring the audience of network programs, beginning Oct. 1 and will hereafter provide CAB subscribers with two separate ratings for these programs.

In addition, CAB has revised the procedure used by its investigators in collecting data on programs heard during the previous two hours to include 30 half-hour interview periods in place of the eight daily interview periods formerly scheduled.

Improved Technique

Expansion of the CAB measurements was announced in a letter sent last week to all CAB subscriber-members by A. W. Lehman, manager. Concerning the "continous day-part ratings", the letter reads:

"One rating will be provided by the CAB's day-part method. Up to now CAB ratings have been based on telephone interviews made eight times each day, each set reviewing the previous two hours.

"The two-hour-day-parts will overlap each other so that four sets of interviews will be completed every two hours—that is, one set of interviews every half-hour. Overlapping will not only reduce the time between the broadcast and the interview, but also make the elapsed time practically the same for every program. This new, continuous day-part method provides the information necessary to determine the conscious impression of programs.

"The other measurement or rating will be obtained by the coincidental method of investigation. This rating will supply a measurement of the average audience of the programs. The CAB will base each rating on as adequate a sample as heretofore."

SCIENTIFIC GROUP WILL ADVISE NBC

A SCIENTIFIC advisory committee which will study NBC programs, particularly those relating to the war, and report to the network ways in which the morale qualities of network broadcasting may be improved was announced last week by Niles Trammell, NBC president.

Headed by Dr. Morris Fishbein, editor of the Journal of the American Medical Association and of the health magazine, Hygeia, the committee also includes Dr. Henry R. Viets, neurologist to the Massachusetts General Hospital and lecturer at Harvard Medical School, and Dr. Winfred Overholser, professor of psychiatry at George Washington U School of Medicine.

We expect this committee of scientists to study and analyze all NBC programs, particularly in relation to the national welfare and war effort, and to make recommendations to the company for the betterment of our broadcasting efforts, Dr. Trammell said.

Dr. Fishbein pointed out that since millions of people derive leadership and inspiration from radio programs, "scientific study focused on these programs should help toward intensification of those factors most beneficial for the public of a nation at war. Radio is essentially the medium from which the family as a group obtains a stimulus to better living and hygienic thinking."
74 Stations in Record Network For Associated Oil Broadcasts

West Coast Oil Firm Arranges Greatest Schedule In Its 17 Years of Football Sponsorship

OPERATING on the largest scale in the history of its seventeen years of football broadcasting, Tide Water Associated Oil Company, Associated Division, San Francisco, again has contracted to bring descriptions of the intercollegiate and military service grid contests to audiences in six western States and Hawaii.

Harold R. Deal, advertising and sales promotion manager of Tide Water Associated Oil Company stated that the advertiser will use the facilities of 74 radio stations located in 56 cities and towns in the Western states, Alaska and Hawaii. Barring a sudden cessation of games because of war time conditions, the season's close on New Year's Day, 1943 will have found a total of 91 games covered since the opener on September 19.

Four networks are being used to carry the games—Blue Network, CBS, Mutual and Golden West. In addition, several groups of stations have been linked together to deliver Associated Sportscasts to areas made important by war industries and military activities. Two Alaska stations, KPAR, Fairbanks, and KINY, Juneau are re-leasing play by play reports. Practically every city in the West that boasts a radio station will have local re-lease.

To Reach Servicemen

The war was indirectly an incentive for the enlargement of Associated's radio activities, according to Mr. Deal. He said: "Two factors influenced our judgment. One is the tremendous number of service men camped or on active duty in the Pacific area. Taken as a group, these are America's most sports-minded young men. They deserve a chance to follow these football games even if they can't see them themselves and Associated cherishes its opportunity to make this possible.

"Our second consideration is the restriction on civilian travel caused by rationing and shortages. Thousands of people who would ordinarily go to games will not be able to get to them this year. This means that our sportscasts will be a greater public service than ever and at the same time, frankly, will give Associated's sales men a larger and more appreciative listening audience."

Associated has extended its promotional tie-ins this year on the football broadcasts. A thirty-two page comprehensive schedule of all games played by college and service teams in the west has been published by Associated. In addition to the schedule of games, Associated is offering the public, through service station distribution, a second schedule, showing the starting times of all sportscasts and the call-letters of radio stations over which they may be heard.

A new give-away item, also available at Associated service stations, is a four page tabloid paper, "Associated Football News", published periodically and giving pictures and general information about Western athletes, coaches, games, rules and Sportcast highlights. All of these promotional pieces are given free and are called to the listeners' attention in the football broadcasts' commercial announcements.

