the MAYOR says it's so ... 

Ever since we've been knee-high we've talked about WOR's 14 great cities of more than 100,000 people each. Cities like Newark, Hartford, Reading, Elizabeth, Philadelphia, et al.

Then our sleuths got curious. Said they, "Come, Gentlemen, things do change. Cities grow. And if cities ever grew, the growing, vital industrial centers of the WOR area are growing today."

They, the sleuths, sent telegrams; called, poked, came up with some surprising results. One we reproduce above—more will be added.

THE POINT, however, is—WOR today is covering 15 of the greatest war work, living, listening centers in the U.S. WOR today is—for the price of one station—a formidable spot network. WOR, in fact, is delivering 10% more listeners than ever before.

And its homes with radios are 12% greater than ever before—4,678,000, to be exact—6,100,000, if you'd like to include that area from which WOR receives 15% of its total station mail!

our address is WOR

—that power-full station

at 1440 Broadway, in New York
FOR GUNS, and tanks, and ships — 9,436 guests contributed 100 pounds of scrap metal each to see a presentation of the WLS National Barn Dance in the high school auditorium at Danville, Illinois, on the night of October 14!

The scrap material turned in by these loyal Midwest people actually totalled more than 1,000,000 pounds. All proceeds from the sale of the scrap, $4,343, were donated by WLS-Prairie Farmer to the local Vermilion County U.S.O. fund.

This is the second million pounds of scrap raised by WLS-Prairie Farmer; we did it before in McLean County (Bloomington) on June 27 — another million pounds of scrap metal and rubber, with proceeds there going to the local U.S.O.!

We are proud of the thousands of patriotic listeners who contributed this second 500 tons of scrap... and happy that we could work with them and the local Vermilion County Salvage Committee in this joint contribution to the nation's war effort.
There's no place like home; for Selling by RADIO!

The first requisite is to get your messages in the home—not now and then, but every day! Not as a casual visitor, but on stations that are welcomed as long established friends and neighbors.

Unless you are a native born New Englander, unless you know their characteristics, habits and qualities of loyalty you can't appreciate how important this is.

Yankee Network hometown stations are "friends" of years standing, known and preferred in the 20 key markets they have faithfully served.

The consistent success attained by scores of leading national advertisers is the most significant and convincing evidence that the sales-way to New England is through Yankee Network's "accepted" stations.
You See, Sir? Mr. Montmorency is no longer with us...

He's gone to buy up time on station KFAB...

You, likewise, should let nothing stand in your way. Consider the evidence: The largest farm income in the history of the middlewest; the cycle this income is making from farmer to merchant to dentist to insurance man to grocer to wholesaler to farmer, ad infinitum.

Over all the active farm and small town markets of Nebraska and her neighboring states extends the friendly voice of KFAB, persuading, influencing and selling.

There's no escaping the fact: In this region, you need time on KFAB. The station still has a little for sale.
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WNEW NEWS

BUSINESS NEVER BETTER

69 WNEW Advertisers Include Local Sponsors

Ask Retailers About Radio

Ask any retailer using radio about his station's effectiveness. When a merchant totes up his cash register every Saturday, results have to be there! Howard Clothes, Nedick's, Community Opticians, National Shoe Stores—new and old WNEW advertisers know about all the customers this station sends in to be satisfied.

Consider also WNEW's unique record of producing for retailers with restricted trading areas. Rogers Dept. Store, '75-year-old Bronx institution, is using five quarter-hours a week. Barney's has one store; Canadian Fur Corp. has one New York store, one in Newark. L. Bamberger & Co. and other New Jersey retailers know WNEW's low-cost selling strength in localized areas of this station's coverage. Henler Brewing Co., selling 50% of its beer in Essex county, is in its second 52-week "Make Believe Ballroom" contract.

The Brunswick Laundry of Jersey City, world's largest, can send its trucks into Alto three New Jersey counties. As its only radio advertising, Brunswick is using Martin Block and the Ballroom, for intensive selling where it counts.

H. Morgenbesser Please Copy

Of the first $250,000 worth of War Bonds bought by WNEW listeners, 54 of every 100 were $25 bonds. N. Y. Federal Reserve bond sales (August) show 73 of every 100 were $25 bonds. WNEW listeners bought a greater percentage of bigger bonds than did the general public in Greater New York:

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ZEKE MANNERS

See that big grin? Noticed that extra zip in Zeke's daily hour of corn over WNEW? There's a reason, partner. Zeke Manners, the hillbilly, is ten years old. And ten years as a "billy, is more than an anniversary—it's a record!

A few years ago, Hillbillys from all over America left the hills and came to New York; Zeke had more competition, than he had audience.

But Zeke stayed head and Stetson above the field, and he's made corn pay more and make more than anyone whoever split an infinitive. Right now he's parlaying an accordion, an ad lib or two, a good versatile gang and some really fine music into success for Howard Clothes, Roma Wines, Community Opticians, Canadian Fur Corp., Ex-Lax and Franck's Chicory.

Zeke can't read the "Pulse of New York" September ratings, but we tell him that he averages better than 15% of the available listeners from 9-10 A.M., and he's happy. So are the sponsors.

Who wouldn't be?

Personal Notes

A. Hitler: Martin Block and Spike Webb have made New York "Der Fuhrer's Face" conscious. WNEW listeners bought $60,000 worth of bonds in three days, got a free copy of Webb's Vienna recording with each bond. That disc's a delight. Adolf! It'll kill you— we hope.

BOTH SIDES OF THE MIKE

WNEW's "We Refuse To Die," starring Madeleine Carroll in a radio play adapted from the Paramount Victory Short, a smash show, aptly termed "the answer of free peoples to Nazi tyranny and oppression". • Samuel H. Cuff, WNEW news analyst heard Sundays at 1:00 P.M., hit a 2.3 "Pulse" rating (highest for that period) in September. • Zeke Manners, driving to Newark for a rush guest appearance, asked: "Where else could you get a hillbilly—with a car—with gas—at a minute's notice?". • As of October 28, these advertisers are using WNEW for the first time: Admirond Shampoo, Seaprobe Slips, Douglas Shoes, Super Suds, Frank's Chicory, Howard Clothes, Allstate Insurance, Antiphlogistine, Virginia Dare Wine, Chisholm Studios, Rogers Dept. Store, Musterole, Wesson Oil, French's Bird Seed... Fourteen Firsts! • John B. Kennedy, WNEW commentator, addressing Howard Clothes executives at a luncheon recently: "Gentlemen, I'm glad to be working for you people. I'll tell you one thing right now—No Nazi or Fascist or Jap will ever buy a suit of Howard Clothes!" John is still thrilled over the applause!
J. T. Griffin

Owner, KTUL, Tulsa, and KOMA, Oklahoma City

He knows his groceries! Thirty-nine years ago, J. T. Griffin, sensing the new markets and new opportunities in Indian Territory, began a spectacular career in the wholesale grocery business in what is now Oklahoma. In 1932, impressed by the results of radio advertising, J. T. entered the radio business as well. Today his Griffin Grocery Co. is doing business at the rate of $15,000,000 per year, and his two radio stations—KTUL at Tulsa and KOMA at Oklahoma City—are top-flight, aggressive merchandising media in Oklahoma.

We know our groceries, too! Here at F&P we know that regardless of what skill is displayed in creative work, the sensing of market opportunities and the selection of stations is still the most important job your agency faces. And the most difficult, too, because it is not illuminated by the flash of genius, but only by hard, critical, painstaking work.

Today, with changing times and changing markets, the job of time-buying is now more trying than ever. But for ten years we have made it our concern to know American markets and radio stations and to keep abreast of developments by constant travel and communication. So despite these changing times, we are continuing as your No. 1 source of spot information on spot broadcasting, here in this pioneer group of radio-station representatives.
U.S. Poised to Lease All Shortwave Stations

11 of 14 Outlets Tied Up for Unified Operation

UNCLE SAM was prepared last weekend to become the virtual operator of America's international shortwave broadcasting system, taking over fullscale programming from most of the private licensees, as leases for facilities were being signed with five companies as a war emergency measure.

Several of the leases were still being negotiated as Broadcasting went to press Friday, but the basic scheme of Government program operation, which was ready to go into effect Nov. 1, was said to have been approved in principle by officials and companies involved, and all the leases were expected to be signed by Saturday, Oct. 31.

To Reimburse Costs

Of the 14 existing international stations, two (KWID, San Francisco, and WLWO, Cincinnati) have been fully programmed for some time by the Office of War Information and the Coordinator of Inter-American Affairs (Rockefeller Committee). Last Friday representatives of OWI and CIAA had concluded or were about to conclude leases for 10 stations under the terms of which the broadcasters are to continue technical operation of their facilities, without profit, in return for which the Government will pay all costs of operation. This includes costs of staff, power, depreciation and upkeep, all to be reimbursed to the private operators.

In effect, the Government is leasing time from the five companies involved, and will use the facilities for preparing and transmitting shortwave programs throughout the world for the period of the war. Two of the companies, CBS and NBC, have arranged to build some of the programs in collaboration with OWI and CIAA, but the Government agencies are virtually in control of the entire program structure.

The 10 shortwave stations for which formal leases were being procured are: CBS's WCRC, WCBX and WCDA, New York; Croxley Corp.'s WLWO, Cincinnati; General Electric's WGEA and WGAE, Schenectady, and KGEI, San Francisco; NBC's WRCN and WNB, New York; Westinghouse's WBOS, Boston.

World Wide Unsigned

The only company still remaining out to go, but expected to be lined up shortly, is World Wide Broadcasting Foundation, Boston, operating three transmitters—WRUL, WRUS, and WRU.

A lease had previously been made with KWID, San Francisco, licensed to a company headed by Wesley I. Dunn, operator of KSFO, in that city, and incorporation of Croxley's WLWO by OWI-CIAA has been conducted by the Government agencies for some months under a gentlemen's agreement, formalized by the new lease.

OWI-CIAA are linking all the stations, with the exception of the two on the Pacific Coast, by landline. The technical setup calls for so grouping the stations that each group can simultaneously broadcast different programs to different parts of the world. All programs will clear through OWI's New York control board. Beamng will be used extensively and various languages will be employed under the program of psychological warfare worked out by Elmer Davis, OWI chief, and Nelson Rockefeller, CIAA coordinator.

Both the leases were represented as highly pleased with the new setup, praising the five companies for cooperating with the Government in its "integration plan."

Division of Time

Actual negotiations were concluded by their radio chief-tains—Robert Sherwood, OWI administrative director of overseas development, and Don Francisco, director of the Radio Division of CIAA. They worked with Gordon

Mediators Study Detroit Music Strike

Work Stoppage Averted; Higher Pay, Fewer Hours Sought

A THREATENED strike by the Detroit AFM Local No. 5 against three Detroit stations, WJB, WXYZ and WWJ, was suspended last week when it was agreed to mediate the dispute before the Michigan Mediation Board this Monday (Nov. 3). The musicians' demands include increase in wages and number of men for each station, reduction from 18 to 15 working hours per week, and guaranteed employment with two weeks annual vacation. In the case of WXYZ, the additional expenditure, according to Manager H. Allen Campbell, would amount to approximately $35,000 per year. Increases for the other two stations would parallel this figure.

When these demands were refused by the stations whose contracts expired a few weeks ago, the union last Monday indicated its intent to strike to the State Mediation Board. According to Michigan law, however, the union had to wait five days before striking after a formal strike declaration.

The strike possibilities of the dispute were greatly reduced when it was learned AFM headquarters in New York had notified the Detroit local that a strike would be inadvisable in view of a public statement addressed to President Roosevelt by Dan Tobin, vice-president of the AFL, to the effect that there would be no AFL strikes for the duration.

Jack Ferragut, president of the Detroit local, stated that if no settlement were reached, a decision on strike action would made by AFM headquarters. The dispute may also be reviewed by the War Labor Board, whose certification of any pay raise is now necessary.

In the meantime the stations are operating under the provisions of the expired contract.

Clark Bill Studied

On Capitol Hill the bill (S-2874) introduced by Senator Clark (D-Idaho) to curtail Petriello's power to pull AFM musicians off recording jobs remained status quo during the week. After introduction of Oct. 23 [Broadcasting, Oct. 26], the measure was sent to the Interstate Commerce Committee, of which Senator Wheeler (D-Mont.) is chairman.

Neither Senator Wheeler nor the committee took any action. This in itself was not considered significant inasmuch as Capitol Hill has been slowed to a walk in the pre-election period. Senator Wheeler had indicated his opposition to the bill as an anti-strike measure.

The Clark bill is now in the hands of several Government agencies for study. Among the agencies are the War and Navy, FCC, OWI, and Department of Justice. Should all these submit favorable reports on the proposed legislation, Senator Clark will be in a position to force further Senate action provided Senator Wheeler's committee fails to reach a decision.

Senator Clark has received large stacks of complaints from groups inside and outside the industry, requesting action to thwart the dictator tactics of Petriello and the union he dominates.

No committee action is anticipated.

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District Meetings Voice Approval of NAB Music Plan

Plan to Promote Radio Use By Retailers Endorsed

For attendance lists, see page 48

APPROVAL of the NAB effort to remove the "unfair, undemocratic and un-American Petrillo ban on recorded music" was unanimously given at three NAB district meetings, including St. Louis. Statutory endorsement was given at the retail promotion committee plan to bring about wider use of radio by retail stores, especially department stores [see story on page 9].

Discussion of wartime broadcast problems marked the three sessions and Government spokesmen went into the problems of interest to broadcasters and the public. Among those appearing for the Government were Carl Haverlin, headquarters consultant for industry relations, OWI; Eugene Carr, assistant to the radio censor; Frank McIntosh, chief, Radio & Radar Section, WPB; Marvin Beers, OCD; M. A. Milman, Radio & Press Division, Treasury.

At the District 4 meeting in Pinehurst, N. C., Oct. 23-24, G. Richard Shafts, WIS, Columbus, S. O., district director, presided, with 81 broadcasters, Government and industry representatives attending. At a dinner Gov. J. Melville Broughton, of North Carolina, lauded achievement of the broadcasting industry and stressed its part in the war effort.

District 5 Sessions

The District 5 meeting was held in two sections. The Florida section met Oct. 25-26 at the George Washington Hotel in Jacksonville. Frank M. Ritter, WBBR, Jacksonville, presided, with 40 in attendance. President Neville Miller was unable to be at this meeting, having been called to Wash-

ington. After the District 4 session, C. E. Arney, Jr., assistant to the president, represented Mr. Miller.

The Georgia-Alabama section met Oct. 28-29 in Atlanta, with Mr. King again presiding. Sixty-five persons attended. At this meeting John M. Outler Jr., WSB, Atlanta, 5th District sales managers champion and also proponent of the NAB Sales Managers Executive Committee, discussed the retail sales plan. Lewis H. Avery, NAB director of broadcast advertising, reviewed efforts of his department to promote more and better advertising. He also discussed the retail promotion plan.

Pepsodent Breaks

P E P S O D E N T Co., Chicago, through Lord & Thomas, Chicago, on Oct. 26 started an eight-week campaign for Pepsodent toothbrush. Live daytime chain-breaks have been placed three to six times a week on 90 stations in 48 markets.

THE REILLYS MOBILIZE for victory! Capt. John A. Reilly, manager of KOY, Phoenix, now stationed at Provost Marshal General’s Training Center, Fort Ogelthorpe, Ga.; his wife, 3d Officer Lillian W. Reilly, WAAC; their 19-year-old son, John A. Reilly, Jr., Armored Forces, met in Washington last week for a quick wartime reunion. Capt. Reilly served in France and Germany as a sergeant of infantry in the Ww II. There he met his wife while she was serving as chief physiotherapy aide in the Reconstruction Service.

ABA Sounds Industry Desires On Proposed Permanent Setup

General Meeting to Be Held if Enough Interest Is Shown; Paid President Is Contemplated

OVER the signatures of its nine founders and directors, the newly-formed American Broadcasters Assn., projected as an industry trade group designed to be more representative than the NAB, last Thursday sent to all stations a letter stating its position and asking owners and managers to signify on enclosed postcard whether they were interested in making permanent the new association.

Formation of ABA grows out of dissatisfaction with the NAB’s representation in Washington, as expressed in recent months and as acted upon—favorably to continu-
ance of the NAB and its president, Neville Miller—at the Oct. 13 meet-
ing of the NAB board in Chicago [Broadcasting, Oct. 19].

Plans for Permanence

If enough stations are interested in ABA, the letter states, it is proposed to have a general meeting as soon as possible for adoption of permanent by-laws and election of directors. ABA’s plan also is to secure as paid president “a man who has the necessary contacts in Washington to properly represent the viewpoints of the broadcasting industry on the vast number of problems which are constantly arising under the present situation and to have as a secretary-treasurer a man who is familiar with actual broadcast operations.”

In this connection, one trade publication hinted at the possible selec-
tion of FCC-BWC Chairman James Lawrence Fly for an unmanned trade berth, but this was denied to Broadcasting by ABA’s temporary president, John Shepard 3d, presi-
dent of Yankee Network, while Mr. Fly, apparently uninterested, “told it” that he was concerned only with serving his country where he could do the most good.

The ABA letter bore the signatures, besides Mr. Shepard and Walter J. Damm, WTMJ, Milwaukee, temporary secretary-treasurer, of Harry Bannister, WWJ, Det-
roit; Ed Craney, KGIR, Butte, Mont.; Stanley Hubbard, KST, St. Paul; Eugene Pulliam, WIRE, Indianapolis; James D. Shouse, WLW, Cincinnati; George B. Storer, Fort Industry Group; O. L. (Ted) Taylor, KONC, Amarillo, and the Taylor-Howe-Snowden group of stations.

Text of Letter

Full text of the letter follows:

For many months the undersigned have not been satisfied with the rep-
resentative which the broadcasting in-
dustry has had in Washington, as re-
lected by NAB. The American Broad-
casters Assn. was, therefore, incor-
porated and set up to comply with the various legal requirements by adopting temporary by-laws, electing temporary directors and temporary officers. In the hope that NAB would make various changes so that it might represent the entire industry and do it more effectively, we played a long time activity in order to encourage such a move. At the NAB directors’ meeting in Chicago last week, a doubling of the membership as reported from the press reports, no ac-
tion was taken to accomplish this result.

We realize that many of you, to whom we have addressed this letter, expect that any change is unnecessary. We also are sure that many of you feel as you do, so you have not had an opportunity to learn the facts.

Perhaps or possibly, NAB is con-
sidered by many in Washington to be more representative of the networks’ attitude than it is of the attitude of the individual stations, and we understand that an organization composed of in-
dividual stations would be welcomed.

The ABA, as at present organized, is open to the networks for member-
ship for their M & O stations, but not to the networks themselves as active members.

It is our belief that it would be as benefical to the networks as to the individual stations to have a strong organization in Washington that re-
prents the station’s viewpoint. This is not a reflection on the networks in any way, but they have different problems from the individual stations and they are adequately represented in Washington to protect their own interests without the aid of an organization.

The ABA Plan

If enough stations are interested in ABA, it is proposed to have a general meeting as soon as possible for the adoption of by-laws and the election of directors for a year. It is further contemplated that the officer that is, the president and the secretary-treasurer, will be fulltime paid people.

The ABA is to be, or should be, a president a man who has the necessary contacts in Washington to properly present to the viewpoint of the broadcasting industry on the vast number of problems, which are constantly arising under the present situation, and to have as a secretary-treasurer a man who is familiar with actual broadcast operations. It is our feeling that such a team is needed to properly represent the industry in Washington and can do the industry a vast amount of good.

In order to proceed with this pro-
posed setup, it is necessary that we know at this very interest is shown or an organization would be among broadcast-

er operators, and anyone associated in any way, stations interested in joining to represent 27 stations so that we have a good nucleus as a start.

It is our duty to use this freedom to state our case, regardless of whether NAB had proper and adequate Washington re-
lations.

Four out of five Senators said “No.”

Seven out of nine Congressmen said “No.”

Eight out of 18 radio attorneys said “No.”

Eighteen out of 21 people connected with this proposal have said “No.”

Isn’t this prove that something ought to be done?

OWI Unit in N. Y.

FOLLOWING PATTERN of the Hollywood radio division of OWI, NAB Wireless, Inc. is in New York setting up facilities for a simil-
ar headquarters. Organization setup and individual personnel will be the result of several conferences with W. B. Lewis, radio director of the OWI, on operation details.

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BROADCASTING • Broadcast Advertising
Industry Seeks Funds for Retail Study

$150,000 Fund Planned For Coons Survey Of Problems

LOOKING to increased use of radio by retailers, particularly department stores, the NAB's retail promotion committee, headed by Paul W. Morency, WTIC, Hartford, has started an industry-wide campaign for $150,000 to finance a study under the direction of Sheldon R. Coons. A general business counsel of New York City, Mr. Coons formerly was vice-president and merchandising manager of Gimbel Bros. and for ten years was executive vice-president of Lord & Thomas.

The study, for which Mr. Coons was retained last July on a preliminary basis, will analyze present-day and probable future problems of department stores and other retail establishments with relation to cost and advertising profits. At present the broadcasters might aid in ameliorating. Both members and non-members of the NAB are being asked to aid in the financing of the studies, which are estimated to range from 25 to $750, according to a scale based on gross station revenues.

Committee Named

A plan for cooperative effort between retailers and broadcasters was the theme of discussion at a most NAB sales managers' executive meetings last year. These discussions culminated in submission to the board of directors at the Cleveland convention last May of a plan to be sponsored by NAB and endorsed by the National Retail Dry Goods Assn.

Preliminary to exploration of the problem by broadcasters, the assistance and cooperation of NRDGA was enlisted, this organization having made a nationwide survey of the use of radio by retailers and the results of their experience.

NAB's board of directors unanimously endorsed the plan after it had been fully explained by Gene Carr and Frank Pellegrin, then chairman and director respectively of its sales managers division. The retail promotion committee headed by Mr. Morency was appointed at that time. Its members, in addition to Chairman Morency, are: Dietrich Dirks, KTRI, Sioux City; Walter Johnson, WTIC, Hartford; Sheldon R. Coons; Arthur Hull Hayes, WABC New York; Sherman Gregory, WEAF, New York; William C. Gillespie, KTUL, Tulsa; John M. Outler, WSB, Atlanta.

In August Mr. Coons, working in cooperation with this committee, submitted to the sales managers committee several plans. The committee decided that a presentation consisting of slide films, transcriptions, live talent and script worked into a "packaged show" was best suited to carry out the project which, it was estimated, would cost around $150,000. Retail stores will then be invited by broadcasters and the NRDGA to a meeting at which the plan will be presented and discussed in the light of local problems.

All Stations Eligible

In a letter Oct. 30 to all commercial broadcasting stations in the United States, Chairman Morency pointed out that while the preliminary thinking and work on the plan has been conducted under the direction of NAB, participation is available to NAB member and non-member stations alike, as well as to Canadian broadcasters. Enclosed with the letter was a pledge blank and schedule of charges for participation, based on gross income of the individual stations during 1941.

"Late in September," an NAB statement dated Oct. 30 said, "OPA Administrator Leon Henderson held a meeting of the executive directors of leading retailers in Washington to discuss some of the problems with which retailing is faced in a wartime economy, which in 1943, is expected to see retailing at the 1932 depression level in terms of retail goods available. This is the very type of research and study which the proposed plan of the retail promotion committee of NAB contemplates.

"In the preliminary outline of the plan, Mr. Coons proposed to investigate every factor which appears likely to influence retailing during the stresses and strains of this period of wartime priorities, rationing and restrictions. "His investigation will also include an analysis of some of the factors that are likely to influence the trend and character of retailing after the war is won.

Subjects Listed

"Here are some of the subjects that will be included in Mr. Coons' study:

"What was the trend of retail distribution before war began?

"What is the war doing to retail distribution?

"What is the department store's dilemma?

"What are the dangers faced by the retailer?

"What is his opportunities?

"There must be a new concept of retail advertising. What is it and how does it apply to the individual retailer's problem?"

