

SEPTEMBER 7, 1942

PRICE 15 CENTS

# BROADCASTING

The Weekly Newsmagazine of Radio  
Broadcast Advertising

## to the maker\* of a substitute product...

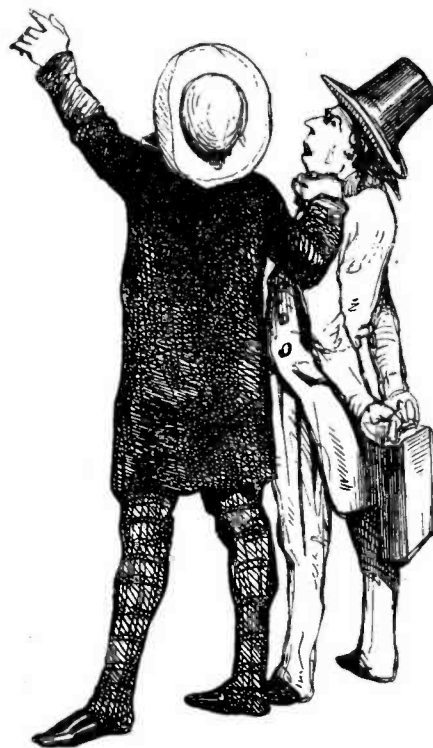
WOR thinks you ought to know about a man who had to market a substitute product pronto. It was a flavoring. To be specific, like vanilla. Said the maker, "Please go out and shout loud for me. Make people look up, listen, go buy my vanilla."

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

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

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

★ or his agent, or advertising manager



our address is

# WOR

at 1440 Broadway, in New York

IN 2 SECTIONS: SECTION I



OFFICE OF THE GOVERNOR  
SPRINGFIELD

DWIGHT H. GREEN  
GOVERNOR

August 5, 1942

Mr. Don E. Kelley,  
Promotion and Publicity Director  
Station WLS  
1230 Washington Boulevard  
Chicago, Illinois

My dear Mr. Kelley:

Thank you for sending an outline of your Station's plans for holding an "Illinois State Fair of the Air", from August 31 to September 5.

The richness and color of a great agricultural exposition such as the Illinois State Fair are very appealing. Although the people of Illinois are cheerfully foregoing their actual Fair this year, the memory of past seasons lingers on. I am glad to know that the resourcefulness of your Station is addressing itself to the task of creating a radio exposition in which your listeners may enjoy special days, youth events, a big cooking contest and many other features dear to the hearts of all State Fair goers.

Please accept my most cordial wishes for the fullest success in this "Illinois State Fair of the Air".

Sincerely yours,

*Dwight H. Green*  
Governor

HFS:t



STATE OF INDIANA  
OFFICE OF THE GOVERNOR  
INDIANAPOLIS

HENRY F. SCHRICKER  
GOVERNOR

August 17, 1942

Mr. Don E. Kelley  
Promotion and Publicity Director  
The Prairie Farmer Station  
1230 Washington Blvd.  
Chicago, Illinois

Dear Mr. Kelley:

I have been deeply interested in your announcement concerning an "Indiana State Fair of the Air" through the fair lights of the Prairie Farmer Station, and I take this opportunity to voice my hearty approval of such a unique and profitable entertainment for all of such a folks, who are to be denied the privilege of attending our annual State Fair this year. I know that you will receive a wonderful response on the part of Indiana people and their interest in your program will only be exceeded by their deep-seated appreciation of the service and pleasure that the Prairie Farmer - WLS has brought to them throughout the past year.

With heartfelt appreciation and best wishes I confidently assure you of Indiana's enthusiastic support.

Very respectfully yours,

*Henry F. Schriccker*  
HENRY F. SCHRICCKER  
GOVERNOR

From Gov. Green of Illinois:  
Please accept my most cordial wishes for the fullest success in this Illinois State Fair of the Air.

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

*Another--Reason Why*

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

**STATE FAIR of the AIR**

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

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

**WLS Gets Results!**

890 KILOCYCLES  
50,000 WATTS  
BLUE NETWORK

REPRESENTED BY  
JOHN BLAIR & COMPANY



**CHICAGO**

The  
**PRAIRIE  
FARMER  
STATION**

HURRIDGE D. BUTLER  
President

GLENN SNYDER  
Manager





**WHY PLAY  
"JACK AND JILL"**

**WITH RADIO  
IN NEW ENGLAND?**

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

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

The Yankee Network's 20 sta-

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

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

**ACCEPTANCE**  
is  
The **YANKEE**  
**NETWORK'S**  
**FOUNDATION**

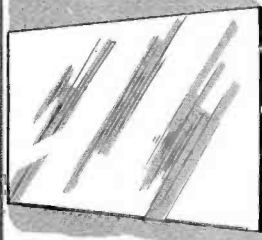
**THE YANKEE NETWORK, INC.**

*Member of the Mutual Broadcasting System*

21 BROOKLINE AVENUE, BOSTON, MASS.

EDWARD PETRY & CO., INC., *Exclusive National Sales Representative*

# Primary Reader for Time Buyers

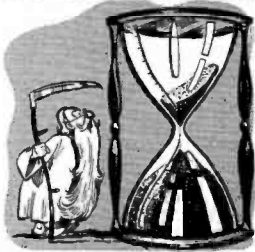


## PLATE GLASS:

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

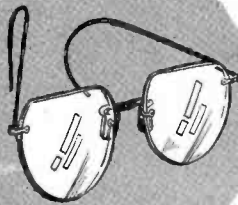
## HOURGLASS:

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



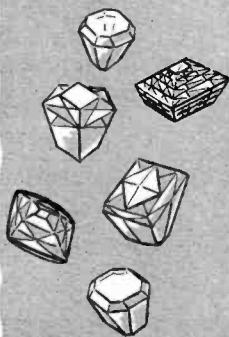
## GLASSES:

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



## "ICE":

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



**KFAB**  
LINCOLN, NEBR.

FOR CITY LISTENERS,  
USE  
**KOIL**  
O M A H A

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

# BROADCASTING

The Weekly Newsmagazine of Radio  
Broadcast Advertising

VOL. 24 • NO. 10

SEPTEMBER 7, 1942

## CONTENTS

Senate Petrillo Probe Set Sept. 14 .....	7
Petrillo Cancels All Disc Commercials .....	7
Uniformity Rule Slows Married Men Draft .....	9
Fall Coffee Drive Uses 29 Stations .....	9
Vick Signs For New England Network .....	10
New Connecticut Network Formed .....	11
Stanton Named CBS Vice-Pres.; Ruppel Leaves ..	11
Tenderoni Solves Priority Problem .....	12
Pall Malls, Luckies Cited For Ad Claims .....	14
Holden Succeeds Redman in Navy Post .....	14
CAB Gets New Jersey Charter .....	16
WPB Building Order Revised .....	17
New York Parties Buying Time .....	18
WSBA, York Regional, Begins Operation .....	33
Ten Years Ago This Month .....	36
U. S. Radio Sponsors Pushing Latin America ..	40
Six CP's for 5 Kw. Abandoned .....	41
Edward A. Hanover, Radio Pioneer, Dies .....	42
Thomson Proposed as CBC General Manager .....	46
Radio Specialists Needed for Army .....	50

## DEPARTMENTS

Agencies .....	34	Merchandising .....	21
Agency Appointments .....	39	Network Accounts .....	48
Behind the Mike .....	30	Other Fellow's Viewpoint .....	36
Buyers of Time .....	34	Personal Notes .....	29
Classified Advertisements .....	49	Purely Programs .....	25
Control Room .....	42	Radio Advertisers .....	39
Editorials .....	28	Station Accounts .....	38
FCC Actions .....	48	Studio Notes .....	35
Guestitorial .....	28	We Pay Respects .....	29
Meet the Ladies .....	32	Hix Cartoon .....	50

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

NEW HIGHS in TAMPA

More NEW FAMILIES MOVING TO TAMPA EVERY DAY

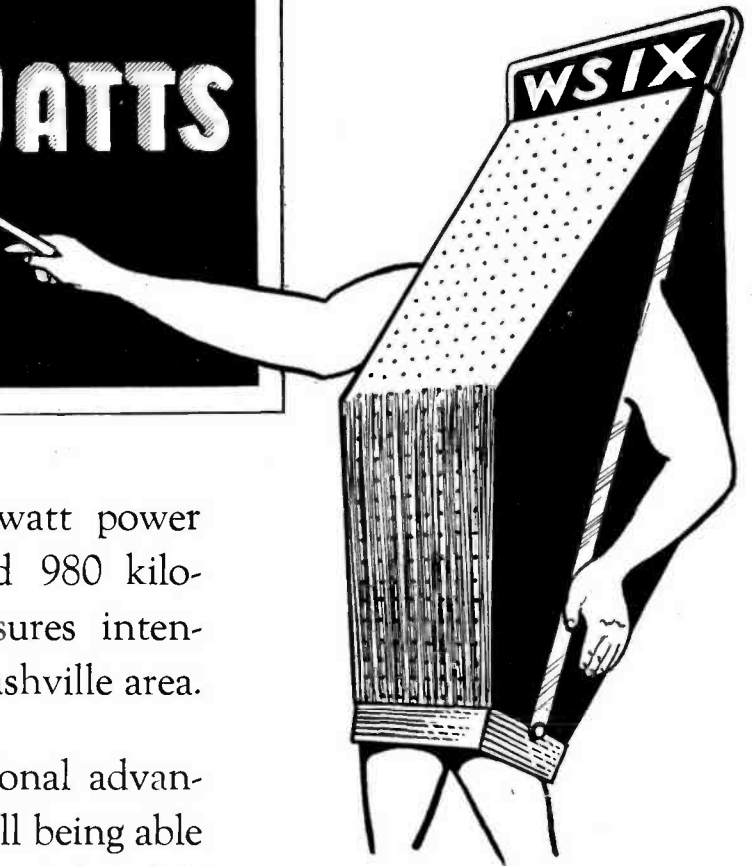
**POPULATION**

**WFLA**

NBC

NATIONAL REPRESENTATIVE  
JOHN BLAIR & CO.

**NOW  
5,000 WATTS  
980 KC**



WITH its new 5,000-watt power (day and night) and 980 kilocycle frequency, WSIX assures intensive coverage of the rich Nashville area.

Advertisers have the additional advantage—for the present—of still being able to buy time on the more powerful WSIX at no increase in cost over the old 250-watt rates.

**SPOT SALES, INC.,  
National Representatives**

**5000  
WATTS**



**980  
KILOCYCLES**



# SONOVOX SPOTS INCREASE RESULTS - PER- RADIO-DOLLAR OVER 161%

HERE are the specific facts about a test radio campaign in which *Sonovox spots* increased the sales of a popular soft drink by 31%—actually increased the radio *results-per-dollar* by more than 161%!

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

*Velie-Ryan Incorporated*

MANUFACTURERS AND DISTRIBUTORS OF CARBONATED BEVERAGES

223 North Broadway, ROCHESTER, MINNESOTA

August 17, 1942

Mr. James L. Free, President  
Wright-Sonovox, Inc.  
180 N. Michigan Avenue  
Chicago, Illinois

Dear Jim:

In answer to your request, I am attaching to this letter our sales charts for Nesbitt's Orange in the city of Rochester comparing July 1941 and July 1942. I am also attaching our comparative chart for 1942 showing our three products, all of which are nationally-advertised franchised drinks.



Now that the program has been completed words fail me when I attempt to express the actual results and the greatness that was attained in advertising value, along with the immediate sales reaction. Frankly, Jim, it is my opinion that this promotion and contest had appeal and success never before attained in any merchandising effort in this market. I heartily compliment you on Little Joyce and sincerely feel that this new and startling personality will have a far-reaching effect on radio in the years to come.

Very best regards.

Sincerely,

VELIE-RYAN INCORPORATED

Richard Ryan

RR:MMR

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

## WRIGHT-SONOVOX, INC.

*"Talking and Singing Sound"*

CHICAGO . . . . NEW YORK . . . . HOLLYWOOD

FREE & PETERS, INC., *Exclusive National Representatives*



CHICAGO: 180 N. Michigan  
Franklin 6373

NEW YORK: 247 Park Ave.  
Plaza 5-4131

SAN FRANCISCO: 111 Sutter  
Sutter 4353

HOLLYWOOD: 1512 N. Gordon  
Gladstone 3949

ATLANTA: 322 Palmer Bldg.  
Main 5667

# BROADCASTING

## and Broadcast Advertising



Vol. 23, No. 10

WASHINGTON, D. C., SEPTEMBER 7, 1942

\$5.00 A YEAR—15c A COPY

## Senate Petrillo Probe Called for Sept. 14

### Clark Chairman of Special Committee; Delay in Court Argument Seen

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

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

#### Committee Lineup

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

#### New Petrillo Move

The Congressional action came coincident with a new outburst by Petrillo last Friday affecting radio. In a sudden and complete reversal of his previous position, the AFM president gave notice that the union no longer would permit its members to make sponsored transcriptions for one-time use. Telegrams received by transcription companies and advertising agencies who had either applied for or procured permission to make and use such commercial recordings informed them that the authorization was now terminated (see story below).

Members of the subcommittee named by Senator Wheeler, in addition to Chairman Clark, include Senators Lister Hill, of Alabama,

majority whip, and administration stalwart and Charles O. Andrews, of Florida, Democrats; Chan Gurney, South Dakota, and Charles W. Tobey, New Hampshire, Republicans.

The committee is regarded as exceptionally strong. Senator Clark's reputation as a lawyer is well-established. Far from being the whipcracking type, the Idahoan, by dint of intensive preparation and knowledge of his subject and his ability to question witnesses

without arousing animosity, usually effectively ferrets out the facts. His demeanor is more that of a judge than of a prosecutor.

Senator Gurney, the former operator of WNAX, Yankton, S. D., has an appreciation of practical operating problems. More worldly-wise on radio than any member of the Senate, Senator Gurney also knows the American Federation of Musicians having dealt with them as a broadcaster.

#### Postponement Possible Sept. 16

The other Republican member Senator Tobey, is a prosecutor of repute. Agile-minded, he doesn't pull his punches in interrogating witnesses. He has probably asked more questions than all other members of the committee combined in recent hearings regarding radio matters and confirmation of members of the FCC.

Meanwhile, considerable doubt developed whether the hearing on the anti-trust division motion to

enjoin AFM, sought by Assistant Attorney General Arnold, would be argued as scheduled on Sept. 16 before the Federal District Court in Chicago. As BROADCASTING went to press, indications were there would be a postponement, probably because of the absence from the country of Joseph A. Padway, general counsel of the American Federation of Labor and counsel for AFM in the current proceedings. Mr. Padway is in London attending a labor conference. His office said that a stipulation on a postponement is being sought.

No formal word was forthcoming from the Department of Justice about postponement. It was stated that Mr. Arnold himself personally will argue the motion for a preliminary injunction and that preparations for the hearing are being made. Nevertheless, it was thought by observers that in view of the absence of Mr. Padway,

## Petrillo Bans All Commercial Discs

### Reverses His Previous Plan of One-Time Permits

THE PETRILLO ban on recordings was made absolute and complete by the AFM president last Friday in a surprise reversal of previously announced policy giving notice that the union will no longer permit its members to make commercial transcriptions for one-time use on the air.

Telegrams received by transcription companies and advertising agencies who had either applied for or received permission to make and use commercially sponsored recordings said the permission now has been terminated. Heretofore, the Petrillo ban, which became effective Aug. 1, applied to making of all other types of transcriptions and phonograph records for non-public use.

#### Permits Granted

At the time of the general withdrawal of union musicians from the making of recordings, Mr. Petrillo expressly exempted commercial recordings, "used as they ought

to be—once, and once only", from the ban. He said that the AFM executive board would consider any applications made by recording companies to employ musicians on sponsored transcribed programs if guarantee were given to the union that the discs would be used once and then destroyed. Since that time a number of such special permits have been given by the union.

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

and Broadcasters will have been achieved peaceably and without need for further action.

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

#### Loss to Stations

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

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

(Continued on page 44)

the Department might be disposed to agree to the postponement.

Senator Clark told BROADCASTING that postponement of the trial would have no bearing on his plans for an exploratory inquiry. He pointed to the urgency of action, lest serious injury be done the public and the industries working in the war effort by virtue of the ban on the making of recordings and transcriptions by AFM members.

There is the possibility that the subcommittee will not get under way next Monday as planned. Should the Senate convene on that day, to consider the new revenue bill, it is entirely possible that the Interstate Commerce Committee will report the sweeping Clark resolution to the Senate promptly. With its passage, which is expected in view of the overwhelming applause it has received, the committee would not have to undertake the preliminary inquiry and could proceed with specially provided funds and with a special staff, probably including a prosecutor.

On the other hand, if the Senate does not formally convene until the following week, as is now expected, Chairman Clark proposes to proceed with his exploratory investigation, calling a half-dozen or more witnesses in quick succession, to show the need for remedial action and the depressing effect the Petrillo bans already have had and are destined to have.

There appeared to be little, if any, doubt about favorable action on the Clark resolution. The fact that the Senate has been in quasi-recess, awaiting the calling up of the revenue bill, has mitigated against action on the resolution. The Senate leadership is not disposed to call back the full membership until the tax legislation is ready.

#### Congressional Ire High

Indignation is high in both houses of Congress over the Petrillo actions, particularly with respect to the Interlochen high school orchestra ban over NBC and other student musician edicts, which have been premised upon purported competition with union musicians by Petrillo.

Unquestionably, a number of representatives of music schools and societies, including President Joseph E. Maddy, of Interlochen, will either be called upon or volunteer to appear before the Petrillo Probe committee. Such figures as Sergei Koussevitsky, director of the Boston Symphony, who has had repeated difficulties with AFM; Dr. Walter Damrosch, who has been outspoken in his criticism of Petrillo tactics, and the National Federation of Music Clubs, which likewise has resolved against the Petrillo prohibitions, also are expected to appear.

It is presumed the committee will be disposed to call Neville Miller, president of the NAB; John Shepard 3d, chairman of Broadcasters

## Royal Flies to England For Radio Conferences

JOHN F. ROYAL, NBC Vice-president in charge of international broadcasting arrived in England last Thursday by Clipper for a series of conferences with high British Government officials. Two-fold purpose of the trip, according to NBC, is to plan a new series of shortwave programs from Britain to America and to gain information on the British point of view con-



Royal, Bride Say Goodbye

cerning international broadcasting. He will confer with members of the British cabinet, members of Parliament, officials of the BBC and leaders in other fields during his stay abroad.

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

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

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

#### Music Club Resolution

While AFM headquarters have been relatively quiet since the storm of protest and editorial condemnation of the bans, and more particularly since the Aug. 1 effective date of the anti-recording pronouncement, there nevertheless have cropped up other traces of "Petrilloism" which have brought repercussions. In Providence last week, the National Federation of Music Clubs adopted a resolution, a copy of which was sent to President Roosevelt, calling the recording ban "detrimental to the morale of the nation at war" and "the most seri-

ous blow thus far struck at American musical culture". The organization, with a membership of 450,000 men and women of voting age, pledged their efforts to have the ban removed. The resolution follows:

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

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

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

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

#### GE Position Stated

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

"The announcement of the ban specifically exempted programs for soldiers, and we have had the cooperation of unions in New York, St. Louis and other cities in arranging several outstanding programs recently," Mr. Peare said. "Recordings are a necessity for the overseas audience, as the time difference between the station and the audience is often as much as eleven hours."

Another Pacific Coast event dealing with Petrillo orders developed over the hiring of AFM members who had enlisted in the armed forces. A Petrillo order previously had been issued that such members would not be permitted to play engagements in competition with members of particular locals. Mr. Love, as secretary of the San Francisco local, wrote Petrillo that his jurisdiction was beginning to face a shortage of men and that quite a few of its members were in bases around San Francisco. The union is continually being asked by them and by contractors and leaders if they will be permitted to accept

## Wilson Wins

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

## BROADCASTING Staff Sends Two to the Army

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

Mr. Healy, a graduate of the U of Notre Dame and former New York newspaperman, joined BROADCASTING in 1941. He will report to Camp Upton, New York, Sept. 14.

musical engagements, especially on weekends, he stated. On the other hand, members of the union have protested this competition with the general membership, but he thought that the problem of lack of manpower would be partly solved on weekends if these men could play such engagements.

Mr. Petrillo, however, advised Secretary Love that under instructions "published to all Commanding Generals dated April 10, 1941, neither your local nor the Federation has the right to grant permission to enlisted musicians or bands to render services."

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

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



## Fall Coffee Drive Uses 29 Stations

### Pan American Bureau Plans Institutional Programs

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

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

#### Includes NERN

In addition to participations on the *Majorie Mills Hour* program on the five basic outlets of the newly organized New England Regional Network, the Bureau will use the following stations: WTAM WJR WLW WFBM WLS KSTP KMBC KMOX WAPI WWL WOR KPRC WOAI KLV KNX WRC KDKA WCAU WBEN WHAM WGY KIRO KSPY.

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



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

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

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

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

#### Must Be Authorized

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

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

Meanwhile the War Manpower Commission continued with its classification of "essential" employes in all industries. A spokesman for WMC said broadcasting and communications occupations

had not yet been considered by the commission Inter-Agency committee and definite conclusions on these fields would not be reached before the middle of the month.

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

#### Wozencraft Promoted

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

#### McCann's 17th Year

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

## Lever Sponsoring Barrymore Series

### Show to Shift From NBC To CBS Spot Oct. 7

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

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

#### Three-Year Contract

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

Jean Halloway is writer of *Mayor of the Town*. Collaborating on the four initial broadcasts are Martin Gosch and Howard Harris who wrote *Remarkable Miss Crandall*. Leith Stevens is musical director with Murray Bolen, agency producer.

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

## Sarnoff Gets New Post As Supplies Supervisor

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

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



AT AGE 69 an inveterate mountain climber as well as inventor, Dr. Lee De Forest (left) relates his experiences to Les Bowman, Western Division chief engineer of CBS, Hollywood, following time out to celebrate his birthday Aug. 26. Dr. De Forest returned recently from a week's jaunt, during which he scaled Mt. Whitney, 14,496 feet; Mt. Langley, 14,042 feet; Cirque Peak, 13,000 feet. At his Los Angeles laboratory he is currently building a "blackouter", an instrument which automatically extinguishes lights or sounds a warning when radios are silenced preparatory to a blackout.





RADIO's WAACS were feted recently by KSO-KRNT, Des Moines, which staged a dinner party for those alumni of broadcasting now in the Women's Army Auxiliary Corps at nearby Fort Des Moines.

At left, radio musicians who once charmed radio audiences and who are now in the WAAC band are (l to r): Miriam Barth, NBC New York; Evelyn Cherry, WSIX, Nashville; Ruth Steiner, NBC New York; Miriam Stiglitz, NBC New York.

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

They are (l to r) Jeanette Smith, WFBL, Syracuse; Dorothy M. Bourak, WCCO, Minneapolis; Maxine Henius, WHA and WIBA, Madison, Wis.; Leona B. Herman, WGR-WKBW, Buffalo; Anna Cowan, WJR, Detroit; Charlotte Morehouse, WDMJ, Marquette, Mich.; Miss Berry; Juanita V. Redman, KGU, Honolulu; Clare Pirie, KFNB and KHJ, Los Angeles.

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

## New England Chain Is Picked by Vick Regional Series Is Placed; Spot Campaign Planned

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

Vick's is the second account to sign with the new regional network, which on Aug. 27 announced the *Marjorie Mills Hour* as its first piece of commercial business [BROADCASTING, Aug. 31]. However, the Gene and Glen program will start on NERN two weeks ahead of the *Marjorie Mills* household program series.

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

Morse International, New York, handles the account.

HELEN HIETT, who concluded her daily news series on the BLUE Sept. 4, will spend the next three months on a lecture tour throughout the South.

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

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

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

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

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

Pepsodent Co., Chicago, will resume *Bob Hope* Sept. 22 on 125 instead of 69 stations, and Vick Chemical Co., New York, will be using 64 additional stations under the new plan, starting Sept. 14. *The Telephone Hour* gains 30 outlets, making a total of 128 NBC stations to carry the show for Bell Telephone System, New York, and General Electric Co., Sche-

nectady, moves up from 73 stations to the full network, for *The Hour of Charm*. Procter & Gamble Co., Cincinnati, resumes *Truth or Consequences* on the full network Sept. 12, having previously used 45 NBC stations, and W. A. Sheaffer Pen Co., Ft. Madison, Ia., launches *World News Parade* with Upton Close, under the new plan Sept. 20.

