STANDOUT IN WOMEN'S ACTIVITIES

KLZ has been keenly aware that during two-thirds of its broadcast day, its audience is largely feminine. Women's vital and varied interests in home, social and civic matters have now broadened into every phase of the military, war production, and civilian defense. KLZ, through its director of women's activities, is doing a standout job of informing and educating its feminine listeners today as well as of entertaining them.

KLZ's regular program, "Women in War Work," recently brought together, left to right below, a WVS; a Nurse's Aide; Maida Severn, KLZ's director of women's activities; a member of the Civilian Defense Drivers Corps; and a Red Cross Gray Lady. Other special KLZ women's programs are: "Women in the News" and "Budget Brigade."

KLZ Denver

KLZ, 1500 kHz, Denver, Colorado. Reaches approximately 450,000 listeners. No broadcast from 10:00 to 11:00 nightly, and from 6:00 to 7:00 on Sundays.
Wisconsin Council of Agriculture

CO-OPERATIVE
666 Temple, Madison, Wisconsin

January 23, 1942

Mr. Arthur C. Page
Farm Program Director
WLS Washington Station
Chicago, Illinois

My dear Mr. Page:

It is my belief that Radio Station WLS reaches more rural homes than any other station in the Great Fertile Belt of America. Your interesting programs are a real source of both pleasure and information.

Uncounted numbers of rural homes are tuning in your station much more regularly than any other station. The audience is growing.

Farm organizations appreciate the services rendered by WLS. Your programs--information about the great agricultural progress and news of your programs--is of great value to us. They are not only entertaining, but interesting and informative.

Your farm programs have done much to make farm life a likable reality for both rural and urban people.

Sincerely yours,

Milo K. Swanton
Executive Secretary

"Your farm programs have done much to make farm life a likable reality for both rural and urban people."—Milo K. Swanton, Wisconsin Council of Agriculture.

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

As "One of the Family" in Midwest America, we have emphasized that both farm people and urbanites appreciate more fully Agriculture's place in the American way of life. The respect and confidence of these people have been won and held by WLS through giving them entertainment and information they want ... and need. That's why they stay tuned to WLS ... why WLS Gets Results!

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

REPRESENTED BY
John Blair & Company

CHICAGO

MANAGEMENT AFFILIATED WITH KOY, PHOENIX, AND THE ARIZONA NETWORK — KOY PHOENIX • KTUC TUCSON • KSUN BISBEE-LOWELL
BUSINESS AS USUAL
During
"ALTERCATIONS"

It's a comforting thought to review the many times in the past when Standard Radio has weathered storm and strife to serve the broadcast industry through critical periods.

Now, despite the obvious difficulties created by the present recording situation, Standard Radio is still delivering the same quantity as well as quality of music each month—still the biggest monthly release of all transcription libraries.

Business as usual during altercations? You bet!

* Standard Radio

360 N. MICHIGAN AVENUE
CHICAGO, ILLINOIS

6404 HOLLYWOOD BOULEVARD
HOLLYWOOD, CAL.
Kudos from the Capital

Sales for you right here . . .

You get both with:

WWL
NEW ORLEANS

50,000 watts - - clear channel

In Washington, with all its alphabet agencies, WWL has a meaning too! They listen to this 50,000-watt station—enjoy our programs—and write to tell us so. But your Washington listeners-to-WWL are just the frosting. Your big bountiful cake is the New Orleans trade area—dominated by WWL—an area growing and prospering and profiting WWL advertisers.

The greatest selling POWER
in the South's greatest city

CBS Affiliate — Nat'l Representatives, The Katz Agency, Inc.
HARA KIRI has one very beneficial feature. It kills Japs. The toothy little Nipponese squat on the floor, cross their spindly legs and carve their yellow stomachs. Very effective. We recommend it highly—for Japs.

Some American businesses have their version of Hara Kiri, too. Neither gory nor as beneficial to humanity as the Jap method, their technique is to use the dagger of neglect—neglect to keep their brand names alive—neglect brought about by war contracts, priorities, shortages and mistaken economy. Neglect causing a lingering economic illness. Then death—swift and certain.

Advertisers who have no stomach for Hara Kiri find WSM very effective for staying alive and healthy. 50,000 watts on a clear channel, a low frequency of 650 kilocycles blast their names and messages into the heart of a pre-war, mid-war and post-war market of opportunity—a market that does over $2,000,000,000 in retail sales—a market in the heart of a billion dollars worth of agriculture—a market with 10,000,000 radio listeners. In short, a market worth looking into. A post card will bring facts and figures.
Step up, Pal, and meet

B. P. (Tim) Timothy!

If you were taking on a new man to do a lot of good constructive work with agencies and advertisers, who'd you rather acquire than a man who'd done a spectacular job as national advertising sales specialist for an outstanding newspaper, then spent four years as advertising manager for a big brewery, then a year as advertising representative for a leading general magazine? Well, we couldn't think of a more desirable man, either—so today we are proud to tell you that Tim Timothy is now another "old Colonel F&P"!

Incidentally, we'd like to say a word about what we mean when we talk about "a spectacular job", as applied to any kind of media sales work. Do we mean a spectacular ability to pound desks? No! Or a spectacular ability to pass out cigars and flattery? No! To us, a spectacular job of selling is a job where a salesman has the intelligence and patience to dig out logical prospects for his medium—has the business acumen to analyze reasonably and unselfishly the true value of his medium to his prospect—and then has the ability to present all his facts so clearly and sincerely that lesser competition cannot stand against them.

That's the way we've always tried to work, here at F&P. If it's also the way you like to have salesmen work with you, we believe we're your dish, here in this pioneer group of radio-station representatives.
Action Imminent on Equipment Program

Reduction in Hours And Output Is Considered

By RALPH G. TUCHMAN

ACTION on the wartime equipment conservation program originally proposed by the War Production Board is expected within a matter of days. This became more evident last Friday when it was learned that the War Production Board had received a letter from FCC Chairman James Lawrence Flynn, covering the original WPB recommendations as developed by the Domestic Broadcasting Committee and approved by the Board of War Communications.

Final action may come Oct. 27 at the FCC’s weekly meeting, although there may be a delay owing to WPB reply. At his press conference last Monday, Chairman Flynn indicated action was imminent.

Under the proposed program, revision of FCC regulations to allow voluntary decrease of minimum broadcast hours may be included. Through such an arrangement, conservation could be attained by the reduced use of equipment.

Decibel Reduction

Another phase of this problem, as originally presented, called for the maintenance of only stations designated as “key,” with standby basis, beyond the hours of actual operation. It could not be determined whether this was actually a part of the program about to be released but it seemed likely. Such “key” stations would be the backbone of radio communications in the event of emergency.

Reduction of output by 1 or 1 ½ DB is regarded as certain, depending upon compromise between the FCC and WPB. The possibility of compromise was recognized when the program was first presented [BROADCASTING, Aug. 17]. Now it appears quite certain that such a reduction will be made mandatory very shortly. It is designed to reduce the strain on components. Its value is emphasized since the effect can’t be discerned by listeners.

Furthermore, DB reductions by 1-1/2 will result in equipment savings especially in tubes up to 25% of the life of the components. As another aid in the over-all conservation program, it is considered likely the FCC will agree to relax its engineering standards in order to allow certain technical operations impossible in normal times. Essentially, this is strongly urged for the desirable effect it would have in prolonging tube life.

In Case of Suspension

Such changes naturally cannot be accomplished overnight and it is likely that a careful study will first have to be made.

Another phase of the conservation program will likely develop from a change in FCC rules to allow stations to suspend operation for the duration without loss of license. Under such conditions, a station allowed to suspend its operations would provide equipment for use by stations continuing to operate. In addition, it would also release manpower to other stations in need of experienced help.

By enabling stations to stabilize themselves financially and not enforcing continued operation, it is recognized that the station benefits greatly. Since many small stations operate in areas well-covered by larger stations, the listeners would not lack for service.

This pricier value, however, as seen in industrial quarters, is the liberty to suspend operations in areas already covered and the resultant savings of equipment which is being operated uneconomically.

When the question of conservation of equipment was first raised, a pooling plan received considerable support. WPB was opposed to such a scheme on the ground that few stations could afford to build stockpiles of anything more than tubes; even then it was felt that few stations had appreciable stockpiles of tubes. Since then, WPB has restricted the number of tubes any one station may collect, exercising powers under the maintenance and repair order (P-133).

Despite this evidence, NAB has been successfully conducting a weekly swap bulletin of equipment for sale. NAB officials and broadcasters alike report satisfaction with this system. As a result, certain broadcasters have been inclined to consider the possible value of such a program on an enlarged scale under FCC supervision.

Title Confusion Marks Manpower List

Precise Definitions to Be Available Later; Law Sought

ALTHOUGH a list of critical occupations has been issued for the broadcasting industry as well as other communications services [BROADCASTING, Aug. 17], any of the dictionary definitions now exists as to the precise definitions of many of the occupational titles. When the War Manpower Commission was queried on this point, it was stated that the U.S. Employment Service is responsible for the dictionary for definitions and that it would be ready within the next 10 days.

In explaining the delay, a USES official pointed out that it has been necessary to prepare a comparable list for each of the 34 different industries established last July as essential, and that there has been a small time lag between the actual release of the lists by Selective Service and the follow-up breakdown dictionary, in each case. The July list was established by WMC. In addition, he pointed out that some of the occupations in broadcasting do not fall in any any of the dictionary definitions for other industries. This creates the necessity for writing new definitions.

Executives Missing

When BROADCASTING queried WMC regarding the absence of administrative personnel from the list of critical occupations, it was said that this has been the general practice of developing lists for all industries. Admitting there may be an eventual need for establishing an administrative list for all industries, the present policy emphasizes technical skills rather than management skills.

Early industry reactions indicate the list is somewhat inadequate and the question of revision has been raised [see page 8]. One WMC official, who is a member of the committee which drafts such lists, said representation could be made on any grounds desired. But he said the pressure of preparing other lists would prevent WMC from revising the existing communications list before mid-November at the earliest.

On a broader scale affecting the nation’s manpower problem was the testimony of Paul V. McNutt, WMC chief, before the Senate Military Affairs Committee, in which he said he expected to submit legislation to President Roosevelt within two weeks, mobilizing men and women. Furthermore, he said none of four bills presently pending will meet the needs of the manpower program.

He also advocated womanpower as part of the solution, because he said, 5,000,000 workers must enter jobs labor forces by the end of 1943 if the goal of 62,000,000 persons in employment and in the armed forces is to be realized. Then he emphasized that most of the newcomers must be women.

The McNutt Program

Mr. McNutt’s program consists of three points which would enable a manpower agency to require employers in any area to hire all employees through USES or through central hiring systems such as union halls, assuming specified standards are met, and grant authority to control labor by preventing transfer of labor from one place where it is needed to another where demand is created “solely by improper utilization of labor or a desire to hoard workers.” Finally, authority would be granted to freeze individuals in their jobs or transfer them to other jobs.

BROADCASTING • Broadcast Advertising

October 26, 1942 • Page 7
Industry Hails Critical List; Need Felt For Deferment Rule

Candacies

SOMETHING new in political broadcasting has been started by WWVA, Wheeling. The program is known as Meet Your Candacies. During a half-hour period, 12 candidates of one party are introduced and asked to give their personal, professional and political background. Their competitors are given the same opportunity at another time. No charge is made for their appearance, and the interviews are handled by Paul J. Miller, WWVA production manager.

IBEW headquarters considered this a fair proposal, the locals saw no serious technician shortage, and the plan was rejected. International headquarters of the Union said the manpower problem is acute, and some definite policy may be adopted soon to relax the ban on women technicians.

No special training programs for women or young men were reported by networks or New York stations, although WNEW reported that it has made a policy of having an extra announcer on the staff so that when a vacancy occurs there is an experienced man on hand to fill it immediately.

Blu Status

Stating that the BLUE has had no shortage of announcers, D. B. Van Houten, office service manager, explained that the networks would probably be the last to experience difficulty in getting announcers or other program department personnel as network positions are generally considered more desirable than similar jobs on individual stations.

Vacancies in the higher executive positions have come chiefly through enlistments, it was stated, as most of these posts are filled by older men, usually married and with families. In such cases in companies there has been no attempt to dissuade any executive from taking a military post or Government position once he had decided that he can be of more value to the war effort than in his present station.

NBC Training Program

NBC reported that for years the Asm. of Technical Employees of NBC, independent union, to which its engineers belong, has maintained a training program for technical apprentices, in which most of its engineering replacements are drawn. This program has been expanded to meet the increased wartime need, but as yet no women technicians have been included.

A similar training program is being undertaken by American Communications Asm., CIO union, with which many eastern stations have contracts. NBC endeavored to train women for technical positions but was halted in this plan by the International Brotherhood of Electrical Workers, AFL, union of which all engineers employed by CBS are members, as violating the contract now in effect between CBS and the union.

When the plan was prepared last April, CBS proposed to train women as technical apprentices, on the same wage scale as men. Though more women replace men, this condition may well be changed," Mr. Barton said, adding that in the meantime the task of filling the places of the young men, even though no very extended training is necessary, is becoming a major personnel problem.

Other radio personnel men agreed that since the younger men have been taken into the armed services in the largest numbers, the problem of replacing them has been and continues to be an unending worry. There was also general agreement that while there had been excessive turnover in all departments, the technical staffs were the only place where the situation might be described as critical.

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FTC Attacks Headache Remedy Claims

Warnings of Danger in Excessive Doses Are Sought

INTENTION of the Federal Trade Commission to force makers of headache remedies to warn the public against excessive use of their products, was indicated last week when the Commission cited complaints against makers of six preparations, including several prominent radio-advertised brands.

The complaints were handed down in a group Oct. 21, citing advertising, including radio, in at least four cases, of B. C. Remedy Co., Durham, N. C. (BC Headache Powder); Stanback Co., Salisbury, N. C. (Stanback Headache Powder); Emerson Drug Co., Baltimore (Bromo-Seltzer); Capudine Chemical Co., Raleigh (Hick’s Liquid Capsules); Chemical Co., Richmond (CCCC); Trans-Pac Services, New York, whose product (Ceregen) is controlled by Utirici Medicine Co., both cited.

Warning Missing

Advertising claims of each product were attacked separately, but it was the crux of the cases were charges that the firms failed to warn that the medicines, if taken in quantities exceeding the recommended doses, "may cause dependence on the drug, skin eruptions, mental derangements, and when administered to children may be dangerous and injurious to health." Such failures, four complaints said, may lead the public to believe "the preparation may be safely taken in such amounts and with such frequency as may seem necessary to accomplish the represented and desired results."

Radio advertising was not specifically mentioned in the complaints against Bromo-Seltzer and Capudine, the reason of continuity was mentioned in the other cases. "Newspaper periodicals and other advertising literature" were mentioned as being used by Bromo-Seltzer, while "mail and various means of commerce" were cited in the Stanback complaint.

Chemical Components

Four of the products—BC, Bromo-Seltzer, Stanback, Hick’s Liquid Capsidine—contain acetanilid and potassium bromide; Hick’s Capudine has potassium bromide and antipyrine, according to the FTC. The complaints maintained that continued use of these ingredients would lead to addiction.

In treating the advertising of each firm, the Commission directly attacked Bromo-Seltzer for its advertising claim, "It alkalizes—reduces excess acidity caused by overindulgence."

"Overindulgence in food and drink," the complaint against Bromo-Seltzer continued, "will not cause excess acidity in the system, and use of the preparation will not counteract the effects of overindulgence and will not reduce acidity or alkalize the system."

The FTC further asserted the respondents' advertisements are "false in that they fail to reveal the facts with respect to the consequences that may result from use of the preparation, under such conditions as are customary and usual."

Complaint Against BC

BC Headache Powder, according to the FTC, will not, as advertised in radio continuity, newspapers and periodicals, "provide effective relief for a foggy, jittery, and generally 'all-in' condition," nor will it "always afford relief for headaches and neuralgia" nor is it "commonly prescribed by physicians for the relief of pain."

The respondents' advertisements contain no warning or statements revealing the potential danger of excessive use of the preparation with respect to either the dosage or frequency of use, it is added.

The FTC labeled as false Stanback's advertising by mail and general commerce, particularly its representation that the product "gives relief in cases of headaches, backaches, coronary pains, neuralgia, and pains following dental work." Again the Commission said, "the respondents' advertisements contain no warning or statements revealing the potential danger of excessive use of the preparation."

Radio was among the media which allegedly carried false advertising for Hick's Capudine and CCCC. The firm was criticized for being "misleading" in stating that the preparation would relieve "tense, jittery nerves" and for other claims. Its advertisements were also hit "because they fail to reveal the facts with respect to the consequences that may result from use of the preparation in quantities exceeding the recommended dose, or with a greater frequency than that recommended, may cause skin eruptions, mental derangement and serious blood disturbances, and its administration to children may be dangerous and injurious to health."

The Cheif company's representations for CCCC were called "grossly exaggerated, false and misleading, as the product does not remove, remedy, or cure the cause of headaches, indigestion, neuralgia, and nervousness." It was added that "the respondent's advertisements contained no warning or statements revealing the potential danger of excessive use of the preparation."

Radio was here also cited as among the media used.

Only one of the six complaints made no mention of failure to give warning against excessive use. In the case of Cereglen, the Commission said that Spanish-language advertising in newspapers and radio continuity falsely described the product as a "food" for nerves, blood and the organic system.

The firms must file answers to the complaints with the Commission within 20 days.

Kesten Shifts Departmental Relations At CBS Office to Remove Bottleneck

TO CLARIFY the relationship between the CBS executive offices and other network departments and functions, Paul W. Kesten, CBS vice-president and general manager, last week issued a memo to department heads explaining that "the principal purpose of the partially new setup is to break a bottleneck."

According to the memo, Mr. Kesten explained he "had been assuming direct contact with Mr. Paley and three general executives, in addition to seven operating departments plus our Washington office."

Delegation of Duties

"With two or three urgent matters popping up from each of these sources on an average day, plus a few 'high-priority' calls and conferences with agencies, advertisers and Government officials, I found that I was over-loading the list for half-a-dozen or more department heads who had no one else to turn to on critical problems. . . . The new setup will at least make a general executive more readily available..."

Mr. Kesten continues his personal supervision of network sales and sales promotion of the CBS Washington office, while Williams S. Paley, president of CBS, is administrative head of program activities and James Seward is vice-president in charge of program operations.

The new "organization chart" further delineates the administrative duties of the network to the three new vice-presidents—Joseph H. Ream, Frank N. Stanton and Paley. Mr. Paley will supervise station relations in addition to legal and engineering matters and television; Dr. Stanton, as head of research, will also head owned and operated stations, publicity, Radio Sales and commercial editing, and Mr. White, CBS treasurer, concerns himself with personnel and labor relations, as well as financial activities.

CBS Realignment Shifts 3 Managers

Forbes to New York, Joselyn To WCCO, Willard to WBT

A MAJOR realignment of top executives at CBS-owned and operated stations—involving new general managers for WCCO, Minneapolis; WBT, Charlotte; WJSV, Washington—was announced last Thursday by Mr. Paul Kesten, CBS vice-president and general mgr.

William E. Forbes, general manager of WCCO, on Nov. 9 will be transferred to New York as "executive in charge of corporate work management." On Nov. 2

Mr. Forbes

A. E. Joselyn, general manager of WBT, takes over the management of WCCO, and on the same date A. D. Willard Jr., now in charge of WJSV, replaces Joselyn at WBT. The successor to Mr. Wil- lard has not yet been selected.

Mr. Forbes has managed WCCO since last June, when Earl Gammons, formerly in charge of the station was transferred from Char- lottesville to succeed Harry C. Butcher, now a lieutenant commander in the Navy. Mr. Forbes joined CBS in 1937 after four years in Los Angeles as assistant to Donald W. Thornburg, CBS Los Angeles vice-president, remaining until his recent move to Minneapolis.

Mr. Joselyn, left newspaper work in 1934 to enter the station representative field as salesman for Free & Peters, Joining Radio Sales, which handles spot business for CBS, in the operation of United stations, Mr. Joselyn shortly was made eastern manager, serving in that position until he was appointed general manager of WBT several years ago.

Mr. Willard entered radio at WCAO, Baltimore, serving as an nouncer and program director of that station and leaving to organ- ize an advertising agency, Willard, Barret & Nolley, in that city. In 1932 he joined WJSV as commercial manager. He was appointed assistant general manager in 1936 and general manager in 1937.

Stone Joins PA

WALLACE (Wally) STONE, for- mer station director of KROC, Rochester, in radio since 1928, has been named field representative for Press Assn., radio subsidiary of Associated Press, according to Oliver Gramling, PA assistant general manager. Mr. Stone will represent PA in the Da- totas, Northern Wisconsin and Michigan, and Minnesota, with headquarters in Minneapolis.
Clark Bill Would Cut AFM Disc Powers

Offers Amendment To Anti-Trust Statute

POWER of James C. Petrillo, AFM President, to pull his musicians off recording for broadcast and phonograph records would be sharply curtailed under legislation introduced Oct. 23 in the Senate (S-2874) by Senator D. Worth Clark (D-Idaho).

The measure was immediately referred to the Interstate Commerce Committee, of which Senator Burton K. Wheeler (D-Mont.) is chairman. Senator Clark introduced the bill after studying testimony taken recently by an Interstate Commerce subcommittee of which he is chairman. Among those who had testified were Elmer Davis, director of the Office of War Information; James Lawrence Fly, FCC chairman, and Thurman Arnold, Assistant Attorney General in charge of anti-trust prosecutions.

Essential Service

In the preamble to his bill, Senator Clark pointed out that broadcast- ing is an essential public service of great importance to successful prosecution of the war. Since recorded music is essential to broadcast station operation, he explained, and since cessation of the production of phonograph records to eliminate the source of needed recorded music, the bill proposes to forbid "certain contracts, agreements, conspiracies and combinations which prevent the making of recordings" for broadcasting and juke boxes.

The Clark bill would amend the Clayton anti-trust law, making it unlawful to engage in any agreement or conspiracy interfering with manufacturing of phonograph records and transcriptions, if a purpose of the action is to limit or curtail the supply or use of such recordings for broadcasting or coin-operated phonographs.

Senator Clark emphasized his legislation would not affect the contracts of musicians based on any dispute concerning labor complaints, hours, health, safety, or conditions of employment.

A penal clause in the bill makes violations punishable by a fine not exceeding $5,000, or by imprisonment for not more than one year, or both.

It is specified that the law would remain in force during continuance of the war and six months after end of the war, or until any earlier time designated by Congress or the President.

Wheeler Comments

Queried about legislative steps to remove the labor union exemption from conspiracy provisions of the Clayton Act, Senator Wheeler (D-Mont.), chairman of the Interstate Commerce Committee, asked why an exemption should apply only to recording for broadcasting and phonographs.

He suggested that if any exemption is to be provided, it should apply to war industries, for example, as a vastly more important factor in the nation's welfare and warfare than broadcasting or phonographs.

Senator Wheeler indicated he did not see any likelihood of further Senate investigation into Petrillo's ban on recording.

The music controversy seethed last week as the NAB 3rd District supported the NAB's conduct of its fight against the AFM, after lively discussion [see story on this page].

Disc Officials Meet

Transcription company executives who met with Sydney Kaye, NAB chief counsel in musical matters, in New York last Wednesday, reached no agreement in a definite plan of action. The consensus was, however, that the meetings had given them a clearer picture of the overall situation and that they were better prepared to make individual decisions regarding the filing of civil suits in the State Courts to secure injunctive relief against the ban on recorded music put into effect by Petrillo and the AFM.

The two short sessions, at noon and in the late afternoon, were held at NAB's New York headquarters and reviewed the legal position of the transcription companies in detail. During that day and the remainder of the week, many private conferences were held by various members of the group in an attempt to get together on some action which would alleviate their present difficulties. Spokesmen for the NAB, which called the meeting, said that no further such meetings were contemplated in the immediate future and that the purpose of those sessions was to review the situation and give each man a chance to present his viewpoint on what should be done, had been achieved, and that it is now up to the individuals to decide what they should do.

If any company decides to begin legal proceedings in its State courts against Petrillo and the NAB, it is said it will get its full assistance in preparation and prosecution of such a suit.

WBS Not Represented

Attendance at the sessions included: C. Lloyd Egner, NBC vice-president in charge of the Radio-Recording Division; C. O. Langlois, president, Language with Feature (Continued on page 58)

3rd District Affirms NAB Music Stand

Federal Agencies Tell Problems Involved In War Effort

INDUSTRY'S stand against James C. Petrillo was approved by District 3 of the NAB, in the first of the association's regional meetings Oct. 19-20 in Philadelphia. A resolution approving the NAB's attack on Petrillo's ban on the use of recordings in broadcasting was unanimously approved.

Action was taken at the suggestion of Isaac D. Levy, vice-president of WCAU, WHIS and WJZ, general manager of District 3, despite a scorching denunciation of the NAB's methods by Samuel R. Rosenbaum, president of WFIL, Philadelphia.

Motion for the resolution was made by Clair R. McCullough, general manager of the Mason-Dixon Radio Group, regional network covering Eastern Pennsylvania and Delaware, and was seconded by Edward D. Clery, general manager of WIBG, Glenside, Pa. It was carried unanimously by the 75 station executives present, with Mr. Rosenbaum not voting.

Rosenbaum's Charges

Election of a new district director to succeed Mr. Levy was not held. It is slated for a special meeting to be called by the director prior to the 1943 NAB convention.

In a prepared statement released to newspapers in advance, Mr. Rosenbaum charged that "handling of the Petrillo situation by the NAB is a masterpiece of ineptitude." [See text on page 60].

Our association should never have taken the leadership in a fight against the musicians," said Mr. Rosenbaum. "Their fight is not against us primarily, but principally against the juke-box barons and the record manufacturers. Yet, we have engaged counsel to mastermind the campaign and we have hired a high-price publicity firm which is inspiring the national flood of news stories, editorials and cartoons against Petrillo."

Mr. Rosenbaum attacked the legal and legislative relief sought by the NAB and warned that "introduction of repressive labor legislation in Congress will bring in the whole of organized labor to fight for its own." The solution, urged Mr. Rosenbaum, who is also vice-president of the Philadelphia Orchestra Assn., is not in court or legislative action, but in negotiation with the musicians' union.

Reply by Kaye

Sidney E. Kaye, special counsel for the NAB and general counsel for BMI, vigorously attacked the Rosenbaum allegations. "The musicians, he explained, have repeatedly gone to the juke-box people and the record manufacturers and demanded some special royalty or payment for the use of phonograph recordings where words were given to live musicians. Repeatedly, the musicians' union has increased the wage scale for recordings and transcriptions and the manufacturers always acquiesced."

"But back in 1890," reminded Mr. Kaye, "the U. S. Supreme Court ruled that there was property right in a recording. Therefore, on two occasions, the record producers have gone into the courts and brought suits to stop or restrict the use of their records. But in each instance, the courts refused to try the case."

"As a result, there is no way Petrillo can get at the juke-boxes and record manufacturers. The only place he can hit is radio—good old radio to be the goat."

Mr. Kaye declared that "Petrillo mi Lindo boote" on the motion picture industry when they were able to replace the live musicians in the theatre pits with canned sound tracks on film. "And now that he has a hold of radio, he doesn't want to let go of it," said Mr. Kaye.

Contrary to Mr. Rosenbaum's charges, Mr. Kaye continued, "we did instigate the Clark (Anti-trust) investigation of Petrillo. We first read about it in the newspapers. Nor did we institute the anti-trust action. We also first brought suit about that in the newspapers. And since it had already been instigated by the Attorney General, we then petitioned the court to be represented as a 'friend of the court.'"

Mr. Kaye revealed that he had talked with Attorney General Biddle after the action was already filed. "Why don't you go to (Continued on page 58)
"WHERE WERE YOU AT 8:17 MONDAY NIGHT?"

