

IN THIS ISSUE: FILENE'S

RADIO SUCCESS

BROADCASTING

The Weekly Newsmagazine of Radio
Broadcast Advertising

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DECEMBER 1, 1941

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WASHINGTON, D. C.

*"And there, but
for **UNCLE DON**, am I!"*

TODAY, WOR's **UNCLE DON** program has a greater audience than that of any one of 4 popular shows on major New York stations at the same time*. Proof, indeed, that this recently streamlined half-hour packs a more penetrating impact than ever before.



**A PROGRAM TO BE FOUND
NOWHERE ELSE
... MADE TO MAKE SALES
AND HERE, GENTLEMEN—
SOME SALES IT HAS MADE**

A certain **BANK** has used Uncle Don year after year for the past 10 years. Since the beginning, more than 20,000 children have opened accounts at the bank. That, we suppose, is good. But, listen—not only have they opened accounts, but Uncle Don has deftly prompted 250,000 of them to sit down, write, ask for savings banks. And requests continue to roll in at 40,000 a year!

A maker of a **POWDER** to brush teeth with had Uncle Don ask the tots to send for a sample. 7,796 wrote in for the sample in less than four weeks. A couple of weeks later he (Uncle Don, that is) asked them to send in a proof of purchase. In less than a week 1,837 sent in boxtops. Again, in less than two weeks, Uncle Don sent 7,415 children into stores to look for the product.

A man who makes **CONFECTIONS** said his dealers were anxious to see more children buy them, Uncle Don agreed to send children into dealers' stores. In two weeks he sent 16,000 of them in to meet the dealers. Generally, this confectioner tells WOR—he had to increase his sales force 15% to meet new territorial demands; his product rose from a "popular" brand to the "most popular" in N.Y.

*"WOR Continuing Study of Radio Listening in Greater-New York", prepared by Crossley, Inc.



WLS Offered a War Map ... and 40,000 Wrote!

WE DO have pull—and a “blitzkrieg” push, too. It gets results—quickly. In only two weeks, WLS listeners wrote us for 40,000 war maps—at 10¢ each—maps prepared by the WLS News Department. And although the offer stopped a week ago, letters and dimes from listeners are still coming in at a rate of more than a *thousand* a day!

Here's another indication that people in Chicago and Mid-West America listen to WLS . . . listen and respond. For further proof, ask any John Blair man.



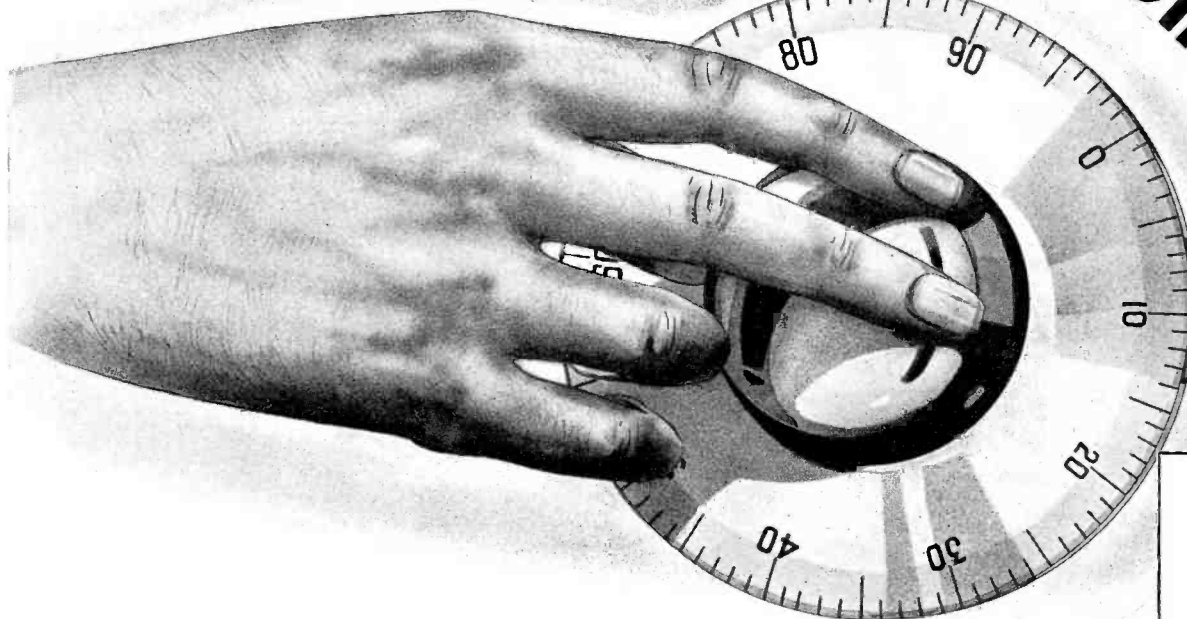
890 KILOCYCLES
50,000 WATTS
NBC AFFILIATE

MANAGEMENT AFFILIATED WITH
KOY, PHOENIX AND
THE ARIZONA NETWORK
KOY, PHOENIX
KTUC, TUCSON
KSUN, BISBEE-DOUGLAS
REPRESENTED BY JOHN BLAIR

The
**PRAIRIE
FARMER
STATION**

BURRIDGE D. BUTLER
President
GLENN SNYDER
Manager

Use the Right COMBINATION



YOU can't get New England sales dollars by guesswork. You need the combination that has been continuously demonstrated as correct.

In radio that means the key station WNAC and the eighteen other stations of The Yankee Network. Like proper numbers on the dials of a safe, every one is essen-

tial for successful results in opening the door to this wealth of consumer buying power, now increased and broadened by New England's greatest era of industrial activity.

No other combination can give you such assured entrée—no other has such complete acceptance at every important point. The nineteen reasons for using The Yankee Network are on the right.

To the Makers of
**SMITH BROTHERS
COUGH DROPS**

I am more than proud to express to you, through your agency J. D. Tarcher & Co., our thanks for your six participations weekly in our Yankee Network News Service. We first did business with you on WNAC only in 1930. Then, in 1935, you bought your first Yankee Network News participation on our complete Network. Since that time, you have been with us consistently as one of our Charter News Advertisers. "Thanks" is a simple word . . . but it carries with it the sincerity of our entire organization.

John Shepard, 3rd

THE YANKEE NETWORK, INC.

21 BROOKLINE AVENUE, BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., INC., Exclusive National Sales Representatives

WNAC
Boston

WTIC
Hartford

WEAN
Providence

WTAG
Worcester

WICC
Bridgeport
New Haven

WCSH
Portland

WLLH
Lowell
Lawrence

WSAR
Fall River

WLBZ
Bangor

WFEA
Manchester

WNBH
New Bedford

WBRK
Pittsfield

WNLC
New London

WLNH
Laconia

WRDO
Augusta

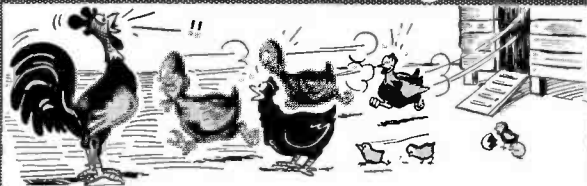
WCOU
Lewiston
Auburn

WHA1
Greenfield

WSYB
Rutland

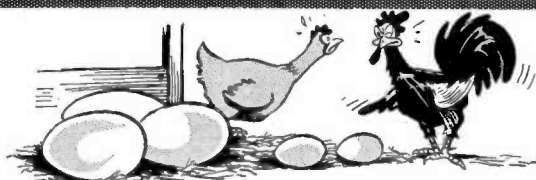
WELI
New Haven

Primary Reader for Time Buyers



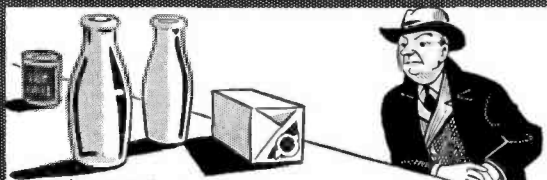
CHICKENS:

Giddy, feathered nitwits, which is why Nebraska farmers don't mind selling them at today's record high prices.



EGGS:

Oval objects which are delectable fried, boiled or scrambled. Sell wholesale for 21c a dozen, more than twice the price Nebraska farmers got last year!



MILK & BUTTER

Before bottling and packaging, these two products originate inside of cows (animals found on farms.) The price you now pay, gives you an idea of the increased income of Nebraska farmers.



MONEY

Defined as coin, currency, wealth.

Nebraska farmers are trading their products for an enormous quantity of money.

And they'll trade their money for your products, if you tell them what you have.

Tell them over KFAB! You need KFAB, to reach the farm areas of Nebraska and her neighbors.

KFAB

LINCOLN, NEBR.

FOR CITY LISTENERS
use
KOIL
OMAHA

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

BROADCASTING

The Weekly Newsmagazine of Radio
Broadcast Advertising

December 1, 1941

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FLORIDA Vacationists LISTEN TO

"IT'S ON 970 Kc."

WFLA

NBC
RED

TAMPA (full time)

MILLIONS of EXTRA LISTENERS during the WINTER MONTHS.

NATIONAL REPRESENTATIVE
JOHN BLAIR & CO.

It's Programs THAT Pull THE Listeners

WFIL
PHILADELPHIA

*announces the appointment
of*

THE KATZ AGENCY, INC.

*as its exclusive national representatives
effective*

DECEMBER 18, 1941



WDAF

**A Public Service To
Its Community**

The story of defense needs is being thoroughly told to the Middle West over WDAF. There is no defense bottleneck on WDAF.

Fifty-seven regular news broadcasts each week . . . plus news bulletins when they break. Quality rather than repetitious quantity in news dissemination has made WDAF the accepted station for news dependability and news integrity in the Kansas City area.

Whether it's news, defense, charity, schools, churches—the community looks to WDAF . . . and does not look in vain.

WDAF

K A N S A S C I T Y

Today

WHN

50,000 WATTS

plus

1050 KC. CLEAR CHANNEL

In the heart of the dial, the only full-time U. S. station on that frequency.

GUARANTEED TIME

The first 50,000-watt station ever to offer spot broadcasters guaranteed time availabilities twenty-four hours a day, fifty-two weeks a year.

LOW COST PER LISTENER

Any way you figure it—in size of market, watts per dollar, mail returns or plain old-fashioned *sales results*, WHN is now the biggest buy in spot broadcasting!

NEW YORK...1540 Broadway, BRyant 9-7800
Chicago Office: 360 N. Michigan, Randolph 5254

AMERICA'S MOST POWERFUL INDEPENDENT STATION

DID YOU KNOW THIS ABOUT LOS ANGELES?

Listen to the figures on Los Angeles County and you'll think you're hearing about a Caliph's dream!—2,777,200 people who represent 2.11% of the entire U. S. population, but who do 3.12% of the nation's *buying*, and who stack up with the rest of the U. S. as follows:

	Los Angeles County	Average for U.S.
Income Tax Returns (per 1000 pop.)	66	38
Passenger Car Reg. (per 1000 pop.)	1374	787
Electric Meters (per 1000 pop.)	1000	670
Radio Sets (per 1000 pop.)	1060	890

With complete coverage of Los Angeles County AND six adjacent counties, Station KECA at Los Angeles has, within its $\frac{1}{2}$ mv/m area, nearly *half* the radio families in California. And because KECA has the most elaborate local production and publicity set-up in Southern California—the most publicity-conscious community in the world—KECA has certain advantages even over its biggest and most powerful competitor (which, incidentally, is owned by the same operating company) . . .

If you want to do a big job in Southern California, at *low cost*, it will pay you to give some thought to KECA. "Ask your Agency to ask the Colonel".

KECA

Earle C. Anthony, Inc.
790 KC 5000 Watts Day and Night
LOS ANGELES • NBC

FREE & PETERS, INC.

*Pioneer Radio Station
Representatives*

Since May, 1932

EXCLUSIVE REPRESENTATIVES:	
WGR-WKBW	BUFFALO
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WKZO	KALAMAZOO-GRAND RAPIDS
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTGN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
.IOWA.	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
.SOUTHEAST.	
WDCS	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
.SOUTHWEST.	
KGKO	FT. WORTH-DALLAS
KOWA	OKLAHOMA CITY
KTUL	TULSA
.PACIFIC COAST.	
KARM	FRESNO
KECA	LOS ANGELES
KOIN-KALE	PORTLAND
KROW	OAKLAND-SAN FRANCISCO
KIRO	SEATTLE
AND WRIGHT-SONOVEX, INC.	



CHICAGO: 180 N. Michigan
Franklin 6373

NEW YORK: 247 Park Ave.
Plaza 5-4131

DETROIT: New Center Bldg.
Trinity 2-8444

SAN FRANCISCO: 111 Sutter
Sutter 4353

LOS ANGELES: 650 S. Grand
Vandike 0569

ATLANTA: 322 Palmer Bldg.
Main 5667

BROADCASTING

and Broadcast Advertising

Vol. 21, No. 21

WASHINGTON, D. C., DECEMBER 1, 1941

\$5.00 A YEAR—15c A COPY

Filene's Discovers the Power of Radio

New Technique for Department Stores Basis to Syndicated Air Series

By **BROOKS SHUMAKER**

General Manager

Wm. Filene's Sons Co., Worcester, Mass.

EDITOR'S NOTE—*Filene's, huge New England merchandising leader, has successfully devised a radio technique that may provide the basis for nationally syndicated use of the air by department stores. The story of Filene's Worcester store provides one of the high spots of retailers use of radio. Already in the works at Associated Merchandising Corp., New York, is a syndicate project. AMC is the central buying organization of the most powerful group of department stores and specialty shops in the nation. Its research, operating, sales and publicity adjunct, Retail Research Assn., has been studying the project and is about ready to launch it. Tentative preliminary approval has been given by the NAB, whose code committee will take it up formally in the next few weeks. The National Retail Dry Goods Assn. plans to give the NAB a half-day at its Jan. 15 convention in New York to demonstrate the program.*

TRADITION holds—the pen is mightier than the sword—but current events prove the human voice, broadcast to millions over the ether waves, is mightier than the pen or its modern counterpart—the press.

At least that has been the experience of Wm. Filene's Sons Co. Worcester store in the mass distribution of certain commonplace articles of merchandise in everyday use. But first allow me to sketch briefly the background, experience and merchandising problems of Filene's Worcester branch, and that dramatic chain of events which led up to our keen interest in radio advertising and its increasing prominence in our publicity program.

Those 1927 Days

Back in the good old days of 1927, when AT&T was selling at 300 and economists were talking "new era", the road to success lay in expansion. Wm. Filene's Sons Co., Boston, the world's largest specialty ready-to-wear and accessories shop, with a volume approximating 30 million dollars under one roof, caught the prevailing fever of the day and age.

Aided and abetted by the youthful enthusiasm of the author, they contracted a long-term, step-rate lease for a three story and basement store in Worcester, Mass. Worcester, a city of 200,000, best identified by the beams of WTAG, is half-way between Boston and Springfield. Its well-diversified in-

dustries provide a payroll of near boom proportions in good times, but leave it highly vulnerable to a depression.

Our long-term lease, measured in terms of the telephone numbers of the blooming 20s, was a matter for congratulations. True, the location was at the extreme end of the good shopping district and on the wrong side of the street, but 100% locations had been bid up to fantastic figures, and in any case the Filene name and reputation could move mountains, let alone pull people across Main Street.

So Filene's first major expansion began to take shape in a maze of brick, mortar, steel and Grand Rapids fixtures running the capital account into a few hundred thousand.

But so what? Future profits would surely take care of that. After all why should the world's largest specialty shop, with a surplus of 6 millions, economize on its first major expansion?

March 10, 1928, was the grand opening. A new Filene store in Worcester had been big news for months and Worcester and Worcester County flocked in by thousands to look us over. First day sales were satisfactory, but Worcesterite reaction was variable. Summing it all up, Worcester was a bit disappointed. Thousands of dollars worth of free and paid advance publicity had oversold her. Through a telescope she had visualized Filene's mammoth plan in Boston

transplanted direct to Worcester. Not reversing the telescope, she came to the shocked realization that Filene's Worcester was merely a miniature with all of the handicaps attendant.

A Sorry Start

The offspring of a distinguished, world-famous sire is judged by no ordinary standards—and Filene's Worcester failed in many ways to measure up to the Filene tradition. Our ambitions were great, our performance mediocre. We were beset with all the problems of extreme newness. The calipers, which gauged the workings of our mother-store with fine precision, failed to produce a fitting counterpart in Worcester.

Frankly, the new Worcester Store knocked badly and only too frequently missed fire—providing abundant headaches for the Boston management and heartaches for the local personnel. Time and experience were gradually to correct this—bearings worked in, knocks ethylized. Thinking, standards and operation were "de-magnified" and geared to a million-dollar rather than to a 30 million-dollar operation.

But almost from the start it became evident that our problem was volume; that the heavy traffic of the opening days had been predicted upon the illusion of a Boston Filene's in Worcester, that our problem was to re-sell Worcester on a new type of Filene Store—a store which could be operated and merchandised profitably in a city of

See editorial "Take It From Filene's" on page 34 of this issue.

200,000. As the momentum of the initial publicity slowed, traffic dropped off and sales volume took a nose dive. The 50-foot breadth of Main Street intervened like the English Channel.

It became apparent that no swift blitzkrieg, backed even by the famous Filene reputation and resources, could carve a lasting position for the "outlander" in the firmly entrenched ranks of Worcester competition with its decades of family tradition. We learned that lasting reputation cannot be inherited—it must be earned.

And Then the Slump

Even in the heydays of the late 20s, it became increasingly evident that our problem was sales-volume—the answer, increased customer traffic—the means, more effective publicity. We analyzed our position and concluded we had been "high-hatting" Worcester, a city with a buying power largely in the medium and low end. We stepped up our "price" promotion and placed our chips on the sure-fire medium, newspaper advertising. Worcester took notice. Main Street became crossable once more.

Came depression! In the words of Louis E. Kirstein, vice-president of Wm. Filene's Sons Co., speaking to a group of Worcester Store executives—"the great American honeymoon is over". The labor pains began. Although highly diversified as to its industries, Worcester was to feel the full brunt of world depression. Business hit the toboggan; prices dropped; wages followed.

The position of the new Filene Store was particularly vulnerable; sales fell off sharply, but fixed expenses remained fixed, and our rent, already assuming the proportions of the national debt, was soon to take another jump under the step-rate clause. With our operating statement a tragedy in red ink, controllable expenses were pared to the bone—but not newspaper advertising. "Soft" goods must turn-over or they spoil like ripe fruit. Traffic is vital to turn-over, and newspaper advertising was the one sure means, for back



MR. SHUMAKER

in the early 30's radio advertising to the average retailer was but the voice of one calling in the wilderness.

From the start newspaper advertising received the lion's share of our advertising appropriation, carried the promotional load, and delivered the goods in the shape of customer traffic. Gradually we became a Worcester institution, gradually people began to trade with us through habit, but at no time had we ever reached the point where our very existence, let alone our growth, was not dependent upon constant and practically daily contact with the buying public through newspaper advertising.

For the first ten years in Worcester our advertising was spread over three newspapers, a morning-evening combine with large circulation which pretty well dominated the Worcester market and a much smaller evening paper which was eventually absorbed by the combine. Recognizing the dangers in the monopolistic position of the combine, we lent a sympathetic ear to the plans of a group interested in operating a *Shopping News* in Worcester, and in company with one other large Worcester store we released the first of a series of ads to *Shopping News*.

Quick Reaction

Newspaper repercussions were immediate and definite—the very day our first ad appeared in *Shopping News* the positions of our ads were changed from first section to the very last section and *this change was made between editions*.

This was WAR—undeclared but nevertheless real—with vital issues at stake for a business which had lived for 12 years on newspaper advertising.

We faced the alternative of withdrawal from *Shopping News* and capitulation, or continuing the struggle and readjusting our advertising schedule to offset the impaired force of our newspaper advertising. We elected the latter course, began to scale down our newspaper space and develop intensively other publicity mediums. Up to that time our radio efforts had been of the "spot" item variety, with variable results, but now began to receive serious attention. In contrast to the newspaper situation, Worcester has two radio stations—but the stronger, WTAG, is owned by the newspaper. Fortunately, the newspaper-radio ownership worked on the theory of not letting the right hand know what the left hand was doing and offset the loss in newspaper lineage with the gain in radio time. In marked contrast to the icy attitude of the newspaper staff from composing room to editorial desk, the entire personnel of WTAG received us with open arms.

Coming up for air, after the first shock of the newspaper ultimatum, we took inventory of promotions ahead. Our Bargain Basement's supreme effort of the entire year was but three weeks away—the Semi-Annual Sale of Men's Cloth-



AMONG FILENE'S successful sales events have been the radio campaigns for their line of Me-Do underwear, designed for easy negotiation by children. Here is a window of Me-Do garments, with microphone.

ing at \$13.90—and we were up against our previous year's sales of nearly 400 garments in a single day carried 100% by newspaper advertising. Obviously the same amount of lineage carried back among the "obituaries" and "want ads" would not produce any such figures. To support our weakened newspaper line-up we sent radio to bat as a pinch hitter.

Tieing in with a Ripley "believe it or not" cartoon of our famous Automatic Bargain Basement in Boston (which appeared in the *Boston Record* of Sept. 9, 1940) we built a 10-minute script dramatizing our \$13.90 Men's Clothing Sale. The cartoon of our Boston Basement depicted such unbelievables as "Filene's Basement has sold enough clothing in one year to completely outfit every man, woman and child in Metropolitan Boston, believe it or not"—"babies are not born fast enough in Boston to use all the infants' shoes sold in Filene's Basement in a year, believe it or not".

Hard To Believe

The Worcester broadcast, opening with a fanfare of cash registers, successfully interviews buyer, receiver, marker, window trimmer, and salesman—"taking the radio audience behind the scenes to show the planning, the purchasing power, the travel and search, the careful selection, the mechanical handling and layout—and finally, the sales and service organization necessary to stage a great sale," punctuating the highlights with "believe it or not's" ad lib and fading with a last fanfare of cash registers.

Our newspaper presentation of the sale appeared in the Sunday paper, relegated as usual to the third section. In fact for the first time in 12 years we knew exactly where to find our ad as the usual policy of the newspaper had been to rotate position before the "spanking" process began. Our "believe it or not" sale broadcast went on at 12:30 noon and we awaited Monday's outcome with anxious hearts. But Monday brought a cheering sight.

Thirty minutes before the opening bell, men began lining out front

and at 9:30 some 250 men rushed down those basement stairs in the first five minutes—more than 200 garments were sold the first hour, and more than 700 during the day, believe it or not. Making due allowance for better business conditions, \$35 of radio time, added to the usual \$150 of newspaper space, had doubled the sales of any preceding year.

A New Power

Such results were fantastic—utterly without precedent. It was clear that we had harnessed a force more colorful than the line-cuts and word-pictures of newspaper advertising—the *convincing power of the human voice*. By interviewing the men directly connected with the preparation of this event—we built up a powerful dramatization of the magnitude, scope, and outstanding values of our sale in a way which carried the solid ring of absolute truth and sincerity. Just as sound gave color and life to the silent movie, radio had added interest and punch to our newspaper promotional effort.

If radio could sell men's wear, women's clothes should go even better. So we turned toward preparing a 5-minute program dramatizing our Semi-annual Sale of Barbara Lee Silk Stockings although October, 1940, already marked Nylon as the Japanese peril in reverse as marked by the steady decline of silk stocks on the Yokahama exchange. American women were beginning to prefer Nylon—in fact to demand it—and we owned large stocks of silk stockings with very little Nylon available. Prospects for our Barbara Lee Sale were distinctly gloomy, but we owned the goods and our job was to convince Worcester women that they should buy them, Nylon or no Nylon.

Cold facts might sell the man but the approach to a woman's heart and pocketbook lay by a subtler route. We wove a tale of days of yore, of love and intrigue, framing and backing it with songs and music. We wove a romance of silk stockings so named in the 16th century because knit with "stick-

ing-pins". We traced them from the days of Queen Elizabeth when they were considered a gift fit for a queen—to the invention of the first knitting machine late in the 16th century by William Lee in England.

Gossamer Dreams

We told how William was in love with a girl who made her living knitting stockings by hand—how she threw him down—and how, from spite, he invented a machine to take away her livelihood. Then down to the days when a great industry made available to the millions silk hosiery infinitely finer than the gifts of royalty before William Lee.

Getting down to cases, we describe how years before representatives of 22 of America's leading stores "dreamed a dream—imagined a dream stocking made from the finest of pure silk yarns, fine gauge, carefully seamed, and flawlessly finished—outstanding in value because produced in quantity—and packaged in purple boxes, for purple is the color of royalty. And beginning tomorrow, we announce our Semi-Annual Sale of Barbara Lee Stockings, Silk Stockings born to the Royal Purple, endorsed by American women from coast to coast who have worn more than 10 million pairs—and at nearly 20% less than the regular year "round prices." The sale went over, better than we had dared hope, better than years when Nylon was but a stew in a chemist's pot—better relatively than in any other store in the group. With less lineage, with miserable newspaper location our radio program was the only new factor and appeared to hold the answer.

The results of these two sales were impressive, not only to the Worcester personnel but to the Boston management. Apparently we had stumbled upon something worth while. Making virtue of the very necessity of our newspaper dilemma, we had applied to radio the time, the thought, and the imagination which it might never otherwise have received in the fast tempo of our day-to-day operation. But these efforts had produced tangible results and appeared to open the way to new publicity horizons.

Shirt Stuff

Applying much the same technique as in our "believe it or not" broadcast, we presented a 10-minute radio program dramatizing 5,000 men's shirts at 88c—and 5,000 shirts are not chicken-feed. Announcing "A Shirt Tale by Filene's", Del Camp, WTAG announcer, in a quasi-burlesque manner, introduces "Sir Tony Walkavich, Knight of the Garter, Marquis of Sox, Duke of Men's Wear, Earl of the Belt, Baron Pajama, and Prince of Good Shirts—that versatile Buyer of Men's Furnishings in Filene's Worcester Bargain Basement."

With Del frankly incredulous as

to the possibility of selling \$1.65 and \$2 shirts for 88c, Tony quiets his doubts by explaining Bargain Basement operation in seconds, irregulars and distressed goods, backed by great purchasing power plus cash on the line. Del's fears of a strangulated wind-pipe from shrinkage rather than "mike-fright" are allayed by Tony's assurance that all shirts are Sanforized, which gives Tony the cue to tell how "before the World War everybody wore stiff collars—4 million soldiers became accustomed to the comfort of soft collar-attached shirts and refused to go back to the slavery of starched neck-harness—the stiff collar lost out and manufacturers changed over to soft collar-attached shirts which shrank 5-10%.

Then Sanforized Cluett became Men's Public Benefactor No. 1 and invented the Sanforized process which "pre-shrinks without washing, reducing shrinkage to a mere 1%." The curtain rings down with Del making plans to stock up and take care of Christmas needs by "buying two shirts for the price of one."

The cash register fanfare opening and closing of our shirt broadcast was truly prophetic, for the registers in our Bargain Basement rang merrily from opening 'til closing as the sales rolled in. Single sales were the exception, with customers buying half-a-dozen at a time, in some cases a dozen and in one case 24 shirts to one family group. By the closing bell we had sold more than 2,000 shirts at 88c—the second largest shirt sale in the history of the Basement.

Up Goes the Price

Our next major broadcast was again directed toward making Worcester men Filene's shirt conscious. For several years our Upstairs Men's Furnishing Department had run a very successful promotion of \$3.50 Imported English Broadcloth Shirts for \$1.99. But Christmas 1940 we were forced to raise the sale price to \$2.29 due to higher war-time shipping costs in bringing the broadcloth from England.

For years the \$2 price had been the stop-sign to volume selling. To hurdle this successfully presented a major merchandising problem. But shirts from imported English broadcloth spelled drama with a capital D. Dramatizing the British angle at first appeared too hot, especially with the strong isolationist sentiment of December, 1940. But with industrial Worcester one of the key defense cities of the country, shipping millions of armament and munitions to England, we decided to chance it. So after a "Rule Britannia" opening "up and out," "Filene's of Worcester presents a dramatic commentary, *Britain Delivers the Goods*, an epic of British courage, with Del Camp as commentator, songs by Bob Rissling."

Then Del dramatizes against an orchestra background of "Elegie"—"the story of Egyptian cotton—

a romance of three continents and the seven seas—a romance of the land of Pharaohs and the ageless Nile—a romance of Old England and New England—a romance of the heroism of the British Navy—the romance of Britain's Battle for Trade, England's economic lifeline." Against "Ballet Egyptian" thousands of black clad women plant and gather the cotton on the banks of the Nile—donkeys and camels bear it to Alexandria.

Then off for England and the the docks of Liverpool—overland through lovely Lancashire to Blackburn, famous for its fine English Broadcloth whose silken sheen belies its cotton birth—and on to the mills of E. and G. Hindle, renowned among the world's largest and finest weavers, so exact in their standards that hundreds of yards of typewriter ribbon must contain not a single knot or flaw—there to be woven into superfine English Broadcloth.