## PARAMOUNT SELLS MOVIES VIA RADIO

PARAMOUNT PICTURES, New York, following a successful experiment in selling tickets by radio to the New York premiere of "Holiday Inn", early in August, used the same device in connection with the opening of "Wake Island" in New York Sept. 1. In both cases the premieres were benefit performances, the first for Navy Relief and the latter for the Red Cross.

Announcements aired on WMCA and WNEW, New York, for several days prior to the "Wake Island" opening, offered tickets at \$2.20 by Western Union messenger service with the movie theatre paying the delivery charges. Over a thousand tickets were sold as a result of about a half-dozen announcements, aired on Martin Block's *Make Believe Ballroom* on WNEW and on Art Green's recorded music show on WMCA.

Response to the "Holiday Inn" announcements aired on only one station, brought more orders than could be filled by the tickets on hand. Agency for Paramount Pictures is Buchanan & Co., New York.

WPTF, Raleigh, N. C., aided in the capture of four escaped convicts recently. A listener who heard descriptions of the men on the *Esso Reporter* notified Franklin, N. C., police that they were in a nearby abandoned house.

## SEED FIRM'S SUCCESS News Program Added After OEM Disc Series

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

"WJMC has helped us enjoy the greatest year in our history," he said. "Our product, Chief Cross Hybrid Seed Corn, is now well-known by most of the farmers in the rich country served by WJMC. A large percentage of next spring's corn has already been booked, and we know that *Six O'Clock News* will more than sell the balance—in addition to creating added goodwill."

## Oakite Fall Lineup

OAKITE PRODUCTS, New York, will use participations in three women's programs in a fall campaign for Oakite Cleanser, according to Calkins & Holden, New York, agency for the account. Schedule includes weekly participations in *First National Food News* on a 7-station Yankee Network hookup; twice-weekly participations in *Laura Stuart's For Women Only* on WCAU, Philadelphia, and twice-weekly participations in *Mildred Carlson's Home Forum* on WBZ-WBZA, Boston-Springfield.

## NBC Ratings Up

CAB RATINGS of NBC programs were materially better for the first seven months of this year than during the corresponding period of 1941, NBC reports, stating that total ratings of all NBC programs are 6.8% up from last year, while the average NBC program rating has gone up from 13.7 to 14.9, a gain of 8.8%.



## Connecticut Group Forms State Chain

**New Network Includes Six Stations; Meyer at Head**

FORMATION OF the Connecticut Broadcasting System, comprising six stations, was announced last week by Harold Meyer, general manager of WSRR, Stamford, and head of the new organization.

Simultaneously, announcement was made that two commercials already have been sold—Scoville Mfg. Co. of Waterbury, and Electric Specialty Co. of Stamford.



Mr. Meyer

Stations in the group, in addition to WSRR, are WNAB, Bridgeport, WNBC, Hartford, WELI, New Haven, WNLC, New London, and WATR, Waterbury. All but WATR and WNLC are BLUE outlets, with the latter affiliates of MBS. The network, according to Mr. Meyer, was organized first to give Connecticut political candidates concentrated coverage of the state but expanded to include regular commercial broadcasts after a demand developed.

### For Political Season

Lines were installed Aug. 27 but plans do not include maintaining them following the political season which ends with the election in November. Spot rate for the six stations is \$300 per evening hour, \$180 per half-hour, \$120 per quarter hour. Daytime rates are one-half of the night quotations. Evening announcements are \$55 and daytime announcements \$27.50.

At a organization meeting in New Haven last week Mr. Meyer was named head and James Milne, general manager of WELI, secretary-treasurer. The board comprises in addition, Levon Thomas, WNAB, Gerald Morey, WNLC, Richard Davis, WNBC, and Harold Thomas, WATR.

Headley Reed has been named national representative for the group. Mr. Meyer said inquiries indicate that the network will be used for test purposes, due to location and cost. Mike Goode has been appointed representative for the state political and arrangements have been completed to carry broadcasts direct from the state party conventions.

### RCA's War Loan

TO FINANCE war production contracts, RCA Mfg. Co. has arranged for a \$60,000,000 credit for a term of three years, according to a joint announcement made last Thursday by G. K. Throckmorton chairman of the executive committee, and Robert Shannon, president. Loan was made with Bankers Trust Co. and 34 other banks in New York, Chicago, Philadelphia, Indianapolis, San Francisco, Pittsburgh, St. Louis, Boston, Camden, Cleveland, Lancaster Pa. and Harrison N. J.

## Stanton Named CBS Vice-President; Ruppel Leaves for Post With Crowell

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

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

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

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

### Holds Many Posts

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

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

Louis Ruppel, for four years director of publicity of CBS, resigned Sept. 1 and on Oct. 1 will join Crowell-Collier Publishing Co., publisher of *Collier's*, *Woman's Home Companion* and *The American Magazine*, as executive assistant to Thomas H. Beck, president.



DR. STANTON

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

A native New Yorker, Mr. Ruppel was a political reporter for the *New York Daily News* from 1929 to 1933, covering the presidential campaign of 1932 for that paper. After serving as U. S. Deputy Commissioner of Narcotics, 1933-34, he re-entered newspaper work as managing editor of the *Chicago Times* in 1935, remaining with that paper until joining CBS in 1938.

## Campana Adds Stations In Shifting to Mutual

CAMPANA SALES Co., Batavia, Ill. (Campana's balm, Dreskin, hand cream), on Oct. 4 will resume *The First Nighter*, and will shift to 125 MBS stations, Sundays, 6-6:30 p.m. from 54 CBS stations. Fridays, 9:30-9:55 p.m., period occupied when it went off the air June 1 for the summer. Starting Sept. 6, the program is being broadcast, on a non-commercial basis, carrying government messages supplied by the OWI. A half hour dramatic program, *First Nighter* stars Barbara Luddy and Les Tremayne and will continue to be produced by Joseph Ainley.

The Campana company also plans to sponsor a weekly quarter-hour network program, details of which are expected to be set within a week. Agency is Aubrey, Moore & Wallace, Chicago.

### Soap Test

STRYKERS SOAP Co., San Francisco (1-2-3 Cleanser) has just started a test campaign in Fresno, Cal., using transcribed spot announcements on KARM and KMJ as well as home economics participations on KMJ. Agency is Botsford, Constantine & Gardner, San Francisco.

## COCILANA EXTENDS RADIO PROMOTION

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

Firm will start station breaks on WMAL, Washington, on a seven-weekly basis, and 30-second announcements on WFIL, Philadelphia, four times weekly, beginning October 5. Two quarter-hour news programs by Johannes Steele on WMCA, New York, will be used each week starting Oct. 13, in addition to twice-weekly broadcasts on WHN by George Hamilton Combs Jr. Three additional stations in Boston and New York will carry the Cocilana announcements, the majority of which will be transcribed, and all placed on a 13-week basis.

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

### Gillette Fights

GILLETTE SAFETY RAZOR Co., Boston, as part of its regular series of boxing bouts on Mutual, has scheduled five broadcasts from New York's Madison Square Garden, Chicago Stadium and the Cleveland Arena for the months of September and October. Gillette will air "Red" Cochrane vs. Fritzie Zivic, Sept. 10; Tami Mauriello vs. Jimmy Bivins, Sept. 15; Tony Zale vs. George Abrams, Sept. 18; Chalky Wright vs. Lulu Costantino, Sept. 25; and Tami Mauriello vs. Lee Savold, Oct. 30. Agency is Maxon Inc., New York.

### Use Bigger Hookups

AN UPWARD trend in the number of stations used by BLUE sponsors has been reported by Edward Evans, research manager of the network, who said that for the month of August the average number of stations for the 26 BLUE evening commercials was 82, this figure including future bookings and excluding Pacific Coast programs. A survey made last June based on February figures, showed a rise in the commercial average BLUE network from 31 stations in 1936 to 70 in 1942.

### New Zealand Manpower

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

### Once a Handicap

CELEBRATING his 20th anniversary in broadcasting last week in Chicago, Ben Bernie recalled that in the early 20's he was barred from the Keith-Albee vaudeville circuit by the late E. F. Albee who felt that radio lessened the box office attraction of headline vaudeville performers.



# Tenderoni Solves Priority Problem

## Van Camp's Markets Boom, Aided By Radio

TOUGHER than the most difficult \$64 question ever tossed at a perspiring contestant by a glib quizmaster are the problems of shortages, priorities and rationing which the gods of war have posed for American manufacturers. It is remarkable to note the manner in which most sales and advertising executives have demonstrated the traditional American aptitude for turning adversity into advantage.

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

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

### It's Tenderoni

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

By the end of March, Warren Tingdale, Van Camp's sales manager, and Calkins & Holden were presenting Tenderoni to Van Camp's district managers and distributors and outlining to them the introductory advertising campaign. Because of limited production at first, the advertising could not be national in scope, but consisted of radio announcements and newspaper space, backed up by point-of-sale displays and by car cards in some cities. Campaigns were started only after distribution had been at least 50% completed in each locality and have been extended to new cities as rapidly as production of Tenderoni would permit. At present it has been introduced in about 150 cities.

Advertising, both newspaper and



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

radio, has emphasized the get-acquainted offer of one free package of Tenderoni with each two packages purchased. Radio announcements, broadcast on the average about eight times weekly, are concentrated at the end of the week, with four or five spots used on Friday. Newspaper advertising has similarly been run chiefly to catch the attention of the housewife before she starts her weekend shopping.

### Marketing Operations

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

Results of the Tenderoni campaign furnish emphatic proof that even in these troublous times courageous pioneering will pay out, according to Ray N. Peterson, advertising manager of Van Camp's. Tenderoni already has more distribution in the cities it has entered than Van Camp's pork and beans ever had in those same markets and Tenderoni sales in those markets have equaled or bettered the pork and beans record.

## RADIO SET PRICES CLARIFIED BY OPA

PRICE procedures for radio manufacturers and pricing methods of agents servicing radio sets were amended and clarified under Office of Price Administration revisions announced Sept. 2. As a result of Amendment 12, and effective Sept. 8, maximum prices for all radio apparatus covered by maximum price regulation No. 136 are those charged by sellers March 31.

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

Radio repair shops must file statements with OPA by Sept. 10 indicating top charges for repair, maintenance and rental of home radios and phonographs as well as prices of all parts and accessories sold in connection with these services. Shopkeepers are warned against exceeding their highest March prices and ordered to display a copy of the statement on ceiling prices for public inspection.

### Holland Extends

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

## Oil Firm Returns Two Shows to NBC

### Changeover From Mutual-Don Lee After Two-Year Run

STANDARD OIL Co. of California, one of the pioneer radio advertisers of the West, will return its *Standard Symphony Hour* and *Standard School Broadcast* to the NBC network on the Pacific Coast, Sept. 27.

The two programs, started on NBC 15 years ago, for the past two years have been broadcast by the Mutual-Don Lee. The *Symphony concerts* will be heard Sundays 9 to 9:45 p.m. (PWT) and the *Standard School Broadcast* will be presented Thursdays during the school year beginning October 15, 10 to 10:30 a.m. (PWT).

The first *Standard Symphony* program was broadcast Oct. 31, 1926 over three NBC stations. Standard Oil Co. then inaugurated a regular series on Oct. 23, 1927.

The *Standard School Broadcast* was instituted over NBC stations in the West on Oct. 18, 1928. It is a weekly feature in 4,700 schools, representing more than a half-million listening students. The broadcasts this year will be extended to stations in Utah and Arizona.

Agency is BBDO, San Francisco.

## MARINE REPORTER Former WJSV Publicist Writes From Solomons

NEWSPAPERS throughout the country last week carried one of the first stories of the Marines' action at Guadalcanal in the Solomon Islands fray written by Sgt. James W. Hurlbut, former pub-



licity director of WJSV, Washington.

Sgt. Hurlbut had previously served in the Marine Corps from 1933 to 1936. On May 8, he enlisted as one of the Marines' own war correspondents and eight days later was already out of the country. He is married and the father of two children.

A. M.	Monday	Tuesday	Wednesday	Thursday	Friday
8:00- 8:15					
8:15- 8:30					
8:30- 8:45					
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P. M.					
12:00-12:15					
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4:45- 5:00					
5:00- 5:15					
5:15- 5:30					
5:30- 5:45					
5:45- 6:00					

*WKY rates first during 180 of these 200 daytime periods!*

**DECISIVE DAYTIME DOMINANCE**

• For 180 out of 200 daytime periods, Monday through Friday, WKY's audience is larger than that of any other Oklahoma City station. During 150 of these periods, WKY's audience is larger than the combined audience of all three other stations! (Source: C. E. Hooper, Inc.)

WKY's dominant position both day and night in Oklahoma City is so firmly and positively established that there is only one logical, economical, profitable choice for advertisers to whom results outweigh everything. Are you putting everything you can behind your product in Oklahoma? Not unless WKY is on your schedule!

**WKY**  
**OKLAHOMA CITY**  
 OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.  
 THE DAILY OKLAHOMAN AND TIMES \* THE FARMER-STOCKMAN  
 KYOR, COLORADO SPRINGS \* KLZ, DENVER (Affiliated Mgmt.)  
 REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.



CAPT. REDMAN

## Communications Post to Capt. Holden As Capt. Redman Leaves for Sea Duty

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

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

### Capt. Holden Succeeds

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

As Director of Naval Communications, Capt. Holden automatically takes the place of Capt. Redman on BWC. He will serve with Chairman James Lawrence Fly, who is also chairman of the FCC; Maj. Gen. Dawson Olmstead, Chief Signal Officer; Breckenridge Long,

Assistant Secretary of State; and Herbert E. Gaston, Assistant Secretary of the Treasury.

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

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

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

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



CAPT. HOLDEN

## BWC Approves Revised Radio Silencing Rules

REVISED orders governing radio silence in connection with military aircraft operations were approved by the Board of War Communications at its meeting last Thursday in Washington.

Following established custom of the Board, the nature of the orders was not revealed, but will be dispatched shortly to all classes of radio stations, including broadcast, which are affected. The Board announced simply that it had approved a revision of FCC Restricted Order No. 2, replacing the FCC Orders No. 88, 88 (a), and Restricted Order No. 1, dealing with the silencing of all stations under Fighter Command control.

## Blue Revamps Schedule In Commentator Shifts

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

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

# FTC Explains Stand on Testimonials

## Pall Malls and Luckies Are Cited for Claims In Advertising

WITH ISSUANCE of complaints against two more major tobacco companies last week by the Federal Trade Commission, further observation was made by officials of the agency on use of simulated voices in broadcast testimonials and endorsements.

Recipients of complaints last week, following earlier charges made against R. J. Reynolds Tobacco Co., Winston-Salem, and Philip Morris & Co. Ltd., New York, on Aug. 8 [BROADCASTING, Aug. 10], were American Cigarette & Cigar Co., Durham, N. C., makers of Pall Malls, and subsidiary of the American Tobacco Co., New York, also cited for Lucky Strikes. Both are large users of radio time.

### Misrepresentation Charged

Both companies were charged with misrepresentation in broadcast and all other advertising media—the charges taking a negative view of all claims made by the companies for their products.

Hinting drastic curtailment of use of broadcast advertising de-

VICES was the opinion of some FTC officials on use of simulated voices for commercials. Upon questioning by BROADCASTING it was revealed that in some FTC quarters the opinion is held that even when persons have given permission that their voices may be simulated on programs and in testimonials the advertiser can still be cited for misrepresentation.

It was pointed out that if it was clearly indicated in the course of the program that voices used were simulated no misrepresentation would follow. On the other hand a program without such indication would violate FTC policies.

### Test Case Awaited

It was emphasized, however, this was merely an opinion and no forecast could be given on action of the FTC until a "test" case would come up before the commission. It was indicated that the R. J. Reynolds Tobacco Co. hearing might prove such a case since that company uses "voices" in its Camel cigarettes broadcasts.

In the meantime it was stated at the FTC that both Philip Morris and R. J. Reynolds have asked for extension of time to reply to the commission's charges. Both com-

panies were to have replied by Aug. 28; under the extension granted they must respond by Sept. 15.

Last week's complaints against the makers of Lucky Strikes and Pall Malls were lengthy and included all major advertising claims made by both. Luckies were charged with misrepresentation in claiming that among independent tobacco experts, buyers, auctioneers and warehousemen, they have more than twice as many exclusive smokers as have all other cigarettes combined; that Luckies are less acid than other popular brands; they are less irritating to the throat than are competing brands because they are toasted; that all tobacco used in the cigarettes is better and higher priced than those in competing brands; and that the "cream of the crop" is bought from tobacco growers by Luckies.

The FTC took a negative view of all Lucky Strike claims as well as those of Pall Mall. Misrepresentation by Pall Mall's was said to rest in claims that users would find they would cause less finger stain or none at all; that Pall Malls protect throats of smokers; that they filter the smoke in such a

way as to get rid of throat irritants. Charges against Pall Malls are also made that the manufacturer falsely represents, in packaging, that the cigarettes are of English origin and manufacture and that they have received the approval of England's royal family.

Following FTC policy, the companies have 20 days in which to respond to the charges.

### No Comments

No comment could be secured from officials of either the American Tobacco Co. or its advertising agency, Lord & Thomas, concerning the FTC complaints or their probable effect on the advertising copy of Lucky Strikes. There were, however, no noticeable immediate changes in the radio commercials for Luckies.

The radio spots used for Pall Malls are transcribed and therefore could not be immediately changed, even if the company desired to do so. At Ruthrauff & Ryan, agency for this brand, it was said that it was too early to make any statement regarding a change in copy, that the eventual decision would not come until after the FTC hearing.



# Announcing

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

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

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

## WLAC

**NOW**

### **50,000 WATTS**

**NASHVILLE, TENN.**

J. T. WARD, OWNER • F. C. SOWELL, MANAGER

PAUL H. RAYMER CO.

NATIONAL REPRESENTATIVES

*CBS*

*At home*

IN THE GREAT  
TENNESSEE  
VALLEY!

September  
K 1st

L

O

Ogden—  
Salt Lake City

5000 Watt Key  
Station of the  
\*INTERMOUNTAIN  
NETWORK

Became an Exclusive  
Outlet for the  
MUTUAL  
Broadcasting System

\*The Intermountain  
Network

**KLO** —5000 Watts full  
time. Studios in Og-  
den and Salt Lake  
City, Utah. Trans-  
mitter located be-  
tween the two  
cities and direc-  
tionalized to serve  
the major population in  
the area.

**KOVO**—250 Watts full  
time. (Mutual)  
Studios and trans-  
mitter, Provo,  
Utah.

**KEUB** —250 Watts full  
time. (Mutual)  
Studios and trans-  
mitter, Price, Utah.

Complete Primary  
Coverage

of 92% of Utah's normal  
\$300,000,000 spendable  
income and ALL of  
Utah's new multi-million-  
dollar defense industries.

Check on the  
New, Low

Advertising Rates on the  
Intermountain Network  
before buying radio for  
Utah.

Intermountain Network

Ben Lomond Hotel, Ogden, Utah  
Newhouse Hotel, Salt Lake City, Utah

Represented Nationally by  
**JOSEPH H. MCGILLVRA**  
New York • Chicago • San  
Francisco • Los Angeles

### Acme Beer on Coast

ACME BREWING Co., San Francisco, in a four-week campaign which started Sept. 4 is sponsoring a weekly quarter-hour participation in Jack Kirkwood's *Breakfast Club* on 9 Mutual-Don Lee California stations (KFRC KIEM KVEC KDON KMYC KFRE KYOS KVCV KHSL), Friday, 8-8:15 a.m. (PWT). Agency is Brisacher, Davis & Staff, Los Angeles.

### Walter Patterson

WALTER PATTERSON, 31, radio actor who portrayed Nick Lacy for six years on the weekly NBC *One Man's Family*, was found dead Sept. 2 in his parked automobile in Hollywood. Investigating officials listed the death as "apparently suicide". Surviving are his widow, Helen Clifford Patterson, and a daughter, Rosemary, 2.



THREE CHARMERS of WJZ, Tuscola, Ill., are Niki, 4, Martha (Mrs. Clair B. Hull), and Joy, 8, conducting *Little Women*, popular quarter-hour participating program five days weekly on WJZ. They are the family of Clair B. Hull, manager of the station.

## Cooperative Analysis of Broadcasting Gets Operating Charter in New Jersey

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

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

### Joint Setup

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

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

The CAB conducts its listening poll in 33 cities served by the nationwide radio networks and in addition makes regular surveys of the listening habits of rural audiences. In its 12-year span, the CAB has made over 7,000,000 tele-

phone interviews with set-owners, accumulating the only running history of popularity of network programs and talent dating back to 1930, it reports. It publishes a semi-monthly summary rating the relative popularity of all network programs and issues monthly, quarterly and annual reports analyzing audiences by income groups, time of day, stations and geographical divisions.

Latest CAB report, covering the month of July, gives the nighttime index of listening for that month as 19.9, an increase of 6.4% over the same month of 1941.

### Budlong Commissioned

A. L. (Bud) BUDLONG, assistant secretary of the American Radio Relay League, has been commissioned a lieutenant in the Coast Guard Reserve and has been ordered for active duty and assignment Sept. 16. One of the country's best-known amateurs, he has been assistant secretary of ARRL since 1925, specializing in legislative and organizational activity. He served as radio aide for the First Corps Area's army-amateur radio system, and is a member of the Communications Committee of the Defense Board of Connecticut and a consulting member of several committees of the American Railway Assn. Lt. Budlong was sworn in Aug. 25. He has been given leave from ARRL for the duration.

### Dealers Protest

TO HALT statements which infer or claim that receivers in the hands of dealers and distributors will be obsolete at the close of the war, the radio trade has filed protests with the Radio Mfg. Assn. Dealers maintain such publicity is hampering current sales and jamming inventories.

### McLEMORE ARTICLE Read on WJR as Challenge To Detroit Civilians

IMPRESSED by its challenge to folks at home who do nothing for the war effort while John Does in service give their lives, Leo J. Fitzpatrick, manager of WJR, Detroit, arranged a seven-minute broadcast of "Killed In Action: John Doe" by Henry McLemore, syndicated writer.

Under orders to give the program a choice place on the log, and all the promotion possible, the WJR staff used newspaper advertisements, spot announcements, and news stories to build-up the broadcast. With fitting introduction, and against a musical background, Bud Mitchell, WJR chief announcer, read the article.

FELTMAN & CURME Co., Chicago (shoe stores), on Aug. 31 started sponsorship for 26 weeks of *Jimmy Allen*, transcribed serial five days a week on WENR, Chicago. Agency is Russell C. Comer Adv. Co., Kansas City.

PAUL RICKENBACHER, formerly of the talent department of J. Walter Thompson Co., New York, has joined Young & Rubicam, New York, in a similar capacity.

## 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 "Summers-Whan" 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 fifth of a continuing survey, the best of them all!

Write for your  
copy—it's free!

**WHO**

Address Dept. 5W Des Moines  
50,000 watts

## Radio Not Affected by Construction Order Lowering Permissible Spending

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

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

### How It Works

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

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

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

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

The proposed program calls for a complete budget of materials and

parts required to fulfill a prime war contract.

Although no positive work was forthcoming on the equipment-conservation program, it appeared likely that WPB would shortly issue a new order to replace P-129 which would cover broadcasting as well as radio communications maintenance and repair. This is necessary since P-129 expires Sept. 30.

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

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

### Wins Voice Award

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

### Gorham's Loss

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

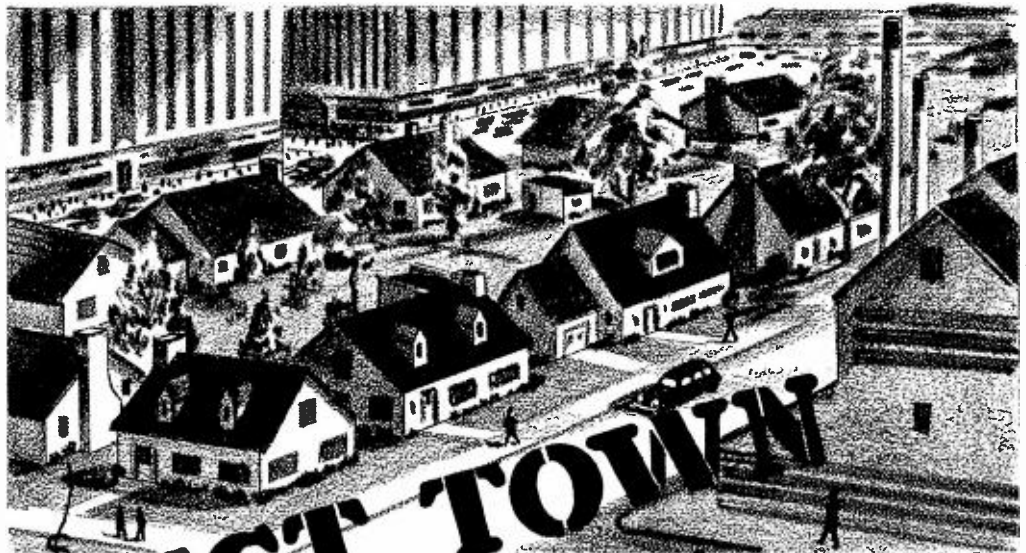
### RADIO SALUTES

Labor On Its Day With Many Programs

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

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

WPID, Petersburg, Va., is presenting a weekly program, *United We Stand*, to educate the public to the contribution to the war effort made by the United Nations. Each broadcast will be devoted to one of the nations.