• We don’t offer this as conclusive evidence in Miss Lucinda’s favor, but the chances are that at 8:17 Monday night—any Monday night, if you please—our heroine was at home innocently listening to the radio. And the odds are better than even that she was listening to WHO!

You see, it has recently been proved that 72.7% of all Iowa people usually listen to the radio between 8:00 and 8:30 on Monday nights! And—that 52.4% of these people are tuned to WHO!

Both of these enlightening facts are revealed in the 1942 Iowa Radio Audience Survey—a scientific inquiry into the listening habits of nearly 10,000 representative Iowa families. Based on the most approved “sampling” methods, the 1942 Summers-Whan Survey analyzes station and program preferences, trends in station and program popularity over the past four years, the effects of sex, age, income, place of residence, reading and movie attendance on listening habits. It even tells you who writes to radio stations, how often they write, and why they write!

Frankly, we think it’s the tops for a complete, accurate, and up-to-the-minute picture of the Iowa Radio Audience. A copy is waiting for you. Send for it now!
WOMEN EAGER FOR Announcing Jobs
Hundreds Respond to Offer For Tests at the Mike

IF THE WOMEN of Washington fairly represent their American sisters, there will be no shortage of soprano candidates for the jobs the War Department will be advertising among other duties of a staff announcer.

But, at least, is the conclusion reached by Carleton Smith, manager of WRC, as applications by the hundreds poured into the station after a few announcements of a series of audition periods to be held at the capital's big War Fair in Uline Arena, Oct. 23-30.

Bill Herson, conductor of WRC's early morning Timekeeper program, made the detailed announcements of the contest daily, for three days. Instead of an anticipated 200 applicants, the station received more than 600 letters. It was announced that there would be no jobs available, that the most the winners could hope for was a single appearance before WRC's microphones. Prizes offered were a War Bond and War Stamps.

200 in Three Days

Before Herson was off the air after making the first announcements, the phone switchboard was clogged with calls. An average of 200 applicants called the first three days.

The candidates represent a wide variety of educational backgrounds and occupations. Most are youngsters, just out of high school or college. But one 73-year-old grandmom, is to be next in line at WRC's microphones. A clerk at a cigar stand inquired of Herson whether she was eligible. Fred Shaw, assistant station manager, cleared her a Government secretary answering the call asked if she could enter the contest. Many applicants are high school teachers of English and elocution, second year work in college. One holds a doctor of philosophy degree.

When Herson explained by telephone that no regular job was available, many came back with a pointed, "There will be."
The promotion, arranged by Smith, is to include one or two days a week. Telephone audition periods at the War Fair. Each candidate will be interviewed and given the opportunity to demonstrate her fitness for the microphone calling. The tests will be "commercials," ad libbed special events jobs and other duties of a staff announcer.

The winners of the daily auditions will meet in the finals Oct. 30.

SIXTH Annual School Broadcast Conference, under the direction of George Jeannings, acting director while Howard W. Kent, Jr., is on duty with the War Dept., in Washington, is scheduled to be held at the Hotel Morrison, Chicago, Nov. 10-12.

WBP'S FAMED HIRED HAND, Harold Hough, gets a few moments of recreation these days out at his mule ranch. Here he is shown with one of his champions, Hough, who also is circulation manager of the Fort Worth Star-Telegram and chairman of the Press Radio Committee, doesn't get many moments like these nowadays for his boss, Amon Carter, is at present on a mission in the British Isles.

HOBSTACLES that harass a hard-working reporter who tries to tell the world about a war are narrated thrillingly by Cecil Brown, CBS correspondent, in Suez to Singapore [Random House, New York, $3.50].

No respecter of red tape or officious clumsiness, Columbia's roving commentator still boils as he recalls the perpetual battles with British censorship as he endeavored to give the world his story of the fighting in Egypt, the Near East and finally the Orient.

And any reader who has ever tried to tell a story despite interference by red tape will roll right along with Cecil as vivid tales of his wartime experiences are narrated.

Most dramatic spot of the book, of course, is his account of the sinking of the British battleships Repulse and Prince of Wales. This oft-told tale borne more fame to the author than any other of his dangerous experiences.

Done in diary form, Brown's account of his commentator adventures is almost unbelievably gripping. Spun off casually are one-day sagas that divlege more real excitement than many reporters encounter in a journalistic lifetime.

But the dramatic episodes are subordinated to the more drab diatribes based on bouts with British censors, military men and government officials. Day after day, his diary shows, he fought and raved against theurious stupidity that prevented him from telling his story to the world through Columbia's facilities.

Told for the first time are dozens of incidents in which factual, objective reporting was blue-pencilled despite the fact that no possible wartime restriction could justify the censorship.

Brown's bitter cracks approach the observation point, but the reader is likely to allow him the privilege of dressing down those who did so much to make his professional life miserable.

A new slant on the type of war fare waged by the British in the Near East, Africa and the Orient comes from the Brown book. Lavish in his praise of British bravery, he gets all tangled in phraseological snarls as he tries to describe the military tactics, the lack of organization and preparation, and the defensive philosophy that permits the men who sit at desks and drop everything when it's time for a jolly old spot of tea.

Reading of the Brown diary refreshed recollection of many of his broadcasts, and the broadcaster who has followed his war comments will eat up the accounts of what went on before the lines were uttered over the air.

Sometimes sad, sometimes funny are the trivia based on Brown's relations with Columbia headquarters. His financial tribulations as funds went awry or cables failed to arrive make the hottest kind of shop talk for the trade.

In only one case were his wings clipped by Paul White, in charge of CBS news and special events. That instance grew out of a series of particularly vicious broadcasts in which British handling of the war in the Orient was ripped wide apart. The wing clipping consisted of a cable suggesting that he ease up a bit in his slam-bang criticism.

LOCKHEED STARTS DRAMATIC SERIES

TYING in with the war effort, Lockheed & Voge, Aircraft Corp., Burbank, Cal., on Nov. 9 starts sponsoring a weekly quarter-hour dramatized program, Ceiling Unlimited, on 67 CBS stations, Mondays, 7:15-7:30 p.m. (EWT), with W4KCO repeat, 8:15-8:30 p.m. (PWT). The program will be subordinated to the AEF [Broadcasting, Oct. 26].

Featuring Orson Welles as commentator-narrator, as well as producer-director, the institutional series will dramatize the story of American aviation. Besides utilizing United Press service for current news, stories will be based on information obtained from Navy, Army and other official sources, with all scripts being approved by the Government.

Harold R. Isaacs, of the CBS Washington staff, has been assigned to the series. Isaacs and John Messler, Los Angeles account executive of Lord & Thomas, agency staging the series, with Government officials in Washington Oct. 21 on how the program can best be of service to the war effort. Fred Fonda is Hollywood producer of the agency assigned to the show.

GM DISC SERIES FEATURES THOMAS

GENERAL MOTORS Corp., Detroit, extended its institutional transcribed Victory Is Our Business series, on Oct. 25 will start featuring Lowell Thomas, author and travel-champion and narrator for its series of weekly new dramatizations from the fighter and factory fronts.

Having started Aug. 2, the series enters its 13th week of true stories about what some of the 325,000 General Motors men are doing in 90 war plants and 29,000 former employees in the armed services are doing in forming GM war workers and local station announcers.

Agency for the program is Campbell-Ewald Co., Detroit. Lowell Thomas currently is heard on the Blue Network five evenings a week as spokesman for the ownership of Sun Oil Co., Philadelphia.

Cities and stations are: WHU, Anderson, Ind. WRD, Detroit; WCCA, Lawrence, Kan.; WNCR, Owingsboro, Ky.; WRIA, Saginaw, Mich.; WGN, Chicago; WLIU, New York; WCOJ, Burlington, Vt.; WKJL, Lansing, Mich.; WMC, Memphis; WACR, Pontiac; WOR, New York; WOR, Hartford; WSM, Saginaw; WAGE and WOLF, Syracuse; WPAS, White Plains; WRNR, Warren; WWN, New Brunswick; WOR, New York.

FCC-BVC Chairman Flywill broadcast an address on "Communications in Wartime" over NBC, Saturday, Oct. 31, 7-7:15 p.m. (EWT).
WXYZ will deliver*

lion's share of Detroit at lowest cost

*Guarantee with any WXYZ Champion Show

KING-TRENDLE BROADCASTING CORP., DETROIT, MICH. National Representatives: Paul H. Raymer Company
Networks Stand Pat on Denial of Time to Cooperative Group

Statements Explained Position Filed With FCC; Senate Committee Fails to Act on Probe

ALTHOUGH F C C Chairman James Lawrence Fly could not be reached for comment, it is known that both CBS and NBC have complied with his request for a full statement of the facts concerning their alleged refusal to sell time to the U. S. Cooperative League for promotion of membership and presentation of an all-language contributory program [Broadcasting, Oct. 12, 19].

No action occurred on the Senate resolution (SRes. 305) introduced last week calling for an investigation of the discrimination charges at the request of the cooperative, Senator Wheeler (D-Mont.) chairman of the Interstate Commerce Committee, indicated his committee planned no immediate action. It is believed little will happen until the elections are over.

Policies Restated

Release of the networks' letters could not be obtained from Mr. Fly's office, but it was learned authoritatively that CBS simply restated the facts already known regarding its policy on programs involving issues of a controversial nature. Although no comment was available regarding the NBC letter, it was indicated the reply similarly restated earlier explanations.

In essence CBS contends its policy against controversial programs, except in the case of politics, is well known. In fact, this policy was incorporated by the NAB in 1939 as part of the industry's code. Furthermore, it emphasizes the fact that time would be sold to cooperative retail stores, and has in the past, but that no time would be sold to a group seeking to promote a controversial issue or solicit members.

NBC stands on its policy against programs utilized for membership drives, with the exception of the President's annual March of Dimes and Red Cross solicitations.

Rep. Gehrmann's Bill

Also on the Congressional front, was the introduction in the House last Thursday of a resolution to investigate alleged discrimination against cooperatives by Rep. Gehrmann (Prog.-Wis.), which was referred to the House Rules Committee, who will act on it upon approval of this measure before the elections.

At the request of Senator LaFollette (Prog.-Wis.), an editorial which appeared in the Nation Magazine was reprinted in the Congressional Record, "Caught in the Networks", it questions the premise of "controversy" on which time was denied to the cooperatives.

When Mr. Fly was questioned at his press conference last Monday as to the legal control the FCC might have in the matter, he emphatically stated that his agency had no legal control but sought in the public interest to obtain an ample statement from both sides.

NAB AND RMA PLAN SERVICING DRIVE

THE NAB and the Radio Manufacturers Assn. will conduct a joint campaign to keep the nation's radio sets in action during the war. All stations have been asked to devote one minute of musical and chitchat to a "catch phrase" sponsored by the RMA. This is believed to bring a steady flow of sets to servicemen and at the same time eliminate the pickup and delivery problem.

Broadcasters are asked by the NAB to contact local servicemen and jobbers and explain the campaign to them. Employment of a full-time executive to handle servicing of home radio sets during the campaign was authorized by the FCC in New York, R. M. Galvin, RMA president, and M. J. Schinke, RMA service committee chairman, were empowered to make the appointment.

N. Y. Tunnel Spots

NEW YORK Tunnel Authority has entered the second cycle of a two-week campaign to keep the city's radio listeners to use the Queens Midtown Tunnel, with a schedule of about four announcements weekly on WMCA WNEW WQXR WJZ WVOF for a 12-week period. A similar campaign was launched last July and stations were sharing the advantages of the tunnel as a shortcut in the interests of gas conservation. Grey Adv., New York, handles the account.

Omar in Midwest

OMAR BAKERIES, Omaha, on Oct. 20 is starting a 30-week announcement campaign advertising Omar Bread and the company's door-to-door service wagons. One-minute announcements have been placed six to ten times a week on WMJW WINS, KOIL, WKBW, WOI, WFRD, WJW, MAC Farland, Ave- yard Co. Is Agency.

FCC Wage Survey

ALL STATIONS are urged to respond to the FCC financial questionnaire, now being sent out, dealing with employment and payrolls for the week ending Oct. 9. Stations will be especially interested in this winter in connection with adjustments under the national cost-of-living stabilization program.

Foreign Language Group Will Parley

Government Agencies Plan To Attend Sessions

REVIEW of broadcasters' progress in meeting problems of foreign-language stations will be the chief business when the Foreign Language Radio Wartime Control Committee meets in Washington Tuesday and Wednesday of this week.

Representatives of both the Office of Censorship and the Office of War Information have signified their intention of attending the meeting, and it is expected that the FCC may also take part.

Robert K. Richards, head of the foreign-language section of the Office of Censorship, charged with assisting foreign-language broadcasters in their efforts to enforce the Code of Wartime Practices, will represent Byron Price's office, and Lee Falk, foreign-language radio director on WOR, is expected to attend. FCC has not yet named a representative.

FLRWC was organized last June as an independent group, not affiliated with any other trade organization. Headed by Arthur Simon, general manager of WPEN, Philadelphia, the committee maintains offices at 1111 Munsey Blvd., Washington, and represents a code for the 210 stations in the foreign-language field [Broadcasting, June 8].

This week's meeting is expected to study results of the broadcasters' efforts to check their own personnel by means of questionnaires, and to discuss other aspects of self-regulation.

Kate Smith's Drive

KATE SMITH and Ted Collins, her producer-director, whose records speaking O/1-hour War Bond drive over WABC recently netted more than $2,000,000, hope to better the amount on a new drive that is believed to be the first 24-hour dawn-to-dusk appeal on WOR from 2:00 a.m. Wednesday, Oct. 28, to 6 a.m. Thursday, Oct. 29. More than 121 CBS stations will carry the appeals at various intervals. Kate Smith comes to Washington at the invitation of the Treasury Dept., which has officially named Oct. 28 "Kate Smith Bond Day." A staff of secretaries will assist the singing star in her drive. 100 shortwave and 50 telephones have been installed to receive calls.

KVOS Gets Extension

DENYING a request by KVOS, Bellingham, Wash., for special authorization to operate immediately, the FCC has extended its licence 20 extended until April 30, 1943 the date for completion of construction already authorized. The permit provides for new equipment, new transmitter site, directional antenna, increase of power from 250 to 1,000 watts and change of frequency from 1250 to 790 ke.
Half the fascination of throwing a pebble into a mill-pond is to see the concentric circles it makes... out and out and out, to the surrounding shores. When you put your sales-message on KDKA, it operates the same way. Its 50,000 watts reach out and out and out, taking in not only Pittsburgh, the giant of steel, but the 2,000 war-busy towns within its perimeter. Reach the whole region... do the whole job with KDKA... simultaneously and at a single cost.
WJSV's baseball broadcaster, Arch McDonald, has a manner with a microphone. Now Washington, D.C.—and WJSV—have extra good reason to be proud of Arch. For nine years he's been a city favorite...and just recently Sporting News named him the nation's best baseball mike-man.

This is not Arch's only blue ribbon for 1942. In recent months he's turned his unique announcing style to war-bond sales—to the tune of $300,000 worth. And that means bonds bought and paid for...not just pledges.

Arch McDonald is not the only WJSV prize-winner, either. Such stars as Bob Trout, Arthur Godfrey, Larry Elliot, Warren Sweeney, Hugh Conover, were also born and bred of our special taste for talent. It's popular personalities like these—backed by adept programming—who give extra selling punch to WJSV's 50,000 watts of power in this wealthiest per-capita market.

WJSV * WASHINGTON'S 50,000 WATT STATION

Owned and operated by Columbia Broadcasting System. Represented nationally by Radio Sales with offices in New York, Chicago, Los Angeles, St. Louis, San Francisco, Charlotte
Peabody Awards Will Provide New Prizes, Deadline Dec. 15

DEADLINE for 1942 George Foster Peabody Radio Award applications will be Dec. 15, the NAB announced last week. At the same time it disclosed two new classifications for this year’s awards—one each to local and regional stations. The 1942 awards will be announced in April, 1943.

Reacting to resentment which arose last year when networks received most of the citations, the Advisory Committee has established an award for the program or series by a regional station “which made an outstanding contribution to the welfare of the community the station serves.” A similar award will be made to a local station.

Four other Peabody prizes, retained from the two previous years, are for outstanding reporting of news; entertainment in drama; entertainment in music; outstanding educational programs. The prizes are awarded by the Henry W. Grady School of Journalism of the U of Georgia, in cooperation with the NAB.

Who May Submit Entries

Entries may be submitted by individual stations, networks, radio editors of newspapers and magazines, listener groups or any person or organization wishing to nominate a program. The board will not be restricted to entries, however, in making awards.

According to the instructions issued by the NAB, entries must be sent to the Henry W. Grady School of Journalism, U of Georgia, by Dec. 15. Forms are available at NAB headquarters, Washington, or at the university. One transcription may accompany an entry.

Peabody Awards were first made in 1941 for the year 1940. Winners are picked by the advisory committee composed of Bruce Baron, BBDO; John H. Benson, AAAA; Dr. Ralph Casey, director, U of Minnesota School of Journalism; Jonathan Daniels, editor Raleigh News and Observer; Mark Ethridge, general manager, Louisville-Courier-Journal and Times; James H. Jackson, literary editor, San Francisco Chronicle; Walde- mar Kappert, science editor, New York Times; Alfred A. Knopf, publisher, Edward Weeks, editor, Atlantic Monthly; Mrs. Beatrice Sawyer Rossell; Dr. I. Keith Tyler, director of evaluation of school broadcasts, Ohio State U; Mrs. Marjorie Peabody Waite, daughter of George Foster Peabody.

Awards in the Past

Awards were established by Mr. Peabody, a successful New York banker, who gave much of his money for education and social enterprises. Previous winners were:

1940: CBS; WLW, Cincinnati; WGAR, Cleveland; KFRT, Columbus, Mo.

1941, Alfred Wallenstein, MBS; NBC’s U of Chicago Round Table of the Air; Sandra Michael and John B. Gibbs, Against the Storm; Norman Corwin’s The Bill of Rights; with special awards to Cecil Brown, CBS, and to the international shortwave broadcasters as a whole.

Sterling Revamped

TO MAKE POSSIBLE a transformation of Sterling Products Inc., Wilmington, Del., from a “holding” to an operating company, a meeting of the company’s stockholders voted recently to change the company’s name to Sterling Drug Inc. Sterling’s many well-known brand names will be retained, and advertising programs remain unaffected. The Sterling name may appear for the first time on packages.

MGM TO USE SPOTS FOR NEW PICTURE

METRO - GOLDWYN - MAYER, N.Y., in line with a policy of expanded advertising, will use an extensive schedule of spots announcements in November, in connection with the nation’s release of “For Me & My Gal.”

Announcements will be placed on a varying number of stations in 50 key cities, with additional spots placed by local distributors in smaller communities where the picture opens. National campaign follows a local New York drive, completed this week, which included spots on WMCA WOR and W2Z, in addition to live interview program on WHN, New York.

MGM will also experiment with a platter program three-weekly on WGJ, Chicago, in behalf of “White Cargo,” for a 13-week period, in connection with the film’s premiere in that city. If successful, a similar program, using recorded music by name bands, will be used on other stations.

MGM radio plans are the most extensive in its history, according to a company spokesman. Donald A. Coe, New York, handles the account.

Sterling Drug Inc. W70X in New York, owned and operated by the company, will be the point of departure of the new campaign.

Kolynos Placement

KOLYNOX Co., Jersey City, which recently appointed Joseph Jacobs Knopf, publisher; Edward Weeks, agency, to handle advertising for its toothpowder in the Jewish field, on Oct. 20, started a twice-weekly quarter-hour program on WVED, New York, featuring Menashe Oppenheim, as the Doctor of Mirth & Sport. The program, of 15 minutes, is a radio in this special market has been planned as yet.

WLW Hearing Nov. 26

POSTPONEMENT until Nov. 26 on the Commission’s motion was announced Oct. 22 by a ruling which held that hearings were set to be held on the application of WLW, Cincinnati, for an increase of 80,000 watts, until local sunset, and 50,000 watts near, using the transmitter of experimental station WXO.

Mr. Miller Miss Brainard

Mr. Miller, who has announced the new program, will continue in his present capacities with the network.

Mr. Miller will serve as liaison in his new assignment between program department and the various offices of the Government, and will have under his jurisdiction all matters concerning the programming of NBC’s war activities. With NBC since 1927, Mr. Miller created the network’s first special events department, and has also served as NBC night manager and director of talks. His promotion to Eastern program manager was announced earlier this year.

With NBC since its formation in 1926 and in the radio industry since 1922, Miss Brainard was formerly commercial program manager and later NBC manager of program sales.

Nation Day Plans

FIRST wartime celebration of Nation Day Oct. 27 is being observed with special programs on NBC, Mutual and the BLUE the two days prior to that date. Last Sunday, NBC presented an hour program consisting of 20 separate pickups from ships at sea, naval battle stations and other secret locations around the world where the Navy is in action. The Oct. 26 program of Cavalcade of America on NBC will be dedicated to Nation Day with an original drama “In The Best Tradition,” starring Orson Welles. Secretary of the Navy Frank Knox and Admiral Earl J. Butner Jr., will speak on Oct. 27 from Nation Day dinners in New York and Chicago, and the BLUE broadcast talks by Rear Admiral John S. Strong and Admiral Wm. D. Leahy from the Chicago and Washington dinners that afternoon.

BARRY WOOD, singing star of the CBS Hit Parade, and the Treasury Department’s War Bond drive, on Oct. 24 left on a tour of principal cities in Canada on behalf of the Dominion’s “Victory Bond” campaign.

SHARE-THE-RIDE partners are star and agency producer of the weekly BLUE program, Il Y est un, Dinah Shore. With gas rationing just around the corner, duo solves gas and tire problem with this two-seated midget racer. Co-workers on the series, sponsored by Bristol-Meyers Co. (Mum), are Miss Shore and Bill Lawrence, Hollywood producer of Pedlar & Ryan Inc., agency servicing the account.

Cranberry Firm Opens Drive on 19 Stations

ANNUAL pre-christmas campaign of the American Cranberry Exchange, New York, got under way Oct. 17, and features calling for one-minute announcements, and participations on home economics programs from two to three times weekly on 19 stations.

Wartime ways to cook fresh cranberries using any one of three sugar-saving substitutes, are stressed in the commercials. Announcements, on behalf of Eatmor Cranberries, are standing on daily drive, connecting with CBS, WFBP KSO WMT WNAX KLZ WIRE KWTO KGGM KFAL KSTP KOAM KPGF KMMJ WDBJ CFRB WMHG CJOR. Radio is being used in conjunction with approximately 300 newspapers. BBDO, New York, handles the account.
David Is Appointed As FCC Realigns Legal Department

RESHUFFLING of the FCC legal department, to give special emphasis to agencies dealing with war problems and to fill vacancies resulting from the large defense executive, was completed last Friday with promotion of three members of the division.

Nathan H. David, former assistant to Chairman Julian, recently principal attorney in charge of legal war activities, was appointed assistant general counsel in charge of the War Problems Section. He has headed this division since he returned to the FCC in February after a special assignment as radio liaison officer with the Office of the Coordinator of Information (Donovan Committee), now merged into the Office of War Information. This appointment, raising the status of the FCC special officer for war problems to that with the Commission's efforts to place special emphasis on meeting emergency problems.

Others Appointed

The Commission last Friday also appointed Harry M. Plotkin, chief of the litigation and administration division, and Donald M. Harris, named principal attorney. Mr. Plotkin, formerly chief of the litigation and motions section, will handle duties once administered by Charles D. Defined, assistant FCC general counsel, while Mr. Harris fills a job vacated two weeks ago when Rosel H. Hyde became assistant general counsel in charge of broadcasting [Broadcasting, Oct. 12, 19].

FCC's legal department shakeup began Sept. 23 when Telford Taylor, general counsel, resigned to go on active duty as a major with the Army Signal Corps. A week later Lucian A. Hilmer, assistant general counsel in charge of broadcasting; left for war service with the Board of Economic Warfare.

Mr. Denny, appointed to succeed Maj. Taylor, left vacant the post of assistant general counsel in charge of litigation and administration. This work will now be handled by Mr. Plotkin, Harvard graduate who has been in the Commission's Legal Division since January, 1940, originally as a member and later as chief of the litigation and motions section.

Mr. Harris, an Amberst and Columbia graduate, with FCC since 1941, will now be principal attorney, succeeding Rosel Hyde.

David is Appointed As FCC Realigns Legal Department

NBC TOUR ROMANCE

To Cl'max When Ex-Page Wins His Wings

AN NBC TOUR last summer started the romance that will carry to the altar an Atlanta girl who, while on a Radio City tour, met Larry W. Marks, former NBC page boy, now a cadet in the Corps Training School at San Antonio. Cadet Marks will marry Mary Alice Briggs when he secures his commission as flying officer. He is co-author with Dick Charles, another of two hit songs, "Mad About Him, Sad Without Him, How Can I Be, Glad Without Him Blues" and "One Ever Comes Around to My House."

OWI Station Relations

Now Headed by Husted

K. WALLACE HUSTED, former general manager of WLOL, Minneapolis, has been named chief of the station relations section of the Radio Bureau of the Office of War Information. In his capacity he will be charged with supervising and maintaining close liaison with the regional consultants appointed recently [Broadcasting, Oct. 19].

Mr. Husted

Mr. Husted in an informal session Oct. 29 in Nashville, will meet with five district consultants to discuss the purposes and plans of the station relations program. This session will precede the NAB district meeting on the following day and the five consultants expected to attend are: Truman Ward, WLAC, Nashville; H. K. Carpenter, WHK-WCLE, Cleveland; Leo Fitzpatrick, WJB, Detroit; Glenn T. Snyder, WLS, Chicago; Merle Jones, KMOX, St. Louis. Others attending the session will be Douglas Massourey, assistant to Mr. Husted; OWI's Radio Branch, and Carl Haveniin, special station relations consultant.

Survives Plane Crash

R. W. SIDENBERG, former research department head at WHCU, Ithaca, who enlisted in the Army last December, is one of the survivors of the recent American Expedition Forces ferry plane crash in Newfoundland. He was serving as Army courier with the American Embassy in London.

WHITE IS NAMED

DIRECTOR OF BMI

FRANK K. WHITE, vice-president and treasurer of CBS, elected a member of the board of directors of the Broadcasting & Music alliances (Donovan Committee), Tuesday night last week. Mr. White replaces Mefford R. Rundell, former CBS executive who is now a lieutenant-commander in the Naval Reserve, as the CBS representative on the BMI board.

It can be said Mr. Damm, former assistant to Mr. Husted, now is the director of WTMJ, Milwaukee, as a board member was announced by BMI, which said that a successor will be elected at the next board meeting. Mr. Damm's resignation was caused by promotion at his post of BMI.

Other board members will continue for another year. They are: Vincent Miller, President of BMI and also of NAB; John Elmer, head of WCBM, Baltimore; Leonard Kapner, manager of WCAE, Pittsburgh; Paul W. Morency, manager of WTIC, Hartford; William S. Hedges, NBC vice-president.

Bad Fall While Hunting

Injures Frank E. Hurt

FRANK E. HURT, owner of KFXX, Nampa, Idaho, was treated for a serious leg injury that cut short his vacation in the rugged Luchas River country of Northern Idaho last week. He suffered a six-inch wound when he stepped on a stone while hunting in the high canyon. A companion aided him in getting to the ranch where Hurt was confined for 40 hours awaiting arrival of horses to take him out, and then had to drive miles on horseback and 300 miles by car to get a doctor. He became temporarily blind and fainted several times from loss of blood on the hike back to camp, only the presence of his companion saving his life. The physician said last week the leg would be saved. The party bagged three elk, a large six-point bull shot by Mr. Hurt being the largest.

