



**STORE WANTS MORE** radio advertising after 13 week test, so WLBI Brooklyn signs contract with Lane Bryant Stores, Brooklyn for 52 week daily studio program. Discussing forthcoming plans are (l to r): I. R. Rill, account executive, Erland Adv. Agency, N. Y. who handled the account; William Newman, manager of Lane Bryant, Brooklyn; W. P. Settlemayer, national advertising manager, Lane Bryant stores; B. E. Newmark, assistant account executive, Erland Adv. Agency.

## Sale of WDSU New Orleans, Granted; Weber, Wall, Stephens Are Purchasers

SALE OF WDSU New Orleans by J. H. Uhalt, sole owner of the station, to Fred Weber, general manager of Mutual, E. A. Stephens, New Orleans Buick dealer, and H. G. (Bud) Wall, president of WIBC Indianapolis, was approved last week by the FCC. Amount involved was \$200,000 cash plus adjustment in the accounts receivable.

Mr. Weber, according to the contract, is to become executive director of the BLUE outlet at a salary of \$10,000 a year and acquire one-eighth for \$25,000, with the option of buying in January 1945 an additional interest up to one-third. The agreement also provides that if in the discretion of the majority stockholders Mr. Weber's management of the station has not been satisfactory, Mr. Weber will resign and sell his interest to Mr. Wall.

Mr. Weber is going to New Orleans this week for about ten days and after returning briefly to New York will go back permanently on Oct. 1. Mutual has made no statement on his leaving.

### Option Buy Third

The original agreement provided for sale of all stock, 150 shares, to Messrs. Stephens and Wall, 75 shares to each. A subsequent agreement provided for the sale to Mr. Weber of one-fourth of Mr. Wall's 75 shares, with the privilege, under the conditions stated, of buying, an additional interest from Mr. Stephens. Mr. Stephens, under the present arrangement, is to have 50% for \$100,000 and Mr. Wall three-eighths for \$75,000. Mr. Weber would have the privilege of paying for the new interest out of profits from his present interest.

The agreement provides that Mr. Weber upon completion of the transfer shall resign his Mutual post and assume his duties at WDSU not later than Sept. 30. Until last January when Miller McClintock was named Mutual's first paid president, Mr. Weber had been directing head of the network. He

joined Mutual as coordinator two years before its development as a full-scale national network in 1936.

Mr. Uhalt and a brother organized Uhalt Bros. Radio Corp. in 1924 to operate WCBE, which later became WDSU. In the last few years Mr. Uhalt withdrew from active management of the station because of falling health. The station is now operating on a six months probationary license because of alleged violation of technical regulations of the FCC, but according to the Commission if no further violations are disclosed it expects to make final on Oct. 21 its proposed findings which will restore the regular license and reinstate a construction permit for an increase in power to 5 kw.

### WOV Ends Dispute

AMERICAN COMMUNICATIONS Assn., CIO, reports that its broadcast division has received a check for \$3,305.62 from WOV New York in payment of overtime claims of 16 WOV employes, settling an overtime wage dispute pending since the winter of 1940-41.

COORDINATED radio plans to handle Washington state farm labor recruiting problems have been evolved by Seattle stations in cooperation with the State College Extension Service. Now in operation via the 26 Washington commercial stations and developed by Bill Moshier, research-advertising manager of KOMO-KJR, Seattle, the system combines all farm and cannery help wanted campaigns in the state.

Daily telephonic and telegraphic reports from each county extension service agent supply Seattle labor recruiting headquarters with immediate needs of individual farms and plants. On basis of these re-

### War Workers Wanted

CONTINENTAL RADIO & Television Corp., Chicago, on Aug. 31 started sponsorship of six 25-minute help-wanted programs per week for 13 weeks on WJJD Chicago. Programs will consist of transcribed music, and interviews with war workers formerly on the battlefronts. Company also sponsors *World News Today* Sundays 2:30-2:55 p.m. on 42 CBS stations. Agency is Cruttenden & Eger, Chicago.