Urgent need to reduce the costs of retail distribution has been the keynote of Mr. Coons' presentation, as it has been the keynote of various plans and clinics of the OPA working with retailers' representatives. The retail promotion committee, as a matter of fact, has decided that retail distribution costs is to increase the volume of retail sales through broadcasting, well (Continued on page 48)

SHELTON R. COONS

1932 depression level in terms of retail goods available. This is the very type of research and study which the proposed plan of the retail promotion committee of NAB contemplates.

FOR THE last decade, we have been skimming the cream off the pall and we have grown fat in spite of many mistakes and errors—simply because radio advertising was bigger and better and more productive and more economical than it has been realized. And I mean that. The time is here when we might just as well face a few Mr. Outler facts squarely and do a little bit of personal inventory. Because—with each passing day—the buying of time on your station and mine is becoming more and more scientific and more knowledgeable and more the product of analysis and knowledge and salesmanship. Intelligent salesmanship—knowledge of what you have to offer and what it's worth and what it will produce for each dollar of the advertiser's money—is a requisite today, and will be more so tomorrow.

Young and Virile

The youth of radio advertising is a great asset. We have been able to take advantage of the mistakes made by publications and other media in the longer and more deliberately period of their development. But that same youth has denied us the traditions, the heri-

CHIEF problem facing most broadcasters today is development of new sources of revenue due to wartime curtailments. At both the Jacksonville and Atlanta district meetings of NAB, John M. Outler Jr., commercial manager of WSB, Atlanta, and executive committee chairman of the NAB Sales Managers Division, delineated this talk in connection with the projected department store surveys.

The plan can be adapted to a scale of any size and to a scale of any size, the industry and the anarchy which protect us against petty quarrels and asinine disagreements.

How many of you here have seen meetings like this in the recent past broken up by a violent discussion over local and national rates, or by a vain-glorious oration on "How we do it in Chilton Switch"? I'm afraid that there still remains a station sales manager who considers himself bigger than the industry and who has the wind and the stamina to prove it...

Most of the developments in commercial radio in the past ten years, which means more money for you and me, have been brought about by the advertiser, the advertising agency, or the networks—not by the stations, the station salesmen, or the radio industry.

Who sold the food industry on radio advertising? Or the tobacco people? Or the folks who sell soap? I can't tell you who did, but I know that we didn't. We got the business and we prospered from it and howled our heads off when it didn't come our way—but did we do anything to develop it—other than provide an outlet? You tell me.

I have heard station managers gripe to the networks about the low aesthetical quality of present-day soap operas—and I have heard a good Dagame official say, in plain words, that when anyone presented or developed a better vehicle than a serial drama for selling soap, P&G was a definite customer. Yes, the job of finding the better vehicle is dumped in the laps of the networks or the advertising agencies.

Now, I'm not a network man and I'm not a flag for any of them. But I do contend that most network affiliates get just about what they deserve in their network relations. And somehow or other, the wail that the networks make too damn much money has a hypocritical ring to it. What have we done—either as individual stations or as a group—to develop a new field of advertising or exploit an old one?

Up until about 1937—nothing. Between 1937 and 1940—mighty little. In 1940 the Dept. of Advertising of the National Retail Dry Goods Assn. really began to function and in 1941 all of us shared in the good fortune when (Continued on page 48)
Revisions Sought In Occupation List
By B WC Officials

Basic Schedule of Positions May Be Revised Soon

EFFORTS were made last week by B WC officials to secure revisions in the list of essential occupations under War Manpower Commission jurisdiction. B WC officials said they would present a revised list of essential occupations to the War Manpower Commission at its next meeting.

As reported in BROADCASTING, the U. S. Employment Service expansion of the basic list prepared by the War Manpower Commission was in the process of being completed. Local boards, which are now preparing local lists, have been informed that the War Manpower Commission will provide them with specific lists of essential occupations.

Occupation List

Although it appeared likely last week that manpower legislation was in the offing, pressure from labor, union leaders has induced the Administration to try every voluntary method conceivable before resorting to legislation. In fact, William B. O'Connell, bluntly proposed control of manpower in the hands of WMC Chairman McNutt, with no more Army or Navy at the earliest, during his appearance Oct. 30 before a hearing of the Senate Military Affairs Committee.

A logical step in manpower lists also occurred last week when Selective Service headquarters mailed a list of essential occupations involved in the production of war materials to local boards. Preparing WMC, this list is used as a guide by local boards in drafting men.

Congressman Asks FCC To Report on Co-Ops

BEFORE returning home for elections, Rep. Gehrmann (D. N Y, Wis.), sent a letter to FCC Chairman James Lawrence Fly last week asking the Commission to advise Congress on its course in the resolutions adopted by both houses, proposing an investigation of the facts involved in the refusal of NBC and CBS to sell time to the U. S. Cooperative League [see story on page 2].

The letter also expressed the desire that the FCC's report would be a complete one, and that the Commission would not be afraid to recommend legislation if necessary.

Local cooperative organizations in Washington used a full-page spread in the Washington Post to tell their story to the public.

CBS-IBEW Sign One-Year Contract

SIGNED on a new contract between CBS and the International Brotherhood of Electrical Workers, covering all technical employees at the network's owned and operated stations, was announced last Friday in a statement issued jointly by the company and the union. Contract climaxes extended negotiations for an agreement to succeed the former contract which expired Oct. 1, negotiations which at one point reached such an impasse that the union had called a strike which was averted only at the eleventh hour.

New contract calls for continuing the previous 40-hour, five-day workweek, becomes the maximum workday from 12 to 10 hours. It also provides for wage increases varying in amount up to $5 per week, the increases being subject to approval of War Labor Board. Contract also includes provision for an apprentice training program which both CBS and the IBEW hope will facilitate the training of entry-level workers to meet the wartime manpower shortage. As in previous contracts, the new agreement calls for union membership of all technical employees.

The negotiations with CBS were conducted by Lawson Wimberly and Freeman L. Hurd on behalf of IBEW local unions in New York City; the contract is for one year between CBS and the War Labor Board.

Welles Opens Nov. 15

ORIGINALLY scheduled to start Nov. 1, Hello Americans, CBS program to be produced by Orson Welles, and presented in cooperation with the Office of the Coordinator of Inter-American Affairs [BROADCASTING, Oct. 29], has been postponed to Nov. 15.

Radio Equipment Limitation Order Is Explained by WPB

SINCE General Limitation Order L-183 was issued Sept. 18 by the War Production Board, effective Oct. 3, numerous questions have been raised as to its applicability and extent to which various broadcast operators are affected by its terms. To clarify the situation, BROADCASTING asked the Civilian Radio Section of the WPB Radio & Radar Branch for a summary of the questions most often raised as well as their answers.

Through the cooperation of Frank H. McIntosh, chief of the section, this list was prepared exclusively for BROADCASTING by Glenn C. Henry, WPB communications analyst, who is responsible to Mr. McIntosh for the administration of Order L-183. Any questions not answered in this series may be directed to Mr. Henry personally at WPB, Radio & Radar Branch, Social Security Bldg., Washington.

Questions and Answers

Q. What apparatus is governed by the Order?
A. The definition of electronic equipment is interpreted very broadly and includes within its meaning anything and everything in the electronic field which is not specifically exempted in Schedule A of the Order.

Inter-communicating equipment involving the use of vacuum tubes is covered by the Order.

Q. Are replacement and repair parts covered by the Order?
A. Yes. Replacement and repair parts in the hands of the manufacturer may not be transferred except in orders bearing a preference rating of A-3 or higher.

Q. Are distributors affected by the Order?
A. No. Distributors are restricted only to the extent that they must obtain preference ratings before they may acquire any new supplies.

Q. Does L-183 apply to export sales?
A. Yes. The terms of the Order are entirely general and apply to all trans- porters regardless of conditions, destination or purpose.

Q. What is the basic purpose of the Order?
A. The purpose of the Order is twofold: (1) To prevent the consumption of new raw material and the manufacture of non-essential apparatus; (2) To distribute existing inventories on an equitable basis.

Q. Are dry batteries subject to the Order?
A. No. The production of dry batteries is controlled by Limitation Order L-71.

Q. How may parts for maintenance and repair be obtained?
A. Maintenance and repair parts will be available through normal channels. Distributors of such parts may obtain preference ratings through the use of PD-X, the Distributor's Application for Preference Rating.

Q. In recording discs subject to the Order?
A. Yes. Recording discs are subject to the restrictions of L-183 and may be obtained through distributors who may apply for preference ratings on Form PD-1X or the consumer may apply on Form PD-1A for his requirements.

Kaye's Million

WELL OVER a million dollars—the figure released by WJSV Audi- tion—was collected for Uncle Sam by Kate Smith and Ted Col- lins in their marathon, War Bond Crusade, in Washington's WJSV Oct. 28. The noted entertainment pair went on the air with their facilities, WPBS-AM, and WFBZ-FM, and connected with WPBZ-FM, WJZ. Kate Smith and Ted Collins also entertained the crowd, which included the staff of the station's sustaining programs and, of course, nationally on Kate's noonday chat show on the network.
“What’s the score?”
“Let’s dance!”
“What’s the news?”

So they tune in WSIX!

Yes, sir, in Nashville they know WSIX carries more sports, more music, more news than any other local station. That accounts for a big part of WSIX’s heavy popularity.

This station’s recent shift to 980 kilocycles and increase to 5,000 watts, day and night, automatically increased its listener audience over a still wider area.

Top this off with an unprecedented business boom in the Nashville area and you have one ideal spot for your radio campaign.

Wire, phone or write this station or Spot Sales, Inc., National Representatives.
Networks Explain Positions on Co-Op Tell FCC Why Program of Association was Rejected

REPLIES from both CBS and NBC were released last week by the FCC, explaining the position of each network with regard to refusal to sell time to the Cooperative League of the U.S.A. The Action on the Norn Resolution which was referred to the Senate Interstate Commerce Committee [BROADCASTING, Oct. 19] is not expected until after the election. The same is true of the House resolution referred to the Rules Committee.

The letters came in response to a request by the FCC for a statement of the facts concerning the alleged discrimination against Cooperative's attempt to purchase time for a transcribed series [BROADCASTING, Oct. 12, 19, 26].

CBS explained in its reply that the network's policy is opposed to sale of time "for purposes of propaganda on one side or another of any controversial issue." In addition, the letter points out the programs not only are controversial but were "designed to promote a fundamental change in the present system of marketing." As a result of the policy against this type of program, the CBS letter signed by Paul W. Kesten, CBS vice-president and general manager, contends the network has lost $9,000,000 in revenue. As an instance, he cited the network's opportunity to sell time to people "who wanted to fight Congressional legislation such as the Public Utility Holding Company Act of 1935."

Limit on Commercials

As a minor issue in the case, the letter also delineates the regulation which limits the amount of commercial copy allowed to be broadcast on any commercial program. The statement on Co-Op Committee's proposed program series actually would promote the movement in the opinion of CBS, this represents a further obstacle in the format of the proposed series, it was stated.

NBC, according to a letter from Niles Trammell, NBC president, after an examination of a proposed series, "I regret, my company was not passable for sale of time on the grounds that the time would not only be used to sell the cooperative movement generally, but to oblige...add to the membership for its member cooperatives". This is opposed to the network's policy against sale of time for solicitation or membership drive, except for the Red and the annual March of Dimes campaign in connection with the President's birthday.

Mr. Trammell's letter emphasized the network's willingness to sell time to various cooperatives to promote sales of goods. In fact, he pointed out such sales have been

The Tube Heat WJR Building

Engineers Rig Up Plant From Materials Found
Around Transmitter Structure

The OIL-HEATED transmitter building of WJR, Detroit, will be heated this winter—by radio.

Credit the ingenuity by WJR Chief Engineer Merrill Mitchell and his staff, who constructed the new heating plant for the building with only the materials at hand. The result saves the station's money—and the nation's oil.

The new system utilizes the heat generated by the anodes of the power amplifier tubes. The tubes of the 50,000-watt transmitter are cooled by distilled water which in turn is cooled by regular water.

Utilizing only equipment formerly used in cooling an auxiliary 10,000-watt transmitter in station, Mr. Mitchell built his new heating plant. The radiators of the old system were inserted in the tube-cooling system where the water temperature is about 130 degrees Fahrenheit.

Air-fm fans, also formerly used in the 10,000-watt transmitter cooling system, were installed behind the radiators in such a manner that they draw the cold air from the floor of the building and force it through the hot radiators.

The hot air is directed by means of a wooden duct to the regular hot air duct of the oil furnace and thus distributed evenly to the entire building.

Mr. Mitchell even figured down to the last degree of temperature the possibilities of heating the station. He found that oil heat alone produced at a given heat outlet a volume of air at 110 degrees Fahreheit. The water heat provides a stream of air at only 101 degrees, but by operating his blower switch manually, he has achieved the same room temperature as under the old system.

WHN Names Chason

HERBERT S. CHASON, for three years in the research and sales departments of CBS, has been appointed advertising and sales promotion manager of WHN, New York, it has been announced by Herbert L. Pettry, director of the station. He replaces Robert G. Patt, now in training at Notre Dame to become an ensign in the Navy. Prior to his position with CBS, Mr. Chason was in the advertising department of E. I. du Pont de Nemours & Co.

Mr. Chason approved in the past and would continue to be approved in the future. Sustaining time for discussion of cooperatives, he pointed out, has been provided by NBC in past but NBC and industry policies preclude the sale of time for membership campaigns and broadcast of controversial issues.

Book League Planning Drive on 200 Stations

BOOK LEAGUE OF AMERICA, a subsidiary of Doubleday-Doran & Co., New York, has appointed Raymond Spector, director of the radio department, to place advertising for specified books from time to time. First book to be handled by Spector for the League will be How to Prepare Your Income Tax. A schedule of spot announcements and programs on over 200 stations is planned.

HUBER, HOGE & SONS, New York, handles other phases of League advertising, and is currently conducting a nationwide mall order campaign [BROADCASTING, Oct. 5]. Drive expires in December, and enters a new cycle in January.

J. S. Curley

J. S. (Jack) CURLEY, 33, originator of series Chicago at Work on WMT, Des Moines, Iowa, died of a heart attack at his home in Chicago on Oct. 24. Burial was at Mount Vernon, N. Y., his home town. The Chicago at Work series will be continued by his associates, Lois Grey and Bob Bryar.

Kemtong Spots

SHERWIN-WILLIAMS Co., Cleveland, for its new paint product Kemtong is conducting a spot campaign of about 25 announcements weekly on six stations in four markets. The campaign has been running since Oct. 19 and stresses the fact that Kemtong is made of non-priority material, can be applied by non-experts, and is easily mixed with water. Agency is Newell-Emmett Co., New York.

Horace D. Allen, 34, Dies in Hollywood

HORACE D. (Don) Allen, 34, production manager since 1935 of Standard Radio Inc., Hollywood transcription library service, died in Hollywood Hospital, that city, Oct. 22 after a lingering illness. Active in radio for more than 12 years, he at one time was announcer-producer of KFWB, Hollywood.

Shortly after Gerald King, then general manager of that station, left to form Standard Radio, Mr. Allen joined him as production manager, continuing in that capacity until his death. Naturally known in radio, Mr. Allen also conducted his own orchestra, which is featured on many of the Standard Radio transcriptions.

Funeral services were held Oct. 27 at Wilshire Ward Chapel, with burial in Hollywood Memorial Park Cemetery. Besides his widow, Mrs. Annabelle Allen, surviving are three children by a previous marriage, Jan, 9; Pamela Allen, 7; and his parents, Mr. and Mrs. Chester Allen.

Warren B. Worcester

WARREN B. WORCESTER, 33, president of Worcester Broadcasting Corp., which operates WJSR, San Diego, Cal., died in that city Oct. 24 following a lingering illness. Born in Springfield, Mass., he was educated in Boston at Wentworth Institute. Mr. Worcester came to San Diego in 1930 and was associated with both of Aeronaughtics before entering radio in August 1941. In addition to his radio activities, he was secretary and treasurer of Pacific Space Corp., which operates a large dance pavilion in San Diego. He was also interested in the amusement center at New Mission Beach, near San Diego.

Ernest L. Finley

ERNEST L. FINLEY, owner of KSRO, Santa Rosa, Cal., and publisher of the Santa Rosa Press Democrat, died Oct. 24 at his home. He had been an editor and publisher 45 years, started his business as a printing shop. He established KSRO in 1937.
HORACE, YOU'RE DEAD RIGHT! THE WAY PURCHASING POWER IN THE OREGON COUNTRY IS BOOMING, YOUR ADVICE TO "GO WEST" IS THE PURE QUILL FOR RADIO ADVERTISERS!

I'M THE JOHNNY WHO "KNOWS ALL" AND "TELLS ALL" ABOUT THAT HOT TIME-BUY AWAY OUT WEST - STATION KEX - PORTLAND, OREGON!

THE OREGON MARKET IS THAT "HAPPY COMBINATION" OF BASIC RESOURCES AND INDUSTRIAL PAYROLLS. SHIPYARDS HERE EMPLOY AROUND ONE HUNDRED THOUSAND MEN AND WOMEN AT HIGH WAGES. FARMERS, DAIRYMEN AND LUMBERMEN HAVE THE HIGHEST SPENDABLE INCOME EVER!

ANYBODY WITH HALF AN EYE CAN SEE THAT THE BLUE NETWORK IS DOIN' BIG THINGS THIS FALL. KEX IS THE ONLY BLUE STATION BETWEEN S.F. AND SEATTLE. THEY HAVE TO KEEP THEIR EARS GLUED TO KEX TO HEAR THOSE GREAT BLUE SHOWS!

KEX LEADS THE RADIO PARADE - IT'S A "MUST" ON ANY TIMEBUYER'S LIST! WRITE OR WIRE FOR AVAILABILITIES - OR CALL YOUR NEAREST PAUL H. RAYMER OFFICE!

KEX GIVES RADIO ADVERTISERS EXTRA COVERAGE - EXTRA SERVICE - EXTRA VALUE -- IN AN EXTRA GOOD MARKET!

JOHNNY, YOU'RE WONDERFUL!

THE CLOSER YOU EXAMINE THE SITUATION, THE CLEARER IT BECOMES THAT KEX GIVES RADIO ADVERTISERS EXTRA COVERAGE - EXTRA SERVICE - EXTRA VALUE -- IN AN EXTRA GOOD MARKET!

OREGON AND SOUTHERN WASHINGTON

BROADCASTING - Broadcast Advertising

November 2, 1942 • Page 13
New Wage Order Forbids Blanket Increases of Pay Individual Adjustments May Be Allowed by Treasury

ALTHOUGH blanket salary and wage increases for employees earning under $5,000 a year were forbidden Oct. 27 by order of Judge James E. Byrnes, chairman of the stabilization director, indications last week were that broadcasters will retain considerable latitude in dealing with workers.

Though no rulings have yet been issued, it was believed at the Treasury that many studio employees—talent, newsroom, production men—not bound by wage agreements or represented by unions, would be classified as bona fide professional workers, and included in the class of wage earners whose incomes will be limited by the Commissioner of Internal Revenue rather than the War Labor Board.

Regulations Not Ready

At the same time, Assistant Secretary of the Treasury John L. Stack advised that regulations were not ready, although a salary stabilization unit, with field offices, will go into action within a few days. Some Treasury officials expressed the hope that when the regulations are completed, it is probable that they will provide simple methods of adjusting upwards earnings of the professional people in lower income groups.

Other broadcasting employers—members of unions or wage earners operating under contracts—will come under jurisdiction of the War Labor Board. Individual salary changes for this group will be allowed without permission of the WLB only in five types of cases, all of which require that the change be part of a regular promotion system. Stations employing eight or less persons are exempted.

Joseph L. Miller, NAB director of Labor Relations, commented that "the order is one of the most drastic developments in labor relations radio has ever experienced."

He said that Judge Byrnes’ order will govern the compensation of a great majority of the industry’s employees, and urged broadcasters carefully to meet the new problems with provisions of the act.

Willkie’s Big Audience
WENDELL L. WILLKIE, 1940 Republican candidate for President, attained a rating of 48.0 for his Oct. 26 speech on the four major television networks according to the reception meter card made by C. H. Hooper Inc. immediately following the broadcast. The figure represents a listening audience of 36,520,000.

President Roosevelt, who hit an all-time high Hooper rating with his 1941 address, is now quoted on the four networks, received a rating of 79.0 at that time.

Small Recorder's To Issue Protest

IN PROTEST against the proposed establishment of Government recording studios which would compete with as well as duplicate present equipment of independent studios, the Ann. of Recording Studios, Aug. 10, is planning to send a letter of complaint to President Roosevelt. At present WLB, the Ann. of Smaller War Plants Corp., the Senate and House committees, New York Senators and members of the New York delegation. The announcement of the decision was made at the association’s meeting Thursday, when it was announced that the letter will be forwarded to WLB, the Ann. of Smaller War Plants Corp., the Senate and House committees, New York Senators and members of the New York delegation.

The letter is to point out the fact that, although 17 independent recording companies were named in August [BROADCASTING, Aug. 10], it is understood that they were not yet assigned to the smaller studios. A survey among the ARS members revealed that 60% of the studios were operating at about 60% capacity. If the Government sets up its own recording units, it is probable that their studios would have to operate at only about 40% capacity.

The Government could provide more efficient recording stations at existing facilities if the new studios are aimed at an existence in established studios, professionals stated, and make possible a more effective use of their equipment if their material and material were classified as inactive in a non-essential plant, it is claimed.

Industry Figures Attend Annual ASCAP Dinner

ASCAP dinner last Thursday, concluding the general membership meeting in the afternoon, for the first time in ASCAP history included broadcasters and other users of music as well as members of the society. Deems Taylor, president of ASCAP and toastmaster, welcomed. Meidow, president of WOR, New York, and chairman of the board of MBS, as well as Mark Woods, president, BLUE; Frank E. Mullen, vice-president and general manager; CBS Vice-President Frank Stanton, WOR Vice-President Frank White; Mr. Taylor described it as an end of the dinner.

He also read messages from James Lawrence, FLY, chairman; NAB President Neville Miller; William S. Paley, CBS president; Fred Weber, MBS general manager; Edward Klaw, CBS vice-president. They expressed regret at their inability to attend. Mr. Paley’s message was in verse and concluded the suggestion that it should qualify him for ASCAP membership. Business meeting in the afternoon was confined to purely routine matters and somewhat shorter than expected.

Both program and evening sessions were held at the Hotel Astor, New York.

Journey to Cleveland

WJW, AKRON, SEeks Move to Cleveland PROPOSING to move into Cleveland and operate there as the BLUE outlet, WJW, Akron, on Oct. 29 applied to the FCC for an amended construction permit which would authorize new studios at 815 Superior Ave., Cleveland, and a new transmitter in Cuyahoga County.

WJW now operates with 250 watts on 1240 kc., and for some time has held a CP for 5000 watts on 850 kc. It is now an MBS outlet, with WAKR on the BLUE and WADC on CBS. At present WCLE, 500 watts daytime on 610 kc., is due to go off the air in Cleveland as the station recently announced its retirement from the market. While its companion station of the Cleveland Plain Dealer group, the 5000-watt WHK, is a fulltime MBS outlet and no longer is affiliated with BLUE, which has no Cleveland outlet.

Plough Expanding

PLOUGH Inc., Memphis, currently sponsoring four quarter-hours weekly six days a week on eight stations of the Atlantic Coast Network, on Oct. 26 will add to the list the two ACN supplemental stations, WEJ, Hagerstown, Md., and WBOC, Salisbury, Md. The programs, selected by the agency, Lake-Spiro-Shurman, Memphis, are being presented now for pin and Penetro products on the full ACN.

Nova Scotia Station

CJFX, Antigonish, Nova Scotia, is now on the air with 1000 watts on 880 kc. The station is owned by Atlantic Broadcasters Ltd., in conjunction with St. Francis Xavier at Antigonish.

Broadcast Project Deferred by Davis

ELMER DAVIS, Director of the Office of War Information, announced last week that action on his proposed broadcast series had been held until after the election. Mr. Davis resigned as assistant director of the Office of War Information to devote all of his time to the campaign of the Democratic candidate for President. The former director of the Office of Facts & Figures de- lighted this story and explained that he would maintain his present position at OWI but expected to devote more time to his duties as Librarian of Congress.