Injured by Gunshot

LEW CROSSBY, Hollywood announcer on the four-weekly BLUE RIBBON show sponsored by Grapenuts Flakes (Alka Seltzer), is in the hospital after shooting off a shot gun while clearing his gun.

Huddled Over a Script is the trio which makes the weekly NBC PLAYHOUSE tick. Ninth consecutive season was launched on Oct. 4 under sponsorship of General Foods Corp. (Grapenuts Flakes). Talent-production combination (1 to r) includes Jack Benny, star of the show; Robert Welch, Hollywood producer of Young Rubiam; Walter Bunker, NRC production representative.

Publishers Using Los Angeles Time Press Group Sponsors Joint Circulation Campaign

UTILIZING radio as a circulation builder for its member metropolitan publications, Los Angeles Newspaper Publishers Assn., Los Angeles, on Oct. 19 started using a total of 65 transcribed announcements weekly on 16 stations in that area.

Lists include KFWB KECA KFI KMPK KMTR KRKD KFVD KJH KNX KGJJ FAKV KFPS KWWK KFOX KGER. Coverage is a 26-weeks with placement through Dan B. Miner Co., Los Angeles. D. D. Durr, chairman of the newspaper publishers association, is also manager of its advertising committee.

Campaign Plans

Los Angeles Examiner, in a general promotion and to stimulate reader interest in special features, on Oct. 8 started using an average of 21 transcribed one-minute announcements weekly on 11 California stations. KFAC KFWB KFOX KPSM KMTD KFVD KWWK KRD KGER KPRO KXO KFMB KVOE KFXM. Others will be added to the list. Contracts are for 13 weeks. Allied Adv. Agencies, Los Angeles, has the account. Howard Esary is agency account executive.

Los Angeles Times, on Oct. 15, started sponsoring a weekly quarter-hour dramatic series, Eye Witness News, on KECA, that city. Contract, placed direct, is for 26 weeks. Under a similar arrangement, the Times on Oct. 18 started for 26 weeks a weekly quarter-hour news commentary featuring Dr. Polyzois on KJH, Hollywood. Los Angeles Spanish El Sol started the weekly half-hour studio audience participation Bombarider Quiz on KJH, which started Oct. 8 for 13 weeks.

FCC Acts on Two CPs

SHORTAGE of material and manpower was the reason given by the FCC Oct. 21 in announcing its proposal to deny the application of WBRE, Wilkes-Barre, Pa., for a construction permit for a satellite station in Scranton to operate simultaneously with WBBF, using 100 watts. FCC gave the same reason for announcing at the time its proposal to deny a construction permit to West Allia Broadcasting Co., for a new station in West Allia, Wis., to operate on 1480 kc. with 250 watts, day only.

Shreddies on Coast

NATIONAL BISCUIT Co., Los Angeles (Shreddies), on an eight-week campaign which started Oct. 19 is using daily transcribed one-minute announcements on seven Pacific Coast stations. List includes KNX KJH KPDO KWJ COIN KIRO. Agency is Botsford, Constantine & Gardner, Los Angeles.

Page 18 • October 26, 1942
Here's a circus stunt that requires teamwork from all sides to do the job perfectly—teamwork between people, between horses, and between horses and people. In the three-ring circus of business that is war-time Baltimore, you'll find WCBM and the BLUE NETWORK offering you excellent teamwork, too. Teamwork in fine programming, in complete coverage, and in real economy. Team up with WCBM and the BLUE for your most economical major network buy in Baltimore.

National Representatives
SPOT SALES, INC.
New York - Chicago - San Francisco
John Elmer, President
George H. Roeder, Gen. Manager

Baltimore's Blue Network Outlet
LONDON—Advertising as we hear it on the air is permitted on the BBC, which operates very much like a private corporation but is a Government-chartered monopoly. Government-owned. As long as the promotion field pretty much to other media, chiefly the newspapers and magazines, especially since the Nazis seized Radio Luxembourg, which operated with some 200,000 watts on the 200 kc. longwave and which, along with the powerful standard wave Radio Normandie in France, enjoyed enormous audience in the British Isles before the war.

Both stations carried commercial programs, the sponsors being largely British concerns aiming their advertising at the British buying public. Especially during the regime of Sir John Reith as BBC director-general the schedules were noted for their austerity and dulness, listeners were more inclined to tune in Normandie or Luxembourg than BBC.

Like all other radio stations in conquered Europe, both are now merely whistling posts in Herr Goebbels—and as such enjoy no audience here worthy of mention. They're seldom heard even out of curiosity any more, for if the Nazi radio says anything worth repeating it is well recognized that its closely monitored utterances will be quickly and faithfully reported by the British radio and press.

Notes and Observations on British Radio

War Expansion of BBC; Newspapers Still Profitable; Effects of Blitz

MARTIN CODEL, publisher of Broadcasting, has just returned from a trip to the British Isles, specially authorized by British and American authorities to enable him to study radio operations under wartime conditions. He flew over early in September on a bomber, returned on a transport plane. His cabled dispatches were published in preceding issues. This is a roundup of other observations, passed by the censorship, which he brought back with him from London.

AMERICAN FORCES headquarters in London sees frequent parleys like this by Gen. Dwight (Ike) Eisenhower, commanding general of our forces in the European theatre (center), with Lt. Com. Harry C. Butcher, his Naval aide (right), and Maj. Ernest R. Lee, his Army aide. Com. Butcher formerly was CBS Washington vice-president.

Kind of Advertising

ADVERTISING is largely a brand name and institutional in character, with the Government's various Ministries among the largest buyers of space—for recruiting, bond selling, food advice, fuel "communiques" and the like. Rotated among various advertising agencies, the Government advertising campaigns are handled like any other commercial campaigns—and just as cleverly and effectively.

Though seldom allocated space more than 2 columns wide by 15 inches deep, copy seems sprinkled and more readable than it was in peacetime. Deft copy devices are used by commercial concerns to urge the public to keep using their products while at the same time remarking that perhaps those products cannot be bought because of shortages or rationing; "austerity" is the term used here to connote the universal tightening of belts caused by shortages and the rationing of just about all necessities.

Newspapers Still Profitable

DESPITE rationed space to advertisers and the inevitably reduced total lineage, which is down to about one-fifth of peacetime, no newspapers have gone to the wall; indeed, most if not all of them are doing better financially than they did in the lush days just preceding the war, according to World Press News, the trade journal of the publishing business. Its publisher told me that advertising rates have gone up some 70%; that reduced newsprint allotments and ceiling costs plus combined deliveries have cut down a major item of production cost; that much smaller payrolls are carried due to the fact that so many editorial, advertising, and plant employees (more than 60% of peacetime averages) have been called into war services and have not been replaced.

What Happens to Profits

EVEN SO, profits are at record levels. Take the case of Lord Beaverbrook's London Daily Express, which with its daily circulation of more than 2,600,000 is one of the most widely circulated newspapers in the world. Its report on what happened to earnings points up a corporate example to our own radio and newspaper businesses, now that our tax bill has been passed and President Roosevelt has undertaken to limit spendable income to $25,000 for any single individual. (Here all corporate profits over a fixed amount are taken over by the Government, with some rebates due to be given after the war; a man earning $5,000 a year pays at least $2,000 personal income tax; and it takes personal income taxes to get a set figure to earn the maximum allowed net income of around $28,000—so that many, many people are living on capitation.)

London Express Newspaper Ltd., publisher of the Daily Express, Sunday Express and Standard, reporting on its earnings for the year ended last June 30, frankly told its readers in an editorial the other day where those earnings went. The year's profits, after providing for taxation, depreciation etc., were about $70,000, which was about $4,000 more than the preceding year. This $710,000 was left after taxes amounting to $2,260,000. A final dividend of 2 1/4% on Ordinary A shares was recommended, making the year's rate 5%.

Inasmuch as the company is closely held and the personal tax rates of the shareholders can be calculated, the Express told its readers that after taxation of the payments made to the Ordinary shareholders they would receive a net income of about $28,000 from the enterprise. The shareholders thus left were a spendable income of $28,000 out of more than $700,000 of net profits!

What about the "ideals of capitalism?" asked the newspaper in its editorial, and answered it with, "To sustain the Government and pay for the war."

Such taxation is taken as a matter of course here; no squawks, no regrets. We've seen nothing yet at home to compare—but we probably will.

Paying for Broadcasting

BRITISH newspapers, having no stake in radio as so many have at home, take frequent occasions to needle the BBC, just as our newspapers used to do—playing up the ills or errors of radio, the attacks upon it in Parliament (where a lot of newspaper proprietors sit as members of Commons or Lords) and the expanding radio and newspaper businesses, which has died down recently, however, for BBC's finances are no longer made public due to the large sums spent on its war service, notably the well-geared international broadcasts.

Certainly the 10 shillings ($2) tax collected last year from the 8,655,859 license-paying radio set owners don't pay and are quarries of frequent collection drives that often lead to court prosecutions) do not begin to pay for the enormously expanded BBC which pays at least 12,000 persons as against only about 2,000 before the war.

Compare this with our own American industry's fulltime payroll of about 26,000 (exclusive of artists
and musicians) in our network organizations and our nearly 900 more or less individually-owned stations—and remember that all the British Isles don’t embrace as much area as New York State.

In Many Tongues

THE GROWTH OF BBC is a wartime phenomenon and the size of its staff is not surprising when you consider the European Service and the Overseas Service with their separate vast staffs of executives, newsmen, translators, program builders, engineers etc. They broadcast in just about every tongue—in English, in all the European and most of the Asiatic languages, and even in the strange jargon Afrikaans.

Moreover, the wartime expansion has required the use of at least 25 office buildings scattered over London, not to mention the dozen regional and sub-regional studio sets in the provinces, all with their own staffs. The expansion and location of plans and engineering personnel is, of course, a closely guarded secret for obvious reasons.

Two Domestic Systems

CHIEFLY, however, the BBC's service, so far as the ordinary listener is concerned, is domestic. Since the war, the old national and regional structures, the latter permuting regionalized broadcasting, comparable somewhat to that done by our own regional stations, have been replaced and two networks that are entirely national, one is called the Home Service, and its programs, broadcast to the whole country on three standard waves and one shortwave (locations and points of stations unmentionable), are intended primarily for the audience in the British Isles.

The other is called the Forces Service and is carried on two standard waves and one shortwave. It was initially designed for the British forces then in continental Europe, and carried the bulk of the lighter stuff, the message-from-home programs and the like.

Since Dunkirk, the nomenclature has not been changed, though actually the two networks now give the listener a choice of two programs, except for the fixed news periods at 7, 8, 1, 3, and 9 which are piped simultaneously over both. Occasionally, also, other programs, such as a momentous speech, will be carried on both networks, and more than often a program highly popular on one will be repeated within the week on the other.

The British Program Day

THERE IS REALLY little difference between the two networks, except that it might be said that the Forces wavelengths generally carry the more popular features, the Home Service the heavier stuff—just as NBC used to dump its talks and other souses onto the BLUE before their separation into two different entities. Neither network carries a streamlined program balance such as we expect from our competitive chains; they don’t try to compete for audience (which might be a good thing), so that one will appeal to one segment of listeners while another appeals to another. The staffs are not separate at all.

This is a typical day’s program listing (for Monday, Oct. 5), as repotted exactly from the London Times, which carries them perhaps a bit more completely than do the other more tight-spaced dailies; none, incidentally, attempts to give the complete program schedules that exist, up-and-down lists American dailies carry, which largely accounts for the more than 2,000,000 circulation of BBC's enormously profitable weekly Radio Times.

HOME SERVICE

203.5 kc., 393.1 kc., 483.5 kc. and 493.4 kc.

5.25. Children's Hour.

PROGRAMME FOR THE FORCES

121.5 kc., 256.1 kc., and 494.6 kc.
8.50 a.m., 2.00 p.m., and 9.00 p.m.
6.57 kc., 1931 kc., 4071 kc.

BRAINS BEHIND BRITAIN'S highly efficient European Service, which broadcasts in more than a score of languages on multiple wavelengths around the clock to thousands in Europe who risk their lives to listen, are Mr. Kirkpatrick, controller of the Primary Service (left), and Mr. Noel Newson, his deputy (center), the latter a recent visitor to America to arrange for fuller collaboration with our radio authorities. Mr. Kirkpatrick, a diplomat formerly in the Berlin embassy for Great Britain, is the man who identified Einoju, the flyer landed by parachute in Scotland. They are here shown with R. W. Foot, joint BBC director-general, at a recent art exhibit of paintings by BBC staff members.
THE BRITISH have an uncommonly good word for that nebulous thing which we here call "radio personality". The word is radiogenic. By common consent, President Roosevelt and Winston Churchill, utterly different in their microphone manner, seem to be regarded as the most radiogenic broadcasters in the world.

Both are great orators whose every word is eagerly awaited by the radio audiences of both nations, if not of the world. Both have a remarkable "radio sense" which keeps them from overdoing their broadcasts; neither will speak on the air except after long intervals of silence for the good and sufficient reason that it is an excellent psychology not to be heard too often.

Undoubtedly their high offices have a lot to do with the easier need accorded all their broadcasts. But it must be kept in mind that even if they weren't leaders of world powers during a great crisis, they would always command vast audiences by reason of the fact that they both possess that intangible quality called radiogenic.

Guests are invited on the weekly panel, which is repeated from transcriptions so that those who might miss the Tuesday night broadcast can hear it Sunday afternoon. This is a typical panel (l to r): Com. A. B. Campbell, retired Navy officer who like John Keiran knows a little about lots of things, especially nature study, and is a regular; Dr. Malcolm Sargent, a savant appearing as guest; Donald McColough, the Clifton Fadiman of the show, called the Question Master; Lt. Com. Thomas Woodroofe, guest; Howard Thomas, producer of the show; Prof. C. E. M. Joad, London University professor who knows and can talk a lot about everything and who is also a regular. Weekly guests include outstanding British personalities and occasionally an American like Quentin Reynolds.

THE 'BRAINS TRUST' is England's counterpart of our Information Please, but the British version is more discursive and treats with such relatively abstruse questions (in profound but witty manner) as How do you explain the mystery of size? Why can't there be men as small as mice, and mice as large as men? Or by what arguments may man be concluded superior to women?

Sgt. Bill Carey goes before the BBC milks every evening at 7 to broadcast five minutes of sporting news, including interviews with noted athletes now with the forces, to our vast army of troops in the British Isles. Tomorrow, it is neither a former broadcaster nor a newspaperman, this Chicago lad has an extremely pleasing radio style which should assure him a good job on anyone's station after the war. He is attached to the Stars & Stripes, weekly newspaper of the doughboys published in London and edited by Maj. E. M. Lewellyn, former Seattle advertising agency man, who also is a former buyer of time in the Northwest.

Direct Hit Killed Seven

The bomb that hit Broadcasting House came in slantwise, landed on the fourth floor and exploded, after a minute, in the music library, killing seven persons, injuring others and blowing several floors of the inner shells into a shambles. But you would scarcely know it today, for an amazingly clean repair job has been done. Now the former gleaming white structure is camouflaged a dull color and would be a difficult target indeed for an enemy bomber. The wonder of it was that the Nazi dive bombers failed to hit it more often during the horrible days of fall and winter 1940, for it stood out so strikingly in its area.

Nearby are many vast cavities where once stood fashionable hotels and apartment buildings. Across the street, thoroughly gutted and now mere shells of their once proud glory, are Queen's Hall, where BBC formerly staged its musical shows, and St. George's Hall, where all BBC variety shows were staged before invited audiences. These were both ancient and honorable theaters whose passing was mourned by all Londoners.

Today BBC, in addition to operating from some 25 office and studio buildings all over London, also uses three other theaters and one former giant skating rink for stu-
SWIM
where the water's
FINE!

Sales are where you find them and they're being found in greater volume than ever before in the resource-rich area of East Texas, North Louisiana and South Arkansas. That's why alert advertisers are buying KWKH for dominant coverage of this rich oil and gas market...a market with 30,000 producing oil wells and more than 300 million dollars of war construction. KWKH stands in the heart of the area...holds an influential hand on the purse-strings of more than 300,000 radio families.*
British Imitation of ‘Army Hour’ Seen
As London Asks for Format of Program

ESTABLISHMENT of a radio branch in the public relations depart-
ment of the British Army and production of an English equivalent
of the Army Hour is under consideration, according to advices
received here.

Lt. A. M. Wharfield, former re-
search specialist with C. E. Hooper
now on the public relations staff
of the Army in London, in charge
of the branch, reported to Lt. Col.
E. M. Kirby, in charge of the Army’s
Radio Branch that British staff of-
cicers had discussed with him the
creation of such a department. Emphasis
was placed upon production of an
English Army Hour to be short-waved to
the far-fung forces of the em-
pire.

Sample scripts and an explana-
tion of the modus operandi of the Hour
have been provided to the Brit-
ish staff along with data with re-
spect to the program and its trans-
dictions. The Army Hour, now in its
224th week, is rated as the dominant
daytime program of the week. It has
been ruled to be between programs
4 and 5, and, it is estimated, costs
approximately half a million dol-
lars at regular costs for one year’s
presentation.

Lt. Wharfield reported that the
British plans in general “will par-
allel those of our radio branch
and among other things they hope
to develop an English equivalent
of the Army Hour.

“Apparently their whole staff is
much impressed with the success of
the Army Hour and are eager to
know its formula. I have told them
what I could about it, but they have
asked for any descriptive ma-
terial which may have been re-
leased on the program.”

In the last 50 weeks since the Army
Hour began on NBC, there have
been a total of 1200 telephone calls
and 2000 long-distance teletype
messages. There have been 87
different programs.

Extensive use of teletype and
telephone is required because of
the careful planning entailed in
the program and to avoid revela-
tion of military secrets. The pro-
gram is regarded by the War De-
partment as a “military mission.”
Pickups have been made from
radio stations in all parts of the
most important United Nation headquar-
ters.

Our War Dept., the OWI and
Judge Landis all lent their coopera-
tions to BBC in broadcasting direct
broadcasts from England. These from
St. Louis each afternoon after the
recent world series (early evening in
England) so our troops may hear the
get the Bill. Newton, NBC special events, was in charge of the
broadcasts, in which even British
listeners evinced great interest. In
the BBC booth at the games
were Mel Allen (holding mike); Roy
Lockwood, BBC producer (center);
Don Dunphy, who did the commen-
tators and introduced such guests
as Hank Greenberg, Bob Considine,
Bill Corum, Red Barber and others.

This special service within a few
minutes after each game was in
line with policy of Sir Cecil
Graves, joint director-general, to
give American listeners and par-
ticularly those in uniform, what
they want to hear while in Britain.”

British Invasion of ‘Army Hour’ Seen
As London Asks for Format of Program

One IMPORTANT new broad-
cast measure put into operation by
the blitz experience is what BBC
calls its “dispersal” system. Va-
riety troupes and performers
(vaudeville) do their shows from
Somewhere Valley, where the music
and religious programs are piped
from a South Midlands town;
educational and children’s pro-
grams are staged in Bristol. This
is so the ever-present mobile moni-
toring service, located in a remote
spot in the West Midlands.

For some unaccountable reason,
the censorship of the BBC is in the
Bristol location, but not the others.)

During an average week the BBC’s
secret Variety Valley, as it has
been called, will present two
dozens or more new shows on the
Home and Forces wavelengths. The
reason for getting the artist away
from London is obvious; the show
must go on, from one place to
another. Sometimes come into
BBC in-
tends to maintain its record of los-
ing no time on the air due to bomb-
ings.

Townsmen at these dispersal
points love it, for they are wel-
comed as audiences. Forced to live
in propinquity for weeks at a time,
temperamental artists often get into
one another’s hair, and are fre-
quently the despair of the BBC
managers. But the scheme works
well if the performers can secure
leave to go to London often enough.

These dispersal points also, in ad-
tion to BBC’s regular regional
studios and offices at Birmingham,
Bristol, Manchester, Edinburgh,
Glasgow, Cardiff and Belfast, all
of them manned by BBC staffs,
and its sub-regional offices with smaller
staffs at Plymouth, Carmarthen,
Bangor, Aberdeen and Newcastle.

Equipment, Girl Operators
LEASE-LEND material from
America is evident all over the
BBC plans.莫 some of the ma-
ning apparatus is of American
make. The engineers are vitally
important men in this wartime setup.
But they talk very little, for their
operations, especially at the trans-
mitters, are perhaps the most se-
cret of all—quite properly so.

As in America, they have been
called into military service by the
hundreds and it isn’t easy to get
defectors for them even though
radio is better recognized as an
army of warfare here than at home.
Between 400 and 500 women
operators, all put through a special
BBC school, are employed at the
controls and girls have been
found especially adept at recording work.

Radio operators licensees are no
longer issued by the Government
for work in studio control rooms or
transmitters.

Radio Monitoring Service
OBSCURE but none the less im-
portant—and a monument to
FCC Chairman Fly’s foresight in
establishing it, along with the ex-
cellent service he has set up in the
United States—is the London office
of the Federal Broadcasting Intel-
ligence Service, the monitoring arm
of the FCC. It is headed by Peter
Rhodes, former UP war corre-
spondent, and its compact but effi-
cient news staff includes Dwight
Mallon, formerly a newscaster on
WKRC, Cincinnati.

Because BBC’s monitoring ser-
vice is so extensive, doing a far bet-
ter job of covering Europe’s wave-
lengths than we possibly could, the
FCC’s job here is largely liaison
and news processing. It gets BBC’s
full reports, running into a million
or more words a day, plus all the
news ticker services, and it pre-
sents a summary report for the proper
American authorities here and
in Washington. This news
service is one of the best extant, and
obviously most important.

BBC through the Ministry of In-
formation daily makes available to
newscasters and accredited foreign
 correspondents a summary of its
daily monitoring report, which is
complete with news items and
background information as culled
from the broadcasts picked up by
its big West Midlands listening
post. No effort is made to doctor the
News. The American listeners heard;
they are just as faithfully
reported as other news.

This gold-mine of material, none
of it containing data of value to
the enemy, never gets lost; if a little
of it dangerous to security, might
well be made available, along with
summaries of the FCC’s own moni-
tor pickups, to the American
radio station that rounds out the
world picture for our newscasters
and commentators, let alone our
columnists, and there is no earthly
reason why either FCC or OWI
should continue to hold it secret.

Occupied Nations
To Clear Programs
coordinate the American radio
services in occupied countries,
International Radio Relations
has been formed with New York
offices located at the Radio
Corporation of America Build-
ing, 1775 Broadway. Announce-
ment was made last week by Henri
Milo, member of the executive
committee of the OWI, who also
serves as legation relations direc-
tor of the new group, charged with
radio work and contact between
all legations of the countries
involved.

Coordinating director in the
New York office is H. Emory Ellis,
who has received leave of absence
for the duration from WAAT,
Newark, where he served as pro-
motion director, having previously
been radio director of Klinger

Official members of the organi-
ation, which still lacks govern-
ments of Axis-held countries, as
distant from the United Nations,
include France, Czechoslovakia,
Belgium, Poland and Greece. China,
Denmark and Luxembourg will join shortly.

With a view toward promoting
American sympathy to-wards countries invaded by the
Nazi, the IRR will serve as a clear-
inghouse for news of “un OCCUPIED
NATIONS
Ground” activities, with interviews
with prominent foreign personalities,
and other material which might
further an understanding of the
occupied countries. The IRR
itself solicits no funds and is not
concerned with commercial time.

Defense Disc Planned
As part of an educational cam-
paign, an extensive dramatizing
activities of a defense industry family,
will be broadcast over affiliated
stations to approximately 400 Defense
Councils nationally, according to Ralph
Block, assistant director of chan-
d defense, Ninth Area San Francisco.
In charge of the division of advice
and information, Mr. Block is sched-
ul
October 1942 to conclude program
features of a series of conferences with
American Federation of Radio Arts,
Radio Writers’ Guild and Hollywood
Victory Committee.
"Get the message through!" is the tradition of men in the Signal Corps. More than 5,500 of them are from the Bell System.

Out of peace-time telephone making come war-time telephones like these. On every front, they keep the armed forces in contact.

In the air, on land and water and under the sea, they give commanders control of operations... multiply the effectiveness of every fighter.

Like the men who use them, they are tough and dependable. They come from Western Electric, for 60 years manufacturer for the Bell System.

Western Electric
ARSENAL OF COMMUNICATIONS
PROLONGED consideration of the application of WNYC, New York, for permission to operate fulltime on 830 kc, ended Oct. 21, when the FCC denied the request of the municipally-owned station, thus preserving the clear channel now occupied by WCCO, CBS-owned Minneapolis outlet.

In the course of proceedings, the FCC issued proposed findings and conclusions last Feb. 11, rejecting the request on grounds that it would interfere with WCCO's secondary area. Commissioner George H. Payne dissented, declaring that WNYC would not interfere with WCCO in Minneapolis and Minnesota.

Mayor LaGuardia personally appealed for the extension in operating time. Last week's order, however, makes the application for such consideration impossible. Last week's order, however, makes the application for such consideration impossible.

Mayor LaGuardia personally appealed for the extension in operating time. Last week's order, however, makes the application for such consideration impossible.

GREETINGS via shortwave from its best-known alumnus, now stationed 5,000 miles away in London, were a highlight of the special program WJSV, Washington, presented last Tuesday, on the occasion of its tenth anniversary as a CBS affiliate. The speaker was Harry C. Butcher, former CBS Washington vice-president, who was WJSV's general manager at the time it joined CBS and now, as a lieutenant commander in the Navy, is aide to Gen. Dwight Eisenhower, commander of American Forces in the European Theatre.

Recalls Old Times

With Bob Trout, now London correspondent for CBS and also an alumnus of WJSV, he reviewed old times at the Washington station and extended greetings to his family and friends across the Atlantic. He said:

"Many things have happened since that night ten years ago, not only in radio but in the world. When that switch was thrown to join the new WJSV to the Columbia network little did we know that the network and the station would carry such news of world events as have transpired. Now we must hope and work and fight so that the future news of World War II will become more favorable, so that some day of some year, you will be privileged to hear over your radios that all of us, by doing whatever we can, wherever we are, will have brought the war to a successful conclusion and to world-wide and lasting peace.

"Over here everyone is keeping overlastingly at the job and, judging from the news from America, you are, too. Our 40-hour week is more like a 40-hour half-week, but on the whole, we're on our feet. Gen. Eisenhower, as the commanding general of the European theatre, has had no days and few hours off for so long that he wouldn't know what to do with a free day if he had it.

"Over here we have been treated with the utmost hospitality by the British. The American forces in the British Isles constitute the greatest invasion these Isles have ever undergone—but it is one of good neighborliness.

"When Americans reach that pitch of sacrifice, hard work and perseverance consistently and quietly practiced by the British, then we really will be hitting our stride. After all, there is nothing wrong with us that a good victory won't cure."

The program was presided over by A. D. Willard Jr., general manager of WJSV, who was sales manager of the station in 1932 and whose voice was the first to be heard over the station during the dedication ceremonies then. Other WJSV alumni taking part in the commemorative program were John Charles Daly, former WJSV announcer, now chief CBS special events announcer out of New York, and former WJSV Announcers Warren Sweeney and Hugh Conover, both stationed at New York.

Harry Butcher Shortwaves Greetings To WJSV On Its Tenth Anniversary

George B. Longan

George B. Longan, 63, president and general manager of the employee-owned Kansas City Star, operating WD AM, died of a heart attack Oct. 16 in Kansas City. He was one of the prime movers in the establishment and direction of WD AM whose manager, H. Deane Fitzger, is one of the employee group which pooled resources and purchased the Star and its station in 1926 from the estate of William Rockhill Nelson. Mr. Longan started with the Star as a 34-a-week reporter. He was also a director of the Associated Press.
I'VE BEEN SOLD ON USING THE AIR TO KEEP A TERRITORIAL AREA UNDER CONTROL EVER SINCE MY OLD BOSS BEGAN USING THE COWLES STATIONS.