### OWI Begins Campaign For Women Workers

BEGINNING last Aug. 30 and continuing for four weeks, a nationwide radio campaign to enlist women war workers, with emphasis directed to women not now employed, got under way under the auspices of OWI.

Scheduled for the drive are 110 network programs under the network allocation plan, in addition to local spot announcements and special assignments, according to William M. Spire, of the Domestic Radio Bureau.

The campaign is stressing "war-useful jobs", impressing upon listeners that it is just as great a contribution to the war to work in communications, transportation, stores, laundries and various necessary services as to work in a war plant. Messages ask women to be prepared to answer the call for more workers when the U. S. Employment Service issues appeals in their communities.

### Recruiting by Radio

INDUSTRIAL PLANTS are rapidly becoming interested in using radio to recruit war workers. Enthusiastic over the response obtained by the Emergency Committee in their first broadcast appeal for workers, Frigidaire and Inland have bought time on WHIO Dayton for the purpose of getting additional employees. Inland is sponsoring nine broadcasts a week, while Frigidaire is using spot announcements. Indications are that other war plants in the Dayton area will follow suit.

### STAUFFER LEAVE

### DATE UNCERTAIN

A NEWS story to the effect that Don Stauffer, head of the domestic radio bureau of the OWI is returning to his post as vice-president of Ruthrauff & Ryan agency was "unfortunately premature", Mr. Stauffer told BROADCASTING last week. He pointed out that he did not give out the information, does not know how soon he will be able to leave his Government job and has no idea as yet who his successor will be.

Mr. Stauffer said he had come to OWI for a limited period, and that his leave from R & R was limited. It had been reported that he was planning to return to his former job within two months.

A suggestion that leading agency radio men take over the OWI post in rotation, each devoting perhaps a six month period to the work, is being seriously considered, according to Mr. Stauffer. It would have the advantages of providing experienced men for the job without robbing any one agency of a key man. There is a serious manpower shortage in the agencies, especially in their radio departments, which have been largely staffed by young men.

### California Stations Join Crop Recruiting Drive

PACIFIC Advertising Association War Activities Committee, headed by Robbins Millbank, San Francisco manager of Young & Rubicam, have offered to help in crop recruiting by assisting in the procurement of 300,000 workers to harvest California crops thru October. A campaign has been prepared and material has been circulated to radio, newspaper and other media.

The California State Farm Production Council requested the campaign which has already started on approximately 80 radio stations throughout the state. Announcements are factual, describing the crisis, and the responsibility of Californians in all walks of life.

Cooperating with the committee in promoting the campaign in the San Francisco area are Don Searles, manager of KGO; Don Feddersen, manager of KYA; and John Brunton of KQW.

### Campana Resumes

CAMPANA SALES Co., Batavia, Ill. (Campana Balm), having discontinued its weekly NBC quarter-hour musical series in early April due to shortage of glycerine, on Sept. 4 resumed sponsorship of *Campana Serenade* on 118 CBS stations, Saturday, 1-1:25 p.m. (EWT). Dick Powell, radio-film actor-singer, is featured with Martha Tilton, feminine vocalist. Lud Gluskin is musical director. Henry Charles announces. Initial broadcast originated from Hollywood, with following two broadcasts scheduled en route with Hollywood Bond Cavalcade. James Bloodworth is producer of Aubrey, Wallace & Moore, Chicago.

LIONEL BARRYMORE, star of the weekly CBS *Mayor of the Town*, is composer of two musical suites for children, *Rondel* and *Novellette*, to be included in a musical appreciation series for early school grades.

## FARM LABOR RECRUITED BY AIR

### Washington State Reports Success of Extensive 26-Station Campaign

ports, news and spot campaigns are developed daily for use by stations in the critical labor shortage areas.

Plans are now in the making for wire services to carry a daily farm labor summary so that radio stations may then attack the problem in their respective communities on basis of last minute public information. Washington is believed to be the only state in which a coordinated radio plan has been worked out and currently is in operation. Through the campaign, Washington's farm labor problems have been handled adequately and much of the credit is going to the campaign by radio, according to State College Extension Service officials.