The only decisive action among OWI personnel came last Thursday when Paul C. Smith, former editor and managing editor of the San Francisco Chronicle, and a number of other OWI employees detached, assigned as chief of the OWI News Bureau, resigned to join the Mandats, positioned it, explaining his decision he said, “I told the Navy that I wanted combat service and I wasn’t qualified for public relations work.”

To replace Mr. Smith, it was announced that his duties would be assumed by James Allen and George Lyon. Mr. Allen, formerly with the Security and Exchange Commission and the Dept. of Justice as public relations director, will become assistant chief of operations and Mr. Lyon becomes chief of the News Bureau.

N.B.C. Loses Directors

N.B.C. will lose three members of the director staff within the next few weeks. Anthony Leader will enlist in the Civilian Pilot Training course of the Civil Aeronautics Authority Nov. 10 and Van Fleming has been given an indefinite leave of absence due to illness. William Wilgus will resign in a week or ten days to join the Office of the Coordinator of Inter-American Affairs, where he will direct two Spanish language programs for shortwave Latin America.

Rounding ‘Em Up For the Red Cross Blood Bank is Vaughan DeLeath, "First Lady of Radio," now on staff of WBNF, Buffalo. WBNF members, after donating blood at Red Cross headquarters, are (1 to r.): Vaughan DeLeath; Carl Coleman, organizer; George Torge, program director; Edgar H. Twamley, station director; Edwin Reimers, Fred Keller and Ken Powell, announcers; Pat Vastola and William Wullen, musicians.
Carefully excluded from Westinghouse Radio Stations' cordial relations with the public are their transmitting stations during war-time. At KDKA, high on a commanding hill, visitors are challenged by a searchlight, a directionally amplified voice, and a gun, and they state their business into a microphone before they come near the tower.

KDKA has pioneered in this war-protection, and now the transmitter at every Westinghouse station is inconspicuously but effectively guarded to the teeth.

For radio is too important to victory, free speech is too American, Westinghouse audiences are too war-essential, to let sabotage or carelessness interrupt the endless flow of truth and relaxation and inspiration.
Radio Censorship Policy Is Praised

RADIO is setting an excellent example for newspapers and other information-disseminating agencies in the United States in withholding vital war facts from the public.

This fact was demonstrated in remarks by Announcer Earl Hague, of WDRC, Washington, during a morning broadcast Oct. 22. By contrast, newspapers of one country were accused of doing a "poor job" by Byron Price, Director of Censorship, in a recent speech before the Southern Advertisers Assn., at Hot Springs, Ark.

Said Announcer Hague, in part: "I've received a lot of cards and letters requesting me to announce birthday or anniversaries on a particular day and at a particular time... principally on this program. This I cannot do, at least for the duration of the war... because it's against the regulations of the Censorship Office and because I don't want to say or do anything that will hamper the war effort in any way."

Cites Example

After praising the thoroughness of the Office of Censorship, and the vigilance of the U.S. Government in disposing of Nazi spies, Announcer Hague cited an example of what might happen through compliance with a listener's request: "Let's pretend for a moment you are Foreign Agent 192 and you want to get in touch with Agent 84, without danger to yourself through correspondence."

"You could very well send in a card or letter to our station which would read 'Please play The White Cliffs of Dover at 8 p.m. tomorrow at 3 o'clock and wish a sunny 50th anniversary to Mr. and Mrs. Wil- loughby of 323 Walnut St.' Sounds innocent, doesn't it? But do you realize that 500000 troops embarking for England tomorrow from Pier 3. Weather fine. Contact me at 323 Walnut Street?"

While official Washington has given high praise for radio's cooperation in strictly observing censorship regulations, newspapers have at times been severely criticized. Mr. Price said in part: "I think the newspapers have done a poor job of informing the public why some information has or be withheld. The Wartime Code is public property, but I doubt whether a half-dozen newspapers have ever published it, either as a whole or section by section over a period of days, or taken any other steps to advise their readers in detail about the reasons made by their Government."

After suggesting that newspapers publish "patient" explanations of the Government's reasons for censorship, Mr. Price continued: "What is the basic consideration behind censorship? It is simply this: That none of us should give the enemy, by design or inadvertence, with information which will help him to kill Americans. Just that, and nothing else."

Networks Complete Plans for Coverage Of Nationwide Election Results Nov. 3

ELABORATE preparations have been made by the four major networks for complete and accurate coverage of nationwide election Nov. 3, the first wartime election in 25 years.

To supply listeners with authentic trends on the voting, Fulton Lewis Jr., NBBS commentator, broadcasting from New York, will telephone prominent political personalities while he is on the air. He will be assisted by a staff of newsmen headed by Dave Driscoll, war service director of WOR, Mutual New York outlet, while a special crew of tabulators and statisticians will assist on the results of the New York state gubernatorial race between Thomas E. Dewey and John J. Bannett, in cooperation with the New York Herald-Tribune.

Frequent Summaries

NBC's coverage will get under way at 7:45 p.m. Nov. 3 with a last-minute review of the election picture by H. V. Kaltenborn, NBC analyst. At half-hour intervals throughout the evening, NBC will provide three-minute summaries of late returns with analyses by Morgan Beatty from Washington, and bulletins from NBC election reporters round the country. Don Goddard will headline the coverage of the New York State elections, as covered by WEAF, NBC outlet in New York.

The blue will present Earl Godwin at 8 p.m. in a general summary, and will split its coverage of the bulletins with its various affiliates on a cooperative basis. Every half-hour two-minute reports will be broadcast, with Roy Porter summarizing at scheduled intervals from New York.

Raymond Gram Swinney, on his regular 10 p.m. news program will report returns and the 11 p.m. Easo Reporter broadcast will be devoted to local returns in New York. BLUE staff reporters also will be stationed at Bennett's headquarters, with plans to originate some talks from those offices.

Reporters in all parts of the country have been stationed by CBS to broadcast returns, starting at 9:30 p.m. with John Daly from New York. Others include Jack Aprin, cousin of Jackie Aprin, director of the Aprin Agency; William Mullins, from Boston; Todd Hunter, Chicago; Francis P. Doug- las, St. Louis; Chet Huntley, Los Angeles, and back to New York for Ernest K. Lindley's analyses. Late returns on the voting for governor and other officers in New York will be given by John Daly the day after 1 a.m., and CBS will stay on the air until 3 a.m., if necessary, for final returns.

Voluntary Censorship Requires Ample News of War, Says Byron Price

"UNLESS ample war news is given out by the Government, our voluntary censorship organizations may get no cooperation with the press and radio will collapse," Byron Price, director of the Office of War Information, warned at a forum conducted in New York last Wednesday under auspices of the New York Times and broadcast by WMC.

Reassurance that complete war news would be available, except in cases which would aid the enemy, was made by Mr. Price, director of the Office of War Information when he pointed out that up to date, all ship of major U.S. naval vessels had been reported to the public by the Navy.

Furthermore Mr. Davis assured that Navy communications "have been much closer to the complete stories than the enemy," and observed that the enemy had been more secretive about its losses than the U. S. Mr. Price considered censorship "a necessary evil" in wartime but emphasized the responsibility accepted by his office "to prevent news from coming so stringent that the American public is ignorant of the progress of the war."

Serutan Blue Program Moves Opposite Benny

SERUTAN Co., Jersey City, sponsor of Drew Pearson's quarter-hour of war news and public opinions on the BLUE each Sunday, 6:30-6:45 p.m., is shifting the program to the 7-7:15 p.m. period opposite Jack Benny, beginning Nov. 15, at the same time increasing the number of stations from 23 to 55.

Raymond Spector Co., New York, agency in charge, stated that during the past year the program has been heard in 48 stations in Chicago opposite Benny, taken off the line and recorded for a delayed broadcast on WENR. During the period sales have boomed in the Chicago area. Despite the hesitancy of advertisers to back such a high-rating program as the Benny show, the Chicago experience has encouraged Serutan to expand its competition to its full network. The Serutan programs are produced by Henry Souvaine.

Spots for Tax Book

A SPOT campaign to publicize Your Income Tax 181, 1942, which was begun Oct. 26 by Simon & Schuster, New York publishers, and will consist of 5 and 16-minute programs on WOR and other stations in 26 metropolitan areas until March 1, 1943. Close to 500 stations will eventually be selected for the program. Last year's spots, which attracted approximately 70% of all American stations participated. Agency is Northwest Radio Adv. Co., Seattle.

Thriller Returns

CBS will resume Suspects, mystery series authored by John Dickson Carr as a result of requests. Returning to the air Nov. 3, the weekly program will be aired in its regular 9:30 p.m. spot starting Nov. 10.
In dynamic Detroit the automotive industry, alone, is producing more than $14,000,000 worth of war materiel every day! And still production schedules are skyrocketing!

Today, there are more than 580,000 hourly paid workers engaged in war work in the Detroit industrial area, and this figure is growing with each passing day.

This makes Detroit the most vital and responsive market now. And the soaring sales of War Bonds guarantee the purchasing power of these workers in the future.

Whether you have merchandise to sell now, or a good name to uphold—the Detroit market can be reached most easily and economically by using WWJ—the most listened-to station in this great market.
Foreign-Language Control Outlined by Federal Officials

Three-Way System of Governmental Direction Reviewed at Meeting of Industry Group

DEFINITE outlines of Government plans for regulating foreign-language radio programs were explained in Washington Oct. 27 when the Foreign Language Radio Wartime Control Committee met. The four-hour session, attended by representatives of the Office of Censorship, the FCC and the OWI.

Government plans revealed at the meeting indicated that the bureau, which had been overloaded with work. As the Bureau investigations of personnel. An office of the OWI.

How It Works

Under the plan, the Office of Censorship will monitor programs and advise broadcasters of violations of the voluntary censorship code; the FCC will establish a new investigative unit to prepare reports on the background of employees of foreign-language stations; and the OWI will intensify its current programming activities.

Despite announcement of definite plans for Governmental supervision of foreign-language radio, Robert K. Richards, head of the Office of Censorship's new Foreign Language Section, told the FLRWCC session that conditions in the industry are “quite satisfactory.” He said that in monitoring programs and examining scripts, his office has found that individual broadcasters and the FLRWCC have been doing a fine job.

Much of the responsibility for foreign-language control will be in the hands of Arthur H. Johnson, director of the Foreign Language Section. His job will be to assist broadcasters. Responsibility for programming will remain in the hands of station managers.

Until now, confusion has clouded the function of Censorship, FCC and OWI in meeting foreign-language problems. Both Censorship and FCC plan monitoring services, and neither agency would accept responsibility for the investigation of personnel. These investigations are at present carried out voluntarily by the FLRWCC.

Several weeks ago the Federal Bureau of Investigation had been asked to survey personnel of foreign-language broadcasting stations. J. Edgar Hoover, director of the bureau, refused to accept responsibility, and in a letter to the FCC pointed out his office was overloaded with work. As a result, FCC will do the investigating itself, Chairman Foy told a House Appropriations subcommittee, and will set up a new staff of 25 in its investigations for the job [BROADCASTING, Oct. 12].

OWI's part in the foreign-language setup was explained at the FLRWCC meeting by Lee Falk, its foreign-language radio director, who indicated his department would intensify its work on creative programming. Mr. Falk emphasized OWI's desire for continuation of programs which offer foreign-language service, but with an “American approach” that would avoid “European anachronisms.” Such programs would not skirt the issue of war, but would take the “we are all Americans” angle.

Italian Leads

In detailing OWI's work, Mr. Falk revealed that 118 stations had answered a questionnaire sent out, and that an analysis of these answers showed that Italian programs account for more than any other tongue, although more stations use programs in Polish. Effective of spot announcements, Mr. Falk told the FLRWCC, this survey shows that about one-third of the time is sustaining, and that about 7% of foreign-language time is given to public service programs. Almost all of these public service features consist of programs prepared by OWI.

In addition to Mr. Richards and Mr. Falk, Jerry Spingarn, of the FCC War Problems Division, spoke briefly on plans for the new investigating service, and restated broadcaster's responsibility under the War Code. Other Government officials present were Edward H. Bromberg, Mr. Richard's assistant at the Office of Censorship, and Mrs. Olivia Sachs, FCC. Russell P. Place sat in for the NAB.

Two new directors of the FLRWCC were elected at the meeting as replacements for Griffith E. Thompson, former manager of WBAY, Brooklyn, and Henry Heschel, former manager of WOV, New York, both of whom are now in the armed forces. The new officers are A. N. Armstrong, general manager of WCOP, Boston; and Patrick Stanton, manager of WDAS, Philadelphia.

Members of the FLRWCC attending were Arthur Simon, W PEN, chairman; Joseph Lang, WHOM, Jersey City, treasurer; C. M. Dobyns, KGER, Los Angeles; A. N. Armstrong, WCOP, Boston; Ralph Weil, WOV, New York; Arnold Hartley, WGES-WSBG, Chicago; Pat Stanton, WDAS, Philadelphia.

Campaigns to Promote Stars of Movies

In Air Tieups Are Planned by Studios

FOLLOWING successful test campaigns in connection with current releases, 20th Century-Fox Film Corp., plans a concerted radio tie-in on all pictures for periods of two months in advance of showing until film is well underway in its second run. Tests were made briefly that on "Tales of Manhattan" and "The Pied Piper." Results are stated to have been definitely of boxed office benefit over a 30-day period.

Radio tie-ups are now being arranged for all 76 players under 20th Century-Fox contract. Casting and exploitation departments are coordinating efforts to insure availability of players at times required for radio appearances. Programs on which players appeared and the radio tie-ins during the past month include CBS "Luna Radio Theatre;" "Blue Coca Cola Spotlight;" CBS "Chesterfield Hour;" CBS "Radio Reader's Digest;" "Blue Jergens Journal;" "Blue Breakfast at Saadi's;" CBS "Scorer's Gold Players," as well as on special broadcasts over CBS, NBC and BLUE networks.

Paramount Plans

Paramount Pictures will give "Star Spangled Rhythms," the biggest radio exploitation campaign it ever used for any film, according to announcement. Now being lined up as the company’s holiday season release, featuring key cities simultaneously during the Christmas-New Year's period, the radio plugs are scheduled for all national networks and independent stations beginning Jan. 1, and are all part of the picture’s general showing.

Film cast is the most impressive in Paramount's annals, with main title billing calling for 16 star names, 23 top feature players in addition to three directors who appear before the cameras.

This array of talent contains 21 experienced radio personalities, including Bing Crosby, Bob Hope, Dorothy Lamour, Mary Martin, Dick Powell, Victor Moore, Ray Milland, Betty Hutton, Eddie Bracken, Paulette Goddard and Veronica Lake from the star group, and Betty Rhodes, Dona Drake, Lynne Overman, Johnnie Johnston, Gil Lamb, Cass Daley, Walter Car- ters, and Edward G. Robinson from the feature lineup, and Cecil B. DeMille of the directorial trio.

Majority of these have regular radio commitments which give them an automatic opening for picture plugs. Other talent will be spotted on radio tie-in variety of networks as well as local programs to assist in the radio buildup.

OUT OF THE TURF came 50,000 feet of pure copper ribbon and more than 300 pounds of 99% aluminum, recovered from the old 5,000-watt towers of WPTF, Raleigh. Richard Mason WPTF manager (left), and Henry Huleck, chief engineer, are looking over the ribbon pile just before it was carted away by Raleigh scrap campaign workers.

BURKLAND NAMED

WJSV'S MANAGER

CHARLES J. BURKLAND, for the last year a member of the New York staff of Radio Sales, has been appointed general manager of WJSV, CBS owned and operated station in Washington, D.C. Frank Stanton, CBS vice-president, announced last week.

Mr. Burkland, who will take over his new duties within the next two weeks, will succeed A. D. Willard Jr. who has been made general manager of WBT, Charlotte, another CBS M & O station, as part of a realignment of the managers of these outlets that moves A. E. Joselyn, WBT's manager, to WCCO, Minneapolis, and brings William E. Forbes from that station to New York as an executive assistant to the network manager [BROADCASTING, Oct. 26].

B. B. Miller

Mr. Burkland attended the U of Minnesota and began his radio career in 1920 when he joined WCCO as an announcer. Working subsequently in the station's production department and as a salesman, he was sales manager of WCCO for four years. A year ago, in October 1941, he was transferred to the staff of Radio Sales in New York.
Let this crashin', smashin' whirlwind of a record-bustin' go-getter put you across the goal.

There's no stopping Big Aggie. Power to bowl over all resistance . . . a clear field that's free from competition . . . and a special "something" that's not in the rule book. She's Triple-Threat for sure . . . she and the station she represents.

WNAX is the triple threat station of the rich middle-west. A frequency that permits reaching out for the far ones—strategic location far from other network stations—and enviable soil conductivity that carries the signal over the greater part of Iowa, Minnesota, Nebraska and the Dakotas.

Get WNAX on your team. Let us tell you how others score a gain and a-gain.
War Lament of the Puzzled Locals

Washington Is Resting While We Die, Says One

EDITOR, BROADCASTING: Three thousand miles seem a long way by whistle-stop on the Pacific Coast and Washington, D.C., where men supposedly cogitate the fate of wartime radio. And an even greater chasm seems to separate the small station, the familiar 250-watter, and a decision which must ultimately be made on the future status of the-likes-of-us. And, so, I unbend myself, suffering pride of authorship, and put on paper a few questions that I ask myself every day.

1—What's going to happen, when small, whistle-stop stations can still operate with tubes and present equipment, but have insufficient advertising income upon which to justify operation? You know! It is estimated in Washington, itself, that 300,000 small businesses will suffer unquestionable death by the end of 1943. And, we of the whistle-stops are riding on, the so-called small business man; in fact, he and we are one.

Equipment No Problem
Yet the NAB, the FCC, conjure ways and means to ration tube and equipment replacements, when, in the background, the problem that grows more menacing hourly. A problem far more serious to the small station than equipment needs.

2—What's going to happen, when the small stations are counted out at the end of 1943 along with 300,000 other businesses like them? Are licenses to be forfeited, discarded, into oblivion? For provisions in the offering to allow license suspensions for the duration?

3—What's going to happen, when a small station, like 300,000 small businesses like it, loses its market, its wall, loses its investment? And we mean not only the financial investment in equipment, but the investment in goodwill, public trust and community confidence that have taken years to create and constant alertness to maintain.

4—What's going to happen, when it is realized in Washington that the whistle-stops have a vital part to play in the war effort? Perhaps we shouldn't survive; perhaps metropolitan radio is sufficient to fulfill the ever enlarging field of radio's responsibility to the public; perhaps our contribution to the whole is negligible and our continued existence unsound. But, what? Not the solution—whistle-stop? Decisions must be made, and soon!

The 250-watters, sitting out on the limb of uncertainty, striving to live on ever dwindling advertising revenue, and still maintain public service to community and government, are misplaced entities in an economy of total war.

You say: work harder; no one survived without effort; nurture accounts that have never used radio previously. We say: you cannot fight the battle of advertising in the whistle-stops when merchants can no longer obtain goods nor the personal touch gone. Stupidity abounds in a situation when you fight an obviously losing and unproductive battle against business; against tube stand shortages; against the problem of what you pay and what you should pay; and against the insurmountable problem of losing station personnel.

All in Same Boat!
It is obvious that radio is in no more serious straits than other business. As a truism: "We're all in the same boat." But, radio, even in the whistle-stops, has a responsibility to the public, not only to sell these goods, but that of any other business. And the answer to that headache must come from Washington. And, soon!

But, in all probability, the answer will ring with a token that of any other business.


economy of ment, 
we
economy of ment, 
we

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Formal Statement of Treasury Cites Advertising Tax Stand

Reasonable and Legitimate Payments Permitted, According to 'Internal Revenue Bulletin'

ADVERTISING is recognized as "a necessary and legitimate business expense so long as it is not carried to an unreasonable extent and does not become an attempt to avoid the payment of tax" in a statement published last week in the Internal Revenue Bulletin.

The statement is in effect an interpretation of Section 19.23 (a)—1 of the Internal Revenue Code, relating to business expenses, and it is a reiteration in formal language of policy enunciated by Secretary of the Treasury Morgenthau before the Joint Congressional Committee on Internal Revenue Taxation last May 28 and by Commissioner Guy T. Helving in correspondence with the Assn. of National Advertisers [BROADCASTING, May 25, June 1, Oct. 5, 12].

Need of Advertising
Expressing unwillingness to lay down a definite rule as to what are "reasonable" expenditures for advertising, the Treasury evinced an appreciation of the necessity of advertising under wartime conditions, pointing particularly to Government promotions which are deductible, and stated it would consider applications for individualulings. Because of its unusual volume of work, however, it asked that taxpayers bear mind general rules it laid down in its statement so as to avoid the necessity of individual rulings.

The Revenue Bureau's statement, setting forth its official attitude on tax deductions for advertising, follows:

Advice is requested as to the extent and value of advertising which will be deductible from gross income for Federal income tax purposes.

To be deductible, advertising expenditures must be ordinary and necessary and have a reasonable relation to the business activities in which the enterprise is engaged. The bureau recognizes that advertising is a necessary and legitimate business expense so long as it is not carried to an unreasonable extent or does not become an attempt to avoid proper tax payments.

The bureau realizes that it may be necessary for taxpayers now engaged in advertising to continue this activity through advertising, their trade names and the knowledge of the quality of their products is improved, and they return to peacetime production their efforts and the quality of their products will be known to the public.

In determining whether such expenditures are allowable, cognizance will be taken of (1) the size of the business, (2) the amount of prior advertising budgets, (3) the public intranquility reasonably to be expected in the future, (4) the increased cost of doing business, (5) the total of advertising expenditures, (6) the introduction of new products and added lines, and (7) buying habits necessitated by war restrictions, by priorities, and by the unavailability of many of the raw materials formerly fabricated into the advertised products.

Types of Expenses
Reasonable expenses incurred by companies engaged in advertising technique to speed the war effort among their own employees, and to cut down waste and increase the usefulness and efficiency, will be allowed under reasonable personal expenditures for advertisements, including the promotion of Government objects.

In the best sense, such as conservation, salvage, or sale of war bonds, which are signed by the advertiser, are deductible for the reasons are reasonable and are not made in an attempt to avoid proper taxation.

It is the statutory responsibility of the bureau to determine and collect taxes due upon Federal income and excess profits taxes, and to prevent abuses and attempts to avoid the payment of such taxes. This subject will be subject under the proposed tax bill now before Congress.

No definite rule is made here determining what is reasonable in the case of advertising can be laid down in advance so as to fit all situations and all classes of taxpayers. To determine the amount of such expenditures, the bureau, through advertising, their trade names and the knowledge of the quality of their products is improved, and they return to peacetime production their efforts and the quality of their products will be known to the public.

The bureau will consider applications for individual rulings. It is, however, the individual value of work, and it is believed that if taxpayers bear in mind the above general rules, individual rulings will not be necessary except under most unusual circumstances.

Purex to BBDO

PUREX Corp., Los Angeles (bleaching solution), has appointed BBDO, Hollywood, to handle its advertising, according to Adrien Feldler, president of the firm.

W. (Doc) Geisinger, for 14 years advertising manager of California Exchange, Los Angeles (Sunkist oranges, lemons), and now with BBDO, is account executive.
Prospective Orders on Cross-Hauling To Affect Radio Advertised Products

CROSS-HAULING by truck of many products now nationally advertised by radio would be sharply curtailed by regulations in preparation at Office of Defense Transportation, with marketing practices certain to be sharply affected. Necessary authority for the issuance and enforcement of such regulatory measures already exists, according to ODT.

"Essential" and "non-essential" merchandise are slated to be first to feel the blow of these constricтив measures. The War Production Board and ODT are now making a combined study of merchandise within these categories. Pending final official decision the individual items under consideration were not named even tentatively.

Eastman Interested

The subject is receiving serious consideration by Joseph B. Eastman, director of ODT, and it was said no hasty or ill-considered decisions may be expected. However, when final action is taken concerning a particular luxury or non-essential, it is expected the ban on "cross-hauling" of that product will be made effective almost at once. Bans on certain products with which the radio industry is not directly concerned already have been issued, an example being cement.