SURE - THEY'VE GOT THE AIR-POWER AND THE SELLING-POWER THAT MAKES IT EASIER TO REACH AN OBJECTIVE.

THEY SERVE OVER 6,000,000 PEOPLE - IN A HIGH-INCOME AREA THAT PRACTICALLY LIVES BY RADIO.

PEOPLE YOU CAN REACH AT LOW GROUP RATES - AS LOW AS $61.50 FOR A DAYTIME QUARTER-HOUR.

WMT
CEDAR RAPIDS - WATERLOO

KSO
DES MOINES

KRNT
DES MOINES

WNAX
SIoux City - Yankton

REPRESENTED BY
THE KATZ AGENCY
**New Protest Seen On XEAW Activity**

**Collins Station on 1050 kc., Still Violates Treaty**

FOLLOWING its successful protest against violation of the Mexican-border station XEAW on 1010 kc., [BROADCASTING, Oct. 5], the State Dept. last week, upon being advised that the Carr Collins station had shifted to 1050 kc. instead of the Treaty-authorized 1050 kc. assigned to Mexico, prepared to file another formal protest with the State Department. Operating on 1050 kc., the station, located at Reynosa, is reported to be causing serious interference in this country in violation of the Treaty. A recent FCC order vacating 1010 kc. since that frequency is designated as a Canadian I-A with Cuba having a secondary outlet on it and this country having assigned KLRA to it as a Class II outlet under the Treaty.

**Gossiping About Betty Lou, the Imaginary Youngster**

The reason why Mexico permitted XEAW to shift to 1050 kc. is obscure, inasmuch as that change had been assigned to XEG, Monterey, said to be acted on by Junco de la Vega, editor of the *Monterrey El Sol*, in addition to being used by WHN. No reports have been received of the effect of the new operation on XEG.

**Vacated 1010 kc.**

Previous reports were to the effect that XEAW, authorized to use 100,000 watts but believed to be using lesser power, had been required to vacate 1010 kc., which the FCC has assigned to KLRA, Little Rock. The Mexican Ministry of Communications was said to have voiced no objection to its operation on 1570 kc., but Mr. Collins, head of the World Crystals Co., Mineral Wells, Tex., worked feverishly to avoid use of that frequency because it did not have the coverage possibilities of frequencies lower in the broadcast band.

When Mr. Collins came to Wash-ington to consult with FCC and State Dept. officials in an effort to secure the approval to use of a lower frequency, they gave him no comfort whatever. On the contrary, they entered vigorous protest against his projected shift to 1010 kc. since that frequency is designated as a Canadian I-A with Cuba having a secondary outlet on it and this country having assigned KLRA to it as a Class II outlet under the Treaty.

**Bucknell U Turns to Radio**

**To Dramatize Campus Life**

WITH its third broadcast, *Inter-American Youth For Victory*, aired Oct. 17, 1:35-2 p.m., on Mutual, Bucknell U of Lewisburg, Pa., takes its place among the more progressive institutions of higher learning in its use of radio.

Though the university is not new to the air—having broadcast various special events programs over major New York and Philadelphia stations in recent years—it started something new this year with dramatizations of university life via radio presented by the faculty and students in time bought and paid for by three "radio-minded" members of the university's board of trustees.

**Started in Spring**

The first of these broadcasts was carried by WOR, New York, locally, on April 26 of this year. Titled *Bucknell Goes to War*, it carried to New York alumni as well as to the metropolitan listening public news of how the university campus had geared itself to wartime conditions through thoroughly-organized civilian defense activities, through the voluntary curtailment of about one-half of former student activities in order to concentrate on war work, and through participation in the physical fitness program.

When Bucknell adopted the new "war-accelerated" course plan now in effect at a majority of colleges and universities, another half-hour program was broadcast July 19, 1942, on KYW, Philadelphia, and KDKA, Pittsburgh. This broadcast dramatized the accelerated trend which cuts the three-month summer vacation down to a few weeks and substitutes a summer term from June through September, thus increasing the time of the regular college course from six months to one year.

So far as the records show, Bucknell is the only university in the United States to interpret and express this important new educational development and its relation to the war effort by means of a radio program. This same broadcast also represents student participation in the war effort and paid a tribute to Bucknell men in the armed services, including Edward M. Miller, first Bucknell alumni to die in action in World War II.

**Federal Cooperation**

An Inter-American Conference, held on the Bucknell campus Oct. 23-26 with cooperation of the Office of the Coordinator of Inter-American Affairs, furnished the occasion of the Oct. 17 broadcast. The program presented wartime university life in this country as seen through the eyes of a South American girl on the Bucknell campus.

**Wells Satisfied**

Moving spirits behind Bucknell's use of radio are said to be Dr. Arnaud C. Marts, president, and Lee Francis Lybarger Jr., alumni secretary of the university. Dr. Marts was one of the founders of Marts & Landy, New York firm which specializes in fund-raising campaigns for colleges, universities, churches and other educational and philanthropic institutions. Lybarger in his promotional work for Bucknell makes constant use of tape recording and motion pictures of college life, two of which were requested by the State Department for use in Chilean and Argentinian colleges to give young South Americans an idea of what goes on in North American educational institutions.

Bucknell officials express as being well-satisfied with the results of their paid radio programs. Bucknell makes a feature of its

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**FCC Okays Sale of Three Outlets**

**TRANSFERS of three Southern stations were approved Oct. 20 when the FCC granted three applications for transfer of KPB, Laredo, Tex.; WJZM, Clarksville, Tenn.; WMSL, Decatur, Ala.**

KPB was sold by Mervel M. Valentine, electrical engineer, president and owner since the license was granted Feb. 9, 1938 to the Laredo Broadcasting Co. for $14,500 and assumption of outstanding debts. The new licensee consists of H. A. Nettles, W. S. Davis and W. W. McAllister, partners in KMAC, San Antonio, Texas, present licensees. The operators, respectively, are J. K. Beretta, San Antonio and Laredo banker, as vice-president. A second application of the Laredo Broadcasting Co. for a new station with the same facilities was dismissed. The Commission authorized transfer of WJZM, Clarksville, Tenn., for the second time this year. Under this deal, Roland Hughes acquired the station from William and Violet Hudson June 8, 1942, sells to William Klee, owner of Citizens Life Insurance Co., for $25,000, part in cash and part in assumption of notes held by the Hudsons.

The third decision allowed acquisition of WMSL by the Mutual Savings Life Insurance Co., Decatur, Ala., which is holding 26% of the stock. The insurance company purchased for $4,000 a 40% interest held by Clarence J. Calhoun, manager of the leasing WGST, Atlanta. Ownership of WMSL now rests with the Mutual Savings Life Insurance Co., which holds 66 2/3%, and William Bryant McAfée, attorney, and vice-president of the insurance company who holds the remaining stock.

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**Wolf Heads Rockhill**

**STANLEY J. WOLF, formerly secretary-treasurer of Rockhill Radio, new construction firm, has been elected president, succeeding Joseph Tennenbaum, resigned. Replacing Ralph E. Schuster, who resigned as vice-president, is Arthur W. Alsbeg, for the last five months script-writer and previously scripter of the CBS Fred Allen programs, who has also served in the advertising department of Schenley Distillers Corp New York. New to Rockhill are two men formerly associated with Milltown Broadcasting Co., one of the partners of the Miller tape recording device. A former sales executive of the latter firm, Fred Freeman, has joined sales department, while Wally Wolsky has assumed the duties of chief engineer, a title he also held at Mr. Wolf's previous Wolsky replaces Douglas Hawkins.

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**Florida Citrus Budget**

**SPOT RADIO will be included in media to be used this season by Florida Citrus Commission, Lake-land, Fla., which will make an advertising appropriation of more than $1,000,000 for its record-breaking crop of oranges, grapefruit and tangerines. Details have been worked out as yet for the radio campaign, according to Blackett-Sample-Hummert, New York, agency in charge.**
Circumstances today make urgent the need for radio programs that are easy and thrifty to handle.

United Press radio news features meet that need. There are sixteen of them—all delivered ready for broadcast. All you need do is add an announcer—and serve.

As for sponsorship—here's what stations themselves report:

**Daily Chuckles**
"Sponsored 5 nights a week."
—WROK, Rockford, Ill.

**Design for Wartime Living**
"One of the best features of the time."
—KMYR, Denver, Colo.

**Highlights of Week's News**
"Sponsored since we subscribed to U. P."
—WTJS, Jackson, Tenn.

**In Movieland**
"Sponsored 6 nights a week for the past year."
—WJSU, Winston-Salem, N. C.

**In the Woman's World**
"Compliments from both sponsor and his customers."
—WJPR, Greenville, Miss.

**On the Farm Front**
"Sponsor has renewed."
—KIDO, Boise, Idaho.

**Speaking of Sports**
"Sponsor's sales in territory up 60 percent."
—WICA, Ashland, O.

**Time Out**
"Human interest feature of the week."
—WOKV, Charleston, W. Va.

**Today's American Hero**
"Especially good. Sold as separate program."
—WCFL, Chicago, Ill.

**Today's War Commentary**
"Has proved a money-maker for sponsor."
—KWL, Albany, Ore.

**We Cover the Battlefronts**
"Excellent feature—on regular schedule."
—KPMC, Bakersfield, Calif.

**Week End Business Review**
"Contract renewed for indefinite period. Many compliments."
—KWXK-KTBS, Shreveport, La.

**Women in the News**
"Sponsor noticed results immediately in sales to new customers."
—WDAN, Danville, Ill.

**World at War**
"Very, very good."
—WWL, New Orleans, La.

**World in Brief**
"Fool-proof. Basis for important commercial broadcast."
—WBZ, Boston, Mass.

**Your Football Prophet**
"Sponsored for entire season."
—WDLP, Panama City, Fla.
HOLLYWOOD TALENT PLANS WAR EFFORT

PUSHING mobilization of radio talent to aid the Government in the home front war effort, Hollywood Radio Section of the Advertising Council staged its first mass meeting Oct. 23 in NBC studios, that city, with approximately 200 attending. Sidney N. Stroton, member of the council executive committee and western division vice-president of NBC, presided. He was pinchhitting for Jack Smalley, Council chairman and Hollywood manager of BBDO, who was out of town.

Nat Wolff, Hollywood deputy chief of the OWI, told artists how they can function as a voluntary agency to give proper impetus to Government messages.

To channel news through one source and thus eliminate confusion, Joe Alvin, assistant public relation director of NBC Hollywood, was named chairman of the Council's publicity committee, the appointment being made by Mr.

CAB Plans Convention

ANNUAL convention of the Canadian Ass'n of Broadcasters has been announced for Feb. 15-17 at the King Edward Hotel, Toronto. This will be the ninth annual convention of the CAB.

Smalley, on the committee are Andy Kelly, CBS; Fair Taylor, Mutual-Don Lee; Milton Samuel, BLUE; Harold J. Bock, NBC; Matt Barr, KPI-KECA; Leon Gutf- termean, KFWB; Alice Belding, KMPC; Harry Kerr, J. Walter Thompson Co.; Carroll Nye, Young & Rubicam; Virginia Lindsey, Tom Fazdale Inc.; Bernard Milligan, Earle Ferris Assoc. In an advisory capacity as representatives of radio trade publications, on the committee are Dave Glickman, Broadcasting; Jack Willen, Radio Daily; Jack Hellman, Variety.

Because the Council feels its experience and ideas can contribute materially to success of the broadcasting industry's all-out war effort, radio publicists were invited to join with talent.

FRIENDLY ENEMY

WGFB Executives Are Rivals

For Political Post

COMPETITORS in politics only are Clarence Leich, Republican candidate for County Councilman at Evanston, Ind., and Guy Creel in. Democratic candidate for the same post.

Ordinarily the two see eye-to-eye, for Clarence Leich is manager of WGBF-WEA-WASV, Evanston, and Guy Creel is sales manager of the stations.

A & P Apple Spots

GREAT ATLANTIC & PACIFIC Tea Co., New York, through its local dealers, has been placing spot announcements on 26 stations in the Midwest and East for red apples, on a six-week basis. Transcribed and live announcements are used, for a two-week period only. Paris & Pearl, New York, handles the account.

Foster May Adds Color to Election

WOW Newscaster Is Running Against Senator Norris

ALREADY boasting one alumnus as a member of the United States Senate in the person of Chan Gurney of South Dakota, ex-WNAX, radio may possibly get another in the November elections in the person of Foster May, the newscaster of WOW, Omaha, who is described as adding exceptional color to Nebraska's campaign in an article in the Scripps-Howard newspaper. His political correspondent, Thomas L. Stokes, writing from Omaha Oct. 16, Mr. Stokes reports:

"A goggle-eyed, half-pint radio announcer, who looks somewhat like Harold Lloyd, the comedian of silent-film days, and somewhat like Kay Kysar, the band leader, is raising particular political hell in this State.

"Foster May, 37 years old, is the son of a Methodist minister. He can't weigh much. He's a voice behind a big pair of horn-rim spectacles. He affects dash in his manner, and flash in his clothes.

"He has his sights set on the seat in the United States Senate filled notably for so many years by Sen. George W. Norris, now 81. He won the Democratic nomination from a large field that included Rep. Coffee.

"Sen. Norris was thinking seriously of retiring this year. One story here is that he took one look at the radio announcer and changed his mind. The Senator is running as an Independent.

Wows the Women

"Foster May is adept at the folksy-volksy stuff which already has lifted one gentleman to the Senate in the person of "Pass-the-Biscuits Pappy" O'Daniel of Texas. Mr. May uses no hillybilly band. He sizes up as a sort of milk-and-water variety of the Huey Long-Gene Talmadge-Gerald K. Smith school of self-appointed apostles to the people.

"He definitely lacks their rough-and-ready quality, but makes up for it by a wry sort of energy wrapped about a determined air of egoism that lets itself out over the air, like a whirring dynamo in a staccato voice which, for several years now, has made the average Nebraska farmer, his wife and family feel that they are right in the midst of national and world affairs.

"Especially the wife. He appeals particularly to women—and women do vote . . .

"But political analysts in this State confess themselves stunned at the moment, all because of the intangible factor in the radio voice—which is a strange commentary on politics and voters, but there it is."
Encore... from Cleveland

From Maine to Melbourne, from London to Lima... people around the globe listened to last season's world-wide broadcasts by Dr. Artur Rodzinski and the celebrated Cleveland Orchestra... and asked for more.

So it is that WGAR, which underwrote those concerts, announces a second series of special radio performances by this internationally famous symphonic organization. Beginning October 24th, there will be a full-hour broadcast each Saturday, originated by WGAR for Columbia stations from coast to coast and for short wave throughout the world.

Perhaps the philosophy of American Radio seems strange to some. For instance, we have been asked what it gains a single radio station to back such a venture. Perhaps the answer is in the pride we at WGAR have in doing the job well... and the responsibility we feel in living up to such honors as our Variety Award for Showmanagement and our Peabody Award for Distinguished Service.
KDKA, WBAL Complete Contracts With AFRA

AMERICAN Federation of radio artists has negotiated contracts with KDKA, Pittsburgh, and WBAL, Baltimore, the talent union announced after an executive board meeting at which the contracts were approved. They were described as standard AFRA contracts, providing for guild shop, wage increases, etc.

AFRA also announced that the Portland, Ore., local has elected Hartley Sater as president and Peggy Williams as executive secretary.

Plans for putting into effect the clause in the union's national contracts providing for a revision of the minimum wage scale in line with increased costs of living [BROADCASTING, Sept. 28] are being held in abeyance pending an analysis of the recent national wage stabilization order by AFRA counsel.

PORTENDING serious interference to at least a half dozen clear channel stations in the United States and several in Canada, the Mexican Government has authorized XERI, at Villa Acuna, across the Rio Grande from Del Rio, Texas, to increase its power from 75,000 to 500,000 watts, which will make it the most powerful station in the world. XERI is controlled through a Mexican corporation by Dr. John R. Brinkley, former Milford, Kan., station operator. It was granted the right to operate alternately on the mid-channels of 735 and 605 kc. and U. S. stations on adjacent channels will file protests with the State Department.

CHAN GURNEY, secretary-treasurer of WNAV, Yankton, S. D., has been elected vice-president of the Yankton school board.

WIDENING of the broadcast band, to make available to North America seven additional channels of 10 kc. width lying below 556 kc., has been proposed by the Canadian delegation to the International Radio Conference at Madrid. The plan has been endorsed by both Mexico and Cuba.

KSO, Clarinda, la, one of the group of Iowa stations owned by the Des Moines Register & Tribune, on Nov. 5 will join the NBC-WIZA network. The station recently was authorized to move into Des Moines but faces a protest court appeal by WMT, Waterloo, la.

WASHINGTON's new CBS outlet, the revamped 10,000-watt WJSV, Alexandria, Va., will go on the air with a full schedule of network programs on Oct. 20. At the same time WMAL will leave CBS and operate independently.

Whether behind a stack of chips or behind a counter, the dealer plays the game where percentages are in his favor.

DEALERS IN MERCHANDISE throughout Kansas and five adjoining states are quick to sense the increased percentages in their favor when products are advertised over WIBW.

"I can tell the minute a manufacturer starts to advertise on WIBW," says one dealer. "My customers begin asking for his product by name. Wish you'd tell them to let me know in advance when they're going to start, so I can build up my stock to meet the demand that always comes."

To do the most effective... most economical selling job in Kansas and adjoining states, take this "on the spot" advice from dealers who know. Use WIBW to get action!

CONSTITUTING the largest independent network ever arranged, 26 stations will broadcast the weekly programs of Fr. Charles E. Coughlin, beginning Oct. 16, when the militant Catholic priest resumes his radio work, Sundays, 4:45 p.m. (EST).

BEAUBRUGGET, formerly with WBZ, Cincinnati, has joined the announcing staff of WCAU, Philadelphia, succeeding Del Rosario, recently promoted as assistant to Horace Feyl, studio manager.

TRUMAN BRADLEY, formerly with CBS in New York and KMTR, Hollywood, has been named as regular announcer for WBBM, Chicago. He also takes the role of "Brind" in the new CBS.

A. D. WILLIAMS, formerly with WACO, Baltimore, and at one time part owner of a Baltimore advertising agency, joined the staff of WJSV, new CBS Washington outlet.

J. L. VAN VOLKENBURG, formerly radio director for BBDO in Chicago, has been appointed commercial manager of KMOM, St. Louis.

MILTON BLINK, general manager of Universal Radio Productions, Chicago, and Mrs. Blink, are parents of a baby girl, Judy Robin, born Sept. 24.

PURNELL H. GOLDF, commercial manager of WBAL, Baltimore, and Miss Eloise Evans White, prominent in Baltimore social circles, were married Oct. 8 and will spend their honeymoon in the South.

LOYD C. THOMAS, formerly commercial director of the Westinghouse stations, has been appointed commercial manager of local station sales for NBC, with headquarters in New York.

J. H. NEEBE, vice-president and general manager of CKOK, Windsor-Detroit, announces the appointment of W. H. Taylor as former vice-president of Campbell-Edwards, Detroit, as special representative of CBS on the staff of the station.

PHIL MERRYMAN, formerly with WRC, Washington, has joined the operating staff of WJSV, Alexandria, Va.

M. S. NOVIK has been appointed director of WEYD, the Socialist station in New York.

HARBRN DANNY, young graduate of Vanierbilt University, has been assigned to WSM, Nashville, to take charge of its merchandising service, instituted by J. Leslie Fox, recently appointed commercial manager.

JOSEPH CHAMBERLIN, technical supervisor of WLD, Cincinnati, has become engrossed in Miss Cecilia Byron, of Ft. Thomas, K.

FRANK CROWTER (Red Cross), manager of WSP, Marion, S. C., has been transferred by Virgil Evans, owner of various Southern stations, to WIBW, Huttville, Ala., as manager.

WARRI SWENENY, announcer and concert pianist of WMAL, Washington, and Mrs. Sweeney are the parents of a daughter, born Oct. 6.

MYRON J. BNETT, who recently moved from KPFB, Bismarck, N. D., to KTAT, Fort Worth, has been appointed studio and program director of KTAT.

THE 52d semi-annual meeting of the Society of Motion Picture Engineers will be held Oct. 27-28 inclusive, at the Hotel Pennsylvania, New York.

Julian Haber, RCA, is chairman of the publicity committee.
Ahoy there! Looking for a trim craft to convoy your sales message to wealthy Midwestern millions? Better consider KMBC — the station that’s "9 Ways the Winner" and fully rigged to supply smooth sailing for shrewd advertisers in this big important Kansas City area. KMBC is manned by a hand-picked crew of nearly 100 people — by far the largest station staff in this territory. They provide Kansas City’s finest programming production, and promotion . . . In the wake, come Kansas City’s largest audiences. No wonder KMBC carries a heavier cargo of national spot business than any other Kansas City station. Haul to and get aboard, won’t you?

**K**

**M**

**B**

**C**

**KMBC**

OF KANSAS CITY

FREE & PETERS, INC.

CBS BASIC NETWORK
In each of these stations you will find a Westinghouse 5 HV Transmitter serving faithfully and economically, just as Westinghouse 50 HG Transmitters are doing in the 50 kw field.
MARYLAND'S OLDEST STATION CHOOSES NEWEST WESTINGHOUSE TRANSMITTER

Maryland's oldest radio voice... WCAO... now speaks with even greater authority. On October 19, WCAO took the air with a new 5000-watt, 5 HV Westinghouse Transmitter. This substantial boost in power has resulted in an enormously improved signal for WCAO's home-town listeners in Baltimore.

What's more, WCAO's new highly directive antenna is providing reliable coverage of Maryland's rich Eastern Shore... long time radio orphan. To WCAO's clients, this represents "bonus" coverage of a valuable secondary market.

Selection of this transmitter was made only after careful analysis of circuit efficiency, operation economy and design simplicity. It is significant that the choice was Westinghouse. The knowledge accumulated during 20 years of actual station operating experience has been incorporated into its design.

Fuseless overload protection, air-cooled tubes in all stages and surgeproof metal rectifiers cut down maintenance and give extra protection against program interruptions. Automatic control and simplified circuit adjustments result in more accurate, more convenient operation.

For these reasons and for the way Westinghouse Transmitters are helping to meet today's wartime problems, we say, "Keep an eye on those stations which are Westinghouse-equipped."

Westinghouse
Manpower Tips

THE BROADCAST manager’s personnel problems have been simplified, to a degree at least, by the issuance last week [BROADCASTING, Oct. 19] of the first list of critical occupations within the communications industries (including broadcasting), prepared by the War Manpower Commission and transmitted to every local board in the country by National Selective Service headquarters. Although there is just cause for gratification over this list, its real purport should not be confused.

For the present there will be no blanket or automatic deferment for any occupation within broadcasting or any other field defined as “critical”. Each local board is empowered to consider the merits of each case and to grant or deny the deferment accordingly.

Significant, too, is last week’s warning from Paul V. McNutt, WMC chief, calling for intensified recruitment and training of women workers and advising employers to determine all jobs which can be filled by women and “to prepare for employing the largest possible number” of women.

This tips off broadcasting’s main reservoir of future personnel, rather than older men and those unsuited for military service. More women must inevitably be trained to perform jobs previously considered outside their ken.

The latest Selective Service directive to local boards clearly states that the list is composed of occupations “which require six months of training and preparation”. Furthermore, the directive advises each board to consider the availability of persons possessing such occupational skill and the length of time necessary to train a replacement.

The list is short at present owing to the qualifications established in the definition of “critical” occupations. In the future, the drain of the draft on other occupations will likely create a need for revision of this first list. At such time additions would likely come from the elaborate list of job definitions prepared by BWC for WMC [BROADCASTING, Oct. 12].

What can the hard-pressed broadcaster do at the moment about his manpower problem?

First, prepare a complete inventory of his “critical” positions. This is the advice of Maj. Gen. Hershey. Local boards have available Form 42-A for use in seeking deferments of necessary men, and Selective Service advises employers to use it in connection with all key men regardless of whether they have been deferred for other reasons.

Then begin to train women, older men and those who by reason of physical disabilities are unlikely to be called up. This phase of the problem now calls for realistic evaluation. The old prejudices against women must be cast aside. Even if the draft seems unlikely to affect a male employee, it is conceivable he may be taken later for a job in war production, if WMC is given the legislative authority it seeks.

Visit the local board and contact the nearest office of the U. S. Employment Service to obtain precise definitions of critical occupations. And to clarify the status of particular employees, it might be wise to change titles to conform to those being established by WMC.

Sponsors’ Chance

WH0 WILL BE the first sponsor to send his broadcast performers abroad, particularly to England and Ireland, to entertain our vast army of troops in their camps?

The need is crying, as reported in a London dispatch in our Sept. 28 issue. Assuming that transportation can be made available—and we think it can—there would seem to be hardly a performer unwilling to go abroad, despite the inevitable hardships, to do his bit to make life brighter for the boys in uniform.

Certainly the problem for the sponsor is simple if the regular commercial shows can be piped back on schedule via shortwaves, which is entirely feasible if done in the British Isles where BBC has plenty of regional pickup points. And the British, fully cognizant that their own traveling troupes generally fall flat when performing before American-Canadian soldiers, are more than eager to cooperate.

Indeed, that’s why BBC has sent over Pat Hillard, assistant director of variety programs, on the “talent scouting” mission first revealed in our London dispatches.

The enormous success of Al Jolson’s recent tour of our camps in Britain and elsewhere, the great reception Edgar Bergen and Bob Hope got in Alaska, the eagerness of our boys for more such entertainment as expressed to our own traveling correspondent during his visit to their camps in England—all point to the need for the additional contribution by the entertainment world to troop morale.

Double Trouble

THE WAYS of government sometimes are devious. During wartime, when the left hand often knoweth not what the right hand doeth, it may even be worse.

A case in point is the foreign-language program supervision situation. Formal announcement was made that the Office of Censorship, one of the most efficiently operated units of the wartime Government, had created a new foreign-language division. Only a few days later, when the supplemental national defense appropriation bill for 1943 was released, there was disclosed for the first time that the FCC has in mind covering this whole field, and then some [BROADCASTING, Oct. 12].

It may be that the FCC and Censorship Office are pursuing two different functions, though we can’t reconcile this by reading the testimony of FCC Chairman Fly to the House Appropriations subcommittee and the statement of J. Harold Ryan, assistant director of censorship in charge of radio.

In announcing formation of the new section, headed by Joseph Fisher, which has been functioning quietly and without fanfare, for several weeks, Mr. Ryan said it would assist foreign-language stations in exercising their responsibility. Scripts and broadcasts are being checked and actual monitoring operations are being installed. Though he didn’t say so, the plan also is understood to encompass checks on personnel to guard against sedition, sabotage or enemy aid.

For the foreign-language program control, Chairman Fly sought $16,240; for checking of personnel of international and domestic foreign-language stations, plus a telegraph company efficiency inquiry (the two were not broken down), another $93,000.

No one will question the need for close scrutiny of all possible angles and vistas where the safety of the nation is concerned. A few thousand, or hundred thousand, on the war bill perhaps won’t make much difference. But unnecessary duplications or expenditures certainly should be avoided, when avoidable.

There are and will be many more wholly unnecessary and hurtful regulatory acts committed in the name of essential wartime work. Since we’re all in it for the same ultimate goal—victory and freedom—let’s try to keep such overlaps at a minimum.
IRA ARTHUR HIRSCHMANN

If you should happen to read the file folder marked IRA Arthur Hirschmann in any newspaper morgue, you would think you knew a lot about him—and you would be quite wrong. You would find that under his direction the advertising and research departments of Bloomingdale’s (New York department store) have won several awards during the past few years. You would learn that he is a member of the Board of Higher Education in New York City, founder and president of the New Friends of Music, special appointee to the War Labor Board, civic leader who participates in radio forums discussing the larger issues of current events.