Safe in Boston

Then back to Liverpool, blasted by Stuka bomber, blackened by fire, down in the hold of the *Ville-de-Hasselt*, running blockade of bomber and U-boat, and safe in Boston Harbor. The ill-fated *Ville-de-Hasselt* turns back, Lloyd's Bell tolls again, another British ship torpedoed and sunk, but Britain marches on. Our 6,000-mile adventure nears its end. Cotton from the Land of Egypt, spun and woven into fine English broadcloth by the skilled craftsmen of Old England, tailored into fine men's shirts by the skilled craftsmen of New England, now proudly presented to the men of Worcester by Filene's Men's Shop.

In closing, the announcer explains, "the slogan 'Britain Delivers the Goods' now appears on British shipments of goods coming through customs, serving to publicize the incredibly difficult and heroic task of the British navy in safe-guarding its transport, and bringing home to the American people the urgent need of a market for British goods to provide the exchange to purchase American planes and munitions—



SYNCHRONIZED national defense and radio display provides motif for this window at Filene's Worcester store. Filene's broadcasts tied in with the display of defense products made in the city by local manufacturers.

SOME YEARS AGO Filene's, giant Boston department store, opened a branch in Worcester. Thing's weren't so hot until they tried radio—ordinarily a medium that department stores use with a bit of hesitancy. The acid test — results — came out so favorable that Filene's Worcester store developed a radio technique all its own. When a merchandising organization standing so high in its field develops a new method of selling, it's a matter of concern to the entire advertising and distribution industry. Here is the detailed story, and it's worth reading right down to the last word, which happens to be "obituaries", and the author wasn't talking of radio when he typed off that five-syllabler.

that England, America's first line of defense, may carry on." Following 14 minutes of dramatic commentary, music and sound, a hundred-word commercial notes that "Filene's Men's Shop proudly presents just 2,400 regular \$3.50 shirt aristocrats made from Hindle English Broadcloth, at \$2.29 each."

Britain Delivers the Goods carried an emotional appeal which caught the pulse of the Worcester public. The radio program, with synchronized window display and newspaper advertising, brought in the customers in droves. In a matter of days we sold over 2,000 English Broadcloth shirts of one color—white—the largest number of units of a single item ever sold in the Worcester Store in a corresponding space of time, regardless of price. This represented an increase of nearly 40% in units over the sale of the year previous, and incidentally we had been proud of those results.

This increase was obtained at a price well above any previous volume selling. These results were particularly significant viewed in the light of our Boston Store's experience on a promotion of 20,000 of the same shirts, at the same price, and at the same time. Concentrating their attack on value, quality, and comparative price via newspaper advertising, in contrast to our dramatization of the British angle through radio and newspaper, their unit sales dropped thirty percent from the year pre-

vious—and totaled about a third of the proportionate volume the Boston sales should have borne to the Worcester results.

Four radio programs, producing such sales results, focused not only the attention of our Boston organization upon our efforts but that of the publicity division of the Retail Research Assn. The RRA is the sales, publicity, operating and research end of the Associated Merchandising Corp., the central buying organization representing the most powerful group of department stores and specialty shops in America with annual volume running into hundreds of millions.

RRA Takes Note

Wm. H. McLeod, sales manager of Wm. Filene's Sons Co., Boston, had watched our experiments with interest, and decided to bring these programs to the attention of the publicity directors of the RRA, meeting in New York.

As chairman of this group, Mr. McLeod stated, "I think it is particularly important for us right now to give some time and thought to media other than newspapers. We are scheduled to hear two radio programs of 15 minutes each." (WOR had courteously loaned a studio for this occasion.) "I very much want everybody to hear them, first, because of the almost fantastic results we got from *Britain Delivers the Goods*, and second, because they seem to me to be a new technique for stores. (The other program is *Barbara Lee*.)"

Barbara Lee and *Britain Delivers the Goods* were reproduced for the Publicity Directors at their meeting in January, 1941, and were favorably received. *Britain Delivers the Goods* was considered pretty "hot" for certain sections of the country, but *Barbara Lee*, a brand carried by practically all AMC stores, was selected for an experimental recorded program; this program to be recorded so that store names, messages and prices could be filled in locally.

Cutting a Disc

The job of preparing the new AMC experimental *Barbara Lee* record was delegated to Filene's Worcester. A new script, sufficiently broad in scope to meet the needs of a group of stores, was written and the entire resources

(Continued on page 52)

RCA-NBC Plan for Separate Networks

Independent Units Would Follow FCC Edict

LOOKING toward ultimate sale of the Blue Network as a separate entity, RCA-NBC officials are perfecting plans for a complete separation of the two network organizations, in the hope of effecting the shift by early next year.

While no details have come from either the parent company or NBC officials, it was said that plans have been under consideration for several months looking toward operation of the networks as wholly independent units. Presumably the Blue, under a new name, would become a direct subsidiary of RCA, with the Red remaining under NBC direction.

Would Drop 'Red' Name

With the separation, it is probable that the use of the "Red Network" name will be dropped and the network referred to as NBC, in line with the CBS and MBS appellations, since there will no longer be any need for further identification. Along with this network NBC will retain control of the international department, including its shortwave stations and its Latin American network, as well as the television and FM stations and the radio-recording division.

The far-reaching change grows out of the FCC network monopoly regulations, which in effect ultimately will require complete separation of the two networks. There is no deadline on disposition of the Blue Network, since the rule requiring separation has been indefinitely postponed by the FCC.

By divorcing the two network operations, and eliminating the interdependence of one upon the other, RCA then would be in a position to dispose of the future Blue as a going concern, it was deduced. Under present operating practice, the Blue has only two stations available for sale—WJZ, New York key, and the halftime WENR in Chicago. There has been a gradual separation of the staffs of the networks, which the new project would bring to fruition.

Speculation as to who will head the new network entity is branded premature. Niles Trammell, NBC president, now is directing both networks, with the sales direction of the Blue reposing in Edgar Kobak, Blue vice-president. Frank Mullen, vice-president and general manager of NBC, similarly has functioned for both networks.

Whether the new network will headquarter in Radio City or move to the former NBC headquarters at 711 Fifth Ave., still under lease to NBC, apparently has not yet been determined. It was thought

that possibly a full separation of duties of all employees might be worked out, with separate staffs for the operating entities all down the line.

The press department will separate as of Jan. 1, 1942, with John McKay, manager, in charge of the Red network setup, including all special and institutional NBC publicity, while Earl Mullen, assistant manager, will head a press group devoted exclusively to the Blue network publicity.

Deadline Problems

The sales staffs have been separated for more than a year and last summer NBC divorced Red and Blue sales activities by eliminating combined billings for discount purposes. Announcers, engineers and other staff members, it was thought, might be segregated in an employment pool, with individual assignments to a given network at predetermined wage scales.

Whether the Jan. 1 deadline can be met also is problematical. There are many details of operation and mechanics to be worked out, and continuing studies have been in progress for several months, it was said. When the separation is effected, complete executive staffs for each operating unit will be

provided, it was indicated. Moreover, shifts in sustaining programs, most of which now are segregated on the Blue, will be entailed to effect a balance in that respect.

First move toward separating the Red and Blue occurred in the fall of 1938, when A. E. Nelson, who had been manager of KDKA, Pittsburgh, was transferred to New York as the first Blue network sales manager, operating as a special division of the NBC sales department. Step was taken at the instigation of Blue affiliates, who were dissatisfied with the small amount of business on the Blue. That November NBC instituted a special scale of discounts for advertisers using Blue regional groups in addition to the Basic Blue, running as high as 20% for advertisers using Blue coast-to-coast hookups.

The following summer Keith Kiggins was appointed Blue network director, to coordinate all activities of sales, program, promotion, stations and press departments as they affected the Blue Network. At that time, the stations department was divided into three sections, Red, Blue and Service, and the other departments assigned special personnel to work with Mr. Kiggins. That fall Mr.

Nelson left the post of Blue sales manager to become general manager of KGO and KPO, NBC stations in San Francisco.

Sales Separated

In June, 1940, the Red and Blue sales departments were completely divorced, with Roy C. Witmer, previously NBC vice-president in charge of sales, becoming vice-president in charge of Red Network sales, and Edgar Kobak, also a former NBC vice-president in charge of sales, rejoining the company as Blue sales vice-president. The following December, separate program managers were appointed for the two networks, and in January of this year the Red and Blue networks were given individual promotion managers. Last month the two networks received separate sales traffic managers.

In line with this gradual separation of Red and Blue activities, the network press department some months ago began issuing separate Red and Blue newsheets to radio editors, in place of the former combined releases, although trade news and other specialized publicity was not similarly divided. With the complete division of NBC publicity activities on Jan. 1, 1942, the Blue press department will assume its own specialized as well as routine publicity. Arthur Donegan, editor of the Blue newsheet, will continue in that capacity, with other Blue press personnel yet to be named.

Net Briefs to Be Filed Early; CBS Appoints C. E. Hughes, Jr.

FILING of briefs by all parties to the litigation begun by NBC and CBS against the FCC's chain monopoly regulations, in advance of the Dec. 15 argument date, was indicated last week as parties for both the Government and industry considered such a procedure.

Meanwhile, CBS announced retaining of Charles Evans Hughes Jr., of New York, as trial counsel in the proceedings before the three-judge court. He will be associated in the case with former Judge John J. Burns, of Boston, CBS special counsel throughout the monopoly proceedings.

MBS Supporting FCC

Subject to approval of the statutory three-judge court in New York, the FCC, it was learned, is seeking an agreement on briefs to be filed in support of its motions to dismiss the NBC-CBS suits or for summary judgment by the court. NBC and CBS also would file briefs in support of their own motions for a temporary injunction, to restrain the Commission from enforcing its regulations, thrice postponed and now in abeyance pending determination of the litigation.

MBS, which has filed an appearance in the case, also is expected to offer dismissal motions, supporting the FCC's contentions. It likewise

is expected to file affidavits in support of its motion, probably by Fred Weber, MBS general manager, and Alfred J. McCosker, chairman of the board, and W. E. Macfarlane, president.

The three-judge court, comprising Circuit Judge Learned Hand and District Judges Henry W. Goddard and John Bright, is expected to be asked by the litigants to allow filing of the briefs. This unquestionably will be done at least a week prior to the Dec. 15 arguments, or about Dec. 8.

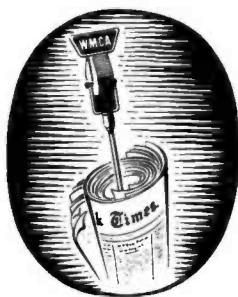
Irrespective of the court's action on the motions, it is expected that appeals promptly will be taken to the U. S. Supreme Court. Under the statute such an appeal is a matter of right and goes directly to the highest tribunal, without passing through an intervening court.

Meanwhile, there has been no further word from Department of Justice quarters regarding possible anti-trust litigation, either criminal or civil, against the major networks, other industry entities and equipment manufacturing companies. It was assumed the Anti-Trust Division, headed by Assistant Attorney General Thurman Arnold, is awaiting action of the three-judge court on the summary motions before it decides on its course.



ALL DECKED OUT in leis is David Sarnoff, president of RCA and chairman of the board of NBC, shortly after his arrival in Hawaii in mid-November for a two-week vacation. From friends on the islands he received the traditional welcome in the form of flower garlands. En route on the *Matsonia* Mr. Sarnoff participated via shortwave in the NBC 15th birthday party and the ceremonies at cornerstone-laying of the new RCA Laboratories building at Princeton, N. J.

The Year's Most Important
Public Service Announcement



Beginning Monday, December 1

Last-minute news gathered by
The New York Times
will be broadcast

every hour on the hour* by

WMCA NEW YORK

America's Leading Independent Station

* Monday through Saturday: 8 a.m. through 11 p.m.
Sunday: 9 a.m., 1 p.m., 5 p.m., 11 p.m.

Copyright Activities Reviewed In NAI Washington Bulletin

Net Independents Explain Transcription Steps and Means of Offsetting Copyright Fees

"BULLETIN NO. 1" emanated from the newly-established Washington office of Network Affiliates Inc. last week, advising broadcasters eligible to membership in NAI of current copyright activities and future plans.

Signed by William J. Scripps, secretary-treasurer, the letter covering the initial bulletin brought out that NAI now has some 60 member stations, whose representatives attended the Chicago organizational meeting Nov. 18 [BROADCASTING, Nov. 24]. The Washington office is in the Munsey Bldg. in quarters adjacent to those of Paul D. P. Spearman, Washington attorney who has been retained as NAI counsel. The executive secretary has not yet been named and probably will not be until NAI holds its regular meeting in Chicago in nearly April.

ASCAP Agreements

Dues equal to a station's highest quarter-hour rate to finance NAI until April were agreed upon at the Chicago session. Only those major network affiliated stations having regional status (excluding Class IV locals and clear-channel outlets) are described as stations eligible to NAI membership.

The temporary organization is headed by Eugene C. Pulliam, WIRE, president; Hulbert Taft Jr., WKRC, Cincinnati, vice-president, and Mr. Scripps, as secretary-treasurer. A 12-man board was set up, three from each of the four major networks.

In its initial bulletin, NAI pointed out that in the deliberations of its Copyright Committee, headed by Ed Craney, KGIR, Butte, with ASCAP, a number of important commitments had been procured. It said that ASCAP, among other things, had agreed to clearance at the source on commercial transcriptions and to the listing of syndicated programs by numbers only.

Regarding the mooted issue of transcription clearance NAI stated ASCAP will clear all commercial transcribed programs at the source for any listing of stations furnished by a transcription manufacturer and charge 8% of the station's net income on such a program. Manufacturers can send such a program to any other list of stations they desire on a "not-cleared-at-the-source" basis. BMI, the bulletin continued, will clear commercial transcriptions at the source on the same basis but will charge a sliding-scale fee based on the "per program" rate structure set out by BMI for the stations affected.

Transcription manufacturers will arrange a method of indicating the copyright licensor whose music is

used, on each label, said the bulletin. This is for the protection of all stations accepting the programs under their blanket license.

Regarding syndicated programs, the bulletin stated that these features in 30-second, 5-minute, 15-minute and 30-minute programs made for local sponsorship and sold by the transcription manufacturer to the station or advertiser, "may be listed on the music log by showing only the transcription manufacturer's name, name of program, and program number."

Library Method

A dissertation on the manner in which musical logs should be kept was contained in the bulletin. The type of log utilized by Mr. Craney for his station operations, already said to be accepted by ASCAP, was recommended. Copies of the sample logs were sent stations.

Library transcriptions, it was

stated, may be listed by manufacturer's name, number of disc and indication of "cut" used, providing the manufacturer has filed with ASCAP and BMI the necessary information to determine copyright ownership of each number recorded. It was added that all the transcription companies represented at the Chicago meeting indicated agreement and compliance with this interpretation.

Projecting various methods of offsetting copyright fees, advanced during the Chicago meeting, the bulletin recited these included (1) a hidden fee in sale of time rate; (2) an allowance of 2% of station rate toward the copyright fee, any fees in excess of this charge being billed direct to the advertiser as a production cost; (3) charge advertiser directly as production cost the copyright fee for his program, indicating this on the rate card; (4) increase the rate on programs using copyright music by 10% to 15% and absorb all over that amount; (5) decrease rate on programs cleared at the source by 10% to 16%; maintain present station rate unchanged for any program originated by the station on which it has control of use of copyrighted material.

IRNA Spurns Dissolution Plan, Will Remain Quiet Until May

INDEPENDENT Radio Network Affiliates, original network outlet group, has decided to remain quiescent until its annual convention in Cleveland next May, coincident with the NAB session, "unless an emergency should arise," its board of directors announced last Friday following a meeting in Chicago.

In a letter to all affiliates, reporting on the Nov. 25 session, the board reviewed its accomplishments, claiming that it had, among other things, saved the industry in excess of \$600,000 a year in ASCAP payments alone. But it confessed that "practically nothing" had been accomplished in negotiations with networks on station-breaks, option hours and other operating practices, "due to failure of the networks to realize what they could gain." To some extent, the board said, "this may account for part of the monopoly regulations."

Dissolution Rejected

Proposal at the Chicago session that IRNA be dissolved was rejected unanimously by the board. Six of the ten members were present and vetoed the suggestion of Samuel R. Rosenbaum, WFIL, Philadelphia, chairman, and Paul W. Morency, WTIC, Hartford, vice-chairman, that their resignations be accepted, with the result that they will remain in office until the Cleveland meeting, at which

time decision will be made on continuance of IRNA.

Signers of the circular letter were, in addition to Messrs. Rosenbaum and Morency, Martin B. Campbell, WFAA-WBAP-KGKO; Edwin W. Craig, WSM; Mark Ethridge, WHAS; Don S. Elias, WWNC; John A. Kennedy, WCSH; I. R. Lounsberry, WGR-WKBW; C. W. Myers, KOIN; George W. Norton, WAVE; and L. B. Wilson, WCKY.

Net Negotiations

Pointing out that during the last year IRNA has received approximately \$10,000 from 140 affiliated stations, the letter made an accounting of disbursements. Citing accomplishments of IRNA, it was stated that its influence was largely instrumental in acceptance by the networks of the portions of the code reducing the length of commercial copy; in the creation of BMI, and the negotiations with ASCAP.

IRNA procured a reduction of the local blanket commercial fee from 2 3/4% to 2 1/4% from ASCAP, it was held, and also procured an allowance of 15% which every station can deduct from its gross business before applying the ASCAP tax. It is these two deductions, it was said, based on industry statistics, that have resulted in what amounts to a savings of more than \$600,000, assuming the blanket license basis for all stations.

Regarding negotiations with the

NEW 15c CIGARETTE FOR AXTON-FISHER

AXTON-FISHER TOBACCO Co., Louisville, will shortly market a new cigarette, to retail at 15 cents a package plus State and local taxes. Product will be introduced in carefully selected test cities, and it is known that radio will play an important part in the introductory tests.

If these preliminary tests are successful, the product will be groomed as a potential competitor to the "Big Five" with a sizable appropriation for radio. Cigarette is as yet unnamed, and test cities have not been revealed, but account will be directed by Blackett-Sample-Hummert, Chicago, which also handles Spuds.

Meanwhile, Axton-Fisher announced the appointment of Raymond Brown as advertising manager. Mr. Brown was formerly account executive of J. Walter Thompson Co., New York, and previously advertising manager of Texas Co., New York.

Early Decision Is Seen On CBS-ABTU Wages

ARBITRATION hearings of the labor dispute between CBS and Associated Broadcast Technicians end Saturday before Dr. John A. Lapp, arbitrator. A decision is expected in two weeks.

The ABTU is asking a \$13.60 weekly raise for all of the 275 technicians employed by CBS M & O stations, a payroll increase of about 20% overtime scale after eight hours in any day, and pay for overtime spent in traveling.

Appearing for CBS were Mefford Runyon, vice-president; H. Leslie Atlask, Chicago, vice president; James Seward, assistant treasurer; Frank Falknor, chief engineer; WBBM, Chicago; John Moser and Charles P. Schwartz, Chicago, and Kenneth Raine, New York, all attorneys; Dr. Theodore Yntema, U. of Chicago. For ABTU appeared Russ Rennaker, national business manager; Lawson Wimberly, international representative; Charles Warriner, president Local 1220, Chicago.

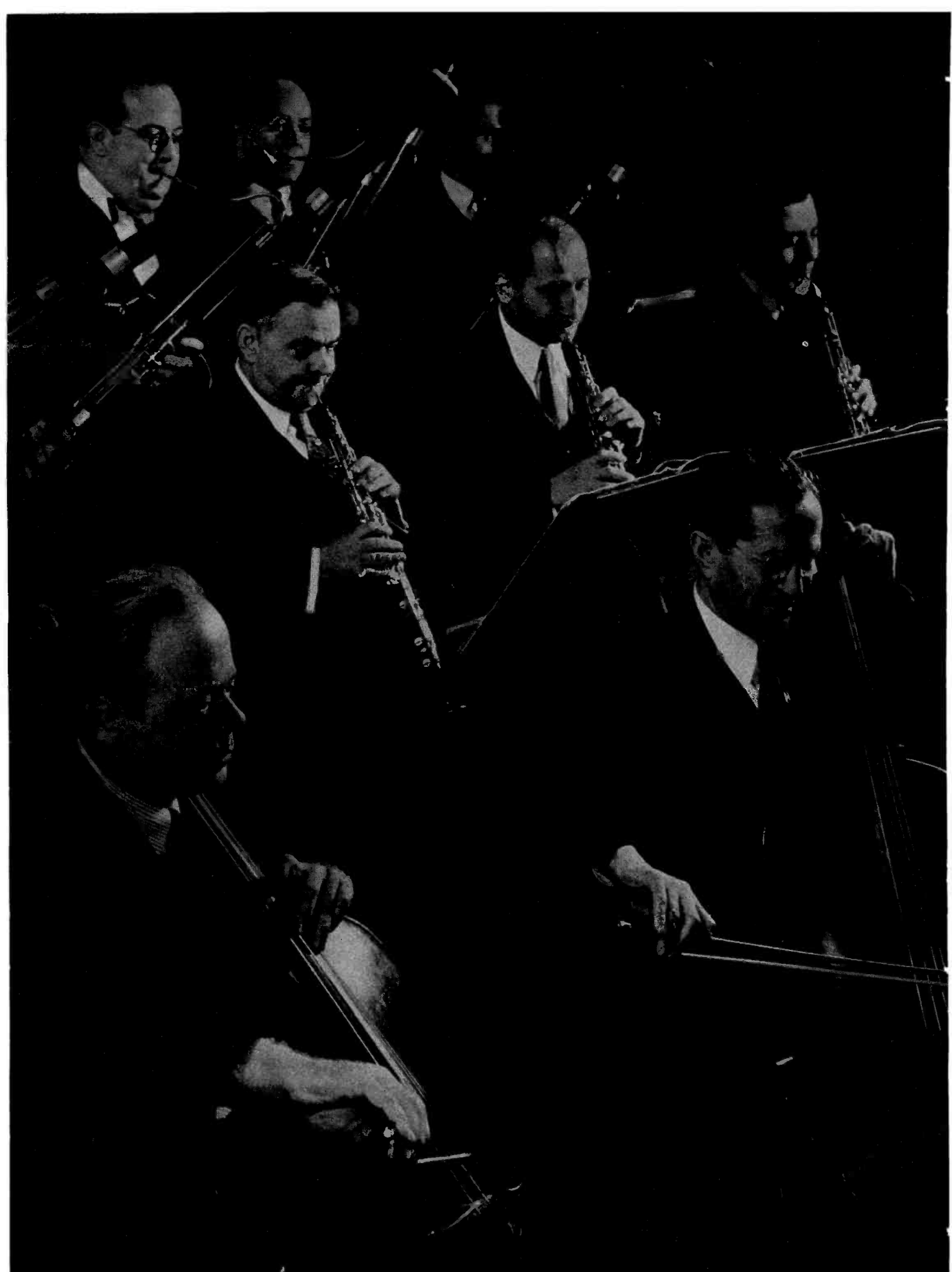
networks, the board said that the failure was partly due to "competitive conditions." NBC, it pointed out, already has recognized the importance of this field of endeavor by appointing committees of its own affiliates to perform a part of this same function in its two networks.

Regarding IRNA's future, the letter concluded:

"In the meantime, unless some emergency of national character requires resumption of activity by IRNA, the board sees no reason to propose to affiliates the expense of maintaining permanent counsel or a paid staff. Pending final decision at the convention, IRNA will, therefore, without dissolution, remain quiescent unless an emergency should arise."

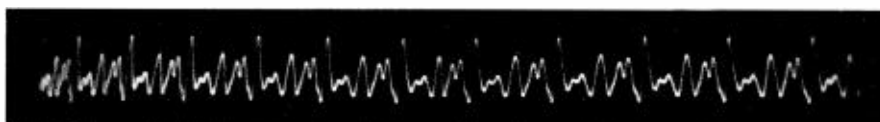


The oboe sounds its "a"...



...and a New Century of Music begins

A hundred years ago in the Apollo Rooms on Lower Broadway, an oboe sounded the pitch ... the strings, the brasses and the woodwinds tuned ... and a Connecticut Yankee raised his baton to signal the start of Beethoven's Fifth Symphony. Before him, at their high music racks, stood the first symphony orchestra in America. Behind him an audience of some 400 sat upright in their pews.



Today, in Carnegie Hall an oboe again sounds its "a". . . and the 62nd successor to Ureli Hill raises his baton before the orchestra of the Philharmonic-Symphony Society of New York.

And behind him . . . before him . . . all around him . . . an audience of 10,000,000 awaits the opening theme.

10,000,000 people listening to the radio on a Sunday afternoon! . . . More than have heard the Philharmonic within the walls of a concert hall in the hundred years of its history.

What finer tribute to the world's greatest orchestra, beginning its second century? What better evidence of an America musically come of age?



The oscillograph registers the wave pattern of an oboe's "a" sounded by the Philharmonic's Bruno Labate. Instruments in an orchestra traditionally tune to an oboe because its pitch is accurate and its penetrating tone is easily caught by the human ear.

100th Anniversary of the

Philharmonic-Symphony Society of New York

Broadcast exclusively for the past 12 years over

THE C O L U M B I A B R O A D C A S T I N G S Y S T E M

Davis Award Goes To Durward Kirby

WENR Announcer Honored In Annual Competition

DURWARD KIRBY, NBC announcer on the staff of WENR, Chicago, last week was named winner of the H. P. Davis Announcers Award for 1941, given for the first time this year on a national basis after a nationwide contest. Mr. Kirby received the award, a gold medal and \$300 in cash, Nov. 29 during a special program on NBC-Red and Blue on which Graham McNamee served as m.c. and A. L. Ashby, NBC vice-president and general counsel and friend of the late Mr. Davis, represented the network.

Also participating on the program through a "round robin hook-up" were the four local winners, who received rings with engraved inscriptions of the award. They were: Robert White, WBZ, Boston, representing the Eastern region; Ray Olsen, WOW, Omaha, of the Central region; Ed Brady, KOA, Denver, Mountain region, and George Presby, KGO, San Francisco, representing the Pacific region.

Additional Awards

Created in 1933 by the widow of the late Harry P. Davis, former Westinghouse official who contributed greatly to the development of network broadcasting in America, the Memorial Award each year has been given to the outstanding announcer on the staff of an NBC station in each of four regions. This year, Mrs. Davis created the additional national award, and appeared on the special NBC program to give out the prizes.

Winners were selected by a board of judges headed by Miss Marjorie Stewart, founder of the Microphone Playhouse in Pittsburgh, who began her radio career 21 years ago as coach of announcers for KDKA, Pittsburgh. Among the qualities required to win are personality and interesting voice quality, the ability to talk with a living-room group, freedom from inflection mannerisms and local characteristics, and variety of presentation and sales appeal.

P & G Takes 'Hazard'

PROCTER & GAMBLE Co., Cincinnati (Ivory soap flakes), on Jan. 20 will start sponsorship of *Hap Hazard*, summer fill-in for S. C. Johnson Co.'s *Fibber McGee & Molly* on NBC-Red, on an unnamed number of CBS stations, Tuesday, 10:30-10:45 p.m. (EST) and Thursday, 9:15-9:45 p.m. (PST). Before going on a coast-to-coast network the program will go through a three-week test on a seven-station CBS-Pacific net starting Dec. 30. Program, featuring Ransom Sherman in the starring role, will originate on the Coast. Agency is Compton Adv., New York.



MR. KIRBY

SALUTES RECEIVED IN WHN 5 kw FETE

HERALDED with successive salutes by three stations last week, WGN, New York, on Dec. 1 is celebrating its increased power of 50,000 watts with one of the most elaborate programs ever produced by the station, a mixed variety show from 9 to 10:30 p. m. at the close of its first day operating on the new power.

On Nov. 27, the city of Miami saluted WHN with a half-hour program on WQAM, while the following day the Republic of Cuba put on a special half-hour broadcast in English and Spanish from the government's long and shortwave stations in Havana. Also on Nov. 28 WWRL, New York, broadcast a radio salute to WHN with WWRL Special Special Events Director Walter Kaner paying tribute to the station's contribution to the radio industry.

Talent on the first part of the WHN dedication program included Bert Lytell, Rise Stevens, Frank Fay, Dick Todd, Adrienne Ames, and A. L. Alexander, after which came special features. One was devoted to news with Fulton Lewis Jr., Fulton Oursler and George Hamilton Combs, and the other to sports with Clem McCarthy, Bert Lee and Dick Fishell. WHN's regular orchestra with Dick Ballou was supplemented with a choral group and the entire program originated in the Barbizon Plaza Theatre, under the direction of Frank Roehrenbeck, WHN station manager.

Celanese Radio Bow

CELANESE Corp. of America, New York (yarns & fabrics), will use radio for the first time, according to an announcement last week by company officials that Celanese will sponsor a half-hour program on 51 CBS stations, each Wednesday, 10:15-10:45 p.m. starting Jan. 7, 1942. At the same time the company, which heretofore handled its advertising direct, appointed Young & Rubicam, New York, to handle the radio campaign. Neither format nor name of the program has yet been set though the agency stated it will be of the musical type.

FCC Definition of Candidate For Political Offices Revised

Commission Clarifies Regulations to Relieve Delicate Situations at Election Time

SEEKING to remedy the many touchy situations which have arisen perennially at election time, the FCC last Wednesday redefined a "legally qualified candidate" and clarified its regulations concerning sale of time to political candidates. According to the new definition, a "legally qualified candidate", eligible to purchase political time, must make public announcement of his candidacy and be able to substantiate his position as a bona fide candidate for nomination or office.