Mr. Eastman, in a recent speech, gave the following definition of cross-hauling:

"It has been an American principle, and a good one, to let people compete freely and sell and trade where they will. It is a principle that we all work to preserve—in times of peace. But we are in an all-out war. Undoubtedly this way of doing business increases materially the amount of transportation to be performed. A producer in Boston sells in Chicago. His competitor in Chicago sells in Boston. Their goods cross on the way. That is cross-hauling in its narrow sense. A man in Worcester may buy in Boston or he may buy the same goods in Chicago. In the latter case, the amount of transportation is much greater. This is cross-hauling in a broader sense. A more precise term, of course, would be excessive hauling."

WWNY, Watertown, N.Y.
Dedicates Transmitter

WWNY, Watertown, N.Y., on Oct. 21 formally dedicated its new facilities, 1,000 watts fulltime on 780 kc., with an hour program written and produced by Thomas E. Martin, station manager. Included on the program were Pvt. Stephen Kennedy and Corp. Earl Weidman, Pine Camp, N.Y., Bob O'Hara and his Hotel Woodruff orchestra and Harold B. Johnson, editor and publisher of the Watertown Daily Times, operator of the station. Pvt. Kennedy appeared on the concert stage and radio before his induction into the Army and Corp. Weidman on nation-wide broadsides.

The radio station was established April 29, 1941 with 500 watts on 1300 kc. daytime only. The construction permit for the new station was obtained last December.

Noxzema Renewing

NOXEZMA CHEMICAL Co., Baltimore (skin cream and lotions), during the month of October has been renewing contracts for its quiz programs, titled in the majority of cases Quis of Two Cities. Programs are now heard on 17 stations in 19 cities in various parts of the country. The company has also renewed the Battle of the Boroughs on WOR, New York, and the All Iowa Quiz on WHO, Des Moines. A new quiz contest is Ruthrauff & Ryan, New York.

ONA MUNSON, film and radio actress, has joined KNX, Hollywood, as narrator, and is committed to a weekly half-hour all-girl program, Victory Belles. Miss Munson is first feminine addition to that station's production staff.

NBC Defines Duties

TO CLARIFY misunderstandings concerning the recent change in positions of William Burke Miller and Bertha Brandt in NBC's program department, the network issued a statement last week to this effect: "William Burke Miller, NBC eastern program manager, has been assigned the additional duties of war program manager, while Miss Brandt, in charge of package program sales, has been appointed an assistant to C. L. McNamee, NBC vice-president in charge of programs, in addition to her present duties." It was mistakenly reported in the Oct. 26 Broadcasting, that Miss Brandt had been appointed assistant to Miller in working with NBC's war programs.

Government's Charges Against German Alien Announcer Are Dropped

CHARGES against Heindeltei Baron von Schoenermark, a German alien formerly employed as an announcer and newscaster by WMFD, Frederick, Md., have been dropped by the Federal authorities and the youth, who was known on the air as Brandon Roberts, has been released on parole. He was arrested by FBI agents last July, after having been discharged by the station. He was charged with failure to register as an enemy alien under new laws posing as an American citizen.

At the time he pleaded innocent and was held in Hagerstown, under $10,000 bail for a Federal grand jury. Four charges against him were dropped, however, after it was found that he had applied for American citizenship, had taken out his second papers and had been authorized by Federal authorities to use the name Brandon Roberts. Born in Heidelberg, he came to this country in 1929 and attended Harvard as well as network announcers' school in New York, which recommended him to the Frederick station.

WMFD had released the youth some months before FBI agents picked him up, and its executives were completely surprised when he was taken into custody. A. V. Tidmore, general manager, stated that he did not take him into his confidence when employed, and added that he is not being re-employed by WMFD.

Ruppert's 1943 Plans

JACOB RUPPERT BREWERY, New York, currently sponsoring Stan Lomax on WOR, New York, as well as spot announcements in selected markets, will use essentially the same radio schedules started in 1942, according to Ruthrauff & Ryan, New York, in charge, which is now working on the company's advertising plans for next year.

AN INCREASE in the participation of the BLUE Breakfast Club by Swift & Co. (meat products) is given the signed okay by Vernon D. Beatty (right), Swift advertising manager, while Don McNell (left), m.c. of the program, and E. R. Boroff, vice-president of BLUE Chicago, give the approving nod. The company has increased from three to five days a week, and from 87 stations to the full network of 145.
GOOD, MADAM? WHY IT'S ADVERTISED OVER WBBM!

For 17 straight years wBBm has sold more products for dealers and done more direct dealer contacting than any other Chicago station. This is one of the reasons why surveys prove dealers have a 30% preference for wBBm. Let this preference help sell your product.

wBBm is the midwestern key station for the Columbia Broadcasting System and is represented nationally by RADIO SALES: New York, Chicago, St. Louis, Charlotte, Los Angeles, San Francisco
Saluting civilians engaged in the war effort, KDYL Salt Lake City, is presenting a quarter-hour weekly, The Civilian Soldier, sponsored by Mullet-Kelly Co., that city. Premier broadcast Oct. 22 honored the Utah Copper Co.'s Bingham open pit copper mine and its thousands of employees, called attention to the Army-Navy 'E' award the firm Show is written and produced by Alvin G. Pack, of KDYL's program department.

College Programs

College NEWS, music, plays and special features are included in a half-hour program The Call of the Campus, on WEOA, Evansville, Ind. Three regular weekly programs now originate from the campus studio of Evansville College, the others being a half-hour, Show, The Children's Story Hour, featuring stories especially for school children, and Prof. Hjortvanger's program, a quarter-hour of vocal selections by the professor and his students.

Baron Eje

A SPANISH Lord Haw-Haw, named "Baron Eje" (Eje means Axis in Spanish), bowed in over NBC shortwave facilities Oct. 23, analyzing the propaganda output of Axis radio stations, pointing out their contradictions and blunders. Portrayed by Rafael Carvajal, Spanish-language writer and actor, "the Baron" is heard Fridays 8:45 p.m. (EWT) over WRCN-WNBI, and presented in cooperation with the Coordinator of Inter-American Affairs.

Smile Mister, When You Call Me a Boom Baby!

Don Anthony Best, age 5, is more than a Boom Baby. He's a "Boom Baby With a Future!" Because he was born in Wichita—"Boom Town"

Here today and gone tomorrow? Not Wichita! Every sales manager in the country has his eye on the Wichita area. You have only to read the newspaper to guess Wichita's future in the great post war aviation picture.

That Selling Station In Kansas' Biggest, Richest Market

KFH

WICHITA

CBS . . . 5000 WATTS DAY & NIGHT CALL ANY EDWARD PETRY OFFICE

Fort Monmouth Series

FORT MONMOUTH'S latest radio series, Music From Monmouth, featured Sunday afternoons on WCAP, Asbury Park, N. J., does a threefold promotion job, helping the post musical units a chance to display their talents; stresses the importance of buying War Bonds; and recruits men for the Army Signal Corps. Many NBC and CBS staff musicians make up the Fort Monmouth band roster and two former radio men, Lt. Spencer Allen, formerly of WGN, Chicago, and Sgt. Tom DeHuff, formerly of NBC, New York, produce and write the series.

Map and War

KO, San Francisco, collaborating with the San Francisco Chronicle, has started a war coverage series sponsored by the newspaper. The program Let's Look at the Map, is based upon a large map of a war front printed in the Sunday Chronicle. The announcer advises listenet of the page upon which it appears and asks them to look it over before them. Then, pointing out the location of the latest war activity, the program describes the geographical and strategic aspects of the area, making constant reference to the map.

Soldiers' Quiz

QUIZ PROGRAM designed for America's fighting forces overseas has been inaugurated over the shortwave facilities of NBC, Wednesdays, 11:15 a.m. Titled What's Your Name?, the program features Marjorie Brook and Bill Evans, famous voice-over artists who provide the service men to answer ten questions on a given subject.

Opera Interviews

BACKSTAGE interviews with world famed opera stars is a nightly event on KZA, San Francisco, during the current season of the San Francisco Opera. The program, Opera Curtain Time, is directed by Al Ziter, Alfred Frankenstein and Alexander Fried, music critics of the Chronicle and S.F. Examiner. Currently, respectively, appear on alternate nights to conduct the interviews, which originate in San Francisco's War Memorial Opera House.

Youth's War Problems

PROBLEMS of Canada's younger element will be discussed in a new series of weekly Canadian Broadcasting Corp. network programs entitled Youth in Wartime, starting Nov. 3 as an afternoon discussion program. Topics of discussion will be "Meet Wartime Youth", "Youth Grows Up", "Youth at Life!", "Youth & Money", "Balanced Education for Youth", "Youth and Recreation") , "Youth & Democracy", "A Charter for Youth".

Highway Tales

AS A RESULT of public response to a truck driver drama broadcast last summer during the NBC Author's Playhouse series, the network has started a regular weekly program presenting experiences of two truck drivers, entitled Road to Danger. Bermuda road, setting for the first broadcast, and other highways of the world, serve as settings for the adventure stories.

For Mothers

A NEW inspirational program for the mothers of the boys in service was inaugurated on WDAS, Philadelphia, as a Sunday series. Titled Mother's Day, the program is produced by Mae Desmond, dramatic actress, whose readings are designed to raise the morale of the parents of those in the service. In the program is produced by Frank Fielder and includes musical selections of an inspirational nature.

Fred Allen's Decade

WHEN the Oct. 25 Texaco Star Theatre was heard on CBS, Fred Allen and Portland Hoffa, stars of the program, observed their tenth year on the air. Allen first began broadcasting with a half-hour series on CBS on Oct. 25, 1932, with Corp Products Re- 
fining Co., New York, as sponsor. Texas agency is Buchanan & Co., New York.

THREE TONS of old furs from 35 States was the response to appeals by Newcasters Tom Mulready (left) and Bob Burlingame on the War Bulletin Board on WHO, Des Moines. Public response was so great the fur industry was compelled to ask discontinuance of the appeals until the industry could handle the shipments.

17 CBS Programs Beamed to Troops

WITH the announcement last week by Philco Corp., Lockheed and Vega Aircraft Corp., and R. J. Reynolds Tobacco Co., that they planned to shortwave their CBS programs to our troops overseas, the list of CBS commercial shows being sent to the AEF now totals 17.

Philco's Our Secret Weapon was first shortwaved Oct. 18, 6:45 a.m. (EWT), and is heard regularly on CBS Fridays at 7:15 p.m., Ceiling Unlimited, the new Lockheed show with Orson Welles, is scheduled to start Sept. 9 at 7:15 p.m., will be shortwaved for the first time Nov. 11, 6:45 a.m.

The Reynolds program, Thanks to the Yanks, which started Oct. 31 in the Saturday evening 7:30 p.m. period, will be shortwaved Tuesdays 7:15-7:45 a.m., starting Nov. 3. Agency for Philco is Sayre R. Colgate-Palmolive-Peet Co.; for Reynolds, the account is handled by Lord & Thomas, while Wm. Esty & Co. is the Reynolds agency.

Following is the list of CBS commercial programs scheduled for shortwave to the armed forces:


Page 24 • November 2, 1942
IT'S HOUSTON!
Now the most important market in the whole South!

IT'S TEXAS!
Bustling Texas including the rich Rio Grande Valley, the wealthy Gulf area and prosperous Galveston, Beaumont and Port Arthur.

NOW TESTING...
and on the air soon!

AND IT'S KTRH 50,000 Watts 740 KC.

KTRH—HOUSTON now starts pouring 50,000 WATTS on 740 KC into the South's Number One Market. With this greatly increased strength on KTRH you can pour dominating sales power not only into Houston, but (with KTRH's directionalized signal) into busy Beaumont, Galveston, Port Arthur... into humming Corpus Christi and the rich Gulf Coast... into the profitable lower Rio Grande Valley. Now KTRH with greater power, better frequency and directionalized signal will boom popular Columbia programs into much of this area for the first time... and you'll find it will pay to let KTRH boom in your message too!

CBS
KTRH Houston, Texas
Ray Bright, Com'l Mgr.

John Blair & Company
New York
Chicago
St. Louis
San Francisco
Los Angeles

Broadcasting - Broadcast Advertising

November 2, 1942 • Page 25
ESCAPIST radio entertainment, whether it evades the daily pressure of war headlines through dramatized mystery and ghost stories of the past or through cowboy and Indian adventures in the old West, or whether it takes advantage of the war with themes of espionage and undercover battles with Nazi agents, seems to have reached a new high, according to the current list of such programs now on the four major networks.

Mostly Sponsored

Totaling almost 30 separate series, the programs are almost all commercially sponsored by national advertisers, who are either promoting specific products or, as in the case of Minneapolis-Honeywell Regulator Co., Minneapolis, using the BLUE Alias John Freedom program every fourth week, are keeping on with institutional advertising despite complete conversion to the war effort.

If a radio-set owner is interested in hearing one of these mystery-spy-western programs, he can tune in any evening in the war to any of the four major networks and find much to hear somewhere between the hours of 7 and 11 p.m. Those seem to be the most popular hours for the mystery and spy dramas, the westerns and boy adventure dramas usually being scheduled nearer the dinner hour to take advantage of just listeners.

Turning to the ratings for these shows, C. E. Hooper reports ratings as high as 17.5 for NBC's Mr. District Attorney, 9.8 for the CBS Lights Out program, and 7.5 for Gangbusters on the BLUE. Now in its sixth year on Mutual, The Shadow was so popular last season that, for example, the first-week survey showed it had more listeners than any other nightly network program on the air.

With a general idea of the theme of these "escapist" shows, the following list includes those currently on the networks with their sponsors:

**CBS**
- Lights Out, Ironclad Yeast Co.—Tales of adventure and the supernatural solved by John Diamond, narrated by Arch Oboler, Mon., 8 p.m.
- The Farmer of the Five Points, sponsored by Philip Morris & Co. (cigarettes)—Crimes of all types solved by John Michael, detective, Wed., 5:30 p.m.
- Mr. Keen, Tracer of Lost Persons, Blue- dolly Co. (proprietary)—Methods in tracing persons, dramatized, Wed., Thurs., Fri., 7:45 p.m.
- Death Valley Days, Pacific Coast Borax Co.—Mysterious happenings in Death Valley, or tales of the old West, Thurs., 8:30 p.m.
- The Commandos—Sustaining, featuring adventures of a present-day group of that name, Sun., 8 p.m.
- The Return of Richmundo and the Whistler—Sustaining, heard on West Coast only, adventure-suspense-solving detective, Wed. and Sat., 9:15 p.m., respectively.
- Suspense, sustaining, starts Nov. 8—Dramatized mysteries by John Dickson Carr, mystery writer, Tues., 9:30 p.m.

**MBS**
- The Shadow, D. L. & W. Coal Co. (Blue coal)—Crimes solved by "The Shadow" and his assistant, to prove that crime does not pay, Sun., 5:35 p.m.
- The Return of Bulldog Drummond, locally sponsored—Harsh-tomorrow adventures of the character of the same name, Mon., 8 p.m.
- Superman, available for local sponsorship—"The Man of Steel" and supernatural powers of newspaper reporter, who changes into "Superman," Mon. thru Thurs., 10 p.m.
- The Lone Ranger, locally sponsored on Western stations—Western adventures of a ranger, 10:30 p.m. (PVT)
- Murder Clinic, sustaining—Dramatized versions of best-known mystery-murder stories, Tues., 9:30 p.m.
- Dark Destiny (on WOR, MBS New York outlet)—Supernatural stories, Sat., 8 p.m.

**NBC**
- The Adventures of the Thin Man, Andrew Jergey Co.—Dramatizations of the activities of Nick Charles and his wife, Wed., 8 p.m.
- The Adventures of Ellery Queen, Emerson Drug Co.—Detective cases solved by Queen, Sat., 11:30 p.m.
- Mr. District Attorney, Bristo-Myers Co. (Vitalas) —Cases from the D.A.'s records, Wed., 5:30 p.m.
- Whodunit? Albers Milling Co. (14 West Constructions Ltd.)—Mystery dramas, Fri., 8:30 p.m. (PVT)
- Mystery House, sustaining—Precarious adventures of Anne Rogers, newspaper reporter, Mon., 11:15 p.m.
- Road to Danger, sustaining—Adventures of two truck drivers on highways throughout the world, Fri., 11:15 p.m.

**BLUE**
- Inner Sanctum Mystery, Carter Products Co. (liver pills)—Gory mysteries adapted from bestsellers, Sat., 10:15 p.m.
- Gangbusters, Dr. Earl S. Sloan (Sloan's Liniment)—Dramatized stories of real criminal cases, Fri., 9 p.m.
- Counterfeits, Mail Pouch Tobacco Co.
In Mexico where radio ownership exceeds the combined total circulations of all newspapers and magazines...radio advertising means two great chains. Headed by NBC’s outlet (XEW) and CBS’ (XEQ) they handle, between them, 85 cents out of every radio dollar spent in this land of 20,000,000 customers...90% of the recorded programs...90% of the telephone hook-ups......and 70% of the spot announcements. Obviously, if you’re entering the Mexican market, there can be no question as to the right starting point!
High Court Denies Belo Case Review
But Wage-Hour Boards Plans To Limit Application

CLOSE on the heels of the U. S. Supreme Court last Monday refusing to rehear the Belo case—an interpretation limiting application of Section 7(a) of the Fair Labor Standards Act—a spokesman for the Wage & Hours Division of the Labor Department declared that the case will not be accepted as a general limitation on the Act.

"We will take a strict view of the decision," he said, "and recognize only contracts that fall directly into line with the case. Any contract that differentiates in the slightest will be challenged, and we will leave it to the courts to issue further interpretations of the law."

Ruled June 8

The Supreme Court ruled June 8 that the Belo Corp., owners of WFAA, Dallas, and publishers of the Dallas News could maintain with its employees wage contracts which included overtime pay in the hourly wages, whether or not the employees worked more than 40 hours.

Pointing to other decisions handed down at the same time, the Wage & Hours Division maintained that contracts should be based only on maximum hours before overtime, and that they should have separate provisions for overtime work.

In accepting the Supreme Court's ruling as final last week, the Wage & Hours Division pointed out that other cases are bound to arise from this interpretation. "Though contracts between the Belo firm and its employees were without protests from the staff," a division spokesman said, "similar contracts might exist with which groups of employees are not satisfied, and which would violate their rights under the Fair Labor Standards Act."

PULSE OF NEW YORK, radio research organization for the Metropolis area, on June 26 moved its headquarters from 1647 Broadway to 500 Fifth Ave.
International Telephone and Telegraph Corporation
announces
that its Two Associate Manufacturing Companies
in The United States
INTERNATIONAL TELEPHONE & RADIO MANUFACTURING CORPORATION
and
FEDERAL TELEGRAPH COMPANY
have been merged
and the name of the corporation resulting from the merger is
Federal Telephone and Radio Corporation
located at Newark, N. J.

IT&T
INTERNATIONAL TELEPHONE AND TELEGRAPH CORPORATION, 67 Broad Street, New York, N. Y.
Death and Taxes

THERE’S COLD COMFORT for many of the little fellows of the broadcasting business in the Treasury Department’s reiteration of its friendly disposition toward advertising as a deductible item of business expense. As Manager Wallace, of KAST, Astoria, Ore., so pertinently points out in his “plaint” published elsewhere in this issue, what’s going to happen to small business anyhow—the small businesses upon which the “white war” must depend for their commercial existence?

The times being what they are, even the most astute prophet could hardly essay to answer Mr. Wallace’s well-put queries. War needs and the higher national policies are creating conditions and trends which apparently cannot be stayed, for the duration at least—equipment shortages, inventory depletions, circulation shifts, increased rationing, price controls etc. All are having, or will have, their inevitable repercussions on the business of broadcasting, especially on the unfortunately-placed stations whose markets and clients are already feeling the pinch.

Caught by market conditions, equipment shortages and the manpower problem, a few broadcasting stations appear destined to go under. But Mr. Wallace is mistaken when he infers that the Washington authorities are engaged in a plot against the little fellow. On the contrary, our radio officials seem to have the little fellow in mind constantly. If some of them must shut down due to economic or other conditions, we have no doubt their licenses will be held for them; if some must curtail their operating hours to conserve equipment, the authorities are almost certain to give them a sympathetic ear.

Everyone is cognizant and appreciative of the little fellows’ contributions to the war effort; their importance to their communities; their struggle for survival. But it is idle to hope for any governmental subsidy for them, which seems out of the way only some can be spared from extinction in the white war lasts long.

Meanwhile, national network and spot are holding up exceptionally well—and most stations appear to be reasonably safe from the fate that may befall some of their lesser conferees. If they can get the equipment and the manpower (or womanpower), they should be able to weather the storm fairly well. Nearly all of them, like the “whistle-stops,” report diminishing local business; but some actually are ahead of last year in gross volume, thanks to national advertising.

Like all businesses, radio will be hard hit by the new tax laws, which mean inevitably lower profits. But it is gratifying to note that advertising as a legitimate expense in the conduct of business is no longer eyed with official askance—indeed, is looked upon reasonably by the Treasury, as evidenced by its official statement published in this issue. The wonderful war record of the advertising industry was undoubtedly a basic reason for a statement like this from the Treasury:

“The bureau realizes that it may be necessary for taxpayers now engaged in war production to maintain, through advertising, their trade names and the knowledge of the quality of their products and good will built up over past years, so that when they return to peace-time production their names and the quality of their products will be known to the public.”

Recorded Repeats

IN THE REVEALATIONS last week of Mayor LaGuardia’s “secret” shortwave broadcasts to Italy via NBC’s WRCA, already a significant fact brought out was his use of recordings for his Italian-language appeals to the King and people of Italy to revolt against their Nazi masters. As done on a large scale in England [BROADCASTING, Oct. 12], and as may be increasingly required here for censorship purposes, he spoke his pieces onto discs which were piped into the shortwaves at times most suitable for reception in Italy.

There are times, especially on shortwave programs, when this technique is absolutely essential. Though there are good arguments for the retention of the “live” character of most of America’s network, station and shortwave broadcasts, we doubt whether the hard-and-fast rule against using transmissions which still prevails on all national networks save MBS can survive present conditions, as outlined in our London dispatch of Oct. 12. Indeed, there are evidences already that the network rule is cracking, as in the case of the BLUE's repeat of Information Please on its Pacific Coast segment, done from an off-the-line recording of the Friday night NBC show.

Even when AFM ordered a ban on this recorded repeat, it was a simple matter for Lucky Strike to edit out the musical portion for the repeat [BROADCASTING, Oct. 12] and to have it substituted with a live musician.

A COUPLE of years ago Ted Malone set out on a pilgrimage to the literary shrines of America, the homes and rooms in which our favorite writers have lived and worked. By radio, the listening audience heard Malone rap the knocker, open the door, climb the stair, rock in the favored chair or otherwise set the scene for his informal discourse on the writer’s life and works. In American Pilgrimage [Dodd, Mead & Co., New York, $2.50], 18 of these broadcasts are set down in type between covers, dealing with such authors as Mark Twain, O. Henry, Harriet Beecher Stowe, Poe, Hawthorne, Melville and Emerson, to choose a few at random. In another recent volume, Pack Up Your Troubles [Whittlesey House, New York, $2], Mr. Malone has collected some of the favorite poems of listeners to his Between the Bookends broadcasts, many of them suggested to the author by such varied public figures as Eddie Cantor, Amos ‘n’ Andy, H. V. Kaltenborn, Elsa Maxwell, Senator Arthur Capper and others.

A REVISED and enlarged edition of the Canadian Broadcasting Corp. Handbook for Announcers has been published by the CBC [Box 600, Toronto; 50c]. The CBC announcers’ guide does not attempt to set up any single form of delivery, but encourages care and clean articulation. In addition to general remarks on good diction, and a list of some controversial words with recommended and permissible pronunciations, the handbook contains suggestions for the pronunciation of foreign words in an English context. It also gives simple rules for the pronunciation of French, German and Italian—so necessary in announcing musical programs. There is also a guide to the pronunciation of about 600 Canadian place names.

There is a foreword by Gladstone Murray.