Of his major ambition, recently realized, you would find practically no mention, so here is the unwritten chapter:

Mr. Hirschmann has long been determined that Bloomingdale’s, and its affiliate, Abraham & Straus, would not be caught napping when the inevitable expansion in the fields of FM and television come after the war. They won’t be. WTENY, a new station, goes on the air with daily programs in November, and its engineering staff is collaborating with General Electric on television development. W7ENY is owned and operated by Abraham & Straus and Bloomingdale’s, the subsidiary company being known as Metropolitan Television Inc.

“The fields of FM and television are open for new blood,” Mr. Hirschmann said in discussing plans for the station. “They cannot be considered as supplements to the present broadcasting programs. They require new talents, new people, new ideas. It will be healthy for the whole radio industry to have a new outlet for the development of new program techniques.

“Now our major job is winning the war. Great technical advances are being made in equipment for the Army and a whole new generation of skilled technicians is being developed. Public taste is changing, veering toward programs which give behind-the-scenes information on events which shape our daily lives. During this interim we must experiment with new and different ways of presentation; we must utilize technical advances in order to provide the kind of programs the public will want.”

WTENY will be known as The Information Station, and will specialize in news, music and education. Our educational system stands ready for new and more graphic teaching methods. Television can reach into every classroom, giving the most remote and poverty-stricken schools the services of the most brilliant teachers. The air belongs to the people and should be harnessed by public-spirited citizens to serve the country at large. Better informed people are happier people, less inclined to move toward excesses.”

Mr. Hirschmann’s enthusiasm for radio is not that of a mushroom. While at L. Bamberger & Co., in Newark, he helped in the development of WOR. There he arranged the first Philharmonic broadcast and acted as its commentator. As early as 1925, he was fascinated by the possibilities of television. He arranged for experimental work at WOR with the now outlawed scanning device. Year by year his conviction has grown that aural programs would become visual as well.

In August, 1939, just after Abraham & Straus and Bloomingdale’s applied to the FCC for a license to operate a television station, Mr. Hirschmann went to London where he made a study of television programs and equipment there. Even before that, he had presented television fashion shows. Since then he has followed each technical advance with keenest interest.

To people who meet Mr. Hirschmann for the first time, he seems incredibly young and remarkably well informed on everything from baseball to Bach. Born in Baltimore, July 7, 1901, he majored in economics at Johns Hopkins and studied music at the Peabody Institute in Baltimore. Then, while still in his late teens, he went to work at Bamberger’s. Within a year he was made advertising manager of the basement and, three years later, sales and publicity director for the entire store. Leaving there to join Lord and Taylor, and Mayo, the Fifth Avenue, he has shown wherever he has worked an uncanny foresight in sensing changes in public taste. It is reasonable to assume that he will carry this gift over to the formulation of his television ideas.

For the last five months or so, Bloomingdale’s has sponsored a radio program called Women and the War which is broadcast each weekday morning over WQXR, New York. This program’s vital contribution as war propaganda, its assistance in rallying women to serve in the country, and its freedom from any hackneyed ideas of what a department store program should be, give a hint of the vigor and originality which may be expected from the new station’s programs. The theory of selling an institution rather than an item is not a new one in store advertising, but it is one he has carried to a new dimension. He says he works for the time even when paying for radio time.

Mr. Hirschmann is married to the concert pianist, Hortense Monath. Their apartment, in Manhattan’s elegant East 80’s, centers around its music room where Mrs. Hirschmann practices for her frequent appearances with major symphony orchestras.
JAY SIMS, newsmaster who started with the 1937 at WTMJ, Chicago, and who recently joined WABC, New York, has taken over the CBS news bureaus broadcast schedule of George Bryan who has left the network to join the Army Air Forces. Rex Brown replaces him. Tom Meekling, assistant news editor of KOA and former member of the HAF, has joined the Army. Helen Locutus, former traffic manager, reports to the WACs at Fort Des Moines. In Oct. 15, Bob Young, former announcer at KAO and first employee to enter the Armed Forces, has been promoted from private to captain of infantry.

BILL REID, formerly at CKRN, Reno, Que., has been added to the announcing staff of CKSG, Kingston, Ont.

ERNEST NEFF, former Pittsburgh announcer, has joined the staff of WHK-WCLE, Cleveland, replacing Warren K. Deen, who is now with WTMJ, Cleveland. Robert Brown, a former salesman, has resigned to enter a war industry.

KEN CARPENTER, Hollywood announcer on the weekly NBC Kraft Music Hall, sponsored by Kraft Cheese Co. (cheese, salad dressing), has been signed to portray himself in the Paramount film, "True to Life."

LARRY CHATTERTON, supervisor of announcers for CBS, Hollywood, has resigned and moved to Seattle, where he will become associated with a station.

ROBERT PEELLE, formerly an announcer of WCAE, Pittsburgh, is program manager of WZNE, Keno, N. H.

BOB RAYSON, announcer of WJW, St. Louis, recently became father of a boy, his first child.

PHIL STEARNS, Coast newscaster, has joined the news department of KQW, San Francisco.

WILLIAM FIFE, former staff announcer of WHB and CBS Chicago outlet, has joined the CBS New York staff.

GERALDINE MERKEN, formerly in charge of advertising at WINS, New York, has joined the continuity department of WOR, New York.

LEONARD SILLMAN, producer of Broadway plays, has joined the sales department of Henry Soutain Inc., New York, public relations firm, where he will handle programs primarily concerned with public relations. Sillman will also work on his coming Broadway show, "New Shoes."

ANN HUNTER, English-born commentator who has been on the West Coast for the past six months, has resumed the quarter-hour weekday program A Woman Views the News on WATT, Chicago.

TED COLLINS, producer-director of the Kate Smith programs, sponsored by General Motors, New York, on CBS, has been named chairman of the radio committee of the United Hospital Campaign, of which William S. Paley, president of CBS, is general chairman.

BOB HEISS, chief announcer of WTMJ, Milwaukee, Warren Mend has shifted from program supervisor of WTMJ, the Journal-Telegram station in Milwaukee, to production manager of WTMJ-WSKJ. Margie Walters replaces Marian Ringhess in the program office.

KATHRYN CRAVENES

VICTORIAN is the setting. Kathryn Cravenes has created herself in her office -apartment at the Hotel Devon, in New York, but people can still see her hopes for the future as distinctively modern. Miss Cravenes celebrates her 14th year in radio Oct. 30.

"While anything under the sun they set out to do," says this woman commentator who got her start in radio back in 1929 on the RPW, Chicago station, "is where the local press, the title of "The Voice of St. Louis," currently heard in West New York, New York, five-weekly quarter-hour program for Francis Rogers Department Store, Miss Cravenes admits to an ambition to become a foreign correspondent.

From St. Louis, the Pontiac Motor Co. brought Miss Cravenes to New York and encouraged no doubt by her proven drawing power in the Midwest, put her on CBS to sell Pontiacs, her becoming one of the first automotive sponsors of a woman's program, Titled News Through a Woman's Eyes, the broadcasts built up a sizeable audience, a fact proven at some cost to the sponsor, when it was decided to double the listening scope. A polishing cloth was selected as a premium offer, and an initial order of 10,000 was placed to meet the deadline. Record response to CBS daytime programs at that time was 110,000. But 228,000 women listeners sent for the cloth, and it cost Pontiac $45,000 to be reassured that women listened to news through a woman's eyes.

To Miss Cravenes have come several honors and positions of responsibility. During her CBS broadcasts, she received honorable mention from the Women's National Radio Committee in its annual award for six different types of programs. Radio chairman of the National League of American Penwomen, Miss Cravenes takes part in many affairs through her membership in the League of Women Voters. For the arts, there have been published by a woman, Miss Cravenes, who writes poetry and feature stories in addition to her radio work, received a prize in an award made by the National League of American Penwomen earlier this year. She has also been voted the best dressed woman in radio.
TIN HATS ARE THE TOPPER FASHION IN PORTLAND, AMERICA'S GREATEST SHIPBUILDING CENTER! THAT MEANS BIG PAY AND BIG PAYROLLS. **KEX** CARRIES YOUR MESSAGE INTO HOMES THROUGHOUT THIS RICH AREA.

HELLO AGAIN! THIS IS JOHNNY TIMEBUYER SPEAKIN'—AND HAVE I GOT A FIST-FULL OF FACTS AN' FIGURES ABOUT KEX, THE BLUE NETWORK STATION IN PORTLAND, OREGON!

A NATIONAL MAGAZINE RECENTLY FEATURED A PICTURE SHOWING A PORTLAND WAR-WORKER BUYING CHAMPAGNE — BUT OREGON PEOPLE ALSO LEAD IN WAR BOND BUYING! NO OTHER MARKET IN AMERICA OFFERS SUCH ATTRACTIVE SALES OPPORTUNITIES!

AT **KEX** THEY SERVE UP YOUR PLATTERS TO THE RADIO AUDIENCE WITH EXPERT CARE AND SKILL — AND WITH THE FINEST REPRODUCTION EQUIPMENT! YOUR TRANSCRIBED SPOTS WILL REALLY "SOUND GOOD" OVER **KEX**!

IF RECORDING PROBLEMS ARE GETTIN' YOU DOWN, THE **KEX** STAFF CAN GIVE YOU A "LIVE-TALENT" SHOW GUARANTEED TO ATTRACT AN AUDIENCE AND SELL GOODS.

STEP RIGHT UP FOLKS! EVERYONE A WINNAH!! ALL PRIZES—NO BLANKS!

BOY! THAT **KEX**, BLUE NETWORK SCHEDULE FOR THIS FALL IS NOT ONLY A LULU—BUT GOOD! GUARANTEED TO DELIVER A TERRIFIC AUDIENCE TO SPOT ADVERTISERS!

DON'T FORGET TO PUT **KEX** ON YOUR NEXT SPOT SCHEDULE — JUST CALL YOUR NEAREST PAUL H. RAYMER OFFICE — OR WRITE OR WIRE DIRECT!
Robert Arden, news analyst and commentator of KFWB, Los Angeles, for outstanding service to the country in combating enemy activity on Oct. 16, was cited by the 17th American Legion. This is his third citation in a year for ferreting out subversive elements.

Ralph M. Kisch, formerly associated with WWRL, New York, and previously handling the nightly 1000-1100 program for Godman Gold Stripe hosey, has been appointed to the WBBM staff by Ernie Sanders, formerly station manager of Gotham American Broadcasting Co.

WBBM, Chicago, has temporarily returned to their air wave the voice of WDBB, New York, Pinching at the microphone for Mrs. Corey is Adelaide Worth, actress.

TOM MOORE, formerly announcer of WBBM, Chicago, is m. o. on the WBBM staff, daily hour variety program and the Poultry Patter, quarter-hour free-day-week women's participation show on WAIJ, Detroit.

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IT IS only natural that WLAC should command big audiences. Its 50,000 watt voice is crystal clear. Its schedule is backed by practically all the big-name shows of CBS. And most important of all, WLAC has had over sixteen years experience in catching the flavor — and finding the favor — of Middle Tennessee. Here’s one case in point: It proves WLAC has the knack for building programs that people enjoy...

Each week for more than two consecutive years, WLAC has been originating “The Garden Gate” to the coast-to-coast Columbia Network! This sustaining network program — featuring “The Old Dirt Dobber” — has also been sponsored locally (currently, six days a week, by General Mills) for more than eight years!

This brand of showmanship ... this knack for building a local organization into a nation-wide favorite ... this policy of never being satisfied with doing “just as good as the competition” has built giant audiences for WLAC. And giant sales for WLAC advertisers.

NOW 50,000 WATTS

GATEWAY TO THE INDUSTRIALLY RICH TENNESSEE VALLEY
ANY NIGHT'S A GOOD NIGHT TO BE RIDIN' THE AIR WAVES OF THE RED RIVER VALLEY! TRY A FEW SPOTS ON WDAY--AND SEE FER YOURSELF!
Here is another in the series of continuous steps forward which have served to establish KFBI as the Kansas-Oklahoma Station—

**KFBI IS NOW ON THE AIR**
**24 HOURS DAILY**
**PROVIDING COMPLETE SERVICE TO A "BUSY-AROUND-THE-CLOCK" AREA**

**ADD THIS UP:**

KFBI OFFERS THE BLUE NETWORK plus MUTUAL plus the MOST LIVE TALENT SHOWS plus the MOST NEWS plus the MOST SPORTS plus the MOST MERCHANDISING SERVICE plus WICHITA'S BEST WAVE-LENGTH. KFBI—THE OLDEST STATION IN KANSAS,—KANSAS’ ONLY 24-HR. STATION—is your BEST BUY TO SELL.
FOR lo, these many months, we’ve been telling you that the only way to get listeners in Roanoke, Va., is with WDBJ. And now here’s Mr. Hooper with additional proof.

As far as WDBJ is concerned, much the same situation exists throughout the entire Roanoke-Southwest Virginia market. That’s because WDBJ is the only station that can be heard satisfactorily throughout the whole territory at all times!

Ergo: If you want listeners, not only in Roanoke but in 26 other rich*, responsive counties as well, give your message to WDBJ—the big-audience station in this neck of the woods. Write for full details, or just ask Free & Peters.

* $350 million in buying power!

**HOW MANY EARS ARE YOU GETTING IN ROANOKE?**

**CBS Affiliate \* 960 K.C.**

 Owned and Operated by the TIMES-WORLD CORPORATION

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**THREE programs enlisting high school and elementary school youngsters in war effort projects have been arranged by WFFI, Philadelphia, in co-operation with the Philadelphia Board of Education. Loudspeakers and radios bring High School Victory Hour and Quaker City Scrappers to all public schools for 15-minute periods on Friday afternoons. Third program, High School Parade, is broadcast Saturdays, featuring musical and debating programs from a different local each week.**

**Off to School GAMES and musical routines heard in a six-weekly broadcast program on WIP, Philadelphia, are designed to get youngsters out of bed and off to school. Title is Jolly Jack.**

**Serving Uncle GOVERNMENT agency campaigns, such as recruiting, salvage or service announcements are featured exclusively on Serving Uncle Sam, quarter-hour program spotted after a local news period on WSBA, York, Pa.**

**School Sports HIGH SCHOOL sports are the subject of a five-minute Saturday feature on WLIB, Brooklyn, titled The Scholastic Parade. Sports reporters have been recruited from each of the city’s schools to telephone in last-minute football scores of afternoon games.**

**Tribute to ‘Unsung Heroes’ NEW ENGLAND’S “unsung heroes” of World War II receive a brief dramatic tribute in the weekly D & H Musical Gems program aired by WBZ-WBZA, Boston, Tuesdays at 7:30 p.m. The Apollo Club of Boston, comprising 60 prominent businessmen, participates in the broadcast.**

**Consumer Problems CONSUMER problems and rationing are topics of discussion on series of broadcasts entitled OPA Talks It Over, Sunday quarter-hour on WAAF, Chicago. Each program is discussed by OPA experts and then the OPA method of handling the problem is dramatized. Written by Henry Kingston and supervised by the OPA Consumer Division in Chicago, program is designed to clarify price control and rationing questions of listeners.**

**Destiny DESTINY as the controlling factor in lives of men, is keynote of the twice-weekly CBS narrative-form program, The Changing Tide. Title is taken from the familiar quotation “There is a tide in the affairs of man and in its ebb and flow lies all of our destiny.” Conceived by Russ Johnston, West Coast program director of the network, the quarter-hour narrative is produced by Ted Blas, with scripts edited by Everett Tomlinson, continuity director.**

**Overseas Tales WITH discontinuance of message type programs from overseas troops on Oct. 25 by the Canadian Broadcasting Corp., a new series of programs is being started for the folks back home. Regimental Round-up is a new half-hour Sunday nighttime program describing activities of Canadian units overseas. Khaki Scrapbook is continuing as a Saturday afternoon general picture of Canadian army activities in Britain through eyewitness accounts and activity inserts. Wings Abroad, the broadcast newspaper of the Royal Canadian Air Force in Britain, continues on Saturdays as a record of RCAP activities. Canadians Calendar is a new Saturday evening half-hour program of Canadian army, navy, air force and civilian activities as seen in Britain.**

**News for Troops LOCAL NEWS for the troops overseas will be handled in a new manner early in November by the Canadian Broadcasting Corp., when it cables each week 300-word commentaries on home news from principal Canadian cities to the CBC Overseas Unit in Britain for broadcasting to the troops on BBC stations. Such homestyle news items as new stores on the main street, local events of interest only to the boys from that particular city, will be released in this series, which will be recorded from the cable by the CBC Overseas Unit and then broadcast to the troops.**

**Marines Data HISTORICAL DATA about the Marines, past and present, is dramatized on the half-hour program, Fighting Leathernecks, heard on CBS Sundays, 7:30-8 p.m. The program originates at WBBM, Chicago, studios and dramatic talent is supplied by APR,* and writers thru the courtesy of the Chicago Radio Writers’ Guild.**

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**HOW MANY EARS ARE YOU GETTING IN ROANOKE?**

**CBS Affiliate \* 960 K.C.**

 Owned and Operated by the TIMES-WORLD CORPORATION
'Farm & Home' Awards
NOW in its 15th year on the air, the National Farm & Home Hour on the BLUE has changed its format to increase its effectiveness in bringing information and entertainment to farm families. A new weekly feature is the Merit Award to a farmer who has done a particularly outstanding job, while news coverage has been increased with the addition of thrice-weekly farm newscasts supplied by the OWI. Two minutes of the program are also devoted daily to local farm newscasts from each BLUE station carrying the broadcasts.

Radio Sewing Course
SEWING COURSE for beginners is being presented on WQXR, New York, Tuesdays at 9:10 a.m., under the sponsorship of Bloomingdale's Department Store. Program teaches listeners how to take their own measurements, how to apply the measurements to pattern and material, how to cut and fit a garment. Lucille Rivers of McCall Corp., director of the broadcasts, has written six supplementary booklets for students who register at Bloomingdale's.

Income Tax Advice
TIMELY program to help listeners in making up their income taxes under the new laws, will start on the BLUE Nov. 12 with David K. Lasser, income tax consultant, as commentator. Titled Your Income Tax, the series will be heard Thursday evenings at 9:45.

For Juveniles
MOTHER GOOSE set to music is the theme of new Sunday morning juvenile program on WJJD, Chicago, entitled Fun for Kids. M. C. of the program is Uncle Willie, friends of the children, portrayed by Bill Evans.

Best Letters
PERSONALIZED birthday cakes are given writers of ten best letters on their birthdays in a new contest on So This Is Your Birthday show sponsored thrice-weekly on KLZ, Denver, by American Lady Bakers. Program features sketches and songs by Barclay Allen.

Eastman on CBS
EASTMAN School of Music, Rochester, N.Y., will inaugurate a series of weekly half-hour broadcasts of symphonic, choral, chamber and opera music on CBS Oct. 30, using the various musical groups of the institution, Dr. Howard Hanson, director of the school, will serve as commentator.

'E' Award on Network
ALL SIX stations of the new Connecticut Broadcasting System were used Oct. 15 on a two-hour sponsored broadcast of the Army-Navy 'E' ceremony at the Chase Brass & Copper Co., Waterbury. Stations are WNBC, Hartford; WELL, New Haven; WATR, Waterbury; WSRR, Stamford; WNAB, Bridgeport; WNLC, New London.

Food, food, food! Food for our fighting men, food for our allies, food for the folks at home—KMA farmers are producing it by the trainload. The greatest production in the history of this famous region of record crops!

Think about that for two consecutive seconds and you'll see why 1942 farm income in the KMA area (150 rich counties around Shenandoah, Iowa) will top all previous records too.

What's it all add up to? One of the best markets in America today — nearly 2,000,000 farm and small-town people who account for 66% of all retail sales in the whole region!

Incidentally, these people listen to KMA—not only for their news, farm information and entertainment, but also for ideas on what to buy! Want proof? Send for your copy of our latest market data brochure. It's an eye-opener!

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

150 COUNTIES AROUND SHENANDOAH, IOWA

FREE & PETERS, INC., Exclusive National Representatives
Merchandising & Promotion
Day and Night—Jackpot—Winner of Award—Fuel Tips—Bonds and Stamps

TO PROMOTE its daytime programs among night listeners, CBS inaugurates a 13-week cycle Nov. 9, presenting full-length samples of such programs as Kate Smith Speaks, Sacred Husband and The Pause That Refreshes in the Monday, 10:30-11 p.m. period. Both commercial and sustaining shows will be heard full length during the series, to be known as Daytime Showcase. All types of programs will be represented to indicate the full range of entertainment covered by CBS during the daylight hours.

* * *

Blue Uniformity
IN LINE with its slogan "It's Easy to Do Business With the BLUE," that network has redesigned its new contract forms for network and local facilities, using simplified terminology and larger type. Under the direction of Fred Farrar, the BLUE's design-consultant, the new forms in 11-point type are now similar to the basic typography and layout of all BLUE printed matter.

* * *

Forces in Growth
WMCA, New York, using a grey folder inscribed "Was greater tribute ever paid a radio station?" is sending out copies of the scroll dated Oct. 2, 1942, which Sachs Quality Furniture, New York, gave to the station in honor of its 20th year of broadcasting on WMCA (BROADCASTING, Sept. 28). Signed by three Sachs executives, the scroll includes the phrase that the store "believes that radio in general and WMCA in particular have been the most constructive forces in our growth."

* * *

School Guides
A LISTENING GUIDE, suitable for posting on bulletin boards, is mailed monthly to Chicago teachers, schools and educational institutions by WBBM, Chicago. The guide, issued every month during the school year, lists educational, cultural and war service programs on WBBM-CBS.

* * *

Telephones Listeners
WERX JACKPOT, sponsored by M. Werk Co., St. Bernard, Ohio, on WKRC, Cincinnati, gives each person $5 cash who has a box of Werx in the home when telephoned by Nelson King, program conductor, during the broadcast. Telephone numbers are selected at random from the directory. Those who do not have Werx on hand get a repeat call several weeks later and to learn whether they really have the product, they are asked to read part of the advertising message.

* * *

Like Teletype
LETTER simulating a teletype news flash was sent out by R. C. Maddux, sales director, of WOR, New York, offering sports show by Stan Lomax for sponsorship.

WOW Magazine Wins
ONLY RADIO publication to receive an award at the 1942 Conference of the Southwestern Assn. of Industrial Editors held Oct. 10 at Stillwater, Okla., was the WOW News Tower, house organ of WOW, Omaha. Judged on the basis of a comparison of the last 12 issues with a similar number of issues a year ago, the WOW News Tower won a triple achievement award of merit for superior form in production, editorial content and appearance. More than 100 house publications completed.

* * *

Heating Books
IMPORTANT OF the local heating service men in the national fuel conservation program is the theme of the booklet, "Do's and Don'ts of Fuel Saving," which Minneapolis-Honeywell Regulator Co., Minneapolis, is offering listeners on the BLUE program Alias John Freedom.

The company sponsors the spy series once every four weeks under the BLUE's teamed sponsorship plan for manufacturers no longer producing for the consumer. Also distributed to radio commentators, newspaper editors and columnists, the booklet lists simple rules to make a house easier to heat.

Bond Exhibits
EXHIBITION designed to show the public what their War Bonds and War Stamps will buy has been opened by WTN, Hartford, with purchase of a War Stamp as the price of admission. On display are materials ranging from machine gun bullets to 100 pound demolition bombs, all manufactured in nearby plants.

* * *

Christmas Tips
CASH or War Stamp prizes are given for the best 25-word letters on "The Most Useful Merchandise Gift." on a ten-week Christmas series opened on WGL, Fort Wayne. Program is heard a half-hour five days weekly.

WCKY
CINCINNATI
4 TIMES DAILY
HERO of World War II, Carl S. Dalby Jr., radio officer of the U. S. Merchant Marine, somewhere on the high seas, was celebrated birthday Oct. 22 by Fred Waring's NBC broadcast. Officer Dalby's mother traveled to New York from Oklahoma City for the occasion, appeared on the program, and heard the bomber pilot dedicate his notes for the "Merchant Marine March," to her son. During a recent aerial battle, Officers Dalby and 21 others were shot down for 42 days without food or water until rescued. One visit in Oklahoma City he was honored for a WKY program. Dalby operated his own radio station, WJGUS at the age of 12 and was later an announcer in Oklahoma City.

FOR THE SECOND time this year the National Barn Dance of WLS, Chicago, gave performances outside of Chicago to aid in the national scrap drive, and twice succeeded in collecting over 100,000 pounds of copper metal and rubber. The first show was held in Bloomington, Ill., on June 23 and attracted 7,500 persons, while the most recent performance in Danville, Ill., on Oct. 14 drew 9,000. Admission price to each performance was 100 pounds of scrap but many of those who attended brought double and triple that amount.

HAROLD ISBELL, m.c. of Chicago, recently celebrated his 20th anniversary in radio. He started as an announcer on KFJ, Los Angeles, two years later moved to KWV, Chicago, in 1926 joined KNX, Hollywood, and ten years later in 1936 joined WBBM, Chicago as m.c. of Spelling Box. In 1937 he joined the faculty of Northwestern U., teaching radio speech and radio writing, and last week he started as m.c. of Meet the Stars on WBBM, replacing Jim Conway, now in Naval aviation officer training at Northwestern U.

TO celebrate the publication of "I've Left Behind the War for the Brighter World," by Johannes Steel, commentator of WOR, New York, the station and the publisher, Sheri- dan House, will give a literary tea with Elsa Maxwell as hostess in the WMCMA studios on Oct. 26, date of publication.

W41NY, New York, FM station, has received special permission from Random House, publishers, and Quenlin Reynolds, author, to present readings of Only the Stars Are Neutral. Program is heard three weekly at 1:15 p.m.

KGEI, General Electric Co.'s short-wave station in San Francisco, saluted KFAR, Fairbanks, with a special half-hour program when the Fairbanks station increased its power to 5,000 watts recently. The short-wave salute was rebroadcast on long-wave by KFAR.

WINNING TITLE for the show "Without a Name" contest, conducted through its local affiliates in Everything Goes, Abun Wriggins, of New Albany, Ind., won a $500 film loan for submitting the winning title.

STAFF MEMBERS of KXOK, St. Louis, have organized a bowling team to roll in "The Curfew League", one of the fastest leagues in St. Louis. The team will roll for charity benefit. John C. Roberts, general manager of KXOK, is in charge.

KGO, Fort Worth, has a quarterly dramatic show, "Beyond the Night," in cooperation with the local War Chest Drive. Stories are based on events of World War II.

CBS has closed its publicity office in San Francisco, abolishing the position held by Marie Houlahan. The KQW department has been absorbed by the sales promotion department.

BUSINESS FORUM to be inaugurated on WMCMA, New York, Oct. 30, will be designed to bring to owners and operators of small business concerns in the metropolitan area, discussions of various Government orders as they affect the retail trade. Key Government officials will be heard in discussions by representatives of the retail firms.

WOWO-WGL, Fort Wayne, Ind., played an important part in civilian defense film recently made. Titled "Bombs over Fort Wayne," the film depicts what would happen when and if an air raid takes place at Fort Wayne. Clair Weidenaar of WOWO-WGL production staff directed the film, assisted by WOWO personnel.

ONE HUNDRED percent cooperation under the payroll deduction plan for the purchase of War Bonds, has been achieved by 276 employees of NBC Chicago, according to Harry C. Kopf, vice-president and general manager of the NBC central division.

WNEW, New York, has signed a contract with Zeke Mansers and the Hillbilly Gang to broadcast exclusively for the station.

KMOX All-Night

FULLTIME operation for the duration was begun by KMOX, St. Louis, Oct. 18, first station in that busy industrial city to operate regularly around the clock. Previously, KMOX had been on the air from 5:15 a.m.