In an explanatory press release issued with announcement of the clarifying action, the FCC pointed out that Section 315 of the Communications Act "does not impose upon radio station licensee the obligation to give or sell time to any candidate for public office unless the station has afforded such use of its facilities to other candidates for the same office"—in which event the station must then provide equal opportunities to all other candidates for that office.

New Definition

"A person whose name is not included on the printed ballot, but possesses the requisite legal qualifications to hold that particular office, is a 'legally qualified candidate' within the meaning of this section of the Communications Act and the Commission's related rules," the FCC declared. "The names of such persons can be written in by voters and a valid election result. It is evident that Section 315 should be construed also to include candidates for nomination for office where the names of candidates are not required on printed ballots."

The new definition, substituted as Section 3.422 of the FCC Rules & Regulations, amplifies the previous general definition, as follows:

A "legally qualified candidate"

means any person who has publicly announced that he is a candidate for nomination by a convention of a political party or for nomination or election in a primary, special, or general election, municipal, county, state or national, and who meets the qualifications prescribed by the applicable laws to hold the office for which he is a candidate, so that he may be voted for by the electorate directly or by means of delegates or electors, and who (a) has qualified for a place on the ballot or (b) is eligible under the applicable law to be voted for by sticker, by writing in his name on the ballot, or other method, and (1) has been duly nominated by a political party which is commonly known and regarded as such, or (2) makes a substantial showing that he is a bona fide candidate for nomination or office, as the case may be.

Sections 3.421, 3.423 and 3.424, covering general requirements, rates and practices, and records and inspection, respectively, were left unchanged.

Station Requirements

"The Commission is cognizant, of course, that the mere fact that any name may be written in does not entitle all persons who may publicly announce themselves as candidates to demand radio time under Section 315, for the obvious reason that the limited broadcast facilities will not accommodate all who might desire to speak", the FCC explained. "The Commission also recognizes that broadcast stations may make suitable and reasonable requirements with respect to proof of candidacy of an applicant for the use of facilities under Section 315."

"Since determination as to who shall appear on programs is a matter resting in the first instance with the individual broadcast stations, Section 315 does not require stations to give broadcast time to any candidate unless that station has previously permitted a broadcast by another candidate for the same office."

Keresey Named V-P

THOMAS M. KERESSEY, who recently resigned from Lord & Thomas, New York, after 11 years as vice-president, has been named vice-president of Ivey & Ellington, with headquarters in New York. Mr. Keresey first came to Lord & Thomas in 1926 as space buyer when the Thomas E. Logan agency, in which he was serving in a similar capacity, merged with L & T. Later that year he joined the International Mercantile Marine Co. as director of advertising. In 1930 he returned to Lord & Thomas as executive assistant to the president.



Mr. Keresey

Lever Uncertain

OFFICIALS of Lever Bros. Co. and Ruthrauff & Ryan, New York, are holding a series of meetings to decide whether the two CBS shows *Meet Mr. Meek* and *Hollywood Premiere* will be continued for Lifebuoy soap when that account is moved Jan. 1, 1942, to R & R from Wm. Esty & Co. [BROADCASTING, Nov. 24]. A decision is expected early this week.

Regent Eyes MBS

RIGGIO TOBACCO Corp., Brooklyn (Regent cigarettes), is negotiating for the Monday, Tuesday, Wednesday 10:30-10:45 p.m. spot on 20 MBS stations for a musical show to feature a soloist and name band, as yet unnamed. Program is expected to debut about Jan. 5. M. H. Hackett Inc., New York, handles the account.



... THAT ONE WITH STATION RATINGS!

Intermittently for a decade, local advertisers, agencies, radio stations, research organizations and others have been laying yardsticks on listening in Oklahoma City. With no known exception, WKY has emerged from such tests with a commanding lead.

But it is not altogether necessary to risk the sales success of a product in the Oklahoma City market on the miniature snapshot view exposed through the pin-hole of any one such survey.

Look, rather, at the panoramic, comprehensive, authoritative picture of radio listening . . . the continuous, moving picture . . . in Oklahoma City and other major radio markets provided by specialized national research organizations.

But here, too, you'll find that no matter who takes the picture, WKY invariably dominates it. That's why it can be, and is, said with such confidence and frequent repetition that with daytime listeners in Oklahoma City, it's WKY 3 to 1.

WKY

OKLAHOMA CITY

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



ALL THIS and Sioux City-Yankton, Too— WITH **WNAX**

Just imagine—one radio station “delivering” a seven state *billion dollar market*.

4,000,000* PEOPLE living in cities, small towns and on farms make up the population of the WNAX area. And, what's more important, these people have money to spend!

A BILLION DOLLAR CASH FARM INCOME for 1941, with even greater prospects for '42, gives this area tremendous buying power. And, it seems, they spend it *all*.

A BILLION DOLLARS IN RETAIL SALES indicates that. In fact, if this area were to be considered as a state unit, it would rank thirteenth in total retail sales. That's a whooper of a market . . . the kind usually covered only by 50,000 watts. Because of favorable soil conductivity, wave length and distance from other network stations, you get it *all* with the 5,000 watts of WNAX!

Little wonder that WNAX has the largest commercial schedule of any station in this territory . . . that WNAX has a consistent record of delivering **MORE** results at less cost. Startling facts and figures on the WNAX market are available. Write WNAX, Yankton, South Dakota, or call your nearest Katz Agency office.

* 3,903,636 people

It's Economical to Buy WNAX the **BIG** Station!

**5000
WATTS**

C. P. 5000 WATTS
NIGHT

A BILLION DOLLAR MARKET
WNAX
SIoux CITY, IA. ★ YANKTON, S. DAK.

570 KC.

A COWLES STATION

Represented by the
KATZ AGENCY

NBC APPEAL SEEN IN GRANT TO KOB

AN APPEAL by NBC from the action of the FCC authorizing KOB, Albuquerque, to operate full-time under a special service authorization on the 770 kc. clear channel occupied by WJZ, New York, was indicated last week after the FCC had denied a petition for rehearing.

The FCC announced extension of the authorization to KOB, an NBC-Blue outlet, to operate on 770 kc. with 50,000 watts day and 25,000 watts night until Jan. 9, 1942. Simultaneously, it said it had authorized the Commission's chief engineer to conduct tests with KOB; KXA, Seattle, limited time station on the frequency, and WJZ, to ascertain the degree of interference entailed. Both NBC and KXA had petitioned the FCC for rehearing and reconsideration, protesting the original Oct. 4 action granting KOB the special authorization.

Because regular assignment of KOB on the frequency would entail the breakdown of the Class I-A channel occupied by WJZ, an appeal is expected. NBC had contended that the action, apart from the interference caused, constituted an infraction of FCC regulations. The Commission had granted the KOB frequency shift on its own motion. The station, under the Havana Treaty, had been assigned to 1030 kc. as a Class II outlet but interference factors resulted in the change. The station previously had operated on 1180 kc.

The FCC has described the shift purely as an experimental move to secure "factual" information indicating that a further change may be ordered.

Lorillard Renewals

P. LORILLARD Co., New York on Dec. 29 and Jan. 5 will renew for 13 weeks its news and musical show on local stations for Beechnut cigarettes and Union Leader, Friends and Ripple tobaccos. Renewals include: For Beechnut, *Vadaboncoeur News*, WSYR; *Col. Jim Healey*, WGY (three times weekly). For Union Leader, *Col. Jim Healey* (thrice-weekly); *Union Leader Almanac*, WLW; *Farm News*, KFAB, WHP and WLS; and news on KFH. For Friends, news on KSD. For Ripple, *Rhythm Four*, WSGN and WSFA; *Ted & His Tumbleweeds*, WOAI, and *Ripple Ranch Hands*, KPRC. In addition the company on Jan. 5 starts a new quarter-hour news program six times weekly on WISH for Beechnut. Agency is Lennen & Mitchell, New York.

CBY Goes Commercial

CBY, Toronto, second station of the Canadian Broadcasting Corp. in that city, has been changed from a non-commercial to a commercial station and will in future carry sponsored programs. CBY has carried occasional sponsored shows, but as of Dec. 1, becomes a commercial station. It will be NBC-Blue outlet at Toronto, and will not as in the past duplicate programs carried on CBL, the other CBC Toronto station. It will become more a community station than CBL which is the regional CBC station.



FIRST REGIONAL to acquire news service of Reuters Ltd., British semi-official news agency, is said to be WKAT, Miami Beach 1,000-watter, which started the Reuters report Nov. 24. A Frank Katzenline (left), WKAT owner, receives congratulations from Michael Robb, British vice-consul at Miami.

PRESENTATION of the Heisman Trophy to the nation's outstanding college football player will be broadcast exclusively on MBS Dec. 9 immediately following the trophy dinner.

Text of Handout

"THE management of WQXR, New York, takes pleasure in announcing that Miss Gypsy Rose Lee, the distinguished danseuse and author, will appear exclusively over its facilities at 2:30 o'clock on Tuesday, Dec. 2, to engage in literary discussion with Mr. Edwin Seaver, conductor of the *Readers & Writers* program. You are cordially invited to do what you please about this. P.S. For immediate release."

Clark in Missouri

CLARK BROS. CHEWING GUM Co., Pittsburgh (Teaberry gum), has started a spot campaign in Missouri, using three announcements daily on KGBX and KWTO, Springfield, and KMOX, KSD, KXOK, KWK, WIL and WEW, St. Louis. Account was placed by Walker & Downing, Pittsburgh.

CRC Holiday Rush

COLUMBIA RECORDING Corp., whose Bridgeport and Hollywood plants are already working 24-hours a day to cope with Christmas business, has announced cancellation of its January Masterworks list so that presses marked for that month's production can work on Christmas items. CRC is conducting a \$200,000 Christmas campaign on a large number of stations throughout the country promoting its records as gifts.

Seabury Comes Back

SEABURY Inc., New Brunswick, N. J. (Edrolax), through its recently appointed agency, Charles W. Hoyt Co., New York, after an absence from radio for several years, is testing a series of live announcements, Monday through Friday on WMBG, Richmond, Va.

HARRY SUKMAN, conductor of the studio orchestra of W59C, Chicago, is the composer of four new songs which will be presented on the orchestra's evening broadcasts.

KSD

ST. LOUIS

NBC RED Network

**FIRST IN ST. LOUIS
IN "FIRSTS"**

On National Popularity Polls

A Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES

Bob Hope Heads Survey in Cleveland; Kate Smith, Crosby, Bergen, Fibber Next

BOB HOPE, head-man of the *Pepsodent Show* on NBC-Red, emerged as the leading personality of American radio in the 1941 radio poll of the *Cleveland Plain Dealer*, announced Nov. 23. Comedian Hope also was named captain of the "All-America Radio Eleven", compiled each year from the ballots of *Plain Dealer* readers and representatives for their top choices among radio personalities.

Other Leaders

Included on the All-America Eleven, in addition to Mr. Hope, and in order of ranking, were Kate Smith, Bing Crosby, Edgar Bergen, Fibber McGee, Paul (Michael Raffetto) Barbour, Henry (Ezra Stone) Aldrich, Don Ameche, Clifton Fadiman, Franklin P. Adams, Maj. Edward Bowes.

Other top rankings resulting in the poll were: Top broadcast—*Ford Sunday Evening Hour*; master-of-ceremonies—Bing Crosby; male vocalist (popular)—Bing Crosby; feminine vocalist (popular)—Kate Smith; male vocalist (classical)—Richard Crooks; feminine vocalist (classical)—Margaret Speaks; best comedian—Bob Hope; best dramatic show—*Lux Radio Theatre*; best symphonic program—*Ford Sunday Evening Hour*; best light musical—*Andre Kostelanetz Hour*; best dance band—Guy Lombardo; best variety program—*Kraft Music Hall* (Bing Crosby); best educational program—*U of Chicago Roundtable*; best news broadcaster—Lowell Thomas.

The first 11 variety shows also were chosen by reader voters: *Kraft Music Hall*, *Kate Smith*

Hour, *Edgar Bergen—Charlie McCarthy, Fibber McGee & Molly*, *Millions for Defense*, *The Jello Show*, *Major Bowes' Amateur Hour*, *Maxwell House Coffee Time*, *Breakfast Club*, *Penthouse Party*, *Kay Kyser's Kollege of Musical Knowledge*.

The "All-American programs, on a general basis, include a *Ford Sunday Evening Hour*, *Fibber McGee & Molly*, *One Man's Family*, *Kraft Music Hall*, *Kate Smith Hour*, *The Aldrich Family*, *Lux Radio Theatre*, *Information Please*, *Pepsodent Show*, *Kay Kyser's Kollege of Musical Knowledge*, *Maxwell House Coffee Time*.

Complete Poll

A complete list of results of the *Plain Dealer* poll follows:

All-America Radio Personalities Eleven—Bob Hope (captain), Kate Smith, Bing Crosby, Edgar Bergen, Fibber McGee, Paul (Michael Raffetto) Barbour, Henry (Ezra Stone) Aldrich, Don Ameche, Clifton Fadiman, Franklin P. Adams, Major Edward Bowes.

Favorite Program—*Ford Sunday Evening Hour*, *Fibber McGee & Molly*, *One Man's*



CANADA'S WAR EFFORT in the radio communications field is inspected by W. J. Scripps of WWJ, Detroit. Mr. Scripps (left), is shown with R. M. Brophy, general manager of the Canadian Marconi Co., and former stations relations-manager of NBC, as they looked over CM's plant in Montreal which is turning out radio equipment for every branch of the British armed forces. Canadian Marconi operates CFCE, Montreal.

Family, *Kraft Music Hall*, *Kate Smith Hour*, *The Aldrich Family*, *Lux Radio Theatre*, *Information Please*, *Pepsodent Show*, *Kay Kyser*, *Maxwell House Coffee Time*.

Master of Ceremony—Bing Crosby. Don Ameche, Clifton Fadiman, John Conte, Albert Spaulding, Don Wilson, Milton Cross.

Male Singers—(popular) Bing Crosby, Harry Wood, Lanny Ross, Ray Eberle; (classical) Richard Crooks, Frank Munn, James Melton.

Feminine Singers—(popular) Kate Smith, Dinah Shore, Connie Boswell, Ginnie Simms; (classical) Margaret Speaks, Gladys Swarthout, Lucille Manners, Francis White.

Dance Bands—Guy Lombardo (captain), Glenn Miller, Kay Kyser, Sammy Kaye, Wayne King, Fred Waring, Xavier Cugat, Tommy Dorsey, Jimmy Dorsey, Horace Heidt, Abe Lyman.

Comedians—Bob Hope, Fibber McGee, Edgar Bergen, Jack Benny, Fred Allen, Red Skelton, Frank Morgan.

Variety Shows—*Kraft Music Hall*, *Kate Smith Hour*, *Edgar Bergen—Charlie McCarthy*, *Fibber McGee & Molly*, *Millions for Defense*, *The Jello Show*, *Major Bowes' Amateur Hour*, *Maxwell House Coffee Time*, *Breakfast Club*, *Penthouse Party*, *Kay Kyser's Kollege of Musical Knowledge*.

Commentators—Lowell Thomas, H. V. Kaltenborn, Raymond Gram Swing, Walter Winchell, B. S. Bercovic, Boake Carter, Elmer Davis.

Quiz Programs—*Information Please*, *Quiz Kids*, *Doctor I.Q.*, *Truth or Consequences*.

Educational—*U of Chicago Roundtable*, *Information Please*, *March of Time*, *Walter Damrosch Hour*, *Cavalcade of America*, *Light of the World*, *Quiz Kids*.

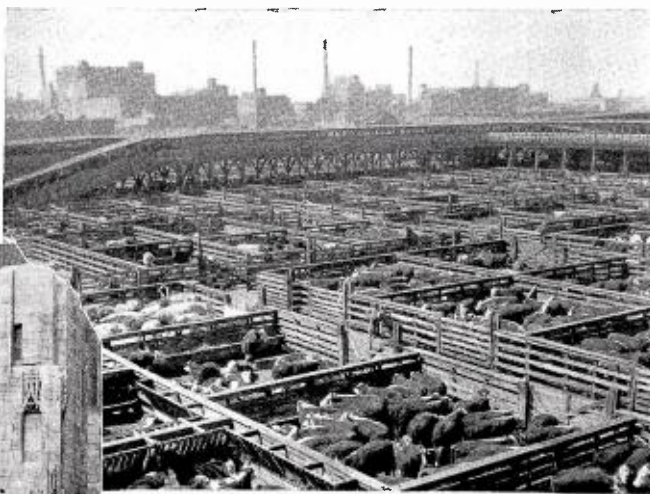
Drama—*Lux Radio Theatre*, *One Man's Family*, *The Aldrich Family*, *Adventures of Sherlock Holmes*, *Helen Hayes Theatre*, *First Nighter*, *Mr. District Attorney*.

Symphony—*Ford Sunday Evening Hour*, *New York Philharmonic*, *NBC Symphony*, *Philadelphia Orchestra*.

Light Classical—*Andre Kostelanetz—Albert Spaulding*, *Richard Crooks—Alfred Wallenstein*, *Gladys Swarthout—Ross Graham—Al Goodman Family Hour*, *American Album of Familiar Music*, *James Melton—Francis White—Don Voorhees*, *Phil Spitalny's Hour of Charm*, *Fred Waring*.

Things most typically CHICAGO

Achievement and supremacy in the meat packing industry as represented by the Union Stock Yards is most typical of Chicago. The people throughout the Middle West are proud of this industry's growth and position.



Typically Chicago also, is achievement in radio as represented by W-G-N, the station with the "Chicago" origin and viewpoint. Surveys show that people of the Middle West think first of W-G-N.

THIS is another reason your program on W-G-N will have more listeners.



The FIRST STATION in Chicago and the FIRST CHICAGO STATION in the Middle West

MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 E. 42nd Street, New York, N. Y.

PAUL H. RAYMER CO., Los Angeles, Cal.; San Francisco, Cal.

Holiday Savings Drive

CHRISTMAS CLUB Corp., New York, an independent organization which originated the Christmas savings plan and sells its services to various banks handling the savings, has announced its annual holiday radio campaign. Transcriptions featuring an interview between Lowell Thomas and Herbert Rawll, president of the corporation, who discuss the club and its contributions to thrift, will be played one to five times during the week, Dec. 3-10, on 45-50 stations. In past years, Gabriel Heatter, Floyd Gibbons and Edwin C. Hill were featured guests. World Broadcasting System cut the discs. Agency is Brooke, Smith, French & Dorrance, New York.

Off to a Flying Start...

THE PERFECT COMBINATION

**5000
WATTS**

**570
kc**

**JUST
MARRIED**

3-7111

● On October 22nd, WSYR went to 5000 watts at 570 kc. Thus began "The Perfect Combination."
"Perfect" because: 5000 watts at 570 kc. will send a strong signal the same distance as 340,000 watts at 1400 kc.

"Perfect" for advertisers, too. Our new listening area now includes 27 of the most "buying-minded" counties in Upstate New York — an audience of 600,000 families spending one and one-half billion dollars a year!

Here is an audience worth careful cultivation. And it can now be reached, effectively and thoroughly, by a single advertising medium — radio station WSYR.

WSYR

SYRACUSE, N. Y. NBC

AN H. C. WILDER STATION • REPRESENTED BY RAYMER

Industry Leaders Keep Up Schedules

Advertising Will Continue; Recall World War Lesson

LEADING manufacturers representing nine industries—mostly heavy goods—believe that advertising and promotional programs for 1942 must be continued or increased to stabilize long-range operations, according to Percy Wilson, managing director of the Merchandise Mart, Chicago, who made the survey among the market center occupants.

Each manufacturer was queried on whether he planned to curtail sales promotion efforts in view of back log of unfilled orders and threatening material shortages. "The answers received," Mr. Wilson said, "revealed that pace-setting leaders will not follow the policy that caught so many manufacturers off guard during the similar period of the first World War when advertising appropriations were cut and salesmen taken off the road."

Sound Policy

One manufacturer stated that "while advertising and sales promotional effort is obviously not required to maintain sales volume now or in the immediate future, we are convinced that it is sound to maintain our promotional activ-



MOBILE UNIT, designed to conserve gasoline, was used by CKSO, Sudbury, Ont., during a broadcast of the British-American Oil Co.'s *B-A Bandwagon*. The program features spectacular remote pickups. Here A. Vaillancourt (at rear of power plants) is interviewed by Jack McLaren, CKSO night supervisor, with Engineer Bill McLellan (right) holding pack transmitter. Mr. Vaillancourt caught the moose some time ago and has trained them to haul a racing cart.

ity at full scale." Another said "effective advertising, sound promotional activity are the very bedrock on which selling efficiency depends, and must be carried on at all times."

An official of Armstrong Cork Co. stated, "We have not curtailed our advertising activities. As a matter of fact, we recently started a new network program to promote sales over a hook-up of 105 stations, which represents a sub-

stantial increase in the advertising effort we are putting behind this portion of our line."

A leading furniture manufacturer told Mr. Wilson that "while no manufacturer can say what he will do next year, and while no manufacturer under present conditions, can say he will carry on 'business as usual', we can definitely state that it is not our intention to curtail our advertising or promotional efforts."

BERGEN, BENNY, FIBBER

Three Leaders Continue Their High CAB Ranking

FIRST 13 half-hour evening shows with top ratings in the latest report of the Cooperative Analysis of Broadcasting are on NBC-Red, which also tops the list for quarter-hour programs heard four times weekly, thrice weekly and weekly.

The 13 shows, according to CAB, in current order are: *Edgar Bergen*; *Jack Benny*; *Fibber McGee & Molly*; *Aldrich Family*; *Bob Hope*; *Maxwell House Coffee Time*; *One Man's Family*; *Fitch Bandwagon*; *Mr. District Attorney*; *Time to Smile*; *Burns & Allen*; *Rudy Vallee*, and *Truth & Consequences*. The fourteenth was CBS' *Big Town*. The 15th also was NBC-Red, namely *Red Skelton*.

Lowell Thomas leads quarter-hours heard four times weekly; *Easy Aces* is tops for thrice-weekly quarter-hours, and *Walter Winchell* is leader for weekly quarter-hours.

Case Again Deferred

EXAMINATION before trial of Niles Trammell, president of NBC, was postponed from Nov. 24 to Dec. 1 in New York Supreme Court, according to Robert Daru of Daru & Winter, counsel for the 14 songwriters, 12 of whom are ASCAP members. They are suing NBC, CBS, BMI and NAB for alleged unlawful conspiracy to acquire control of the songwriting business at the time of the ASCAP-network music war.

"GOES OFF WITH A BANG!"

"Just like our programs do," says WSAI's Winged Plug, "They go off with a very loud bang that can't help attracting a big audience. You see, we plug our programs... with street car and bus cards, neon signs, news pictures, movie trailers, taxicab covers and downtown window neon signs. Support them with a monthly house-organ for dealers, too. I guess that's one reason we are selected as the Cincinnati outlet for so many top-flight network shows!"

NBC RED AND BLUE—5,000 WATTS NIGHT AND DAY

WSAI CINCINNATI'S OWN STATION
REPRESENTED BY INTERNATIONAL RADIO SALES



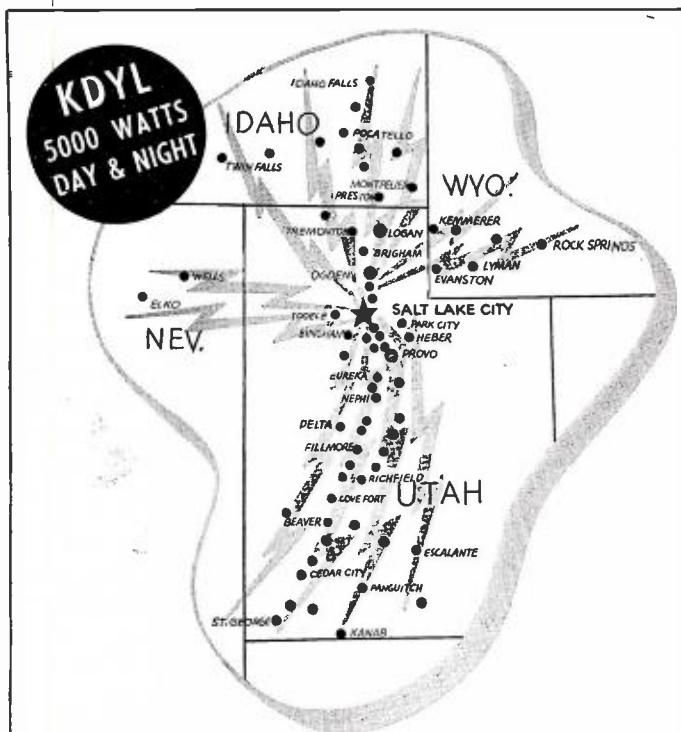
WFIL opens Philadelphia's FIRST *Commercial* FM STATION



W53PH

**NOW ON
THE AIR!**

Another FIRST for WFIL



SALES PATTERN for the INTERMOUNTAIN MARKET

Here's a hustling, bustling market of more than 800,000 people who earn, and spend, approximately \$300,000,000 annually. And KDYL's 5000-watt day and night broadcasting pattern gives practically every one of those people the chance to hear all the top-flight NBC Red Network shows they just don't want to miss! It means big audiences—responsive audiences. It means sales opportunities for you!

KDYL

THE POPULAR STATION

NBC RED NETWORK

JOHN BLAIR & COMPANY
National Representatives

SALT LAKE CITY



UNDER CONSTRUCTION, and expected to be ready for use about Feb. 1, 1942, is this new studio-transmitter building of KTUC, Tucson, Ariz. Hailed as one of the most modern broadcasting structures in the Southwest, the new \$35,000 plant incorporates a 250-watt Western Electric transmitter, 180-foot Allison vertical tower and RCA speech input equipment. Studios will be acoustically treated by Johns-Manville, with fluorescent lighting and automatic heating and air conditioning. Designed by Architect Frederick Eastman, whose drawing of the building appears here, the structure also provides office space for all KTUC departments, with a fully equipped technical workshop. KTUC is owned by Tuscon Broadcasting Co., of which Ralph W. Bilby is president and Manager John Merino vice-president.

Newspaper Probe Is Further Extended As FCC Completes Revising Exhibits

EXTENDING the between-session hiatus to six weeks, the FCC last Wednesday announced further postponement of the newspaper-radio hearing, scheduled to resume last Thursday, until Dec. 4. This was the second postponement granted by the FCC since the press-radio proceeding was recessed Oct. 23 for three weeks.

It is understood the postponement was agreed upon, following a Nov. 23 conference between FCC and Newspaper-Radio Committee counsel, to provide additional time for completing revisions to the FCC's financial exhibits. Key Commission exhibits drew immediate opposition from industry counsel in the opening days of the hearings in late July because of obvious inaccuracies.

Revised Exhibits

Although other phases of the proceeding have proceeded meantime, these controverted exhibits have undergone reexamination and revision in the interest of clarifying the hearing record. Before the hearing resumes, it is expected the revised exhibits will be examined once again at a conference of FCC and Newspaper-Radio Committee representatives. Following introductions of the FCC's corrected statistical data, when the hearing reopen Dec. 4, the Committee is expected to start presenting its affirmative case, starting probably with statistical analyses from the industry viewpoint [BROADCASTING, Nov. 17].

Principal Committee witnesses slated for this phase of the proceeding are Dr. Herman S. Hettinger, well-known radio economist and associate professor of economics at the Wharton School of Finance, U of Pennsylvania, and Paul F. Lazarsfeld, Columbia U professor and former head of the Princeton Radio Research Project. The committee presentation will be handled by Judge Thomas D. Thacher, chief counsel, and Sydney

M. Kaye and A. M. Herman, associate counsel of the committee.

The first appearance of Eugene Cotton, newly appointed chiefs of the FCC's newspaper inquiry unit, also is expected as the hearings reopen. Mr. Cotton succeeded David D. Lloyd, who left the FCC legal staff several weeks ago to join the legal department of the Economic Defense Board. He will be the sixth FCC lawyer to appear actively in the proceedings.

More Colleges Offering Radio Technical Courses

LATEST schools to join the parade in offering special radio technical courses in connection with the Federal program for training skilled personnel for defense jobs are Maryland U, College Park, Md., and Southern Methodist U, Dallas. SMU is the sixth Texas school to provide technical courses in cooperation with the U. S. Office of Education and the NAB.

Maryland U plans to start a comprehensive fulltime day course on Jan. 5, to continue through Aug. 7, 1942, with a curriculum covering advanced theory and practical radio engineering. The school plans to utilize facilities of the Capital Radio Engineering Institute for the course.

The SMU course, which started Oct. 1 for 12 weeks, is being taken by 40 students, who spend nine hours weekly in class. The plan is to continue the training with advanced courses, as well as to add other courses in radio, according to SMU officials. Under the arrangements made by the Office of Education, enrollees receive special technical training, with the Government paying tuition expenses and the student paying his own living costs.

ANNUAL broadcast by CBS, NBC and Mutual of the Christmas tree lighting from the White House again will be heard Dec. 24 with President Roosevelt officiating and giving his Christmas message from the ceremonies, 5-5:30 p.m.



1st in the HEART OF AMERICA

IN KANSAS CITY—as in every major market—there's one station with a reputation for *doing* things...for setting the standards of broadcasting excellence...for operating in a big-time manner. In *this* market, it's KMBC.

AMONG Kansas City stations, it's KMBC that employs by far the largest talent and production staff—KMBC that devotes more than twenty-five solid hours per week to service-type broadcasts—KMBC that originates weekly coast-to-coast network shows—KMBC that won Variety's last Showmanship Award for Program Origination...