The commercial announcements at the games, designed this year to emphasize a special pledge and a special car-saving service each week, will take only part of the time usually allotted to such material. The balance of the time is given over to messages in behalf of such war time agencies as the Blood Bank, War Bonds, salvage drives and recruiting offices of the services.

Associated's list of sportscasters, each of whom has a commentator working with him to give stadium color and commercials, totals fifteen, all of whom are veterans on the job. The list includes: Ted Bell, Pat Hayes, Rod Klise and George Mooney in Washington; Johnny Carpenter, Hal Byers and Marshall Pengra in Oregon; Ernie Smith, Hal Wolf, Carroll Hansen and Jack McDonald in Northern California and Frank Bull, Tom Honan, Harry Mitchell and Lou Krocob in Southern California.

Here is the list of stations being used by Associated:

KBBF Kef KERN KFRC KFANA KFBB KEGO KNX KFBO KBBN KFRO KNJL KFHC KFDB KNXK KFBS KNXU KFCC KFEN KFRE KFHN KFMB KFME KFNC KNW KFNN KNXK KWWM KFND KFNE KFKC KFMO KFPR KNZK KFVA KFQI KFRA KFRC KFOM KFRC KFER KFNS KFOS KNW LK KFOS KFPR KNXL KFQI KFRA KFRC KFOM KFER KFNS KFOS KNW

PRIZE BANANA SQUASH grown by Clyde Dietrich, engineer of WGN, Chicago, in his victory garden is exhibited by Margie Peschel, secretary, and Holland Engle, staff announcer and Farm Hour m.c. of WGN, Chicago. Almost a yard long, the cold colored squash won a blue ribbon in the garden club of Villa Park suburb where Dietrich lives.

Luckenbill Joins Esty As Marvin's Successor

TAKING the agency field some-what by surprise last week was the sudden change of radio directors at Wm. Esty & Co., New York. Thomas D. Luckenbill, formerly with J. Walter Thompson Co., New York, took over the position at Esty Monday, and Richard Marvin, who has directed Esty's radio programs since 1939, has resigned. Mr. Marvin had not announced his future plans as broad-casting went to press, nor had a successor been named by J. Walter Thompson to fill Mr. Luckenbill's post as vice-president of the Lever Bros. Co. (Lux) account.

Mr. Luckenbill was named a vice-president, as were Adair Martin, former account executive, and James J. Houlanah, assistant to the president.

Norins Heads WBYN

WILLIAM NORINS, former sales manager of WBYN, Brooklyn, and previously general sales manager of Majestic Radio, New York, has been named general manager of WBYN, succeeding Griffith B. Thompson, who is on leave to serve as a captain in the special branch of the Army. Also joining WBYN last week as publicity di-rector was Edmund Lawry, former-ly handling publicity for the American Petroleum Institute, and prior to that with the New York Sun.

QUAKER OATS Co., Chicago, has started sponsorship of Alexander McQueen's "Nothing But the Truth," five-minute morning program of news and observations six times a week on WMAQ, Chicago. Commercials will alternate daily between Aunt Jemima pancake flour and Quaker Oats. Agency for Quaker Oats is Rutland & Edwins Chicago; for Aunt Jemima flour, Sherman K. Ellis Inc., Chicago.

KWK

1000 Watts at 1430 Kilocycles Pasadena, Calif.

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

KFQD

ANCHORAGE Alaska

LOCATION "The Nerve Center"

Hub of Alaska Activities Low Rates - Real Results Representatives ROMIG FULLER 1411 Fourth Ave., Seattle, Wash.

KFRC

ANCHORAGE Alaska

LOCATION "The Nerve Center"

Hub of Alaska Activities Low Rates - Real Results Representatives

WTCN

BLUE NETWORK MINNEAPOLIS ST. PAUL


BROADCASTING • Broadcast Advertising October 5, 1942 • Page 61
Decisions ...

SEPT. 29

WNAC, Boston-Granted 60 day extension of special service authorization for transmitter, directional antenna. 

KFC, Los Angeles-Granted for 6 months and 60 day exten- sion of special service authorization. 

KMOX, St. Louis-Granted for 6 months and extension of license to cover accumulation of 60 kw. Day, 1 kw. N. 

SEPT. 30

KTSW, El Paso-Granted special service authorization for transmitter, directional antenna. 

WBAX, Wilkes-Barre, Pa.-Granted temporary license to do business until Dec. 31, 1942. 