CARRYING OUT its announced policy of presenting live studio productions on its English program schedule, WNOV, New York foreign language station, has lined up six new features to replace to a large extent its recorded music programs.

WCHV, Charlottesville, Va., was forced from the air for 12 hours, in a six-foot flood tide washed away telephone lines connecting the studio and transmitter. Coca-Cola's Spotlight Band, Gracie Fields for Pall Mall, and several local commercials had to be cancelled. Because of censorship, WCHV refrained from mention of flood.

IT'S A HONEY-LADED MARKET, MISTER!...

Defense industries—the plants which are arming our nation—have invaded the machine tool manufacturing center of America. With them they brought employment and increased purchasing power for thousands.

These workers need and buy the products they heard advertised! So, advertisers who are meeting today's problems with today's methods, are reaching this richer market through WSPD, the 5,000 watt Toledo Station which delivers a great share of the listening audience of Northwestern Ohio and Southern Michigan.

5000 Watts BASIC NBC

WSBN TOLEDO, OHIO

"Since 1921 The Voice of Toledo"

BROADCASTING • Broadcast Advertising

October 26, 1942 • Page 47
KOMA, Oklahoma City
Curtis Candy Co., Chicago (Carlin fruit jubes), 490 ft. a week, thru Harman & Co., N. Y.
Paramount Pictures, New York, 52 ft. a year, thru Buchanan & Co., N. Y.
Ritz Products Corp., Chicago (Ritz), 420 ft. thru E. T. L. Miller Co., N. Y.
Carter Products Inc., New York (Car-
	ter's pills), 163 ft. thru Ted Bates Inc., N. Y.
Grindlock Bros. Brewery, St. Louis, 6 ft. weekly, thru Ruthrauff & Ryan, Chicago.

WPIL, Philadelphia
Yager's Lintiment Co., Baltimore, 6 ft. a week, 7 weeks, thru Harver-Massenagle &
	Dunham, N. Y.
Murphy Co., Chicago, 2 as weekly, 13 weeks, thru BBDO, Chicago.
Palat Sales Co., Chicago (Palat Beer), 1 pt. 12 weeks, thru Lord & Thomas, Chicago.
Jacob Hornung Brewing Co., Philadelphia 1 pt. weekly, 13 weeks, thru John Fahn-
Allied Mills, Chicago (Wisconsin feed), 2 as weekly, 22 weeks, thru Louis E. Wade, Fort Wayne, Ind.
Lever Bros., Cambridge, ( Vimma), 1 pt. weekly, 6 weeks, thru BBDO, N. Y.
National Biscuit Co., New York (Premium Crackers), 12 as weekly, 14 weeks, thru McCann-Erickson, N. Y.
Quaker Oats Co., Chicago (Mother's Oats), 6 as weekly, 6 weeks, thru Ruthrauff & Ryan, Chicago.
American Chicle Co., Long Island City, N. Y., (Chicleta), 60 as weekly, 14 weeks, thru Badger, Broadening & Her-
	sey, N. Y.
Beaumont Co., St. Louis (4-Way Cold Tablets), 1 as weekly, for 20 weeks, thru H. E. Shear, Chicago.
WTOC, Savannah
Beaumont Co., St. Louis (cold tablets), 5 as weekly, 16 weeks, thru H. W. Kas-
	ter & Sons, Chicago.
Dr. D. B. Calton Co., Monticello, Ill. (laxative senna), 5 as weekly, 14 weeks, thru Sherman & Marquette, Chicago.
Gospel Broadcasting Assn., Los Angeles (religious), 1 as weekly, 1 year, thru R. H. Alber Co., Los Angeles.
Luden's Inc., Reading (cough drops), 4 as weekly, 20 weeks, thru J. M. Mathes Inc., N. Y.
Mastertone Co., Cleveland, 5 as weekly, 25 weeks, thru R. D. Kirk, Wasey & Co., N. Y.
WABC, New York
Spratt's Patent Ltd., Newark, N. J. (soup food), 5 as weekly, thru Smith & Pearl,

KJH, Los Angeles
Bond Stores Inc., New York (clothes), 6 as weekly, thru Spratt's Patent Ltd., Newark, N. J.
Quaker Oats Co., Chicago, 6 as weekly, thru Ruthrauff & Ryan, Chicago.

Land & Ply Products Corp., New York (Ring Loaded Almond Cereal), 6 as weekly, thru William Esty & Co., N. Y.
Anderson in Army

HUBBARD E. ANDERSON, advertising manager of Union Oil Co., San Francisco, has enlisted as an aircraft mechanic in the Army Air Forces. His enlistment came after a special recruiting drive for men with manual skill which the San Francisco Advertising Club had handled. He is stationed at Steeple Field, advanced flying school of the West Coast Army Air Forces Training Center.

MAPLE LEAF MILLING Co., Toronto (Monarch Live Stock Feed and Poultry Feed), on Oct. 18 started the 10-minute transcribed program "Flame" at Store three times weekly on CHNS, Halifax; N. S.; CFSQ, Yarmouth, N. S.; CKBG, Campbellton, N. B.; CFNB, Fredericton, N. B.; CBCS, St. John, N. B.; CFPC, Charlottetown, P. E. I.; CHLT, Sherbrooke, Que.; CKMO, Ottawa; CFBT, St. Catharines, Ont.; C Fisher, Peeterborough, Ont.; CKWS, Kingston, Ont.; CKUX, Winnipeg, Ont. Account was placed by Greigfield, Brown & Co., Toronto.

KRUTH CHINA Co., St. Louis, returns to KSD Nov. 8, is using a daily 15-minute musical show titled "Serenade in Waltz Time," Sundays, 4-2:15 p.m.

SOLO'S WOMEN'S SPECIALTY SHOP, Philadelphia, has renewed its contract with KXW Philadelphia, Venuti Adv. Agency has the account.

MUSICAL ROLLED OATS & CEREAL CO., Philadelphia, has placed the account with WSI, Wiby & Co., Philadelphia.

HUBbard & SONS, Phoenix, Ariz., has placed the account in the hands of WSI, Wiby & Co., Philadelphia.

IT OUR RADIO STATION REPRESENTATIVES

BROADCASTING • Broadcast Advertising

October 26, 1942 • Page 49
THIRTY DRUG Co., Los Angeles (Southern California chain) on Oct. 20 starts sponsoring a five weekly dramatic newsmagazine by Dick Joy on KNX, Hollywood. Contract is for 52 weeks. Firm also sponsors the nightly quarter-hour commentary, Inside the News with John Burton, on KFI, Los Angeles, with Erskine Johnson's Hollywood commentary. Broadcasts are on KFS, city, five times weekly. An average of 35,000 is the average weekly audience.

Hollywood Safety Program

Lowney's Advertising. On WHN, three times a week, having started Oct. 15. Agency is Hillman-Shane-Breyer, Inc., Los Angeles.

JACKSON'S SPONSORS SERIES. The series, Dramatizations for Freedom, announced by NBC's radio-records division, are: Jacob Reed Stores (men's clothing), 100 spots, Los Angeles; National House Furnishing Co., 200 spots, Boston; and Weil & Boake, 125 spots, New York.

TWIN CITY SHELLAC Co., Brooklyn, has signed for daily announcements on WHN, New York, adding it to its schedule of seven spots weekly on WGBH, New York for Dan-Dee floor polish and wax. Firm, which started on WHN last fall with one-minute transcriptions, may expand its radio advertising. Agency is Deeter & Dornkind, New York.

WALTER M. LOWNEXY, Montreal (canal), on Oct. 19 started Lowney's Young California Children, a weekly quarter-hour children's safety program by children on CFRB, Toronto. Dramatizations of what Canadian children are doing in the war effort will be featured. Account is handled by Harry E. Fester Agencies, Toronto.

ONE Outstanding Market

Pay dirt—30 counties of it in this area—with 8,114 active retail outlets to work through.

with ONE Selling VOICE

WTAD ranks first as "listened to most often" in more counties (50 mile radius) than all other stations combined. We have the proof!

TODAY'S HEADLINES

Thirteen of the nation's 36 largest markets were attacked by the combined competition of 131 spot radio stations, with the plan to reach 50,000,000 listeners on Oct. 20. The first of the network's newsmagazines, "Inside the News with John Burton,"-ticketing 52 week contract with John Burton, Los Angeles, with Erskine Johnson's Hollywood commentary. Broadcasts are on KFS, city, five times weekly. An average of 35,000 is the average weekly audience.

WORLD BROADCASTING

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about which ONE Feed Manufacturer Says

R. E. Whitfield, President, Illinois Manufacturing Co., Quincy: "We have been using WTAD since the first year it went on the air, over 15 years ago. What more can we say?"

NOW—Some Good Program Buys That’ll Pay Their Way and Then Some!

"930 on the Dial"

WTAD

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

THE KATZ AGENCY

Representatives Paul M. Raymer Co.
MAKIN THE GRADE IN INCLINE (Ky.)?

If you haven't already found it out for yourself, it's darn tough to make the grade in little towns the likes of Incline (Ky.). But it's a glide in the Louisville Trading Area, where you have 75.5% of the entire State's buying power! . . . As we may have mentioned before, WAVE is the only station that completely covers the Louisville Area at low cost! . . . That's why more and more smart advertisers are concentrating their Louisville, with WAVE. Want all the facts?

WHK Store Series

WILLIAM TAYLOR SON & Co., one of Cleveland's largest and oldest retail stores, has contracted with WHK, Cleveland, for a series of nightly news broadcasts at 11 p.m. for a period of one year. Effective immediately, the program's commentary will be handled by Murray Young, with Francis Pet-tay as announcer.

Cotton Pickers

JACK REILLY, manager of KOF, Phoenix, has his station staff into the cotton fields recently to join the Victory Labor Volunteers in harvesting Arizona's lose staple crop. Organist Al Becker was best amateur cotton picker with 14 lbs. to his credit. Program Director Jack Williams grossed 13 lbs. with account executive John Hogg totaling 12 lbs.

Pilots Fortress at Rabaul

FREDERICK F. WESCHER, former NBC page boy, took part in the bombardment of the Japanese base at Rabaul, New Britain Island, as pilot of one of the big Army Flying fortresses. Wesche's name has appeared from time to time in dispatches from "somewhere in New Guinea".

Kate Honored

KATE SMITH, CBS singing star, has been made an honorary life mem-

ber of the Blue Star Mothers of America for "outstanding ability, superb entertainment and devotion to service for our sons and daughters in the armed forces of the nation."

HOW ACCIDENTS HELP the Axis was demonstrated by WHK-WCLE, Cleveland. Announcers Bob Geis (l) and Fred Smith. As 'Hitler' and 'Hiroyto' they glibly violated Cleveland's traffic regulation on downtown streets and pattedjaywalkers on the back. Here two patrolmen show how they would handle the pair.

Play by Play

BOB KELLY, assigned by WJR, Detroit, to cover U of Michigan football game furnished the Michigan Daily, university student publication, with a play-by-play account. The paper wanted more than the running account of the game made available through the Associated Press. Bob Kelly's broadcasts were used, and "extras" were issued on the first two home games of the season.

COVERAGE or CUSTOMERS?

You See the Big Difference When You see your story...

You may have coverage. But you KNOW you have customers when — for WDZ's low 1000-watt sales cost — you bring in 3,343 cash orders from 78-minute programs (just one of many WDZ "case histories").

WDZ's DIRECTIONAL PROGRAMMING does it. Tossed and proved by 20 years of RESPONSE. Want to—test a new product—perfect a show "package", . . transform copy "misfire" into "hits"? Write us for availabilities and program details TODAY!.

HOWARD H. WILSON CO. — Representatives
New York, Chicago, Kansas City, San Francisco
Maj. Murray to Move

MAJ. GLADSTONE MURRAY, appointed recently to the newly-created post of director-general of broadcasting of the Canadian Broadcasting Corp., will move from Ottawa to Toronto towards the end of the month, making his headquarters in Toronto where the national program, commercial, station relations, traffic and other departments under his jurisdiction are stationed. He will occupy an office at 55 York St.

Paley's London Talk

CBS has issued a booklet titled By Radio from London containing the full transcript of the talk broadcast Sept. 19 by William S. Paley, president, during his recent visit to England. He will begin as part of The World Today news program on CBS, the speech featured Mr. Paley's reactions to wartime England.

Norma Storey

PROBABLY YOUNGEST timebuyer on Canadian radio is pretty blonde Norma Storey who holds that important post at the Toronto office of Lord & Thomas of Canada. You don't ask the ladies their age, but when Norma started her career in radio she was "perhaps 17," according to her former colleagues at the Canadian Broadcasting Corp. And it is but simple arithmetic after that, for she joined the CBC in January 1935. She came to Lord & Thomas in October 1941, when that agency was in the market for a timebuyer because marriage was depriving the radio department of its chief, Scouting around, Lord & Thomas picked Norma Storey from her job at the CBC.

Born and educated at Toronto, Norma started her business career right out of the Toronto High School of Commerce, as stenographer and teletype operator with the CBC. She had a lot to learn, but it was obvious she had a brain which was in the pink of condi-

tion and a rare appetite for the whys and wherefores. She learned quickly, graduated to secretary of the traffic manager at CBL, Toronto, became acting traffic manager for a brief span, then secretary to the station manager. From that post it was another step to timebuyer at Lord & Thomas, where her knowledge of station operations has stood her in good stead.

She handles network shows for Colgate-Palmolive-Peet products, including the most popular daytime Canadian program, The Happy Gang, which has been on the air continuously for six years; Shares the Wealth, weekly quiz show in which she takes part; Penny's Diary, weekly family sketch. She also places live, spot and network business for Quaker Oats Co. products, PepsiCo. of Canada, and other internationally known accounts.

Still single, she spends what little time she has to spare from her radio career swimming and riding.

Craig Takes Radio Post

With Benson & Bowles

WALTER CRAIG, former program director of WMCA, New York, who resigned Oct. 15, is joining Benton & Bowles, New York, Nov. 1 in an executive capacity in the agency's radio department. He previously was radio director of Street & Finnegan, Inc., and prior to that was with World Broadcasting System.

Mr. Craig will work with Kirby Hawkes, manager of the Benton & Bowles radio department, and will probably take over most of the talent activities formerly handled by Bert Prager, who has joined Donahue & Coe, New York, as radio director. Assisting Mr. Craig will be Frank Connolly, former assistant to Eddy Stowell, business manager of the B & B radio department. Mr. Stowell leaves the agency in three weeks, having received his commission as first lieutenant in the Marine Corps Aviation.

F.C.T. Medicine Complaint

WILLIAM J. COOKEY, operating as the World's Medicine Co., Indianapolis, has been charged with false advertising in a complaint issued last week by the Federal Trade Commission. The Commission said that "World's Tonic" falsely claimed, in radio continuity and other media, to be a harmless general tonic, but in truth might be dangerous to health if administered as directed.
WALTER S. MAAS, former executive vice-president of Dorland Internationals, New York, has been appointed president of the agency, succeeding Thomas M. Quinn, who has resigned to become executive vice-president of Irwin Vladimir & Co., New York. At Dorland, Arthur F. Conant continues as vice-president and Howard S. Hadden as chairman of the board.

ALLEN S. PLOUTON, assistant account executive, leaves Creative Artists, New York, has left the agency to join the Army.

TIEO D. MANDELSTAM, former assistant manager of Henry & Kaufman, Adv., Baltimore office, and more recently production manager for the headquarters office in Washington, is now in officer's training school of the Signal Corps. Marshall Jacobs, former production man in the Kaufman agency, is with the air cadets, Larry Blumenfeld is with the Chemical Warfare Division of the Army.

JACK D. TARCHER, head of J. D. Tarcher & Co., New York, has made chairman of the advertising, publishing and public relations division of the New York and Brooklyn Federations of Jewish Charities for the 1942 campaigns.

BARLE TIEORAS, radio director and time buyer of the Chicago office of McCann-Erickson, has been con-

sioned a captain in the Army specialist corps, and resigned for training last Thursday at Camp Mende, Md. His duties will be filled by James Shelley, assistant radio director of Ayer.

H. G. MCCOY, who recently joined N. W. Ayer in Philadelphia as head of the public relations department, and Donald A. Land, also of the agency's publicity department, have re-

signed to join Lewis & Gilman, new agency organized in Philadelphia by Paul L. Lewis and Wesley A. Gilman, former vice-president of Ayer.

THOMAS D'ABROPHY, president of Kenyon & Eckhardt, New York, was in Hollywood last week look-

ing for a successor to Joe Staufuer, who recently resigned as radio di-

rector for the Army as instructor at West Point.

WILLIAM A. WOOD formerly pub-

licity director of Raymond R. Morgan Co., Hollywood agency, has joined the Army as lieutenant and is sta-

tioned at Camp Mende, Md.

NORMAN STROUSE, assistant Pacific coast manager of J. Walter Thompson Co., San Francisco, has enlisted in the Army Air Forces as a private.

SAM PIERCE, one-time manager and radio director of Lennen & Mitch-ell, Hollywood office, now discon-
tinued, has been assigned by Ruth-
ier & Co., New York producer of the five-week BLUE ORRIS Fields, five-minute song and patter program sponsored by American Cig-

arette & Cigar Co., New York (Pull Mail cigarettes), Show moves to Hol-

lywood and the Western bureau. It was said, to enable Miss Fields to com-

plete a motion picture assignment.

MAURICE MORTON, formerly in the radio department of William Morris Agency, Beverly Hills, Cal., talent service, has joined the Marines and is currently stationed at San Diego for officers training.

PAUL K. BARNES, for seven years freelance radio comedy writer, has joined the copy staff of Addison Vars Inc., Buffalo. Barnes was associated for 17 years with McCann-Erickson, New York, in a similar capacity.

BILL DAVISON, assistant time-

buyer of J. Walter Thompson Co., New York, has resigned to start officer training for the Army.

JACK RHEINSTEIN, formerly with Wilding Picture Productions, and Walter Hopkins, formerly with Parity Radio, have joined the Chicago office of Campbell-Mithun, Inc., in the account contract dept.

HELEN ARSTEIN, formerly of the Morton Frequent Agency, New York, has joined Hillman-Shane-Breyer Inc., Los Angeles as account executive.


CECILE ROBINSON, formerly in the radio departments of the Bow-

co. and the Franklin Brush Adv.

Agency, New York, has joined Wm. Esty & Co., New York, as assistant timebuyer, under the supervision of Tom Lyons.

THOMAS J. COREY has left the media department of Compton Adv., New York, to join the Army.

N. LOYD MINOR, former radio direc-

tor of Equity Advertising, New York, where he had special supervision of the American School account, frequent user of radio for its correspondence course, is now in the Army.

FLORENCE STARR CARSON, for-

merly in the radio department of Compton Adv., New York, has joined J. D. Tarcher & Co., New York, as timebuyer.

GEORGE MackGregor has resigned as assistant to the advertising man-

ager of Colgate-Palmoisive-Feet Co. Jersey City.

SHERMAN K. ELLIS & Co., New York, on Oct. 16 moved offices from a Fifth Ave. to 24th Park Avenue.

Krautter Joins Agency

L. MARTIN KRAUTTER has been appointed vice-president and account executive of Stockton-West

Burkhard, Cincinnati agency, it was announced last week by William Z.

Burkhard, president. Mr. Kraut-

ter has been manager of advertising and sales promo-

tion for the Crosley Corp. for the last 2½ years. Before that, he was in the advertising agency. Mr. Kraut-

ter has been business for ten years in creative and executive posts, and has been identified with accounts in the food, drug, transportation and home-

furnishings fields.

Radio Club to Move

A CHANGE in meeting place from the Hotel Lexington to the Cafe

Loyale at 43rd and Fifth Ave. was voted Oct. 21 at the weekly lunches-

on session of the Radio Executives Club of New York, which an-

nounced that it will move to the new location Oct. 28. Feature of this meeting will be entertainment by WJZ, first of the New York stations to bring its talent to the club this season. Last week's meet-

ing was a closed session.

Named V-Ps at R&R

GEORGE A. HUHN and Luther H. Wood, account executives of Ruthmuff & Ryan, New York, have been elected to the Board of Directors. Mr. Huhn has been with R&R since 1925 and Mr. Wood since 1935.

"AFTER THE BALL (GAMES) ARE OVER"

points out Suzy our Steno, "WSAI keeps its listeners through Cincin-

nati's finest afternoon and evening schedule, including 'Club Maree', 'Better Bookends', 'Prescott Presents', an hour for children on and, of course, News on the Hour. If you're looking for results, spot your message in WSAI's afternoon schedule."


JENSEN INDUSTRIES, Inc., Chicago. (phonograph needles) to Burton Browne, Chicago. Business papers, national maga-

zines, point of sale.

CHICAGO COLLEGE OF LAB. TECH-


FOX STAND FOODS, Inc., Boston (dried dog food), to H. L. Moore, Boston, Ra-

diocasting, newspaper, magazines.

UNIVERSITY OF SÃO PAULO, Sao Paulo, Brazil, to J. Walter Thompson Co., Sao Paulo, for project to raise $312-

000 for National Defense Research.

KRIPPENDORF-DITTAMM Co., Cin-

cinnati (Foot Book shoes), to the Keeler & Stites Co., Cincinnati. Magazine, trade paper, direct mail.

RELIANCE PENCIL Corp., Mount Ver-

non, N. Y., to Lee Stackman Inc., N. Y.


Donato Joins Rambeau

NAT V. DONATO, formerly of the commercial staff of WVO, New York and previously of the national advertising department of the New York World-Telegram, has been appointed manager of the New York office of William G. Rambeau Co., station representatives. He succeeds William N. Wilson, who has been commissioned lieuten-

ant (j.g.) in the Navy and at present is at Harvard for in-

Aldre training.

Like Good Company?

WHCU's Central New York Market Means R-E-S-U-L-T-S To:

Allis-Chalmers Mfg. Co.
American Agriculturist
G. L. F. Exchange, Inc.
The F. E. Myers & Bros. Co.

AND MANY MORE
Here's your Invitation to Better Business

A Low Cost
Producer

WHCU
Ithaca, N. Y.
870 Kilocycles

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Department Store Series Started On Cooperative Basis
Seven Competitive Retailers On the Same Program
LONG apathetic to radio advertising, leading San Francisco department stores and specialty shops, faced with changing conditions, now recognize the importance of the media and in early October started sponsoring on a cooperative basis a new weekly night-time 45-minute musical program, San Francisco’s Open Door, on KQW, that city. In the past various department stores in that area were intermittent users of spot announcements, also sponsoring quarter-hour programs for special occasions—but none ever was a consistent radio advertiser.

Door Is Open
When some of the local department stores recently decided to remain open Thursday nights as a convenience to defense workers, KQW seized the opportunity to break down the long-established resistance to radio on the part of this important retail field. An inexpensive show, San Francisco’s Open Door is built around Ernest Gill and his orchestra, with featured vocalists.

Dean Stewart does the announcing.

Elmer Diddler's Doings:

Any One Would Get You There, Elmer

EVEN if a station had only the tremendous popularity of NBC as a guide, Elmer, it would still go places. But when there’s one station that has the most popular network plus the lowest frequency plus the highest power plus local programs that have their own large followings, then, Elmer, there’s not much question which way to turn.

FIRST LARGE SCALE radio venture by San Francisco merchandising firms brings these advertising managers of competitive department stores and specialty shops into program conference. Weekly 45-minute evening musical program, San Francisco’s Open Door, on KQW, is cooperatively sponsored by seven firms. Advertising managers talking over details with Ralph Brunton, president of KQW, are (1 to r): Margaret Robinson and Virginia Hole, Ransohoff’s; Mrs. Gertrude Scott, Livingston Bros.; Mr. Brunton; Estelle Lane, H. Liebes & Co.; Mrs. Madeline Starrett, City of Paris.

Broadcast found customers waiting outside the stores. Sales volume for that day was greatest in the stores’ history, it was said. As result KQW was forced to extend the program time to 45 minutes, thus accommodating additional sponsors. Today there are seven. Plus the five mentioned, they include Livingston Bros. and Eagleson Co.

For convenience of night-time shoppers, and at special request of the participating stores, Union Square Garage, largest underground parking lot in the world, is included as a participant. With additional competitive department stores and specialty shops requesting time, KQW, according to C. L. McCarthy, general manager, has a list of sponsors waiting to get on that program.

The New Angle
"Cooperative programs are not new to radio, but a cooperative sponsored by seven competitive department and specialty stores certainly is" be declared. Therefore, San Francisco’s Open Door becomes a ‘radio first’ on two counts. We have succeeded in breaking down the resistance of the department store field to radio advertising, and seven competitive sponsors are cooperatively presenting a show. Every participating store in this extraordinarily-resistant retail field is well on the way to becoming a substantial user of radio in his own right."

New FM Station
BECAUSE no new equipment is involved, the FCC on Oct. 21 granted the application of Yankee Network, Boston, for a construction permit for a high-frequency FM station to operate on 44.3 mc, on Mt. Asnabuck, near Paxton, Mass., with main studios in Boston. Permit will specify that this station cover 15,000 sq. mi, and that equipment of W48B, Paxton, be used. W48B, formerly experimental station WIXOJ, has operated under Special Service Authorization on a commercial basis since April, 1941.

Let “WHEBBY” Spray YOUR Story over the 1,000 Saltwater Watts of—

NEW LATIN SERIES

BY ORSON WELLES

IN cooperation with the Office of the Coordinator of Inter-American Affairs, Orson Welles is starting a series of sustaining programs on CBS Nov. 1 with the purpose of teaching North Americans something about their Latin American neighbors. Titled Hello, Americans, the new series will be broadcast Sunday evenings, 8-8:30, with Welles as writer, producer, director and star. Latin American musicians will supply suitable backgrounds for the dramatic narrative, all based on factual information. Nine broadcasts are scheduled for the new series, with the probability that it will be extended indefinitely.

Lockheed & Vega Aircraft Corps, sponsors of Ceiling Unlimited, quarter-hour Monday evening series which will start on CBS Nov. 9, with Welles as star, have granted permission for him to undertake the CIAA sustaining shows as well.

Gilmore Audience Show
GILMORE OIL Co., Los Angeles, Nov. 2 starts sponsoring a weekly half-hour audience participation program, Gilmore Furlough Fun, on five NBC Pacific Coast stations (KPI KPO KOMO KGW KMJ), Monday, 7:30-8 p.m. (PWT). With service men as studio audience and participants, program features Beryl Wallace as mistress-of-ceremonies, with Comedian George Riley and Spike Jones’ orchestra. Verne Smith has been assigned as announcer. Contract is for 52 weeks. Placement is through Rathauft & Ryan, Hollywood. John H. Weiser is agency account executive.

Broadcast Advertising • Broadcasting

Page 54 • October 26, 1942
WSIX and Mutual Break on Contract

WSIX, Nashville, and MBS are currently at odds over the affiliation status of the station with the network. Mutual maintains that the five-year contract signed in January, 1941 is still in effect, while WSIX holds that it was terminated Oct. 16 in accordance with its notice to the network. WSIX for some time has been carrying BLUE programs, and now carries no MBS programs.

Basis for the disagreement goes back to last March when MBS stopped feeding musical programs to the station after the AFM had pulled all of its musicians from Mutual in order to prevent the network from feeding music to WSIX, which was then engaged in a dispute with the AFM Nashville local [BROADCASTING, April 6].

At that time Fred Weber, MBS general manager, explained that "discontinuance of service to the Nashville affiliate was unavoidable, in view of the fact that 198 other Mutual member and affiliated stations could not be deprived of service." WSIX contends that this curtailment of service, which had lost the station a number of commercial as well as sustaining Mutual programs, violated the terms of the contract and was sufficient basis for the station's termination of its Mutual affiliation.