A LONG and still-growing list of KMBC "firsts" may explain why KMBC remains the first choice of most listeners—hence the best buy for advertisers.

KMBC of Kansas City

Free & Peters, Inc.



CBS Basic Network

KMBC is the first and only Kansas City station to organize a complete news department—four full-time men under the direction of Erle Smith, News Editor—two full-time news services.



KMBC is the first and only Kansas City station to employ a full-time, nationally-known sportscaster—Walt Lochman, winner of the 1940 Sporting News poll as "America's favorite minor-league baseball announcer."



KMBC is the first and only Kansas City station to employ a full-time Director of Farm Service—Phil Evans, veteran of NBC and CBS farm programs, who directs an average of three solid hours of farm service broadcasting daily.



KMBC is the first and only station authorized by Kansas City Livestock interests to broadcast complete livestock market reports three times daily. Bob Riley, market specialist, is an exclusive KMBC personality.



KMBC is the first and only Kansas City station to organize and maintain a complete, full-time food service department. Caroline Ellis, NBC and CBS author-star, conducts the KMBC Happy Kitchen—June Martin is the KMBC Food Scout.



KMBC is the first and only Kansas City station regularly originating network programs—"Brush Creek Follies," over CBS each Saturday afternoon. Now entering its fifth season as a Saturday night radio-stage show.

12 FACTORIES BACK PROGRAM ON WSAI

TWELVE local manufacturers join as sponsors of the thrice-weekly *Partners in Defense* feature on WSAI, Cincinnati. Designed to emphasize the part Cincinnati industry and labor is playing in the national defense program, each broadcast features a different "partner", although the complete list of 12 sponsors is announced on each program. The contract, the station believes, is the first of its kind signed by an independent station.

The show is conducted by a staff announcer, who introduces musical numbers and a recorded message from the Office of Production Management, outlines one sponsor's

activities and achievements, reports pertinent defense news flashes, and reads personal items about Cincinnati boys at camp. The feature is heard Sundays at 2:30 p.m. and Mondays and Tuesdays at 9:30 p.m.

Velvet Discs

LIGGETT & MYERS TOBACCO Co., New York (Velvet smoking tobacco) has set Dec. 1 as the starting date for *Hank Keene & His Radio Gang*, three-time weekly quarter-hour disc show of hillbilly music and comedy [BROADCASTING, Oct. 13]. Transcriptions, cut by World Broadcasting System, have been placed on 33 midwestern stations. Agency is Newell-Emmett, New York.

Greeter Gammons

EARL H. GAMMONS, general manager of WCCO, Minneapolis, has been named an official greeter by Mayor Kline, of Minneapolis. Because Mayor Kline finds it is impossible to fulfil many invitations coming to his office, he has named outstanding local businessmen to represent him at various functions. Mr. Gammons, as one of the appointees, will meet trains, speak at luncheons and conventions and in general sell Minneapolis and the Northwest when the Mayor is unable to attend.

Radio Staff Appointed For President's Birthday

FOLLOWING President Roosevelt's reappointment of Keith Morgan as national chairman of the Committee for the Celebration of the President's Birthday for the National Foundation for Infantile Paralysis, announced from Washington last week, Mr. Morgan has again designated G. W. Johnstone, former public relations director of NBC and WOR, as chairman of the committee's radio division.



Mr. Johnstone

The campaign, this year titled "Our President's Diamond Jubilee Birthday Celebration", the President reaching his sixtieth year on January 30, 1942, will have James H. Knox again as national radio director with the following staff to assist him: Gerald Holland to handle script for the second time; Howard London, agency contact man; Miss Barbara Hoge again to set time and talent for all local radio activities in the greater New York area; Ross Evans to handle radio publicity and assist in script; Jack L. Fisher of M. M. Fisher Associates, Chicago, as mid-west radio representative, and Miss Dorothy Haas, Hollywood, as Pacific Coast representative. Augmenting this staff through special or secretarial activities will be: Misses Ellen Heagerty, Priscilla Lombard, Ruth Gerard, Rose J. Buonocore and Mrs. Evelyn Artz, widow of the late Webb Artz, nationally known radio news editor of UP.

GE FM Disc Campaign On 8 Stations Extended

AUGMENTING its campaign of five-minute transcriptions on 8 stations, General Electric Co., New York, on Nov. 25 started the series, featuring the Golden Gate Quartet and Hazel Scott, on WOR, New York, thrice-weekly 7:15-7:30 p.m. The series was started Oct. 13 on other stations to promote G-E's FM sets. Agency is Maxon Inc., New York.

First "all-out" use of this campaign together with an FM traveling demonstrator, movie titled "Listen—It's FM", and direct mail material took place in October when G. Fox and Co., Hartford department store, tested a one-week show to interest its radio customers in FM. Sales of receivers increased as a result and the "show week was highly gratifying", the store reported.

WISH, too, joins the J-M "NETWORK"

High fidelity is carefully protected, broadcast quality accurately maintained at Station WISH, Indianapolis. In its new studios and control rooms, Herbert Foltz & Son, architects, specified J-M Acoustical Treatment and the J-M System of Sound Isolation. As a result, distortion, reverberation and feed-back are prevented... programs go on the air exactly as they are heard in the studio.

To help you select the most efficient, economical treatment for new stations or for modernizing work, Johns-Manville offers you the J-M Acoustical-Engineering Service. For details, write Johns-Manville, 22 East 40th Street, New York, N. Y.



Studio by **JOHNS-MANVILLE**

HERBERT FOLTZ & SON, architects, specified J-M Acoustical Materials for use in the new studios and control rooms of Station WISH, Indianapolis.



JOHNS-MANVILLE
Sound-Control Materials
and Acoustical-Engineering Service



FROSTING CRUNCHERS had a field day in the middle of the main drag of Phoenix, Ariz., on Nov. 12 when KOY held a birthday party that really stopped traffic. Celebrating the station's fifth anniversary under the present management, the party, featuring an immense frosted cake, was held outside KOY's main studios on Central Ave., with traffic stopped and the pavement roped off for tables loaded with birthday viands. Clamping bicusps on the pastry at the celebration are (l to r) Donald W. Thornburgh, CBS Pacific Coast vice-President; Burrig D. Butler, chairman of KOY and president of WLS, Chicago; Fox Case, CBS West Coast special events director; W. A. Baldwin, KOY president.

50,000 WATTS FOR WHN!



DISTRIBUTORS: In U. S. A., Graybar Electric Co., New York, N.Y. In Canada and Newfoundland: Northern Electric Co., Ltd. In other countries: International Standard Electric Corporation.

TAKE A LOOK AT THIS: WHN steps out in the big-time, big-league crowd. It's some job for any station to increase from 5 to 50 KW— but in New York, it's terrific!

A primary listening audience of 14,000,000 people . . . four other big 50s, all network stations . . . in an area where a total of 37 stations are competing for business. Top all that with a schedule of 21 hours a day, 7 days a week, 52 weeks a year. That's asking a lot of any transmitter!

Western Electric-equipped for 20 years—with 500 watt, 1000 watt, then 5000 watt transmitters that served it faithfully and well—WHN naturally chose Western Electric for this big-time job.

Western Electric

The BIG NEWS

IN BUFFALO

WKBW

goes to

50,000 WATTS
blanketing 11 states
and 12 million people



New \$350,000 Transmitter Plant

WKBW 1520 K. C.
BUFFALO'S 50,000 watt
COLUMBIA NETWORK STATION

BUFFALO
BROADCASTING CORPORATION

National Representatives
FREE & PETERS, Inc.

Foreign Monitoring Service Dispatches Personnel to Set Up Branch in London

MOVING swiftly to establish a vital link in the most comprehensive radio propaganda monitoring job in history, Foreign Broadcast Monitoring Service in the last 10 days has sent personnel to London to set up an FBMS branch designed to listen to and analyze the great volume of propaganda broadcasts served listeners on the European continent [BROADCASTING, Nov. 24].

Lloyd A. Free, FBMS director, and Peter C. Rhodes, recently appointed head of the London office, left New York by *Clipper* Nov. 21, and were followed last Wednesday by two more FBMS representatives—B. F. Ellington and Vincent O. Anderson.

General Survey

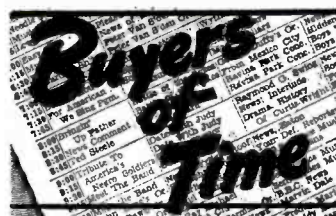
Mr. Free, who will spend from two to three weeks in London, will superintend the setting up of the London monitoring organization, to be operated with cooperation of British Broadcasting Corp. During his stay abroad it is expected he, along with Messrs. Rhodes, Ellington and Anderson, will make a general survey of the projected operation, which will supplement the comprehensive monitoring activities already being conducted at listening posts in North America. The latter three will re-

main in London to operate the branch organization.

Mr. Ellington joined FBMS in June. For more than a year previously he was associated with the Princeton U Listening Center, where he worked with Harold N. Graves Jr., now assistant to the FBMS director. Mr. Anderson since 1938 has been with the United States foreign service in Stuttgart and Antwerp.

The London FBMS branch is being set up, in keeping with a long-range plan developed this spring, to provide supplementary information on the program material transmitted to listeners on the European continent by continental stations, with principal attention on Axis propaganda broadcasts. It is expected the London listening post will supply valuable information on the difference between Axis radio fares produced for domestic and foreign consumption, a comparison that could not be made first hand in America since the domestic European broadcasts on longwave could not be received here.

AMERICAN RADIO PRODUCTIONS Inc. New York, has sold its weekly half-hour transcribed series, *Main Street*, designed for local sponsorship, to 20 stations throughout the country. World Broadcasting System cut the discs.



MARY DUNLAVEY

IT'S A LONG WAY from Ol' Miss. to the sidewalks of New York. In fact the folks back down in Jackson might still be wondering what happened to Mary Dunlavey, whom they wished a "happy vacation" some seven years ago when she started north to visit some friends. For Mary never returned. She became so fascinated by the Big City that she decided to stay and look for a job. She came, she saw, and today she's timebuyer for Erwin, Wasey & Co., New York.

That first job in New York was with the sales promotion department of Electrolux Refrigerator Sales, and it was right down Mary's alley. For the majority of disappointed well-wishers in Jackson who hoped to hear tales of New York on Mary's return were co-workers of the publicity and promotion department of Saenger Theatres chain in that capital city. In fact it was while working with this organization that Mary had her first station contact work in the local promotion of new pictures playing the Saenger circuit. That training helped considerably when—

In the summer of 1939, Mary, now an established New York Citizen (except for that slight Southern twang, which belies her origin) came to Erwin, Wasey as a secretary in the radio department. There she learned agency radio in all its phases. And by January of this year Mary was assistant timebuyer. On May 1 she was promoted to her present position and now handles *Liberty* Magazine, *Carnation Milk*, *Barbasol*, *Musterole*, *Harvester* and *Dutch Master* Cigars, *Kreml* and *Forhan's* among other accounts.

If you take a magnifying glass, squint twice and set it north by northeast on the State of Mississippi, you might find a town by the name of Grenada (pop. 4,501). That's Mary's birthplace. But while still a tot her family moved to Jackson, and there Mary got her early education. Most of her college work Mary did at Columbia U after she came to New York.

Mary plays the piano and there aren't many Broadway plays she misses.



One Station covers the entire Western Washington Market. No other station or combination of stations gives as complete coverage as **KIRO**—Pacific Northwest's only 50,000 Watt Station.



Represented by
FREE & PETERS

AGENCY *Appointments*

CALIFORNIA-GROWN SUGAR GROUP, San Francisco, comprising American Crystal Sugar Co., Holly Sugar Corp., and Spreckels Sugar Co., to McCann-Erickson, San Francisco.

WASHINGTON STATE Progress Commission, Olympia, Wash. (travel, development), to McCann-Erickson, San Francisco.

EDELBRAU BREWERY, Brooklyn, to Weiss & Geller, N. Y.

FAIRYFOOT PRODUCTS Co., Chicago, to United Adv. Cos., Chicago.

RECIPE-of-the-MONTH-CLUB, Hollywood, to Cesana & Assoc., that city. Currently using magazines with contemplation of radio in near future.

CELANESE Corp. of AMERICA, New York (yarns & fabrics), to Young & Rubicam, New York, for radio advertising campaign to get under way Jan. 7, 1942.

WRIGHT & LAWRENCE Peau Seche Sales Inc., Chicago (cosmetics), to Robert Kahn & Associates, Chicago. Company is using newspapers and national magazines at present, plans to use radio after Jan. 1.

Pabst Blue Plans

PABST SALES Co., Chicago (beer and ale), is considering a weekly half-hour program on NBC-Blue. Company has a tentative option on available time, and at present is carefully surveying markets, distribution set-up and if a decision is reached to go into radio, it will be after the first of the year. Contrary to unfounded rumor, the company has not signed Al Jolson for the program. Lord & Thomas, Chicago, directs the account.

MARKS CREDIT CLOTHING Inc., Chicago (men's wear), to Craig E. Dennison Adv., Chicago. Radio will be used.

HILEX Co., St. Paul, to McCord Co., Minneapolis.

SEARS ROEBUCK & Co., Chicago, to Roche, Williams & Cunningham, Chicago.

SHASTA WATER Co., San Francisco, to Brisacher, Davis & Staff, San Francisco.

CHATTANOOGANS Inc., Chattanooga, Tenn., to Beaumont & Hohman, Atlanta.

DE FOREST TRAINING Inc., Chicago, to Buchanan & Co., Chicago.

GILLET MARTIN & Co., Baltimore, to Stewart-Jordan Co., Phila.



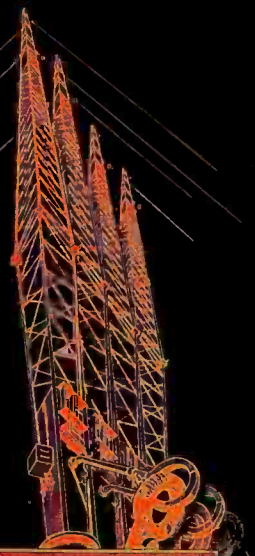
FIRESIDE CHATS by Mayor Vincent J. Murphy of Newark are being featured by WAAT, Jersey City, in a once-monthly new series titled *Newark's State of Progress*. Mayor Murphy (left), is being interviewed in his office by Harold John Adonis, goodwill commissioner of New Jersey. "Gold" car-

presented to the Mayor in a ceremony preceding the first broadcast as a symbol of WAAT's continued interest in the City of Newark since the days when carbon mikes were A-1 equipment.

The BIG NEWS IN BUFFALO

WGR

NOW,
more than ever,
BUFFALO'S FIRST
for regional
coverage



New \$350,000 Transmitter Plant

WGR 550 K. C.

**BUFFALO'S 5000 watt
MUTUAL NETWORK STATION**

**BUFFALO
BROADCASTING CORPORATION**

National Representatives
FREE & PETERS, Inc.

STARTING THE
NEW YEAR WITH
GREATER POWER



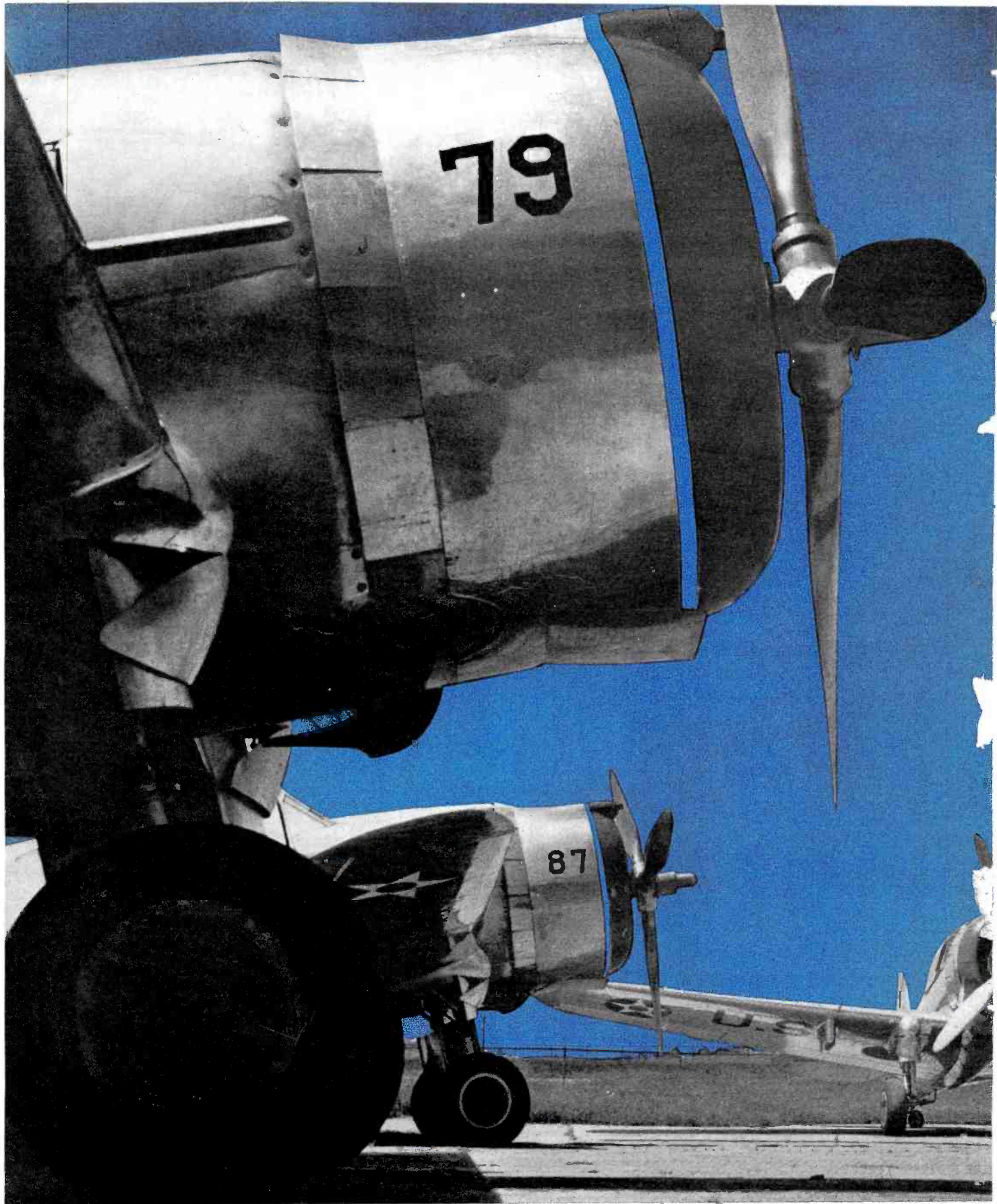
5000 WATTS

DAY AND NIGHT 910 KC

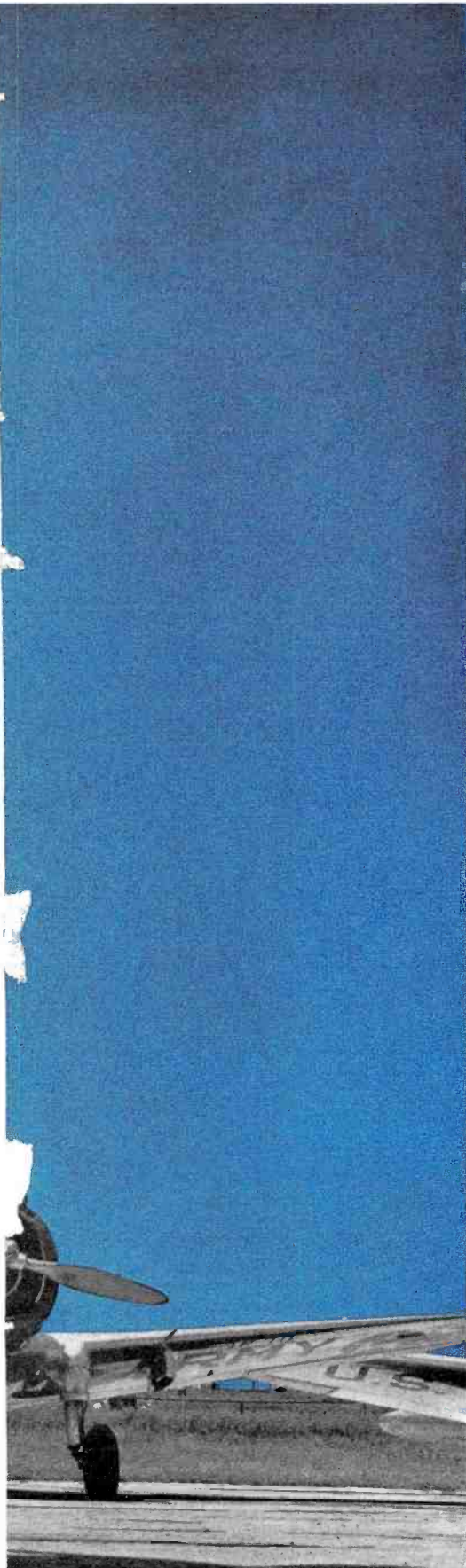
WGR

**RICHMOND
VIRGINIA**

EDWARD PETRY & CO., INC. NATIONAL REPRESENTATIVES



NBC BASIC BLUE NETWORK • ST. LOUIS •
REPRESENTED BY WEED & CO., NEW YORK, CHICAGO, DETROIT, SAN FRANCISCO • AFFILI,



If America were *Attacked*

... her armed forces would strike the invader instantly with paralyzing effect. At a moments notice her glistening ocean fleets could smash through the billowing seas to a pin point on the globe. Mechanized units would swing into action with one rapid stroke . . . Aircraft, their engines roaring to a high crescendo, would streak across the heavens to defend America. America's freedom would remain intact. Every military unit is trained for the job it does. "Trained for the job" . . . How much that means! Whether it's National Defense or radio, success depends on the ability of the men on the job. In the rich Mid-Mississippi Valley Market where defense appropriations are already well above \$750,000,000, advertisers buy KXOK. They know that no matter what their problem may be, KXOK trained men can do the job. KXOK has proven its power as an air arm for sales operations in this valuable market and welcomes an opportunity to prove its worth to you.

KXOK

30 KC. 5000 WATTS DAY AND NIGHT
D WITH KFRU, COLUMBIA, MO., • OWNED AND OPERATED BY ST. LOUIS STAR-TIMES

BROADCASTING

and

Broadcast Advertising

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor

Published Weekly by
BROADCASTING
PUBLICATIONS, Inc.

Executive, Editorial
And Advertising Offices

National Press Bldg. ● Washington, D. C.
Telephone—METropolitan 1022

NORMAN R. GOLDMAN, Business Manager ● BERNARD PLATT, Circulation Manager
J. FRANK BEATTY, Managing Editor ● W. R. McANDREW, News Editor

NEW YORK OFFICE: 250 Park Ave., Telephone - PLaza 5-8355
BRUCE ROBERTSON, Associate Editor ● MAURY LONG, Advertising Manager

CHICAGO OFFICE: 360 N. Michigan Ave., Telephone - CENTral 4115 ● S. J. PAUL

HOLLYWOOD OFFICE: 1509 N. Vine Street, Telephone GLadstone 7353 ● DAVID H. GLICKMAN
Subscription Price: \$5.00 per year—15c a copy ● Copyright, 1941, by Broadcasting Publications, Inc.

Take It From Filene's

IN ITS 21-YEAR history, the broadcast medium has often heard: "Radio is all right for some lines, but not us!"

Much of the time the speakers were advertising executives of department stores. For many reasons, mostly without factual justification, department stores have been loathe to use radio to any extent. Most important, probably, is that their advertising men have been nursed and reared for generations on layouts, art, pen and highly developed sales messages. Their large advertising staffs have seldom included radio experts.

This newspaper-mindedness has been an obstacle radio salesmen have been trying for years to overcome.

But now one of the biggest merchandisers in the nation seems to have solved the problem that has defied the radio men. For Filene's has developed a radio technique all its own. It has been successful—surprisingly so.

Filene's used its Worcester branch as a laboratory. Feeling its way, the organization brought an unsatisfactory business out of the rut, and radio gets a large share of credit.

So Filene's is sharing its amazing discovery with the rest of the retailing world, through the Associated Merchandising Council. The Worcester experiment may become the forerunner of a nationally syndicated transcribed radio campaign by department stores and specialty shops belonging to this largest cooperative buying organization in America with annual volume running into hundreds of millions.

The significance of this latest development on the radio front is without parallel. For here is one of the most progressive organizations in the merchandising world announcing that the human voice is mightier than the press in the mass distribution of merchandise in everyday use.

How effective, retailers will see for themselves in January at the convention of the National Retail Dry Goods Assn.

Once again, radio is "discovered" by an industry that wants to do business with 135 million Americans.

AMID all the activity in radio to form this organization or that, broadcasters should take time out to look at the long-range result. Are groups being sucked in on this promise or that to keep the industry divided? And won't that make it easier for the Government to move in?

Britain's Lesson

GREAT BRITAIN, as a result of its war experience, plans to lift its ban on commercial radio in the post-war era. In effect, it proposes to adapt the "American Plan of Broadcasting" for use in its colonies, and possibly on the Isles also.

This revelation comes at a time when pressures are being exerted, under cover of the same war emergency, for government operation of broadcasting in the United States. The condition prevailing in Washington appears to be hopelessly confused—a maze of contradictions and imponderables. The Army, as reported in the Nov. 24 BROADCASTING, says it wants to keep radio as it is, and intends to keep it that way. Highest praise comes from highest places on the job radio is performing.

But through this fog come ominous signs of new pressures. There is talk of superpower on the one hand; no superpower on the other. A report has been drafted by the FCC Engineering Department spotting 25 clear-channel stations geographically to saturate the country, but without regard to economic considerations. The government is ordering huge quantities of radio equipment, adapted for broadcast purposes. And the industry again finds itself divided on fundamental issues.

What does it all mean? From where we sit, we cannot banish the thought that those proponents of an arbitrary clear-channel high-power structure, designed to blanket the country, have in mind that Uncle Sam should operate the system. They contend it would give too much power to altogether too few men to permit private operation of such a system. Perhaps a majority of the FCC harbors that view. Unquestionably the matter already has been broached at the White House during recent conferences of the President with FCC Chairman James Lawrence Fly.

There's no integrated plan, as far as we can detect, for government operation. An idea here, and a blueprint there, and talk of a "dual system" like that in Canada.

Anything can happen in a war emergency, and usually does. The industry has thrown its all in the national defense effort. But it hasn't yet been told what it's to do when we become involved, and if and when war strikes our shores. The Defense Communications Board, if it has evolved such a plan, certainly hasn't taken the industry into its confidence.

It's getting later than most of the industry thinks. The industry itself should draw up a

They Say...

THERE is no real hedge against inflation. Individuals can hedge to some extent through the acquisition of commodities or of a going concern. The buying of commodities, however, involves danger because the timing element is of considerable importance. A corporation or a going concern can hedge by increasing its inventories and by utilizing some of its profits for research and advertising. The only thing a corporation has to hedge against is cash and receivables.—Dr. Marcus Nadler, professor of finance, New York U, and former Federal Reserve Board official, in a symposium on inflation published by the *Wall Street Journal*.

voluntary plan of operation under war conditions. The next NAB convention in May perhaps will be too late.

Broadcasters should know that once the Government gets into the broadcasting business, whether it be through operation of an "emergency" network on a war footing, or even in the international broadcast field, it will be the beginning of the end for commercial broadcasting in this country. The Government is saturated with "Harvard Hot-shots", successors to the first New Deal's brain trust. They think the Government should be in the radio business.

The Times Joins Radio

ONE of the great newspapers of all-time, and the most comprehensive contemporary daily, makes its radio debut. The *New York Times* has begun regular news presentation every hour on the hour over WMCA, New York.

Thus, perhaps the last vestige of major press opposition to radio disappears. In contrast to the condition that existed only a few years ago, when strong publishing influences were at work attempting to undermine commercial radio, there does not exist today a single important entity in the newspaper field that hasn't accepted the aural medium as a proper journalistic enterprise.

There is no ownership or sponsorship tieup between WMCA, which changed hands early this year, and *The Times*. It constitutes a recognition by *The Times*, as its publisher, Arthur Hays Sulzberger said, that for bulletin news purposes "radio has become indispensable". Edward J. Noble, owner of WMCA, described the agreement with the newspaper as the latest in a series of "public service broadcasts" inaugurated by the station this year.

This newspaper-radio compact, while restricted to one city, nevertheless takes on a vastly greater significance. It affects the outstanding newspaper in the nation's first market. More than that, it comes at a time when the FCC is probing the propriety of newspaper-ownership of stations, with much weight thrown in the direction of purported coloring of news over the air because of the ownership aspect.

Manifestly, *The Times* would not permit any consideration to impair the quality of its news service. It's editorial integrity through the years has been such as to merit highest public confidence. With rare exceptions, that same tradition epitomizes American journalism, and is finding its counterpart in radio, which is nothing more nor less than *audible journalism*.

We Pay Our Respects To —



WILLIAM IRA LE BARRON

IF YOU BELIEVED half of what's printed about broadcasting, you couldn't escape the conclusion that here's a business that makes a nice dent in the national income, is housed in modernistic chromium-plated temples from coast-to-coast and has more glamor than New York and Hollywood combined.