**TEST TOWN**  
(LIMA, OHIO)



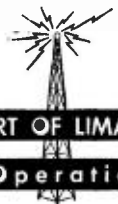
Lima, Ohio is an ideal test town for your radio campaign. Lima is a thriving, multi-industry city of 44,711 progressive Americans. Lima's only radio station, WLOK, is heard in 126,685 homes. Try it in Test Town—and get America's reaction.



COVERAGE AT LOW COST

"THE VOICE THAT SPEAKS FROM THE HEART OF LIMA"

NBC Affiliate . . . Full Time Operation







GLAMOR MOTIF prevailed in late August as a number of stations scanned local pulchritude crops for talent to enter in the Atlantic City "Miss America" competition Sept. 7. Star on the crown of Cincinnati's entry intrigued L. B. Wilson, owner of WCKY (left photo). Barbara Patlerson, picked in the WCKY competition as Miss Greater Cincinnati, supervised the reverse crowning.

A radio actress was named Miss Michigan when WXYZ quietly entered Patricia Uline Hill (center photo, at left) in the contest. The

21-year-old socialite was discovered by George W. Trendle, WXYZ president, who heard her on the WXYZ *Lady of Charm* series conducted by Edythe Fern Melrose (at right). Mr. Trendle gave her a part in the *Green Hornet* drama. Miss Hill was told she was entered in the contest just a few minutes before it took place.

WWDC, Washington, conducted the Capital beauty contest under direction of Manager Ben Larson (at right in third photo). Miss Washington is Marilyn Makin, 18-year-old War. Dept. clerk. Board of judges was headed by Brig. Gen. Albert L. Cox (left).

## New York Parties Buying Air Time Heavy Campaign Schedules For Candidates Indicated

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

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

### Peak Democrat Schedule

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

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

### Heavy Communist Schedule

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

The Communist Party of New

## Radio Evolution Next Decade To Be Sweeping, Says Mullen

### NBC Executive Reveals Allies Far Outstrip Axis in Broadcast Coverage

"ELECTRIC communication is going places in the next decade," Frank E. Mullen, NBC vice-president and general manager, told the annual convention of Alpha Gamma Rho fraternity at the Chicago Towers Club, Aug. 28, in an address on "The Challenge to Fraternity Men."



Mr. Mullen

Pointing out that radio was born of the last war and that in 20 years since it has "made strides that surprised even its most ardent followers," Mr. Mullen continued:

### Free Radio Cited

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

Describing American radio, supported by private enterprise and free from government subsidy or

York State launches a series of 16 quarter-hour broadcasts on WQXR, New York, Sept. 10 in what is described as "its most ambitious program in six years on radio". Titled *Tuesdays & Thursdays at Ten*, the programs will bring leading party figures to the microphone, including Israel Amter, candidate for Governor.

ownership, as "one of our democratic bulwarks," Mr. Mullen cited a few statistics comparing radio broadcasting in the United States and in the Axis nations, showing that "the essence of our progress has been freedom of the air."

In the entire world, he stated, there are 2,481 radio stations and more than 108,000,000 radio sets. In the Axis nations there are 271 stations and 33,000,000 sets; in the United Nations, 2,210 stations and 75,000,000 sets; in the United States, 924 stations and 56,000,000 sets. The United States has nearly four times as many radio stations and nearly twice as many receivers as in all the Axis nations combined, Mr. Mullen pointed out.

### Radio's War Service

Continuing his statistics, he said that the United and neutral nations have 47 radio receivers per 1,000 population; the Axis nations 62 sets per 1,000; the United States 425 sets per 1,000 people. The United States has 37% of the world's radio stations, 924 out of 2,481, with 30,600,000 radio families dependent upon these 924 stations for entertainment, education and information.

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

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

### Gen. Brett's First

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

### Bonds Awarded

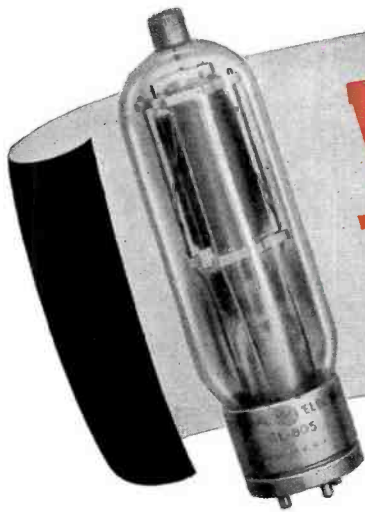
LORSTAN-THOMAS STUDIOS, Newark, sponsor of *Coast-to-Coast on a Bus*, on WJZ, New York, on Sept. 6 awarded \$1,200 in war bonds to 52 winners of a child personality contest conducted on the Sunday morning program. More than 7,984 children under 14 had their pictures taken without charge in the sponsor's photographic studios in New York, New Jersey, Pennsylvania, Delaware and Washington, D. C. to compete in the contest. Program is placed through United Adv. Agency, Newark.

### John P. Myers Creates Own New York Agency

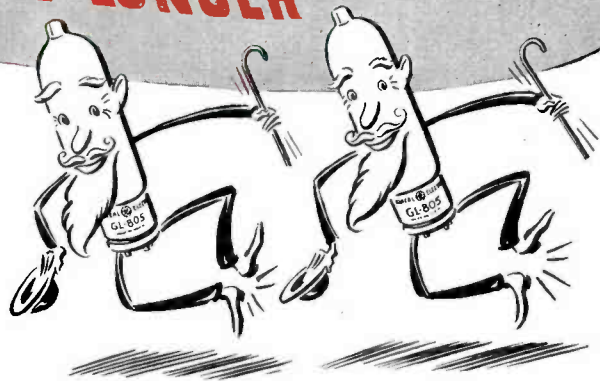
JOHN P. MYERS, formerly an account executive of Huber, Hoge & Sons, New York, has established an advertising and sales promotion agency at 515 Madison Ave., New York, under his own name. Firm started operations in mid-August and is planning to use radio, according to President Myers.

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

Myers accounts include Overman Tire Co.; Belt Oil & Chemical Corp.; Mono Distributors Co.; and two real estate concerns, Vogter & Sons, and Ed Gray Levy, all in New York.



# 10 Suggestions to make your THORIATED-tungsten-filament tubes LIVE LONGER



**HERE'S HOW you can easily remove many of the causes of premature tube failure**

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

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

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

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

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

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

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

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

**9** Run at lowest possible anode current and voltage.

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



The Holy "E", for Excellence, has been awarded to 92,780 General Electric employees in five plants manufacturing naval equipment

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

GL-146	GL-276A	GL-812	GL-849
GL-152	GL-800	GL-813	GL-851
GL-159	GL-801	GL-814	GL-860
GL-169	GL-803	GL-833A	GL-861
GL-203A	GL-805	GL-834	GL-865
GL-204A	GL-806	GL-835	GL-1623
GL-211	GL-809	GL-838	GL-1628
GL-217C	GL-810	GL-845	
GL-242C	GL-811		

**TEACHING A RADIO CLASS? Ask for These G-E Aids**

FM Primer  
Cathode Design  
Experimental Electronics (Theory)  
Experimental Electronics (Applications)  
Electronics and Electron Tubes  
G-E Motion Pictures

Fill in the coupon for your sample package of these publications.

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

## RUSH

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

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

NAME ..... STATION .....

ADDRESS .....

CITY ..... STATE .....

**GENERAL  ELECTRIC**



# BROADCASTING

and  
Broadcast Advertising

Vol. 22, No. 8  
WASHINGTON, D. C., AUGUST 24, 1942  
\$3.00 A YEAR—12 A COPY

## Networks Point to All-Time Sales Records

**Autumn Contracts Indicate Good Windup**

NETWORK business is going to be good this fall. The first half of the year brought new highs in advertising revenue to all four of the nationwide networks and unless present indications are completely wrong, billings for the final half of the year will make 1942 a new record-breaker as far as network business is concerned.

As always, in war, a lot of things may happen to disrupt production. Already military orders, scarcities and military activities have broadened many of the nation's leading manufacturers from producers of goods for civilian consumption to producers of armaments for military use.

It's Good for You

Nationally, this has affected advertising—and advertising by air, as well as other media—for these manufacturers include some of the country's largest users of advertising.

... of transcontinental broadcast advertising in network history. The improvements in the facilities in the leading markets of the country, as well as in secondary areas, have been enthusiastically met by old and new advertisers.

Speaking for the BLUE Network, general sales manager, work has signed to new clients during 1942. Among them are Columbia four nights a week and the CBS six nights a week commercial series in network broadcasting per- scribed by Ford Motor Co. New and unusual game policies have been established to meet the needs of the advertiser.

... reliable indication, the broadcast- ing industry should be pleased with the prospects for the coming sea- son.

**CBS Looks Good**

In the absence of W. C. C. Cit- tinger, CBS vice-president in charge of sales, no official state- ment regarding the outlook for this network could be obtained last week. The facts indicate, however, that the prospects for CBS are as optimistic as for the other major networks.

Appended to this brief resume of networks is a list of these advertisers in a list of those already signed for programs this fall. This list speaks for itself.

... list which might be called a "big list," including the business that has not yet been placed, but is sup- posed to be in the office.

For example, Twining Ripps, as Betty Lee has done as well as the summer replacement for Burns & Allen that their sponsor, General Foods, is expected to be consid- ered keeping them in a new spot- ting another product in a new com- mercial. Ripps may similarly com- mence The Howards, which has spent the summer in the Sun- day night spot occupied during the rest of the year by Jack Benny's radio program.

**Autumn Prospects**

There is talk of a sponsored a- dvertising Ed. Ryan, an a- standing network favorite and 9 years ago. Young & B (Continued on page 27)

## Hooper Reports Gain in Listening Increases Found in 83% of Cities Covered by Survey

A CITY-BY-CITY analysis of war-time sets-in-use made by C. E. Hooper Inc. reveals the following trend, a recent Hooper organiza- tion report shows: Sets-in-use for May, 1942, increased over May, 1941, in 52% of the regular Hooper checking cities.

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

### 'Aldrich Family' Tops

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

Most popular program, accord- ing to the Hooper Aug. 30th re- port, was *Aldrich Family*, with a rating of 16.5. Kay Kyser ranked second, with 13.4; *Mr. District At- torney* placed third, with 12.5, and Walter Winchell was fourth with 11.8. Other leaders, in order, were: Frank Morgan, 11.5; Rudy Vallee, 11.0; *Doctor I. Q.*, 10.8; *Take It or Leave It*, 10.6; *Kraft Music Hall*, 10.3; *Information Please*, 10.1; *Star-Spangled Vaudeville*, 9.8; *Your Hit Parade*, 9.6; *Major Bowes*, 9.1; *Gabriel Heatter*, 9.0; *Adventures of the Thin Man*, 9.0.

### Campbell Stays On

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



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

### Schrade to Columbia

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

HARRY FRAZEE, BLUE production manager, has been drafted by the Treasury to produce the half-hour program inaugurating the motion picture industry's War Bond drive Aug. 31.

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

### NOTE:

No priority rating is necessary on disc orders. Presto replacement parts and service are still available on your A-3 main- tenance rating.

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

In Other Cities, Phone . . . ATLANTA, Jack. 4372 • BOSTON, Bel. 4510  
CHICAGO, Hnt. 4240 • CLEVELAND, Ma. 1565 • DALLAS, 37093 • DENVER, Ch. 4277 • DETROIT, Univ. 1-0180 • HOLLYWOOD, Hl. 9133 • KANSAS CITY, Vic. 4631 • MINNEAPOLIS, Atlantic 4216 • MONTREAL, Wel. 4218  
PHILADELPHIA, Penny. 0542 • ROCHESTER, Cul. 5548 • SAN FRANCISCO, Su. 8854 • SEATTLE, Sen. 2560 • WASHINGTON, D. C., Shop. 4003

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

WDDO  
CHATTANOOGA, TENNESSEE  
5000 WATTS NIGHT and DAY

REPRESENTATIVE: PAUL H. RAYMER CO.



**A**TLANTIC COAST Network has issued a book of 22 coverage maps, with separate daytime and nighttime maps for the entire network and for each of the 10 ACN outlets. Maps show intense, regular and secondary county coverage based on mail response and also gives the 2 MV/M and 0.5 MV/M signal strength lines for each station.

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

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

\* \* \*

#### NBC News Boost

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

\* \* \*

#### Annie Oakley

KVOO, Tulsa, is exploiting the \$75,000,000 retail sales increase in its primary area in a booklet distributed to advertisers. Featuring on the front cover an attached ticket "to the KVOO Sales Theater", described as one of the nation's first 25 war markets, it adds that this ticket is good only when accompanied by a planned campaign over KVOO.

\* \* \*

#### Getting Acquainted

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

## Merchandising & Promotion

New Network Maps—Window Display—Ticket Brochure  
Hooper Statistics—New Name

#### Quiz of the Kiddies

SALES STORY of the *Quiz Kids*, broadcast on the BLUE Network for Alka-Seltzer, is entertainingly but emphatically told in a 16-page brochure, "Out of the BLUE... More Sales at Lower Costs", recently issued by the BLUE. Citing Hooper survey statistics, the booklet points out that Alka-Seltzer sales were 73% better among listeners than among non-listeners and further that among listeners those who listened three or four times out of a four-week period included nearly twice as many Alka-Seltzer users as those who listened only once or twice during the four weeks. Or, as the brochure reiterates, "the more they listen, the more they buy".

#### Diverted to War

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

\* \* \*

#### Program Title

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



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



*It would take a Z ration card...*

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

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

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

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



- ★ the aiera's only 50,000-watt station
- ★ the aiera's lowest frequency
- ★ the aiera's only outlet for those popular NBC programs

WGY-77B







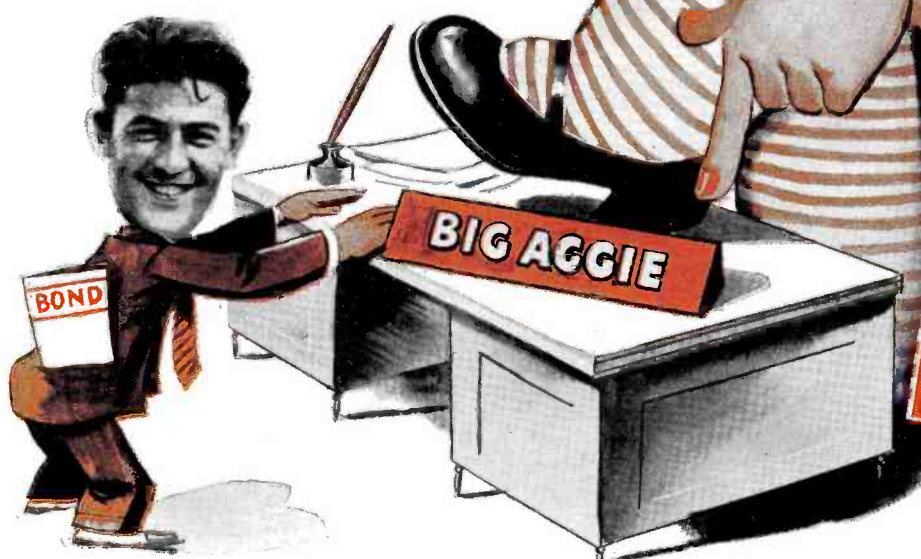
# "That's Me, Brother!"

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

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

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

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



**Other Winners, Too!**  
Second prize of \$100 War Bond went to Edwin R. Veleber, Fuller & Smith & Ross, Inc., New York. J. E. Spurrier, ad manager of the Columbus, (Ohio) Dental Mfg. Co., walked off with third prize of a \$50 War Bond. Both names were dandies—as were all entries received. And all truly descriptive of WNAX, the big station of proved results.

IT'S *Economical* TO BUY  
THE *Big Stations*

# WNAX

*The Billion Dollar Market*  
**SIOUX CITY \* YANKTON**  
Affiliated With Columbia Broadcasting System  
**570 On Your Dial**  
*A Cowles Station*



## KPAB, Laredo, Purchase Sought by San Antonians

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

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

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

## Jack Benny Prepares

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

WILLMAN BROADCASTERS, new school of radio instruction, has been established at 868 1/2 Wilshire Blvd., Beverly Hills, Cal. It is headed by William Cornell, formerly KMTR, Hollywood announcer-producer, and James R. Oliver, freelance writer.

## RADIO SUBS FOR LOCAL PAPERS

KVOO Serving Four Towns With Rural News

After Newspapers Suspend

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

Developed by Ken Miller, veteran news editor of KVOO, the idea arose when an undertaker from one of the towns asked the station to broadcast a funeral notice. Sensing the need for news dissemination

in these areas, Mr. Miller established headquarters in each town with part-time reporters to telephone the news in.

Well Received

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

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

KVOO finds that the program makes the station an intimate part of the community. W. B. Way, general manager of the station, points out that the radio programs are a constant part of discussions in the communities. By reporting hobbies, campaigns, socials and societies, the station has become identified with community projects, and the mail response shows the appreciation of schools, churches and individual listeners.

## WNRC's New Publication

STARTING with the September issue, *Radio Review*, published by the Women's National Radio Committee, will appear in new format as *Radio Review and Women in War Time*. The publication will be issued monthly by the National Information Bureau on Women's War Activities, formed recently under sponsorship of the WNRC to coordinate the activities of women's organizations engaged in voluntary war activity. Mary Margaret McBride, women's commentator of WEAF, New York, will conduct a regular column in the *Review*, which will carry news and articles on the volunteer war activities of American women.

CARL POST, associate of Davis-Lieber, New York publicity firm, who won three scholarships at the French Conservatory of Music in 1932, is heard at the piano in a new live feature of *Midnight Jamboree*, recorded music show on WEVD, New York. Title of Post's stint is *Bach to Boogie Woogie*.

"WHERE MUSIC SELLS THE WORLD'S GREATEST MARKET"

## Apartments Quickly Rented Inquire WQXR!

Among WQXR's Regular Clients:

BLOOMINGDALE'S  
BOND BREAD  
BOTANY WORSTED MILLS  
G & D WINES  
GENERAL FOODS CORP.  
JERGENS-WOODBURY BEAUTY AIDS  
METRO-GOLDWYN MAYER FILMS  
PEPSI-COLA  
ROGER KENT CLOTHING  
RUPPERT BEER  
SCHRAFFT'S RESTAURANTS  
STROMBERG-CARLSON RADIOS  
TWENTIETH CENTURY-FOX FILMS  
VENIDA CLEANSING TISSUES & HAIR NETS  
VICTOR RECORDS  
WARD'S TIPTOP BREAD  
WILLIAMS CHAVING PREPARATIONS

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

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

Signing a lease involves a lot of money. But WQXR listeners have faith in those who advertise on the high fidelity station that brings them 14 out of 17 hours of good music daily... plus factual news... intelligent news commentary... sincere commercials. From Mouthwashes and Breakfast Cereals to Coffees, Cigars, and Wines—yes, even Apartments—advertisers can count on the loyalty of WQXR families.

We can demonstrate this listener-loyalty to you, too, here in New York where "music sells the world's richest market"—over WQXR. In New York, 730 Fifth Avenue, Circle 5-5566. In Chicago, The Foreman Company, Wrigley Building, Delaware 1869.

10,000 WATTS, NIGHT AND DAY

# WQXR

THE HIGH FIDELITY STATION NEW YORK

THE 5000 WATT Voice of the Tri-Cities ROCK ISLAND · DAVENPORT · MOLINE

In this market no "Outside Voice" can compare with the "Inside Pull" of WHBF!

**WHBF**  
Affiliate: Rock Island ARGUS Basic Mutual Network 1270 KC FULL TIME

# Purely PROGRAMS

**H**OUSEKEEPERS in Cincinnati will hear a new program *The Regal Dividend Club*, five days a week, beginning Sept. 7, over WCKY sponsored for the next 52 weeks by Regal Food Markets. Produced by William F. Holland, the program will feature music, patter, drama and telephone calls to listeners to present Regal merchandise and cash awards.

The dividend aspect of the grocery company's program affords many opportunities for merchandising to assure listener reaction and consumer interest. Listeners telephoned will receive bags of flour. In addition, those at home when the call is made will receive baskets of groceries. On top of that, listeners who have the "Regal Weekly Special," will receive a cash award.

Cast members are Regal Hostess Shari Lee, M. C. Gene Sherman, Announcer Larry Mason, "Percival Prune," "Emma Ambercomb" and "Mathilda Hemmingsstitch," who will offer household hints, cooking suggestions and advice on "husband training."

## Sky Adventure

**A**NOTHER program with an aviation angle, designed for young people, has started on BLUE under the title *Hop Harrigan*. Show is based on a central character introduced two years ago in a monthly comic book, now being syndicated to newspapers. The Office of the Adjutant General of the Army has officially endorsed the show. Produced in cooperation with the Air Training Corps of America, the series presents the adventures of "Hop Harrigan" who lends his knowledge of aviation to Uncle Sam for the duration. BLUE's other air-minded show, *Scramble*, dramatizes the war adventures of Army Air Forces pilots.

## Patriotic Pickups

**KEYED** to the martial spirit of the day, *This is the Hour*, weekly half-hour series combining music and dramatic news vignettes, was inaugurated Sept. 2 on Don Lee-Mutual and CBC stations. Wednesday, 8:30-9 p.m. (EWT), with West Coast repeat 8:30-9 p.m. (PWT). Program features three RAF cadets each week as well as a different military band, latter being remoted from various bases across the country. Prize will be awarded upon completion of the series to the service unit voted most popular by listening audience.

## Rosh Hashonah

**IN OBSERVANCE** of Rosh Hashonah, Sept. 11, which ushers in the Jewish New Year 5703, NBC will present a special broadcast Thursday, Sept. 10, in cooperation with the Synagogue Council of America. Broadcast will include a direct pickup from London, bringing a holiday message from Rabbi Joseph H. Hertz, Chief Rabbi of Great Britain. Replying as a representative of American Jewry will be Rabbi Israel Goldstein, president of the Synagogue Council.

## Soldiers Only

**POPULAR** new weekly program for soldiers of the Eighth Service Command, *What's Your Name, Soldier?* on WOAI, San Antonio, is carried by the entire Texas Quality Network. Soldiers attend studio broadcasts, and send in their favorite song titles with reasons for their choice. Two dollars in war savings stamps and a chance to win \$10 additional in stamps go to each soldier whose selection is played. Soldiers with the same last name as the lucky winners or song identifiers share in prizes. War savings stamps totalling \$100 are given away each week. The program idea comes from Lee Segall, originator of *Dr. I. Q.* and *Sing for Dough*, national network radio shows.

## Tributes to Our Neighbors

**SALUTING** South American republics, the Los Angeles County band starting Sept. 21 will dedicate its bi-monthly BLUE Pacific Coast program to a different country. Each broadcast will be transcribed and shipped to the 20 republics under sponsorship of Rockefeller Committee on Inter-American Relations. Music clearance for transcribing is forthcoming from James C. Petrillo, AFM president.

## BBC Youth Show

**BRITISH** Broadcasting Corp. is planning a *Youth Magazine* of, by and for young people to be broadcast weekly beginning the end of September. Featured will be *Youth In Action*, which will present transcriptions made by one of BBC's eight mobile recording units touring England. There will also be forum discussions, an "information please" section and entertainment.

## Old Time Revival

**OLDTIME REVIVALS** are heard on WBNX, New York, in a series originating at the Pentecostal Faith Church in Harlem titled *You cry for me Church of the Air*. A woman Bishop, known as Mother Horn, head of Pentecostal churches in the East and Middle West, conducts the programs, aired twice weekly.



On KOA—all 10 of the 10 top-rated daytime programs—PLUS all 10 of the 10 highest Hooper-rated evening programs... an over-all audience greater than the second and third-ranking Denver stations combined!

