

AGENCY *Appointments*

CONTINENTAL AIR LINES, Denver, to Galen E. Broyles Co., Denver.

FAIRCHILD ENGINE & AIRPLANE Corp., New York and subsidiary companies to Cecil & Presbrey, N. Y.

GERMAIN SEED & PLANT Co., Los Angeles, to Logan & Arnold, that city.

CROWN PRODUCTS Corp., Philadelphia (Crown Rug Cushions), to J. M. Korn, Inc., Philadelphia.

McKELVY PUSHING MEN'S TOILETRIES

WITH an increased advertising budget for the coming year, Alfred D. McKelvy Co., Minneapolis, will launch a fall and winter campaign for Seaforth Toiletries for Men, using radio, newspapers and magazines.

Drive will be launched sometime before Christmas, and is directed largely at holiday gift buyers. Emphasis will be placed on the Commando Kit, latest addition to the Seaforth line, and designed especially for members of the armed forces.

This is the second year in radio for McKelvy, and indications are that advertising will be considerably larger than that of last year, when the firm used several spots following Vick Chemical Co.'s *News for Women* on CBS.

Firm will probably use one and five-minute spots on a national basis, either on individual stations or on a network basis. McKelvy has increased its total advertising appropriation by 12% over last year. BBDO, New York, is the agency for McKelvy.

Camel's Comedians

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Camels), reported in the July 6 BROADCASTING as sponsor for a new variety series featuring Lou Abbott and Bud Costello, comedians, will present the comedy team on NBC in the spot now held by Bob Hawk's quiz show, Thursdays, 7:30-8 p.m., starting in October. Reynolds is sponsor for Hawk's *How'm I Doin'*? No plans have been announced for the latter show when it cedes the NBC spot to the new show. Agency is William Esty & Co., New York.

New ASCAP Radio Series

now available, without charge, to all ASCAP Licensed Stations. Write or wire today.

ASCAP Radio Program Service

30 Rockefeller Plaza
New York

Newspaper Probe

(Continued from page 51)

put \$75,000 in bonds of the station. He said that under this transaction neither gained control. Then Mr. Clarke asked that he be allowed to purchase enough of the stock to give him 51%, but the Commission denied the request. Subsequently, Mr. Clarke agreed to take \$75,000 further interest in the station and this "offset Field's interest". Mr. Clarke has given to the Commission "written assurance" that he would not permit management of the station to go out of his hands if he had control. The transfer of stock to Mr. Clarke was then approved, Mr. Fly asserted.

Senator Stewart (D-Tenn.) inquired about the relationship between Messrs. Clarke and Field, and Mr. Fly asserted the former did some "financial work of some sort for Field". Senator Tobey, however, described Mr. Clarke as a broker and said he is "about as close to Marshall Field as your fourth and fifth fingers crossed."

Chairman Fly asserted that the fact that the *Sun* carries so many newscasts on WHIP made the case one that "is not 100% free from doubt". He then added if the newspaper gained control through buying of time "that station will be treated like any other newspaper station."

Transfer Undecided

Mr. Fly, upon further questioning, said the Commission has definite assurances that the \$75,000 will come out of Clarke's pockets and out of his own funds, and if the \$75,000 does not come from him personally, as distinguished from Field, the transaction will be disapproved. He concluded that the matter had not yet been given a "clean bill of health".

Efforts then being taken by the FCC to remedy the equipment and personnel shortage situation confronting broadcasting was explained by Chairman Fly, who said every effort would be made to keep all of the stations operating for the duration. He pointed out the Commission has tried to take care of the technician shortage by lowering requirements and that it was seeking to "discourage" big stations from taking men away from the small stations.

Wheeler's Observation

When Chairman Wheeler interposed that stations would have a "bad time anyway", because of imminent loss of advertising in wartime, Mr. Fly said the situation "is not as bad as might be expected". He said this was due to "more extensive advertising of materials that are generally available". He alluded to increased advertising such as that of Chesterfield and to the increase in institutional copy.

BOB AND BONNIE ATCHER, of the music staff of WJJD, Chicago, are in Hollywood to co-star in the Columbia picture "Panhandle Trail."

Tale of the Woods

TO OBTAIN the proper background noises at a lumber camp for the Canadian Broadcasting Corp. feature series *This Canada*, which starts in October, J. Frank Willis, CBC supervisor of feature broadcasts, Toronto, went to North Vancouver. Here lumbermen were felling huge Douglas firs, and in order to get the sound as accurate as possible, they arranged that a tree fall on the microphone. The tree came crashing down as planned, hit the mike, drove it and the stand and wires three feet into the ground. When dug out the mike was undamaged and in addition the recording was accurate for the falling of one of these forest giants.

KOMA WAGE CASE AWAITS DECISION

ARBITRATION proceedings over proposed wage adjustments for the technical staff of KOMA, Oklahoma City, were held last week in Muskegee before a board composed of KOMA representatives and local B-1141 of the International Brotherhood of Electrical Workers (AFL). Judge LeRoy A. Rader, of Storm Lake, Ia., an arbitrator for the U. S. Conciliation Service, Dept. of Labor, acted as fifth member of the arbitration board and will also write the decision expected about Sept. 1.

The IBEW is seeking an increase in wage scales for KOMA engineers, contending present rates are sub-standard and below wages paid by stations similar in power and location. The union seeks \$52.50 per week for the chief plant engineer; \$50 for transmitter engineers; and \$47.50 for studio engineers.

According to a union representative J. T. Griffin, principal owner, and Jack Howell, station manager, urged a continuation of the 1940 wage scale. Union representatives on the board were Tom M. Rushing, business manager of the union's local and W. L. Reed, IBEW international representative. Lawson Wimberly, international representative from Washington, presented the union's case.

New NBC Coast Card

NBC has just issued Rate Card No. 1 for the Pacific Coast Red Network. Devoted exclusively to the needs of West Coast advertisers, card lists NBC's Mountain Group, North Mountain Group, South Mountain Group and Arizona Group as well as the Coast hookup.

Cosmetic Hoarding

COSMETIC distributors were severely criticized last week by C. A. Willard, chief of the WPB toiletries and cosmetics branch, for encouraging customers to hoard supplies. In writing to one of the distributors Mr. Willard wrote, "such action on your part is not only decidedly unpatriotic, but is contrary to the best interest of the war effort."

DIRECT representation of labor on the Board of Governors of the Canadian Broadcasting Corp. has been urged by the Toronto District Trades & Labor Council.

REACH THE WOMEN OF THE OHIO VALLEY WITH . . .

Oliver Kachley



50,000 WATTS C B S

WCKY

THE L. B. Wilson STATION

FOR THE

"World's Best Coverage of the World's Biggest News"

UNITED PRESS

Stovin and Wright

RADIO STATION REPRESENTATIVES

offices

MONTREAL • WINNIPEG TORONTO

Serving Georgia's Richest Market

WITHOUT WASTE!

WATL

ATLANTA

MBS 250 W - 1400 K. C.

Represented by SPOT SALES, Inc.