Anybody who sits in a radio trade paper's offices for a day, of course, could disprove that dream. Take the story of William Ira LeBarron, whose only resemblance to the popular version of the correctly dressed, high-powered, glad-handing metropolitan radio executive is his title, "President of the Great Plains Broadcasting Co." But even then, there's a difference: Bill LeBarron's title means something.

This weather-beaten former rancher, deputy sheriff, department store clerk, carpenter, restaurant owner and traveling salesman is the antithesis of radio's usual "successful young businessman" type. The United States was still healing its Civil War wounds when Bill LeBarron was born on March 4, 1876 in Shenandoah, Ia. Ulysses S. Grant was serving his final year as President.

The transcontinental railroad was the big story of the day. Indians still went on the warpath and the airplane was still many years away. Radio wasn't even a buzz out in space.

After doing chores on farms near his Iowa home until he was 22, Bill or "W. I." as he is best known, packed his portmanteau and set out, like many other Iowans have done before and since, for Omaha. In that Nebraska town he worked as a carpenter on the Trans-Mississippi Exposition and when his hammering and sawing was finished, took a fling as attendant and guide at a refrigerator car exhibit. Part of his job was to extol the merits of the refrigerator car and the "captivating creation" inside, a young lady who molded butter behind a special glass front.

Once the exposition closed, he caught on as a clerk in an Omaha department store, selling across the

counter for four years. He gave that up in 1905 to open his own bakery. But the West, farther west, called and he sold the bakery and moved to Cheyenne, Wyo. After trying his hand at various hash slinging jobs in that cow-country capital, Bill became owner-operator of the Becker Hotel cafe, one of those places they called an "eatery" serving such Zane Grey cosmopolites as traveling salesmen, cowhands and ranchers and just to make things interesting every once in a while a bad hombre who fanned his six-shooters.

Eating was his business until 1918 when he succumbed to an old Wyoming habit — cattle raising. Taking some of the profits from the LeBarron Cafe, he invested them in a sizable cattle property near North Platte, Neb. known as the Pawnee Springs Ranch. It was the same Pawnee Springs in the Valley of the Platte where the Conestoga wagons stopped for water on the Oregon Trail—a grazing land steeped in the lore of the Old West. A year later he assumed active management of the 16,000-acre property and its 3,000 head of Herefords. And he was "boss" for the next seven years, when he sold his interest in Pawnee Springs and accepted a position as traveling representative for an Ohio paint company, with south central and southwestern Nebraska his territory until 1928. No ordinary drummer, cigar-smoking W. I. LeBarron was a welcome caller on the hundreds of ranches and farms on his sales beat.

He retired from the road in 1928 but not from excitement. For he was named deputy sheriff of Lincoln County, Neb., a post he held for two years, giving this up in 1930 when, pushing 55, he got into radio through acquisition of KGNF.

And just as Bill LeBarron is different from other radiomen, so is KGNF different from other stations. It operates daytime six days a week but not on Sunday, and programming follows this code laid down by W. I.: "Our program schedule is such that a family may listen from sign-on to sign-off, free from the boredom of too much of any one kind of entertainment."

Personal NOTES

ART WESTLUND, general manager of KRE, Berkeley, Cal. recently was re-elected for his third term as president of the Northern California Broadcasters Assn., at a meeting held in Oakland. C. L. McCarthy, manager of KQW, San Jose-San Francisco, was elected secretary-treasurer.

JACK WAGES, actor, has joined the commercial department of KOY, Phoenix, and is featured on *Tovee's Love Story Time*, dramatic serial sponsored by Tovee Packing Co. on KOY and Arizona Network stations.

TOM ARMSTRONG, salesman of WTRY, Troy, N. Y., is the father of a boy born recently.

ROBERT JONES, formerly of WLS, Joliet, Ill. has joined the sales staff of WJJD, Chicago.

HAL WAGNER, formerly program manager of WENY, Elmira, N. Y., has joined MBS in New York as assistant to Adolph Opfinger, program director of the network. He will be succeeded at WENY by Woody Ott, former production manager.

JOHN E. REILLY, president and program director WMEX, Boston is the father of a boy, John Edward Jr., born Nov. 11.

JACK OVERALL, MBS account executive, married Florence Kimbrough, Muncie, Ind., Nov. 19.

JOSEPH F. WRIGHT, formerly in newspaper work, has joined WLVA, Lynchburg, Va., as sales promotion manager.

EARL FENTON, formerly salesman of WIND, Gary, has joined the Chicago sales staff of Walker Co. station representatives.

STANLEY KRAMER, formerly assistant to Larry Wolters, radio editor of *Chicago Tribune*, has joined the publicity staff of WGN, Chicago.

JACK LOWE, account executive of WOR, New York, is the father of a baby girl born recently.

Radio, according to Bill LeBarron, is the daily companion of the cattle country, where listeners depend on it for their weather, markets, news and entertainment. "Neighborhoodly contact is the key point of our service," he says not without pride.

To prove his point he cites two of the station's features. One, the *Swapper's Program*, is just what the name implies—you can trade any small item around the place. In addition, this half-hour show carries jobs and help wanted, household and equipment announcements at North Platte rates. It's nine years old and going strong. The smart boys in Chicago, Hollywood or New York might sniff at that one and mutter something about "corny", but the folks around North Platte like it and it's their money that talks. And somehow or other they haven't been educated to the fact that the United States is bounded by the Jersey side of the Hudson, Lake Michigan or Hollywood & Vine.

Then there's KGNF's fire department bulletin. North Platte, like most American communities, likes to follow the fire engines. However, the fire department found

EWALD KOCKRITZ, formerly assistant editor of *Buy-Way*, WSAI, Cincinnati merchandising paper and before that program director of KTHS, Hot Springs, Ark., has been appointed program director of WLW-WSAI to replace Winfield Levi, recent selectee. Miss Rosemary Durham has been named to assist Mr. Kockritz.

MORT ADAMS, formerly in the promotion department of the *New York World-Telegram*, has been named director of station relations for the Keystone Broadcasting System, transcription network.

WILL WHITMORE, advertising supervisor of Western Electric Co. and editor of *Pickups*, quarterly technical publication issued by WE and distributed to radio engineers, is author of "How We Mobilized for Peace," appearing in *American Business* for November. Article outlines a plan whereby industry can prepare for the buyer's market which will follow the end of the war.

D. J. DONNELLY, formerly KGB, San Diego, assistant manager, has been appointed manager of KDB, Santa Barbara, Cal. He succeeds Earl Pollock, resigned.

WALTER P. KELLY, public relations director of WAAT, Jersey City, has been named State radio director for the *March of Dimes* campaign starting Jan. 10, 1942. Mr. Kelly organized the *March of Dimes* radio campaign in New Jersey last year, according to WAAT.

FRANK BUTLER on Dec. 1 joined the announcing staff of WCCO, Minneapolis.

GORDON WIGGIN, formerly of the sales promotion department of WLS, Chicago, and previously salesman at KCY, Phoenix, has joined the sales staff of WBZ, Boston.

CHESTER K. HILL, formerly of WBZ-WBZA, Boston-Springfield, has joined WCOF, Boston, as director of publicity and continuity, replacing Kay McAvoy.

ROY LANGHAM, of the CBS production department, is serving as manager of the department in place of Gerald Mausby, who in turn is substituting for Douglas Coulter, assistant director of broadcasts. Mr. Coulter has taken over the duties of W. B. Lewis, CBS vice-president in charge of broadcasts, now on temporary leave of absence to serve as consultant in the defense agency, Office of Facts and Figures.

that the well-wishing spectators caused a severe traffic situation and appealed to Mr. LeBarron for help. This resulted in a unique tieup. When the fire siren blows now, you can tune in KGNF and hear within seconds the location of the fire BUT you also hear a request not to rush after the engines.

Another thing that makes the KGNF operation different is the husband-wife partnership. The former Vida J. Bardshar, a native of Smithfield, Neb., who became Mrs. LeBarron in 1928, doubles in brass as secretary-treasurer of the station, conductor of the *Swapper* program and office manager.

Active in Nebraska radio circles, Bill LeBarron is a director of the Nebraska Broadcasters Assn. and a past president of the organization. Other activities include past director of the North Platte Rotary club, a Mason, Scottish Rite, and the Tehama Shrine. In addition, he is a member of the Christian Science Church. His hobby, besides KGNF, is gardening, as the landscaped property of the station on the Lincoln highway on the western outskirts of North Platte testifies.

BEHIND the MIKE

HOOPER WHITE, WKZO, Kalamazoo, Mich., continuity director, married Maris Kern of Flint, Mich., Nov. 24th.

LOUISE MARTIN, traffic manager of WMBR, Jacksonville, and with the station for the last six years, has joined the office staff of Andrew W. Bennett, Washington radio attorney and general counsel of National Independent Broadcasters Inc.

JOHN SHIPLEY, announcer has joined WCHS, Charleston, West Va. MILT HARLAND MATHIESON, CKLV, Windsor, Ont., announcer, recently married Anita Morand.

SANDY BAKER, formerly an announcer of WWRB, New York, has joined the announcing staff of WBT, affiliate of CBS in Charlotte, N. C.

ROBERT J. MARKEL of NBC Chicago guide staff has been named announcers' clerk, succeeding Raymond Marcus, who has joined WTAQ, Green Bay, Wis. Mr. Markel is replaced on the guide staff by Howard H. Huffmaster Jr.

HARRY HEATH, formerly of Tulsa World, AP and UP news staffs, has joined the special events department of NBC Chicago as a news writer.

LES GRIFFITH, former NBC Chicago staff announcer, has joined WGTG, new CBS FM outlet in Chicago, as chief announcer.

ED PRENTISS, CBS Chicago actor, on Nov. 21 married Ivah Davidson, daughter of Capt. Davidson, second in command at Great Lakes Naval Training Station.

DON'T GET IN A FERMENT ABOUT BREWERS (Ky.)!

Without further ado, we'll tell you frankly that Brewers (Ky.) pours out durn little business! But that's to be expected, when you consider that 57.1% of Kentucky's effective buying income is concentrated in the Louisville Trading Area alone! WAVE reaches all of the Area's 1,331,200 people, who do 17.6% more retail buying than the rest of Kentucky combined! And we get listeners because we're the only NBC Basic Red Net-work station within 100 miles! When do we start brewing up business for you?

LOUISVILLE'S WAVE

5000 Watts
FREE & PETERS, INC.,



970 K. C. . N. B. C. Basic Red
NATIONAL REPRESENTATIVES

Log of Fluffs

FLUFF LOG consisting of a pink memo pad on which are recorded all speech errors, together with the time, the offender and the client's name, if the "fluff" should occur during a commercial announcement, has been started at WHEB, Portsmouth, N. H. by Bill Robinson, chief engineer. Latter is called by WHEB announcers, "tougher than any program director".

ROY PETERSON, formerly of WDAY, Fargo, N. D., has joined the announcing staff of KILQ, Grand Forks, N. D.

JACK HORNER, former sportscaster of KILQ, Grand Forks, N. D., has joined the staff of WTMJ, Milwaukee.

GURT ROBERTS, freelance writer and actor, has joined the announcing staff of WLS, Chicago.

BOB HIBBARD of the news staff of WGN, Chicago, has returned to his desk after eight months' military service as a radio operator.

FRED WACKERNAGEL Jr., formerly with UP Radio in Washington has joined PA Radio in New York.

HERB CAEN, San Francisco Chronicle columnist and conductor of a commentary program on KPO for Regal Amber Brewing Co., and Ben Mathews, actress of New York and Chicago, recently announced their engagement.

BOB TRUERE, formerly of WFTC, Kinston, N. C., has joined the announcing staff of WCNC, Elizabeth City.

WALTER RUDOLPH, formerly musical director of KYA, San Francisco, has been named music director of the Tivoli Light Opera Festival in San Francisco.

RUTH HUET, of the production staff of KLS, Oakland, Cal. and Tommy Franklin, announcer-newscaster, are to be married Dec. 23 in Berkeley, Cal.

MARTIN NULTY, CBS page boy, has been named head page, succeeding Vincent Walsh, who has been drafted.

CREIGHTON SCOTT, historical novelist formerly in the Denver Art Museum, has joined the news department of NBC's international division.

MARJORIE LYNNE, vocalist new to radio, has joined the talent staff of WLS, Chicago.

BILL VANCE, formerly of WTAD, Quincy, Ill., has joined the production staff of WLS, Chicago.

MICHAEL DOWD, formerly with NBC in Chicago as a singer, has joined WKY, Oklahoma City, succeeding Lee Norton, now in New York.

CHUCK NORMAN, formerly of the announcing staff of WDSW, Champaign, Ill., has joined WKBH, La Crosse, Wis. as sports announcer.

TOMMY WEBER, formerly chief photographer of NBC, has opened his own photographic agency at 137 E. 45th St., New York.

TAD HORTON, photographer with various Canadian magazines in that country, has joined NBC's photographic department.

TRUMAN HARPER, formerly newscaster and director of special features of KSFO, San Francisco, has joined WOR, New York, as newscaster on the Monday through Saturday 9:30 a.m. news period.

STEER MATHEW, with NBC 14 years as commercial engineer in the traffic department and later as network facilities engineer and handling budgets for that division, has been appointed assistant manager of the traffic department.

JOHN M. ANSPACHER, until recently a private in the public relations office at Camp Wheeler, Ga., and previously with United Press radio service, has joined the publicity department of WOR, New York.

JOE BRENNAN, recent St. Louis U graduate, formerly on the staff of WFW, has joined the announcing staff of KNOK, St. Louis, replacing Bob Hille, who enlisted in the Army.

ALEX LIOSNOFF has been appointed to the news staff of KMOX, St. Louis, as reporter to cover the City Hall run, police headquarters and special assignments.

JACK COWING, Hamilton, Ont., has joined the announcing staff of CKGB, Timmins, Ont.

ROSS MOHNEY, formerly of WCED, DuBois, Pa., has joined the announcing staff of WLVA, Lynchburg, Va.

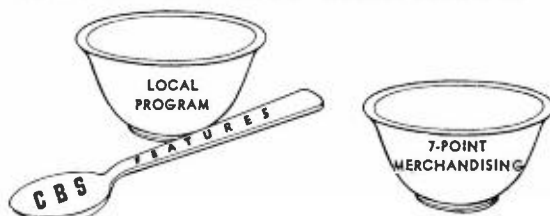
PAUL SNIDER, former freelance announcer, has joined WAAF, Chicago, and announces under the name of Paul Raye. Douglas Carter, former announcer of WALA, Mobile, and recently of WAAF, has been called to military service.

LYLE FLANAGAN, formerly continuity director of WHO, Des Moines, has joined KSO-KRNT, Des Moines, as assistant program director in charge of public service.

BILL WIGGINTON, announcer of WCCO, Minneapolis, has enlisted in the Navy and will be stationed in Minneapolis, where he will continue active in radio.

JOHN MURRAY, of Reading, Pa., has joined the announcing staff of WCAE, Pittsburgh.

RECIPE FOR RESULTS



Use WFBM for Sales In Central Indiana

TO REACH THE HOOSIER MARKET—IN INDIANAPOLIS USE

WFBM

NATIONAL SALES REPRESENTATIVE—THE KAI AGENCY



Meet the LADIES



HARRIET HESTER

ONE of the busiest women in Chicago radio is Harriet Hester, educational director of WLS. Harriet's multiple duties include research for the WLS *School Time* program, a radio classroom with an estimated 870,000 pupils in a four-state area, appearances before parent-teacher groups, teacher organizations, and women's clubs, as well as various talks and demonstrations.

A graduate of Illinois State Teachers College, Miss Hester taught school for several years, then began organizing rural school music classes, through which she eventually became interested in radio and came to WLS. She has been in charge of both the educational and women's programs for that station since 1938. Despite her many activities Harriet is married and has a daughter. Some of her hobbies include collecting recipes, china and old hymn books; but best of all, camping and fishing.

KDKA Names Tooke

FRANKLIN TOOKE, 29-year-old program manager of WOWO-WGL, Fort Wayne, Ind., has been named program director of KDKA, Pittsburgh.



Mr. Tooke

A native of Fort Wayne, Mr. Tooke joined WOWO-WGL as announcer in 1935 and was made program manager a year later. Before going into radio he attended the American Academy of Dramatic Art in New York, being awarded a year's fellowship after graduation from DePaul U. He has taken an active interest in dramatics and is vice-president of the Fort Wayne Civic Theatre. Among the shows he has produced at WOWO-WGL and which have been heard over NBC are *Indiana Indigo*, *Hoosier Hop* and *Major, Minor & Marian*. Mr. Tooke assumed his new duties Dec. 1.

CBS last week added two new members to its shortwave department, Juan Hevia de Puerto, formerly with various Mexican stations, to the production division, and Bernard Person, formerly with the New York consulate of the Netherlands Govt., as Dutch newscaster.

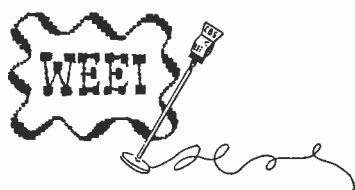
xx **F**OR fifteen years WEEL's Caroline Cabot Shopping Service has been paying out big returns to its participating sponsors.

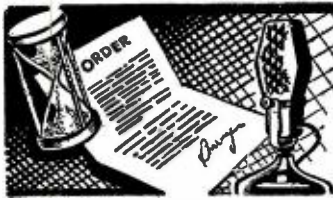
Which is why advertisers who first used the program in 1926 keep on returning to the service year after year—such advertisers as Filene's, Slattery's, Thayer McNeil's and hundreds more.

Of course, there is proof after proof of WEEL's effective pulling power and leadership in Boston broadcasting—but for the moment, we're pleased as Punch to spotlight those year-after-year happy returns to the Caroline Cabot Shopping Service on its 15th Anniversary of successful selling.

Columbia's Friendly Voice in Boston

Operated by the Columbia Broadcasting System. Represented by Radio Sales: New York, Chicago, San Francisco, Los Angeles, Charlotte, St. Louis





THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KMOX, St. Louis

Plough Inc., Memphis (cosmetics), 5 sp weekly, thru Lake-Spiro-Shurman, Memphis.
Sperry Candy Co., Milwaukee, sp weekly, thru Cramer-Krassett Co., Milwaukee.
Stephano Bros., Philadelphia (Marvels), 5 sp weekly, through Aitkin-Keynet Co., Philadelphia.
Pinex Co., Ft. Wayne, Ind. (cough remedy), 9 sa weekly, through Russel M. Seeds Co., Chicago.
Grove Labs., St. Louis (Bromo Quinine), 3 sp weekly thru J. Walter Thompson, N. Y.
Lever Bros., Cambridge (Swan), t weekly, thru Young & Rubicam, N. Y.
Ludens, Inc., Reading, Pa. (cough drops), sp weekly, thru J. M. Mathes Inc., N. Y.
Faultless Starch Co., Kansas City, 2 sp weekly, thru Ferry-Hanly Co., Kansas City.
Chatham Mfg. Co., Elkin, N. C. (blankets), 3 sp weekly, thru H. M. Hackett, N. Y.
Lehn & Fink Products Corp., New York (Hinds), 10 t weekly, thru Wm. Esty & Co., N. Y.
Vick Chemical Co., New York (cough drops), 3 sp weekly, thru Morse International, N. Y.
David G. Evans Coffee Co., St. Louis, 6 t weekly, thru Ruthrauff & Ryan, St. Louis.

WIP, Philadelphia

Ismak Rug Co., Philadelphia (rugs), 6 sa weekly, 13 weeks, thru Dan Rivkin, Philadelphia.
General Utilities Corp., Philadelphia (oil burners), 3 sa weekly, 13 weeks, thru Frank Wellman, Philadelphia.
Lydia E. Pinkham Medicine Co., Lynn, Mass., 6 sa weekly, 52 weeks, thru Erwin, Wasey & Co., N. Y.
Simon & Schuster, New York (tax book), 6 sa weekly, thru Northwest Radio Adv. Co., Seattle.
Roma Wine Co., Philadelphia, 4 sa weekly, thru Samuel Taubman, Philadelphia.
Cosmos Finance Co., Philadelphia (personal loans), 6 sa weekly, thru May Adv., Philadelphia.

WWVA, Wheeling, W. Va.

Swift & Co., Chicago (lard), 120 sa thru J. Walter Thompson Co., Chicago.
Studebaker Co., South Bend, 13 sp, thru Roche, Williams & Cunningham, Chicago.
Knox Co., Los Angeles (Crytex), 52 t, thru Barton & Stebbins Adv., New York.
Red Top Brewing Co., Cincinnati (beer), 60 sa, thru Joseph Adv. Co., Cincinnati.
Morton Salt Co., Chicago, 39 t, thru Klau Van Pietersom-Dunlap, Milwaukee.
Lever Brothers Co., Cambridge (Swan soap), 50 t, thru Young & Rubicam, N. Y.
Procter & Gamble Co. (Lava soap), 312 t, thru the Biow Co., N. Y.

KDYL, Salt Lake City, Utah

American Cigar & Cigarette Co., New York (Pall Mall cigarettes), 26 sa weekly, 13 weeks, thru Ruthrauff & Ryan, N. Y.
Plough Inc., (St. Joseph Aspirin, Penetro), 2 sa daily, thru Lake-Spiro-Shurman, Memphis.
Shaeffer Pen Co., Fort Madison, Ia., 2 sa weekly, thru Russel M. Seeds Co., Chicago.

WHBL, Sheboygan, Wis.

Peter Fahrney & Sons, Chicago (Alpen Krauter), 3 sp weekly, 10 weeks, thru United Adv. Cos., Chicago.
Studebaker Corp., South Bend, 18 sp, thru Roche, Williams & Cunningham, Chicago.
Utilities Engineering Institute, Chicago (training school), 3 sp weekly, thru First United Broadcasters, Chicago.

KECA, Los Angeles

California Mission-Pak Co., Los Angeles (candied, dried fruits), 9 ta weekly, thru Allied Adv. Agencies, Los Angeles.

WTAR, Norfolk

American Home Products Corp., New York (Anacin), Easy Aces t, thru Blackett-Sample-Hummert, Chicago.
Carnation Co., Milwaukee (milk), t series, thru Erwin Wasey & Co., N. Y.
Carter Coal Co., Cincinnati (coal), t series, thru Ralph H. Jones Co., Cincinnati.
Griffin Mfg. Co., Brooklyn (shoe polish), t, thru Birmingham Castleman & Pierce, N. Y.
General Foods Corp., New York (Grape Nuts), t series thru Young & Rubicam, N. Y.
Grove Labs., St. Louis (chill tonic), Tobacco Tags t, thru H. W. Kastor & Sons, Chicago.
Longines-Wittnauer Co., New York (watches), t series, thru Arthur Rosenberg Co., N. Y.

KSL, Salt Lake City, Utah

Morton Salt Co., Chicago (Morton's Salt), 39 t thru Klan Pietersom-Dunlop Assoc., Milwaukee.
Block Drug Co., Jersey City (Gold Medal capsules), 156 sa, thru Raymond Spector Co., N. Y.
Aero Industry Tech Institution, Los Angeles (education), 18 t, thru West-Marquis, Los Angeles.
D & RG Railway, Denver, (service), 2 t, thru C. F. Cusack, Denver.

WJJD, Chicago

Dean Studios, Omaha (photo finishing), 312 sp, thru Lessing Adv. Co., Des Moines.
Haldeman-Julius Co., Girard, Kan. (publishers), 6 sp weekly, thru Huber Hoge & Sons, N. Y.
American School, Chicago (correspondence school), 6 sp weekly thru Huber Hoge & Sons, N. Y.
Pepsodent Co., Chicago (dental products), 6 sa, thru Lord & Thomas, Chicago.
Sterling Insurance Co., Chicago, 20 sp, thru Neal Adv. Agency, Chicago.

WAAT, Jersey City

Stanback Co., Salisbury, N. C., 12 sa weekly, thru Klingner Adv. Corp., N. Y.
United Grocery Co., Irvington, N. J., 7 sp weekly, thru Ray Hirsch Co., N. Y.
Bayonne Opera Co., Bayonne, N. J., 3 sp weekly, 2 sa weekly, direct.
Austin Technical Institute, Newark, 4 sp weekly, direct.
Donald Beddine Inc., New York, 21 sp weekly, thru Inter-City Adv. Agency, N. Y.

WHEB, Portsmouth, N. H.

Boston Von Co., Boston (Von's Pink Tablets), 12 5-min sp, thru Harry P. Bridge Co., Phila.
H. P. Hood & Sons, Boston (ice cream), 3 t weekly, thru Harold Cabot & Co., Boston.
Simon & Schuster, New York (tax instructor), 6 t, thru Northwest Radio Adv. Co., Seattle.
First National Stores, Boston, 4 sp weekly 13 weeks, thru Badger & Brownings, Boston.

CKVD, Val D'Or, Que.

Newport Fluff Cereal Co., Montreal, 32 sa, thru Stanfield Blaikie Ltd., Montreal.

WHP, Harrisburg

Sterling Products, Wheeling (Pape's Compound, Cal. Syrup of Figs), 10 sa weekly, 52 weeks, thru Sherman & Marquette, Chicago.
Delaware Lackawanna & Western Coal Co., Phila. (Blue coal), t weekly, 26 weeks, thru Ruthrauff & Ryan, N. Y.
Thomas Leeming & Co., New York (Baume Bengue), 5 t weekly, 25 weeks, thru Wm. Esty & Co., N. Y.
P. Duff & Sons, Pittsburgh (gingerbread mix), 3 t weekly, 13 weeks, thru W. Earl Bothwell Co., Pittsburgh.
Swift & Co., Chicago (Pard dog food), 5 t weekly, 13 weeks, thru J. Walter Thompson Co., Chicago.
American Cigar & Cigarette Co., New York (Pall Mall cigarettes), 25 t weekly, 24 weeks, thru Ruthrauff & Ryan, N. Y.
Pierce's Medicines, Buffalo, 312 t, thru H. W. Kastor & Sons, Chicago.
Plough Inc., Memphis (St. Joseph Aspirin & Penetro), 14 t weekly, 26 weeks, thru Lake-Spiro-Shurman, Memphis.
Longines-Wittnauer Co., New York (watches), 1 t weekly, 26 weeks, thru Arthur Rosenberg, New York.
Procter & Gamble, Cincinnati. (Lava soap), 18 t weekly, 126 weeks, thru Biow Co., N. Y.
Hurley Machine Co., Chicago (Thor Gladston), 6 sp weekly, 13 weeks, thru E. H. Brown, Chicago.
Luden's Inc., Reading, Pa. (cough drops & candy), 6 sa weekly, 26 weeks thru J. M. Mathes Inc., N. Y.
Beaumont Labs., St. Louis Four-Way tablets), 104 t, thru H. W. Kastor & Sons, Chicago.

WHBF, Rock Island

Haskins Bros. & Co., Omaha (soap) 34 ta, thru Sidney Garfinkle Adv., San Francisco.
Rishman Bros., Cleveland (clothes), 6 sa weekly, 13 weeks, thru McCann-Erickson, Cleveland.
Longines-Wittnauer, New York (timepieces), 2 t weekly, 13 weeks, thru Arthur Rosenberg Co., N. Y.
Doughboy Mills Inc., New Richmond, Wis. (cereal), 6 sa weekly, 30 weeks, thru Arthur Towell Inc., Madison.
American Cigar & Cigarette Co., New York (Pall Mall cigarettes), 30 ta weekly, 13 weeks, thru Ruthrauff & Ryan, N. Y.

KFI, Los Angeles

California Mission-Pak Co., Los Angeles (dried, candied fruits), 17 sa weekly, thru Allied Adv. Agencies, Los Angeles.
BC Remedy Co., Durham, N. C. (headache powders), 3 ta weekly, thru Harvey-Massengale Co., Atlanta.
Alcoec Mfg. Co., New York (porous plaster), 2 ta weekly, thru Small & Seiffer, N. Y.
Seck & Kade, New York (cough remedy), 6 ta weekly, thru Erwin. Wasey & Co., N. Y.

WMAQ, Chicago

United Gro Co., Boston (Rexall 1c sale), 4 sp, thru Street & Finney, N. Y.
New Morning Newspaper, Chicago, 8 sp and 24 sa, thru Schwimmer & Scott, Chicago.
Owens-Illinois Glass Co., Toledo (glass products), 54 ta, thru D'Arcy Adv. Co., Cleveland.

FOREIGN OUTLETS EXTENDED BY ESSO

ESSO MARKETERS, which last September started its *Esso Reporter* five-minute broadcasts of United Press news in Spanish and Portuguese four times a day, six days a week, on 14 stations in Chile, Argentina, Uruguay and Brazil [BROADCASTING, Sept. 1], has announced plans to extend these newscasts to nine additional Latin American countries. McCann-Erickson, New York, is in charge of the Esso advertising throughout Latin America.

Facilities are now being arranged for these broadcasts over stations in Caracas, Venezuela; Havana, Cuba; San Juan, Puerto Rico; Cuidad de Trujillo, Dominican Republic; Panama City, Panama; Managua, Nicaragua; San Jose, Costa Rica; San Salvador, El Salvador, and Guatemala City, Guatemala.

Series will begin in Caracas about Dec. 1, with the other stations to be added as rapidly as time is cleared. As with the present Esso Latin American broadcasts, the new stations will receive from the UP bureau in each country complete news reports, ready for broadcasting in the language customarily used.