**KOA**  
50,000 WATTS

**FIRST**  
IN DENVER

Represented nationally by Spot Sales Offices

## Women of Interest

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

## Americanization

**LAUNCHED** as an experiment in July, *Americanization School*, consisting of radio lessons in American history, government and naturalization is now heard on a permanent four-weekly basis, on WHOM, Jersey City. Charles Baltin, director of war activities and special features of WHOM, is director of the classes, which are conducted in English, German, Polish and Italian in four separate programs by the station's directors and announcers.

## Wagging Tongues

**OPENING** a direct offensive on whispering campaigns and half-told stories, *Rumor Buster*, twice weekly quarter-hour program featuring Harrison Woods, news editor of KHJ, Hollywood, and including personal interviews, was started Sept. 1 on 33 Don Lee Pacific Coast stations.

## Old-Time Vaudeville

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

*Come in*  
**MR. ADVERTISER**



Say a few words to the great radio audience reached through KFDM, Beaumont... A many-million dollar market in Texas' booming Gulf Coast Industrial Area.

BLUE NETWORK

**KFDM**  
**BEAUMONT**

REPRESENTED BY HOWARD H. WILSON CO.

**PERFORMANCE**  
**STRENGTH and**  
**LOW COST...**

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

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

WRITE TODAY FOR FULL DETAILS AND QUOTATIONS

**WINCHARGER VERTICAL RADIATOR**  
WINCHARGER CORPORATION      SIOUX CITY, IOWA

# WSAI KEEPS SELLING YOUR PRODUCT FROM BROADCAST TO POINT-OF-SALE

*Here's how!*



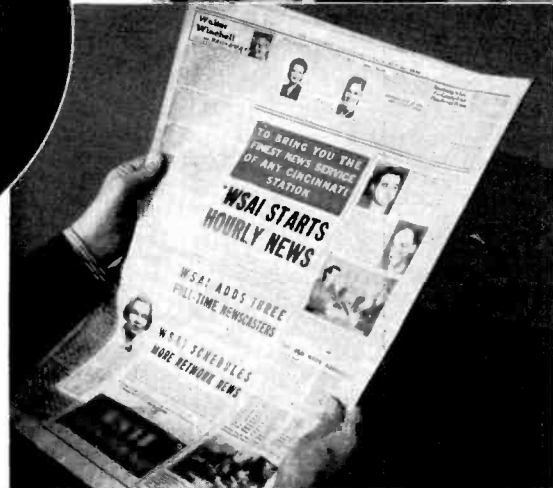
**WSAI CAR CARDS** are displayed to more than 350,000 passengers, daily, in Greater Cincinnati and Northern Kentucky.

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



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

**NEWSPAPER DISPLAY ADS**, plugging WSAI sponsors' programs, appear in the Cincinnati Enquirer.



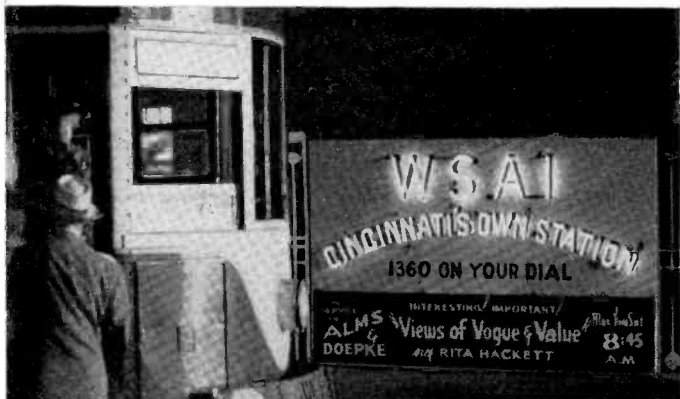


**NEON SIGN**, advertising sponsors' program and product, reaches 73,000 fares who daily pass through the Dixie Terminal.



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

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



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

**8**

**DYNAMIC SALES AIDS** which give WSAI advertisers the advantage of a tested, effective merchandising program!

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

IT SELLS FASTER IF IT'S

**WSAI IDENTIFIED**

**CINCINNATI'S OWN STATION**

NBC & BLUE NETWORKS • 5,000 Watts Day and Night • Represented by Spot Sales, Inc.

# BROADCASTING

## and Broadcast Advertising

MARTIN CODEL, Publisher

SOL TAISHOFF, Editor

Published Weekly by  
BROADCASTING  
PUBLICATIONS, Inc.

### Executive, Editorial And Advertising Offices

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BRUCE ROBERTSON, Associate Editor • MAURY LONG, Advertising Manager

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WEST COAST ADVERTISING REPRESENTATIVES: DUNCAN A. SCOTT & CO.

San Francisco, Mills Building • Los Angeles, Western Pacific Building

Subscription Price: \$5.00 per year—15c a copy • Copyright, 1942, by Broadcasting Publications, Inc.

# Guestitorial

## JUST PLAIN NASTY

By GEORGE W. SMITH  
Managing Director, WWVA, Wheeling

AN AMBITIOUS writer recently took radio broadcasting for a bit of a bumpy ride in a rig which he labeled "Radio's Plug-Uglies". And much comment has that ride inspired or provoked—as you wish.



Mr. Smith

Our writer talked about "A bass fiddle in pain"; "Sad Sam the B. O. Man"; "Oozing aggressiveness like syrup in a hurry"; "Gizzards bounding right into the room"; "Purring insincerity or dreafeful long-windedness"; etc., etc.!

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

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

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

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

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

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

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

(Continued on page 33)

the Reynolds case is the simulated voice issue raised.

There are dozens of programs using simulated voices (in most every case, with permission of the owner of the voice). The theatre and the motion picture industry also must be vitally interested, for it's conceivable under a literal application of the policy, they would have to disclose in bold-face type, those voices which are impersonated.

It seems to us that, without awaiting a "test" case, the FTC should make crystal clear what it proposes to do about it. We think rigid application is ridiculous, since no fraud is being perpetrated upon anyone. But if that's to be the Government view, then let's have it out before any damage is done, and knuckles are cracked, wholesale.

## Till the Job Is Done

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

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

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

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

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

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

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

## A New Voice

LOOK OUT for new trouble from the Federal Trade Commission. If current thinking by that agency ament "simulated voices" is carried out, radio, along with the screen and the legitimate stage, stands to be cited for misrepresentation. It could be carried to the ludicrous extreme where Raymond Massey's rendition of Lincoln's Gettysberg address would be regarded as a fraud unless clear cut disclosure is made that the Great Emancipator's voice was "simulated".

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

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

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

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

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

## We Pay Our Respects To —



CRAIG ROBERT LAWRENCE

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

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

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

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

Appreciative of the task he undertakes in filling the over-sized brogans of Maj. Hill, Acting Manager Lawrence promptly announced the promotion of Robert

Dillon, of the KSO-KRNT sales staff, as local commercial manager for the two stations. Ted Enns, national sales manager of all four stations, takes over charge of network operations for the Des Moines stations, in addition to his national sales work.

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

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

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

Since his association with KSO, Iowa Broadcasting Co. has added KRNT, Des Moines; WMT, Cedar

## Personal NOTES

**LT. COMDR. DUKE M. PATRICK**, attached to the War Plans Section of the office of the Director of Naval Communications, on Sept. 1 reported to Cornell U for a 60-day indoctrination course. Comdr. Patrick, a Naval Reservist, was called to active duty Aug. 1, relinquishing his radio law practice. Under his temporary orders, Comdr. Patrick will return to Washington headquarters Nov. 1.

**JERRY LYONS**, account executive of Weed & Co., station representatives, has been commissioned a captain in the Army Air Force, Troop Transport Division, reporting for duty Sept. 4. On Aug. 28 Capt. Lyons gave a farewell luncheon for his agency contacts at the Hotel Roosevelt, New York, with about 20 timebuyers attending.

**GEORGE WILSON** of the Chicago office of Howard Wilson & Co., on Aug. 29 became the father of a son Roger, his first child.

**WORTH KRAMER**, manager of WGK V, Charleston, W. Va., was mentioned in *Reader's Digest* recently for his development of *Wings Over Jordan*, popular Sunday morning program, while program director for WGAR, Cleveland.

**AL KERR**, for many years in the station representative field and currently associated with the steel industry, is the father of a daughter, Jacqueline Edith, born Aug. 13.

**EDWARD GERKEN**, sales assistant of WGN, Chicago, has enlisted in the Coast Guard as yeoman second class.

**ED VOYNOW**, partner of Edward Petry & Co. and on leave as Chicago manager, who was recently commissioned a lieutenant in the Army Air Force, has completed his training at Miami Beach and has been assigned to Wright Field, Dayton.

**HARRY WOODWORTH**, former radio director of Minneapolis branch of Erwin, Wasey & Co. and associate editor of the *Golfer & Sportsman*, has joined the sales department of WCCO, Minneapolis.

**WILLIAM E. FORBES**, general manager of WCCO, Minneapolis, was featured guest at the Minneapolis Advertising Club on Sept. 2.

Rapids and Waterloo; WNAX, Yankton, and Sioux City, Ia.

With the founding of KRNT Craig was named commercial manager and assistant general manager of the Des Moines stations which are Blue Network, Mutual and CBS affiliates.

The turnover in the sales staff of KSO-KRNT has not been tremendous, but those who left have done the alma mater proud. They are Phil Hoffman, vice-president and manager of WNAX; Ron Woodyard, general manager of WING; Leo Fitzgibbons, commercial manager of WOC; Carter Ringlep, St. Louis representative for radio sales, and Wayne Varnum, who is in charge of promotion for popular records of the Columbia Recording.

For hobbies the new vice-president chalks up swimming and sail boating, a lot of theater-going while in New York and the collecting—or rather the accumulating—of pipes. He has given up golf; it takes too much time.

Radio, Craig believes, has only

**WARD D. INGRIM**, commercial manager of KFRC, San Francisco, has been commissioned a second lieutenant in the Army Air Forces. He left Aug. 31 for Miami Beach for training.

**CARL SUTPHIN**, formerly of *Golfing and Golfdom*, Chicago, has joined the sales service department of WLS, Chicago.

**JACK DAVIDSON**, manager of the new Northern Broadcasting Co. station, CKWS, Kingston, Ont., left CHEX, Peterboro, Ont., August 24 to take up his duties.

**KING MITCHELL**, formerly of KMO, Tacoma and KWLK, Longview, Wash., and Jerry Collard, formerly of the Seattle offices of Sunset Outdoor Advertising, have joined the sales staff of KIRO, Seattle.

**RUSSELL HUDSON**, BLUE Pacific Coast sales service manager, Hollywood, is the father of a girl born Aug. 28.

**DON GILMAN**, Western Division vice-president of BLUE, currently in New York for conferences with network executives, returns to his Hollywood headquarters in mid-September.

**BILL FINLEY**, account executive of KMTR, Hollywood, is the father of a girl born recently.

**SIDNEY N. STROTZ**, Western Division vice-president of NBC, is currently in New York for conferences with Niles Trammell, president.

**LEONARD LOUIS LEVINSON**, whose experience includes scripting of *The Great Gildartleeve* and collaboration with Don Quinn on *Fibber McGee and Molly*, has been appointed a consultant to the radio bureau of the Office of War Information. He will assist Nat Wolf, deputy chief in charge of the Hollywood office, in supervision of Government radio programs from the Coast.

**LAWSON TAYLOR**, commercial manager of KTUL, Tulsa, Okla., is now in officers' training school at Sheppard Field, Tex.

**H. K. CARPENTER**, vice-president of the United Broadcasting Co. in charge of operations of WHK and WCLE, Cleveland, and WHKC, Columbus, has been appointed on the youth committee of Rotary International by Fernando Carbajal of Lima, Peru, president of the organization.

**JIMMY STANBERRY**, merchandising manager of KGNC, Amarillo, Tex., has joined the sales staff of KRGV, Westlaco, Tex.

scratched the surface of local advertising. "To me it is actually remarkable that business men are permitted to buy advertising (and fellows like me are permitted to sell it) in connection with an instrument of so much public influence. It could probably only happen in America. Yet, that is what has built American broadcasting and that is why the American public gets the most complete, the most satisfactory and the most expensive radio service in the world today," he says.

Craig Lawrence was born Nov. 6, 1904, in Oshkosh, Wis. He was graduated from Escanaba (Mich.) High School and later attended Iowa State College of Journalism at Ames, Ia. He married Stella Stewart from Lake Charles, La., whom he met while she was vacationing in Escanaba. They have two sons, Tom and Bob.

Besides numerous radio organizations, Lawrence belongs to the Theta Delta Chi fraternity, the Hermit Club, the Executive Assn. and the Retail Adv. Club.





## "KRNT tells 'em what's cooking... and in they come"

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

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

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

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

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

**KSO** BASIC BLUE AND MUTUAL 5000 WATTS

**KRNT** BASIC COLUMBIA 5000 WATTS

The Cowles Stations in  
**DES MOINES**

Affiliated with the Des Moines Register & Tribune  
Represented by The Katz Agency

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

CHARLES HARRIS, salesman of WSRR, Stamford, Conn., and Harold Yudain, station news editor, were given a stag dinner by the staff before entering military service. Mr. Harris has joined the Coast Guard reserve, and Mr. Yudain leaves for Army Officers Training School.

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

R. L. RUST, one-time president of Allied Adv. Agencies, Los Angeles, has been appointed commercial manager of KWKW, new Pasadena, Cal., station.

### Sgt. Lester Galloway

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

### Women's Group Formed To Help Bundles Drive

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

Mrs. Alois Havrilla heads the committee which includes Mary Margaret McBride, WEF; Adelaide Hawley, WABC; Kathryn Cravens, WNEW; Bessie Beatty, WOR; Diana Ashley, AP; Dorothy Sanchez, J. Walter Thompson Co.; Mary Stuart Fickett, formerly of the New York at War Committee.



SPOTTERS SPIEL the story of the Worcester, Mass., rehearsal air raid combined with a practice evacuation over WTAG there. As they reported their impressions of flour-bag bombs dropped by Civil Air Patrol planes and the mock blitz proceedings are (l to r): Announcers Barry Barents, Bob Dixon, Phil Brook and Bob Martin.

### Rosenthal Joins Rockhill

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

### Harvey Joins WBAL

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

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

## BEHIND the MIKE

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

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

MORT STANLEY, parttime announcer of WCBI, Columbus, Miss., has become full-time announcer handling the night shift.

MARIE CHAUNCEY, recently with KWFT, Wichita Falls, Tex., has joined the continuity department of KGNC, Amarillo, Tex. Bob Watson, KGNC special events and sports announcer, left Sept. 5 for the Naval Training School in New Orleans. Virginia Thornton has been appointed receptionist at KGNC.

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

WILLIAM ZALKEN will handle publicity for KMOX, St. Louis, replacing C. Cabanne Link, now in the armed forces.

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

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

BRENT O. GUNT'S, formerly continuity director of WYBR, Baltimore, who volunteered for the Army a year-and-a-half ago, was recently advanced to the rank of a first lieutenant. He is stationed in the public relations division of Camp Pickett, Va.

ED JANNEY, ace sportscaster for the Arizona Network, well known as a western radio personality, has been commissioned a lieutenant in the Army Air Forces communications section, and is training at Miami Beach. Former Standard Oil sports chief for New Mexico and the Mountain States, and former sports and special events director of KGGM, Albuquerque, Mr. Janney had been stationed for the past two years at KOY, Phoenix, key station of Arizona Network.

# KDKA

## PITTSBURGH

Selling to Six Millions

WESTINGHOUSE RADIO STATIONS Inc

The Northwest's Best  
Broadcasting Buy

# WTCN

## BLUE NETWORK

MINNEAPOLIS ST. PAUL

Owned and Operated by  
ST. PAUL DISPATCH PIONEER PRESS, MINNEAPOLIS  
DAILY TIMES.

FREE & PETERS, INC. — Natl. Rep.

## Storer Leaves Blue

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



Mr. Storer

When the BLUE was set up as an independent network early this year Mr. Storer was invited to assist Phillips Carlin, BLUE vice-president in organizing the commercial program department and now that the assignment is completed he will again devote all of his time to producing programs and representing talent.

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

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

BILL MOSHIER of KIRO, Seattle, did his 75th Farm Forum program on August 10, his birthday. Helyn Champagne, of WTON and WLWL, Minneapolis, and KWAL, Wallace, Ida., is in the KIRO publicity dept.

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

MAX ROBINSON, formerly of WHO, Des Moines, and KYSM, Mankato, Minn., has joined the announcing staff of WSBA, York, Pa. Mrs. Mary Nell Kling will be station home economist.

DORIS TIRRELL, Boston organist, has been made music librarian at WEEI, Boston.

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

WILLIAM RANDOL, producer of CBS, Hollywood, is the father of a boy, James Alexander, born Aug. 23.

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

JACK STAFFORD, announcer of KMPC, Beverly Hills, Cal., has joined the Army Air Forces and is awaiting orders. John Dehner, relief announcer, has been placed on fulltime. Owen Babbe, station news editor, has resigned.

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

BOB STEVENS and Dick Bailey, both new to radio, have joined the announcing staff of WMUR, Manchester, N. H. Bill Hayes is chief announcer, succeeding Art Amadon. Armand R. LaPointe, formerly announcer at WMUR, will be in charge of the continuity department.

ROBERT TREE WEST, formerly with WHOM, Jersey City, is on the announcing staff of WTAR, Norfolk, Va.

GENE D'ACCARDO, former news chief at KTRB, Modesto, Cal., is now an Army aviation cadet in the Bombardier Processing Squadron at Ellington Field, Tex. Warren Cato, KTRB farm editor and announcer, is in Army Intelligence.

CHARLIE WALTERS, new announcer of WBT, Charlotte, became the father of a girl recently.

UNCLE DON CARNEY, who conducts a children's program on WOR, New York, has resumed his matinee appearances with the Hunt Brothers Circus, playing shore towns in New Jersey.

DEAN DICKASON, BLUE Pacific Coast commentator, is now heard on the BLUE's *Weekly War Journal*, in place of Martin Agronsky, NBC and BLUE commentator, speaking from Australia. Dickason now covers the South Pacific and the Far East from the West Coast.

JEAN MacINNIS, formerly executive secretary of the Intercollegiate Broadcasting System, was married Aug. 28 to Lawrence Lader, previously production manager of IBS and now with the Army Signal Corps. The former Miss MacInnis is with the Office of Radio Research.

JIMMIE McKIBBEN, staff writer of KFI-KECA, Los Angeles, has joined the Army Air Forces.

RAY SCHAEFFER, publicity director of WPEW, Philadelphia, has left to join the armed forces.

HOWARD GILBERT, of the public relations staff of the RCA Mfg. Co., Camden, left that company Sept. 1 to join the publicity department of the Pennsylvania Railroad.

GEOFF BROOKS, assistant to Mort Lawrence, all-night announcer of the *Dawn Patrol* record show on WIP, Philadelphia, has left his post to become a freelance radio script writer. Raymond Mullen replaces him.

SHELDON HILLIARD of WSAX, Rochester, N. Y., has joined WJLS, Beckley, W. Va., as assistant program director. Duane A. Nelson, former WJLS announcer, is training to be a radioman in the Army Air Forces.

JOHN FORREST, formerly announcer of KOMO, Seattle, has joined KFI, Los Angeles, in a similar capacity. He replaces Howard Flynn who recently resigned to become a civilian airplane dispatcher at Blythe, Cal.

## First-Hand

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

RICHARD DRISCOLL, former lance writer and now production manager of WBTA, Batavia, N. Y., married Margaret Bigham Sept. 5. Roger Stebbins, former announcer with WMO, Auburn, N. Y., has joined the announcing staff of WBTA.

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

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

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

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

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

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



Lots of ways to get to first base without hitting the ball!  
But only one way to "get to first base" in the \$210,867,000 Roanoke-Southwest Virginia league! That's with WDBJ—the only station satisfactorily serving all of the area's 117,000 radio families! Shall we start hitting the ball for you?

ROANOKE VIRGINIA

CBS Affiliate . . 960 K.C.

WDBJ

5000 Watts Full Time

Owned and Operated by the TIMES-WORLD CORPORATION



WDRRC

CONNECTICUT'S PIONEER BROADCASTER

ONE RATE

One low uniform rate for all advertisers is WDRRC's 10-year-old policy. The national rate is the same as that paid by the many local accounts who use this station consistently and profitably. WDRRC, Hartford, Basic CBS for Connecticut.

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WAR  
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Represented by SPOT SALES Inc.



# Buffalo's Most Powerful Transmitter Plant

MAKES  
**WKBW**  
Buffalo's only  
**50,000**  
WATT STATION

Blanketing 11 Eastern Seaboard States  
227,000 Square Miles  
Over 12,000,000 people

**BASIC COLUMBIA 1520 K. C.**

New \$350,000 Transmitter Plant

**BUFFALO BROADCASTING CORPORATION**

National Representatives:  
FREE & PETERS, INC.

## MBS Program Session Is Slated at Cleveland

PROGRAM directors of 13 key MBS member and affiliated stations will hold a two-day meeting in Cleveland on Sept. 9-10, according to Adolph Opfinger, MBS network program manager. Session is the regular semi-annual one for mapping the network's fall program schedule. Expected to attend the sessions at the Hotel Cleveland are:

Van C. Newkirk, Don Lee Network; John Tinnea, KWK, St. Louis; George Steffy, Yankee Network; Madeline Ensign, WOL, Washington; Bert Hanauer, WFBR, Baltimore; Herbert Rice, WGR, Buffalo; Clifton Daniel, WOEI, Pittsburgh; Murray Arnold, WIP, Philadelphia; Syd Cornell, WKRC, Cincinnati; Campbell Ritchie, CKLW, Windsor-Detroit; C. M. Hunter, WHK, Cleveland; Frank Schreiber, WGN, Chicago; Julius F. Seebach, Dave Driscoll, WOR, New York; Adolph Opfinger, Lester Gottlieb, Tom Slater and Andrew Poole of the network staff.

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

JAMES EAKIN, announcer of KIHJ, Hollywood, has joined the Office of War Information in San Francisco, heading its transcription department.

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

CLIFF ROBERTS, announcer and actor formerly with WEA and WIBA, Madison, Wis., has become an announcer of WTMJ-W55M, Milwaukee.

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

FRANK FACENDA, of WPID, Petersburg, Va., is scheduled for induction into the Army Sept. 11.

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

TOM LIVEZEY, formerly of WIGB, Philadelphia, and WEEU, Reading, Pa., has joined the announcing staff of WCAU, Philadelphia.

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

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

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

PETER O'CROTTY, of CBS, Hollywood, publicity department, has been named West Coast director of exploitation for the network. Continuing to handle trade relations, he will work under direct supervision of George L. Moskovic, West Coast sales promotion manager.

JESS OPPENHEIM and Bob Weiskopf, writers on the weekly NBC Rudy Vallee Show, have resigned and are awaiting military service call.

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

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

JOHN POWER, of the NBC sound effects division, was mate, and Curtis Arnall, leading actor in NBC's *Pepper Young's Family*, was skipper, of Arnall's racing cutter "Deepwater," winner of the City Island Yacht Club regatta Aug. 23. Arnall is vice-commander of the City Island Squadron, Coast Guard Auxiliary.

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

## Meet the LADIES



PATRICIA BURNS KIDDER

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

Miss Kidder attributes her following to the informality of her program. No stage name, and no stage personality hides the lady who, in addition to her feature show, is program director of KMYR. After years as "Aunt Pat" on KTRH, Houston, and "Dorothy Denton", and "Virginia Shaw", Pat decides she would have more fun and more success if she was just herself. Now she follows a maxim, "Never do a radio program as anybody but yourself."

On *Designed for the Ladies*, Pat is herself, and for that matter, Ben Bezoff, her announcer (and KMYR news editor) is himself. They are personal about the news, about their organist Clarence Hogland, about their participating sponsors. They quibble over slacks—Pat in favor, Ben opposed—and about children. Pat, by the way, is married and has a daughter. The program avoids recipes and home-making, and concentrates on other matters of feminine interest.

buy MAINE Strength

**WGAN**

- COVERING Portland and Maine's major markets . . . a consumer market which has mushroomed in size and is steadily growing . . . where DOLLARS are being spent.
- SERVING the largest potential audience in Maine radio.
- STRONG . . . clear signal . . . day and night.

**5000 WATTS—560 KC**

CBS  
National Representatives  
PAUL H. RAYMER CO.

In Maine they tune in  
**WGAN PORTLAND**

## I'll Lend You My Ears

. . . and I Have Wagged Them by the Uncounted Thousands

• • • • •

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

BOX 817, BROADCASTING

## Regional in York Begins Operations

### WSBA Headed by Kaufman; Dedication Held Sept. 1

WITH a staff of 21 headed by Manager Robert L. Kaufman, the new WSBA, York, Pa., went on the air Sept. 1 with an inaugural devoid of fanfare and keynoted by an address of acting Mayor Harvey Werner.