Asked for a statement of WSIX's legal position, Alfred T. Levine, the station's general counsel, asserted: "WSIX does not feel it is proper to discuss this matter other than to say that Mutual breached its contract with WSIX."

86 Stations Benefit

LATEST survey by CBS of its programs heard on the full network to earn the 19% discount plan shows that 86 stations have benefited by the plan, adding 338 hours and 25 minutes to the network's commercial schedules. Also revealed was the fact that 40.2% of the CBS programs presented between 7 and 11 p.m. are full-network shows. After Oct. 19 when Lady Esther Co.'s Screen Guild Players goes on the full network, 17 separate sponsors will be the total presenting 26 individual commercial shows on the full CBS network.

Propose KRBA Sale

APPLICATION for assignment of KRBA, Lufkin, Tex., to Darrell E. Yates, manager of the station since it went on the air June 15, 1938, has been filed with the FCC. Under the deal, Mr. Yates will pay $10, and other good and valuable considerations to the three partners, Ben T. Wilson, automobile dealer; R. A. Corbett, oil distributor, and Thomas W. Baker, engineer and banker. Reason for the change is said to be the enlistment of Mr. Corbett in the armed forces, and the desire of the other partners to retire.

MERIDITH WILLSON, musical director of NBC Hollywood, has been notified that his truck driver song, My Ten Ton Baby and Me, has been adopted as official campaign song by the U. S. Truck Conservation Corps.

IN ARMY WAR SHOW

Six Former Radionmen Are
With Task Force

SIX former radio men are on duty with Victory Division, Army War Show Task Force, with the arrival of Lt. David Kempkes, former CBS engineer, who replaces Lt. Charles Carvajal, NBC International Division production director, who has a foreign short wave assignment.

Others with the show are Pvt. Bert Parks, CBS announcer who handled cigarette work in the east; Pvt. Bob Waldrop, NBC staff announcer once heard on Hour of Charm and John's Other Wife; Pvt. Don L. Kearney, formerly with WHAM, Rochester, WAGE, Syracuse, WFS, White Plains, N. Y.; Pvt. Dick Kaiser, WCAU, Philadelphia; Pvt. George Fuller, WPBR, Baltimore.

Gen. Code Adds Duties
In Signal Corps Setup

UNDER a realignment of the office of the Army Chief Signal Officer, Brig. James A. Code Jr., Assistant Chief Signal Officer, has been designated as Chief of the Signal Operating Services, a companion post to that of the Chief of the Signal Supply Services held by Maj. Gen. Roger B. Colton. Gen. Code thus will hold two posts—Assistant Chief Signal Officer and Chief of the Signal Operating Services. Under Gen. Code's direction in the new organization structure are the Army Pictorial Division, headed by Col. K. B. Lawton; the Army Communications Division, Brig. Gen. Frank E. Stoner; the Signal Troops Division, Brig. Gen. Charles M. Milliken.

The Signal Supply Services, directed by Gen. Colton, comprises the Materiel Division, headed by Eugene V. Elder, and the Research and Development Division, in charge of Col. J. D. O'Connell. The Army-Navy Engineering Production Procurement Expeditionary Agency and Storage & Issue Liaison Branch are placed directly under Gen. Colton's executive staff. Col. D. McK. Crawford continues to direct the Communication Coordination Division which, besides four branches, has the important Army Communications & Equipment Coordination Branch and the Signal Corps National Committee. Col. C. O. Bickelhaupt heads the Control Division.

McNutt Statement

(Continued from page 8)

town. These offices will be glad to review the entire question with them.

"I wish to extend my appreciation for the splendid cooperation your member stations and the radio industry as a whole have given our efforts. And at the same time I wish you every success with your current series of NAB district meetings."

WLBJ. Bowling Green, Ky., operating full time on 1340 kc. with 250 watts, became affiliated with Mutual Oct. 18, bringing the total number of MBS affiliates to 208.

CLEAR CHANNEL

Something NEW
in New York Radio

Popular..."The Classics with a Blend of the Modern...and NEWS"

WLBI Broadcasts Weekly:
43 hours of the best liked semi-classic and classic melodies...featuring OUTSTANDING ARTISTS AND COMPOSERS.
19 hours of favorite musical comedy—motion picture tunes and soft-rhythms—familiar music by LEADING ORCHESTRAS and SINGERS.
6 hours of operetta and opera presenting GREAT VOICES.
5 hours of novelty music.
9 hours of UNITED PRESS NEWS.

And here's DEFINITE EVIDENCE that WLBI-listeners buy WLBI-ADVERTISED products and services: Last month, WLBI's fifth on the air, we received over 15,000 letters from listeners, 40% containing proof of purchase.

And Remember: WLBI is still maintaining the LOWEST RATE FOR COVERAGE OF THE NEW YORK MARKET.

OFFICES: 830 BUILDING, New York City

1190 Kc.
THE VOICE OF LIBERTY

ON ICE!

Even when your stocks are frozen and your plant impressed for war production, you can't just put your good name on ice for the duration...or you'll be left out in the cold when peace comes.

To have a warm reception waiting for your product when it comes home from the war—give the people who were your customers, and who will be again, something they value—radio entertainment—to remember you by.
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

WCHS
CHARLESTON, W. VA.
5,000 on 580
CBS AFFILIATE

W CAN
540 KC
5000 WATS
-Portland, Maine-

WATL WRBL
ATLANTA COLUMBUS
MBS 250W CBS 250W
Represented by SPOT SALES Inc.

Third District's Music Stand
(Continued from page 10)

Petrillo and try to settle the matter, the Attorney General said, to me," Mr. Kaye conceded, "And if you do, I'll indict both." Mr. Kaye said that he was afraid that in such an action, Petrillo would be let out "and the broadcaster might be left holding the bag."

In the Middle
Mr. Kaye reiterated the NAB point of view in the Petrillo matter and stated that it expressed the attitude of 98% of the radio industry. "We don't want to settle it," he said, "when we didn't start it. We only got caught in the middle, and instead of giving up, we are going to fight it out."

He added that at the proper time, an injunctive suit would be filed against James C. Petrillo and the AFM in the New York State courts, stating that in similar situations, the State courts have ruled against the union.

As for providing added employment at radio stations for the musicians, he reminded them that more than 200 stations are located in communities where there are not even enough musicians to have an AFM local represent them. Moreover, in many towns there are no real professional musicians, only part-time players, "and if stations had to hire them, you would have to pay the listeners to listen."

OWI Plans Explained

The meeting was opened by Neville Miller, president of the NAB, and Isaac D. Levy, director of the district, who presided, the morning session was devoted to addresses by representatives of the Government agencies, touching on the role of radio in the war effort. Douglas Meservey and Carl Haverlin, station relation consultants for the Office of War Information, explained why the OWI was set up, what it is trying to do and as-

War Production Board. He disclosed that dry cell batteries would be made available for farm sets only, none being available for civilian portable sets. Moreover, there will be absolutely no spare parts for auto radios.

The Tuesday morning session was devoted to a presentation of panel sales and business topics by Lew Avery, new NAB director of broadcast advertising. Quoting Paul P. Peter, research director of the NAB, he said that the 1942 volume, based on actual billings and present commitments, will be from 8 to 10% better than 1941.

COTTINGTON'S TALK

The concluding session Tuesday afternoon was devoted to a discussion of sales management. John E. Surrick, sales manager of WFIL, Philadelphia, presided. Highlight was the address by C. H. Cottington, radio director of McCann-Erickson, New York, who discussed the problems facing an advertising agency's radio department and what the station sales managers can do to help the agency.

Spot campaigns are becoming increasingly important at the agencies, he said, and now is the time for radio to convince manufacturers of the opportunities of radio as an advertising medium by use of spots. Yet he warned that radio should not let the one-minute spot situation get out of hand.

"We may be approaching the saturation point in one-minute spots," said Mr. Cottington. "Availability is increasingly difficult to get and it may be that you have too many of them. Some day the public is going to catch on and throw you out. As a result, it might be better not to try to discourage the one-minute spots before the public discourages you."

Mr. Cottington cited the great need for new and fresh market information as a result of population shifts and the concentration of industries because of the war effort. He asked the broadcasters to ease up on their mailings of promotional material to the agencies. "They are all interesting and helpful to us," he said. "But while we want everything, we don't want it all at once. Don't flood us with details until we ask for it."

Mr. Cottington pointed out that

STARS AND STATIONS gave time for war relief Oct. 13 when MBS aired a quarter-hour show, Bundles for America's Gala Radio Show. Performing were (seated, left to right): Mrs. Waves Latham, national president, "Bundles for America"; Roland Young, movie star; Bessie Beatty, Mutual and WOR commentator. Standing are Frank tenor on Double or Nothing; Jean Dickenson, Metropolitan Opera soprano, and star of Album of Familiar Music: Larry Holcombe, radio department of William Esty & Co., New York, agency which produced the show without charge; Nat Brusiloff, whose orchestra gave its services; Alois Havilla, announcer; Frances Scott, CBS, m.c. Show was arranged by Mrs. P. W. Waley Combs, national chairman of Bundles for America radio committee, and wife of the vice-president of William Esty & Co.
the outlook for the new year was more promising than a year ago at this time. Clients, he said, are willing to sit down and discuss 1943 budgets instead of the “let’s wait and see what happens” attitude that marked the closing months of 1941. Most encouraging, he added, is the fact that in spite of the war and war-time conditions, radio has held on to virtually all of its network shows. “The inevitable hasn’t happened,” he added. “But agency men will always fear it.”

Retail Problems

A discussion of department stores “and why they should buy more radio” was led by John Gar- ber, advertising manager of Straw- bridge & Clothier, Philadelphia department store. The job of radio for the department store, he said, is to sell merchandise or categories of merchandise. The mistake is made, he added, trying to sell the entire store to radio or department store on an institutional basis. “You need a good merchandise story, not a program, to sell radio to department stores,” said Mr. Garber.

He suggested that the radio sales managers pick out merchandise classifications in a store, build a merchandising story around it and then present it to the department store. “Always bear in mind,” he advised, “that radio must do, as the newspapers, a quick and sharp selling business for the department store. Radio has done it nationally, and there is no reason why radio should not be able to do it locally.”

Mr. Garber also cautioned the broadcasters against signing department stores to short-term contracts. “Don’t sign for 13 or 26 weeks,” he said. “You have to build it on the air for at least a year in order to give it a fair chance.” He pointed out that the mortality of department store shows was ex- ceedingly high after 13 weeks, but significantly low after one year.

He pointed out that it is a false premise for broadcasters to feel that the department store is antagonistic to radio. While not progres- sive, Mr. Garber pointed out that the department stores would welcome the hold the newspapers have on them, and it is up to radio to create the proper selling conditions.

Vince Callahan, War Bond di-

rector of press and radio, denied there are too many plugs for War Bonds and Stamps on the air and urged broadcasters to continue their aid.

Registered at the District meeting were:

Elwood C. Anderson, WEST; Easton; H. M. Baker, NAB; Washington; WPB; Lewis H. Avery, NAB; Stan Lee Brown, WGAL, Philadelphia; Joseph H. Burwell, WMHS, Uniontown; John Bar- bert; Paul S. Bohrer, WIP, Philadelphia; George B. Coleman, WGBI, Scranton; C. Colmer, SESAR; Roy Croft, WKY; Cedar Rapids, IA; Victoria Corey, KDRA, Pittsburgh; J. Eugene Covy, Office of Censorship, Henry N. Cocker, WTEL, Philadelphia; C. E. Cordtong, WIP, Philadelphia; Herbert E. Cummings, WGAL, Philadelphia; Victor C. Diehm, WAZL, Hazel- ton; Charles E. Denny, WERC, Erie.

Elaine C. Ewing, OWI; Harold Fellows, OWI; Eileen B. Frenz, KFAB, Kansas City; Fred F. Glack, WJEJ, Magerstown, Md.; Robert L. Gilke, WOR, York; Raymond A. Gub, WGBI, Wildwood, N.J.; Glenn Kimbrell, WIP, Philadelphia; John A. Garber, Strawbridge & Clothier Department Store, Philadelphia; Paul F. Harron, WBG, Glenside, Pa.; Carl H. Hartin, OWI and BMI; K. R. Huesteg, OWI; R. B. Hudson, WOR, Newark; Arthur Roberts Jr., USNR; E. Douglas Hibbs, WTEL, Philadelphia; Louis G. Hopp, WOR, New York; George E. Jordan, WRAK, Williamson, N.Y.; C. R. Larch, WCMU, Allentown; Kenneth J. Kinnison, WJEJ, Philadelphia; APN AMPH, Standard Radio; Edward J. Krog, WEPA, New Kensington; Sidney K. Kane, BMI and BMI; Howard Redenius, WOKY, OCA, Melrose, Pa.; L. Lahr, WJKO, Suburban; Leon Levy, OWI; E. W. Jones, WSKY, West Scranton; C. W. H. McCauley, WCMU, Columbus; W. C. McCullough, E. P. Kello, AMP; Gerald W. McCollum, WJEJ, Philadelphia; E. B. McCroy, WKBK, Hamilton, Ohio; Joseph K. Miller, NAB; B. A. McDonald, KYW, Philadelphia; Jack Master, OWI; Leonard Merrill, OWI; Joseph M. Menken, WMRF, Lewistown; Leo J. Metcalf, WREU, Erie; E. W. Moore, Columbus; Herbert L. Petey, OWI.

Wives of OWIP, Philadelphia, executives assist station’s War Bond campaign. Mrs. Louis London (1), wife of the program director and Mrs. Arthur Simon, wife of the station’s general manager, joined with entire office of OWIP in a rally night for War Bonds, when a one-hour sale-by- sale broadcast from the police station preceded by a canvass of a radio aid zone 33, West Philadelphia, netted Mr. Gala $105,000.

As part of the nationwide War Bond campaign, 300-quarter hour transcriptions, recorded by NRC Re- cord-Record division, have been released to local stations throughout the country by the War Price-War Aid of the YMCA, one of the agencies in- cluded in the War Chest.

CANTEENS BATTLE OVER AIR RIGHTS

FOLLOWING up reported claim that broadcast origination from the newly-opened Hollywood Canteen impair program value of the weekly CBS Stage Door Canteen sponsored by Corn Products Refin- ing Co. (Mazola), the American Theatre Wing has sent Helen Menken, New York actress, active in the New York Stage Door Canteen, to Hollywood, as its representative to straighten out the issue. Accompanying Miss Menken is an executive of C. L. Miller Co., New York agency servicing the account.

As sponsor of the weekly half-hour show, firm claims exclusive radio rights, with American Theatre Wing backing up the contention. Topics to be covered dur- ing the conferences were expected to include the fact that Hollywood Canteen serves as broadcast orig- ination and also that it receives re- muneration for the privilege, it was claimed. In contest with operation, the New York group feels that Hollywood has purloined its ideas without permission. Holly- wood, it was charged, worked with there was any "lifting" of ideas and hope to amicably settle the controversy.

WLS-WENR Night Hours

WLS-WENR, Chicago, since Oct. 12 has been operating on a split sched- ule throughout the night, with WENR remaining on the air until 3 a.m. when WLS takes over. The two stations thus complete a 24-hour cycle.

Three Bullseyes

with

ONE

SHOT!

Schenectady

TROY

In radio sales, just as in war, it's essential to conserve ammunition. WTRY offers the chance to save your shots and to save your money too. WTRY gives you exactly the right aim on the important Tri-City target with the three rich bullseyes — Troy — Albany — Schen- ectady. Get concentrated coverage of this area whose buying power tops off supply at the Philadelphia limits — hit all three bullseyes of the lowest cost per listener on WTRY.

BROADCASTING • Broadcast Advertising

October 26, 1942 • Page 57
TEXT OF SENATOR CLARK'S BILL

A bill to prohibit certain contracts, agreements, conspiracies, and combinations which prevent the making of recordings for use by radio broadcasting stations and coin-operated phonographs.

Whereas, radio broadcasting is of essential public service and is strongly affected with the national public interest; and

Whereas, radio broadcasting is of great importance to the successful prosecution of the war; and

Whereas, the use of recorded music by radio broadcasting stations is essential to the optimum utilization of radio broadcasting facilities, and

Whereas, the cessation of the manufacture of phonograph recordings and electrical transcription would threaten to eliminate the source of newly-recorded music; therefore

Be it enacted, etc. that any provision in the Act entitled “An Act to supplement existing laws against unlawful restraints and monopolies with the war”, approved Oct. 15, 1914, to the contrary notwithstanding, it shall be unlawful for any person or any group or organization of persons or the officers, representatives, or members thereof, to make any contract or agreement, or to engage in any combination or conspiracy to refuse to make or manufacture or refuse to engage in the making or manufacturing of phonograph records and electrical transcriptions, or other forms of recordings. If a purpose or effect of the contract, agreement, conspiracy, or combination is to limit, curtail the supply or use of phonograph records, electrical transcriptions, or other form of recording by radio broadcasting stations or coin-operated phonographs;

Provided, that no such contract, agreement, conspiracy, or combination shall be considered unlawful if it is based on a dispute concerning complaints, hours, health, safety, or conditions of employment.

Sec. 2. Any violation of the provisions of this Act shall be punishable by a fine not exceeding $5,000, or by imprisonment for not more than one year, or both.

SEC. 3. This Act shall remain in force during the continuance of the present war and for six months after termination of the war, or until such earlier time as the Congress by concurrent resolution or the President may designate.

Clark Bill Would Curb AFM

(Continued from page 10)

Programs: C. M. Finney, president, Associated Music Publishers; Gerald King, president, and Milton Blink, vice-president, Standard Radio; Michael M. Silberman, president, Keystone Broadcasting System.

World Broadcasting System received an invitation to attend but sent no representative to the meetings. No comment could be obtained from World executives last week nor would they discuss rumors that World had begun individual negotiations with Petrillo without making a private settlement which would permit World to employ AFM members for the manufacture of musical transcriptions. No confirmation of such negotiations was forthcoming from the musicians union. Either, but despite this lack of official admission, the reports persisted that a private deal between World and the AFM was in the works.

Unfair Competition

If suits are filed in the State courts against Petrillo and the AFM, they are expected to follow the lines of argument outlined previously (Broadcasting, Oct. 19), that the union prohibition of single-use commercial transcriptions of musical programs while permitting the same programs to be broadcast on networks constitutes unfair competition, and that the AFM is also acting illegally in refusing to allow its members to work for transcription companies while at the same time making it practically impossible for them to use non-union musicians.

Several transcription executives expressed the feeling that if such legal action is undertaken it should be done collectively by the major companies and not individually. So much bitterness has already been generated in the dispute that these executives fear that if one company alone should sue the union it would draw down on itself the personal enmity of Petrillo. Then, when a settlement is eventually reached as it undoubtedly will be, they said, this company would be open to all sorts of reprisals from the union men, which could seriously disrupt operations. One musical executive said a withdrawal now could spoil an entire record, they pointed out, and such sabotage could easily be disastrous, if it continued.

Network Letters

As proof that NBC, CBS and MBS are backing the fight which the NAB is waging against Petrillo’s ban on musical recordings, the NAB last week made public quotations from letters it had received from the three networks.

Release of the letters followed the appearance in the New York Times last Wednesday of a story reporting that a majority of “ranking radio network executives” are out of sympathy with the NAB and believe that “solution of the problems raised by the ban of the AFM on recordings can come only through direct negotiations taken by the NAB and believe that “solution of the problems raised by the ban of the AFM on recordings can come only through direct negotiations taken by the NAB and believe that”

Newsletters: J. Paul Stavin and Wright

RF radio station representatives

MONTREAL • WINNIPEG TORONTO

KSTP

50,000 WATTS CLEAR CHANNEL

Exclusive NBC Outlet MINNEAPOLIS • SAINT PAUL

Represented Nationally by Edw. Petry Co.

"I bought a used car advertised over WFDF Flint Michigan so I could use one arm on the curves.

SPOTS WHERE THEY'LL DO THE MOST GOOD!

Complete coverage of the rich Gulf coast area . . . teaming with war industries and a new listening public.
Business Organizations Turn to Radio

Diversified Campaigns, Some Sponsored, Are Outlined

By T. J. McINERNY
Publicity Secretary
Brom (N.Y.) Board of Trade

THE USE of the radio in recent years by business men's organizations trade associations, boards of trade, chambers of commerce and civic and commercial organizations as a means of publicizing their organizational activities and advertising their communities, has increased tremendously.

So potent a factor has radio become in this connection that many of these organizations employ publicity representatives whose duties include radio script writing and production as well as the preparation of material for news stories.

A Third of Them Pay

The majority of the organizations making use of radio depend on sustaining time, but this is not true in every case. Of 165 chambers of commerce and similar associations which replied to a questionnaire out by the U. S. Chamber of Commerce, 23 replied that they paid for their radio time. A similar number reported that they paid for radio on the basis of pay grade, while 75 indicated that they did not pay for their program time.

These organized spokesmen for businesses have turned to the ether waves for the same reason that political parties have taken to the air during the past decade or so: It enables them to reach hitherto unreachable audiences. Consider the amazing increase in the number of radio sets in this country during the past 10 years.

In the period from 1931 to 1941 there was an increase of 41,000,000 sets in the United States. The number of sets in use in 1931 was estimated at 15,000,000; on Jan. 1, 1941, it was estimated that there were 51,000,000 sets in operation. By Dec. 1, 1941, this estimate had jumped to more than 56,000,000, or an increase of 5,000,000 sets during the first eleven months of last year.

The widespread use of the radio by trade associations and civic-commercial organizations has enabled them to reach a far more diversified public than they did prior to making use of this medium of publicity.

Previously, their publicity media consisted almost solely of their own bulletins and magazines, which reached only their own members, plus whatever newspaper publicity they received.

A moving force in the increased use of the radio by business men's groups has been the U. S. Chamber of Commerce, which has 1,500 boards of trade, commerce chambers and other trade groups throughout the country. The radio division of the national chamber, under the direction of a seasoned radio commentator, has become one of the most important units within that organization.

Nationwide Series

The civic and commercial organizations which use radio depend mainly for time and facilities on the local stations in their own communities, although some of the larger groups have been able to secure time on the bigger stations and on the networks.

The U. S. Chamber of Commerce disclosed that among the associations which were able to pay for their time on the big stations, the average appropriation, to be spent over a period of a year or less, were $200, $800 and $1,000.

A few years ago, civic and commercial organizations in some 1,200 communities throughout the country joined forces in a nationwide series on the general subject, "What Helps Business Helps You". The radio series was part of a general campaign to awaken public interest in the radio and an appreciation of the problems of business men.

Some of the worthwhile activities incorporated by business organizations in their radio programs have been as shown by a recent survey, follow:

The Joplin, Mo., Chamber of Commerce purchased time on its local radio station to promote special sales events and other celebrations.

The Assn. of Commerce in Grand Rapids, Mich., cooperates with the Michigan State Employment Service by presenting I Want a Job, a program of radio interviews in which jobless persons describe their qualifications for the benefit of potential employers.

Diversified Programs

Industries in Portland, Ore., were given an opportunity to describe their manufacturing processes and products once each week. The Chamber of Commerce of that city, with the help of local manufacturers, described the actual process of manufacturing, assumed the cost of producing and recording the broadcasts.

Announcers and technicians collaborated on a word picture recorded at the plant itself on the day preceding that of the broadcast.

Since December, 1937, the San Diego Chamber of Commerce has sponsored a weekly broadcast known as Know Your San Diego. It presents 15-minute addresses by or interviews with civic leaders, Army and Navy and local officials and others prominent in San Diego's community life who are qualified to speak on subjects of local interest.

The Atlantic City (N.J.) Chamber of Commerce inaugurated an award to the "Citizen of the Month" as part of a regular weekly program.

Examples of the diversity of radio programs by trade associations which use radio include programs directed to a wide range. The National Assn. of Manufacturers conducts a nationwide broadcast designed to appeal to the average listener and to instill in him an appreciation of the work being done by manufacturers in the present national emergency.

This program is always of a timely nature and is conducted by a panel of popular news commentators, a combination which has made it quite successful.

The Cotton Textile Institute uses paid-for transcription and spot announcements to promote the use of cotton fabrics in clothing and household furnishings.

The National Retail Dry Goods Assn. has prepared scripts suitable to local situations and which members in various localities use as their own. The Association of Casualty & Surety Executives also uses spot announcements to promote accident prevention.

The New York Curb Exchange, an effort to promote trading on the Curb, arranged with 300 stations to report the prices of the more active stocks each day. Recently the export committee of the Radio Manufacturers Assn. had a joint program with the Export Managers Club of New York concerned with the radio export situation and the program was shortened to Latin America.

An encouraging feature of the picture is that whereas their resources permit, these organizations are willing to pay for the opportunity of airing their programs.

Treasury Gets AFM Break

AT THE REQUEST of the Treasury, the AFM has given RCA special permission to record two new patriotic tunes, "Ev'rybody Ev'ry Payday" and "March for the New Infantry." The first song urges regular purchases of War Bonds; the second is a popular song. Numbers will be released on Bluebird records, with Barby Woods as vocalist, backed up by chorus and orchestra.

OFFICIAL Navy film, "The Battle of Midway," will be televised by WHRC's New York video station, Oct. 26, one of many Government films to be included in the station's regular Monday evening telecasts.
Rosenbaum Sharply Criticizes NAB Handling of AFM Fight

Says Broadcasters Should Not Carry on Fight For Juke-Box Industry Over Recordings

See also story on page 10

SHARPLY disagreeing with the NAB policy in the current record-

ings controversy, Samuel R. Rosen-

baum, president of WFIL, Phila-

delphia, told the NAB 3rd District

meeting Oct. 19 the association's hand-

ling of the music situation was a "masterpiece of ineptitude" [see story of meeting on page 10].

Sydney Kaye, NAB counsel in the record fight, immediately re-

plied to the Rosenbaum statement suggesting in his answer that Mr. Rosenbaum "does his thinking in an ivory tower".

In rebuttal to Mr. Kaye, Mr. Rosenbaum on Oct. 23, in a letter sent to all stations, said it was a mistake "to send Neville Miller shopping around for a State court judge who will give him a local injunction." He argued that the juke-box industry should "justify its own existence."

"Let the juke-box do as we did and do its own share to remedy the conditions against which, in my opinion, the musicians have a just complaint," he declared.

Full text of Mr. Rosenbaum's statement at the District 3 meet-

ing follows:

"The handling of the Petroli situation by the National Associa-

tion of Broadcasters is a masterpiece of ineptitude."

"For the past year or two the pressure of other work has made it impossible for me to take a direct part in the work of the trade organizations in the broadcasting industry. I would prefer to avoid entanglement into the so-called Petroli controversy, but as a member of this district speaking in our local meeting, I cannot keep silent when I see how it is being mishandled.

"Our Association should never have taken the leadership in a fight against the musicians. Their fight is not against us primarily, but principally against the juke-box barons and the record-manu-

facturers. Yet we have engaged counsel to mastermind the cam-
paign and we have hired a high-pressure publicity firm which is inspira-
ing the national flood of news stories, editorials and car-
toons against Petroli.

Getting Scroched

"We have allowed ourselves to be used by the record-manufacturers to pull hot chestnuts out of the fire for them. While I admire the ingenuity of this strategy, it is our paws which are being scroched. If we keep it up we will be badly burned. In the meantime we are paying bills for services which should be borne by the manufac-
turers, and we will incur the odium of a method of warfare contrary to all modern ideas of dealing with labor.

"Having entered into it, we are allowing our name to be seriously damaged by letting it be used in a form of labor-baiting and labor leader smear which is a relic of a past generation. It may end in losing us all the gains we have achieved in 20 years of fair dealing with labor. Billings-
gate, bilge and bluff are no longer successful weapons in a labor ne-
gotiation.