AMERICAN broadcasters, educators and parents are neglecting an opportunity and a duty by failing to use radio, which plays such a large part in the lives of our children, to educate these children for democracy as Hitler and other dictators have informed youth of their lands with totalitarian philosophies. Such is the charge made in All Children Listen [George W. Stewart, New York, $2] by Donnel O’Brien, well known writer and producer of children’s programs, who backs up her attack with a thorough review of the history of juvenile radio both at home and abroad.

THE CORES of 32 books by authors ancient and modern, ranging in subject matter from poetry to the science of society, are interpreted in The New Invitation to Learning, edited by Mark Van Doren and based on dialogues on the CBS program of the same name. Contributors include Lincoln Steffens, Lin Yutang, Allan Nevins, Bertrand Russell and others. Authors under consideration vary from Aeschylus to Lewis Carroll and from Shakespeare to Aesop [Random House, New York: $3].

A COMPREHENSIVE bibliography on educational broadcasting has been released by the U of Iowa Press, compiled by Isabel M. Cooper and containing nearly 5,000 items. Taking two years to complete, it represents the complete library compiled by the National Advisory Council on Radio in Education.
ARThUR DeWALT WILLARD Jr.

S T R A N G E indeed are the back- ground, achievements and personal characteristics of Arthur DeWalt Willard, Jr., and that is one of the factors which make him as intriguing a figure as he was born to be. His father, Arthur DeWalt Willard, Sr., who was the first man to manage two 50,000-watt stations who started his career as a male cloth- ing salesman, is a notorious celebrity. His son, Jess, who when pressed admitted his formal name as Arthur DeWalt Willard, Jr., and who became a member of the U of Virginia’s boxing team to make sure he never have to tell anybody what the A. D. stood for, has just been appointed general manager of Columbia’s 50,000-watt Southern key station, WBT, Charlotte, transferring from WJSV, Washington.

The Governor of North Carolina, a gentleman who has already achieved immortality for his terse and timely statements to the Governor of South Carolina, added another handsome bow to his collection when he greeted Willard at the NAB Fourth District meeting at Pinehurst last week, informing of Willard’s transfer to Charlotte, the Governor said: “Any move that is made from Washington to Charlotte is not a transfer—it’s a rescue, sir.”

Willard was born in Frederick, Md., Sept. 15, 1904, and on Sept. 16 of the same year he was informed by his father that he had chosen the life of being a gentleman and a lawyer or being disbarred. As the whole industry knows, he never quite made the first two, and the elderly Judge Willard is a long way from handing down his decision on the inheritance. Willard was a Circuit Court Judge of Maryland’s Sixth Judicial District and Jess dutifully went about the job of learning to follow in his father’s footsteps, despite a deep distaste for the legal profession—a disease which is thought to be associated with Paul Porter and Joe Ream, but not lessened one whit.

He studied at the Tome School, his first contact with damyankies, and then at the U of Virginia, who was an aldered student and an extremely talented boxer. The shape of the Willard nose at this moment attests to that, as well as the nickname “Jess”, which was the first name of the time Willard Dempsey beat for the heavyweight title. Little young Willard made a stab at studying law at the U of Baltimore. It was no go, and so he was sent as a reporter for the Bradstreet Co. of Baltimore. While at this job, a local clothing concern employed the handsome lad as its “clothes-horse”.

He worked at Bradstreet two years until 1926 when he joined the Baer Publicity Co., of Baltimore, where his great talent for verbal expression, a polite term for salesmanship, came to the fore. He had been a better than fair talker while he was in school, so that when he was picking up some extra money as an announcer at WCAO, Baltimore.

In Baltimore, Willard made radio history with the first of the morning Musical Clock programs. In 1928, WFBF lured Willard over with his popular program and to make sure he was busy afternoons made him sales manager. In 1930 he became station manager.

It was during those early days that a red-headed freckle-faced kid, wearing a sailor’s uniform, walked into the WFBF studio, tumbling over the WFBF studio, tumbling a banjo, having been goaded by his shipmates into taking a stab at radio. Willard liked his warm informal manner and put him on the air. The first time Willard was on the air, the audience heard the words, “Good morning, this is Arthur Godfrey.” Other talented members of the radio craft to rise under the Willard reign include Bob Trout, Warren Sweeney, Arch McDonald, Hugh Conover and John Daly, although he is quick to deny that he played any part in their success.

H. E. WESTMORELAND, sales manager of WLOL, Minneapolis, has assumed control as manager at WPTO, reedling K. Wallace Husted, vice-president and general manager who has been executive editor of the station’s sales department, Radio Bureau, Office of War Information (Nov. 26). Mr. Westmoreland formerly was with the national advertising department of Midland’s Topspin, the old Zephyr, and has for several years published the magazines Golfer and Sportsperson. Fred F. Luns, WLOL account executive, has been appointed local manager.

DONALD J. STERLING, managing editor and vice-president of the Portland Oregon Journal, part-owner of KOIN, has been appointed by WPB Chairman Donald Nelson as an advisor on wartime production and operating problems in the newspaper and publishing fields, aiding in the newspaper, metal supply and other problems.

ALLAN ZEE, formerly in charge of the record department of WHN, New York, has been in the sales department, station manager replacing Ted Schneider, who resigns Nov. 22 for training at the Boeing Navy Training Center as an ensign. Bill Bird, of the copyright department, was named supervisor of the division, also taking over Zee’s duties, assisted in the latter post by Johannes Silvius. Mr. Bird has been assigned to the Pacific division.

GRIFFIN B. THOMPSON, former general manager of WBYN, Brooklyn, who is now a captain in the army, is currently working on Zeb, official Army publication.

DON NATHANSON, publisher of Radio Showmanship, Minneapolis, is father of a girl.

F. C. SOWELL general manager of WLAC, Nashville, has been appointed to the post of chief announcer for the Tennessee War Bond drive.

TED BAILEE, account executive of KMPG, Beverly Hills, Cal., has been inducted into the Army.

other than to give them their microphone start.

In October, 1932 WJSV beckoned with the post of chief announcer. In January, 1933, he was appointed WJSV sales manager, and in 1938 he was made assistant to now Lc. Com. Harry Butcher, USN. Willard succeeded to the position of manager when Butcher was named CBS vice-president in 1937, and has guided the destiny of the station ever since.

The early radio story which he likes to tell is the best of an incident which occurred when and Bob Trout were rooming together at the corner of Grant and 2nd, the studios of Columbia’s then newly acquired station. Scheduled to handle a network origination at 9 o’clock one morning, and waking up at 7 that morning he informed his clock at 7:30 a.m., Willard donned an overcoat, a pair of shoes and absolutely nothing else. He arrived breathless, but in time for the broadcast. Probably the guests on the program would have attributed the overcoat to some idiosyncrasy of radio announcers had not a helpful but overzealous receptionist insisted on removing it for him while he was making the lengthy introduction to the show. Just for the records, he succeeded in retaining both his coat, his dignity and his copy.

Jess Willard was married June 26, 1928 to Georgianna Courtney. The two youngest Willards are Courtney, 10, and A. D. 3rd, 3.

Acclimated to Washington’s busy pace, even an all-above-the-capitol, Willard still finds time to engage in many extra-curricular activities. These include membership on the board of managers and board of directors of the Washington Y.M.C.A., service on the board of trustees of the Washington Boys Club, and radio chairman of the Community War Fund. He is also a former director of the National Club of Washington and past president of the Tri-State Golf Assn. and is still actively engaged in both organizations, as well as a member of Delta Sigma Phi fraternity.
LESLIE CREASMAN, formerly of KTAR, Phoenix, but now with coordinator of Inter-American Affairs (Rockefeller Committee), is father of a girl.

PATTY PETERSON, news manager of WBOB, Fort Worth, reports that the four network radio stations in the Fort Worth market, KRLD, KRLI, and KVOO, in addition to KRLF, will now carry the National Wrestling Alliance two days a week, beginning next Monday.

Buck HINMAN, announcer and program director of WBOB, Columbus, Miss., has enlisted in the Army Air Corps.

PAUL HAVENS, has the ABC rights to the network radio shows of "You Bet Your Life," "The Chopin Planet," "The Nat King Cole Show," "Your Hit Parade," "The Red Skelton Show," and "The Fred Waring Show." 

Pat Burton, formerly of KFMB, San Diego, has joined the news staff of WBBM, Chicago.

Ridiculous? Sure—but no more so than trying to cover the big, $210,000,000 Roanoke-Southwest Virginia market without WDBJ! The truth is: WDBJ is the only station that can be heard clearly at all times in all of the 120,348 radio homes in this area. Send for the proof now.

ROANOKE WDBJ VIRGINIA CBS Affiliate . . . 560 K.C. 5000 Watts Full Time Owned and Operated by the TIMES-WORLD CORPORATION

Steele to Atlantic
TED STEELE, singer and novelty-chordist heard on NBC for the last year, has been appointed to the newly-created position of director of programs for the Atlantic Coast Network, it was announced last week by Edward Codel, AC general manager. Mr. Steele, who has done radio and stage entertaining on a freelance basis, started as an NBC page boy four years ago, and is currently m.c. of the NBC Saturday night show, Ted Steele’s Studio Club.

JOE FARRIS, head of continuity department, of WGBK, Charleston, W.Va., has joined the Army Reserve until completion of studies at Morris Harvey Coll., Charleston, W.Va. WGBK, announcer, has been appointed head of the publicity and promotion department. Nancy Flannery, receptionist, is taking a regular announcing turn.

BOB GREEN, announcer of CBS Hollywood, has been assigned to the weekly West Coast sustaining program Hollywood Showcase. He replaced Bob Lemond, now in the Army Air Forces.

WILLIAM ANDREWS, head of guest relations department of NBC Hollywood, has joined the Army Air Forces. He is assigned to operations specialist division of the 8th Ferry Command, Long Beach, Cal.


VERNON MCKENZIE, formerly director of the school of journalism, U of Washington, and American advisor to the British Information Services in New York and London, is conducting a world affairs commentary for KIRO Seattle.

TRUMAN BRIZEE has been named promotion director of WHAM, Rochester, succeeding Arthur Kelly, who was transferred to the engineering staff.

BILLY LOVE, announcer of CFCN, Calgary, son of the president and general manager of the station, is now in the Survey Wing of the Royal Canadian Artillery, Petawawa, Ont. W. H. Brown, former announcer of CFCN, has been promoted to second lieutenant in the Royal Canadian Artillery, stationed at Camp Shilo, Manitoba.
MARY LOU NICHOLS, for 18 years main go-between at KOIN-
KALE, Portland, has married Warde B. Erwin, Portland attorney. Largely-
attended wedding reception was held at the home of C. W. (Chuck) My-
ers, the bride’s uncle and president of KOIN. After the honeymoon the
bride resumed her duties at KOIN-
KALE for the duration.

ROGER BOWMAN, former an-
nouncer of WLIB, Brooklyn, and
WNYC, New York municipal sta-
tion, has joined the announcing staff of WHN, New York. Bowman has
served as educational advisor and
observer for the CBS World With-
out Music.

BILL BRENGLE has joined the an-
nouncing staff of WNW, New Or-
leans. For six years he broadcast Tu-
pane U football games for Coca Cola over Gulf Coast stations.

DAVID ROSE, Hollywood musical
director of the weekly NBC Johnny
Premier George Stevens, sponsored by
Philip Morris & Co. (cigarettes),
has joined the First Photographic Unit of
the Army Air Forces. He will be
stationed at Hal Roach Studios, Cul-
er City, Cal.

JERRY KALE, announcer of
KPIX, Los Angeles, has resigned to
join the Army Air Forces technical
training school in St. Louis. Gene
Milner, formerly of KOIL, Omaha, has
taken over his duties.

KEN HIGGINS, writer-producer of
KFI-LA, Los Angeles, is the
father of a girl.

NATHAN SCOTT, Hollywood musical
director of the blue, Hollywood,
has been inducted into the
Army.

HARRY VON ZELL, Hollywood an-
nouncer on the weekly NBC Time
to Smile Show, sponsored by Brit-
ton-Miller Co. (Ipana, Cal Headseas),
has been signed for a role in the
Warner Bros. film “Thank Your
Lucky Stars.”

JOE EMERSON, announcer-director of
NBC Hymnns of All Churches, will
make his final appearance with the
program Nov. 29. Before returning to
radio he plans to spend a short vaca-
tion on his cattle farm in North Car-
olina. The program, sponsored by
General Mills, Minneapolis, will con-
tinue to be heard Monday through
Thursday 2:45-3 p.m.

HAROLD MODLIN, farm editor-
anouncer of WLIC, Muncie, Ind.,
has enlisted in the Signal Corps
Reserve.

BRYN MORTENSEN, former pro-
gram director of WHVA, Martins-
ville, Va., has joined WPIC, Shar-
on, Pa., as writer.

TOM HUSSEY, commercial announc-
er of Boston Braves and Red Sox
games, has been named successor to
Jim Birt as sports expert of WNAC,
Boston, and the Yankee Network.
Birt is now a lieutenant in the
Navy.

LARRY KRUPP, chief announcer of
WIV, Akron, was recently inducted
into the Army. Mickey McClowery,
new announcer at WJW, will take
over some of his duties.

WILLIAM H. SCHWARZ, form-
erly of the CBS page staff, has been
named desk assistant in CBS news
room, replacing Richard Cooperman
who has resigned to join the Signal
Corps of the Army.

DAN SHARON, announcer of
OKW, Windsor, Ont., has joined the
Canadian Army.

JOHN AVISON, musical director of
WCB, Vancouver, has joined the
Canadian Army.

GILBERT HODGES, former special
events chief at WTAG, Worcester,
moved Mary Agnes Petot Oct. 20.
Corps. Hodges is scheduled to enter
Infantry Officers’ Candidate School
at Fort Benning, Ga.

RICHARD BIDDLE, former an-
nouncer of WRAW. Reading, Pa. has
joined the announcing staff of
W40PH, FM station of WIP, Phil-
adelphia.

MARY L. FAIRIES, of the contin-
unity staff of KG9O, Fort Worth, will
shortly marry Ensign Thomas M.
Dollins. Iris Belle Vorter, hostess
at KG9O, on Oct. 13 married Lieut.
James B. White.

LEONARD BROWN, program direc-
tor and farm announcer of KGFW,
Kearney, Neb., has resigned to join
the Army Signal Corps. His duties
have been assumed by Harold Clark,
former continuity chief and promotion
manager of the station. New farm
editor at KGFW is Arnold Kloxin,
formerly of the Hugo Players, who
also serves as news announcer.

Maurice Weisinger, new to radio, has
joined the station as part-time an-
nouncer.

BILLY HENRY, NBC news analyst,
sponsored four times weekly on NBC
Pacific stations by American Cattle
Co., Long Island City, for chewing
gum, is on a “war assignment” some-
where in the South Pacific. Replac-
ing him on his news program are
Buddy Twaits, NBC announcer, who
reads the news headlines, and four
speakers giving short news commen-
taries. They are: Boyd Comstock,
Dr. Nathaniel Berovitz, Belman
Moria and Dan Deloux.

MAX RATLIFF, formerly of the sales
secretarial staff of KPO, San
Francisco, has transferred to the press
department, replacing Edwarda
Pickett Gilmore, who resigned.
2 "PLUGS"=
2 Tons of KEYS

Just 2 brief requests by Fulton Lewis, Jr., during his broadcasts of October 1 and 2 brought more than 2 tons of keys to be added to the National's needed supply of brass and nickle (and they're still pouring in!)

FULTON LEWIS, JR.
HAS THE "KEY" THAT WILL OPEN MORE SALES FOR YOU—

That key is the immense, loyal radio family that listens 5 times weekly to Fulton Lewis, Jr. They are an exceptionally responsive cross-section of America. Typical of their spirited response to the country's need for old keys, is their enthusiasm for the more than 50 different products offered by Fulton Lewis, Jr. Here is radio's outstanding feature of the year with a background of pulling power and results that will make any advertiser sit up and take notice. Fulton Lewis, Jr., is available for sponsorship over YOUR STATION—at YOUR OWN ONE TIME QUARTER HOUR RATE PER WEEK. If you want more dope—wire, phone or write WM, B. DOLPH, WOL, WASHINGTON, D. C.

Your dollar buys 2 big markets
WHEN YOU BUY

WIBC
INDIANAPOLIS

1. Indianapolis with its huge defense payrolls.
2. Rural Indiana's wealthy farm district.

Yes, two markets covered by one radio station. And WIBC IS THE ONLY INDIANAPOLIS STATION that is programmed to reach metropolitan Indianapolis and rural Indiana.

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

Page 34 • November 2, 1942
CONSISTENCY is the word for Mrs. Josephine Martin, who double on the air as Bess Bye, the Market Scout and Emily Barton on KFRC, San Francisco.

For more than seven years this affable lady has conducted a radio program that has consistently maintained the highest rating of any home economics type program in San Francisco and Oakland. This is no easy feat, especially when you have to get up at 6 every morning to gather first-hand material for your program.

Six days a week at 6 a.m. Mrs. Martin, in the role of Bess Bye, the Market Scout, journeys to San Francisco's wholesale produce district. For one hour she talks to wholesalers, gathering the latest information on market conditions and retail prices on perishable commodities. At 8:40 a.m. she reports the complete information of the "best buys" in the market that day to her radio listeners.

A recent tribute to Mrs. Martin was her appointment to represent radio economists on the San Francisco County Nutrition Council of the Office of Civilian Health and Welfare. Her second program, Emily Barton, was launched five years ago. It appeals to the major interests of daily life, the home, husband and family.

Prior to her affiliation with KFRC, Josephine Martin was in radio for seven years and worked on various newspapers.

WGN holds a substantial lead over all 50,000 watt Chicago stations in volume of local and national spot business.

This is important to buyers of spot time, for WGN's lead is irrefutable evidence of WGN's ability to produce sales for its advertisers.


ST. LOUIS Union Trust Co. has renewed a 52-week contract for five-minute newscast spot on KMOX, St. Louis, Sundays, 1:55 p.m. New series is titled Here's What Happened and reviews events of 25 years ago and their relationship to current events. Francis P. Douglas, news editor of KMOX, is sponsor.

F. & J. GALLO WINERY, Modesto, Cal., (wines) on Oct. 29 started sponsoring for 13 weeks the half-hour comedy show, Anything For A Laugh, on KJH, Hollywood, Thursday, 7:30-8 p.m. (PDT). Designed as a showcase for undiscovered talents, talent for the weekly programs will be selected by auditions. Gary Broderick is mc., with Ted Dahl and Gay Stevens, producers assigned by Charles H. Mayne Co., Los Angeles agency servicing the account.

40-PAINTED FISH Inc., Boston, has started transmitting sea charities on a number of Ontario and Quebec stations. Account was placed by Alley & Richards Co., Boston.

LIBBY McNEILL & LIBBY of Canada, Charlotte, Ont., (tomato juice) has started Pierre & Pierrette, quarter-hour live musical show on CKAC, Montreal, and transcribed on CHIC, Quebec, four times weekly. Account was placed by McConnell Eastman Co., Toronto.

GREAT WEST DISTRIBUTORS, Calgary (gas and oil products) has started This Week, a quarter-hour program of war news twice weekly on CFCA, Calgary, and CFRN, Edmonton. Account was placed by Stewart-McIntosh Ltd., Calgary, Alta.

Boyle, Anacin Planning Network and Spot Series
A. S. BOYLE Co., Jersey City, is planning to use both network and spot radio as part of its campaign now in magazines and newspapers for Old English scratch removing polish, following tests for the product in New England earlier this year. Plans are not yet settled, according to Blackett-Sample-Hunnicut, New York, agency in charge.

The same agency is also understood to be lining up a campaign to promote Benefax, a new vitamin in capsule form manufactured by Anacin Co., Jersey City. Promotion will probably consist of special announcements on the company's current network programs, heard on NBC, CBS and Mutual.

HUBBARD GROCERY Co., Charl- eston, W. Va., distributors of Moore Rose Products, has signed with WCHS, Charleston, for two 15-minute programs daily, six days a week. Both programs are news shows, tied up with special promotions including dealer letters, special displays and newspaper ads.

PHILCO Corp. of Canada, Toronto (radio sets) has started Our Secret Weapon, CBS network show, as a delayed broadcast weekly on CFRB, Toronto, and CKAC, Montreal. Account was placed by Hutchins Adv. Co. of Canada, Toronto.

STEVENS CHEMICAL PRODUCTS Co., Brampton, Ont., (Estimol-Kleigh) has started a spot announcement campaign on a number of Ontario stations. Account was placed by F. H. Hayhurst Co., Toronto.

HOW PRESTO RECORDERS ARE USED IN WARTIME

This one was made for the USO. Service men in fifty USO Club houses record messages to be sent home to their families and friends . . . also record local radio shows to be broadcast over the camp-wide "Star Spangled Networks."

Presto recordings are heard daily throughout the world via short wave rebroadcasts to various time zones spreading news, bringing entertainment from home to troops in far-off countries, combating enemy propaganda.

War material manufacturers make Presto records of lectures for training new employees, sound only or sound for slide films. They record machine noises which indicate faulty assembly or adjustment of equipment, give new inspectors the equivalent of a year's working experience in a few weeks.

Busy war industries use the Presto to record conferences, messages and reports. Recording saves time, improves accuracy. The records can be filed like letters, transcribed when necessary.

Perhaps you need a Presto recorder in your business. Phone or wire your nearest Presto Sales Engineer. Let him plan a recording installation for you.

PRESTO SALES ENGINEERS

R. A. Adams Detroit, Mich. Unis. 1-0180
Alber Batis Phila., Pa. Penet 0-5462
Leroy W. Beier Chicago, Illinois Hart 4-160
I. Johnson C. E. Terry Kansas City, Mo. Vic. 4631

Walter P. Downes Montreal, P. Q. Mar. 6-408
Toronto, Ont. Hudson 8-833
George S. Driscoll Rochester, N. Y. Co. 5-454
Henry M. Lane Boston, Mass. Bel. 4-510
L. D. Marsh Seattle, Wash. Sea. 2-2560
R. C. Molino Denver, Colo. Ch. 4277
Norman B. Neely Hollywood, Calif. Hill. 5-133
San Francisco, Calif.—Sun. 8-854

FROM E. H. VanKrevelen Minneapolis, Minn. Atlantic 4216

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

World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs

November 2, 1942 • Page 37
Merchandising & Promotion

Station's $15,000 Program—Restaurants' SOS—Ears of Corn—Better Rat Trap

EARLY $15,000 was invested by WNEW, New York, in an elaborate broadcasting and promotion setup for a special program, We Refuse to Die, aired on Oct. 25 on that station and the seven other outlets of the Atlantic Coast Network. Prominent figures in the entertainment world took part in the broadcast, a dramatization based on a Paramount short portraying the Nazi massacre in the town of Lidice, Czechoslovakia. Presentation included a two-way hookup with London, via BBC. Transcriptions were subsequently made available to shortwave transmitters for rebroadcast throughout the world.

To insure a wide listening audience for the public service feature, WNEW placed full-page ads in two New York newspapers.

Merry Christmas, Caledonia! BEST CHRISTMAS gift some boys in New Caledonia will receive this year will be the present, a Christmas greeting in transcription from friends and relatives in Fargo, N. D., made in the studios of WDAY, that city, under the direction of Howard Nelson, the station's public service director. Christmas messages by clergymen, hymns, songs, a comedy sketch, newscast and personal messages completed the greeting. Reading pictures of the group will be sent with the transcription in time for Christmas.

Restaurants' SOS DIFFICULTIES and handicaps under which restaurants operate are covered in a six-weekly five-minute morning feature, News of the Home Front, on KOI, Albuquerque. Program is fed by releases from the Denver office of OWI, and has been successfully used to obtain experienced waitresses and other help. Only copy used is a tie-in announcement in the body of the broadcast, which usually refers to OPA regulations or explains the restaurant's methods of overcoming wartime restrictions on supplies and service.