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

#### Staff of WSBA

Personnel includes Lew Trenner, from WBAL, Baltimore, and Louis Lang, both on the sales staff; Otis Morse, previously of WORK, York, program director; Max Robinson, formerly of WHO, Des Moines, chief announcer; Herman Stebbins and Mary Nell King, new to radio, farm editor and home economist, respectively; Saralee Deane, from KMBC and WHB, Kansas City, news editor; Neil Robinson, from WATN, Watertown, N. Y., production and continuity writer; C. H. Markey, news reporter; Lloyd Filby, York musician, musical director; Betty Bosserman, receptionist.

Engineering staff headed by Woodrow Eberhard, director, includes Willis Weaver, Jane Trent and M. Hoffman.

WSBA was authorized Dec. 30, 1941, for 1,000 watts daytime on 900 kc. to Susquehanna Broadcasting Co. Company is 100% owned by Louis J. Appell, head of the Paftzgraff Pottery Co. and the York Poster Adv. Co. and a local banker.

#### Co-op Plans Spots

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



Punch of London

"We teach them the three r's—reading, writing and radiolocation."

#### Red Rock Locals

RED ROCK BOTTLERS Inc., Atlanta (Red Rock Cola), thru its newly appointed agency, H. A. Salzman Inc., New York, is using transcribed one-minute musical announcements, placed thru local bottlers on about 50 stations throughout the country. Spots are aired about 15 times weekly, and contracts, which started in June are for the most part for 52 weeks. About 50 bottlers are using the announcements now, and the firm plans to increase advertising next spring, with all of its 130 bottlers running the commercials in their communities.

## Guestitorial

(Continued from page 28)

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

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

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

And all this most certainly not to mean that there are no radio advertising noses that could not go for a handkerchief with excellent results—and that "Radio's Plug Uglies" does not have a few legitimate plugs on which to hang a hat.

#### Rit Dyes Spots

RIT PRODUCTS Corp., Chicago (dyes), has placed 15 to 65 live spot announcements a week to start after Labor Day on WTMJ, Milwaukee; WTAQ, Green Bay; WKBH, La Crosse, Wis.; WIBA, Madison; WHBF, Rock Island, Ill.; WGN WMAQ WLS WJJD WIND WCFL, Chicago. Agency is Earle Ludgin Inc., Chicago.

# HAVE YOU SEEN HENRY

## The Pole Vaulting Fish?

If not, visit beautiful WAKULLA SPRINGS, 20 miles south of Tallahassee, Florida. See enchanting underwater scenes and thousands of rare fish through the glass bottom boat. Enjoy a boat cruise through primeval Florida jungles. See the new home of underwater photography. Swim in the crystal clear water of the world's largest single spring, and relax in Florida's healthful sunshine.

The Perfect Place to Spend Your Vacation

## MODERN LODGE

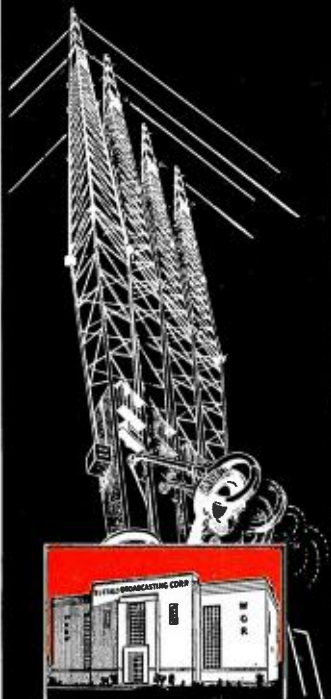
Write for free booklet and rates: Wakulla Springs Lodge  
Wakulla, Florida

## Buffalo's Most Powerful Transmitter Plant

GIVES  
**WGR**  
BUFFALO'S LARGEST REGIONAL COVERAGE

5000 WATTS BY DAY  
1000 WATTS DIRECTIONALLY  
INTENSIFIED BY NIGHT

BASIC  
MUTUAL  
550 K.C.



New \$350,000 Transmitter Plant  
BUFFALO BROADCASTING CORPORATION

National Representatives:  
FREE & PETERS, INC.



# NOT MUCH WHIZ IN GEE (Ky.)!

Gosh, guys, you can hardly expect a town the size of Gee (Ky.) to be very much of a buying whiz! Especially since 57.5% of Kentucky's total effective buying income is concentrated in the Louisville Trading Area! To reach the quarter of a million radio homes in this \$610,000,000 market, WAVE is the only station you need—the lowest-cost-complete-coverage station in this neck of the woods! What more could you want?

**LOUISVILLE'S WAVE**

5000 WATTS . . . 970 K. C. . . N. B. C. Basic Red

**FREE & PETERS, INC.**  
National Representatives



# Agencies

**CARROLL O'MEARA**, Hollywood business manager of Young & Rubicam, is currently in New York for agency conferences on new programs starting in fall.

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

**BERGLIETTE BOE**, formerly assistant timebuyer of McCann-Erickson, Chicago, on Aug. 31 joined H. W. Kastor & Sons Adv. Co., Chicago, as assistant to George Duram, media director.

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

**ROBERT KING**, formerly with the publicity department of J. M. Mathes Inc., New York, has joined the BLUE publicity staff.

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

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

**JOHN McCORMICK**, Hollywood talent agent, is the father of twin girls born Aug. 31.

# Cashman To Head Radio For L&T In New York

**ED CASHMAN**, for the last three years Hollywood producer of Lord & Thomas on the weekly NBC *Kollege of Musical Knowledge* with Kay Kyser, sponsored by American Tobacco Co., has been appointed New York radio director of that agency. He succeeds Karl Schullinger, who has joined the Army Air Forces. Arnold MacQuire has resigned as Hollywood BLUE producer to take over Cashman's former agency duties.



Mr. Cashman

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

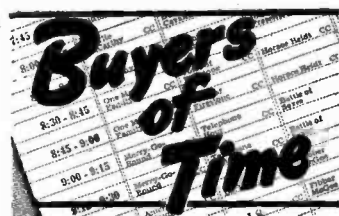
**NAN M. COLLINS** has resigned as director of public relations of the Foundation for Chemical & Surgical Research, Philadelphia, to rejoin the Roland G. E. Ullman Agency, that city, as account executive. Miss Collins is a past president of the Philadelphia Club of Advertising Women.

**BOB NOVAK**, of the production department of Young & Rubicam, New York, will produce and direct New York City's Constitution Day celebration, to be staged at Manhattan Center, Sept. 17 for the benefit of the USO and the Save the Children Federation.

**L. F. TRIGGS**, formerly assistant account executive on the American Air Lines account for Ruthrauff & Ryan, New York, has been appointed copy director of Cecil & Presbrey, New York.

**FRANK McNULTY**, of the production department of Kayton-Spiro Adv., New York, has resigned to join Henry J. Kaiser Co.

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



JACK PURVES

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

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

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

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

**HEADING STRAIGHT for their GOAL**

In Nature it is Instinct  
In Business it is Experience

Our experience is a constant asset to our clients

**WEEED AND COMPANY**

RADIO STATION REPRESENTATIVES

NEW YORK • DETROIT • CHICAGO • SAN FRANCISCO

experienced

*In Southern California . . .*

A big, concentrated selling job at surprisingly low rates

★ *Soon 10,000 Watts* ★

**KMPC**

★ **LOS ANGELES ★ 710 KC** ★

Affiliated in management with WJR, Detroit, WGAR, Cleveland.  
NATIONAL REPRESENTATIVE: PAUL H. RAYMER CO.

## OCEAN FLYING TOO ROUTINE

Ex-CBC Producer Found More Action in Radio Than

In Ferry Command

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

### 60 Gallon Margin

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

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

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

there will not be more than 60 gallons of gasoline in the tanks when we arrive in England, we don't leave," he said.

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

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

## Studio Notes

WCBI, Columbus, Miss., will carry an extensive radio campaign to promote the Columbus Fair. From 12 to 15 announcements will be run for 21 days and the Fair will use an hour a day for the six days of the fair. Bob McRaney, general manager of WCBI, was chosen by fair officials to direct the annual beauty contest, a highlight of the fair.

KSTP, St. Paul, following the success of its elaborate farm promotion at the Minnesota State Fair, has scheduled a series of personal appearances at county fairs, harvest festivals and community fetes in key points of the State. Appearing on the programs are the *Sunset Valley Barn Dance* and other acts.

KTUL, Tulsa, supplied the talent for the annual State convention of the Independent Retail Grocers Assn. held in Tulsa recently. A three-act play, variety show and "between-the-acts" entertainment starred more than 25 station performers.

WCCO, Minneapolis, recently broadcast part of the commissioning ceremonies of the new naval electrical training school at U of Minnesota. Participating in the ceremonies were Rear Admiral John Downes, commandant of the Ninth naval district, Great Lakes, Ill.; Capt. L. P. Lovette, director of Navy-public relations, Lt. Comdr. E. E. Peabody, entertainment officer at Great Lakes, who was in charge of the show; Rear Admiral Randall Jacobs, chief of the Bureau of Naval Personnel, Washington; Capt. E. A. Lofquist, chief of staff to Admiral Downes; Gov. Harold E. Stassen (Lt. Comdr., USNR); Mayor Murvin L. Kline of Minneapolis; Mayor John J. McDonough of St. Paul, Pres. Walter C. Coffey of the university.

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

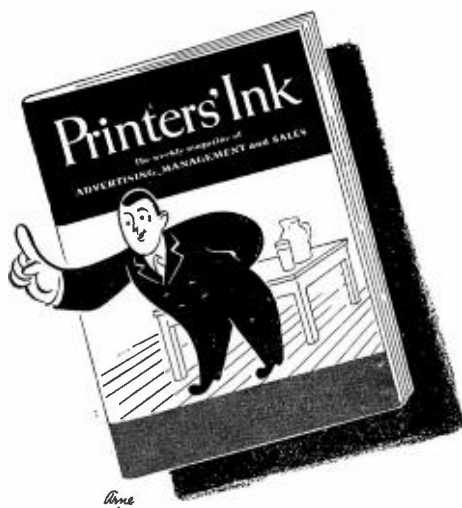
## Forest Service Thanks Radio for Cooperation

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

Letters pointed out that of some 800 individual stations contacted, more than 55% indicated their willingness to use prepared transcription material designed to muster public cooperation in preventing fires. Mr. Hammatt thanked broadcasters for their "cooperation, their courtesy, and their helpfulness in behalf of the national welfare." The campaign was sponsored by the Federal and State Forest Services, and was planned by The Advertising Council, Inc.

### John Hogan Reports

LARGELY as a result of the interest shown in the cooperative arrangement between WQXR, New York, and *Time* Magazine [BROADCASTING, Aug. 17], John V. L. Hogan, the station's founder and president, will deliver a *Report to Listeners* Sept. 9. In addition to discussing the new techniques for handling programs made possible by the tieup with *Time*, Hogan will talk over station policies and program ideas. Talks may be given on a regular basis, the station resuming its policy of several years ago, when similar informal chats were presented each month.



## The "speaker's platform" for men with new ideas

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

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

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

## PRINTERS' INK

The Weekly Magazine of Advertising, Management and Sales  
185 MADISON AVENUE • NEW YORK, N. Y.

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

BLUE NETWORK CO., INC.  
BUFFALO BROADCASTING CO.  
COLUMBIA BROADCASTING SYSTEM  
COLUMBIA PACIFIC NETWORK  
COWLES STATIONS  
DON LEE BROADCASTING SYSTEM  
MUTUAL BROADCASTING CO.  
NATIONAL BROADCASTING CO.  
N.B.C. SPOT AND LOCAL SALES  
WESTINGHOUSE RADIO STATIONS  
YANKEE NETWORK  
KDKA, PITTSBURGH  
KFEL, DENVER  
KMOX, ST. LOUIS  
KNX, LOS ANGELES  
KRNT, DES MOINES  
KSO, DES MOINES  
KYW, PHILADELPHIA  
WABC, NEW YORK  
WBBM, CHICAGO  
WBT, CHARLOTTE  
WBZ-WBZA, BOSTON  
WCAE, PITTSBURGH  
WCAU, PHILADELPHIA  
WCCO, MINNEAPOLIS  
WCOF, BOSTON  
WDRG, HARTFORD  
WDZ, TUSCOLA  
WEAF, NEW YORK  
WEEL, BOSTON  
WEVD, NEW YORK  
WFIL, PHILADELPHIA  
WGAR, CLEVELAND  
WGL, FORT WAYNE  
WGN, CHICAGO  
WGR, BUFFALO  
WGY, SCHENECTADY  
WHCG, ROCHESTER  
WHK, CLEVELAND  
WHO, DES MOINES  
WJR, DETROIT  
WJSV, WASHINGTON  
WJZ, NEW YORK  
WKBW, BUFFALO  
WLIB, NEW YORK  
WLS, CHICAGO  
WMBD, PEORIA  
WMC, MEMPHIS  
WMT, CEDAR RAPIDS-WATERLOO  
WNAX, SIOUX CITY-YANKTON  
WOR, NEW YORK  
WORL, BOSTON  
WOW, OMAHA  
WOWO, FORT WAYNE  
WRNL, RICHMOND  
WSGN, BIRMINGHAM  
WSM, NASHVILLE  
WTAM, CLEVELAND  
WTAR, NORFOLK  
WWL, NEW ORLEANS



## UNITED PRESS OPENS FALL GRID SERIES

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

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

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

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

WLS, Chicago, broadcast the *National Barn Dance* on Aug. 22 from the Wisconsin State Fair before a crowd of 12,500, a record for attendance at any event of the fair.

# IT'S A BIG JOB



### The MAGIC CIRCLE

WBIG features NEWS with complete Associated Press and Transradio service, augmented by local and regional reporters.

A Columbia Broadcasting System Affiliate.



# WBIG

GREENBORO, N.C.  
GEO. P. HOLLINGBERY CO., NAT. REP.

## It Happened

### TEN YEARS AGO THIS MONTH

From the 1932 files of BROADCASTING

FORMATION of the Amalgamated Broadcasting System Inc., a "creative radio program organization" designed to produce programs in the Broadway tradition for advertising agencies, networks and independent stations, was announced Sept. 23. Ed Wynn, celebrated comedian now being featured in the *Texaco Fire Chief* programs over NBC, is president; Arthur Hopkins, Broadway producer, director of production; Ota Gygi and T. W. Richardson, directors.

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

STARTING with 50,000 watts, but proposing to increase gradually to 150,000 watts, Norman T. Baker's new station in Mexico, which will be known as XENT, expects to go on the air early in October at Nuevo Laredo, Mexico, operating on 1115 kc., or mid-channel between the clear channel of 1110 kc. used by WRVA, Richmond, and the Canadian-shared channel of 1120 kc. used by various American and Canadian regional stations.

THE COURT of Appeals for the District of Columbia on Sept. 16 granted the petitions of KOIL, Council Bluffs-Omaha, and of WAAW and WOW, Omaha, for a stay order restraining the Federal Radio Commission from making effective its decision authorizing Station KICK to move from Red Oak, Ia., to Carter Lake, Ia., suburb of Omaha. All three stations pleaded that they would be adversely affected and that the move violated the law and the Commission's regulations. The Commission was also granted a 30-day extension to Oct. 29 for filing its brief in the appeal of WOQ, Kansas City, from an order deleting it.

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

MANAGEMENT of KOIN, Portland, Ore., has purchased KTBR, in the same city, and will change its call letters to KALE. The station uses 500 watts on 1300 kc., and will carry CBS sustaining features which KOIN cannot handle.

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

# WFMJ

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

Headley-Reed Co.  
National Representatives

EDWARD KLAUBER, first vice-president of CBS, who was confined to his bed last month following a heart attack, sailed Sept. 24 from New York on the *S. S. Saturnia* for a Mediterranean cruise.

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

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

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

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

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

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

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

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

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

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

RICHARD C. PATTERSON, former Commissioner of Correction of New York City, has been appointed executive vice-president of NBC, succeeding George F. McClelland, who has been designated assistant to M. H. Aylesworth, president of both NBC and RKO. Mr. Patterson assumes his new duties Oct. 1.

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



BEST GUESSER among Pacific Coast agency executives on the total ticket requests received for San Francisco origination of the five weekly *BLUE Breakfast at Sardi's* program, was given congratulations and an RCA personalized radio by that network. Congratulators and winner are (l to r): Gene Grant, network account executive; Bruce Elliott, executive of Tommaschke-Elliott, Oakland, (Cal.) agency and winner, whose 22,500 guess approximated the 20,167 total; W. B. Ryan, manager of KGO, San Francisco. Program is cooperatively sponsored by six firms on the West Coast.

## The Other Fellow's Viewpoint

### No Complaint!

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

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

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

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

AMERICAN AIRCRAFT Institute Chicago (correspondence school), has started a late evening quarter-hour newscast thrice-weekly on WBBM, Chicago. M. A. Ring & Co., Chicago, is agency.



# KOMA

5000 Watts  
OKLAHOMA CITY'S CBS station

Ask your Agency to ask the Colonel!  
FREE & PETERS, Inc., National Representatives

# Lorillard's Plans For N. Y. Football

## Giant Games, Home and Away, Sponsored for Old Golds

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

Continuing at the microphone as sportscaster, will be Red Barber, currently covering the Dodgers baseball games for the same sponsor on WHN. Barber will travel with the Giants for out-of-town games, airing the play-by-play via special wire to the station.

### Schedule of Games

Schedule for the games is: Sept. 27, New York at Washington; Oct. 4, New York at Pittsburgh; Oct. 11, Philadelphia at New York; Oct. 18, New York at Chicago; Oct. 25, New York at Brooklyn; Nov. 1, Pittsburgh at New York; Nov. 8, New York at Philadelphia; Nov. 15, Washington at New York; Nov. 22, Green Bay at New York; Nov. 29, Chicago at New York; and Dec. 6, Brooklyn at New York. J. Walter Thompson Co., New York, handles the account.

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

### Shortwave Programs

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

### Alexander Back

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

MILES LABS., Elkhart, Ind. (Alka-Seltzer), on Oct. 3 renews for the tenth year *The National Barn Dance*. Program is heard on 68 NBC stations, Saturdays, 9-9:30 p.m. Wade Adv. Agency, Chicago, is the agency.



LABOR MEDIATION merited Samuel R. Zack (left), an Ohio State U first award for his *Labor Arbitration* series each Sunday night on WMCA, New York, making the second time the labor program has been so honored. *Labor Arbitration* actually mediates on labor disputes and its decisions have been directly responsible in the settlement of many strikes. Presenting the scroll to Zack is Walter Craig, program director of WMCA, while General Manager Don Shaw looks on.

### Baseball Audience

EVEN during weekday afternoons the audience for baseball broadcasts is predominantly masculine, according to a door-to-door coincidental survey conducted by the Pulse of New York, that organization reports. Findings showed that the weekday afternoon listeners were 61% of the total, rising to 63% on Saturday and 64% on Sunday afternoons. In the evenings, surprisingly enough, only 53% of the baseball broadcast listeners were men. An age breakdown shows the vast majority of listeners in the over-30 group, possibly because of the effect of Selective Service on the 20-to-30-year-olds.

### Swan Series on NBC

LEVER BROS., Cambridge, Mass., will definitely continue *Tommy Riggs & Betty Lou* on the air, and is scheduled to start the show on NBC, Oct. 9, in the Friday, 7:30-8 p.m. period for Swan Soap. A lineup of 125 stations will probably be used. Series was launched on CBS in July as a 13-week summer replacement for Burns & Allen. Burns & Allen return their show to CBS Oct. 6 in their former period, 9-9:30 p.m., also advertising Swan Soap. Young & Rubicam handles the account.

THE VOICE OF MISSISSIPPI

# WJDX

5,000 D  
1,000 N

N.B.C. RED

Owned and Operated By

## LAMAR

LIFE INSURANCE COMPANY

JACKSON, MISSISSIPPI

### Farm Placements

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

### Cleaner Spots

NACTO CLEANER Corp., New York, a newcomer to radio, last week launched a campaign on WJZ, New York. Nacto is participating twice-weekly in *The Woman of Tomorrow*, with Nancy Booth Craig, for a 13-week period. R. T. O'Connell Co., New York, handles the account.

### Petri Wine Spots

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



**N**ATIONAL 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 . . .

**FOR OFFENSE FOR DEFENSE Buy U.S. Bonds Today!**





# THE BUSINESS OF BROADCASTING

## STATION ACCOUNTS

- sp—studio programs
- nc—news programs
- t—transcriptions
- sa—spot announcements
- ta—transcription announcements

### WFAA-WBAP, Dallas-Ft. Worth

Interstate Cotton Oil Refining Co., Sherman, Texas (Mrs. Tucker's Shortening), 3 sp weekly, thru Cook Advertising Agency, Dallas.

Purina Mills, St. Louis, Mo. (Purina Feeds), 3 sp weekly, thru Gardner Advertising Co., St. Louis.

Lever Brothers Co., Cambridge (Swan Soap), 1 sa weekly, thru Young & Rubicam, N. Y.

Grove Labs. Inc., St. Louis (Bromo Quinine), 5 sp weekly, thru Russel M. Seeds Co., Chicago.

Fenick and Ford Inc., New York (syrup), thru J. Walter Thompson Co., N. Y.

Davis Hat Co., Dallas (Davis Hats), 2 sp weekly, thru Grant Advertising, Dallas.

Studebaker Corp., South Bend (Studebaker Cars and Service), 2 sp weekly, thru Roche, Williams and Cunningham Inc., Chicago.

McKesson & Robbins, Bridgeport (Bexel), 5 sp weekly, thru J. D. Tarcher Adv. Co., N. Y.

Beaumont Labs., St. Louis (4-Way Cold Tablets), 5 sp weekly, thru H. W. Kastor & Sons Adv. Co., Chicago.

Mrs. Baird's Bakery, Fort Worth, 15 sa weekly, thru Tracy-Locke-Dawson, Dallas.

Interstate Lumber Co., Dallas (Building Materials), 6 sa weekly, direct.

Interstate Circuit Inc., Dallas (Interstate Theaters), 2 sp weekly, direct.

### WGAR, Cleveland

Ohio Bell Telephone Co., Cleveland, 6 sa weekly, 26 weeks, direct.

Marlin Firearms Co., New Haven, 6 sa weekly, 13 weeks, thru Craven & Hedrick, N. Y.

Lever Bros., Cambridge (Rinso), 10 sa weekly, 4 weeks, thru Ruthrauff & Ryan, N. Y.

I. J. Fox, New York (furs), 7 sa weekly, thru Foley Adv., Cleveland.

G. E. Conkey Co., Chicago (Y O Dog Food), 2 sa weekly, 52 weeks, thru Rogers & Smith, Chicago.

Studebaker Corp., South Bend, 2 sp weekly, 5 weeks, thru Roche, Williams & Cunningham, Chicago.

General Foods, New York (Post Toasties), 1 sp weekly, 8 weeks, thru Benton & Bowles, N. Y.

### WCBI, Columbus, Miss.

Purina Mills, St. Louis, 3 sp weekly, thru Gardner Adv. Co., St. Louis.

Dr. Pepper Bottling Co., Dallas, 30 sa, 4 weeks, thru Tracy-Locke-Dawson, Dallas.

### WHBF, Rock Island, Ill.

Lever Brothers Co., Cambridge (Rinso), 20 ta weekly, 6 weeks, thru Ruthrauff & Ryan, N. Y.

International Milling Co., Minneapolis (Robin Hood flour), 18 ta weekly, 3 weeks, direct.

Illinois Bell Telephone Co., 15 sa weekly, 4 weeks, thru N. W. Ayer & Son, N. Y.

Rit Products Corp., Chicago (dyes), 10 ta weekly, 14 weeks, thru Earle Ludgin, Chicago.

Manhattan Soap Co., New York (Sweet-heart soap), 6 ta weekly, 12 weeks, thru Franklin Brick, N. Y.

American Cigarette & Cigar Co., New York (Pall Mall cigarettes), 33 ta weekly, 7 weeks, thru Ruthrauff & Ryan, N. Y.

Carter Products, New York (liver pills), 5 ta weekly, 52 weeks, thru Ted Bates, N. Y.

Carter Products, New York (Arrid), 3 ta weekly, 52 weeks, thru Ted Bates, N. Y.

### WOWK-WGL, Ft. Wayne

Indiana Bell Telephone Co., Indianapolis, 28 sa, direct.