"With the entire press of the United States at our disposal, and with powerful government lending themselves amiable to the effort, all we have been able to think of is to attack the in-

teregy and personal char-

acteristics of one labor leader who happens to be a vigorous and out-

spoken agent of his craft.

"It will do us no good to destroy Petroli as an individual. There will only rise up others to succeed him who may be more diplomatic or more grammatical, but who will be even more determined and un-

relenting in carrying out the mal-

dates of their people and they will be embittered to boot.

"In carrying these economic difficulties to be met in this con-

trovery. What have we contrib-

uted toward their solution by this unseemly brouhaha? Not one con-

structive thought has been uttered. All our energy has been con-

centrated to a legal and newspaper hue-and-cry. The only remedy we have proposed is the old reactionary slogan, "Keep Every-

thing As Is."

Chance of Legislation

"It is my belief that the court action which was started with in-

sufficient forethought and inade-

quate preparation may put a clamp on us which will discredit everybody who had any part in this cynical proceeding. It is difficult for me to believe that any of the lawyers concerned were really convinced the action would succeed. I can only presume the Attorney General's approval was obtained because he is too busy with major war problems. It is at least to the credit of the Depart-

ment that the action was limited to a civil proceeding instead of firing off a terrifying blank cart-

ridge with a criminal indictment.

"As for legislative action, it does not take much reflection to realize that introduction of repressive labor legislation in Congress will bring in the whole of organized labor to fight for its own. Instead of a local siege we will find we have stirred up a major war on a wide home front at a time when we have plenty to do in the War with Japs and Germans.

"Let us stop trying to scare people by making false faces. Labor won't scare. Petroli won't scare. Maybe after Hallowe'en the manufacturers will begin to think and talk sense, and our National Association of Broadcasters will stop representing manufacturers and confine itself to representing broadcasters.

"This is a case that can and should be settled. Petroli's objec-

tives also require legislation and it is probably just as true that any legislation he wants would stir up the whole underlying prob-

lem of patents, copyrights and re-

straint of trade, so it is out of the question during the War. Some-

body ought to get these people a shell which would tell them to pre-

sent these views to my neighbor broadcasters as no doubt a resolu-

tion will be offered at this meeting approving the conduct of the na-

tional body, and I appear to be the only broadcaster who has seen this thing differently from the start."

GAGS NOT GRUB occupied in-

terest of this NBC Bob Hope Show, kitch confrere in the newly

opened Hollywood Canteen, from

whence the program recently origi-

nated for the San Francisco Sugar

trio (l to r) are Bob Hope, with Norman Morrell and Thomas Conrad Sawyer, director and producer, re-

spectively, of Lord & Thomas, agen-

cy servicing the account for Fepeosont Co.
The Oldes Spors On WOR  
Station Finds 41 Current Advertisers have been  
Using Facilities Over Four Year--  

OLDEST SPONSOR using time on WOR, New York, is Dugan Brothers, New York, for Whole Wheat Bread, according to a survey by the station, showing also that 41 current WOR sponsors have used the station for four or more consecutive years, while 10 have been WOR accounts for over seven years. The list of 41 includes more food sponsors than any other category, with drugs a close second.

Dugan Bros. still sponsors the same program it contracted for 15 years ago when WOR was only five years old—McCann's Pure Food Hour, then conducted by Alfred McCann Sr., and now presented five times weekly by his son. Advertisers using the same program by McCann for a 14-year period are Hawaiian Pineapple Co., San Francisco (Dole's pineapple juice), and Richmond-Chase Co., San Francisco, for Heart's Delight canned fruits.

R. H. Macy & Co., New York department store, has presented various programs on WOR since 1924, and has stepped up to such an extent in the last 13 weeks that 100 programs, with top-name talent, have been either recorded or shortwaved to Latin-American countries. While the release of approximately 1,000 stations, the production schedule will be increased by at least 25% in the next four months, according to Mr. Runyon. He states that through cooperation of the Hollywood Victory Committee and recent network contracts, from four to seven well-known radio and film personalities have been featured on each program, with that policy to continue for other broadcasts as well.

Soap Placements  
LOS ANGELES—Soap companies Los Angeles (Scotch cleanser), Los Angeles (Scotch freshener), and Los Angeles (Scotch cream), in a free sample contest to introduce its new product, starting in early November will conduct a series of weekly test campaigns on 13 California and Nevada stations. Using the daily five-minute transcribed musical program, Gues A-Tune, initial two-week test starts Nov. 2 on KOMO KYOS KERN, to be followed for a similar time period starting Nov. 9 on KGMD KTRB KOH. Schedule started, Nov. 16 on KOMO KIEM KFBK KHSI KVCV KROW, with time contracted on KPO starting Dec. 1. Agency is Raymond R. Morgan Co., Hollywood.

'Milky,' in Spanish  
A SPANISH VERSION of 'Milky,' a white program sponsored by Milly Pouch Tobacco Co., Washington, D.C., is being shortwaved to South America, with commercials deleted, in cooperation with the Office of the Coordinator of Inter-American Affairs. Program is shortwaved Tuesday, 9-30 p.m., and rebroadcast over 50 Latin American stations. Espionage and anti-Axis activities in this country are dramatized in the series. Walter & Downing, Pittsburgh, handles the commercial, domestic broadcast.

Shortwave Clause  
In Bill Is Amended  
Station Owners Protected for Personal Injury, Slander  

TO PROTECT owners of international shortwave stations and facilities from all injury to persons or property during the period of their program operations, the Office of War Information and the Coordinator of Inter-American Affairs, Elmer Davis, OWI chief, and Percy Douglas, acting chief CIAA, during Mr. Rockefeller's South American trip, have proposed to amend the original version of the authorizing bill [BROADCASTING, Oct. 12] by provisions as contained in the House deleting the word physical to make it read, "damage on account of injury to persons or property arising from such use of said radio stations." This was revealed last week with the publication of the subcommittee's hearings and was contained in a letter signed by the two officials.

Slander Clause  
This recommendation was adopted by the Senate in its amended version which was returned to the House for concurrence. At the same time it was shown that this deletion was designed to insure the station owners against "injury in the form of slanderous statements broadcast in programs controlled by our agencies," the letter states, "for which the owners would be legally responsible."

During the hearings, Elmer Davis was questioned regarding the use of his appropriations, and he explained that one-fourth is used for domestic purposes and the remainder of the $25,000,000 appropriation to overseas activities, explaining that various countries are reached by shortwave and medium-wave radio.

Otherwise the net effect of the Senate hearings was nil, with no change in House-approved appropriations for the FCC or any revision of the appropriations for use of radio either by the Rockefeller's CIAA or the OWI.
\textbf{Decisions... \textit{FEDERAL COMMUNICATIONS COMMISSION}}

\textit{OCTOBER 17 TO OCTOBER 23 INCLUSIVE}

\textbf{Army Signal Corps}

\textbf{COURSE FOR WAC'S IN RADIO PLANNED}

Army Signal Corps will train members of the Women's Army Auxiliary Corps to replace enlisted men as radio operators and radio mechanics in Army Air Forces Headquarters Companies, the War Department announced Oct. 22.

The training will be conducted at the Midland Radio & Television Schools, Kansas City, chief officer of which is Arthur Church, president of KMBC, Kansas City.

The first class, comprising 55 student operators and 28 student radio mechanics, will begin next Nov. 30. Subsequent classes of approximately the same proportions will be started once a month until the requisite number of radio specialists have been trained. The radio operators will receive a 13-week training course. The course for the radio mechanics will run eight weeks.

Members of the Women's Army Auxiliary Corps will be selected for the operators' and mechanics' courses during basic training at the Women's Army Auxiliary Corps Training Center, Fort Des Moines, Iowa. Candidates for training will be notified by local radio operators to receive code aptitude tests, while those seeking additional training as radio mechanics will be given examinations in trade aptitudes.

\textbf{NOW A PRO, Roy Gould, 15-year-old transmitter operator of KFXM, San Bernardino, was a ham with the Signal Corps before Pearl Harbor. Since then, as a first class licensee—a ticket he has held for two years—he has been riding trains for the California station. Unlike most youths he sees his future clearly: at 18, he expects to join the Signal Corps and after the war he intends to go to college to become a radio engineer.

\textbf{No Curtailment Planned by W55M in Milwaukee}

The Milwaukee Journal, operating WTMJ, announced Oct. 19 that no voluntary change is contemplated in the FM service it is providing through its 50,000-watt W55M. This statement was made to refute rumors circulating in its territory that W55M schedules were to be curtailed in the near future. The Journal Company stated that it realizes that no operator of a broadcast station, either standard or FM, can be sure of securing tubes and other equipment necessary to future operation. Yet W55M will continue to be on the air from 10 a.m. to 10 p.m. seven days a week as long as it is physically possible to do so.

Far from reducing service, the company even plans to improve the programs offered over W55M, which is programmed independently of WTMJ, there being practically no duplication of programs between the two stations.

\textbf{Network Changes}

\textbf{Direct Mail Citations}

\textbf{Network Changes}

\textbf{Direct Mail Citations}

\textbf{ALL FOUR major networks were cited as \textit{direct mail leaders for 1942}} in the annual awards of the Direct Mail Advertising Assn. during its one-day conference on Wartime Direct Mail and Printed Promotions in New York, Oct. 16. This year none of the 16 special award plaques previously won by radio networks was cited as leader. The networks cited as leaders were: BLUE, B. J. Hauser, sales promotion manager; CBS, Frank Stanton, former acting director of sales promoting now vice-president; MBS, Robert A. Schmid, director of advertising promotion; \textit{Victor} (Parlloyd F. Has- son, manager of promotion production. An additional honorable mention went to CBS.}
SHORTWAVE LEASES AWAIT SIGNATURE

FORMAL agreements covering the joint leasing of 10 existing shortwave stations by the Office of War Information and the Commissioner of Inter-American Affairs will be signed within a week, it was learned last week.

Under the terms of the leases, the broadcasters will continue operation of the facilities at cost and the Government will pay the cost of operations. Purpose of the program is twofold: To coordinate news and other material for international consumption, and to employ the facilities of the stations as a nucleus in the Government's expansion program which calls for construction of 22 additional stations in the near future [BROADCASTING, Sept. 28].

The Government will be enabled by this program to prepare and transmit its own shortwave programs. At the same time certain of these programs will be developed in collaboration with the programming staffs of NBC and CBS, two of the expected lessors.

WOW, New York, Using Added Live Programs
CARRYING OUT its announced policy of presenting live studio productions on its English program schedule, WOW, New York foreign-language station, has lined up six new features, to replace to a large extent its recorded music programs. Musical programs include a three-weekly solo piano music series by Fred Hall, composer; Pan Ameri-Cana, a six-weekly presentation of Latin American music by a novelty instrumental quartet; and a three-weekly broadcast by a girl trio, singing popular tunes.

Drama will be represented by a Saturday series of original plays, and by a five-weekly running review of Broadway productions by David Lowe, commentator. A quarter-hour presentation has been added, Monday through Saturday, in the late evening period.

Merit Award to WLW
A CITATION of merit was presented to WLW, Cincinnati, Oct. 22, by Dan T. Moore, director of Fifth Corps Area, OCD. In making the citation to James D. Shouse, vice-president of the Crosley Corp, in charge of broadcasting, Mr. Moore spoke of the station's "leadership and the splendid support which it is giving to the cause of civilian defense."

Explanation of Current News Problems
Commentators' Main Duty, Says Woods
THE RADIO commentator today faces the gravest challenge and the greatest responsibility of his career, according to Mark Woods, president of the BLUE Network.

"He has become a major factor in enlightening the public on issues of vital national importance; stimulating its thought; and inducing unity of action," Mr. Woods said.

A nation committed to a war of survival cannot function properly if its people are torn by selfish interests, partisan and sectional viewpoints. The real issues become clouded. The commentator performs an essential service in clearing up the muddle and crystallizing national thinking in logical channels," Woods continued.

He adds that he was surprised at the extent to which public opinion is still unsettled on vital issues of the day and in confusion over the inevitability of steps taken by the nation's leaders in the conduct of the war.

"I have talked recently with war workers, cab drivers, government officials, porters, business men and war industry executives; all seemed to have different convictions on how this war should be won. Many are apparently disappoointed with the role we've played to date; for example, many East erners think the farm bloc is sabotaging the President's anti-inflation measures while Westeners see no need for gas rationing where gas is plentiful. Such conversations have convinced me that the perspective of many people is confined to the immediate bearing of current happenings on their own lives, without due regard to their effect on national security. To a certain extent, this reaction is natural to all of us.

"But someone must present these problems in their relation to the over-all picture, someone thoroughly familiar with the national economy, wartime exigencies and the vital need for concerted support of Government's war effort."

"Commentators such as Swing, Godwin, Kaltenborn, Clapper and Shirer, to cite only a few, are in the position to present the true picture of affairs to the country. Unhampered by party ties, partisan loyalties or outside advantage, they have a singular opportunity for giving direction to thought and purpose by presenting the facts in their proper perspective.

"Today's commentators are finding their place in a democratic nation and are doing their job ably and well. I am convinced they will have a major share in dispelling the lack of understanding and the confusion that still hampers our war effort."

TT&T Subsidiaries Merged
IT&T on Oct. 22 announced that its two associate manufacturing companies in the United States, International Telephone & Radio Mfg. Corp and Federal Telephone & Radio Corp., have been merged. Name of the corporation resulting from the merger is Federal Telephone & Radio Corp, Newark, and henceforth the business will be conducted under the new name. IT&T also has announced plans to proceed with the construction of the first unit of a new factory at Nutley and Clifton, N. J., which will be completed by the time of the Federal, and it is planned that all laboratory and manufacturing operations associated with IT&T in the United States shall be centered there.

A RESOLUTION of the Association for Education by Radio on the subject of educational radio in wartime will be held Nov. 4-7 at St. John's College, Columbia, Mo. An attendance of 400 is anticipated.

Think of CLARK your synonym for QUALITY TRANSCRIPTION PROCESSING

Think of quality transcription processing and you think of CLARK. CLARK has been the symbol of pride of workmanship and dependability of performance. All over America electrical transcriptions bear the stamp of CLARK experience. Today nearly every sizable transcription producer is a CLARK client. How about you?

CLARK Phonograph Record Co., Newark, N.J.
216 High St. Humboldt 2-0880
Chicago, Illinois
221 N. LaSalle St. Central 5275

THE FRIENDLY STATION
Seattle • 50,000 watts • CBS

ASK YOUR AGENT TO ASK THE COLONEL!
FREE & PETERS, Inc., National Representatives

BROADCASTING • Broadcast Advertising

October 26, 1942 • Page 63
THEY ALL 'CADADICATE' 
Wine Program Spreads Word 
All Over Northeast

IT ALL STARTED with one word.
No one quite knew what it meant.
But it kept cropping up again 
and again in Molineaux Wine Front [BROADCASTING, Oct. 5] now 
heard in the 10-10:15 a.m. period, 
Monday through Friday.

As in the CBS series, different 
serials will take over each week in 
specially written episodes designed 
to show how the well-known 
characters cope with war-time problems.

There will be no connection with 
the story development of the 
regular dramas from which the actors 
are drawn.

The series will be presented 
in cooperation with the 
OWI, with 
network, agencies, and 
actors contributing 
their services. Clifton 
Fadiman, m.c. of 
Information Please, 
and chairman of the 
War Writers Board, will act as the narrator, 
yielding to the five 
producers each week, 
and reading the 
government message at the end of each broadcast.

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 2-7859

GEOE GE. DAVIS
Consulting Radio Engineer
Munsy Bldg. 
District 8456
Washington, D. C.

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

HENRY R. SKIFFER
Consulting Radio Engineer
FIELD, INTENSITY SURVEYS 
STATION LOCATION SURVEYS 
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

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

Radio Engineering Consultants
Frequency Monitoring
Silver Bldg., Hollywood, Calif.

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

BROADCASTING FOR RESULTS!
ROYAL O'IRILL, formerly announcer of KRE, Berkeley, and KROW and KIX, Oakland, is on the control room staff of KFAR, Fairbanks, Alaska, and helped install the station's new 5,000 watt transmitter. Walt Price, formerly radio engineer in the test section of the radio laboratory at Puget Sound Naval Shipyard, is now assistant engineer of KFAR.

PALMER GREER, six years on the engineering staff of WKRC, Cincinnati, has joined the staff of the new WLAW, Columbus, Ohio, as an assistant engineer assigned to work in the field.

JAMES MURPHY, formerly a sound technician in the sound department of NBC, has joined the staff of WRCA, New York, to succeed Frank Blotter, who has joined the staff of WRCA.

JEAN SMITH, formerly radio engineer in the KLX, Oakland, Calif., is now an assistant engineer assigned to work in the field.

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RCA broadcast advertising staff has announced its position on the issue of war with Czechoslovakia. Although the station's management has not yet publicly announced its position, the broadcast advertising staff has decided not to accept any Czechoslovakian advertising.

RCA stockholder, Dr. Charles Wolf, president, is of the opinion that the biding of the bidding during an auction of the original manuscript of "Murder of Lidice," epic poem by Edna St. Vincent Millay, following its NBC premiere last Monday night in Radio City's Studio 8-H, offered $1,001 in the name of NBC, and the document went for that sum. Although the bid was initially unofficial, the network will follow through with the purchase, the proceeds going towards the relief of Czechoslovakian refugees. Dr. Wolf purchased the previous bid made by Frank Mullen, NBC executive vice-president, for $1,001 is probably a good current value for the manuscript, according to a first edition expert.

Composed in response to a request by the Writers' War Board, to commemorate Nazi destruction of the Czech town of Lidice, the poem was shortwaved to Latin America in Spanish simultaneously with the domestic broadcast, and was rebroadcast consequentiy twice in English, and once in Portuguese via shortwave to Portuguese stations in WIRCA and WNBX and Westinghouse's WBOS.

Power Shortage Plugs

ANOTHER wartime shortage commodity is electric power in industrial area of Ontario, and Quebec, where Government order has curtailed all electric sign advertising, store window lights, marquee illumination, street lighting, and domestic power consumption in order to conserve electric power for war industries. The Ontario Hydro Electric Power Commission, publicly-owned organization for supplying most of Ontario with electric power, has started a conservation campaign, including 55 spot announcements urging the public to save power. The campaign started Oct. 17 on 16 Southern Ontario stations and runs for four weeks. Account was handled by J. J. Gibson Ltd., Toronto.

Triple Control

NBC engineers on Oct. 19 devised an unusual triple control system, using a voice circuit for each of three languages, in connection with the broadcast on Oct. 17 of the CBC's "Voices," epic poem by Edna St. Vincent Millay, the verse narrative "The Murder of Lidice". The special control, calling for three separate casts of narrators and actors, gave Spanish and Portuguese listeners in Latin and South America an opportunity to hear the verse in their own language, accompanied by the NBC Symphony Orchestra playing special music scored and conducted by Dr. Frank Black. The broadcast was shortwaved to South America on NBC's international stations WIRCA and WNBX, and Westinghouse station WBOS.

HOLLYWOOD Radio Club, new social organization consisting of Southern California announcers, has been formed by Walter White, Jr. and Katherine Keys as active members, and John Reynolds, president. Suitable headquarters will be established and the group will apply for a State charter.
Wartime Ad Copy Reviewed by FTC

STUDIES of radio and other advertising for the Office of Censorship, the WPRB and WOR, are revealed to be major wartime activities of the Federal Trade Commission, according to the FTC September report. The studies, it is stated, are held confidential.

Reviewing its activities for the month, the Commission noted that legal and investigating work it does in supervising enforcement of priorities regulations; conducting cost, price, and profit studies; preparing reports on advertising that contains violations of the codes of wartime practices for press and radio.

At request of the Director of Censorship, the FTC propels analyses and reports on all advertising in magazines, newspapers or on the radio that refer to the war, the war effort, war economy or war production, the armed services, the general public morale or health, not related to priorities, to coordination priorities, and conservation of rubber or other commodities.

Censorship gives FTC permission on reports from the FTC on all such publications that may violate the codes. Other reports on advertising are made, especially for the WPB and OPA.

'Crime Doctor' on Coast

WITH a new format and characters, the weekly 25-minute mystery-drama Crime Doctor sponsored by Philco, Morton & Co. (cigarettes) on 114 CBS stations will originate from Hollywood starting Nov. 8, Sunday, 8:30-8:55 p.m. (EWT), with West Coast repeat 8-8:25 p.m. (PWT). Ted Sills, recently transferred from New York to Hollywood as production supervisor of the Blw Co., will produce. Max Marcin, writer-director, was in Hollywood in mid-November, in conference with W. H. Jacobson and V. Knight, West Coast radio manager.

Pabst Moves Account

PABST SALES Corp., Chicago (beer) has appointed Warwick & Legler, New York, as agency, effective immediately. Henry Spiegel is account executive. Existing contracts, including sponsorship of broadcasts of professional football games in Chicago, New York, Detroit, Pittsburgh, Philadelphia, Cleveland and Washington, will continue, under agreement with W. H. Jacobson and V. Knight. HARTZ MOUNTAIN, Inc., will handle the account for Pabst.

FACED with gasoline and rubber shortages, Colonial Stores, 530-store Southeastern grocery chain, replaced its company convention this year with a "meeting" of its 6,000 employees over seven radio stations.

Twice a year a for the past six years the firm has held regional dinners at key points, with employees participating in speeches, entertainment and service awards. With the war emergency, the company set out to "cut frills", and tried a series of 15-minute programs on seven different stations, with Huber C. Phelan, president, talking directly to employees.

Radio Solves Problem

By planning this year's convention, company officials had found that despite eight regional gatherings, it would still be necessary for some employees to travel as much as 200 miles. The radio programs saved the situation, for they enabled the company to hold the meetings, honor the veteran employees and to include the wives, at about one eighth the cost of dinners.

"This year," the company explained in an attractive brochure that promoted the series, "in salute veteran members of our Colonial Family, we gladly relinquish the delightful fellowship of group meeting so that gasoline, rubber and time may be conserved."

"Radio suggests itself as the most practical method for us to acknowledge the fine performance of these veterans and chat briefly with all of the 6,000 employees of our organization. Friends of Colonial Stores are cordially invited to tune in."

The programs were promoted by these brochures, distributed at the stores and by word of mouth. According to the plan, Mr. Phelan's addresses were delivered over a different station each night, with each talk devoted to specific territories.

Letters Posted

Four days before a talk, letters were posted in area stores urging employees to check their radios, and inviting customers to tune in. A day or two later, a second notice was posted, and signs were placed in store windows advising that they would close at 6 p.m. to hear a message from our company president.

After the broadcast, questionnaires were mailed to store managers to test reaction. Replies showed a favorable result, and officials believe that radio drew close to the 90-95% attendance customary at dinners. Questionnaires are now being checked to realign areas for the next broadcast.

Stations used in the trial series were WBT, Charlotte; WPTF, Raleigh; WTAG, Norfolk; WRVA, Richmond; WSB, Atlanta; WTOC, Savannah; WSCC, Charleston.

Three-Way

RADIO HISTORY was made in Philadelphia on Oct. 17 when the Penn-Princeton football game was carried simultaneously by broadcast, television and FM. Under sponsorship of Philco Corp., Philadelphia, the game was broadcast by WCAU and televised by Philco's own station, WPTZ. In addition, WCAU was permitted to broadcast the game over its FM ad- junct WJNP. The three-way coverage will continue for all the University of Pennsylvania football games this season.

Women Take Charge For War Duration of Balaban & Katz Station

THE Balaban & Katz television station, WUXBX, Chicago, will operate for the duration staffed 100% by women. Six of the station's engineers have been inducted into the Navy, en masse as special instructors in the Navy Radar School, and other key personnel will be inducted into the Navy as well.

Six of the station's engineers have been inducted into the Navy, en masse as special instructors in the Navy Radar School, and other key personnel will be inducted into the Navy as well. Both facilities and space for the Radar School have been donated to the Navy by Balaban & Katz. The school is under the direction of Lt. W. W. Eddy (Women's Auxiliary Television Technical Staff). The station has been given special aptitude in engineering. They are: Rachel Stewart, Jean Shricker, Fran, Evelyn Minitz, and Brother Rosewijk, Margaret Durlam. The WUXBX engineers inducted into the Navy were: I. Jacobson, P. Shapiro, Stanley Osterland, James Lahey, W. H. Kuntz, W. P. Kusak.

Technical Course

TO MEET wartime shortage of technicians, the KWBX, KDFW, KFBK, Sacramento, Cal., have set up a five-weekly two-hour evening class to train applicants for third class technicians license. Those who show special capability will be allowed to continue training for second class and first class licenses. Fostered by Will Thompson, Jr., Lee Ricketts, managers, the emergency course has been given status of an adult educational class at the Sacramento Junior College, and is patterned along lines of the condensed curriculum used in training men for the Army Signal Corps.

Parliament Pickup

FIRST American broadcast of an English Parliamentary session was carried last Wednesday on NBC's Mutuals from 11:30 a.m. to 12:37 p.m. on the occasion of a special meeting of Parliament to honor the late Gen. Winston Churchill, Christian Smut, Premier of the Union of South Africa. No official announcement was made prior to the broadcast, voluntary censorship having been imposed on the networks.

Hartz Dog Food

HARTZ MOUNTAIN Products, New York, is introducing a new dehydrated dog food, Joy. Com- pactable for feeding, the dog food is given an hour weekly on WOR, New York, starting Nov. 1, devoting commercials to the new product and to the headlined and popular production of "Noah's Ark" with George H. Hartman Co., Chicago, is agency.
"A"merican advertising has built up a fine tradition through the years. As a result, people who want quality merchandise usually call for it by advertised brand name. Consumers learned to buy what national advertisers told them to buy, and satisfaction kept them coming back.

"But along comes the war, and people are told they can expect to 'do without'. And they do, but it has cost the retailers a lot of sales they should not have lost. Because unfortunately, consumers have denied themselves to a greater extent than is necessary. They just stopped using some things we could, and still can, supply in plenty.

"Because of this, and because the government is sponsoring a consumer's educational campaign on nutrition to keep the nation fit, it now appears that advertising has a different job to do.

"National advertisers can accomplish three important things by continuing their advertising: 1. Cooperate with the government's drive to keep public health up to standard. 2. Keep the retailer's volume up by sending people to our stores to buy the things they should eat to keep well. 3. Perpetuate their own brand names and sales volume.

"I feel that this job must be done to sustain the basic structure of the retail food business. But it will be easy for national advertisers, because our experience in this war has proved that consumers will do what they are told."
Through experience gained in RCA services, RCA has proved that it is entirely feasible to rebuild certain old tubes which, although worn out electrically, are still in good mechanical condition. This wartime service is now offered broadcast stations covering RCA Transmitting Tube types 207, 891, 891-R, 892, and 892-R.

Under this plan, old tubes of the five types listed are returned accompanied by a suitable priority order which will enable us to ship rebuilt tubes in replacement. At present, an AlJ priority under terms of WPB Order P133 is required.

Actual use in RCA services over a long period of time has proved the efficiency of RCA Rebuilt Tubes beyond question. They are fully guaranteed against defects in workmanship, materials and construction, and any adjustments will be made on the basis of 85% of the adjustment that would be made on new tubes of the same type. Similarly, prices are based on 85% of the price of new tubes. Ratings or characteristics are in no wise impaired or changed.

Although even this service must be carefully managed to avoid any interference with RCA's all-out war effort and is subject to WPB regulations, it is one that we believe will play an important part in keeping vital broadcast services on the air during these critical times when new tubes for civilian uses are difficult to obtain promptly.

If your station utilizes any of the five listed types, we suggest that you write today for full details on the RCA Rebuilt Tube Plan.

Do Not Send Tubes Without Return Authorization!

Return authorization including specific shipping instructions will be issued by RCA covering old tubes to be turned in for rebuilt ones. Do not return any until such authorization has been obtained.

BUY U. S. WAR BONDS