To Come IN CONJUNCTION with the start Oct. 28 on CBS of Easy Aces, sponsored by Anacin Co., and Mr. Keen, Tracer of Lost Persons, by Kolynos Co., CBS has sent sales promotion department of its affiliated stations a large red brochure containing suggested announcements, ads, pictures and publicity to promote the programs. Titled "A-1976 Additional Quilt to Come", the folder was prepared by T. J. Connolly, director of the program promotion division of the CBS sales promotion department.

Trapping Business WIBW, Topeka, is distributing a very business-like rat trap, attached to a cardboard on which is printed a sales talk for war bonds and the necessity of maintaining sales. Theme is: "Help WIBW to help you "trap" business and "trap" the Axis "rats", the four most famous of which are well depicted in a cartoon.

Yanks Thanks CBS has distributed a tobacco-colored envelope promoting Thanks to the Yanks, with Bob Hope, which will begin on Oct. 31 for R. J. Reynolds Tobacco Co., Winston-Salem, N. C. (Camels). Contains history of the company's advertising and suggested promotion ideas for local stations. Instead of 3, 5 or 10 cartons of Camels, as originally announced, contestants can try for a 5, 10 or 15-carton question.

Impressive PERFORMANCE WMBD is undisputed leader in community interest and civic progress in Peoria area. That's why radio listeners look to WMBD for the finest entertainment—why both local and national advertisers look to WMBD to carry the sales load.

Morning, Noon and Night . . .

C. C. Chappelle surveys show the enviable position WMBD holds in the Peoria area—carts at left. They'll guide you, too, in budgeting advertising to sell Peoria.

Quilt for MacArthur A CHRISTMAS GIFT project launched by Martha Deane, woman's commentator of WOR, New York, will bring General and Mrs. MacArthur a handmade patchwork quilt, besides prompting War Stamp purchases for the Treasury. Made and donated by an anonymous woman, the quilt was placed on display in several local department stores last week. Purchaser of a dollar's worth of stamps added his signature to an autograph book, which accompanied the gift, mailed to the General and his wife Oct. 30, to comply for overseas postal regulations. Radio listeners unable to attend the exhibit, sent their stamp orders and signatures by mail.

A BILLION-DOLLAR MARKET SURVEYED—vital facts disclosed

Iowa farmers this year will reap their biggest harvest in years. Do you know how best to reach them via radio? The new "Summer-Wheat" Iowa radio audience survey gives the whole story—station, time and program preferences, listening trends—all the facts you need to sell this rich market. The findings of a continuing survey, the best of them all!

Write for your copy—it's free!
Address Dept. SW Des Moines 50,000 watts

As a LOCAL promotion "vehicle" for Burns & Allen, sponsored on CBS by Lever Bros., Cambridge, Mass., International division, S. C., decked up an old baby carriage with large swans, got a live white duck to go along. The duck, named Herman, accompanied by Haskell Collins, perfumery-toucher, rode around the shopping district the opening day of broadcast, with Collins megaphoning news of the program to shoppers.

Farm Market EARS OF CORN were mailed to prospective clients by the Minnesota State Radio Network, composed of KYSM, Mankato; KROC, Rochester, and KFAM, St. Cloud. Tag attached lists the PIB programs on the three stations and describes Minnesota's $317,000 farm market, with a slogan "Ears to You".

Propaganda Series IN COOPERATION with the Coordinator of Inter-American Affairs, NBC's international division, on Oct. 23 started a weekly quarter-hour series on its shortwave stations WRCA and WNB, and the Westinghouse station WBOS, with the aim of debunking Axis propaganda for South American listeners. Speaking in Spanish, Rafael Carrava, Latin American actor-speechwriter, ridicules the Axis in much the same manner as the well-known "Lord Haw-Haw", who speaks from Germany. Title of the series is En Efecto, the latter word in Spanish meaning "Axis".

FERNANDO ORTIZ-ECHAGUE, United States correspondent for La Nacion, Buenos Aires newspaper, has inaugurated a series of twice-weekly news commentaries in Spanish over the shortwave facilities of NBC. Originating in Washington, the talks are shortwave direct to Radio Splendid network in Argentina at 7 p.m. and repeated an hour later over WRCA and WBH, NBC stations, and over the NBC Pan-American network.

Here's why WBIG gets such amazing results. Our 5,000 watts on 580 kc lays down a signal equal to a 100,000 watt station on 1,000 kc.
Compromise Formula Offered
By Director of Music School

Dr. Hanson, Eastman Director, Proposes Scheme Similar to AFM-Industry 1937 Agreement

DR. HOWARD HANSON, director of the Eastman School of Music, whose students have been banned from the air because of an AFM ruling against broadcasts by non-professional musicians [Broadcasting, Sept. 21], last week proposed a compromise solution to the controversy over the union's ban of student broadcasts and of the use of recordings on the air.

His compromise, which he states "should be acceptable both to the radio stations and to the musicians union," is that "every station broadcasting commercially should be asked to employ a group of professional musicians, the size of that group to be commensurate with the power and relative importance of the station."

Recordings Vital

"Those stations which include in their annual budget a reasonable expenditure for the employment of professional musicians," he continues, "should be allowed to broadcast student organizations or recordings at will, as long as these student organizations and recordings are not used as an excuse for the withholding of legitimate employment from professional musicians. The same procedure could apply equally well to chain broadcasting."

Dr. Hanson states that "the contribution of recordings to the musical understanding of the public has been enormous. It is difficult to see how education in music could possibly proceed without their continued use. A small station located far from a musical center will obviously not be able to broadcast symphonic music except through recordings."

He concludes his statement: "A compromise such as I have suggested would protect the professional musician without at the same time sacrificing any of the educational advantages which have been gained in the past by broadcasts which are now in dispute."

The 1937 Plan

A spokesman at NAB's New York offices said it had not heard from Dr. Hanson directly and that therefore no answer to his proposal was being considered at this time.

Dr. Hanson's method of solving the AFM's unemployment problem is essentially that which was adopted by the broadcasting industry in 1937, when industry representatives were summoned by the AFM and asked to increase their employment of musicians.

After extended negotiations between committees representing the network affiliate stations and the non-network broadcasters and AFM officials, agreements were worked out in which the broadcasters pledged themselves to increase their expenditures for union musicians by 5.5% and the union agreed not to interfere with the broadcasting by complying stations of network programs, transcriptions and phonograph records.

This national agreement, which ran for two years, made a part of the individual contracts signed by stations with the AFM locals in their cities. At the time of its expiration the Dept. of Justice informed broadcasters that any attempt to extend the plan would be considered as trying to force excess employment of musicians upon stations which might not require the services of these extra men and so a violation of the anti-trust laws.

The Major Difference

At the urging of their committees, most broadcasters agreed to comply with the terms of the old national plan in negotiating new contracts.

There are at least one major difference, however, between the situations in 1937 and 1939 and that of today. On both of the previous occasions the AFM presented demands for increased employment directly to the broadcasters. Today, no demands have been made by the broadcasters. In fact, the AFM has made no demands at all. It has merely informed the makers of records and transcriptions that the services of AFM members are no longer available to them and it has enforced that prohibition.

Army Given Authority
Over Puerto Rican Radio

CONTROL of non-military stations and facilities for radio and wire communications in Puerto Rico has been vested in the War Dept. by Board of War Communications Order No. 23, paralleling a similar provision issued last summer for Alaska.

Under the order, issued Oct. 22, Puerto Rican stations are subject to use, control, supervision, inspection or closure by the Army whenever it is deemed necessary for the national security and successful conduct of the war. At present, it is believed that the order will be merely a grant of power, and that the status of the stations will remain unchanged.

The six Puerto Rican broadcasting outlets affected are: WPBA, Mayaguez; WPRB and WPRF, Ponce; WJAC, WRAQ and WNEI, San Juan.

 Gale Robbins, vocalist on the Ben Bernie program sponsored by Wm. Wrigley Jr. Co., Chicago on CBS Monday through Friday at 5:45-6 p.m., has signed a contract with 20th Century-Fox.

B & W's New Format

BROWN & WILLIAMSON Tobacco Corp., Louisville, has revised the present format of Plantation Party on 87 NBC stations, 9:30-10 p.m. to include a weekly concluding seven-minute spot, titled Pipe Dreams, featuring Mary Hart. It has rechristened singer Sir Walter Raleigh Smoking Tobacco. The remaining 23 minutes of Plantation Party will advertise Kool Cigarettes instead of Bugler Tobacco, and cast will include Whitely Ford, the Doring Sisters, Michael Stewart and Louise Massey and the Westerners. People Are Funky, in the half-hour period following at 10-10:30 p.m. will continue to be heard by B & W Wingzy cigarettes. Rusel M. Seeds Co., Chicago, is agency.

THE TEXAS RANGERS
Transcribed Library is on

WTRY

Troy, New York

and other stations, large and small, coast to coast

available also to agencies and advertisers. for full details, write

George E. Holley

TEXAS RANGERS LIBRARY

HOTEL PICKWICK - KANSAS CITY, MO.

An impulsive, star-studded, live talent radio show is changing New York's afternoon listening pattern. Gloom Dodgers skillfully blends the two most popular program materials... variety and news... into a big show, keyed for the front ranks of radio and aimed at big sales results.

This is the program of comedy, music, sports and news that "inherits" the vast audience from the Brooklyn Dodgers baseball series, and builds from there.

Our Sales Representatives will show you how a fifteen minute participation in Gloom Dodgers assures an unusually profitable advertising campaign.

GLOOM DODGERS
LIVE TALENT

THE TEXAS RANGERS

The American's most powerful independent station

WHN 50,000 Watts - 1050 Clear Channel

NEW YORK

Chicago Office: 360 North Michigan

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Rolls No More
EUGENIA CLAIR FLATTO, Hollywood radio commentator and socialite, has tossed her $20,000 Rolls Royce roadster on the nation's scrap metal pile. Salvage officials blinked when Mrs. Flatto handed over the flashy, silver car and announced her purpose, but they were willing if she was, and promised it would be reduced to scrap. Bought in 1934, it has been driven only 55,000 miles. The tires were donated to an Army canteen service.

Outlier on New Revenue Sources
(Continued from page 9)

Frank Pellegrin began to do his stuff at NAB and Gene Carr took over the chairmanship of the sales manager's committee.

And Then, Action

So this pair began to do something about it. Nosing around for a good objective, they focused both eyes on department store advertising expenditures. Here was a classification spending upwards of $250,000,000 a year, with less than 3% going into radio. They gathered the salesmanager's committee together and we started a little offensive on our own hook. And I'm frank to admit that our first few brushes with the quarry were far from encouraging.

But they showed us that there was blood on the moon. We got ourselves invited to sit as a panel of experts at a meeting of the NRDGA in New York. Those department store men were really interested, and critical. They fired the questions and we gave the answers.

We didn't sell anybody anything, and, to be honest, we came off second best in the skirmish. But as a result of this meeting, the interest of these advertisers in radio as a medium and a little work in the promotion department of the NRDGA, they sent out a questionnaire to their members asking for information on the varied and various uses of the medium and how it was regarded. We learned quite a lot from a digest of those answers.

Then came Cleveland, and you all know what happened there. Several charming and capable gentlemen from the retail field spit in our eye and gave us a challenge. The situation was summed up by some of them when he said, in plain words, that the reason why more radio was not used by retailers was due to the fact that the department stores were too damn dumb to buy it and the radio stations were too damn dumb to sell it.

Some of our boys were entirely willing to admit the first part of the premise, but they took umbrage at being called dumb. In my book, there still remains something to the indictment as long as we let publications walk away with a 97% split of $280,000,000—and I don't care what the reason is.

Preliminary Study

The upshot of all that stew was progress. The salesmanager's committee went before the NAB board with a tentative plan. The board granted permission to explore the plan and appointed a committee, headed by Paul Morency, a member of the board, to explore the plan, develop it and report back. That has been done, and the work has been the most pleasant I've engaged in—because there was definite promise at the end of the rainbow.

We explored the possibility of working with and through one of several trade associations in the retail world, and discarded the idea on the simple basis that here was something radio could and should do for itself, and on its own hook. We studied the NRDGA questionnaires and got a pretty fair slant on the other fellow's thinking. And we were more convinced than be-
position of the retailer—and particularly the department store—in the present emergency, and how radio can be used to meet some of its problems. This is to be complemented with charts and a planned pictorial development of the retailer’s problems.

Just the Facts

Now, the answer to every single retail-radio question is of vital interest to the retailer advertiser with money to spend—and they should be equally informative to the radio time salesman or station manager who can use the extra revenue the retailer has to spend. I think the whole presentation idea is best summed up in the opening preface suggested for use as the plan is opened. It is naturally, addressed to the retailer who is to be present as the guest of the broadcaster:

“We are going to tell you something about radio and the retailer. In doing this we do not want to bore you by telling you things you already know about your own business, nor will we try to sweep you off your feet with glowing statistics of the power and success of radio in other fields. What we shall give you are facts—facts about the retail business against the background of a changing world, and the forces which here and in other countries are having a vital and often a fatal influence on current retail practices.

“We shall also give you facts about radio—some of which you may have heard before—others entirely new, derived from a nationwide survey made among your own group to discover how retailers are now using radio most successfully.

“We will also analyze the way in which men, not in your business, have successfully used radio, to see

WHY not get together and clear your own radio programs before asking for time? That was the substance of advice offered a social agency representative by a Syracuse, N. Y., radio executive, according to an article in “Channels,” New York social work publication. And the challenge resulted in the organization of the Radio Clearing House of the Syracuse Publicity Council.

The first step was naming four social agency representatives, one to collaborate with each of the stations in the city. At first there were some problems but the program has worked to the mutual benefit of the stations and the social agencies alike.

Now it works as follows: An agency calls the central publicity council two weeks before the time is desired and a meeting is scheduled between the publicity representative and the agency to work out a plan, with spots and all needed material. Scripts must be in the hands of the clearing house members at least six days before the broadcast, and then the program becomes a reality.

As a result of this plan, fewer advertising agencies have been found to ask for time, planning is more careful and material is prepared for the widest possible audience. The plan has produced a closer relationship between stations and social agencies too, for OWI and network social work material is submitted to the clearing house for editing.

INDEPENDENT Citizens’ Committee for the Election of John J. Bennett Jr., candidate for New York Governor, has purchased a quarter-hour on six CBS stations in New York State Nov. 2. The one-time broadcast will be aired at 10:45 p.m. Agency is Leighton & Nelson, Echenhicks.

NATIONAL ADVERTISERS and New York’s numerous nationalities have one thing in common. They both agree that WBNX is THE FOREIGN LANGUAGE STATION of GREATER NEW YORK.

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

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

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

Your Best National Spot Buy . . .

BROADCASTING • Broadcast Advertising

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Strike Averted
(Continued on page 48)

DON'T PLACE AN "X" ON BALLOT (Ky.)!

Far be it from us to try to influence your vote—but we think you ought to know that Ballot (Ky.) is sort of weak on its buying platform. WAVE's candidate is the Louisville Trading Area, which offers 35.5% more purchasing power than the rest of Kentucky combined! . . . And WAVE reaches every radio home in the Area—gets listeners because it's the only NBC station within 100 miles! How's for climbing on the bandwagon now?

THE STRAIGHT LINE TO PROFIT...

The Greatest Buy

WNBC
HARTFORD
5000 WATTS
Day and Night

COVERAGE: Most of Connecticut, New Hampshire, Rhode Island, Massachusetts, and New York. Listeners at Low Cost!

LEAD BLUES:

BROADCASTS:

LET YOUR AUDIENCES HEAR AMERICA'S VICTORY SHOUT
HALLELU!
(Judgment Day is Comin')

to be featured by Judy Canova in her forthcoming Republic picture "Chattanooga," Words and music by Paul J. Wincoop

and

THE BALLAD WE COUN'T HOLD BACK
STARLIGHT SONATA

the most unforgettable melody since "My Elter and I"

Lyrics by Helen Bliss
Music by Henry Manne

Both songs have been arranged for orchestra by Jack Mason

BROADCAST MUSIC, Inc.
580 Fifth Ave. - New York City

ASCAP Appreciation

IN A LETTER to Niles Trammell, president of NBC, and Arturo Toscanini, noted conductor-composer, Deems Taylor, president of ASCAP, has expressed the Society's gratification for the recognition given American composers at the opening Nov. 1 of the concerts broadcast on NBC by the NBC Symphony Orchestra. In addition to scheduling an all-American program, the NBC Corporation has contracted the Symphony's playing of George Gershwin's "Rhapsody in Blue."

Dr. Eddy's Discovery

Dr. WALTER H. EDDY, president of the American Institute of Food Production, also sponsor of the cooperative food forum on WOR, New York, is co-discoverer of an inexpensive chemical compound which will destroy any offensive odor.

At Later Hour

WARTIME regulations have caused a major studio audience participation program on WABC, New York, CBS key, to be recorded and re-broadcast at a later hour, 8:30 a.m. Housewives attend the six-weekly broadcast of The Messus Goes A-Shopping, quarter-hour quiz program, with food and household wares as prizes. Sponsoring the program on different days are: "R. C. Smith & Co., New York (Royal Scarlet food products);" B. Goodman & Son, New York (noodle products); Sheffield Farms, New York (Vitamin D. Homogenized Milk). Sponsors' products are exhibited on the stage.

"Review" Air Column

A RADIO COLUMN has been started as a regular feature of the Saturday Review of Literature, weekly literary magazine of criticism. The first article, titled "Radio and the Writer," appeared in the Oct. 24 issue as the beginning of a series of "critical discussions" of radio as a vehicle of public service, as a means of expression, and as an art. Writer of the weekly feature is Albert N. Williams, previously NBC writer and production manager, and radio director of the Council for Democracy, New York, who is currently associated with a Government war agency.

San Francisco Alert

SAN FRANCISCO stations went off the air Oct. 30 at 10:40 a.m. (PWT) when a blue air raid alert was sounded. The alert affected other Central California coast points. All-clear signal came at 11:30 a.m.
Meeting With AFM Inevitable Some Industry Observers Feel
Tipoff to Possible Negotiations Found in the Suggestion AFM Demands Be Made Public

FAILURE of the Government court action against Petrillo and the AFM to secure any relief from the prohibition against recorded music has resulted in an increasingly wide feeling that sooner or later the makers of phonograph records and transcriptions, either alone or in the company of the broadcasters and the coin-operated phonograph people, will necessarily enter into negotiations with Petrillo and other AFM executives.

Best indication of this attitude comes from suggestions advanced recently that the demands of the AFM be brought out into the open for inspection by both the trade and the public.

Reviewing the history of the union's ban upon the making of musically recorded records, it is pointed out that the AFM has not made any demands upon either the makers or users of recorded music as to wages or terms or conditions of employment of phonograph people. Neither has the union invited representatives of these industries to join in a conference to consider the problem which led the union to forbid its members from making any more records. Here's what did happen:

Early in June Petrillo told the AFM's national convention in Dallas that on Aug. 1 the union would stop work on recordings, amplifying that order with the statement that: "We will make records for home consumption but we won't make them for juke boxes. We will make them for the armed forces of the United States and its allies but not for commercial or sustaining radio programs."

Nothing to Consider

On June 25 he notified all makers of phonograph records and transcriptions their licenses would expire July 31 and would not be renewed. "From and after Aug. 1, 1942," the notice continued, "the members of the AFM will not play or contract for recordings, transcriptions or any mechanical reproductions of music."

He explained at a press conference that special permission to use musicians would be granted to companies guaranteeing to the AFM that the records would be restricted to home use only, adding that if these companies really wanted to they could find a way of legally enforcing such restrictions, despite court rulings to the contrary.

On frequent occasions, both before and after the ban on records became effective on Aug. 1, Petrillo has railed at the recording companies because they did not send representatives in to see him. But he has as yet presented no demands which they can legally consider. Petrillo has repeatedly stated that he has no quarrel with the broadcasters and that this dispute concerns only the makers of recordings, yet, as the NAB pointed out in its brief filed in the Chicago Federal Court prior to the hearing of the Government suit against Petrillo: "It is to be assumed that the purpose of the order preventing the making of recordings was to coerce the recording and transcription companies into entering into a conspiracy with the AFM whereby the use of recordings would be denied to those broadcasting stations which did not employ a number of musicians satisfactory to the AFM or, in the alternative, pay some satisfactory tribute to the AFM."

Wagner Mentioned

Whether this conclusion is correct or not only Petrillo and his union can say. Feeling that until this situation is clarified there is little that can be done toward effecting a solution, transcription industry spokesmen have suggested that some impartial public figure be requested to approach Petrillo and ask him exactly what he desires of the recording companies that it is in their power to give. Senator Robert F. Wagner

Centaur in Southeast CENTAUR Co., Rahway, N. J., on Nov. 2 starts a campaign of one-minute spot announcements 10 times weekly on stations in 15 southeastern markets. Heard in the interest of Fletcher's Castoria, the campaign will continue through April 17, 1943. Agency is Young & Rubicam, New York.

(D.-N. Y.), a recognized friend of labor, has been suggested as a possible choice.

If this approach through a public figure is not feasible, transcription spokesman stated that the broadcasting industry should go to Petrillo and ask on what basis the union would permit its members to resume work on recordings. The problem does not concern the recording companies alone, they pointed out, as if they are forced out of business by the unions ban the stations which are dependent on recordings will likewise be seriously affected. If the transcription companies, collectively or individually, attempted to make their own settlement with the union, the terms will also affect the stations they serve and they will be severely criticized for taking that action. In this situation, it was pointed out, the transcription companies are just one part of the broadcasting industry and the problem is too big to be solved by any part, but must eventually be met by concerted action by the entire industry.

McCarthy, Fibber McGee At Top in Hooper List FIRST PLACE in the Oct. 30 Hooper "national" program ratings report goes to Charlie McCarthy with 30.9, while the Fibber McGee and Molly program is second, 27.9, and Walter Winchell third, 27.3. Others, in order, are the Aldrich Family, Bob Hope, Frank Morgan-Fanny Brice, Radio Theatre, Jack Benny, Bing Crosby, Rudy Vallee, Eddie Cantor, Screen Guild Players, Mr. District Attorney, Adventures of the Thin Man and Kate Smith. Red Skelton continues to top the list of programs measured by partial rather than full "national" coverage with a rating of 29.9.

The average evening rating reaches the mark of 10.5, up 0.6 from the Oct. 15 report. Losses of audience are shown by 36 programs, while 69 showed gains and five remained unchanged. The evening "sets-in-use" index for the week Oct. 15-21 stands at 30.4, up 2.1 from the Oct. 15 report.

Video Group to Meet Members of the American Television Association, writing, acting, production and direction of television programs, will meet Nov. 6 at 5 p.m. in the office of Norman D. Waters, president, to discuss means for taking advantage of the offer of WXYZ, Du Mont television station in New York, to make use of its facilities for program experimentation. Kay Reynolds has been named chairman of a program experimentation committee of ATPS and Pay Baker is in charge of talent.

IN THE RADIO LIMELIGHT a series of informative articles for radio advertisers and time-buyers, prepared by The Branhamp Company

RADIO STATION WCPO CINCINNATI, OHIO 520 Watts 1320 Kx. Scripps-Howard Radio Inc.

MORT WATTERS, General Manager 'THERE TALK OF THE AGENCIES' . . . that's WCPO . . . second (and sometimes first) ranking station in Cincinnati (see C. E. Hooper, Inc., Dec. thru April, 1942).

On the basis of cost per listening home, daytime, WCPO is the top station-buy in Cincinnati. Large audience and low cost have made it the talk of the agencies. When agencies and advertisers talk, they say it with spots—scan this partial list of leading national accounts using WCPO: Procter & Gamble, General Mills, Grove Laboratories, Household Finance, Gannett Bakeries, Quaker Oats, Beeman's Gum, Beau mont Laboratories, Pepsodent, Burma Shave, Beech Nut, Chicago Sun, Fels Naphtha, Reid Murdoch, Pall Mall, Dr. Caldwell, Kellogg Company, Jelke, Stanback Company, Carter's Little Liver Pills, Socony Vacuum, Congress Cigars, Manhattan Soap, Saturday Evening Post, HHR-Absorbine, Phillips "66" Gas, Shell Gas. Radio Station WCPO is represented nationally by the Branhamp Company.