Manhattan Soap Co., New York (Sweet-heart), 78 sa, thru Franklin Brick, N. Y.

Grove Labs., St. Louis (Bromo Quinine), 66 sa, thru Russel M. Seeds, Chicago.

Kellogg Co., Battle Creek (All-Bran), 79 ta, thru Kenyon Eckhardt, N. Y.

Foley & Co., Chicago (home remedies), 85 sp, thru Laursen & Salomon, Chicago.

Ringling Bros. & Barnum & Bailey Shows, New York, 15 sa, direct.

### KFI, Los Angeles

O'Brien Candy Co., San Jose, Cal. (candy), weekly sa, thru Brisacher, Davis & Staff, San Francisco.

O'Keefe & Merritt Co., Los Angeles (gas stoves), 3 sa weekly, thru Richard B. Atchison Adv., Los Angeles.

Nassour Bros., Los Angeles (42 products), 2 sp weekly, thru Milton Weinberg Adv. Co., Los Angeles.

### KECA, Los Angeles

Golden Age Corp., Los Angeles (macaroni), 28 ta weekly, thru Brisacher, Davis & Staff, Los Angeles.

Western Federal Savings & Loan Assn., Los Angeles (investments), weekly t, J. Elwood Robinson Adv., Los Angeles.

### WRC, Washington

Chesapeake & Potomac Telephone Co., Washington, 21 sa, thru Kaufman, Washington.

General Baking Co., New York (Bond Bread), 24 sa, 4 weeks, thru Ivey & Ellington, Philadelphia.

### KHJ, Hollywood

Golden State Co., San Francisco (Golden V milk), 60 ta, thru Ruthrauff & Ryan, San Francisco.

Sunny Sally Vegetable Growers, Vernon, Cal. (salad vegetables), 5 sp weekly, thru Tyler T. Smith Adv., Hollywood.

### KNX, Hollywood

Campbell Cereal Co., Northfield, Minn. (Mat-O-Meal), 2 sp weekly, thru H. W. Kastor & Sons, Chicago.

Beaumont Labs., St. Louis (4-Way cold tablets), 2 sp weekly, thru H. W. Kastor & Sons, Chicago.

General Foods Corp., New York (Birds Eye frozen foods), 6 sp weekly, thru Young & Rubicam, N. Y.

Vick Chemical Co., Greensboro, N. C. (Vorstone, Vaporub, Vatronal), 3 sp weekly, thru Morse International, N. Y.

Quaker Oats Co., Chicago (pancake flour), 6 t weekly, thru Sherman K. Ellis & Co., Chicago.

## TED COLLINS FIRST TO RECEIVE SCROLL

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

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

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

Kate Smith, songstress, is sponsored on CBS Monday thru Friday by General Foods Corp., New York, for Swansdown Cake Flour and Calumet, and on the same network in a Friday evening show previously aired for Grape Nuts, and resuming Sept. 18 for Jell-O. Young & Rubicam, New York, handles the account.

### Seventh 'Charm' Season

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

## NEW RATING CHART IN HOOPER REPORT

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

The accompanying explanation points out that in addition to "popularity" a program's rating may be affected by the influence of contemporary events, weather conditions, changes in programming preceding and following the program measured, seasonal differences in listener interest, variations in number of programs of the same type as the one studied and "chance variation inherent in every figure produced by a sampling operation."

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

## WAGA Agrees With FTC To Drop Certain Claims

A STIPULATION has been entered by WAGA, Atlanta, with the Federal Trade Commission to cease certain representations regarding the station's transmittal facilities and power, the FTC announced last week.

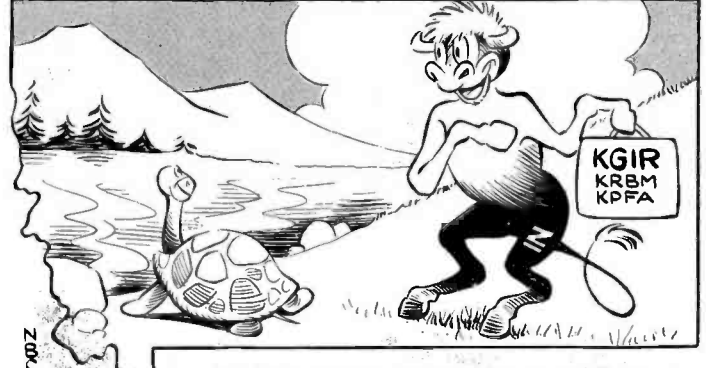
The announcement declared that the "Liberty Broadcasting Corp., operating radio station WAGA, Atlanta, engaged in selling the use of its radio transmittal facilities and power, stipulated with the Federal Trade Commission to cease representing that WAGA has more listeners in Atlanta than any other radio station or that, when operating as authorized in its construction permit, it can be heard without interference over the entire State of Georgia; or misrepresenting through exaggeration the number of prospective purchasers who listen to the station". Under procedure of the FTC, any complaints entered by that agency are dropped upon entrance of a stipulation.

HARRY M. DITTMAN, head of Dittman Adv. Agency, Philadelphia, has been appointed member of the executive committee of the Consumer's Protective Committee, which is part of the Philadelphia Council of Defense.



Oregon's highest power station.

Reps.—Joseph Hershey McGillvra—1000 Watts, 750 Kc.



NEW YORK-CHICAGO REPS.—THE WALKER COMPANY

# Radio Advertisers

VAL VITA FOOD PRODUCTS Inc., Fullerton, Cal. (food packers), faced with a shortage of fruit pickers, in a three-day campaign ending Aug. 28, used a series of 13 spot announcements on KFVB, Hollywood, to fill the quota.

CALIFORNIA AIRCRAFT INSTITUTE, Los Angeles (technical school), on Aug. 26 started sponsoring a nightly quarter-hour sports program titled *Sport Front* on KFVB, Hollywood. Contract is for 13 weeks, with Bruce Jordan as sportscaster. Agency is Hillman-Shaue-Breyer Inc., Los Angeles.

CALIFORNIA GROWN SUGAR Group, San Francisco (beet sugar), in a 13-week campaign which started Aug. 24 is using daily participation in *Polly Patterson's Pantry* on KFAC, Los Angeles. Agency is McCann-Erickson Inc., San Francisco. Arden Farms Co., Los Angeles (Arden-ett ice cream), through Productive Adv. Agency, that city, is also using a similar schedule on that program. Latter contract is for 13 weeks, having started Aug. 28.

GOOD FOODS Inc., Minneapolis (Skippy peanut butter), has started *Skippy Hollywood Theater*, weekly transcribed program starring movie and radio celebrities, on WOW, Omaha. Agency is Campbell-Mithun, Minneapolis.

DR. A. W. CHASE MEDICINE Co., Ltd., Oakville, Ont. (proprietary), has renewed spot announcement campaign on CHSJ, St. John, N. B.; CKAC, Montreal; CKLW, Windsor, Ont. Account was placed by Ardiel Adv. Agency, Oakville, Ont.

SEABOARD FINANCE Co., Los Angeles (finance), with local office tie-in, on Aug. 31 started sponsoring a thrice-weekly quarter-hour newscast on KPO, San Francisco. Contract is for 52 weeks. Agency is Smith & Bull Adv., Los Angeles.

DAITCH DAIRY STORES, New York, will launch a twice-weekly news program on WEVD, New York, featuring Joshua S. Epstein, commentator, in Jewish news in English, starting Sept. 8. Business was placed direct.

BARNEY'S CLOTHING STORE, New York, will sponsor Hans Jacob, news analyst, thrice-weekly on WOY, New York, starting Sept. 14. Firm is currently airing announcements on WAAT, Jersey City, WIIN and WINS, New York, and recently renewed for another 52 weeks with WNEW, New York, for announcements and musical programs. Agency is Emil Mogul Co., New York.

## Carter Serial

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

## AGENCY Appointments

NU-NAP PROCESS and Bestway Shine Removing Co., New York, to H. W. Fairfax Adv. Agency, New York. Radio, newspapers and car cards to be used.

SWIFT & Co., Chicago (ice cream), to Needham, Louis & Brorby, Chicago. Maurice H. Needham, account executive. Media not announced.

GORDON FENNEL Co. (K. A. Soup-Mix and other dehydrated foods), Cedar Rapids, Ia., to Irwin Vladimir & Co., New York, for advertising abroad. Media not announced.

URBANA WINE Co., Urbana, N. Y., and Kemp & Lane Inc., LeRoy, N. Y., to Hutchins Advertising Co., Rochester, Media not announced.

RED ROCK BOTTLERS Inc., Atlanta, Ga. (Red Rock Cola), to H. A. Salzman Inc., N. Y. Newspapers, magazines, radio.

ARONSON-CAPLIN Co., N. Y. (underwear), to Grey Adv., N. Y. Magazine, trade paper, radio.

MAJOR VITAMINS Inc., N. Y. (Vitamin products), to Grey Adv., N. Y. Magazine, trade papers, radio.

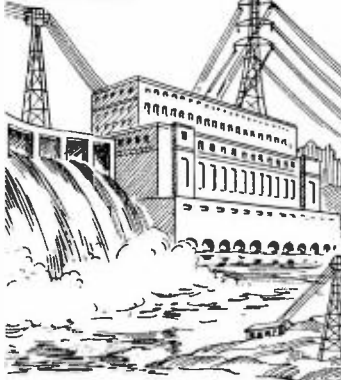
ADAM SCHEIDT BREWING Co., Norristown, Pa., to Lawrence I. Everling, Philadelphia.

HEALTH FOOD PRODUCTS Inc., New York, to J. R. Kupsick Adv. Agency, N. Y.

## Canada Will Use Spots In Insurance Campaign

CANADIAN DEPT. of finance starts on Sept. 7 a three-week paid spot announcement campaign on alternating stations to acquaint the Canadians on War Risk Insurance which goes into effect on that day. Under legislation passed early this summer the Canadian government will pay war risk insurance on property up to \$3,000 and on chattels up to \$1,200. There are 15 one minute announcements in the series and they will run once daily. The account was placed by the Advertising Agencies of Canada. It is the second Department of Finance paid program on the air at present, the other, for War Saving Certificates, being a network daily show, *They Tell Me*. Another campaign for the department is expected to start later this month for Victory Loan drive.

No. 1 of a Series



## Ample Hydro and Low-Cost Coal Energy

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

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

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

### NOVA SCOTIA

Radio Broadcasting Station



**CHNS**  
HALIFAX, NOVA SCOTIA,  
CANADA

USA Rep. • Jos. Weed & Co. • New York City

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

**JOHN BLAIR & COMPANY**  
NATIONAL STATION REPRESENTATIVES  
CHICAGO - NEW YORK - DETROIT - ST. LOUIS - SAN FRANCISCO - LOS ANGELES

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

# NBC

outlet...

# K D Y L

The POPULAR Station  
Salt Lake City

JOHN BLAIR & COMPANY  
National Representatives

UTAH'S ONLY NBC STATION

"Mom, do I have to listen to every soap opera on WFDF Flint Michigan?"



# U. S. Sponsors Pushing Latin Markets

## Long Range Campaigns Used to Keep Name In Public Eye

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

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

### Disc Music Popular

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

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

It is broadcast in 16 countries, in Colombia on HJAN and HJAB, Barranquilla; HJXC, Bogota; HJ7ABB, Bucaramanga; HJEB and HJED, Cali; HJBB and HJBC, Cucuta; HJDK and HJDE, Medellin; HJAH, Pasto; HJFA, Pereira; Radio Colonial, Popayan. In Argentina on LRI, Buenos Aires. In Chile on CB57, Santiago, and CB90, Valparaiso. In Costa Rica on TIGPH, San Jose.

In Cuba on RHC-Cadena Azul, Havana. In the Dominican Republic, HIZ, Ciudad Trujillo; in Ecuador, HC2AJ-HC2AK, Guayaquil,

HCJB and HCQR, Quito; in Guatemala, TGW, Guatemala City; in Honduras, RHN, Tegucigalpa; in Mexico, XEW, Mexico City; in Panama on HP5A-HOC, Panama City; in Peru, OAX4A and OAX4Z, Lima; in Puerto Rico, WKAQ, San Juan; in Uruguay, Radio Femenina, Montevideo; in Venezuela, YV5RA-YV5RN, YV5RL, YV5RW and YVIRA, Caracas.

### Campbell Soup Drive

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

Wintersmith Chemical Co., Louisville (malaria cure), advertises on five-minute and quarter-hour transcribed musical programs four or five times weekly in Colombia on HJFH-HJFM, Armenia; HJAB-HJAN, Barranquilla; HJDC-HJCB, Bogota; GAB-GAK, Bucaramanga; HJGB-HJED, Cali; HJDE-HJDK, Medellin; HJFA, Pereira; in Mexico on XEDR, Guaymas; HEBH-HEBR, Hermosillo; XEDS, Mazatlan; XEB, Mexico City; XEFC, Merida, XET, Monterrey; XEAX, Oaxaca; XEFW, Tampico; XETB, Torreón; XEHV, Veracruz; in Panama on HP5G-HOA, Panama City.

Miles Labs., Elkhart, has started to test Nervina on RHC, Havana, with thrice weekly programs of transcribed music. The company has recently expanded radio promotion of Alka-Seltzer, with transcribed musical programs on 18 Colombian stations, HJFH and HJFM, Armenia; HJAN and HJAB, Barranquilla; HJXC and HJDC, Bogota; HJ7-ABB, Bucaramanga; HJEB and HJED, Cali; HJAE and HJAF, Cartagena; HJBB and HJBC, Cucuta; HJFX, Manizales; HJDK and HJDE, Medellin; HJAH, Pasto; HJFA, Pereira; in Costa Rica on TIHR and TIPG, San Jose; in Chile on CB57, Santiago; in Cuba on RHC-Cadena Azul, Havana; in the Dominican Republic on H19B, Santiago, and H12, Ciudad Trujillo; in Ecuador, HC2R, Quito; in Guatemala, TGW, Guatemala; in Honduras, HRN, Tegucigalpa; in Mexico, XEW, Mexico City; in Nicaragua, YRNS, Managua; in Panama, HPSA,

Panama City; in Peru, OAX4-B, Lima; in Puerto Rico, WPAB, Ponce, WKAQ, San Juan; in Venezuela, YV5RL-Radio Tropical, YV5RW, YV5RA, Caracas; and a short wave program from WLWO, Cincinnati.

### Knox's Hollywood Chatter

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


Recently expanded schedules for transcribed musical programs two to five days a week have been placed by Bauer & Black, Chicago (Blue Jay Corn Plasters), in Colombia on HJIAHB, Barranquilla; HJDC-HJCB, Bogota; HJ5ABB, Cali; Cuba on RHC, Havana; in Mexico on XEFI, Chihuahua; XED-XEDQ, Guadalajara; XEFC, Merida; XEB, Mexico City; and by Mentholatum Co., Wilmington, Del., in Colombia on HJDC-HJCB and HJCX-HJ CZ, Bogota, and HJGB-HJED, Cali; in Peru on OAX41 and OAX4A, Lima.

### Schlitz Series

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

### Hussey Moves

ROBERT D. HUSSEY, radio department manager of Paramount Pictures Inc., has resigned and on Sept. 15 joins Frank W. Vincent Agency, Beverly Hills, Cal., talent service, as an associate. Hussey organized Paramount's radio department in Hollywood about four years ago, having previously been assistant to the then publicity department manager. His film studio successor has not been announced.



**WWL**  
NEW ORLEANS

**50,000 WATTS**

The Greatest Selling POWER in the South's Greatest City

CBS Affiliate

Nat'l Rep. - The Katz Agency Inc.

The Twin Port Cities of

**DULUTH-SUPERIOR**

BUY 79% MORE CLOTHES than the whole State of

**WYOMING!**

**KDAL**

Duluth, Minnesota

EXTRA BASE HITS with WCHS CHARLESTON W. VA.



5,000 WATTS

On 580-CB\$

There's "sock" in 5KW on our 580 kc frequency —equal to over a million watts at the other end of the dial.

**WIBW** The Voice of Kansas in TOPEKA

## TESTING?

Reach a big chunk of ILLINOIS . . . do your testing thru the DECATUR station



250 W. 1340. Full Time. Sears & Ayer, Reps. How can we help you?

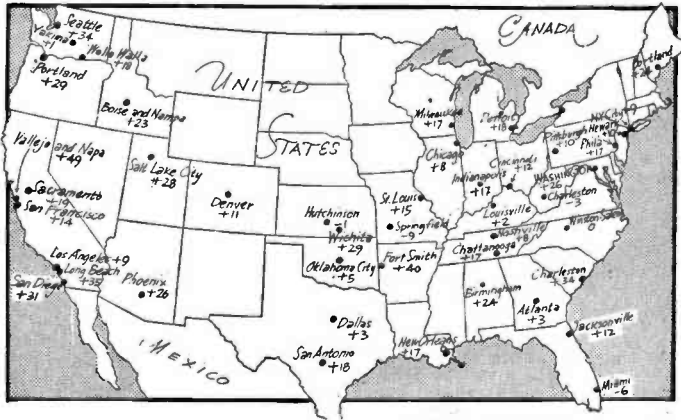
**WSOY**

"THE WORLD'S BEST COVERAGE"



OF THE WORLD'S BIGGEST NEWS"

## HOW RETAIL TRADE HAS FARED THIS YEAR



Wall Street Journal

RECENT UPSURGE in consumer buying follows something of a slump in retail trade. For the first seven months this year, however, department store sales for the country as a whole averaged 13% above the like period last year, according to figures of the Federal Reserve Board. This is based on dollar sales and does not reflect prices which are considerably higher now than a year ago. Stores in some cities have shown large gains while a few cities have reported declines, according to the Federal Reserve figures, many of which are shown on the map above. Some of the largest increases were recorded by Washington, 26%; Charleston, S. C., 34%; Fort Smith, Ark., 40%; Wichita, Kan., 29%; Long Beach, Cal., 35%; Vallejo and Napa, Cal., 49%; Seattle, 34%. Among those showing decreases from a year ago were: Charleston, W. Va., 3%; Miami, 6%; Springfield, Mo., 9%; Hutchinson, Kan. 1%.

## UNITED BUSINESS SEPTEMBER FORECAST

This map, reproduced by courtesy of United Business Service, Boston, shows business conditions in all parts of the U. S. and Canada as indicated in its surveys.



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



JOHNNY LONG records for LANG-WORTH

**KWKH**  
CBS-40 KW  
The Selling Power in the Buying Market  
A Shreveport Times Station  
SHREVEPORT, LA.  
The Graham Company

## Six Abandon CPs For 5 Kw. Power

Four Allow Permits to Lapse; Two Others to Follow

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

### WSFA, WMBD Also

Expired are the 5,000-watt construction permits of KROW, Oakland, Cal., now using 1,000 watts on 960 kc.; KWK, St. Louis, currently with 5,000 watts night and 1,000 day on 1380 kc.; WBRY, Waterbury, Conn., with 1,000 watts on 1590 kc. at the present time; WKBH, La Crosse, Wis., with 1,000 watts on 1410 kc.

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

In practically all cases, the cause was laid to the unavailability

## SERVICE CALLS HIT FT. WORTH OUTLETS

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

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

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

### FTC Complaint

FRATELLI BRANCA & Co., New York, distributor and seller of Fernet-Branca, medical preparation, has been charged by the Federal Trade Commission with false advertising. Complaint alleges representations by the company are "exaggerated, false and misleading."

of necessary equipment. WSFA and WMBD are the only ones whose CP's had been granted this year, the others having been issued prior to 1942.

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

VIRGINIA RICHMOND

**5000 WATTS**  
DAY AND NIGHT 910 KC

EDWARD PETRY & CO., INC. NATIONAL REPRESENTATIVES

## in the CONTROL ROOM

JIM ZIMMERMAN, apprentice operator of WIBW, Topeka, Kan., and Louise Pogson, station secretary, were recently married.

DENNY HOLLANDSWORTH, former control room operator and announcer of WJLS, Beckley, W. Va., has joined the Army. Donald C. Moyer, WJLS control room operator, has joined the Navy with a 3rd class radioman's rating.

ALFRED E. TEACHMAN, assistant chief engineer of WEEI, Boston, has been commissioned a first lieutenant in the Army Air Forces, and will be stationed at Officers' Training School, Miami, Fla., for six weeks before transfer to Bowman Field, Ky.

JIMMY MURPHY, sound effects engineer of CBS Hollywood, has joined the Army Air Forces.

EARL LISKE, technician of KMPC, Beverly Hills, Cal., has resigned to take a Civil Aeronautics Authority instructor's training course and is stationed at Fresno, Cal. Rod Whalen has taken over his former post.

DON CREED, sound effects engineer of CBS Hollywood, has joined the Office of War Information in San Francisco.

MONROE LOONEY, remote engineer of WCBL, Columbus, Miss., has completed a course in radio engineering at Whitehaven, Tenn., and is waiting for results of an FCC examination.

JOE SHAW, control operator of KSL, Salt Lake City, Utah, will enter the Utah State Agricultural College for civilian training in the Army Signal Corps.

## ACA Appoints Darlington

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

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

LeROY ANSPACH and Bill Thunnell, technicians of KYW, Philadelphia, have been commissioned in the Army Air Forces. William S. Gilbert and Marshall Saura, also leave the staff. Gilbert has been commissioned a Navy lieutenant (j.g.) and Saura will teach Signal Corps radio recruits.

RALPH LAUTZENHEISER, formerly of KSCJ, Sioux City, Ia., is transmitter technician of WCCO, Minneapolis.

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

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

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

HERMAN WILSON has joined the transmitter staff of CHEN, Peterboro, Out.

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

## 1883 Edward A. Hanover 1942

RADIO LOST another of its patriarchs with the sudden death Aug. 29 of Edward A. Hanover, vice-president in charge of manufacturing and broadcasting operations for the Stromberg-Carlson Telephone Mfg. Co., Rochester.

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

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



MR. HANOVER

### In Charge of Radio

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

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

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

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

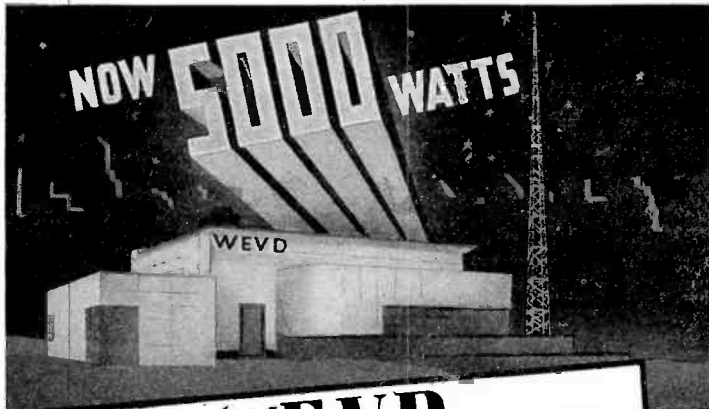
Mr. Hanover leaves his widow, the former May Radcliffe, and a brother and sister in Wisconsin. He was born in Jefferson, Wis., in 1883.

### Michelson Subscribers

CHARLES MICHELSON, New York transcription firm, has signed several subscribers for a five-minute recording series, *A Toast to America's Allies*, including KSOO, Sioux Falls, S. D., and WDAY, Fargo, N. D., both accounts placed through C. E. Rickard Adv., Detroit. Contracts for the series are for 52 weeks. New subscribers to *Smilin' Ed McConnell* are: WRNL, Richmond, for Baptist Book Stores; and WPAD, Paducah, Ky., for a local jeweler. *The Shadow* series has been purchased by three Kentucky stations: WPAD; WHOP, Hopkinsville; and WSON, Henderson, for Consumers Cooperative Milk Dealers. Other new subscribers: WSIX, Nashville, for Wherry Furniture Stores; and WQAM, Miami, for Bell Bakers.

### WNOX Ups Power

WNOX, Knoxville, previously operating with 5,000 watts during the day and 1,000 watts at night on 1010 kc. has increased its power to 10,000 watts on 990 kc., as of Sept. 1. WNOX is operated by Scripps-Howard Radio Inc. and is affiliated with the *Knoxville News-Sentinel*.



5000 WATTS **WEVD** 1330 KILO

NEW YORK'S STATION OF DISTINCTIVE FEATURES

The unique position of WEVD with a large section of Metropolitan New York's radio audience is evidenced by—

1. The feature boxes of newspaper radio programme pages.
2. The large number of famous advertisers on the station continuously year after year.

Ask for "Who's Who on WEVD" . . . sent on request.

W·E·V·D 117-119 West 46th St., New York

## W I A C

580 Kc. • 5000 Watts

"First on all Puerto Rico Dials"

Box 4504

San Juan, P. R.