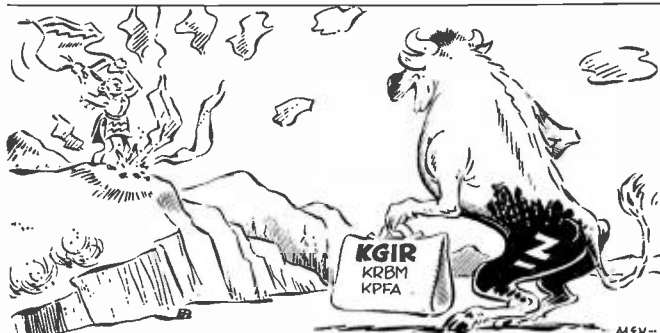
Foreign Sales Offices Are Expanded by NBC

SALES STAFF of NBC's International Division is moving its headquarters from the second to the seventh floor of the RCA Bldg., New York, to allow for expansion of the staff, according to John W. Elwood, manager. The department now has a personnel of over 60.

Most recent additions are Tage Palm and Einar Thulin, conducting two half-hour periods of news and comment in Swedish to Europe five times weekly on WRCA and WNBI, NBC's international stations. Mr. Palm was Swedish Commissioner of the Chicago World's Fair, in charge of the Industrial Arts Exhibit at the New York World's Fair, and served as consultant with the President's Commission to study Scandinavian cooperative efforts. Mr. Thulin has lived in this country since 1928 serving as foreign correspondent for leading Swedish publications, NBC international is now broadcasting in seven languages—English, Spanish, German, Portuguese, Italian, French, Swedish—during a total of 17 hours daily.

Camera Spots

THE CAMERA MAN, Chicago (cameras and cases), has started a varied 13-week schedule on the following stations: Live quarter-hour program five days weekly on WJJD WNAX KSO-KRNT WMT KFJZ KONO WLBC WLAW and six days weekly on WCAR and KICA; five-minute program six days weekly on XEG, Monterrey; XENT, Nuevo Laredo, and KTBC, Austin, Tex.; 10-minute 9:50 Club on WPEN, Philadelphia, and four announcements daily Monday through Friday on WIBW, Topeka. Agency is Henry J. Handelsman Jr. Inc., Chicago.



"I could tell you a better way to deliver a message brother . . . !"

Adv.

Treasury Revises Plan For Check on Stations

EXAMINATION of the requirement that stations return to the Treasury stubs verifying use of announcements covering the Defense Savings Stamp series was announced last week by Vincent F. Callahan, chief of the radio section of the Treasury Defense Savings Staff, effective Dec. 1.

Mr. Callahan said purchase of stamps has reached the half-million mark, exemplifying the degree of cooperation offered by stations in the campaign. In lieu of the stubs, the Treasury will request stations voluntarily to supply monthly reports on handling of announcements and programs, using forms supplied by the Treasury, he said.

Blaylock Gets Post

ROBERT BLAYLOCK, veteran showman, actor and producer, has been named coordinator of preparation and presentation of continuity for WHO, Des Moines and WOC, Davenport, by Col. B. J. Palmer, president of the Central Broadcasting Co. and the Tri-City Broadcasting Co., operators of the stations. Mr. Blaylock will be stationed in Davenport and monitor the work of all announcers on the stations. He will report directly to Col. Palmer.

JOSEPH HERSHIEY MCGILLVRA, Adv. representatives, have been appointed exclusive United States representatives for CHML, Hamilton, Ont. and CHNC, New Carlisle, Que.

PREDOMINANT

IN SAN ANTONIO—WOAI's audience is larger than all other stations combined, as shown by Hooper Station Listening Index of San Antonio for the months of September and October.

HOOPER STATION LISTENING INDEX						
MONTHS: Sept.-Oct., 1941						
CITY: San Antonio						
MORNING INDEX Mon. thru Fri. 8:00—12:00 A. M.	WOAI	Station "B"	Station "C"	Station "D"	Station "E"	Others
	58.9	22.1	8.5	6.6	3.9	0.0
AFTERNOON INDEX Mon. thru Fri. 12:00—6:00 P. M.	WOAI	Station "B"	Station "D"	Station "E"	Station "C"	Others
	71.5	11.5	7.9	5.5	3.6	0.0
EVENING INDEX Sun. thru Sat. 6:00—10:30 P. M.	WOAI	Station "B"	Station "E"	Station "D"	Station "C"	Others
	55.6	27.2	11.4	2.7	2.6	0.5

THROUGHOUT THE TERRITORY—With 50,000 watts on a clear channel, WOAI's coverage is greater both day and night than any other San Antonio station, as proved by extensive field strength measurements made by a recognized radio consulting engineer—and by mail response.

AS ADVERTISERS' CHOICE—WOAI carries 49.8% more commercial hours per week than the second station in San Antonio, as shown by station schedules for the week of November 16-22.

These are some of the factors that make WOAI the most powerful advertising influence in San Antonio and the Southwest.



AFFILIATE NBC

MEMBER TQN

REPRESENTED NATIONALLY
BY EDWARD PETRY & CO.

NEW YORK
ST. LOUIS

CHICAGO
SAN FRANCISCO

DETROIT
LOS ANGELES

SPOTCASTING
BUILDS MORE SALES
...AT LOWER COST!

More money for
the HOT SPOTS

Nothing wasted on
the DEAD SPOTS

Special attention to
the TOUGH SPOTS

JOHN BLAIR
& COMPANY

THE TRUTH
OF INFORMATION
IS MEASURED BY ITS
RELIABILITY
NATIONAL STATION
REPRESENTATIVES
CHICAGO • NEW YORK • DETROIT • ST. LOUIS • SAN FRANCISCO • LOS ANGELES

THE APPEAL OF LUCK COMMANDS A COMPELLING RESPONSE!



Remember no matter how "oversold" you may be you are never oversold on good will.

As recently noted in Time, Popular Science, and the N. Y. Mirror perfect four-leaf clover specimens have just become available for commercial use. And now, while four-leaf clovers are still news, these unusual Good Luck Charms are sure to create a sensation.

A TESTED APPEAL!

Promote your product or service with Four-Leaf Clover Charms, secure in the knowledge that you are using a tested and basic human appeal as old as man. Reasonably priced. Deliveries assured.

A free sample and full information will be sent upon request to executives of rated firms. Write today.

BASTIAN BROS. CO.

1500 Bastian St., Rochester N. Y.

Two New Locals Authorized by FCC

Brainerd, Minn., CP Goes to North Central Officials

TWO new locals—one in Brainerd, Minn., and the other in Bartlesville, Okla.—were authorized last Tuesday when the FCC issued construction permits to the Brainerd-Bemidji Broadcasting Co. for operation on 1400 kc. with 250-watt fulltime and to the Bartlesville Broadcasting Co. for the same facilities.

Permittee in the Brainerd-Bemidji grant is the partnership of John W. Boler, president, secretary and general manager of the North Central Broadcasting System Co., mid-west regional network; Howard S. Johnson, vice-president of NCBS; David Shepard II, treasurer of NCBS; and Edmund Tom O'Brien, operator of the Brainerd Greenhouse Co. Messrs. Boler, Johnson and Shepard are also equal owners in NCBS as well as KRMC, Jamestown, N. D. Brainerd, which is approximately 100 miles west of Duluth, has a population of about 12,000.

Bartlesville Group

Principals in the Bartlesville grant are 17 business and professional men from Bartlesville and surrounding areas with Norman Gast, former musician, president and 16.12% stockholder; J. Fred Case, onetime studio director of KVOO, Tulsa, vice-president and general manager, 9.67%; Earl H. Jackson, rancher and meat packer,



PRIZE-WINNING poster of WWL, announcing the New Orleans station's change in dial position, which took third place at the 12th annual exhibition of outdoor advertising at the Marshall Field & Co. galleries in Chicago. The Coca Cola Co. took first prize and the Ford Motor Co. second. The exhibition was sponsored by the Outdoor Exhibit Committee and the Chicago Federated Adv. Club.

9.67%; John E. Landers, grocer, 9.67%; Charles W. Doornbos, banker and treasurer of the Foster Petroleum Co., 6.45%; J. A. Mad-dux, furniture dealer, treasurer, 4.83%; Matthew J. Kane, attorney, 4.03%; and Alton H. Rowland, city attorney of Bartlesville, secretary and general counsel, 1.61%. Bartlesville has a population of approximately 16,000.

WKZO Granted Permit To Use 5 kw. Fulltime

WKZO, Kalamazoo, was granted a construction permit by the FCC last Tuesday to increase its night power from 1,000 to 5,000 watts and make changes in its directional antenna for fulltime 5,000-watt operation. The station is on 590 kc.

KEVR, Seattle, was granted extension of a special service authorization to operate on 1090 kc. with 250 watts fulltime until expiration of its current license. Simultaneously, KRKO with which KEVR previously had shared, was granted a special service authorization to operate unlimited time on 1400 kc. with 250 watts for duration of its present license.

AT&T Labor Compact Averts Network Crisis

SETTLEMENT of the threatened nationwide strike of 15,000 members of the Federation of Long Lines Workers was effected Nov. 23 at the Hotel Roosevelt, New York, with the agreement by AT&T to grant wage increases totaling \$3,000,000 and other concessions. The strike, had it materialized Nov. 14, would have stopped all network radio programs.

The agreement marked the culmination of negotiations begun July 28 and was announced by Dr. John R. Steelman, director of the U. S. Conciliation Service. Formation of a wage adjustment board and a wage differential board was agreed upon, with Aaron Horvitz, commissioner of the USSC, as chairman of both.

ADDITIONS to the staffs of WCMI, Ashland, Ky., include: Lota Segraves, program department; Erwin Bergknoff, New York U graduate of Brooklyn, continuity director; Charlie Warren, formerly of WGRC, Louisville, Huntington, W. Va. sports announcer and Don Rodgers, formerly of WALA, Mobile, WCPO, Cincinnati, and WSOY, Decatur, Ill., announcer.

**It's true in PITTSBURGH,
BALTIMORE, SEATTLE
and PORTLAND...**



?

Here They Are Again! Those Aristocrats of the Range THE SONS OF THE PIONEERS



With
Their

SYMPHONIES OF THE SAGE

Produced and Distributed By

ROY ROGERS, INC., HOLLYWOOD, CAL.

**200 New
Tunes**

FUNCTIONS OF HOUSE ORGAN

Stations Urged to Have Own Publications by
Bill Wiseman, WOW Promotion Manager

MANIFOLD blessings that a house organ publication can offer a radio station were outlined recently by Bill Wiseman, promotion manager of WOW, Omaha, and editor of the prize-winning *WOW News Tower Magazine*, at the annual convention of the Southwestern Assn. of Industrial Editors at Stillwater, Okla., Nov. 7 and 8.

Speaking on "The House Organ in Radio Promotion", Mr. Wiseman declared he was firmly convinced every radio station should have a publication of its own, and that within a few years every major outlet would be in the publication field in some form or another.

10,000 Pay For It

Reviewing WOW's experience, Mr. Wiseman commented:

"The *Radio News Tower* is WOW's black-and-white voice. Nearly 10,000 listeners pay 50 cents a year for it. It is also sent gratis to lists of more than 6,000 clients, agencies, educational, civic

and radio industry leaders. It gives WOW a direct business contact monthly with a cream-of-the-crop list—as great in numbers, or greater, than any single radio trade paper circulation.

"The *Tower* enables WOW to say yes to every client who asks for publicity cooperation. It enables WOW to systematically publicize every WOW program at regular intervals. In 1940 more than 200 clients and account executives wrote voluntary thunder letters complimenting WOW on the *Tower*. Best evidence of listener acceptance and approval is the fact that 10,000 folks buy it and renew from year to year. The editorial policy of the *Tower*: Print only such material as will help listeners enjoy WOW more and more!"

WOW's *Radio News Tower* received the 1941 achievement award for editorial merit at the conference and the *Woodmen of the World* magazine, edited by Horace L. Rosenblum, received two superior rating awards.



ANN K. PORTER, of Kenedy, Tex., recently joined the Fort Monmouth Radio Engineering Laboratory, qualifying as the first woman radio engineer at the post. A graduate of Southwestern U and the U of San Antonio, Miss Porter holds an amateur and radio telephone operator license and formerly taught radio transmission theory at Blinn Junior College in Texas. Her mother also has received an amateur license.

LES BOWMAN, CBS Western division chief engineer, has been elected 16th district representative of the NAB and vice-chairman of the Institute of Radio Engineers.

WILLIAM G. TOKAR, KFI, Los Angeles, transmitter technician, and Mary Melaine Lypps of Fullerton, Cal., were married Nov. 15, it was just revealed.

CLIFF MILLER, transmitter engineer of KTUC, Tucson, Ariz., is the father of a girl born Nov. 13.

C. LOWELL FRANK, formerly of U. S. Recording Co., Washington, and CBS in New York, has joined the engineering staff of WOR, New York.

EDWARD B. LEWIS, NBC Chicago ventilating engineer, died Nov. 17 after a long illness. George P. Rogers has been employed as a temporary replacement.

C. LOWELL FRANK, former CBS engineer, and previously of U. S. Recording Co., Washington, has joined the engineering staff of WOR, New York.

JAMES COUSY, engineer in the CBS shortwave division, has been called for service as a second lieutenant in the Signal Corps at Ft. Monmouth, N. J.

JOSEPH HERSHEY MCGILLIVRA, advertising representatives, have been appointed exclusive national representatives of CKNB, Campbellton, New Brunswick, by Dr. Charles Houde, owner.

WJPA, Washington, Pa., Plans to Start Jan. 1

JOHN J. LAUX, recently appointed general manager of WJPA, under construction in Washington, Pa., has announced a tentative starting date of Jan. 1 for the new local. WJPA was authorized last Aug. 22 by the FCC for 250-watt fulltime operation on 1450 kc to the Washington Broadcasting Co., an organization of 46 stockholders of which principals in the ownership of WSTV, Steubenville, O., hold a 38.5% interest [BROADCASTING, Aug. 25].

In addition to Mr. Laux, the station personnel so far selected includes John Croft, commercial manager; Stanley Schultz, program director; and Joseph M. Troesch, chief engineer. Studios are located in the George Washington Hotel with Western Electric and RCA microphones and Presto recording equipment being installed. A WE transmitter will be located one mile northeast of the city on Highway 19 where a 350-foot Blaw-Knox tower is being erected.

WDRC

CONNECTICUT'S PIONEER BROADCASTER

"BOOM TOWN"

Every city, village and hamlet in WDRC's Primary Area is humming with defense activity. Together, they make a "Boom Town" of unprecedented prosperity. This is Connecticut's Major Market—a rich compact area completely covered by WDRC in Hartford. Basic CBS for Connecticut



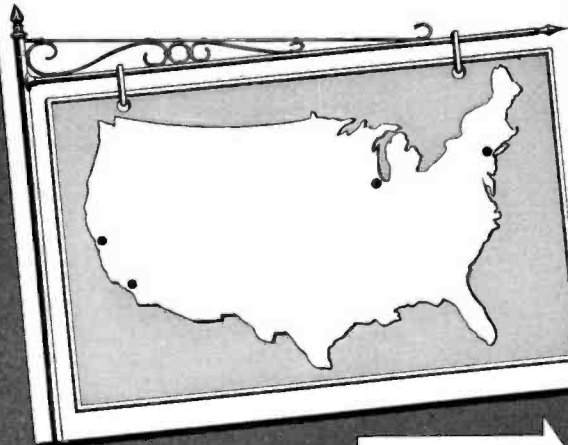
Cleveland's West End Laundry has expanded . . . routes are showing increases of approximately 30% . . . a night shift has been added . . . and business still continues to boom! All this came about, Mr. A. J. Salzer, president, says, . . . "since we started using your station"

WHK

CLEVELAND, OHIO

Represented by:
PAUL H. RAYMER CO.

It's true in NEW YORK,
CHICAGO, LOS ANGELES,
SAN FRANCISCO...



??

... AND REMEMBER GENTLEMEN
YOU CAN'T COVER
THE TEXAS GULF
COAST WITHOUT
THE TWINS



Where other states talk in miles Texas talks in hundreds of miles; where others talk thousands Texas talks millions. The concentration of Texas' vast spending power is along its Gulf Coast; and there's only one combination that blankets the heart of this section—the Twin Stations—KXYZ-KRIS. Buy yourself a market that's big in any man's language with one combination rate that offers double savings. Full information on request.

National Representatives
THE BRANHAM COMPANY

Make BUDGETS S-T-R-E-T-C-H

- with our
COMBINATION
RATES
- ... and
BONUS POINT
ADVERTISING

KXYZ

HOUSTON

NBC • Blue

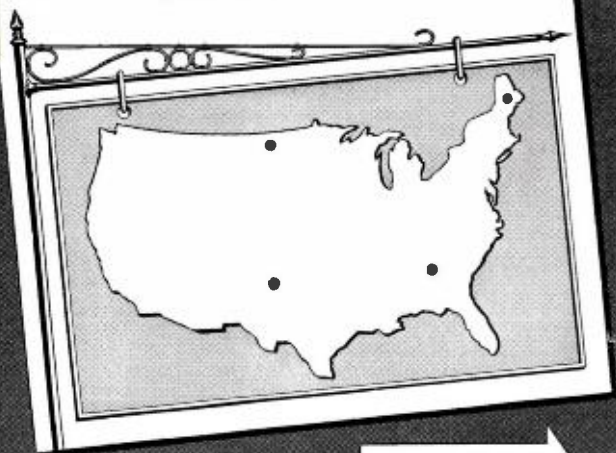
KRIS

CORPUS CHRISTI

NBC • Red and Blue

Both Stations MUTUAL and LONE STAR CHAIN affiliates

It's true in BISMARCK,
AMARILLO, BANGOR,
ATLANTA...



???

Radio Advertisers

SAFeway STORES Inc., Oakland, Cal. (meats), recently started a two-week campaign on six San Francisco Bay stations, using transcribed announcements three times daily. Spots call attention to the Safeway's new meat plants and refrigeration systems. Agency is J. Walter Thompson Co., San Francisco. The station list: KGO KPO KFRC KSFO KROW KQW.

OLD HOMESTEAD BAKERY, San Francisco, recently started a campaign on five San Francisco stations, using one announcement several times daily on KSFO KGO KPO KJBS KFRC. Agency is Ruthrauff & Ryan, San Francisco.

HIRSCH & KAYE, San Francisco (cameras), recently started a three-week pre-Christmas campaign on six San Francisco stations, using 50-word spot announcements on a scattered schedule. Agency is Long Adv. Service, San Francisco. The station list: KJBS KYA KFRC KGO KPO KSFO.

FROZEN FOOD DISTRIBUTORS, Oakland, Cal., recently started 25 participations twice-weekly, in Ann Holden's *Home Forum* on KGO, San Francisco. Agency is Tomashke-Elliott Adv., Oakland.

CALIFORNIA GROWN SUGAR GROUP, San Francisco, comprising American Crystal Sugar Co., Holly Sugar Corp., and Spreckels Sugar Co., to promote interest in state-grown beet sugar during the pre-holiday season, has just started a radio campaign on two California stations. The group is using five participations weekly on Ann Holden's *Home Forum* on KGO, San Francisco, and Norma Young's program on KHJ, Los Angeles. Agency is McCann-Erickson, San Francisco.

WIMA, Anniston, Ala., has signed a 12-month contract to broadcast five 15-minute programs weekly in the interest of the Garrett Snuff Co. Scheduled for 11:30 Monday to Friday, starting Jan. 1, 1942 the program will be titled *Garrett's Snuff Varieties*. Agency is Simon & Gwynn, Memphis.

STANDARD BEVERAGES, Oakland, Cal. (Par-T-Pak) recently started a pre-holiday campaign on KLS, Oakland and KYA, San Francisco, using a total of 102 transcribed and live spots weekly. Agency is J. B. Hart Adv., Oakland, Cal.

TURCO PRODUCTS Inc., Los Angeles (cleaning compound), through Warren P. Fehman Adv., Huntington Park, Cal., is sponsoring daily participation in *Smile in the Morning* on KMPC, Beverly Hills. Cal. Firm name was inadvertently reported as Durco Cleaners.

ALEXANDER MOTOR Co., Dallas, on Nov. 16 started sponsoring *Alexander's Variety Hour* for 52 weeks on KGKO, Fort Worth. The hour program features news and transcribed popular music, and is heard Sunday mornings. Rogers & Smith Agency, Dallas, handles the account.

LONGINES-WITTNAUER WATCH Co., New York, has expanded its schedule on WENR, Chicago, with transcribed *World's Most Honored Music* from six quarter-hour programs weekly to five half-hour weekly. Arthur Rosenberg, New York, is agency.

Quick Action

WTIC, Hartford, reports the latest breath-taking result of the power of radio. Less than a minute after Thomas Lockhart, State Commissioner of Aeronautics, had concluded a discussion of Civil Air Patrol activities on WTIC, Announcer Bob DuFour volunteered for service in the organization. DuFour came to Hartford recently from North Carolina, and until he heard Commissioner Lockhart's radio discussion, he had not known that the State Defense Council had called for licensed pilots to register for duty in CAP.

NEWS BROADCAST aired at 10:30-10:45 p.m. (CST) on WGN, Chicago, has been sold to Phillips Petroleum Co., Bartlesville, Okla. (Phillips 66 gas and oil), through Lambert & Fensley, New York, on Wednesdays and Fridays and to Look Inc., New York (periodical), through Son de Regger & Brown Adv. Agency, Des Moines, on Tuesdays and Thursdays. Both contracts, for 13 weeks, started Nov. 17, and Philipps will add a Monday night broadcast starting Dec. 15. Dr. Preston Bradley, formerly heard at this time for Evans Fur Co., Chicago, now broadcasts at 6 p.m. (CST).

FELS & Co., Philadelphia (Fels Napha soap) recently renewed for 52 weeks its thrice-weekly quarter-hour participation in *Jack Kirkwood's Breakfast Club* on KFRC, San Francisco. Agency is Young & Rubicam, New York.

KIRKMAN & SON, Brooklyn (soap) has purchased *Can You Top This*, a WOR, New York, sustainer since last December, and will sponsor the program on WOR Tuesdays 8:30-9 p.m. starting Jan. 6. Show features humorists Harry Hersfield, Senator Ford and Joe Laurie Jr. who try to "top" a joke sent in by listeners and read by Peter Donald m.c. by volume of laughter recorded on a "laugh-meter". At the same time company on Jan. 2 will drop *Betty & Bob* five-time weekly transcribed show on WEAF, New York. Agency in N. W. Ayer & Son, that city.

POLICYHOLDERS ADVISORY COUNCIL, New York, which has been sponsoring 48 quarter-hour periods weekly of live and transcribed speeches giving advice on insurance, on WJIN WEVD WBNX and WBYN, New York, through its newly-appointed agency, Victor van der Linde, New York, on Dec. 28 will add 11 additional quarter-hours weekly of a similar nature, on WMCA, that city. In addition Council is planning to use a number of live one-minute "teaser announcements" on the same stations, calling attention to the speeches.

OLSON RUG Co., Chicago (remade rugs), has started a quarter-hour thrice-weekly program featuring Lulu Belle and Skyland Scotty on WLS, Chicago. Five-week contract was placed by Presba, Fellers & Presba, Chicago.

NABOB FOOD PRODUCTS, Vancouver (coffee) has started spot announcements on ten Ontario and Quebec stations. Account was placed by Stewart-McIntosh Adv. Agency, Vancouver.

W H B F

AFFILIATE OF ROCK ISLAND, ILLINOIS ARBORS

Basic Mutual Network Outlet

FULL TIME 1270 K C

THE 5000 WATT

Voice of the Tri-Cities

ROCK ISLAND • DAVENPORT • MOLINE

Merchandising & Promotion

Disc Bargain—Itchy—Cans of Milk—Plug for 50—
Uncle's Contest—Cards Already

IN RESPONSE to requests for *Demand & Response*, symphonic selection by Samuel Taylor Coleridge, recorded by London Symphony Orchestra, which introduces the nightly recorded *Music Lovers Program* on WCFL, Chicago. Service Drug Stores, sponsors of the program, in cooperation with RCA Victor is offering the record to listeners. With a certificate obtained free at any Service Drug Store, the Red Seal record, just released in the U. S., can be purchased at any specified Victor dealer for 50c. The list price of the record is \$1. Offer is promoted jointly by the drug stores with streamers and broadsides, and by the Victor dealers with special window and counter displays. Good-kind, Joice & Morgan, Chicago, produce the program.

Technique and Tips

GOOD WILL BUILDER invitation is being sent out by KPAC, Port Arthur-Beaumont-Orange, Tex. to business men, inviting them to the station for lessons in mike technique and tips on overcoming nervousness. Recordings are made and played back immediately to acquaint the "student" with his radio voice. Idea was promoted to help business men who are called upon frequently for radio and public address appearances.

EXPRESSING THANKS for assistance in the celebration of its 15th birthday, Nov. 15, NBC-Red is sending out greeting cards decorated with red flannel eye-catcher and "itching" catch-word to promote claims on audiences, program ratings and advertisers.

News Card

CONVENIENT, practical card-board news schedule giving time, day and commentator has been issued by WMT, Cedar Rapids, Ia. Card also displays photographs of WMT's newscasters, Sherwood Durkin, Bob Leefers, Carter Reynolds and Douglas Grant.



PAID FOR VISITING was Mrs. Henry Devine (left) who appeared on the WLS, Chicago, *National Barn Dance* program recently with WLS Announcer Jack Holden and Mrs. Juanita Daugherty, Tennessee, Ill. Millionth paid visitor to the program, Mrs. Devine was awarded \$200 and Mrs. Daugherty received a \$100 defense bond as winner of the letter-writing contest to select a prize for the visitor.

Milk at Loew's
CULMINATING one of the most extensive campaigns of the Carnation Milk Co., 2,300 cans of the company's milk were turned in as admission tickets at Loew's theatre, Syracuse, recently. With the cooperation of WSYR, Syracuse. Guy Wilcox, district representative and C. G. Babcock, New York State sales representative worked on the campaign for several weeks to promote "Carnation Boquet". Campaign included window displays, school promotion, newspaper publicity, club talks. WSYR carried spot announcements. Following the theatre party Girl Scouts distributed the milk to several charitable organizations including local orphanages.

KLZ Theatre Deal

ANOTHER of Denver's leading theatres, the Denham, has given KLZ, CBS outlet, exclusive rights to its screen for station's 55-foot sound trailers used to promote various network, national spot and local shows. New trailer is used with each change of feature bill at theatre.



WWDC

The buy for me!

WASHINGTON, D.C.

E. M. SPENCE, Gen'l. Mgr.

WHN'S 50

EVERY conceivable medium is being used by WHN, New York, to promote its Dec. 1 power boost to 50 kw. Apart from special dedicationary features to accompany the start of 50 kw. operation, WHN is using newspaper, car card, movie trailer and trade paper advertising; special station-break announcements; direct mail; stickers on Postal Telegraph messages; announcements for three weeks on all Loew's Inc. metered mail; publicity in such national news magazines as *Time* and *Newsweek*.

Uncle Don's Contest

FIFTH ANNUAL talent contest, conducted by "Uncle Don" of WOR, New York, is now getting under way in the form of auditions at the station's studios, winners to be selected in the spring of 1942. The prize for two children is a trip to Hollywood and screen tests for the movie serial version of the comic strip "Red Ryder", with a stopover at the ranch of Fred Harman, cowboy artist who draws the strip.

In the Bag

TO CALL ATTENTION to the pigskin predictions of Jocko Maxwell, sportscaster of WWRL, New York, the station has issued a publicity piece in the form of regular brown paper bag bearing the words: "It's in the Bag!", printed in red, pointing out that "when expert Maxwell predicts a winning team, they're really in the bag."

Early Cards

STARTLING EARLY, KDAL, Duluth has sent out Christmas cards to the trade using them as teasers for the announcement of Certified Promotion which KDAL is about to introduce.

CLOUD BUSTERS

While Dayton's aviation and defense activities hit new highs—advertisers on Dayton's favorite station climb to new sales heights. Every figure, every fact—points to Dayton and to WHIO—

because

WHIO

IS THE

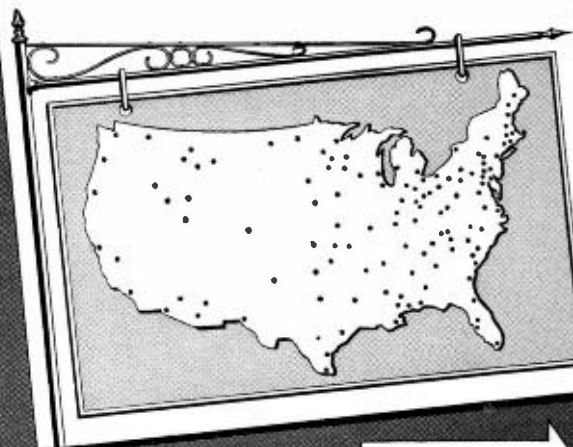
DAYTON

MARKET

BASIC CBS • 5000 WATTS

G. P. HOLLINGBERRY CO., Representative

IT'S TRUE ALL
OVER THE COUNTRY...



????