FOR SPOTS THAT SELL, CALL A BRANHAM-MAN

THE BRANHAM COMPANY CHICAGO NEW YORK DETROIT ATLANTA CHARLOTTE DALLAS ST. LOUIS MEMPHIS KANSAS CITY SAN FRANCISCO LOS ANGELES SEATTLE

BROADCASTING • Broadcast Advertising November 2, 1942 • Page 43
ACA Convenes Nov. 11

ASSN. of Canadian Advertisers will hold its 25th annual meeting at Toronto, Nov. 11-13. Wartime advertising topics feature the convention program. Among guests will be Dr. Miller McIntock of the Advertising Council, New York, who will speak on “The Power of Advertising in Waging Total War.” Other speakers will discuss the forthcoming Canadian nutrition campaign and activities of the Canadian Wartime Price & Trade Board.

Vic George, president of Whitehall Broadcasting Ltd., Montreal, has been commissioned as major in the Canadian Army and will head a new unit to be known as The Army Show which will be recruited from the ranks of Canada’s army, both men and women, and will tour Army camps for broadcasts. Later plans call for a theatrical circuit and sending units to Britain and other overseas points where Canadians are stationed.

Edward J. McCormack, formerly with Lord & Thomas, Chicago, and previously with Blackett-Sample-Hummert, Chicago, has joined the executive staff of Rutherford & Ryan, New York.

Bernard J. Proctor, in charge of radio management and New York stations for the Bow Co., left Oct. 25 for Denver, on a three-week tour of radio stations in behalf of Bausch & Lamb watches. He is visiting stations in Texas and along the West Coast.

Robert F. Holman, research director of H. W. Kaster & Sons Adv. Co., Chicago, has joined the Army. Howell Steinbruegge of the art department has joined the Army Air Forces.

Lois Frost, formerly of the radio department of Benton & Bowles, New York, and previously associated with WMCA, New York, joins WNEW, New York, this week as secretary and assistant to Benjamin Judis, general manager. Miss Frost has served with Ward Wheelock Co., New York, and was at one time in the Chicago office of Edward Pety & Co., station representative.

Donald H. Long, for eight years on public relations staff of N. W. Ayer & Son, has resigned to join the public relations staff of Lewis & Conf. Philadelphia. He has been assigned to the Edward G. Budd Mfg. Co. account.

Ralph Sinclair, for the last 15 years with Rutherford & Ryan, New York, where he has supervised the preparation of numerous campaigns, has been appointed copy director, succeeding Everett J. Grady, recently named executive vice-president. Sinclair left the Matheson-Sinclair Agency prior to joining R & R.

Doris Dowd, formerly continuity director of the Kraft-Schweitzer program on CBS for General Foods Corp., New York, joins Coulson Adv., New York, this week, as account executive.

F. B. Ryan Jr., vice-president and account executive of Rutherford & Ryan, New York, joined the Navy Oct. 27. No replacement has been named.

Alma E. Marks, in charge of program research in the radio department of N. W. Ayer & Son, New York, has been appointed assistant talent buyer of that agency, replacing Richard Dunn, now in the Army. Miss Marks will continue to assist Wallace Mann, producer of The Telephone Hour, NBC program sponsored by The Bell Telephone System, New York, this fall.

Norman S. Van Matre, of the W. J. Jeffries Co., Los Angeles, has been commissioned a first lieutenant in the Army Medical Corps. His accounts have been taken over by Mr. Jeffries.

Anna Records, formerly associated with the late Theodore B. Crerar of the Los Angeles agency bearing his name, has joined Gerth-Pacific Adv., that city, as copywriter.

A. E. McElfresh, New York, vice-president of Pedlar & Ryan, agency serving the Lady Esther account, has returned to his headquarters after witnessing initial Hollywood broadcast of the CBS Screen Guild Players, which started Oct. 19 under sponsorship of the cosmetic firm.

Stern for Old Golds

P. Lorillard Co., New York, has started sponsorship of three-weekly sports programs by Bill Stern, NBC sports director, on WEPF New York. All broadcasts were launched Oct. 26, in the 6:30-7:45 p.m. period, Monday, Wednesday and Thursday sustaining. Stern is sponsored on the full NBC network each Saturday by Colgate-Palmolive-Peet Co., Jersey City, N. J., in Sports News of the air, aired in behalf of Shave Cream. Agency Old Gold is with Walter Thompson Co., New York.

AL Davis, formerly of the Chicago sales staff of Joseph Shearby Mcelhiney, station representatives, has joined O’Mara & Ormansee, Chicago, newspaper representatives.

Serving Georgia’s Richest Market

WATL

Atlanta

MBA 245 1400 W C

Represented by SPOT SALES Inc.
Pacific Advisory Board Named by Advertisers

TO AID OWI on public information problems, an advisory board has been established on the West Coast according to OWI. The board will serve in California, Oregon, Washington, Nevada and Arizona.

Members of the board who are serving without compensation are: Robbins Milbank, manager, Young & Rubicam, San Francisco; Jack Smalley, manager, BBDO, Los Angeles; and chairman, Southern California chapter, AAAA; Ralph Calkins, Pacific Northwest manager, McCann-Erickson, Portland, and vice-chairman, Oregon chapter, AAAA; W. H. Horsley, president, Pacific National Adv. Agency, Seattle, and chairman, Washington chapter, AAAA; I. N. Shunn, president Advertising Counsellors Inc., Phoenix, and vice-president, District 5, PAA; Don Belding, vice-president and manager, Lord & Thomas, Los Angeles, representing the National Advertising Council; Larry Lane, publisher, Sunset Magazine, San Francisco, PAA president.

Keystone Disc Network Includes 202 Stations

KEYSTONE Broadcasting System, transcription network, organized less than two years ago with 66 affiliates, now includes, with the latest additions to its affiliate list, 202 stations. M. M. Senderman, president, has announced the network affiliation of WGOV, Valdosta, Ga., KRLC, Lewiston, Idaho; WMFB, High Point, N. C.; WORS, Greenwood, S. C.; KUJ, Walla Walla, Wash.

In a resume on the operations of the network, Mr. Senderman reported that Keystone, as part of its sustaining service, has provided stations with four hours of daily programming comprising tax-free musical transcriptions. In addition to its regular releases of commercial programs, its sustaining schedule and special war efforts programs, which are tied in with the OWI allocation plan, Keystone is also releasing on a "network" basis spot announcements to its affiliates, both live and transcribed.

WBWB Staff Changes

IN A SHUFFLING of traffic and production staff at WBWB, Chicago, William Seymour was appointed head of program department, succeeding Ben Orloff, who was filling that position temporarily. Marion Reuter is now assistant traffic manager while Dick Fulcher takes over Mr. Seymour's post as night supervisor. Mr. Fulcher's position in production scheduling has been filled by George Clare.

GARRISON RAWLINGS BUB

MORE THAN a million words of original copy to his credit during his ten years in radio, Garry Bub has now stopped counting. Little wonder now that he is so busy as radio director of the Stewart-Jordan Co., Philadelphia advertising agency, handling radio for the Chamberlin Aircraft Corp., Philadelphia Flower Show, Lichtey's Jewelers, Land Title Bank and Trust Co. and a dozen other accounts. When he first joined the agency in 1940, at the invitation of his father, H. J. Bub, who has become president of Stewart-Jordan, radio was virtually a step-child. In his first year, he increased radio business 400%. As a reward he was elected vice-president of the agency in 1941.

A year before he was graduated from Haverford School in 1928, a private school in suburban Philadelphia, he broadcast over WFI, Philadelphia, Percy Mackaye's Gypsy Show, which he repeated for several years around Memorial Day. Out of school, he joined the E. S. Edmundson Co., Philadelphia advertising agency, and in 1927, organized the Bub Advertising Agency, which was dissolved in 1929. He was responsible for one of the first commercial programs on WCAU, the Penn Aviators, in 1927 and 1928, and shortly thereafter originated one of the first radio programs in Philadelphia on WPEN, titled "Hank Little and his Little wilders."

To broaden his show experience he became manager of a Swarth-
Preliminary text:

Influence of Radio Praised by Gerard

Calls for Freedom of Air; Cites British Monopoly

RADIO and the press were described as “the most powerful instruments for the preservation of our liberties and our Constitution” by James W. Gerard, former United States Ambassador to Germany, in an address broadcast last week on WINS, New York.

Declaring that “the greatest change brought about by the radio is the restoration of individual oratory,” Mr. Gerard pointed out that “all through the ages the spoken word has had a powerful influence on the minds and the actions of men, an influence overshadowed for a time by the newspapers.”

After a survey of influential oratory from the speeches of Demosthenes in ancient Greece up to present times, he continued: “The newspapers, in the last hundred years, could print or suppress a report which, unless they gave it publicity, was heard by only a few people within the sound of the speaker’s voice and reached only those others to whom, perhaps, a garbled version may have been repeated.

And then Radio

“And then came the radio restoring once more to the individual the power and influence of oratory, not the flimsy sort affected in some centuries, but the kind of speaking which belongs to common sense and the good sense of the age. A newspaper of the present circulation perhaps reaches three or four hundred thousand people in the vicinity of its office, but a universal hookup on the radio reaches a whole nation.

“We must be thankful that the radio in this country is still free. In Great Britain, for example, at the first appearance of the radio, the government seized all rights and the British radio as a government monopoly supported by a special tax on those having receiving sets. Nothing can be broadcast which has not the approval of the government.

“Of course, advertisements are done away with. The most flimsy oration or oratorio is not followed, as in this country, by a recommendation of a toothpaste or a breakfast food, but the ultimate advantages are all with us. Regarding commentators today can be true tribunes of the people, more independent than legislators, neither looking for votes nor servient to pressure groups. We must all see to it not only that freedom of the press is preserved but that it is interpreted to mean as well, freedom of the radio, constituting with the press the most powerful two instruments for the preservation of our liberties and our Constitution.”

HUGUE PARCEL OF TIME purchased by Centlivre Brewing Corp., Fort Wayne, on WONO, that city, brought this group together. Charles J. Reuss, president of Centlivre, contracted for Victory Express, handled by Hilliard Gates and Mary Conn, to run on WONO 7:10 a.m. and 4 p.m. daily except Sunday, in addition to nightly news commentaries by Hon. Charles L. DeVault. Present were (front row, 1 to R): Lou Westheimer, president, Westheimer & Co., agency handling the account; Mr. Reuss; J. B. Conley, general manager of WONO, WGL and W49FW. Back row: Mr. DeVault; Miss Conn; John Reuss, sales manager, Centlivre Brewing Corp.; Paul E. Mills, WONO-WGL sales; Mr. Gates.

Adventures With Navy Described by Driscoll

UNDERSEA activities of the Navy were described to Mutual listeners last week in two unusual broadcasts staged by Dave Driscoll, war services director of WOR, MBS New York outlet. On-the-spot recordings made by Driscoll on a voyage on a Navy patrol ship in February, during intense enemy submarine activity, were intertwined with his eyewitness account of a later trip with an Atlantic coast convoy, in a half-hour program Oct. 25.

Diving helmets served as studios for an underwater broadcast Oct. 29, conducted by Driscoll and John Whitmore, of the WOR war service and news division, from a Navy diving school at the site of the USS Lafayette (Normandie) salvage operations. In addition to interviews with the men attending the school, Driscoll and Whitmore descended in helmets to the side of the submerged hull of the Normandie, broadcasting from below water.

The “balance of power” has shifted in Southern California; KMPC is now one of the first three stations in power and coverage... but fifth in cost.

Page 46 - November 2, 1942

KMPC - Los Angeles * 710 Kc

For Southern California * 10,000 WATTS

Broadcasting - Broadcast Advertising
Engineers Union Parleys With NBC
Seeks Adjustments in Contract
In Line With Conditions

NEGOTIATING committee of the National Assn. of Broadcast Engineers & Technicians, independent union, has begun discussions with NBC concerning certain adjustments in their contract in line with changed conditions. The union's contract with NBC runs until the end of 1943 and is not being reopened at this time, according to J. H. Brown, of NBC's technical staff in Hollywood, NABET president.

The committee, which includes Mr. Brown, H. E. Hiller of New York and C. F. Rothery of San Francisco, held its first conversation last Thursday with O. B. Hanson, vice-president of NBC in charge of engineering. Discussions of NBC contractual readjustments are expected to be completed early this week, following which the committee will open negotiations with the BLUE for a regular contract to replace the temporary agreement under which the union-management relationship has functioned since the separation of the BLUE from NBC early this year.

Wind Up Convention
Conclusion of these negotiations will wind up the ninth annual convention of NABET, which opened last Monday at the Hotel Abbey, New York. The first four days of the convention were occupied with internal union affairs, Mr. Brown said, with the problems arising from the loss of members to the armed services receiving much consideration. These men retain their NABET membership, he said, but are put on the union's inactive list. Delegates attending the convention, in addition to Messrs. Brown, Hiller and Rothery, include V. J. Duvall, NABET vice-president; R. E. Newman, Washington; H. V. Brandt, Cleveland; F. C. Schnepper, Chicago; R. C. Thompson, Denver; F. R. Rojas, assistant national secretary-treasurer.

NABET, which grew out of the associated technical employees of NBC, now represents the engineering personnel of NBC and the BLUE and its own and operated stations and also of KFI, KECA, KFSD, WOW, WPTF and WLS.

New KEYs Partners
REORGANIZATION of the Nueces Broadcasting Co., licensee of KEYs, Corpus Christi, Tex., was approved by the FCC Oct. 27 with H. B. Lockhart, manager and chief engineer, and E. C. Hughes, commercial manager, each purchasing a quarter interest in the partnership for $4,032.65. Earl C. Dunn, member of local law enforcement agencies, and Charles W. Rossi, oil operator, former partners in the station, will each continue to hold one-fourth interests.

Shortwave Leases
(Continued from page 7) Together with their international broadcasting staffs, will find themselves working on a sort of "partnership" basis with OWI and CIAA, with OWI maintaining its own studio setup in New York for its multi-lingual schedules and CIAA utilizing the production facilities and personnel of NBC and CBS. OWI is concerned chiefly with news and news interpretation; CIAA not only handles news but also popular programs designed to gain good will in the Latin American countries.

Plan 22 New Stations
The 11 stations in the new setup are intended to serve as a nucleus for a Government shortwave expansion program, which according to present plans embraces the proposed construction of 22 additional transmitters to make an eventual system of 36 stations. It is understood that this project, calling for an outlay of $4,400,000 for transmitters, was blessed by the endorse- ment of President Roosevelt, which may or may not assure priorities on equipment in view of pressing military demands. It is also the present plan to license the projected new stations to existing or additional private operators, the Government bearing all the expense and assuring the return of the plants to the private operators after the war. Some estimates are that all or some of the 22 new stations can be built within six months, but this is questionable in view of radio factory and manpower pressures caused by war conditions.

The recent $25,000,000 appropriation approved for OWI includes not only the $4,400,000 for the 22 new transmitters but also $910,000 for antennas, $300,000 for improving and renovating present transmitters and $500,000 for additional buildings. CIAA last week was granted an additional $2,000,000 for its shortwave program projects.

Eventually it is hoped to discontinue using the supplemental radiotelephone transmitters taken over some time ago by OWI from AT&T, RCA Communications and Press Wireless, but it is understood that for the present these will continue to be used part of the new system. They are largely used for point-to-point radiophone relays, particularly to England where some of OWI's new programs tie into the British Broadcasting Corp.'s European Service, but they are also being used for broadcasting to China, Australia and other Trans-Pacific areas.

Elmer Diddler's Doings:

1. With the buying power in the Schenectady Trading Area 18% above the U.S. average,
2. and the farm income of N. Y. state up 44% in two years,
3. and with WGY having the area's highest power (50,000 watts), the lowest frequency (810 kilocycles), and the most popular network (NBC),
4. the sum is this: WGY can do the best job of selling your product in one of the nation's booming markets.

Where Sales Multiply

18+44+50,000=

It adds up this way Elmer

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Retail Study

(Continued from page 9)

and wisely used, since in many fields of distribution manufacturers and distributors have cut costs in this manner.

To that end a complete and factual study of the use of broadcast advertising by various types of accounts, notably recent case histories of its use in the field of retail distribution, will be made by Mr. Coons and the committee. Included in the subjects for consideration will be:

Where does radio fit into the retailers’ problems?

What is the retailers’ problem in the use of radio as revealed by the National Retail Dry Goods Assn. survey?

How should you buy retail time?

How should you measure a radio audience?

How can you insure your radio investment?

How do you set up a radio department in your store?

What can you expect from your radio station?

“Preliminary discussions with leading retailers indicate that the answer to every single one of those questions is of vital interest right now to every retail retailer. Retailers are the only critical factor in this plan. The plan proposed by the retail promotion committee of NAB will seek the answers to all of these questions and endeavor to present the answers in an easily understandable and fully authenticated fashion.

During the preliminary discussions and the preparation of the outline of the proposed plan, the retail promotion committee of NAB has worked very closely with the sales promotion division of the National Retail Dry Goods Assn. The final outline and purpose has received the enthusiastic and enthusiastic endorsement of the directors of that division of the association.”

During the current series of NAB district meetings, details of the proposed plan are being presented to station executives and sales managers by Lewis A. Avery, director of the department of broadcast advertising of NAB.

WAR PERSONALITIES SKETCHED BY STEEL

AS AN EVERYDAY aid in understanding the daily events of World War II, an invaluable guide to the personalities most prominently involved therein can be found in Weapons of War, by Johannes Steel, news analyst of WMCA, New York, and former foreign correspondent [Sheridan House, New York, $3.50].

 Gathered together in the book are sketches of 74 men and one woman (Manchu Chang Kai-Shek), who are leaders in their own countries now at war, or who will be leading the people after the difficult struggle for peace to come. As Mr. Steel says in his introduction to the book, the characters he sketches, “however different their origin and their careers may have been, have one thing in common: their stories have all been affected by the story of Adolf Hitler.”

“This does not necessarily mean that the victory is power because of Adolf Hitler,” he continues, “but rather that they gained some, and in a few cases, most of their strength from the world figure in relation to the German fuehrer.”

WMCA Features

FIRST PROGRAM broadcast on WMCA, New York, as part of its new policy to present more “big name” features, was heard Oct. 25, 8:45-9:45 p.m., when “News Dissemination in Wartime” was discussed by Elmer Davis, director of the OWI, and Byron Price, director of the Office of Censorship. The program was staged in the New York Times hall as one of a series arranged by the newspaper and WMCA. Second in the series, which featured the speaker to be Wendell L. Willkie, 1940 Republican candidate for President, who has just returned from a flying trip around the world.

Radio Stars in Films

GINNY SIMMS, featured on the weekly NBC Johnny Presents Ginny Simms, sponsored by Philip Morris & Dimeatre of the current network, has completed an assignment in the OWI film entitled “Raisin of Man’s Land.” Produced by RCN Productions Inc., film is part of an OWI campaign for enlistment in the Nurse Corps of the Army, Navy and Red Cross. Lillian Randolph, colored maid on the weekly NBC show, sponsored by Kraft Cheese Co. (Parkay), has been signed to portray a similar role in the Warner Bros. film, “Mark Twain.”

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BROADCASTING • Broadcast Advertising
OPEN HOUSE was held recently to celebrate 18th birthday of WEBR, Buffalo, and introduce the station's new owners to local advertising firms and civic officials. Behind the refreshment table are (1 to r): Otto Brandt, BLUE station relations; Joseph J. Kelly, Mayor of Buffalo; Lt. Com. William J. Comer, publisher of the Buffalo Courier-Express and board chairman of WEBR; Paul Fitzpatrick, part owner and president.

Qualifications of Applicant for WBAX Questioned in FCC Hearing Testimony

REOPENING of FCC hearings Oct. 27 on the applications of four Pennsylvania companies for a new station on facilities of WBAX, Wilkes-Barre, Pa., brought forth heated charges, counter-charges and implied involvement of a diversified group of organizations alleged to be responsible for reopening of the case. All seek 250 watts on 1240 kc, the present WBAX assignment.

Northeastern Pennsylvania Broadcasters Inc., of which Robert J. Doran, local lawyer, is president, had been selected as the successful applicant under an FCC decision July 14. The station has been operating since 1939 under a temporary license issued to John H. Stenger Jr., which expired on May 2, and renewal of which was denied by the FCC on March 31.

This temporary license to Mr. Stenger has, however, again been extended for an indeterminate period pending final selection of a successor through the reopened proceedings.

Following issuance of the FCC ruling of July 14 in favor of Northeastern Pennsylvania Broadcasters Inc., the petition was filed with FCC by the “Wyoming Valley Victory Committee” of Wilkes-Barre, an organization formed to coordinate the war-work activities of the AFL, CIO and railroad brotherhoods in that community, and a second petition by the Wyoming Valley Ministerial Assn. of Wilkes-Barre, charging that Northeastern is “unfit” to own and operate the projected station because of certain allegedly undesirable traits of its president.

Testimony and documentary evidence presented during the first three days of the hearing brought into the record many references to religious organizations and personalities, labor unions, and allegedly “subversive” agents and organizations, as well as quantities of so-called “subversive” literature surrendered to FCC investigators from the files in Mr. Doran's office.

On Oct. 28 a telegram was sent to Senator James J. Davis (R-Pa.) by O. E. Gasaway, president of District 50, United Mine Workers of America, protesting against the "persecution" of Mr. Doran before the FCC, and demanding an investigation of "any agency which will permit such un-American activities". The telegram was referred to the Senate Interstate Commerce Committee.

The hearing was frequently interrupted by sharp clashes between Mr. Marcus Cohn, FCC counsel and George Porter, counsel for Northeastern and former assistant general counsel of the FCC, particularly in connection with introductions of the literature in evidence. Mr. Porter contended that mere possession of the file did not imply adherence of his client to the opinions contained therein, as was apparently the intent of FCC counsel. The documentary evidence was ordered retained.

Mr. Doran was the first witness called, and his testimony occupied the first day-and-a-half. Then followed several representatives of ministerial associations and citizens' groups of Wilkes-Barre.

Trend of the testimony indicated a turbulent situation among various civic groups in the city.

All applicants seeking the WBAX license were represented at the hearings. These included George C. Sutton, for the Wilkes-Barre Broadcasting Corp.; Paul D. Spearman, for the Central Broadcasting Corp.; Thomas J. Callie, former president of the AFL, for WYB; and a representative of Mr. Stenger.

Examination of witnesses and presentation of evidence continued in Washington through Oct. 30, and it is understood that due to unavailability of certain witnesses, the hearings are to be resumed later at Wilkes-Barre.

AFL Praises NBC

APPROCHEMENT to NBC was expressed by the American Federation of Labor in the following resolution unanimously adopted during the recent AFL convention in Toronto: "The new laboratory for Victory radio program gives labor a wider opportunity to tell its story in a direct and undistorted way to the public, and your committee recommends that this convention expresses its appreciation to NBC for making this radio time available to the AFL."

NBC Producers Moved

SHIFT in NBC, Hollywood production duties have placed Red Tolinger in charge of the weekly Bob Hope show, sponsored by Pepsi- Cola; another shift began when Gladys Nix and Bette Davis left the program; the program is now scheduled for 11:15 a.m. Monday and Wednesday.

ON THE PREMISE that "American radio is the ideal medium through which an effective political office can meet their constituents on a common ground," WKP, Poughkeepsie, publicly offered an hour-and-a-half of free time for a "public forum" to two political candidates for Congress from New York State: Hamilton Fish, Republican incumbent, and Judge Ferdinand A. Hymas, Democratic-American Labor choice.

Both candidates agreed to the proposal, designed to give voters a chance to challenge contestants on views which may have been unexpressed, or deliberately suppressed, in the usual prepared campaign speeches.

To obviate possible embarrassment from "nuisance" questions, an impartial board of review was named to pass on all questions submitted by the public either by phone or mail.

Rebuttals and Answers

Broadcast, which was to take place Sunday, Nov. 1, 3:30-5 p.m., included 10-minute campaign summaries by each of the candidates, with an additional allocation of 10 minutes apiece for rebuttal, the remaining time to be given over to voters' questions, limited to 30 words, and the answers, not to exceed two minutes. Penalty for exceeding the time limit was a one-minute rebuttal from the opponent.