WCOA, Viroqua, Wis.-Granted for hearing modification of license change of ownership of station to operate 600 w Day, 1 kw. N. 

Types of Jobs in Broadcasting Are Defined by Federal Board

BROADCAST employes have been defined by types of jobs as a result of a careful evolution of a "dictionary of definitions" by the Domestic Broadcasting Committee of the Board of War Communications and the latter will transmit this list to the War Manpower Commission in the near future, Chairman Fly indicated at his press conference last Monday.

The task of defining these job defini- tions was assigned to each commitee within BWC covering the entire field of communications and now the entire list will be turned over to WMC.

Critical Occupations

In the broadcast field, it is understood that all classes of employes have been defined with special reference to the "critical occupations". Presumably the data will be useful to the WMC and the U.S. Employment Service in planning manpower quotas for essential jobs in communications, just as will be done in all other fields.

The material will likely be sent to National Selective Service for distribution to local boards as an aid in determining the status of registrants and in setting up exemptions and deferrals.

In addition to the definitions of occupations, the BWC is also engaged in a long-range manpower project which involves mailing 6,000 questionnaires to all compaines and operations engaged in communications, including broadcast- ers. More than 4,000 were returned during the past six weeks.

These questionnaires are designed to obtain detailed information for each occupation. When the material has been collected it will be tabulated so that every department of broadcasting, for example, will be appraised. With this information compiled, such questions as the need for projected training programs, anticipated personnel demand and the likelihood of re- placement can be considered.

These data will also provide the BWC with needed information to guide WMC, USES and Selective Service in the development of manpower policies for every branch of the communications field.

At Selective Service headquarters last week, it was asked that employers be informed of the issuance of a simplified form 42-A for use in the application process for "necessary men". Selective Service advises employers to use them in connection with all key men regardless of whether these employes have been deferred for other reasons.

To prevent the possibility of in- duction of men necessary in III-A or III-B, who have been classified on the basis of dependency, when those categories are being considered for military service, could be avoided by the evidence contained in Form 42-A. Of further value, the signing of application for the deferment of an employe gives the employer the right to appeal a change in the employe's classification, it was said.
Coast Politics

EARL WARREN for Governor
Non-Partisan Committee, Los Angeles (political), in a 34-day campaign ending Nov. 3, is currently using a total of 1,570 days and night one-minute transcripts and station break announcements on 22 Southern California stations. List includes KNX, KFI, KFWB, KMTR, KMPC, KFPG, KFXM, ATMS, KPTM, KVEC, KMFB, KBSD, KFAC, KFOX, KVOE, KERN, KKO, KPRO. In addition, during the campaign a total of 10 statewide sponsored network programs is planned for release on California stations of CBS, NBC, Blue and Don Lee. Agency is Eugene F. House & Co., Los Angeles.

CBS in cooperation with the BBC is working on a new series to be titled "Best Radio Plays of All Time" and scheduled to start soon. Norman Corwin, CBS producer-director now in England, is remaining in that country to help collect BBC scripts.

KGA Exclusively Blue

KGA, Stockton, has become an exclusive BLUE Network outlet and announced "discontinuation of all Mutual Network programs from its schedule." The station, operated by Louis Wamer Inc., said it would devote its entire time to programs from the BLUE and local releases from its own production department.

KFIO Joins CBS

KFIO, Spokane, on Oct. 1 joined CBS as a Pacific Coast bonus outlet, taking all CBS programs reaching the Coast prior to local sunset until it starts operating on fulltime Nov. 1. Owned by E. F. Peffer, KFIO operates on 11,300 kc. with 5,000 watts.

FCC Not Affected

Commission Already Had Cut Volume of Press Releases

SINCE reduction in the number of PRESS releases was instituted in May, 1941, the present order of the Office of War Information to reduce such operations in most Federal agencies has no practical effect upon the FCC [BROADCASTING, Sept. 28].

In May 1941 the FCC was using 1,331,000 sheets of mimeographed paper for its various releases. In May 1942 this had been reduced to 900,000 sheets and in August a further reduction to 360,000 sheets.

In the drive to save paper, general information releases were discontinued in January, 1941. In the distribution of the other two types of information economy was effected by eliminating more than 700 names from mailing lists and sending releases to people which only affect them instead of sending all releases to every person on the mailing list.

Rockefeller Sees Need To Improve Programs

EMPHASIZING the importance of shortwave programming in psychological warfare Nelson Rockefeller, Coordinator of Inter-American Affairs, took part in an interview last Thursday that he found during his trip through much of South America certain areas which were thinly covered by radio lists, somewhat as expected and found others woefully weak.