What Station

gets

**THE LISTENERS
in the
TENNESSEE VALLEY?**

WAPO

with

KAY KYSER

FRANK FAY

KALTENBORN

RUDY VALLEE

FRED WARING

LUM & ABNER

EDDIE CANTOR

JUST PLAIN BILL

TREASURY HOUR

MRS. ROOSEVELT

COLLEGE HUMOR

MARCH OF TIME

TELEPHONE HOUR

BURNS AND ALLEN

REVELLE ROUNDUP

LINCOLN HIGHWAY

JOHN'S OTHER WIFE

DR. PEPPER PARADE

FITCH BAND WAGON

LIGHT OF THE WORLD

INFORMATION PLEASE

MR. DISTRICT ATTORNEY

FIBBER McGEE AND MOLLY

WE'RE FIVE IN THE FAMILY

5000 Watts-1150 kc.

NBC Red and Blue

National Representatives

Headley-Reed Co.

WAPO

Chattanooga, Tenn.

Agencies

WALTER ZIVI has been appointed to head the radio department of United Advertising Cos., Chicago and to serve as an account executive. Formerly manager of Golan Wines, Mr. Zivi has specialized in radio advertising for 12 years.

CHARLES A. OSWALD, founder of Oswald Adv. Agency, Philadelphia, has withdrawn from active direction of the agency because of ill health. At a meeting of the board of directors, Mr. Oswald was elected board chairman; Wesley M. Ecoff was elected president and treasurer; Earl W. James, vice-president.

ROBERT M. D. ARNDT, vice-president of John Falkner Arndt & Co., Philadelphia, was feted at a luncheon by the Junior Board of Commerce as the outstanding local president of Junior Board of Commerce throughout Pennsylvania during the 1940-41 term.

F. H. SEBERHAGEN announces the formation of a new advertising agency in Philadelphia to be known as Seberhagen Inc., with offices in the Horn Bldg. Officers are F. H. Seberhagen, president; F. C. Fiecher Jr., secretary; and D. Mahlon Corson, treasurer.

FRANK HOPKINS, former copywriter of Federal Adv. Agency, New York, and Crane Haussemen, copywriter of Erwin, Wasey & Co., New York, have joined the copy department of Compton Adv., New York.

JACK SAYERS, publicity director of Young & Rubicam, Hollywood, is the father of a boy born Nov. 23.

JAMES SCHULLINGER, assistant business manager of Lord & Thomas, Hollywood, has reported to Kelly Field, San Antonio, for training as aviation cadet before entering the Army Air Corps. Friends and business associates staged a farewell luncheon for him Nov. 25.

LOUIS LOUCHARD, formerly advertising director of Alexander & Oviatt, Los Angeles (men's retail clothing), has joined W. C. Jeffries Co., that city, as production manager.

JIM LEPPER, former publicity director for WGN Concerts Inc., New York, and Arthur DeVoos, formerly on the editorial staff of *Musical Digest*, have formed their own talent agency at temporary office in 161 W. 57th St. The company will represent radio talent as well as public relations for talent in other fields. Temporarily in charge of public relations at WGN Concerts in Virginia Lynn, formerly assistant to Mr. Lepper.

ROBERT H. (Bob) KNOLLIN, son of James C. Knollin, partner in Gerth-Knollin Adv. Agency, San Francisco, has joined his father's firm. He formerly was with the sales promotion department of Foster & Kleiser Co., outdoor advertising firm.

GEORGE H. GIESE, formerly director of food promotion of Belnap & Thompson, Chicago, has joined the New York office of Ward Wheelock Co., as assistant account executive.

PAUL deFUR, of the WLW, Cincinnati production staff, has joined the Grant Adv. Agency, Chicago. He had been with WLW for three years and produced the *Boone County Jamboree* and *Scramby Amby* shows.

HOPE CHAMBERLIN, formerly of Swift & Co., Chicago, public relations department, has joined MacFarland. Aveyard & Co., Chicago, as a copywriter on food accounts and women's products.

JAMES SHELBY, formerly of Grant Adv., Chicago, has been appointed writer, director and producer with McCann-Erickson, Inc., Chicago.



SPONSORED BY WGAR, CBS affiliate, the Cleveland Orchestra on Saturday, Dec. 6, begins the first of a series of 16 weekly concerts over the CBS network. Outlets in Canada, South America and England also will pick up the series, originated in Cleveland's Severance Hall. Cost of the series is being underwritten by WGAR, and a 50-piece concert orchestra is being organized to fill in for the Cleveland Orchestra during its road tour of four weeks.

The men responsible for the series, who met recently to complete arrangements, are (seated, l to r) James Fassett, CBS director of music; Dr. Artur Rodzinski, orchestra conductor; Thomas L. Sidlo, president of the Musical Arts Assn.; John F. Patt, vice-president and general manager of WGAR; Rudolph Ringwall, associate conductor. Standing, Eugene Carr, WGAR assistant manager; Norman Siegel, radio editor, *Cleveland Press*; Carl J. Vosburgh, orchestra manager; Walberg Brown, WGAR musical director; Elmore Bacon, radio and music editor, *Cleveland News*; M. L. Sloan, director, Musical Arts Assn., and Carl George, WGAR program director.

New Order

PUBLISHERS of *The New York Daily Worker*, on Dec. 3 will sponsor a Wednesday through Sunday series titled *From Labor's Newsroom* on WHOM, Jersey City. Louis F. Budenz, a member of the newspaper's editorial staff, will handle the 11 p.m. series. Any "bona fide" defense agency wishing to make announcements on the series will be granted one-minute free time, the *Worker* announced. Account is handled direct.

New N. Y. Agency

WALTER M. SWERTFAGER, formerly account executive on Seagram Distillers of Ward Wheelock Co., New York, and Harold W. Hixon Jr., formerly of Brown & Thomas, that city, have formed a new agency, Swertfager & Hixon, at 40 E. 49th St., New York. Telephone is Plaza 3-8760. Before joining Ward Wheelock, Mr. Swertfager was for four years director of advertising, sales promotion and public relations for Seagram and previous to that was with Lord & Thomas, New York. Mr. Hixon before joining Brown & Thomas was creative head of Ward Wheelock's New York office.

Rupard Heads KTSW

NELSON RUPARD, formerly program coordinator of WHB, Kansas City, and the Kansas State network, became general manager of KTSW, Emporia, Kan., Dec. 1. Mr. Rupard served in various capacities at WHB during his nine years there, including music librarian, continuity writer, sound effects and assistant to the program director.

Kauffman Changes

RECENT staff changes and additions at the Harry Kauffman Agency, Washington, include: Paul Clark, formerly with the *Washington Post*, copy department; Miss Acy Glasser, Baltimore office; Theo Mandelstam, Baltimore office, returned from military service to his former position; Helen Simmons, formerly of WOL, Washington, now in radio department of the agency; Norman Wollberg, production department. Charles deLozier, associated with the agency for several years has taken a Government post.

Perfume Spots

COMPAGNIE PARISIENNE Inc., San Antonio (perfumes) has added 20 stations to its current schedule. Five-minute programs are being used daily. Agency is Northwest Radio Adv. Co., Seattle. The station list: WAIT WAAF WHO KMA KHQ KQW KXA KIRO KINY WOV WPEN WCAR WPIC KMPC KJBS KXL KVI KSFO KSL CKLW.

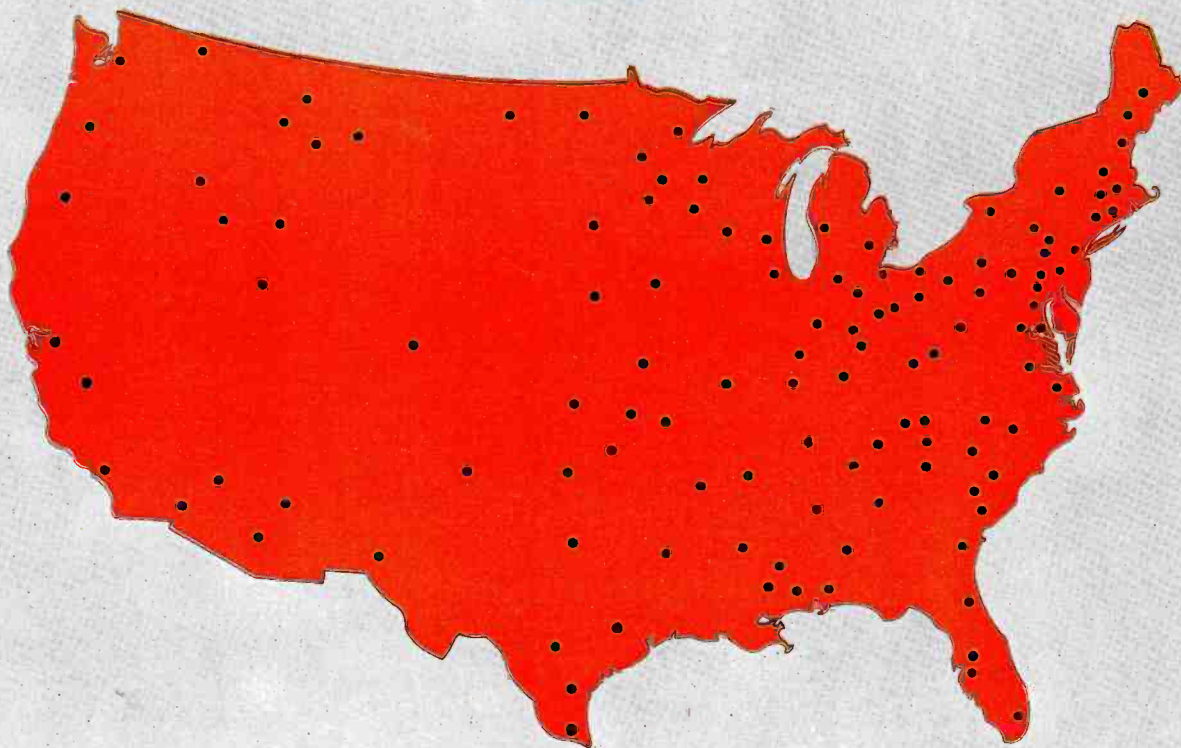
**365,000 people make the
Youngstown metropolitan
district the third
largest in Ohio.**

WFMJ

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

Headley-Reed Co.
National Representatives

This Place is EAR-Conditioned...



TODAY, thanks to the calibre of the programs broadcast by America's radio networks day after day for 15 years, the people of the United States are firmly united in their enjoyment of one of the greatest of all man-made miracles.

It might easily have been otherwise...

It *would* have been otherwise — except for the broadcasting industry's constant emphasis on the quality of entertainment, of transmission, of overall coverage.

Naturally, then, in marking our 15th anniversary, it is a matter of special pride to us that radio in general has adhered so closely to the high standards of those who founded the first national network, NBC Red... the network most people still listen to *most!*

NBC

Red
NETWORK

The Network **MOST** People Listen to **MOST**
NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service

WBBM

50,000 WATTS

CHICAGO

CBS

The
advertisers'
choice
for selling
to a
tenth of
America's
radio
homes

Ask any Radio Sales office
for more information about
WBBM, one of the eighteen
CBS 50,000 watt stations

WRIGLEY REVISING TWO NET PROGRAMS

WM. WRIGLEY JR. Co., Chicago (gum), is planning changes in two of its CBS programs shortly after the first of the year. *Dear Mom* (Spearmint), now in the 6:55-7:15 p. m. period on Sundays immediately following Gene Autrey's *Melody Ranch* (Doublemint), will be expanded to a half-hour and shifted to Thursdays, but the time has not been cleared as yet.

Gene Autrey's program now at 6:30-6:55 p. m. will occupy the entire 45 minutes from 6:30-7:15 p. m. and plans, as yet incomplete, are under way to present during that period a 20-minute dramatic service program in cooperation with the War Dept. In the meantime, *Scattergood Baines* was resumed on CBS on Dec. 1, replacing Ben Bernie's *Just Entertainment* Monday through Friday at 5:45-6 p. m. for Spearmint.

Bobby Brown, formerly program director of WBBM, Chicago, is supervisor of Wrighley programs, Ray Wilson, formerly script writer of WBBM, has joined the Wrighley Co., and will continue to write the *Dear Mom* program. Arthur Meyerhoff & Co., Chicago, is agency for Spearmint; J. Walter Thompson Co., Chicago, for Doublemint.

Amateur Handbook

CONTINUING its long record of comprehensive and authoritative coverage of its field, *The Radio Amateur's Handbook* for 1942, 19th edition, has recently been issued. Governed by defense needs, the general plan of the book has been revised to meet the growing need for a simple and nonmathematical text on the theory, design and operation of radio communication equipment. Published by the American Radio Relay League, Inc., West Hartford, Conn., the handbook consists of 552 pages including an 8-page topical index and 96-page catalog section of amateur equipment. Price, paper bound, \$1 in continental U. S. A., \$1.50 elsewhere; buckram bound, \$2.50. Spanish edition, \$1.50.



FROSTED EARS AND CAKE were the fare for Craig Lawrence, commercial manager of KSO-KRNT, Des Moines, and Tom Flanagan, Katz Agency, Kansas City, when they were marooned in a recent snowstorm while on the way to Des Moines. Finally arriving at the station's offices (Lawrence's birthday) they were greeted by members of the staff with a cake decorated with broken-down automobiles, the farmer's daughter and a tractor. In the cake-giving ceremonies are (l to r) Bob Dillon, salesman; Craig Lawrence, Tom Flanagan; Jessie Axmear and Dorothy Miller, secretaries.

New MBS Series

AS DEVELOPED at the semi-annual meeting Nov. 11 of MBS program directors, the network on Dec. 1 is starting its daytime variety program under the title *Mutual Goes Calling*, to be heard four times weekly 3-3:30 p.m. from various parts of the country. All programs will center from WHK-WCLE, Mutual Cleveland stations, with special features and talent picked up from other network affiliates. First show features Willard's orchestra from Cleveland, Henny Youngman from WIP, Philadelphia, and Ilomay Bailey, Lee Sims, pianist and Dave Apollon, mandolin player, from WFBR, Baltimore.

OFFICIALLY recognized by the Brazilian Govt. to publicize the music of the country, Olga Cuelho, Brazilian soprano who specializes in international folk songs and accompanies herself on the guitar, will start a series Dec. 5 of quarter-hour evening concerts on CBS, to be heard Fridays and Saturdays.

Two Newspaper Cases 'Placed in Pending File

TWO ADDITIONAL applications of newspaper stations were relegated to the ever-growing "pending file" last week by the FCC under Order 79, pertaining to newspaper ownership.

Application of KWLK, Longview, Wash., for transfer of the station from the estate of Ray McClung to C. O. Chatterton and John M. McClelland Jr. was placed in the pending file because of the purported newspaper ownership issue. Both the McClung and Chatterton groups had former newspaper connections.

Similarly, the FCC sent to the pending file the application of United Broadcasting Co., Cleveland, operating WHK and WCLE in that city, for a new FM station. The stations are owned by the *Cleveland Plain-Dealer* interests.

BLOCK OF THREE script shows, formerly heard on Mutual 1:15-2 p.m. Monday through Saturday, on Dec. 8 will shift schedule to five times weekly. Program *I'll Find My Way*, formerly broadcast from WGR, Buffalo, 1:45-2 p.m. will move to 1-1:15 p.m.; *Helen Holden, Government Girl*, continues 1:15-1:30 p.m. from WOL, Washington, as does *Front Page Farrell*, sponsored on MBS by the Anacini Co., Jersey City, 1:30-1:45 p.m.

KINY

The Friendly Voice of the Capital

98% of Alaska-used
products come from the
States! KINY can develop
this market for you.

Executive Offices
Am. Bldg., Seattle, Wash.

1000 WATTS • 5000 WATTS UNDER
CONST.
Juneau-Alaska
JOSEPH HERSHEY MCGILLVRA
NATIONAL REPRESENTATIVES

WBNX NEW YORK

THE MOST INTIMATE
AND EFFECTIVE SALES
APPROACH TO AMERICA'S
LARGEST MARKET.

5000 WATTS Directional

OVER METROPOLITAN NEW YORK

Purely PROGRAMS

LOCAL NEWS gets the big breaks on *Michigan News-reel*, five-weekly news roundup of WJBK, Detroit. Dug up and written by a local reporter, news on the program comes to listeners at 7 p.m. Monday through Friday, two hours after the deadline of both local afternoon papers and shortly before the first editions of the morning paper hit the street. War news is played down, eliminated if necessary, to emphasize local happenings, on which several scoops have been claimed.



DOMESTIC SCIENCE prodigy, Barbara Jenkins, 11-year-old, newest addition to *Budget Brigade*, women's show at KLZ, Denver, has been conducting cooking school demonstrations throughout the country since she was barely past three, cooking for governors, movie stars and radio celebrities. She appeared on Ripley's "Believe It or Not" and other big shows and is now featured in her "kitchen annex" on Saturday mornings over the Denver outlet.

Book Swap

THE Voice of the Bard of Avon (theoretically) is heard on KFRC, San Francisco in the new weekly series, *Book Exchange*. Persons who have books they have read and want to exchange them for books they haven't read obtain free membership cards from the dealers of the sponsors products, Clara-Cal Dairy. They telephone their desires to the Book Exchange. Bill Shakespeare, who presides over the broadcasts, sees that his listeners' desires are granted.

RESULTS?

2033 one dollar sales from 11 states. Cost to our advertiser 15c apiece. What's more, we get such results . . .

REGULARLY.

WIBW The Voice of Kansas in TOPEKA

Menus Dramatized

FEATURING HEALTH and economy as new wartime motto for Canadian cooks, the Canadian Broadcasting Corp. women's talks department is bringing nutrition out of the text books into the kitchens of Canada through twice monthly Wednesday talks on the CBC network. The talks are presented in the form of a play, *Food for Victory*, giving planned menus and passing on culinary and scientific facts for housewives who are finding it harder and harder to keep their household accounts out of the red.

Catholic Series

COOPERATING with the Catholic Students Mission Crusade from Catholic schools of the Midwest, WLWO, Cincinnati, Crosley international shortwave station and affiliated stations of the Cadena Radio Inter-Americana will inaugurate a series of special programs Dec. 11 directed to Latin-American audiences on a short wave frequency of 15,250 kc. First broadcast of the series, *Programa de la Juventud Catolica*, will feature the orchestral and choral music of Mount St. Joseph-on-the-Ohio.

Finders of Facts

INFORMATION hunting game, *Fact Finders*, in which the radio audience participates, is a weekly event on KFRC, San Francisco. Hale Sparks, of the U of California, is the fact detective. He invites questions from listeners and answers them on the air—describing the process by which he found the material, naming the books, periodicals, or other reference sources from which the information is taken.

Soldier Songs

WAR SONGS—both the kind written for soldiers as well as the kind soldiers really sing—are played on the weekly half-hour *Songs for Marching Men* program on WOR, New York, featuring Bob Stanley's Orchestra and Evan Evans as soloist and m.c.

WGSN
610 W

Tops on the Dial

Covers Alabama
Better Than Any
Other Station

Tops in Value!

Costs less per
100,000 Listeners

National Representatives
HEADLEY-REED CO.

BIRMINGHAM, ALABAMA

For Latin Nations

FOLLOWING a format similar to that heard last year, *The Americas Speak*, an 18-week series of half-hour programs designed to promote better understanding among the countries of the Western Hemisphere, will return to MBS Jan. 4, 1942. Presented in cooperation with Rotary International, service club organization, the programs will feature government officials and artists from 18 South and Central American nations and U. S. territorial possessions, with dramatizations of historical events from WGN, Mutual's Chicago outlet. The series also will be heard on CBC and via shortwave on WRUL, Boston, WGEA-WGEO, Schenectady, and KGEI, San Francisco.

Zenith Tip

PAMPHLET titled "How to Plan an FM Station" by W. R. David of General Electric's radio and television department in Schenectady, reprinted from *FM Magazine*, is being distributed to the FM radio industry by Zenith Radio Corp. with its *FM Progress* bulletin. Mr. David's article outlines the requirements and cost of installing and operating an FM broadcasting studio with 1,000-watt transmitter.

Lotta's Contest

LOTTA NOYES, "siren of the switchboard" of KGO, San Francisco, conducted a contest over the air with the winner awarded a \$25 Defense Bond and runners-up given theatre tickets. Listeners were asked to complete in 50 words or less "I listen to Lotta because . . ."



The Whole Team!

Have you heard about Terry, the Triple-Threat Terror? He's the lad who gets all the attention! Down here in the Roanoke-Southwest Virginia market, WDBJ is the station that gets all the attention (well, nearly all!). You see, we make it a point to give our listeners what they want to hear . . . we bring them the best of CBS . . . and we're the *only* station reaching *all* of the 798,000 people in our primary area! Incidentally, these people have money to spend—an estimated effective buying income exceeding \$285,000,000! When do we start hitting the line for you?

WDBJ

**ROANOKE,
VIRGINIA**



Owned and Operated by the **TIMES-WORLD CORP.**

CBS Affiliate—5000 Watts Full Time—960 Kc.

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.

5,000 Watts Day
1,000 Watts Night

WMC NBC RED NETWORK
MEMPHIS, TENN.

THE **Billion Dollar** MARKET

Represented Nationally by
THE BRANHAM CO.

Owned and Operated by
The COMMERCIAL APPEAL

MEMBER OF SOUTH CENTRAL
QUALITY NETWORK

WMC—Memphis WJDX—Jackson, Miss.
KARK—Little Rock WSMB—New Orleans
KWKH-KTBS—Shreveport

U.P.

THE MARK
OF ACCURACY,
SPEED AND
INDEPENDENCE
IN WORLD WIDE
NEWS COVERAGE

United Press

CRYSTALS by
HIPOWER

The Hipower Crystal Company, one of America's oldest and largest manufacturers of precision crystal units, is able to offer the broadcaster and manufacturer attractive prices because of their large production and the exclusive Hipower grinding process. Whatever your crystal need may be, Hipower can supply it. Write today for full information.

HIPOWER CRYSTAL CO.
Sales Division—205 W. Wacker Drive, Chicago
Factory—2035 Charleston Street, Chicago, Ill.



SOUND TRANSMITTED by a light beam featured the Nov. 30 inauguration of W71NY, WOR, New York, FM adjunct. Top picture shows the beacon transmitter and receiver atop the WOR studios at 1440 Broadway. The transmitter was aimed at a photoelectric cell alongside the FM transmitter at 444 Madison Ave. The station's executives (bottom) left to right, Charles Singer, supervisor; J. R. Poppele, chief engineer, and Charles Godwin, manager.



Light Beam Used to Transmit Carrier As WOR Dedicates New FM Station

For First FM Network Sponsors See Page 57

OFFICIAL OPENING of the new transmitter of W71NY, FM station owned by New York, was held Nov. 30 at the station's headquarters at 444 Madison Ave., with the first salute to W71NY broadcast at 7:30 p.m. on a network of FM stations by an orchestra from W65H, Hartford.

Dance music by name bands was presented from W71NY between 8 and 8:45 p.m., followed by a "beam-of-light" program relay between the studios and the transmitter, the signals being conveyed on an invisible beacon. Army and Navy communications officers observed the test [BROADCASTING, Nov. 24].

Musical History

Theodore C. Streibert, vice-president and general manager of WOR, formally dedicated the new FM adjunct in a brief talk. J. R. Poppele, chief engineer, and Dave Driscoll director of special features and news of WOR, described the station's equipment and its range.

Between 9 and 9:30 p.m., Russell Bennett, conductor of WOR's *Notebook* series, gave a musical chronology of broadcasting's development. Two Boston FM stations—W43B and W39B—saluted W71NY's new 10 kw transmitter 9:30-10 p.m., and music filled the rest of the evening's program until sign-off at 11:30 p.m. Other FM stations in addition to those mentioned linked to the opening ceremonies were W2XMN, Alpine, N. J.; W53PH, Philadelphia, and W47A, Schenectady.

The beacon transmitter and receiver used for the beam of light signal relay were developed by Western Union Telegraph Co., working with the WOR and W71NY technical staff. Both speech and music were included. The beam boasts secrecy and non-interference qualities.

Located atop the WOR studios,

the beam was aimed by telescopic sight at a photoelectric cell alongside the W71NY transmitter—some 4,000 feet. Functioning somewhat like the sound track in talking films, the beam carries signal impulses by light vibrations introduced by a mechanical shutter at the transmitter source.

There is no permanent record of the light undulations, however. The cell at the receiving end reconverts the light into audio frequency for feeding into the speech input panel of W71NY for retransmission to FM listeners within a 52-mile radius of the Madison Ave. antenna.

Coincident with the dedication, the *New York Herald-Tribune* published a special FM supplement in its Sunday edition. The supplement included articles, photographs and news stories about FM in general and W71NY in particular, along with advertising by FM receiver manufacturers. Plan for the supplement was initiated by Ben Gross, head of Gross Distributors Inc., New York and New England representatives of Stromberg-Carlson receivers.

Ohio's First FM

OHIO'S first commercial FM service was inaugurated in November when W45CM adjunct of WBNS made its debut in Columbus. The station is licensed to broadcast with a power of 60,000 watts with a coverage of 12,400 square miles. The station has been on the air experimentally for over a year-and-a-half with the call letters W8XVH. Its new schedule provides FM service daily from 12 noon until midnight with music and news the predominant programs. Arrangements have been completed to broadcast the entire series of concerts of the newly-formed Columbus Philharmonic Symphony. Fifteen hundred FM sets have been sold in W45CM's coverage area.

Threat to Hats

ATOP the tower of CBS new FM station, W67C, Chicago, 621 feet above street level, "hold on to your hats" is an imperative precaution. For there, the Windy City wind often rages at 50 mph. And up there on the transmitter, now operating six hours daily under a special FCC commercial authorization, the heedless are often hatless.

Vick Names Serial

VICK CHEMICAL Co., New York, has selected *The Nichols—Family of Five* as the winning title in a \$5,000 contest to name its Sunday, 5:30-6 p. m. show of 74 NBC-Red stations which has been temporarily called *Living Diary* since the program's inception, Oct. 5 [BROADCASTING, Sept. 29]. Changeover was made with the broadcast of Nov. 30 at which time the writing assignment was assumed by Martin Gosch and Howard Harris. Richard Nicholls, radio director of Morse International, New York agency handling the account, continues as director. Winner of the contest was Mrs. Sarah S. Farmer, of Marietta, Ga.

Radio Periodical

DEVOTED to Pan American broadcast problems, a new monthly magazine, *Pan American Radio*, made its bow last week with publication of the December edition. Published and edited by Herbert Rosen, the slick-paper magazine carries articles in three languages—English, Spanish and Portuguese. *Pan American Radio* is edited at 45 West 45th St., New York.

DAVE PRICE, London, Ont., has joined the sales staff of CKGB, Timmins, Ont.



FINAL CHECK-UP on the 298-A 50-kw tube at the new transmitter of WHN, New York, was made by Grover William Wizeman, WHN engineer, before the station began fulltime operation Nov. 28 with its increased power. Tube cost \$1,650 and is kept cool by a constant flow of 150 gallons of distilled water.

CONGRATULATIONS TO PHILADELPHIA'S FIRST COMMERCIAL FM STATION ... W53PH (WFIL)

Radio Engineering Laboratories is pleased to add W53PH (WFIL) to its expanding list of commercial FM broadcasters who are using REL transmitters which feature the Armstrong Phase Shift Method. REL extends its best wishes to the management of W53PH and WFIL for future success in the field of frequency modulation.

Other leading broadcasting stations with REL FM transmitters now operating with commercial licenses are:

MT. WASHINGTON, MASS.	(Yankee Network)	(W39B)	10,000 watts
DETROIT, MICH.	(WWJ)	(W45D)	50,000 watts
ROCHESTER, N. Y.	(Stromberg-Carlson)	(W55R)	3,000 watts
MILWAUKEE, WIS.	(WTMJ)	(W55M)	*3,000 watts (*Now installing 50,000 watts)
PAXTON, MASS.	(Yankee Network)	(W43B)	50,000 watts
COLUMBUS, OHIO	(WBNS)	(W45CM)	10,000 watts
PHILADELPHIA, PA.	(WFIL)	(W53PH)	*1,000 watts (*Now installing 10,000 watts)
ALPINE, N. J.	(Major E. H. Armstrong)	(W2XMN)	50,000 watts experimental
NEW YORK CITY	(WQXR)	(W2XQR)	*1,000 watts experimental (*Now installing 10,000 watts)
ROCHESTER, N. Y.	(WHEC)	(W8XAD)	3,000 watts experimental
YONKERS, N. Y.	(C. R. Runyon, Jr.)	(W2XAG)	experimental

In addition, Zenith Radio Corp., Chicago, Jansky & Bailey, Washington, and the Cleveland Board of Education have installed REL Modulators in their FM stations.

RADIO ENGINEERING LABS., INC.
Long Island City, N.Y.



It is not the amount of noise you make that counts in radio. It's what you say and how well you put it over that matters.

There are more powerful stations than CHNS in Canada but none with better equipment.

For Rates: Apply Station Director
CHNS • Lord Nelson Hotel

Halifax, Nova Scotia

or

Joe Weed, New York City

WGNY

1000 WATTS
NEWBURGH, N. Y.

**SALES THRU THE AIR
WITH THE GREATEST
OF THESE.....**

NEWS EVERY HOUR ON THE HOUR

Latest United Press wire news plus
local news from 3 cities.

ASCAP and BMI MUSIC

Good music has built a huge listening audience for WGNY. All the music that's good to hear is heard over WGNY.