Another condition was that both candidates agree to answer all questions submitted and passed by the review board, which consisted of two registered impartial independent voters, one partisan appointed by each candidate with a school principal as chairman.

In making the offer, which took the form of an open letter in the Poughkeepsie New Yorker, WKP pointed out that both candidates had already used the station's facilities on the usual "paid political time" basis, stating further: "It is unfortunately true, however, of this and most campaigns, that the candidates deliver prepared speeches, carefully emphasizing issues favorable to their particular candidacy and carefully avoiding those issues that may prove embarrassing to them... We believe America, which ever side for the FCC, has a right to probe a candidate's mind, to probe into the sincerity of the views he expresses, to obtain from him views that otherwise he might not be expressing for political reasons.

The debate, scheduled for Nov. 1, was held in the studio of WJR, Detroit, Oct. 25, between incumbent Sen. Prentiss M. Brown (D), and Circuit Judge Homer Ferguson (R). They went on the air with WJR News Editor George D. Carls as moderator.

"The charges our committee found complaints about this campaign un-Redoubled," said Senator McFarland.

"Among the charges our investigators cleared up was a report that station, without charge in behalf of Murphy."
GEORGE DEWEY, the Philadelphia lawyer who is representing the RCA-NBC in its suit against the MBS, revealed that the suit is a necessary measure that was justified by the MBS's unresponsive behavior to all overtures made by RCA-NBC to settle the dispute.

The suit was filed last Wednesday in the Chicago Federal District Court, and it seeks to recover damages claimed to be in excess of $10,000,000. The MBS has denied any wrongdoing and has challenged the suit.

In response to the MBS's actions, the RCA-NBC has filed a counterclaim seeking damages in the same amount. The case is set for trial in December, and Judge John P. Barnes has ordered a preliminary hearing to be held in the meantime.

The suit is the latest in a series of legal battles that have arisen between the two companies over the use of common carriers for the purpose of broadcasting. RCA-NBC has accused the MBS of using the carriers to broadcast programs without proper authorization, while the MBS has accused RCA-NBC of using the carriers to compete unfairly.

In a recent statement, the MBS's attorney, J. Edward Schricker, said that the suit was a tactic used by RCA-NBC to divert attention from their own illegal actions. "We are confident that we will prevail in court, and that our clients will be vindicated," he said.

The case has drawn considerable attention in the radio industry, and it is expected to set a precedent for future legal battles over the use of common carriers. It is also likely to have a significant impact on the way that radio broadcasters operate, as it could lead to changes in how the law is interpreted and applied.

The outcome of the case is uncertain, but it is clear that it will be a major event in the history of the radio industry. It is expected to be followed closely by broadcasters and lawyers alike, as it could set a new standard for the use of common carriers in broadcasting.

Legal experts predict that the case will be decided by a jury, and that the ultimate verdict will depend on the evidence presented and the interpretation of the law. It is likely to be a long and complex case, and it could take several years to reach a conclusion.

In the meantime, the two companies will continue to face each other in court, with the possibility of many more legal battles to come. The future of the radio industry is uncertain, as the outcome of this case could have far-reaching implications for the way that broadcasters operate and the way that the law is applied to them.
KENNETH RAYMOND, formerly of RQ-1, U.S. Navy, Kansas City, has joined the engineering staff of KOF, Des Moines, Iowa, to go to KOF transmitter. Douglas Kable, studio engineer, will leave for Washington, D.C., for service with the Army-Navy Production Expediting Agency.

CHARLES DROCK, formerly of WVM, Trenton, N.J., has joined WIP, Philadelphia, as an engineer.

ED GRECCO, engineer of WHN, New York, recently appointed warrant officer in the Navy, has left the station to report for duty at a Navy naval base.

ANDY BROWNING, assistant chief engineer of WTAG, Worcester, Massachusetts, has been appointed chief engineer. H. H. Newell, who formerly combined this post with that of consulting engineer, continues in active capacity.

JAMES CARNEY, control room operator of WCDJ, Dubois, Pa., has joined the control room staff of WKYY, Kansas City, George Ludlue, engineer of WKZO, recently became the father of a girl.

FRED LOWELL, engineer of WNBC, Hartford, has been assigned to take a position in New York.

LESTER L. WASHBURN, formerly of WABC, has been promoted to the rank of captain in the Army Signal Corps.

ROBERT ENGLE, of Seattle, has placed his control room operator of WELI, New Haven. Mr. Wilson has become a laboratory technician at MIT, Cambridge.

WALTER NINNEMAN, formerly of WOSH, Oshkosh, Wis., has joined WJWL, Milwaukee, Wis., as chief engineer.

BOB PETERSON, control room chief of KYSM, Manila, Minn., has been called to the Army Air Force for service.

GEORGE MCGRUDY, chief engineer of CKLW, Windsor-Detroit, has joined staff of WBBM, Chicago, chief engineer of the eight stations operated by the organization. He will make his headquarters at CKK, Kingston, Ont.

HOMER POPE, operations superintendent of KOMO-KJR, Seattle, recently married Ardelia Stoen.

ED ROMAN and Roy Anderson, formerly in guest room positions at KPO, San Francisco, have been transferred to the facilities office. Bobby Wood, formerly of the mail room staff, is now in the engineering department.

PERRY HUFFMAN, transmitter engineer of KYW, Philadelphia, has received a commission in the Army Air Corps.

JUAN TRASVNAS, of the sound effects department of KPO, San Francisco, recently was induced into the Army.

BERNIE STEVENS, engineer of WOV, New York, is the father of a boy.

PERRY ESTEN, formerly chief engineer of WENY, Elmira, N.Y., on Nov. 5, joins WGRG, Louisville, as chief engineer.

SALESMEN of the BLUE and WJZ, presenting the last half-hour of the concert, were guests at a party designed to highlight the entertainer aspects of those Gay Nineties’ regular BLUE program presented by entertainers from the Gay Nineties, New York cafe, staffed by a group of stars. Party wended its way via horse and buggy to the cafe.

WTAG, Worcester, has been licensed all $95,000-960 p.m. as a first relay broadcast station with call letters WBBE. According to E. E. HIE, managing director, the new portable mobile station supplements the portable vehicles which have been used extensively by WTAG in the past at fixed points remote from the stations. WBBE is capable of transmitting a radius of 15 miles.

With the newsroom of WNNX, Yankton, S. D., recently moved to the Sioux City studio, Miss Signal Baker of the WBBE, according to E. E. HIE, managing director, the new portable mobile station supplements the portable vehicles which have been used extensively by WTAG in the past at fixed points remote from the stations. WBBE is capable of transmitting a radius of 15 miles.

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COMPLETE SURGICAL operation on MBS, week ending Oct. 25, includes: Replacement of hyphenated “Full Service” on WBBE, Kansas City, Oct. 14 during 15th Annual Assembly of American Broadcasting Committees, St. Louis. From behind glass panels of an operating room observation booth at Conley Cliniton Hospital, public presentation of the operation was described by Dr. Orel T. Martin, of Boston, and Dick Smith, program director of WBBE.

WQXR, New York, has bought the broadcast rights for a series of 16 Sunday concerts by the New Friends of Music, heard last Sunday on WJZ. New York. Program started Oct. 25, presenting the last half-hour of the concerts.

SECOND ISSUE of the CBS’ “Radio Roll Call” has been mailed to Army camps throughout the United States. The former CBS employees are stationed. Edited by Harry Feeny of the CBS publicity staff, the “Radio Roll Call” contains news and notes about CBS war shows or other programs and personal thoughts of the former CBS men.

KSA, San Francisco, has opened studios in San Jose, 50 miles south of San Francisco. The studios were dedicated by the American Federation of Union chieftain, Mr. E. E. HIE, managing director.

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KSGO, Fort Worth, broadcast ceremonies during which the Army-Navy “IY” was awarded to Universal Building and Loan Products Co., Dallas.

Azarraga Honored

EMILIO AZRAGARAZ, president of Radio Programs de Mexico, owners of XEW and XEQ, Mexico City, has been named as a member of the Supreme Defense Council of the Republic of Mexico by the president of that country. The body is composed of the cabinet, representatives of public opinion and of the legislative and judicial branches.

Mr. Azarraga, a judicial body, is head of a group of financial, commercial and industrial leaders, presided over by the president.

Network Accounts

All Time Eastern Wartime unless indicated

New Business

GILLETTE SAFETY RAZOR Corp., Boston, on Nov. 6, 10 a.m. will sponsor the Gillette Winter Sports Special on 257 MBS stations and on Nov. 15, 10 a.m. to 1 p.m. at Jack 400 on 257 MBS stations.


FEDERICO M. Colombo (toothpaste), on Oct. 23, 10 a.m. to 12 midday on CKAC, Montreal; CHRC, Quebec, Fri.-Sat.-Sun.-Mon.-Tues.-Wed.-Thurs. 9:00-10:00 a.m. Agency: Raymond R. Morgan Co., Hollywood.

SHERWIN-WILLIAMS PAINT Co., Cleveland, on Nov. 29 resumes Metropolitan Auditions of the Blue Network, starting Oct. 26, 3:30-7:00 p.m. Agency: Warwick & Legler, N. Y.

Network Changes

SERRUTA Co., Jersey City (proprietary), on Nov. 15 shifts Drew Pearson from 28 to 15 at 500-540 p.m. on 15 MBS stations, and KNSA, San Francisco. Previously aired on both stations, and KNSA, San Francisco. Previously aired on both stations.

CBS Los Angeles Pact

With AFM Ready Soon

NEW contract between CBS and AFMMutual Protective Assn., Local 47, is being worked out and was expected to be presented to network officials in executive session at the Labor Convention by Radio WARTIME TRAVEL restrictions have caused the New York State Teacher's Assn. to hold its convention by radio for the first time in its 97-year history. A State hook-up of seven CBS stations will be used Nov. 12, 3:30-4 p.m., for a program. The program will be repeated to 15 other stations.

Looking ahead, plans for the spring convention have been urged to listen. Groups of teachers throughout the State are considering the possibility of tackling problems and to discuss issues presented on the program. It is estimated that 1,000,000, or 22 per cent of the 4,500,000 parents will also hear the broadcast.

Convention by Radio
WANTED—Prominent midwest 8KW basic Network Station has opening for thoroughly experienced, reliable, sober program director. Exceptional opportunity offered the man who can keep his feet on the ground and become a substantial citizen in a metropolitan city of half a million population. Reasonable salary and advancement. 3 replies confidential. Box 991, BROADCASTING.

Announcer—High class commercial man immediately. Missouri city of one million. AFRA 5 day 40 hour week. Give full details and references. Box 3, BROADCASTING.

Chief Engineer—$210 and Operator—$161.50. Good voices required, combination work, broadcast station. Box 977, BROADCASTING.

ANNOUNCER-ENGINEER—Any ticket. Permanent. Box 979, BROADCASTING.

WANTED—Midwest local has opening for chief engineer, combination operator—announcer. Must be qualified newspaper. Submit transcription of newscast and commercials with application. Box 1, BROADCASTING.

Operator—License any class qualified operator. Should have at least 5 months advancement as justified. WGH, Newport News, Virginia.

First or Second Class Operator—Permanent position in western regional station. Box 974, BROADCASTING.

Situation Wanted

ATTENTION, STATION OWNERS. Here is just the combination you want. Station manager and a program director who really know the ins and outs of radio and through five years of working together at local and regional stations have developed the close cooperation necessary to successful operation. If you need such a combination and realize its advantages, write Box 988, BROADCASTING.

Continuity, Sales, Sports—Draft 4P, College Graduate. Experienced. Box 978, BROADCASTING.

ENGINEER—First class license. Married. Child. Box 980, BROADCASTING.

Operator—Fifteen years’ experience manufacturing, installation and operation. Consider chief at substantial salary. Prefer East but not essential. Draft 9A. Box 986, BROADCASTING.

Engineer—Fifteen years broadcasting, five years chief engineer, IV station. Year installation and maintenance FM communications equipment. Thirty one family, IIIA. Now employed. Prefer South, Southwest, or Rocky Mountain States. Box 986, BROADCASTING.

Asst. Engineer—Ten years broadcasting experience in all phases. WANTED, 4P, Drafted, experienced. Send full particulars to Box 982, BROADCASTING.


WANTED—By Strategic 5,800 Watt Alaskan Station—Combination announcer, copy writer, etc. A man who can also service accounts and run a studio control board. Single man, under thirty, five years commercial experience. Any draft status except I-A acceptable. Starting salary $300.00. Write W. K. Foster, KFAF, Fairbanks, Alaska.

WANTED—By Western Station—Experienced combination operator-announcer who can read news and write copy, send qualifications, proof-shot and recording of voice, reading news and commercial copy, fly-by-night shows, apply. Desire person who wants permanent position. Box 984, BROADCASTING.

Announcer—Versatile, capable, congenial. Good opport. right man. State experience. New York State. Box 996, BROADCASTING.

Chief Engineer—Draft Exempt. State qualifications and references. Box 993, BROADCASTING.

Announcer—$12 to start. WPFD, Flint, Michigan.

HELP WANTED

Program Director Wanted—Prominent midwest 8KW basic Network Station has opening for thoroughly experienced, reliable, sober program director. Exceptional opportunity offered the man who can keep his feet on the ground and become a substantial citizen in a metropolitan city of half a million population. Reasonable salary and advancement. 3 replies confidential. Box 991, BROADCASTING.

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Chief Engineer—$210 and Operator—$161.50. Good voices required, combination work, broadcast station. Box 977, BROADCASTING.

ANNOUNCER-ENGINEER—Any ticket. Permanent. Box 979, BROADCASTING.

HELP WANTED (Cont’d)

Combination Announcer-Operator Wanted—Excellent announcer with first class operator experience. Must be qualified newspaper. Submit transcription of newscast and commercials with application. Box 1, BROADCASTING.

Operator—License any class qualified operator. Should have at least 5 months advancement as justified. WGH, Newport News, Virginia.

First or Second Class Operator—Permanent position in western regional station. Box 974, BROADCASTING.

Situation Wanted

ATTENTION, STATION OWNERS. Here is just the combination you want. Station manager and a program director who really know the ins and outs of radio and through five years of working together at local and regional stations have developed the close cooperation necessary to successful operation. If you need such a combination and realize its advantages, write Box 988, BROADCASTING.

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Chief Engineer—Draft Exempt. State qualifications and references. Box 993, BROADCASTING.

Announcer—$12 to start. WPFD, Flint, Michigan.

WANTED TO BUY

WILL BUY OR LEASE RADIO STATION—Have $5,000 down payment on control, or will consider five year lease in proper location. College or professional degree, draft exempt, now in management in major market. Has full experience in local news. Box 976, BROADCASTING.

FOR SALE

WANTED—One 6B Western Electric 1 KW Transmitter complete with accessories. Further details write Box 992, BROADCASTING.

PORTABLE PHONOGRAPH RECORDING EQUIPMENT. Complete. High fidelity. Little used. Bargain. Box 993, BROADCASTING.

One Currently Approved 250 Watt Transmitter—In original box, used short time at 100 watts. $175.00. Cash. One GE 915-C RF Bridge, Signal Generator, and GR Cables, used only seven hours. $250.00. Check delivers. Fred Grimwood, Owner, KLCN, Blytheville, Ark.

H. J. MANDERNACH, newly appointed sales manager of the Replace- ment Tube Section of General Electric’s radio, television and electronics department, Bridgeport, Conn., has been designated to handle replacement sales of all types of electronic tubes handled through distributors including tube sales for radio operators, transmitters, industrial control and power applications.

New Westinghouse Setup ELECTRIC Appliance Division is the new name given to Westinghouse Electric and Mfg. Co.’s merchandising division, according to J. H. Aabauge, manager. The change was made because the new name better indicates the manufacturing facilities at the Manfield, O., and Springfield, Mass., plants. The division is producing only for war now but will later build electrical appliances to meet future needs.

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 Engineer
Munsey Bldg. District 8546
Washington, D. C.

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8546
Washington, D. C.

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

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

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

National \& WRATHALL
CONSULTING RADIO ENGINEERS

Mcnary & Wrathall
CONSULTING RADIO ENGINEERS
National Press Bldg. • Dl. 1205
Washington, D. C.

POSTER STAMPS A TIMELY ANSWER

FOR AN EFFECTIVE PREMIUM PROGRAM
Replaces plastics or metal. Investigate this proven quick action premium program. Exclusive applications can tie-in with products, travel and resorts. Interesting and appealing. Send for case histories and detailed information of How You Can Use Poster Stamps Effectively—at Low Unit Cost. No obligation.

Mid-States Gummed Paper Co.
2515 S. Damen Avenue, Chicago, Ill.
Lucky Strike, Pall Mall Replies Deny FTC Advertising Charges

Four Cigarette Cases Against Tobacco Firms Stand by Promotion Claims

COMPLAINTS of the Federal Trade Commission against four major tobacco firms for alleged misleading advertising were held ready for hearing following filing of the answers Oct. 26 of American Tobacco Co. (Lucky Strike), and its subsidiaries Reynolds Tobacco Co., American Cigarette & Cigar Co. (Pall Malls), and the C.A. Spadea Co., New York.

All four companies have now denied the Government's complaint, and under FTC procedure hearings must be held before further action is taken. R. J. Reynolds (Camels) and Philip Morris filed their answers Sept. 29 and Oct. 2, respectively.

Lucky Strike, in its answer, admitted making most of the claims cited by the FTC, but affirmed that to the best of its knowledge such advertising was not false or misleading. The firm also pointed out that its famous "It's Toasted" claim, one of the chief items challenged by the Government, had been studied by an FTC board of review in 1930, and that a stipulation signed at that time defined the conditions under which the slogan was used.

Pall Mall Answer

Pall Mall likewise acknowledged it would defend all its advertising slogans, and in addition denied it deceived the public into believing that Pall Malls are an English cigarette.

Lucky Strike replied in its answer to the FTC's complaint that its advertising did not mislead the public. The firm maintained, despite the Government's challenge, that its cigarette advertising was "truthful"; that among independent tobacco experts, buyers, auctioneers and housewives, Lucky Strikes are twice as many exclusive smokers as all other cigarettes combined; that the fingers of smokers are not as irritating as other brands; that it offers throat protection and are easy on the throat; that Luckies offer protection from throat irritation and coughing.

In three instances, however, Lucky Strike replied that its advertising had not been correctly set forth in the complaint. The exceptions questioned an FTC generalization that the advertising quoted "represented and still represents" certain claims. Lucky Strike replied that its advertising no longer implies that Luckies are less acid than other brands; that other popular brands contain 55 to 100% more acidity; that Luckies contain less nicotine than do competing brands; but that it did use substantially the first two claims in 1936 and the third in 1940.

Lucky Defends Claims

Lucky Strike maintained that it has offered tobacco, the firm consistently paid higher average prices than the average of the market, and has purchased what was, in its opinion, "the lighter, the finer, the milder tobacco, the cream of the crop." The firm admitted that the better grades are not entirely consumed by Lucky Strike. But, the reply says, "while it is not the only cigarette manufacturer that purchases the better grades of tobacco, it does, on the whole purchase, for use in Lucky Strike Cigarettes, tobacco which, in its judgment, is better in quality for smoking than the tobacco purchased and used by manufacturers of competing brands.

Lucky Strike closed its reply by reminding the FTC that commencing about Oct. 28, 1930, the entire subject of the "toasting" process had been studied by the Commission, and that hearings had been held and scientific information presented. After a report, the Commission declined to consider the "toasting" advertising as unfair competition, and in April, 1932 dismissed the application for a complaint, following entry of a stipulation limiting the use of medical testimonials.

Pall Mall's reply defended the firm's position in advertising that the cigarette causes noticeably less finger-stain, or none at all; that finger-stains become lighter or tend to disappear when Pall Malls are smoked. These claims, the firm said, "have been established as a scientific fact by independent research." Pall Mall denied that the coat of arms used on its containers represent the product as English or as endorsed by the royal family of England, or made in London, or that the seal in form or pattern was distinctly a British coat-of-arms.

Killed in Action

STANLEY KOPS, former continuity writer of KFWB, Hollywood, was killed in action during the battle of Solomon Islands, according to advice received here. He joined the Marine Corps shortly after outbreak of the war.

PETRIE, WEAF, WINS ANNOUNCING AWARD

HOWARD A. PETRIE, NBC announcer, was killed in action chief battle of Solomon Islands, according to advice received here. He joined the Marine Corps shortly after outbreak of the war.

Mr. Petrie was a 30-year-old announcer of WEAF, New York, who had been with the station since 1926. He was killed during the all-Out TST strike of 1930, and his death was announced in the February, 1930, issue of the American Mercury.

The station plans to establish a fund in memory of Mr. Petrie and to use the proceeds for charitable purposes.

FTC Charges Hit Ipana Advertising

Toothpaste Firm, Two Agencies Are Cited for Claims

CHARGING misrepresentation in the advertising of Ipana toothpaste on the air and in other media, the Federal Trade Commission Oct. 31 issued complaints against Bristol-Myers Co., New York, and Pedlar & Ryan and Young & Rubicam agencies servicing the account.

The complaint charges the three firms misrepresented the properties of the toothpaste, attacking particularly the "pink toothbrush" and "smile of beauty" slogans.

A "beautiful smile or increased popularity dependent on many factors which would not be influenced by using the product" the FTC complaint says, adding that in some cases yellow stain may be caused by tobacco and would not be whitened by use of the product.

Pink Toothbrush

Turning to the "pink toothbrush" ads and the supporting claims that Ipana prevents "gum trouble caused by the current American diet of soft, creamy, well-cooked foods", the FTC charges that "the product has no substantial therapeutic properties of value in the prevention of so-called 'gum trouble'" and that there has been no change of diet of the American people which has been of any consequence so far as the gums are concerned, as healthy conditions of the gums is not dependent on the amount of exercise they receive in chewing food.

The complaint also charges that the number of dentists using and recommending the product does not indicate the number who actually chose it because of belief in its efficacy, and also that the product has for many years been distributed lavishly and gratuitously among dentists. Answers must be filed in 20 days.

Spadea in Army

JOE SPADEA, manager of the Chicago office of Joseph H. Hervey McGillva firm's station representatives, has joined the Army Air Forces as a radio technician. He started training Nov. 2 at Wright Field, Dayton. A veteran in the representative field, Spadea was formerly Detroit manager of Edward Petry Co., and previously held the same post with the Scott Howe Bowen organization. Successor to Mr. Spadea has not been named. W. O. C. Moore, formerly a member of the sales staff of WAAF, Chicago, WOW, Fort Wayne and WINS, Milwaukee, last week joined the Chicago sales staff of the McGillva organization.
As you were, gentlemen... where advertising is concerned, there is no time to let your company halt. Sound sales strategy calls for an all-out offensive in this wealthier-than-ever Midwestern sector. In mapping your attack and choosing your task force, remember that KMBC is "9 Ways the Winner" hereabouts. In this area, it's the only basic station of CBS—by surveys, Kansas City's favorite network. KMBC is first in public service—well ahead in production and program promotion. KMBC leads in Kansas City listeners more often than any other station—and carries a larger volume of national spot business than any of its competitors. If you want your sales to go over the top instead of A.W.O.L.—just give KMBC a command. We'll lay down a barrage of promotion behind which you can advance straight to your objective.

KMBC
OF KANSAS CITY
FREE & PETERS, INC.  CBS BASIC NETWORK

C IS COLONEL
B IS BRIGADIER
W IS MAJOR
K IS MAJORS
 THE ANSWERS
A DOLLAR SPREADS FARTHER ON WKY

Yes, it spreads farther ... and thicker! A dollar on WKY buys 67½% more audience than the same dollar spent on the second station. A dollar on WKY buys 93% more audience than when spent on the third station; more than twice as much (110% more) as on the fourth station. These are facts based on July-August Hopperatings and 13-time, quarter-hour rates.

Dollar for dollar, WKY is decisively the best radio buy in Oklahoma City. WKY delivers the largest audience at the lowest cost per listener. It spreads advertising dollars the way advertising dollars should be spread to make selling economical and profitable in the Oklahoma City market.