Steps would be taken to change this condition he said by strengthening signal beams and improving the quality of informational content of programs. Such steps have already been provided for in a three point program covering revised programming, improved technical strength and increased facilities.

October Series on Blue

WITH THE addition of To The President, new series to be written and produced by Arch Oboler, starting Oct. 15, realignment of the mid-day portion of the BLUE's Sunday broadcast schedule has been completed by Phillips Carlin, BLUE vice-president in charge of programs. The series will be heard 12:30-1 p.m., and another new program, Soldiers of Production, has been placed in the 11:05-11:30 a.m. period.

KFIO to MBS-Don Lee

KFIO, Spokane, on Oct. 1 became city, replacing KGA, former MBS the Mutual-Don Lee outlet in that locale. KFIO, owned by the Spokane Broadcasting Corp., operates on 1230 kc., 250 watts, full-time.

Plans Midwest Drive

WA1 CALHILL Co., Decatur, Ill. (Green Mountain cough syrup) has named Wade Adv. Agency, Chicago, to handle its advertising. Company is planning to sponsor local live talent programs on about 10 midwestern stations.
WANTED
Private party wishes to purchase radio station in market of 40,000 or over. Please address replies to Box 875, BROADCASTING.

Help Wanted

WANT A PERMANENT JOB AS CHIEF ENGINEER? WORK- Louisville, Kentucky. MBS, 250 watts, has immediate opening. Position is well settled, experienced in handling men, good practical man on recording, studio speech input, transmitter, construction; in fact, one can turn all engineering problems over to with complete confidence. No desk Job, RCA equipment, IDEW contract on rest of men. Will pay $200 or more per month for right man. If you want solid job with solid station, forging ahead, keeping up with newest, call S. A. Cliner, Manager, collect, at once, or send photo, references, background.

Two Alert Local Salesmen—50,000 population. Competition 60 KW Station and morning and evening newspapers. In Southern Missouri. Opportunity for advancement. Result, Wire Interest. Box 914, BROADCASTING.

PROFESSIONAL DIRECTORY

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

PAUL F. GODLEY
CONSULTING RADIO ENGINEERS
MONTCLAIR, N.J.
MO 2-7959

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

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

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg., Republic 2347

Classified Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, Nondial Press Building, Washington, D. C.

MANAGER-PARTNER—A rare opportunity for the man who can handle a station, because of his knowledge and past years of experience in radio. Desires managerial responsibilities, can stand rigid investigation and be considered a man of the right type of business enterprise. Will hold in confidence. Box 916, BROADCASTING.

PROGRESSIVE GEORGIA STATION—Has unusual opportunity for experienced announce. Send details, transcription samples. Write to Box 917, BROADCASTING.

PROGRAM DIRECTOR—Wanted by prominent eastern network-affiliated local. Must be capable taking over established management. Good financial and financial opportunities. Send full details to Box 918, BROADCASTING.

Engineer Wanted—First or second class license. By 1000 watt full time CBS affiliate. Living and financial conditions attractive. Must have commercial experience and good management. Send replies with full details to Box 919, BROADCASTING.


Have an immediate opening—For time announcer with proven retail accounts. State qualifications, draft status and starting salary expected. Write Commercial Manager, WMF, Memphis. 460 Main.

Radio Technicians—If you are 18 or 19 or otherwise draft deferred and feel that your present work can be forgone for the duration, in a prominent middle-western 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 desired. All information kept strictly confidential. Box 920, BROADCASTING.

ENGINEER-ANNOUNCER—Twelve years in broadcasting. Last six years as Chief Engineer-Local Station. Radio, Two license, 5-A. Family man. Good references. WANTS a position. Box 921, BROADCASTING.

ANNUAL PROGRAM DIRECTOR—Five years in radio. Five on stage. Deferred. Twenty-five, single. Now anywhere for decent wages. At present employed but looking for advancement. If you want ideas hire a man who has them. Box 922, BROADCASTING.

FOR PROMPT DELIVERY! Accountant-Secretary-Mail. Draft deferred, single. Desires connection with progressive station offering full opportunity. Wire Box 923, BROADCASTING.

WANTED—Six years experience in network connections. Has immediate opening. Will pay $50 per month. Four months' work, $100. Box 924, BROADCASTING.

SALESMAN—For four years with network stations. Excellent references. Draft exempt. Box 925, BROADCASTING.

FOR SALE—No. 902. RCA new 8kw full time station. State Qualifications and draft status.