## SOUND MOVIE AS RADIO ALLY

Station Relations Improved by Showing  
of Inner Workings, Says Hill

By MILTON C. HILL  
WHK-WCLE, Cleveland

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



Mr. Hill

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

### Revelation in Detail

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

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



630 KC. 5000 WATTS DAY AND NIGHT ★ BLUE NETWORK

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

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

### Public Relations Are Improved

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

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

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

The film is not overloaded with

## The End of the Rainbow

Let WAIR guide you to that elusive pot of gold. Winston-Salem workers are well paid, sure of their jobs, easy to sell when you use the right medium. In this great market, the right medium is—

# WAIR

Winston-Salem, North Carolina

advertising for the three sponsoring stations, WHK and WCLE in Cleveland, and WHKC in Columbus. For that reason it is relatively simple to get bookings with school and church groups and other conservative organizations which generally do not lend their meetings to promotional schemes.

It is costly, of course. The initial cost of producing such a film is quite heavy and the cost of showing it is roughly equivalent to adding another full-time employee to the sponsoring stations' staff. But it has been established as a valuable ally to broadcasting. It certainly is one which has great potentialities as a builder of genuine goodwill for commercial radio.

## Hinks Commissioned

KENNETH W. HINKS, vice-president of J. Walter Thompson Co., Chicago, and account executive on the Swift & Co., Chicago (meat products, lard, butter, eggs, shortening, margarine), Elgin National Watch Co., Elgin, Ill., and Northern Trust Co., Chicago, accounts, has been commissioned a lieutenant-commander in the Navy and



Mr. Hinks

will report Sept. 18 at Dartmouth U.



# TIME OUT

for the imperative needs  
of America at war

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

"...it had to satisfy Fairchild first"



BRITISH COLUMBIA  
LAND OF OPPORTUNITY

Covering  
—Exclusively—  
Every Sport

**CJOR**

VANCOUVER CANADA  
J. H. MCGILLVERA (U.S.)  
H. N. STOVIN (CANADA)

Now MORE THAN EVER 1<sup>ST</sup>

## Petrillo Edict

(Continued from page 7)

scribed programs for many stations, entailing not merely the loss of popular program material but also of advertising revenues which enable the stations to continue in business. In other words, this is a definite example of injury sustained by the broadcasters as a result of the Petrillo prohibition of recordings.

Petrillo wire read as follows: "This is to advise you that the American Federation of Musicians will not renew permits previously granted to you to make transcriptions. As to any transcription now already made, previously granted permits are terminated."

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

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

### Denies Compton Request

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

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

## ASCAP to Appeal Dismissal of Plea Society Holds Wisconsin Act Violates Constitution

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

### Held Unconstitutional

Finding that neither ASCAP nor the five publishers who were plaintiffs in the suit had complied with the provisions of the Wisconsin statute requiring the payment of 25% of gross revenues to the State, the court upheld the constitutionality of the law and dismissed the plea. ASCAP counsel had admitted the failure to comply with the law, arguing that it is unconstitutional.

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

ASCAP's appeal will reiterate the claim that the law is not constitutional, it was stated, and will also claim that even if the law is constitutional and ASCAP is forced to cease doing business in Wisconsin unless it complies with the statute's provisions, this still does not permit the public performance of music without license as that is a violation of the Federal Copyright Law, which the State law cannot supersede.

## Fight Against Petrillo Promised by Dr. Maddy

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

Dr. Maddy said the students had scattered to their homes to carry on the "fight for freedom of speech." He declared he and his students would continue to battle for the rights of amateurs to radio expression, despite the Petrillo edict. Dr. Maddy is expected to be a witness before the Petrillo Probe Committee of the Senate which gets under way Sept. 14 pursuant to a resolution (S. 286) of Senator D. Worth Clark (D-Idaho) for a full probe of the music situation.

## CAESAR'S GHOST

'Little Petrillo' Protests Toronto Child Orchestra

ARTHUR DOWELL, business agent of the Toronto Musicians Union, tried to do a Petrillo by protesting the appearance of a children's orchestra, instead of a union orchestra, at the 58th annual convention of the Trades and Labor Congress of Canada at Winnipeg on Aug. 28. He was booted, told to "sit down".

A vice-president of the congress, Percy Bengough, Vancouver, stated the orchestra was sponsored by the International Ladies Garment Workers Union in Winnipeg to show what the union was doing to raise the cultural level of its members. J. A. Jamieson, representative of the Vancouver Musicians Union, said the children had done no harm to the musicians' union.

## Paine to Coast

JOHN G. PAINE, general manager of ASCAP, and Oscar Hammerstein, vice-president of the Society, left New York Sept. 3 for the West Coast to conduct the semi-annual of Pacific Coast members as required by the organization's by-laws to be held 30 days in advance of the regular membership meeting in New York. Meeting is scheduled for Sept. 9. Mr. Hammerstein will represent Deems Taylor, ASCAP president, who was unable to make the trip.

20 YEARS OF SERVICE  
1922-1942  
**WSYR**  
SYRACUSE, N.Y.  
NBC Basic Red

**5000 WATTS AT 570 KC.**  
The Perfect Combination

Where Sales Multiply

Air Coast of the South  
5000 WATTS CLEAR CHANNEL

**WSM**

NASHVILLE, TENNESSEE

OWNED AND OPERATED BY THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC. NATIONAL REPRESENTATIVES, EDWARD PERRY & CO., INC.

**WFBG**  
ALTOONA, PA.

- NBC RED
- BLUE NETWORK
- 250 WATTS
- FULL TIME OPERATION
- RAILROAD SHOPS ON FULL TIME SCHEDULE

WFBG provides the only full coverage of the Altoona trading area.

BLANKETING AMERICA  
22 MILLION  
POSTAL TELEGRAPH  
OFFICES!\*

POSTAL TELEGRAPH,  
PLEASE. I'D LIKE TO  
SEND A  
TELEGRAM

\* Wherever there's a telephone... there's Postal Telegraph!



Next time you want speedy telegraph service — remember — it's convenient, it's economical, it's fastest to ...

Phone\*

Postal  
Telegraph

\* For your convenience, charges appear on your phone bill



# Radio's War Role Hits High Figure

## NAB Reviews Achievements of Industry for Quarter

RADIO's contribution to the war effort cannot be entirely measured in precise numerical terms but some idea of the vastness of the industry's energy can be coned from a summary tabulation of announcements and programs of local origin during the months of May, June and July compiled by the NAB.

### Many Spots

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

Army—122,120 spots; 50 3-min. live; 970 5-min. live; 210 10-min. live; 3690 15-min. live; 80 25-min. live; 830 30-min. live; 10 45-min. live; 10 55-min. live; 220 60-min. live; 20 90-min. live; 20 5-min. ET; 9,494 15-min. ET; 10 30-min. ET.

Navy—137,200 spots; 2,610 5-min. live; 200 10-min. live; 4,240 15-min. live; 610 30-min. live; 10 45-min. live; 10 85-min. live; 60 5-min. ET; 5,740 15-min. ET; 820 30-min. ET.

Marines—90,320 spots; 860 5-min. live; 30 10-min. live; 4,840 15-min. live; 30 20-min. live; 350 30-min. live; 52,050 15-min. ET; 80 30-min. ET.

Coast Guard—68,270 spots; 160 15-min. live.

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

Recr. Shipyard Workers (July)—3,280 spots; 20 15-min. ET.

Health in Wartime & Recr. Nurses & Docs.—43,570 spots; 50 5-min. live; 630 10-min. live; 1,001 15-min. live; 20 25-min. live; 20 30-min. live; 20 15-min. ET.

War Industry Train. Info.—327,250 spots; 190 5-min. live; 10 10-min. live; 840 15-min. live; 10 30-min. live; 300 5-min. ET.

Treasury—510,090 spots; 20 3-min. live; 1,030 5-min. live; 10 10-min. live; 1,760 15-min. live; 10 25-min. live; 600 30-min. live; 20 45-min. live; 280 60-min. live; 10 90-min. live; 62,440 15-min. ET; 20 30-min. ET.

Army Emergency Relief—16,220 spots; 70 5-min. live; 30 10-min. live; 160 15-min. live; 30 30-min. live.

USO—73,340 spots; 680 5-min. live; 90 10-min. live; 1,250 15-min. live; 10 25-min. live; 600 30-min. live; 10 60-min. live; 10 180-min. live.

Red Cross—58,100 spots; 50 3-min. live; 150 5-min. live; 160 10-min. live; 880 15-min. live; 60 30-min. live; 10 15-min. ET; 10 180-min. ET.

Civil. Defense (all kinds)—53,980 spots; 40 3-min. live; 3,760 5-min. live; 1,210 10-min. live; 4,140 15-min. live; 10 25-min. live; 160 30-min. live; 20 45-min. live; 10 60-min. live; 10 10-min. ET; 90 15-min. ET.

Don't Spread Rumors—5,650 spots; 10 10-min. live; 270 15-min. live; 10 30-min. live.

Victory Gardens—7,620 spots; 400 5-min. live; 260 10-min. live; 310 15-min. live.

The Home Front—Live Local—120 5-min. live; 810 15-min. live; 1,170 30-min. live.

You Can't Do Business With Hitler—10,140 15-min. ET.

Neighborhood Call—1,310 15-min. ET.

This Is Our Enemy—500 30-min. ET.

Three Thirds of the Nation—130 30-min. ET.

OWI—OEM—OPA—Some AGR—191,520 spots; Total Prgms. Various Lengths—20,490; 4,370 15-min. ET.

Other Gov. Agencies—65,210 spots (live & ET); 240 3-min. live; 1,830 5-min. live; 350 10-min. live; 11,260 15-min. live; 220 25-min. live; 2,740 30-min. live; 10 30-min. live; 110 45-min. live; 10 55-min. live; 90 60-min. live; 10 80-min. live; 30 3-min. ET; 400 5-min. ET; 10 10-min. ET; 4,020 15-min. ET; 630 30-min. ET; 30 45-min. ET; 30 60 min. ET.

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



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

### Bronson Aide to Ryan

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

### Fould's Midwest Test

FOULD'S MACARONI Co. Libertyville, Ill., will start a 13-week test campaign about Sept. 15 in eight Midwest markets. Musical Sonovox announcements will be used at the end of the week six to 18 times weekly on WMAQ and WGN, Chicago; WFBM, Indianapolis; WKRC, Cincinnati; WBNS, Columbus; WTOL and WSPD, Toledo; WOOD, Grand Rapids, Mich. Streetcar cards will be used in two other cities. Agency is Campbell-Ewald, Chicago.

### Serial Transfer

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

### Pet Milk Discs

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

# Religious Organizations Take Two Spots on MBS

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

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

### MBS Billings Up

MUTUAL Billings for the first eight months of 1942 are \$6,384,634, an increase of 58.63% over the corresponding period in 1941 when the total was \$4,024,680. Billings for August were \$518,226, representing a drop of 2.61% over figures for August of last year, \$532,056.

### Stephano Shift

STEPHANO BROS., Philadelphia (Marvels cigarettes), on Sept. 28 will replace *Salute to Victory*, quarter-hour interviews of servicemen on WBBM, Chicago, six days a week, with a five-minute and quarter-hour newscast six days weekly on WBBM.



## What a difference the INTRODUCTION makes!

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

### It's the RIGHT Introduction

This Central Illinois market knows WMBD—and WMBD knows this market, too. We'll gladly send you any information you'd like to have. Just drop a line to WMBD, Peoria, Ill.



### AFTERNOON LISTENERS IN Peoria!

WMBD gives you the only complete coverage for Peoria. C. C. Chappelle surveys for morning and night periods show similar dominance.

50.3% — WMBD
20.7% — Station "A"
10.8% — Station "B"
8.4% — Station "C"
8.9% — Station "D"
3.9% — All others



WMBD is a member of CBS network



# KFQD

## ANCHORAGE

# Alaska

LOCATION

"The Nerve Center"

Hub of Alaska Activities  
Low Rates - Real Results

Representatives

**ROMIG FULLER**  
1411 Fourth Ave.  
Seattle, Wash.

**KTAR**  
Arizona BROADCASTING CO. Inc.  
PHOENIX, ARIZONA  
Represented Nationally by  
PAUL H. RAYMER COMPANY

ABC OF RADIO  
 \*\*KTAR-Phoenix 249  
 \*\*KVOA-Tucson 1250 KC  
 \*\*KYUM-Yuma 1240 KC  
 \*\*KGLU-Safford 1470 KC  
 \*\*KCBJ-Jerome 1240 KC  
 \*\*KWJG-Globe 1240 KC  
 \*\*KYCA-Prescott 1240 KC  
 \*\*NBC RED and BLUE Network Stations  
 \*\*Other ABC Stations

NBC UP News

# WRAC

WILLIAMSPORT, PENNA.

The station that's doing a  
selling job in a growing  
industrial, farm and war  
producing market.

Representatives

**J. P. McKINNEY & SON**

# KSTP

## 50,000 WATTS

## CLEAR CHANNEL

Exclusive NBC Outlet

MINNEAPOLIS • SAINT PAUL

Represented Nationally by Edw. Petry Co.

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

**Maj. Murray Recommended for Post of Director General**  
APPOINTMENT of Rev. Dr. J. S. Thomson, president of Saskatchewan U and a member of the board of governors of the Canadian Broadcasting Corp. since February 1940, to the post of general manager of the CBC, was recommended by the CBC board at its Aug. 28 meeting at Ottawa.

The board also recommended that Maj. Gladstone Murray, present general manager, be appointed to a new position of director-general of broadcasting for Canada which "would permit him to devote his time to creative work of the CBC and the development of programs". Dr. Augustin Frigon's status as assistant general manager is not affected by the proposed changes, which go to the Dominion Government as recommendations and, if accepted, become effective Nov. 2.

### New Murray Support

While these recommendations were announced by the CBC board following its Ottawa meeting, Gladstone Murray has in recent weeks received considerable support from various influential organizations who have telegraphed Prime Minister Mackenzie King to retain him. It is also understood that some men in the broadcasting industry have been suggested to cabinet members as general manager, including Reg Brophy, general manager of the Canadian Marconi Co. and formerly with NBC, and Ernest Bushnell, present program chief of CBC.

The recommendations by the CBC board follow the report of the Parliamentary Committee on Broadcasting that a new position be found for Maj. Murray and a new general manager be appointed. It also recommended that labor and agriculture be represented on the CBC board of governors.

Under the new setup, Dr. Thomson will attend to the business end of the CBC while Major Murray will look after the planning of programs and the general directing of broadcasting. The reorganization is believed to be more along the lines of the BBC, which for years has been directed by two chief executives, one administrative and the other creative. Maj. Murray is expected to devote his time also to public relations, station relations, news and international programs. He will continue to draw the same salary, \$14,000.

Dr. Thomson, who has applied for leave of absence from the University of Saskatchewan to take over the post, would be appointed for one year, Rene Morin, CBC board chairman, announced following the Ottawa meeting. Dr. Thomson was born in 1892 at Stirling, Scotland, and was graduated from Glasgow U and Cam-



DR. THOMSON

bridge U. He served as combat officer in World War I with the Queen's Own Cameron Highlanders and rose to captain. He came to Canada in 1930 to take a position as professor of philosophy and systematic theology at Pine Hill United Church Divinity College, Halifax. From there he went to Saskatoon in 1937 as president of the U of Saskatchewan.

### Board Meets Nov. 2

Gladstone Murray has been general manager of the CBC since its inception on Nov. 2, 1936. Prior to that he was with the British Broadcasting Corp. as public relations and publications director, and had been called by the Canadian government in 1932 and 1933 to make recommendations for a nationally-owned broadcasting system.

Rene Morin, in announcing that the next CBC board meeting would be held in Ottawa on Nov. 2, stated that "as a result of their deliberations, the members (of the CBC board) agreed that the public interest in relation to broadcasting in Canada would be served best by making such a change in the existing set-up as will make for greater efficiency in the institution."

Stricter control of radio advertising was promised by Dr. Thomson, in his first statement. "The whole question of advertising in radio should be reviewed and perhaps overhauled," he said, adding "that a survey of the entire program structure of the CBC is likely".

### Dr. Thomson on Advertising

Just what that control of advertising will take is not known, but Dr. Thomson has been outspoken in his feelings on the subject of radio advertising. In a

paper presented some time ago, before personnel problems became acute due to manpower shortage, on "The New Policy for Radio," he stated:

"The most disquieting feature in the development of radio has been the domination of the programs by the interests of salesmanship. The incessant stream of adjectival entreaties to buy this or that product has a vulgar and depressing influence on any intelligent mind. The public has become weary and disgusted, tolerating the sentimental vendors of various merchandise with patient indulgence which hardly any longer conceals the contempt into which radio is rapidly degenerating. If radio is to develop as a genuine art, some dealing must be taken with this aspect of the business.

### Aural Journalism

"The analogy we must draw is no longer between the radio and the movies, but rather between radio and journalism. Radio has been described as a new extension of the art of the theatre; it is also a new development in what may be called aural journalism. Indeed the newspaper business is notoriously uneasy about the growing power of radio, and, from its point of view, rightly so."

## CBC Information Post Goes to Wells Ritchie

WELLS RITCHIE has been appointed press and information representative of the Canadian Broadcasting Corp. national program offices at Toronto, succeeding Sven Blangsted, who recently resigned as assistant to E. A. Weir, supervisor of the Press and Information Department. Ritchie is an original member of the CBC National



Mr. Ritchie

News Service, writing the first news bulletin to go out over the CBC service at 6:30 a.m. on Jan. 1, 1941.

Before joining the CBC Ritchie had operated the Central News Bureau at Toronto as a publicity organization, and had been Toronto Bureau manager and Ontario representative of Transradio Press. He started in newspaper and publicity work in New York, did work for the *New Yorker* magazine and for a house organ of the New York Telephone Co. A native of Toronto, he returned to start several weeklies there, write theatrical and movie comments. He studied journalism at New York U.

THERE'S MORE FOR YOUR MONEY AT  
**CFNB**  
FREDERICTON-N.B.  
1000 WATTS—BASIC C.B.C. OUTLET  
WEED and CO.—U.S. Representatives

CFNB Signal Strength increased 25%

BOSTON  
N.Y.

## Canadian Broadcasters Included In New Rules Of Selective Service

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

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

## Canada's New Board

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

## Wander Shifts 'Midnight' To New Spot on the Blue

WANDER Co., Chicago, sponsor of *Captain Midnight* on MBS for two years, shifts the five-weekly adventure serial to BLUE for a 39-week run, starting Sept. 28, for Ovaltine. Show occupies the 5:45-6 p.m. spot, the same period previously used on Mutual. *Captain Midnight* was sponsored by Skelly Oil Co. for two years prior to going on the air for Ovaltine.

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



THE ARMY TOOK OVER "The Old Hayloft", home of *The WLS National Barn Dance* since March 1932, while *The Barn Dance* moved to the Chicago Civic Opera building last week as the Eighth Street Theatre was turned into a schoolhouse for radio technicians of the Army Air Force. Glenn S. Snyder, manager of WLS, turns his theater keys over to Colonel A. Lindeburg, executive officer of the school in Chicago's Stevens and Congress hotels, while Harold Safford (left), WLS program director, and Major Alfred Adams (right), officer in charge of activities in the theater, look on.

## Paul Searles in Navy

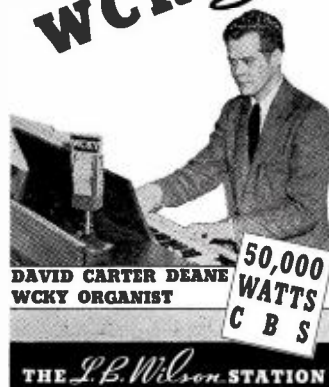
PAUL D. SEARLES, technician at KGW-KEX, Portland, Ore., has been commissioned an ensign in the Naval Reserve, and called to active duty. Mr. Searles, formerly a professor of radio at Oregon Institute of Technology, had been with KGW-KEX over a year. He will be stationed in New York and Mrs. Searles,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



## Dairy Series

BELL BROOK Dairies, San Francisco (Bell Brook Milk), recently started a campaign, using transcribed and live announcements on KQW KFRC KJBS KPO KGO several times weekly and in addition participations on home economies programs of Ann Holden on KGO and Emily Barton on KFRC. Agency is Botsford, Constantine & Gardner, San Francisco.

Another  
**WCKY Star**



DAVID CARTER DEANE  
WCKY ORGANIST

THE J.B. Wilson STATION

RUBIN'S Inc., Chicago (women's apparel), on Sept. 13 will start sponsorship for 52 weeks of *Stars of Tomorrow*, half-hour amateur program game Sundays on WGN, Chicago. Three wrist watches will be awarded to winning contestants each week and runners-up will receive War Stamp bouffonieres. Agency is Malcolm-Howard Adv. Agency, Chicago.

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

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

**WHEB**  
Portsmouth, New Hampshire  
Nat. Reps.: JOSEPH HERSHEY M'GILLVRA  
Boston Rep.: BERTHA BANNAN

**WRVA COVERS  
NORFOLK AND COVERS  
RICHMOND, VIRGINIA  
WITH 50,000 WATTS  
BOTH DAY AND NIGHT  
COLUMBIA NET WORK**

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE



## Actions of the FEDERAL COMMUNICATIONS COMMISSION

AUGUST 29 TO SEPTEMBER 4 INCLUSIVE

### Decisions . . .

#### SEPTEMBER 1

**WNOX, Knoxville**—Granted modification of construction permit for changes in directional antenna; on Commission's own motion granted 30 day extension for completion.

**KVOE, Santa Ana, Cal.**—Denied petition to grant application and designated said application for hearing.

**WVRL, Long Island, N. Y.**—Granted in part modification of construction permit to unlimited time on present power; dismissed application for modification as modified for extension of completion date.

**WTRF, Rockford, Ill.**—Designated for hearing application for modification of construction permit pursuant to memorandum opinion of 4-27-42.

#### SEPTEMBER 2

**KSUB, Cedar City, Utah**—Granted motion to dismiss application without prejudice; denied request of petitioner to return application to petitioner.

**NEW, Beauford, Texer, Waco, Tex.**—Granted request to continue hearing to 9-21-42.

#### SEPTEMBER 3

**WHKY, Hickory, N. C.**—Granted modification of construction permit for extension of completion date to 11-5-42.

**KHSL, Chico, Cal.**—Same to 10-16-42.  
**WAGA, Atlanta**—Same to 3-17-43.  
**KGDM, Stockton, Cal.**—Same to 10-20-42.

### Applications . . .

**WJAS, Pittsburgh**—Modification of construction permit for extension of completion date to 11-27-42.

**KPAB, Laredo, Tex.**—Voluntary assignment of license to Laredo Broadcasting Co. **NEW, Laredo Broadcasting Co., Laredo, Tex.**—Construction permit for new station on 1490 kc. with 250 watts unlimited time.

**KTRH, Houston**—Modification of construction permit for extension of completion date to 3-10-43.

**KMPC, Beverly Hills, Cal.**—Modification of construction permit for adjustment of directional antenna system and extension of completion date.

#### SEPTEMBER 1

**W47P, Pittsburgh**—Modification of license to change corporate name to WWSW Inc.

#### SEPTEMBER 2

**WCAO, Baltimore**—Modification of construction permit for extension of completion date to 10-3-42.

**KIDD, Boise, Ida.**—Voluntary assignment of license from Frank L. Hill as surviving co-partner of Hill and Phillips, co-partners, and Georgia Phillips, executrix of estate of C. G. Phillips, deceased, to Georgia Phillips, d/b as Boise Broadcast Station.

#### SEPTEMBER 3

**WDEL, Wilmington**—Modification of construction permit for extension of completion date to 10-17-42.

**KORE, Eugene, Ore.**—Voluntary assignment of license from Frank L. Hill, as surviving co-partner of Hill & Phillips, co-partners, and Georgia Phillips, executrix of estate of C. G. Phillips, deceased, to Frank L. Hill and Violet Hill, co-partners, d/b as Eugene Broadcast Station.

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

### Tentative Calendar . . .

**NEW, Butler Broadcasting Corp., Hamilton, O.**—CP for new station on 1420 kc. with 250 watts unlimited (Sept. 9).

**WGKV, Charleston, W. Va.**—CP for new station on 1490 kc. with 250 watts unlimited (Sept. 11).

### Radio Sailorettes

A GROUP of 470 women sailors will be assigned Nov. 1 to the U of Wisconsin for a radio training course, it was announced last week. They will be enlisted in the V-10 group of the Naval Reserve.