Situations Wanted

General Manager Who Can Sell!—Now successful sales manager for important network station in large eastern city. Present earnings over $10,000 but will forego that for good long-range opportunity. Willing to back up his proven ability in the sales department. Box 926, BROADCASTING.

ENGINEER-ANNOUNCER—Twelve years in broadcasting. Last six years as Chief Engineer-Local Station. Radio, Two license, 5-A. Family man. Good references. WANTS a position. Box 927, BROADCASTING.

ANNOUNCER—PROGRAM DIRECTOR—Five years in radio. Five on stage. Deferred. Twenty-five, single. Now anywhere for decent wages. At present employed but looking for advancement. If you want ideas hire a man who has them. Box 922, BROADCASTING.

Announcer—Beginner. Good voice, knowledge of studio control board, Ferees Radio, 12 Each. Transcriptions available. Box 928, BROADCASTING.

College Woman—Program director, announcing, traffic, sales, promotions, desires opportunities with progressive station in metropolitan eastern area. Box 909, BROADCASTING.

Top Producer—Barn Dance and Hillbilly shows. Available all year. Box 901, BROADCASTING.

Announcer available—Sports, news, special events, 15 years experience. Married. Box 902, BROADCASTING.

CONTINUITY—Merchandising-Announcing. Six years. Draft deferred. Desires change. Thinks you're off! Box 897, BROADCASTING.

Wanted to Buy

WANTED—Copper ground wire: 3/8 inch Coastal line Number 6 stranded copper. RCA open wire line brackets. Box 909, BROADCASTING.

Radio equipment—Suitable for 5 kw. transmission. Any parts or whole set-up. Box 904, BROADCASTING.

For Sale

Because of illness—And other business demands a well established and successful 2500W local in rich farming area. Sold for sale. Station is doing very good commercially and soliciting unusual offers. All replies must include evidence of financial worth. Box 915, SB 250 CATALOG.

XEAW Ordered Off 1010 kc.
As Mexico Heeds U. S. Pleas

Station to Continue on 1570 kc. as Government Acts to Obtain Compliance With Treaty

IN PURSUIT of protests made by this Government, the Mexican Government has ordered XEAW, 100,000-watt station at Reno, below the border from Dallas-Fort Worth, to cease operating on the 1010 kc. channel. XEAW has interfered with stations in this country, notably KLRA at Little Rock, also assigned to the frequency.

Complaints Studied
XEAW, operated by a company headed by Carr Collins, head of the Crazy Water Crystals Co., regularly is assigned under the Havana Treaty to 1570 kc. with 100,000 watts. It is understood the station will continue operating on that frequency.

Reports received by the State Dept. said the Mexican Communications Ministry had ordered XEAW to cease operation on 1010 last week. There was no objection to its operation on 1570 kc, since that is provided for under the Havana Treaty. The station, it is understood, fought the removal order vigorously.

Protests had been made by the State Dept. to the Mexican Government on this and other so-called border station assignments, after complaints had been received and studied by the FCC. It was alleged the assignment violated the Havana Treaty terms, since 1010 is designated as a Canadian I-A with Cuba having a secondary outlet. The United States, to the Mexican Government, to use a Class II station on the frequency, which facility was assigned KLRA.

Formal conversations, it is understood, still are in progress in connection with other Mexican station assignments viewed as in conflict with the Treaty and causing interference to stations in this country. The most serious situation, it is understood, is in connection with XELO, being operated on 800 kc. at Juarez, across the border from El Paso.

The station has caused interference to a number of clear-channel stations, and to reception generally in Texas. Its operation in that area under the treaty should be assigned to the province of Sonora, remote from the border, where interference to stations on adjacent frequencies in this country would be minimized. It is authorized to operate with 150,000 watts, but is understood to be using only a portion of that power, a block of tubes and other essential equipment.

Ironized Yeast Dramas
IRONIZED YEAST CO., Atlantic, through Ruthrauff & Ryan, New York, on Oct. 6 starts the weekly half-hour dramatic series Lights Out, on 76 CBS stations, Tuesday, 8:30 p.m. (ET), with West Coast repeat, 8:30 p.m. (PT). Arch Obler is writer-producer-director, and will also act as narrator for the series which is designed to provide escape from war problems. With complete freedom of subject matter and production, he will address no preconceived formulas. Productions will be without music.

Bob Lemand has been signed as announcer. Division is agency producer assigned to the show.

Nadinola Spots
NATIONAL TOILET CO., Paris, Tenn., in a fall campaign for Nadinola cosmetics, has placed daily one-minute transcribed announcements on 30 Southern stations. The following 15 stations have started the announcements: WLSA WAFL KARK WSB WWL KWKH WJDX WBT WMTA WMC KRLD KTS M KTRH WRVA. Agency is Roche, Williams & Cuningham, Chicago.

Power of Attorney Given
FCC last week approved a power of attorney for the affairs of Joe J. Smith, Jr., licensee of WJLS, Beckley, W. Va., and WWJ, Wheeling, now on duty as a captain in the Army, until six months after the war. The power will be exercised by his father, Joe L. Smith, Sr., Representative from West Virginia in Congress.

Now Capt. Mullin
LT. WILLIAM P. MULLIN, assistant manager of WTBO, Cumberland, Md., prior to being commissioned early in 1941, was promoted Sept. 30 to captain in the Radio Section, Special Services Division, Washington, as assistant to Maj. Tom Lewis, in charge of the Radio Section. Capt. Mullin will be active in shortwave programs to troops abroad.

WAPI Is Granted Frequency Change
FCC Refuses, However, Plea For Increase to 50 kw.

CONSISTENT with the Havana Treaty allocations, the FCC last Tuesday announced adoption of a memorandum opinion and order granting in part the application of WAPI, Birmingham, for a change in frequency from 1170 to 1070 kc. The Commission, however, denied without prejudice the request of the station for an increase from 50,000 to 50,000 watts.

The Commission said the grant was made upon condition that WAPI file an application for modification of construction permit satisfactory to the condition attached to the grant in part of its application regarding suitable antenna.

The shift was to have become effective on March 29, 1941, but applications centering into the assignments of so-called Class II stations. The assignment, under the treaty, specifies 50,000 watts, but the equipment freeze has rendered this impractical at this time.

Harry Sedgwick Takes Canada’s New York Post
HARRY SEDGWICK, president of CFRB, Toronto, and chairman of the board of the Canadian Assn. of Broadcasters, has been appointed New York representative of the Canadian Government’s new Wartime Information Board. He takes his duties at once, and will make available information on Canada’s war effort with the broadcasting stations and networks, with press associations and publications.

He is on loan for the duration to the Canadian government from CFRB. He is well-known in broadcasting circles in New York and Washington, CFRB being one of two CBS outlets in Canada. Associated with him in the New York office will be a newspaper publisher, not yet appointed, and Leo Casey, New York publicist.

WATP Training
THREE WEEKS TRAINING have converted Dolores Whalen, 18-year-old receptionist of WKBW, Youngstown, into a control room operator. Under the direction of Chief Engineer B. F. Wilkins, she was trained to work at the complicated master control board which serves all four studios as well as network programs, remote and auditions.

WATP is Granted Frequency Change
FCC Refuses, However, Plea For Increase to 50 kw.

CONSISTENT with the Havana Treaty allocations, the FCC last Tuesday announced adoption of a memorandum opinion and order granting in part the application of WAPI, Birmingham, for a change in frequency from 1170 to 1070 kc. The Commission, however, denied without prejudice the request of the station for an increase from 50,000 to 50,000 watts.

The Commission said the grant was made upon condition that WAPI file an application for modification of construction permit, specifying a suitable directional antenna making use of only one of the two towers now in use at the station, taking into account the existing freeze on new construction. The Commission also ordered that WAPI shall file within 20 days in writing that it accepts or rejects the grant in part and denial in part of its application.

Equipment Freeze
"In the event the applicant notifies the Commission that it accepts the foregoing grant in part and denial in part of its application,"
Senate Probers Drafting Plans For Full-Scale Petrillo Inquiry

Commerce Committee Meets This Week to Decide Procedure of Sweeping Study of Music Czar

ALTHOUGH a definite starting date has not yet been set, prelimi-
naries of plans for the full-scale inves-
tory into Music Czar James C. Petrillo and his American Federa-
tion of Musicians were being made last week by Senator D. Worth-
Clark (D.-Idaho), author of the probe resolution and driving force of
the inquiry.

With some 700 petitions, letters, appearances and other communi-
tations received from music users, societies and individuals, Senator
Clark said that plans for the in-
quiry would be made as soon as the
full Interstate Commerce Com-
mitee meets this week and au-

dorizes procedure. Chairman
Wheeler (D.-Mont.) has not yet
appointed a subcommittee to con-
duct the inquiry, regarded as the
logical course.