EASY to remember is license number of John Cherpack, engineer of WKBN, Youngstown. Through cooperation of the Ohio Highway Department, Engineer Cherpack has number "570-KC". Of course, 570 kilocycles is the wavelengths of WKBN. To top it, Cherpack had an additional plate with station call letters.

**AIR FARM FAIR**  
Program of KVOO Will Cover  
Entire Primary Area

EMBRACING remote broadcasts daily from 34 Oklahoma counties, the *Farm Fair of the Air* will begin on KVOO, Tulsa, Sept. 8 to continue through Oct. 31.

Sam Schneider, KVOO farm editor; Howard Phillips, engineer; Doc Hull, farm department announcer; and Hank Stanford, cowboy singer, will make up the station contingent which will tour the counties during the program. Five broadcasts daily of 15 minutes each will be devoted to interviewing 25 to 30 farm leaders and farmers in each county on contributions to the war agriculture program. The KVOO crew will also supplant local fairs cancelled because of war reasons.

On the tour the KVOO group will set up a war bond and stamp booth in each county seat during the day of broadcasts and will also conduct a survey among farmers aimed to determine farm listening habits. The tour will wind up in Stillwater at the annual county agents' meeting, it was said, and from there will salute six other counties which have requested participation in the Fair of the Air but which were out of the KVOO primary coverage area.

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

## Network Accounts

All time Eastern Wartime unless indicated

### New Business

**R. J. REYNOLDS TOBACCO Co., Winston-Salem** (Camel cigarettes), on Oct. 8 starts a new program with Bud Abbott and Lou Costello on NBC, Thurs., 7:30-8 p.m., replacing *How'm I Doin'* now in that spot on 95 NBC stations. Agency: William Esty & Co., New York.

**PETER PAUL Inc., Naugatuck, Conn.** (Mounds, Ten Crown gum), on Oct. 5 starts for 52 weeks, newcast on 6 CBS Pacific Coast stations (KNX KQW KARM KROY KOIN KIRO), Mon., Wed., Fri., 5:45-6:55 p.m. (PWT). Agency: Brisacher, Davis & Staff, San Francisco

**L. O. GROTHE Ltd., Montreal** (tobacco), on Sept. 15 starts *Variety Ensemble* on CBF, Montreal; CBV, Quebec; CBJ, Chicoutimi, Que.; CJRR, Rimouski, Que.; CKCH, Hull, Que.; Tues and Thurs. 7:45-8 p.m. Agency: Canadian Advertising Agency Ltd., Montreal.

**QUAKER OATS Co., Peterborough, Ont.** (Quaker products), on Sept. 14 starts *Bill Sesant* on CKAC, Montreal; CHRC, Quebec; Mon. Wed., Fri., 4:45-5 p.m. Agency: Lord & Thomas of Canada Ltd., Toronto.

**QUAKER OATS Co., Peterborough, Ont.** (Quaker products), on Oct. 27 starts *Pouletabilla* on CKAC, Montreal; CHRC, Quebec; Tues. 8-8:30 p.m. Agency: Lord & Thomas of Canada Ltd., Toronto.

**WANDER Co., Chicago** (Ovaltine), on Sept. 28 starts *Captain Midnight* on 76 BLUE stations, Mon. thru Fri., 4:45-5 p.m. Agency: Blackett-Sample-Hummert, Chicago.

**HOWARD CLOTHES, New York** (retail clothing chain) on Sept. 23 starts Henry Hull, actor, in *True Story* dramatizations, on 8 MBS stations, Wed., 3:30-9 p.m. Agency: Redfield-Johnstone, N. Y.

**VICK CHEMICAL Co., New York** (Vaporub), on Sept. 14 starts *Gene & Glen* on 5 New England Regional Network stations for 26 weeks, Mon. Wed., Fri., 9:45-10 a.m. Agency: Morse International, N. Y.

**STANDARD BRANDS, New York** (Royal Desserts, Royal Baking Powder), on Oct. 5 starts *The O'Neills* on 126 NBC stations, Mon. thru Fri., 10:15-10:30 a.m. Agency: Tied Bates Inc., N. Y.

**C. F. MUELLER Co., Jersey City, N. J.** (macaroni) on Sept. 16 starts *Morning Market Basket* on 20 BLUE stations, Wed., Thurs. and Fri., 10:15-15 a.m. Agency: Duane Jones Co., N. Y.

**PLOUGH Inc., Memphis** (drug products), on Oct. 3 starts *Don't Believe It* on 8 CBS Pacific Coast stations (KNX KQW KARM KROY KOIN KIRO KFFY KGDM), Sat., 9:45-10 p.m. Agency: Lake-Spiro-Shurman, Memphis.

### Renewal Accounts

**STERLING PRODUCTS Inc., New York**, on Sept. 21 renews *Lorenzo Jones* on 52 NBC stations, shifting advertising from Danderine to Phillips Cream, and continuing for Phillips Milk of Magnesia, Mon. thru Fri., 4:30-4:45 p.m. Agency: Blackett-Sample-Hummert, Chicago.

**STERLING PRODUCTS Inc., New York**, on Sept. 21 renews *Stella Dallas* on 52 NBC stations for Dr. Lyons Toothpowder, Mon. and Tues., 4:15-4:30 p.m. and for Bayer Aspirin, Wed., Thurs. and Fri., 4:15-4:30 p.m. Agency: Blackett-Sample-Hummert, N. Y.

**CAMPANA SALES Co., Batavia, Ill.** (Campagna's balsm. Drosk'n, hair cream), on Oct. 4 will resume *The First Nighter*, and will shift to 125 MBS stations, Sundays, 5-6:30 p.m. from 54 CBS stations, Fridays, 9:30-9:55 p.m., period occupied when it went off June 1 for the summer. Agency: Aubrey, Moore & Wallace, Chicago.

**MILES LABS., Elkhart, Ind.** (Alka-Seltzer), on Oct. 3 will renew *The National Barn Dance*, on 68 NBC stations Saturdays, 9-9:30 p.m. Agency: Wade Adv. Agency, Chicago.

**MILES LABS., Elkhart, Ind.** (Alka-Seltzer), on Sept. 28 will renew for 52 weeks *Lum & Abner*, on 67 BLUE stations, Mon. thru Thurs., 8:15-8:30 p.m. Agency: Wade Adv. Agency, Chicago.

**MILES LABS., Elkhart, Ind.** (Alka-Seltzer), on Sept. 27 renews for 52 weeks *The Quiz Kids*, on 67 BLUE stations, Sundays, 7:30-8 p.m. with rebroadcast 9-9:30 p.m. (PWT). Agency: Wade Adv. Agency, Chicago.

**DELAWARE, LACKAWANNA & WESTERN Coal Co., N. Y.** (Blue Coal), late in Sept. renews *The Shadow* on MBS Sunday 5:30-6 p.m. Agency: Ruthrauff & Ryan, N. Y.

**PARKER PEN Co., Janesville, Wis.** (Quink) on Sept. 26 renews Eric Sevareid, news commentator, on 57 CBS stations, Sat., and Sun., 8:55-9 p.m. Agency: J. Walter Thompson Co., N. Y.

### Network Changes

**LEVER BROS., Cambridge, Mass.** (Rinso), on Sept. 6 for 4 weeks replaces *The Remarkable Miss Crandall* with Lionel Barrymore in the *Mayor of the Town* on 81 NBC stations, Sun., 7-7:30 p.m. and on Oct. 7 shifts the latter show to 114 CBS stations, Wed., 9:30-10 p.m. Agency: Ruthrauff & Ryan, N. Y.

**GENERAL FOODS Corp., New York**, shifts product for *When a Girl Marries*, from Calumet to Diamond Crystal salt, Mon. and Fri., 5-5:15 p.m., continuing *With Baker's Chocolate*, Tues., Wed. and Thurs. at that time. Agency: Benton & Bowles, N. Y.

**COLGATE-PALMOLIVE-PET Co., Jersey City** (Super Suda), on Sept. 25 discontinues *Story of Beas Johnson* on 67 NBC stations, 10-10:15 a.m. (rebroadcast 12-12:15 p.m.). Agency: William Esty & Co., N. Y.

**IRONIZED YEAST Co., Atlanta** (yeast), on Oct. 6 replaces *Are You a Missing Hair* with *Lights Out* on 75 CBS stations, Tues., 8-8:30 p.m. (repeat 11:30-12 p.m.). Agency: Ruthrauff & Ryan, N. Y.

**GENERAL CIGAR Co., N. Y.** (White Owl cigars), on Sept. 24 replaces Raymond Gram Swing on MBS Mon., Thurs., 10:10-15 p.m., with Raymond Clapper. Agency: J. Walter Thompson Co., N. Y.

**PROCTER & GAMBLE Co., Toronto** (Ivory and Oxidol), on Aug. 17 changed *La Pension Velder* on 3 Canadian Broadcasting Corp. French stations Mon. thru Fri. from 7-7:15 p.m. to 7:15-7:30 p.m. Agency: Compton Adv., N. Y.

**CARNATION Co., Toronto** (milk) on Aug. 31 changed *Quart Heure de Detant* on 4 Canadian Broadcasting Corp. French stations from Tues. and Thurs. 10:30-10:45 a.m. to 10:45-11 a.m. Agency: Baker Adv. Agency, Toronto.

**S. C. JOHNSON Co., Brantford, Ont.** (floor wax) on Aug. 31 changed *Le Vieux Maitre de Ecole* on 3 Canadian Broadcasting Corp. French stations Mon., Wed., and Fri. from 10:30-10:45 a.m. to 10:45-11 a.m. Agency: Vickers & Benson, Montreal.

**PROCTER & GAMBLE Co., Cincinnati** (Oxydol), on Sept. 28 will replace *Woman in White* on 59 CBS stations Mon. thru Fri., 1:15-1:30 p.m., with *Ma Perkins*, also to continue on 80 NBC stations Mon. thru Fri., 3:15-3:30 p.m. Agency: Blackett-Sample Hummert, Chicago.

## Gosch Named Producer For New Camels Series

MARTIN GOSCH will produce the new weekly half-hour variety show featuring Bud Abbott and Lou Costello, comedians, which starts Oct. 8 under sponsorship of R. J. Reynolds Tobacco Co., Winston-Salem, N. C. (Camels), on approximately 100 NBC stations, Thursday, 7:30-8 p.m. (EWT), with West Coast repeat, 7-7:30 p.m. (PWT). He will also collaborate with Howard Harris on scripts, with other writers including Don Prindle and John Grant. Leith Stevens has been signed as musical director.

Hal Hackett, radio director of Music Corp. of America, New York, is currently in Hollywood conferring with Eddie Sherman, business manager of the comedy team, and Richard Marvin, radio director of William Esty & Co., New York agency servicing the tobacco account. They are lining up additional talent for the packaged deal show. It is understood that Betty Rhodes will have the featured vocal spot. Program takes over the NBC time currently held by Bob Hawk's *How'm I Doin'*? also sponsored by the tobacco firm. New show is reported as costing sponsor in the neighborhood of \$10,000 per week.



RAY BARRETT and Ed O'Connor, announcers of WIBC, Hartford, will be the seventh and eighth members of the station's staff to go into war service. Those already in military service or working for the government in civilian capacity are Bob Provan and Elliot Miller, announcers; Stanley Peer, control operator; and Kenneth McLeod, Carl Milner, and Larry Grant, transmitter engineers.

WILLIAM A. BLEES, until recently general sales manager of the Nash Motors Division of Nash-Kelvinator Corp., Detroit, has joined Young & Rubicam, New York, as an account executive. Prior to his position with Nash, Blees was vice-president and general manager of J. Stirling Getchell Inc., Detroit, and had previously served as vice-president in charge of sales of Buick Oldsmobile and Pontiac for General Motors Corp.

# CLASSIFIED

## Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge \$1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington, D. C.

### Help Wanted

**Chief Engineer-Executive**—Who in effect would be assistant manager if capable. In most desirable location with comfortable living, 10 kw operation, new and latest equipment just installed. Must have thorough knowledge of technical operation and ability to handle men. Right party probably should be married, with children, wanting permanent location with opportunity to expand. If he is not now employed, he probably is not the right type. Box 823, BROADCASTING.

**Experienced Engineer**—First class license. Also announcer or combination announcer-engineer. WLAG, LaGrange, Georgia.

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

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

**Excellent opportunity**—For a hustler, who can sell and announce, to manage and operate Remote Studio in town of fifteen thousand people. Salary and percentage; Delta territory; Business excellent; New equipment ready to go. Need Action. Write or wire KFFA, Helena, Arkansas.

**Wanted**—Attractive young lady, experienced, who is able to handle women's program, and continuity on progressive Mutual New England Station. Time of essence. Wire or write qualifications, starting salary, availability. Box 820, BROADCASTING.

**SALESMAN WANTED**—Excellent opportunity. Good financial arrangement. WJTN, Jamestown, New York.

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

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

**Operator**—For Indiana station. State age, education, experience, draft status, expected salary and availability for interview. Box 807, BROADCASTING.

**All-around announcer**—Immediately. Ad lib ability, writing experience helpful. Send voice recording and complete details to WLDS, Jacksonville, Illinois.

**Three Operators Wanted**—First or second class, first preferred, at Paducah, Hopkinsville and Henderson, Kentucky. Wire Pierce Lackey, WPAD, Paducah, Ky.

**CONTROL ENGINEER**—Excellent opening for alert experienced man in a busy control room. Box 805, BROADCASTING.

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

### Help Wanted (Continued)

**Announcer and Engineer**—Eastern local wants draft exempt, sober announcer; also licensed operator. Advise salary expected, references and availability date. Box 813, BROADCASTING.

**Engineer**—Male or female, progressive network station in Alabama. Send photo, details and salary required first letter. Box 822, BROADCASTING.

**TECHNICIANS**—With Studio or Transmitter Experience, and License. Register at once. Many vacancies large Eastern Cities. American Communications Assn. 1626 Arch, Philadelphia.

### Situations Wanted

**Announcer**—Script-copy writer. Three years experience. N. Y.—radio major. Versatile! Box 810, BROADCASTING.

**ASSISTANT MANAGER**—35, 3-A, experienced programming, traffic, operations, management. Capable, dependable right-hand man, finest references. Box 815, BROADCASTING.

**STATION MANAGER**—Experienced in every department Independent and Network local. Married, dependents, age 31. References. Box 806, BROADCASTING.

**Radio Engineer**—First class license. Eight years experience including operation, maintenance five kilowatt. Wide experience in every department including deep, well trained announcing voice. Box 811, BROADCASTING.

**Engineer**—Restricted License-Program Man—Can Announce. Five Years' Experience. References. Married. 4F Draft. Florida or South. Box 809, BROADCASTING.

**Woman**—Excellent air personality; fine voice; now employed handling daily woman's program, gossip program and copy. Versatile; knows music; can sell. Box 819, BROADCASTING.

**Sports-Writer**—Young, energetic, 3 years radio experience. Seeks across-the-board spot as sports commentator. Dramatic school background. Audition. Recordings on request. Draft exempt. Box 808, BROADCASTING.

**YEARS' EXPERIENCE**—In writing, producing, announcing. Want good, permanent employment with progressive station. I.Q.-146. Draft exempt. Box 804, BROADCASTING.

**Combination**—Everything except engineering. Ten years' experience. 3A. Box 803, BROADCASTING.

**Program Director-Announcer**—Small southern station, would like to move west coast. Knows programming, management, sports, continuity, music. Accurate announcing. Draft deferred. Box 821, BROADCASTING.

### Wanted to Buy

**Modulation Monitor**—FCC approved. State make, condition and cash price. Box 818, BROADCASTING.

### For Sale

**RCA Portable Recording Equipment**—Velocity microphones, amplifiers, VU meter. Box 814, BROADCASTING.

## Radio Roundup

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

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

## Holiday Mail

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

**CRYSTALS by HIPOWER**

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

**HIPOWER CRYSTAL CO.**  
Sales Division—205 W. Wacker Drive, Chicago  
Factory—2035 Charleston Street, Chicago, Ill.

# PROFESSIONAL DIRECTORY

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

**McNARY & WRATHALL**  
CONSULTING RADIO ENGINEERS  
National Press Bldg. DI. 1205  
Washington, D. C.

**JOHN BARRON**  
Consulting Radio Engineers  
Specializing in Broadcast and Allocation Engineering  
Earle Building, Washington, D. C.  
Telephone NATIONAL 7757

**PAUL F GODLEY**  
CONSULTING RADIO ENGINEERS  
MONTCLAIR, N.J.  
MO 2-7859

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

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Washington, D. C.

**CLIFFORD YEWDALL**  
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Particularly Adapted to Radio

**Frequency Measuring Service**  
EXACT MEASUREMENTS  
ANY HOUR—ANY DAY  
R.C.A. Communications, Inc.  
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Radio Engineering Consultants  
Frequency Monitoring  
**Commercial Radio Equip. Co.**  
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Main Office: 7134 Main St. Kansas City, Mo.  
Crossroads of the World  
Hollywood, Cal.

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

# BROADCASTING FOR RESULTS!

## Radio Specialists For Army Needed

50,000 Experts Required To Service Air Forces

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

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

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

### 'Shoulder Muscles'

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

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

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

### Transmitter Bovines

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

## Army Air Forces Asks Stations To Plug ESMDT Radio Course

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

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

### Deferred for Course

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

Those entering the Air Force

Enlisted Reserve are automatically deferred until the course of instruction is completed. Those who satisfactorily complete Part I of fundamentals of radio are permitted to enroll in Part II. In no case will deferment exceed nine months.

Broadcasters are requested to take a leading part in the organization of new ESMDT radio courses. In so doing they will contribute vitally in the nation's war effort. At the same time they will assist materially in alleviating the ever increasing shortage of technicians in the broadcasting industry.

Col. Marriner also pointed out that it is now possible for trained communications personnel to enlist directly for communications in the Army Air Forces. Those desiring to enlist may do so by contacting their local recruiting officer, or by writing to the Director of Communications, Headquarters, Army Air Forces, Washington.

### "Optimists" to Use Discs

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

### Jantzen Test

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

### Purity Bakeries Revise Ad Setup In 14 Markets

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

Advertising in the following markets will continue to be handled by Campbell-Mithun, Minneapolis: St. Paul, Minneapolis, Duluth, Cincinnati, Hamilton, O., Indianapolis, Louisville, Memphis, Nashville, Burlington, Ia., Des Moines, Columbus, Akron. Advertising plans had not been formulated.

## HALLICRAFTERS GET ARMY-NAVY EMBLEM

HALLICRAFTERS Co., Chicago, radio equipment manufacturers now converted entirely to the manufacture of war equipment, have been awarded the Army-Navy "E" for "high achievement in production", W. J. Halligan, president, announced.

In a letter of notification from Under Secretary of War Robert P. Patterson, the company was complimented for its work on government contracts. "The high and practical patriotism of the men and women of The Hallcrafters Co. is inspiring," Secretary Patterson wrote. "Their record will be difficult to surpass, yet the Army and Navy have confidence that it was made only to be broken".

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

### Avoset Feeler

AVOSET Inc., San Francisco (Avoset whipping cream) has started a test campaign in Portland, Ore., using a series of transcribed spot announcements on KOIN KGW KWJ and KALE and in addition home economics participations on KGW. The campaign is to run through October. In addition to the mainland test campaign Avoset is using transcribed spots on KGMB and KGU, Honolulu; KINY, Juneau, and KFAR, Fairbanks, Alaska and HP5G-HOA-HOP, Panama, C. Z. Agency is Botsford, Constantine & Gardner, San Francisco.

### Beet Sugar Series

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

LOCAL civilian defense in action under air raid conditions has been filmed under the direction of Clair Weidenaar, of WOWO-WGL, Fort Wayne. Sound track narration was by Paul Roberts, also of WOWO-WGL.

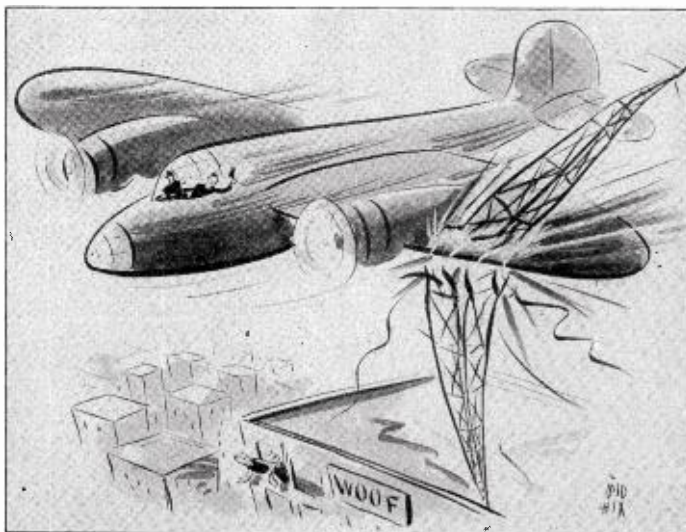
### EMPLOYEES' SHOW

Corning Glass Works Series

—Uses Worker Talent—

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

Broadcast from Corning by remote control, the show was designed as a vehicle of entertainment for Corning Glass Works families. Mr. Smith holds auditions at the plant, with the assistance of Joe Short, WHCU program director.

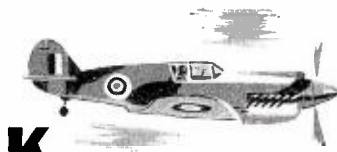


Drawn for BROADCASTING by Sid Hix

"It Must Be Bill! He Said the Boss Would Really Know It When He Got His Wings!"

# KWIK KWIZ

## FOR AIR-WISE ADVERTISERS



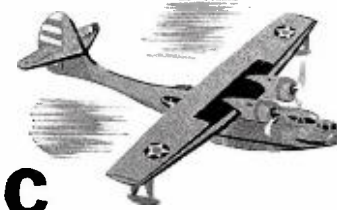
**K** .....



**M** .....



**B** .....



**C** .....

Some call it "air force"—to others it's simply KMBC advertising. At any rate, it's the power that sends sales soaring higher and higher in the Midwest these days. When you take off with KMBC, you go places because you've got the services of by far the largest radio staff in Kansas City . . . the highest quality in programs and production . . . the strongest, most consistent promotion . . . and of course, the assurance that KMBC leads in Kansas City listeners more often than any other station. Fact is, KMBC measures first in this area by nine standards of station superiority. For a quick flight to sales heights, call in a Free & Peters man and reserve space on this "9 Way the Winner" station. From then on . . . it's happy landings!

# KMBC OF KANSAS CITY

FREE & PETERS, INC.

CBS BASIC NETWORK

**THE ANSWERS**  
K IS FOR "KITTYHAWK"  
(R.A.F. Fighter)  
M IS FOR "MUSTANG"  
(British Fighter)  
B IS FOR "BUFFALO"  
(U. S. Navy Fighter)  
C IS FOR "CATALINA"  
(British Sea Bomber)





# announces A PLAN TO HELP

## YOU GET THE TUBES YOU NEED

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

With amateurs "off the air" for the duration, it is obvious that here is an important reservoir of needed tube types which, even though partially used, might still prove invaluable to commercial stations. Through the QST advertisement illustrated here, as well as through individual efforts by many of its Power Tube and Equipment distributors, RCA has been

collecting data on the types, number and condition of tubes available from this source. These RCA distributors now welcome the opportunity to serve by putting commercial stations in touch with amateurs or others who have tubes to sell under this Plan.

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



A Service to Radio Amateurs and Commercial Broadcast Stations by the Transmitting Tube Division of RCA Mfg. Co.



Many of these RCA Transmitting Tube types, now idle in amateur radio equipment, may be made available to commercial broadcast stations, thanks to the activities of RCA and RCA Power Tube and Equipment Distributors. If you need any of the types indicated in this current QST message to amateurs, advise your RCA Distributor.

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

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

A SITUATION exists today where many important broadcast stations are operating without spares, where police stations have been off the air—where important services have been curtailed for lack of a tube! To remedy this situation RCA is appealing to amateurs and experimenters who have tubes on hand for which they have no immediate need. RCA types listed below are

those for which the demand is most critical. If you have any of these tubes in good operating condition, you should get in touch with your nearest RCA Tube and Equipment Distributor. It is quite likely he will be glad to purchase them or put you in touch with stations that need these tubes. In the event that he cannot, if you will advise us of the type tubes you have, their age and condition, and the price you expect to receive for them, we will be happy to pass that information along to an interested customer.

#### THESE ARE THE RCA TYPES!

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



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

## Transmitting Tubes

RCA Manufacturing Company, Inc., Camden, N. J.

PRODUCTION FOR WAR  
—COOPERATION FOR ALL