Since passage of the Clark Reso-
lution (S-1766) on June 18, and
prior to the Senate's Sept. 1, without a dissembling vote, it was indicated in some Sena-
torial quarters that Chairman
Wheeler might be disposed to have
the full committee, rather than a
subcommittee, conduct the in-
quiry. If that course is taken, it
is expected that Chairman Clark
will in his report, conduct the inquiry, as the resolution's author.

Congressional Feeling High

The swift action taken by the Senate was indicative of the feeling in Congress toward Petrillo, par-
ticularly in the light of the state-
ments of Government executives important in the war effort that the A.F.M. ban on manufacture of
recordings and transcriptions will hinder the war effort and impair the
morale program. Mr. Petrillo's steadfast refusal to withdraw this
ban has heightened Congressional fong.

Precisely when the hearings will
begin remained problematical.
Senator Clark had in mind a speedy start—probably this week. But
the preoccupation of the Senate with the farm parity legislation,

necessitating night sessions, pre-
ceded the making of definite ar-
rangements by the full committee.

Chairman Wheeler has stated that Senator Clark will become chairman of the subcommittee, if
that course is decided upon. Other
committee appointments, however, have not been indicated, though
it is expected that Senators And-
rews (D.-Fla.) and Tobey, (R.-N.H.), both members of the subcommittee which
examined the preliminary inquiry last month, would be carried over.

There have also been reports
that Senator Wheeler might be dis-
pensed to work with top labor leaders, with a view to calling off the transcription ban until either Congress or the courts

act. This has been discussed in Senatorial councils (BROADCAST-
ing, Sept. 29).

With no recording of any char-
acter done by A.F.M. members since
Aug. 1, it is felt by Senate com-
mittee members that prompt steps
should be taken before serious in-
jury results. While reserve sup-
plies were made prior to the Aug.
1 ban, these are believed to be
running low, particularly in the
tailor-made transcriptions field.
A number of advertisers already have

dropped transcriptions containing
band music because of the uncer-
tainty of future releases.

Meanwhile, developments on the
litigation front were being awaited.

The Federal District Court in Chi-

cago, on Oct. 12 will hear argu-
ments by Assistant Attorney Gen-
eral Thurman Arnold, in charge of
the Anti-Trust Division of the
Department of Justice, supporting the
Government's petition for an

demise injunction against A.F.M.,
seeking to terminate the ban,
pending trial on the merits of the
civil anti-trust suit against A.F.M.
and its officers. The Government
will introduce testimony in affidavit
form in support of the preliminary
injunction, including the results of
the far-reaching survey made by

the FCC into musicians' employ-
ment in the broadcasting industry
along with the use of music, both
live and transcribed.

Federal Judge John P. Barnes,
who will hear the motions, last
Thursday allowed the NAB to file
briefs as a friend of the court in the
Government suit. NAB special
counsel in the Petrillo case is
Sydney M. Kaye, of New York,
vice-president and general counsel
of BMI.

A motion to dismiss the com-
plaint, filed by A.F.M., will be argued
by its general counsel, Joseph A.
Padway, also general counsel of
A.F.L. It is expected that, in
respective of the court's ruling,
the case eventually will go to the Su-
preme Court on the "made work"
issue.

Mr. Padway, it was learned, ad-
vised Senator Clark last week that
he hoped the hearings would be
so arranged as to accommodate this
suit, plus other urgent meetings
which, as AFL general counsel,
had to attend. He pointed out that
the Federation was holding its con-
vention in Toronto last week and
that the proposed Oct. 5 starting
date would be inconvenient. More-
over, he alluded to the court argu-
ment on Oct. 12.

Every effort is being made to
expedite the opening of the hear-
ings. It was stated, however, that
ample time would be given all
parties in interest, even if the pro-
ceedings had to be interrupted to
accommodate dates with which
Senator Clark confidently expected
the hearings to get under way by
mid-October.

Pleadings Filed

Preliminary pleadings were filed
with Judge Barnes last Thursday,
preparatory to the Oct. 12 argu-
ments. The Government contended
that the Federation could point
to no Supreme Court authority on
the proposition that "organized
power of labor may be used to
refuse essential work to a lawful
business in the complete absence
of any dispute over hours, wages,
working conditions, or hiring poli-
cies of such business."

Assistant Attorney General Ar

nold held the union could not, un-
der the pretext of improving em-
ployment conditions, use "organized
corruption to destroy the right of
the employer to conduct his busi-
ness in an efficient way." He
charged further that unless the
ban on manufacture and sale of
recordings is lifted, the radio in-
dustry will suffer, vital war com-

munications facilities will be lost
through discontinuance of broad-
casting by many radio stations, and

maintenance of public morale
would be impeded and the war ef-
fort impaired.

Mr. Padway, in his pleading
seeking dismissal of the injunction
suit, characterized the suit as "an
infringement of First Amendment
right to participate in the free and
a violation of the constitutional
right to argue labor disputes."
He charged the suit was based
on an unwarranted interpretation of
the anti-trust laws and that Mr. Arn-
old was using it "to destroy every
union action and objective which
was personally distasteful to him."

An 'Ancient Struggle'

Mr. Padway contended "this is a
struggle heightened by the ironic
fact that the musician himself
makes the article that contributes
to his own destruction." He said
it was nothing more than another
facet of the ancient struggle be-

between man and machine; the sole
charge against him is that "he
refuses to work under conditions
which the consumer believes will
complete his destruction."

Judge Barnes allowed NAB to
file a petition as a friend of the
court, over protests of attorneys
for the Federation. He did not
rule on the plea of NAB that it be
allowed to intervene in the hear-
ing itself in support of the Gov-
ernment's petition.

Hughes Applies to Sell WJZM, Clarksville, Tenn.

SECOND transfer this year, and
third since it was authorized in
February for WMZ, Clarksville, Tenn., under an applica-
tion filed with the FCC last week by
present licensee, Roland Hughes.
Mr. Hughes proposes to sell
station to William Kleeman, local
Coca Cola official for a considera-
tion of $3,000 and assumption of
$11,500 in notes held by
former owners William and Violet
Hudson. Inability to meet terms of
the transfer approved four months
ago is reason for the sale, accord-
ing to the Commission.

MUSIcIANS WANTED!

More Jobs Than Performers

WHEREAS James C. Petrillo, president of A.F.M., claims that he
had to slap a ban on transcriptions because so many are unem-
ployed, Los Angeles Local 47, Musicians Mutual Benefit Ass'n, in a
brief story, in the September issue of its publication, Overture, states
that the ban has exceeded the supply in many instances. Members
not steadily employed are urged to check in:

ARE YOU WORKING?

The Employment Registry of Local 47, in the vicinity of the office,
has grown steadily in the past year, and members are
promised such proportions during the past two years, that at present the call for musicians ex-
ceeds the supply in many instances.

If you are not regularly employed and are interested in securing employment (or
if employed during the day, and are inter-
certified in working on week-ends), please
register with SI Burch, Room 408, at

111 S. Hill St., Los Angeles, Cal,

If you secure steady employment, make certain that name is removed from
the registry. A telephone call is all that is necessary.

S.I. Burch, Asst. to President.

Page 66 • October 5, 1942
THE STORY IN BROADCASTING IS WPEN

5000 WATTS 950 ON THE DIAL

THE PROOF IS IN THE LISTENING:

32.8% of all Philadelphians listening to radios from 6 to 6:15, six times a week—listen to WPEN, according to a 3-month Hooper Survey (the next station has 18.5)—almost 2 to 1.

And today, the Philadelphia Market has reached an all-time high!

Billions in War Orders . . . Payrolls 44 per cent above 1941.

. . . Yes, there's more money than ever in America's Number One Arsenal.

Mr. Advertiser, let "The Station That Sells" help YOU get your share!
**WKY vs. All Three**

<table>
<thead>
<tr>
<th>Time</th>
<th>WKY Listeners</th>
<th>WKY Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>MORNING</td>
<td>22.4% MORE</td>
<td>40.5% LESS</td>
</tr>
<tr>
<td></td>
<td>than all 3 other stations combined</td>
<td>than all 3 other stations combined</td>
</tr>
<tr>
<td>AFTERNOON</td>
<td>28% MORE</td>
<td>32.4% LESS</td>
</tr>
<tr>
<td></td>
<td>than all 3 other stations combined</td>
<td>than all 3 other stations combined</td>
</tr>
<tr>
<td>EVENING</td>
<td>15.4% MORE</td>
<td>42.7% LESS</td>
</tr>
<tr>
<td></td>
<td>than all 3 other stations combined</td>
<td>than all 3 other stations combined</td>
</tr>
</tbody>
</table>

**WKY’s the Wise Buy!**

- In Oklahoma City one station stands out decisively against the field. WKY’s clear dominance, morning, afternoon, and night, is shown in precise figures above. Listener comparisons are based on July-August Hooperatings; cost comparisons on the 13-time quarter-hour rates as listed in Radio Advertising Rates & Data.

  These incontrovertible facts prove that WKY does the best job of mass selling, and does it at the lowest possible cost. Isn’t this the kind of station YOUR selling program needs in Oklahoma City?