LOCAL PEOPLE — LOCAL PROGRAMS

More local people participate on WGNY programs than on any other station in the valley. WGNY represents the whole Hudson Valley area . . . from Nyack to Hudson.

WGNY

REPRESENTED BY
HEADLEY-REED CO.

Los Angeles FM To Howard Hughes

Sixth Outlet for the Area
Is Granted by the FCC

LOS ANGELES' sixth commercial FM station was authorized last Tuesday when the FCC issued a construction permit for high-frequency facilities in the California metropolis to Hughes Productions, Division of Hughes Tool Co. Permittee, owned by Howard Hughes, millionaire sportsman-flyer-movie director, is also holder of a construction permit for the K45SF, commercial FM station to be located in San Mateo County, Cal., to serve San Francisco.

The Los Angeles grant specified use of the 44.9 mc. channel to serve an area of 7,000 square miles with operation 12 hours day and six night.

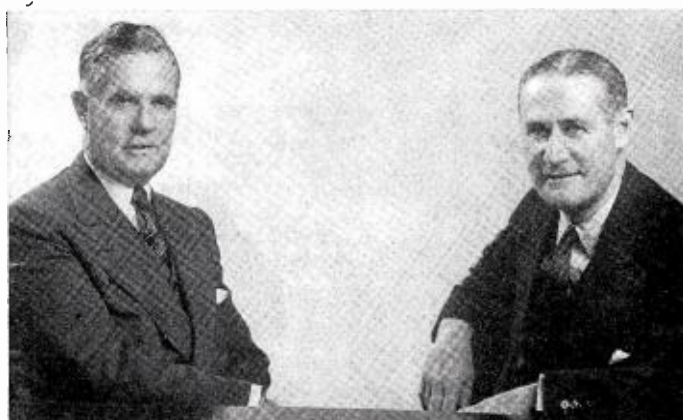
Others in Area

The other five FM stations in Los Angeles are: Don Lee Broadcasting System's K45LA, already on the air commercially under a special authorization of the Commission; Metro-Goldwyn-Mayer's K61LA, under construction; Standard Broadcasting Co.'s K43LA, under construction; K37LA of Earle C. Anthony Inc., under construction; and the CBS K31LA, Hollywood, also under construction. Grant brings the total number of commercial FM authorizations to 61.

The FCC simultaneously last week relegated the application of the United Broadcasting Co. for commercial FM facilities in Cleveland to the pending files under Order No. 79.

Radio Educators Meet

RADIO EDUCATION on national defense and inter-American relations will highlight the Fifth Annual School Broadcast Conference to be held this week, Dec. 3-5, at the Congress Hotel, Chicago. Gen. Frederick Osborn, chief of U. S. Army Morale Division, and Edward Tomlinson, NBC Inter-Continental Advisor will address the 1500 radio educators expected to attend. Concurrently with the Conference meetings there will be an NAB Regional national defense meeting, and a meeting of U. S. Army public relations officers.



DECIDING TO ESTABLISH a radio bulletin service on WMCA, New York, on the hour every hour, Arthur Hays Sulzberger, publisher of *The New York Times*, right, discusses the deal with Edward J. Noble, owner of WMCA. The first news broadcasting ever undertaken by *The Times* starts Dec. 1 [BROADCASTING, Nov. 24].

Alcott Returns

CARROLL D. ALCOTT, well-known news correspondent in China for the last 13 years, has returned to the United States and on Dec. 8 is to join the news staff of WLW, Cincinnati. In the Orient he has covered three wars, as editor of the *Shanghai Post* and *Mercury*, assistant editor of *China Press*, and as an Associated Press correspondent. He has done considerable newscommenting on Shanghai's KMHA during the current Sino-Japanese war. As WLW's Far Eastern authority, Alcott will report and interpret Asiatic events daily at 8:15 a.m. on WLW, with a special 11:15 p.m. Sunday program.

NBC Group Sessions

TEMPORARY dates arranged for the first meetings of the permanent NBC-Red and Blue network stations planning and advisory committees have been announced for Jan. 6, 1942, for the Red and Jan. 7 for the Blue, both in New York. Runoffs are still being held in three Red districts and four Blue districts following the first election results of the permanent committees last week [BROADCASTING, Nov. 24].

Video Censorship

NEW YORK television set owners were given a firsthand view of military censorship in action last Tuesday evening as they watched Richard Hubbell, news commentator on WCBW, CBS video station in New York, interview Coxswain Gerald DeLisle, survivor of the *Reuben James*. Going to a map, Hubbell asked where the torpedoing took place, stating his understanding that it was about 350 miles southwest of Iceland. Ensign Philip McHugh of the Naval Public Relations Office in New York, cut in with "We can't talk about where it happened." There had been no opportunity for a script to be prepared in advance for the Navy's approval.

FCC Staff to Inspect RCA Video Progress

TO VIEW new developments in visual broadcasting, particularly a color television process perfected by RCA, FCC members and staff representatives will make a one-day tour Dec. 1 of video facilities in New York Monday. The tour was announced by FCC Chairman James Lawrence Fly at his weekly press conference last Monday.

Chairman Fly indicated the tour was scheduled following receipt of a letter in mid-November from Dr. C. B. Jolliffe, former FCC chief engineer, head of the RCA frequency bureau, announcing development of a color television process and inviting the Commission to attend a demonstration.

Colgate Shows Interest In 'Junior Miss' Stories

SPONSOR reported interested last week in the evening half-hour series *Junior Miss*, based on the stories in the *New Yorker* magazine by Sally Benson and the Broadway play of the same name, is Colgate-Palmolive-Peet Co., Jersey City. Although no verification of the rumor could be obtained, it was understood Colgate would sponsor the series for Palmolive soap, handled by Ward Wheelock Co., Philadelphia, on one of the major networks.

Earlier last week, it was reported that Lever Bros. Co., Cambridge, Mass., also was interested in sponsoring the series in view of the current deal Lever has with the Max Gordon office, producer of the stage play "Junior Miss", whereby the script of the play calls for a plug for Lux soap. J. Walter Thompson Co., New York, Lux agency, stated that Lever Bros. had no interest in the radio program of the same name. Production agency for the radio series is Ed Wolf Associates, New York.

GENERAL FOODS Corp., New York, last week renewed Eddie Dowling as m.c. of *We, the People* for another 13 weeks. Young & Rubicam, New York, handles the account.



Better Situation Seen in Priorities Supplies for Communications Branches Receive Study

INDICATING better treatment of priority problems of the communications industry by one means or another, definite progress was reported last week in bringing to a head projected plans to remedy the serious material supply situation for all branches of communications.

In addition to developments on the positive side looking toward authorization of broad advisory and recommendatory powers in the Defense Communications Board by the Office of Production Management, it also was indicated last week that serious thought is being given within OPM to the possibility of establishing a Communications Industrial Section under the Civilian Supply Division of OPM.

Cooperative Plan

Although plans for procedure and operation of the projected DCB function in the priorities-allocation picture have not been finally approved, the subject has been studied for several weeks by both OPM and DCB officials, and there is no reason to believe the proposed cooperative plan may go into effect in the near future. It is understood that priorities matters, under the projected setup, will be handled on a liaison basis, between OPM and the DCB organization, and that such operation would not necessitate any appropriation for a large staff, at least for the present.

Development of the OPM-DCB operation plan has drawn heavy support among representatives of the various segments of the operating communications industry. Several advantages over the prevailing situation have been noted by observers, with additional emphasis falling on the idea in view of OPM's recently announced intention to switch from a "priority" to an "allocation" basis in dealing with material supplies and shortages [BROADCASTING, Nov. 3, 10, 17, 24].

Definite advantages are seen in any plan, such as the one proposed, under which industry experts would have an authoritative voice in recommending and advising on the relative needs of such services as broadcasting, telephone and telegraph, and related operations. More efficient treatment of the supply problems also is looked for in any plan under which OPM priority specialists would work on a fulltime basis on communication considerations.

Another development pointing toward more satisfactory handling of communications priorities problems lay in the proposal, ostensibly in the "talk" stage, to group all communications matters in OPM under a separate Communications Industrial Section which would be

EVERSHARP DOUBLES BY RADIO

High-Priced Line of Pens and Pencils Enjoys Quick Boom Because of Broadcasts

FACED with the problem more than a year ago of selling its high-priced pens and pencils in a field crowded with manufacturers selling products at much lower costs, Eversharp Inc., Chicago, turned to radio, and last week reported a 100% sales increase or more than double its retail business before it used a weekly program on CBS.

Sponsorship of *Take It or Leave It* was the foundation of Eversharp's national advertising campaign in the spring of 1940, shortly after it had appointed the Biow Co., New York, to handle its advertising. The story of that campaign and its excellent results are told in a booklet published last week by CBS titled *Take It Or Leave It—at \$8.75*.

The brochure is illustrated by John Groth, who used an Eversharp pen and pencil for his drawings.

Everybody

According to Martin L. Straus, president of Eversharp, in a letter to CBS reproduced in the 24-page brochure, "Radio alone has enabled us to reach housewives and college students; factory workers and businessmen; farmers and city folk—for practically everybody listens." This "practically everybody" is a good round figure too, as the audience for *Take It Or Leave It* is estimated at 25,000,000, while, according to C. E. Hooper's most recent report, the programs has a higher degree of sponsor identification than any other half-hour evening show.

Station line-up for the program when it started on CBS April 21, 1940, was 27, where it remained

set up as a clearing-house in the OPM Division of Civilian Supply.

At present, telephone and telegraph priorities matters clear through the Power & Communications Branch of the Materials Division of OPM, while broadcasting equipment, for instance, clears through the Electrical Appliances & Consumers' Durable Goods Branch of the Division of Civilian Supply. It is thought the blanketing of all communications considerations under a single section would greatly aid in coordinating the supply-and-demand picture.

Blanket Ratings

Meantime, Donald M. Nelson, OPM Director of Priorities, is expected to formally approve the new "production requirements plan" under which manufacturers—among them communications manufacturing companies—may obtain new limited blanket priority ratings on their material requirements for the first quarter of 1942, based on projected production.

The new plan, regarded as representative of the changeover from the present priority application procedure to allocations, is looked

until September of that year when it was moved to 50, 54, 60 and finally to the present total of 74 CBS stations from coast-to-coast. At the same time Bob Hawk, m.c. of the show, and the rest of the troupe decided not to stick to one city but to follow a circuit of origination points.

The response among distributors, retailers and consumers as the show moves from city to city shows the success of the idea. In New Orleans, for instance, Eversharp reports that CBS received 65,000 requests for studio tickets to a one-night stand. Dealer outlets for Eversharp's products have trebled, the brochure states, during the cycle of the broadcasts, with dealers expanding their inventories to include the entire Eversharp line instead of just one or two items. Display of the products was year-round due to "radio stimulation", and department stores have even staged sample broadcasts.

Seasons Switched

The seasonal angle of giving the higher-priced pens and pencils for Christmas or Commencement gifts was blanketed over with "around-the-calendar" sales — "Commencement in August and Christmas in July", according to Eversharp's 1941 sales figures. Contra-seasonally, radio lifted sales in the first half of 1941 well over the last six months of 1940.

The company plans "to continue our nationwide campaign over CBS as the foundation of our entire advertising program," and as Mr. Straus declared "We have never known any promotion to match the excitement our program on CBS has created."

upon to simplify the complicated priorities process. It is slated to become effective Jan. 1, 1942.

With the DCB organization limited to advice and recommendation, OPM would remain as the operating agency, handling the detail work of final approval of priority ratings or allocations of material, under the proposed OPM-DCB operation.

It has been emphasized that OPM must retain full responsibility for priorities for communications, although it may legitimately secure valuable expert advice from DCB or the DCB Priorities Liaison Committee, with its corollary "priorities representatives" representing the industry proper. Confined to this advisory role, DCB consultants nonetheless are expected to work actively with OPM specialists and divisions.

WESTERN Region of Radio Writers Guild has negotiated a new two-year contract with CBS for staff writers of KNX, Hollywood. Agreement calls for a 10% wage increase for all writers, retroactive to Oct. 12. New minimum for senior writers has been set at \$55 per week, with juniors receiving \$33.



IN THIS CROSLY car Clair Shadwell, program director of WSAI, Cincinnati, made a 950-mile tour of the South, getting as far as St. Petersburg. The lady, a night club singer, "was drafted to appear in this picture with Shad merely for decoration", according to WSAI.

WDZ, Tuscola, Off Air Five Days From Dispute

FIVE-DAY strike at WDZ, Tuscola, Ill., by Associated Broadcast Technicians unit, of IBEW, forcing the station off the air during the period, was settled last Wednesday at 3:15 p.m. when the five technicians employed by the station returned to work after having been out since the preceding Friday. Six-month agreement signed by Clair Hull, WDZ manager, and Freeman Hurd, ABTU field representative, climaxing the longest strike in ABTU history, provides for a compromise wage scale and closed shop.

Negotiations had been going on for two months. According to Mr. Hull, on the morning of Nov. 21 the technicians presented to the station a contract and stated if it were not signed by 1 p.m. they did not care to work after that time.

The station had offered to arbitrate or go into a conference pledged to sign an agreement. The new wage scale is one of the highest for a daytime operated station in a town of 2,800, it was declared.

Arthur Tracy Back

EX-LAX Inc., Brooklyn, on Jan. 5 will start Arthur Tracy, The Street Singer, on 23 NBC-Blue stations, Monday, Wednesday and Friday, 4-4:15 p.m. for 52 weeks. Tracy's last network contract was five years ago. He has been living in England. Agency is Joseph Katz Co., New York.

St. John To London

ROBERT ST. JOHN, former AP war correspondent, who has been broadcasting a nightly newscast on WEA, New York, sponsored by Peter Paul Inc., has been named a member of NBC's London staff. A revision of the London setup is now being worked out, NBC reports, with St. John expected to take over most of the broadcasting from that city, freeing Fred Bate, chief of NBC's London office, for other duties.

POWER!

—WHERE POWER COUNTS MOST

NASHVILLE
THE GREAT
TENNESSEE VALLEY

WLAC
NASHVILLE, TENN.
soon going to
50,000 WATTS

REPRESENTED BY
PAUL H. RAYMER CO.
★
J. T. WARD, Owner
F. C. SOWELL, Manager

Filene's Discovers That Radio Is Best

Devises Technique for Department Store Broadcasts

(Continued from page 11)

of WTAG placed behind the production of a master recording to be processed and pressed by World Broadcasting System.

William T. Cavanaugh, program director for WTAG, who was responsible for the excellent production of our previous programs, set about to produce a show of network calibre. Bob Pooley and his NBC orchestra arranged musical background. Hours of rehearsal—microphones balanced; cast, sound and orchestra in position; sound engineer alert; program director in control room—the red light flashes on! The needle bites into the revolving acetate disc, a thin black ribbon curling in its wake, immortalizing the *Story of Barbara Lee*. An hour later the precious disc speeds to World Broadcasting, and 48 hours later on via

air mail to great stores across the land.

Although the *Barbara Lee* record was designed merely to dramatize *Barbara Lee Silk Stockings* and although *Barbara Lee Silk Stockings* along with all other silk stockings were clearly on the wane at a constantly accelerating pace due to Nylon—this experiment was watched with great interest for it represented the first attempt of AMC stores at cooperative, group radio advertising.

But this experiment was not to be. Station after station, affiliated with the big networks, turned it down. It did not conform to the code. It was too commercial. True, some of the smaller stations carried it, but WTAG was the only station of the large networks to carry the *Barbara Lee* broadcast.

And again Filene's Worcester had the number one showing among all AMC stores with sales volume running ahead of the preceding year compared with an average decline of 25 to 30%. With Nylon controlling a third of the potential market, we actually sold more pairs of silk stockings than the year previous. Again radio was the one new element in the test tube, and appeared to hold the answer to these outstanding figures.

Appeal to NAB

In the belief that radio programs of the *Barbara Lee* type could sell merchandise in quantity, hold the interest of the radio audience, and open the door to a share in the millions spent annually for department store advertising, now so closely held by the newspapers, Edward E. Hill, managing director of WTAG and George H. Jaspert, his commercial manager, decided to appeal this matter to the Code Committee of the National Assn. of Broadcasters. With this in view, they took *Britain Delivers the Goods* and *Barbara Lee* to the NAB convention meeting in St. Louis, May 1941.

In the early days of radio, commercial copy crowded the air to such a degree that a high percentage of the radio audience of

Dept. Store Series

AFTER an intensive study of the medium conducted by Harry Kaufman Adv. agency, Washington and Baltimore, Lansburgh & Bros., one of Washington's largest department stores has launched a six-weekly 15-minute show on WRC, Washington, featuring Perry Martin, pianist and singer, for 52 weeks. Store also has an intensive program of spot announcements covering special events.

any one station was lost as the listeners tuned it out and dialed for entertainment. To regulate properly the amount of commercial copy, and so conserve the radio audience, was one of the purposes for organizing the Code Committee of the NAB.

Drawing on past experience, the natural tendency of the broadcaster was to turn down the *Barbara Lee* type of program as too commercial without realizing that a technique had been developed whereby the commercial was so interwoven with the story as to sustain the interest. Department stores have always had a problem using radio because of fast turnover and the great variety of their stocks and radio has always had a problem selling department stores.

Consequently, radio occupies a very minor position in the department store advertising budget and where used is largely institutional or of the "spot item" variety. Here, on the other hand, was a new radio technique, with a different angle of approach, dramatizing a single item, moving large quantities of goods at small cost, and selling the store itself.

In throwing out the *Barbara Lee* program because of code restrictions, radio was eliminating a type of program of great value to the industry. Mr. Hill and Mr. Jaspert brought this matter to the attention of F. J. Pellegrin, director of the Department of Broadcast Advertising of the NAB and played back in transcribed form the programs featured.

Pellegrin's Opinion

Since then Mr. Pellegrin has contacted the individual members of the Code Committee, through its counsel and secretary, Russell Place, and secured a three page opinion which culminates, "This is of course only an unofficial opinion of the Code Committee but as I interpret it, it means that these Filene programs are within the limitations of the Code, and could be submitted to other stations on a syndicated basis."

So recent is this opinion, that as yet it has not been brought before the publicity directors of the RRA. This interpretation of the Code will make possible another, and it is hoped, more representative experiment in cooperative, group radio promotion on the part of this




**THE PERFECTLY
BALANCED MARKET**

World's Farm Implement Capital, home of the Nation's Greatest Arsenal—an industrial payroll totaling nearly a BILLION DOLLARS annually . . . TOGETHER WITH . . . 52 of the Nation's richest farming counties, now booming with "Food for Defense" production —SERVED BY WHBF!

Yes sir—thousands of farmers in the Tri-City area are busy making money! But you may get very little "spending response" to your selling messages—unless you're using WHBF's "inside pull". In this prosperous 52-county area, the farmers listen regularly to WHBF, the 5000-watt station they can always hear, regardless of weather! Many advertisers who found they were not effectively "in the picture" in this market when they depended on "outside voices" to do their jobs are now using WHBF for results! Let us mail YOU the facts about the cash response YOU can get with this proven "inside pull"—which means "home town" favorite WHBF!

Howard H. Wilson Co.
National Representatives



"Since the boss started advertising over WFDF Flint, Michigan with its kilowatt on 910, he's even taking orders from his wife."



powerful group of stores. However, during the weeks and months this decision has been pending, Filene's Worcester Store has been using radio advertising more and more—over WTAG, and WORC as well.

A revised repeat of "believe it or not" sold more garments than the preceding fall sale. In fact a second revamp this fall, coupled with normal newspaper space, broke all records and sold more than a thousand men's suits, topcoats, and overcoats at \$14.90 in a single day—and at an increase in price of \$1 a garment. Again, a repeat of *Britain Delivers the Goods*, somewhat emasculated by the deletion of the ASCAP songs and background music, sold men's shirts of imported English broadcloth in quantities.

Fall Me-Do's

Dramatizing our Annual Fall Sale of "Me-do's," Filene's self-help union suits for children, presented a problem in good taste, but we drafted Mother Goose and put her large family in Me-Do Union Suits. In jingle and rhyme the warm, dulcet tones of Marcia Rice, lovely songstress of WTAG, crooned the delight of Little Miss Muffet, Little Jack Horner, the Three Little Pigs, Jack and Jill and many another of Mother Goose's prolific family with Me-Do Union Suits—"and there is only one Me-Do—the Filene Me-Do with the Lastex-Drop-seat."

So convincing were these unusual testimonials, that it is supposed many a Worcesterite of tender years went on a "sit-down" strike until mother rushed down to Filene's to purchase Me-Do Union Suits. Be that as it may, the sales results were highly satisfactory.

Lest you get the impression that our radio ebullitions have an entirely "off-price" complex, our most pretentious program to date was one hundred percent institutional in character—a 30-minute broadcast March 1941 dramatizing "Worcester's Part in National Defense." Three commentators, March-of-Time style, against full orchestra background and sound effects, trace the national and international events of three history making years and synchronize Worcester's participation as one of the key defense cities of America.

The story ended, the announcer invites all Worcester and Worcester County to see for themselves in Filene's windows exhibits from twenty-two Worcester manufacturers engaged in Defense work—



CONTINUATION of the Metropolitan Opera broadcasts on NBC-Blue sponsored by The Texas Co. for the second successive season starting Nov. 29 was assured by this contract signed by W. S. S. Rodgers (left), president of the Texas Co. and Niles Trammell, president of NBC.

products of the very manufacturers referred to in this broadcast.

He concludes "to celebrate the completion of 13 years in Worcester, Filene's pay tribute to Worcester industries, the life-blood of Worcester commerce, by devoting their full front of 15 windows to this impressive display showing "Worcester's Part in National Defense."

Commendations flowed in. City fathers, Chamber of Commerce, clergy, educators, manufacturers, and the man on the street—all approved. Filene prestige moved ahead.

The Syndicate Idea

The tremendous individual effort necessary to plan, prepare, and stage special radio adaptations of the type heretofore described, will probably hinder their wide use by individual stores unless the industry finds a way of producing a syndicated series which can be adapted to the sale of specific types of merchandise. However, we have also developed a series of daily five-minute programs over WTAG and one-minute programs over WORC which are being handled by one girl in our advertising office assigned to radio script and production.

Our daily five-minute program over WTAG at 8:55 each morning, known as the *Did You Know* program, is a bid for housewifely goodwill and business. The *Did You Know* editor gives news from Filene's on fashion or sales events and her aide, the announcer, gives hints on kitchen shortcuts and household economy, all in rapid-fire dialogue.

Listeners are invited to send in their tips to be read on the air, and in return are mailed a copy of the week's "Did You Know's." Facts from Filene's in the form of "Did You Know" questions afford an opportunity to plug institutional features of the store as well as timely merchandise offerings. Sales results on daily specials offered in this program have been more than satisfactory.

Twice weekly over WORC under the title "Little Known Facts about Well-known Subjects" a 60-second spot at 6:15 right after Edwin C. Hill, catches the listeners' attention with little-known facts regarding shoes in general and then proceeds to eulogize the virtues of Filene's exclusive Styl-Eez shoes in particular.

A typical spot broadcast runs "Did you know that corns and bunions were once considered hereditary? Well, Thomas Beard, New England's first shoemaker, made his first pair of shoes in 1629 in Salem, Massachusetts. These shoes were made low around the ankle and could be worn on either foot. Each shoe sported a large silver buckle. Wearing the shoes on either foot was really the cause of the corns and bunions. But the good New Englanders would soap their heel and toe to get into the shoes, and if a corn or bunion caused a groan or two at night, it was an ancestor and not Thomas Beard. Consequently, corns and bunions were then considered hereditary, or perhaps due to those wicked witches who were 'specially thick in early New England, and who cared little about Godly folks' feet.—But today smart women have eliminated the foot discomfort of our New England ancestors and wear Selby Styl-Eez Shoes. Styled for beauty, built for ease, Styl-Eez Shoes have the added advantages of a proper, built-in support, light-weight steel shank, and soft metatarsal cushion. Selby Styl-Eez shoes, exclusive to Filene's in Worcester, are moderately priced at \$6.75."

Another "Little Known Facts" one-minute flash each Friday night spot-lights Filene's exclusive Worsted-Tex Clothing for Men. Following "Do you know why a

WHEELING

A Fort Industry Market

Pardon Us, Virginia

In our inside cover "VICTORY" ad in the November 17 issue of BROADCASTING, this VICTORY statement was made:

"VICTORY — Record number of loyal listeners in Eastern Ohio, Western Pennsylvania and NORTHWESTERN VIRGINIA!"

A sleepy or ambitious proofreader (we believe the former) overlooked changing "Northwestern Virginia" to Northern West Virginia. No encroachment on the Virginia boys was intended.

But we do stick to and shout from the housetops this indisputable fact—a whale of a lot of loyal listener response from Eastern Ohio, Western Pennsylvania and Northern West Virginia—that's the THRIVING STEEL AND COAL BELT OF THE NATION, you know!

**50,000
WATTS
SOON!**

NBC BLUE

BLAIR Represents Us!



5,000 WATTS

WWVA

WHEELING, W. VA.

PROVEN RESULTS!

Certified Mail Count Shows—

330,570
Radio Homes
In Primary Area

Nat'l Rep: Joseph Hershey McGillvra—Boston Rep.: Bertha Bannan

INVESTIGATE
WHEB

PORTSMOUTH, N. H.

"The Listening Habit of
Central New England"

KMJ Fresno, California

**580 KC
5000 WATTS**

THE DOMINANT
VOICE OF
CENTRAL
CALIFORNIA

REPRESENTED NATIONALLY
BY PAUL H. RAYMER

McClatchy Broadcasting Co.

KMJ FRESNO, CALIFORNIA
BASIC PACIFIC COAST N.B.C. RED NETWORK

"So fashion draws its inspira-

**IT'S YOUR MONEY
BUT . . .** if you want to
get the most for it in the
prosperous El Paso South-
west, use



Dorrance D. Roderick, Owner
Val Lawrence, Manager
Howard H. Wilson Co., Natl. Reprs.

tion from the past, but Filene's Men's Store presents the streamlined twentieth century version in their exclusive Worsted-*Tex* suits at \$35 and \$40. 'Tex' suits are carefully tailored by the famous house of Worsted-*Tex* in rich English mixture tweeds, hard finished twists, and sharkskin worsteds. Free alterations. Three months to pay. Worsted-*Tex* Clothing is exclusive to Filene's Men's Store in Worcester."

The "Little Known Facts" spot-broadcasts have been used to promote the sale of regular-priced branded lines. As a part of a campaign they have been tied in with newspaper advertising. Response must be judged by seasonal rather than immediate returns, and even then how much is radio and how much is newspaper will be debatable; but we do know that the combination newspaper and radio campaigns on both Styl-Eez Shoes for Women and Worst-Tex Clothes for Men are producing results.

Pioneering in the field of radio advertising which now gets less than 2% of the retail advertising dollar will prove costly in effort but productive in results, but the direct costs can be sharply reduced by subsidy. Forward think-

WCHS Santas

SANTAS apparently grow on trees at WCHS, Charleston, W. Va. Three local department stores each have engaged WCHS announcers to impersonate jolly Kris Kringle for the holiday season. Announcers Lee Neal, Frank Welling and Dave Fulton, who will double in flannel-and-batting, have rearranged their working schedules at the studio so they can pursue their extra duties without conflict.

ing manufacturers will contribute to the costs of experimentation in a field so potentially productive. In our case one nationally advertised line paid the entire cost of the radio series; regarding this as a laboratory test of a new advertising medium and planning to use similar broadcasts later in key accounts.

Frankly, we have considered radio primarily as an auxiliary to newspaper advertising. Frankly, we haven't had the nerve to run a major promotion on radio alone. But we have experimented with radio alone in the case of several smaller promotions. Two one-minute flashes over WORC and WTG brought in 40 customers at the opening bell for a Bargain Basement lot of inexpensive shoes. A 50-word announcement of a radio special on wool blankets brought in six customers 30 minutes later and sold 25 blankets during the day.

We ran a newspaper ad on the same blankets two days later. The newspaper ad, costing four times as much as radio, sold 20 blankets. Such results have had a more beneficial effect upon our nervous system than Lydia Pinkham's Vegetable Compound, and our courage is now such that we are working on a schedule of three promotions a week by radio alone. Time will tell, but we believe that radio alone can sell goods where the customer can visualize the offering as with hosiery, shirts, and underwear in contrast to such high style lines as dresses and millinery where picturization is important.

A Special Division

Our experience in applying radio to department store advertising has not been all "smooth-sailing." Our attempts to dramatize the commonplace have afforded troubles far from commonplace—technical troubles, troubles of script, troubles of production, and troubles of merchandising. Our success story has not been flawless. Some programs have flopped; but in retrospect the answer has usually been clear. Script writing

is a tough assignment, and beyond the ability of the copy-writer who thinks in terms of placing a "still" picture before you on the printed page.

The script writer, on the other hand, sketches a moving picture, conjured up in the minds and imaginations of the radio audience by fleeting sound and word. To produce results, radio advertising should be a specialized division of Department Store Publicity with personnel thinking and living nothing but radio.

We do not claim to have developed the only type of radio program which will bring direct sales results to department stores. We find our own technique constantly being revised and broadened. Other, and better, and more successful methods will come, for department store radio advertising is in its infancy. Nevertheless, it is more than probable that no previous effort has so profoundly affected the attitude toward radio of such a powerful association of department stores, a group whose annual volume runs into hundreds of millions, whose annual publicity budget runs into millions, and whose use of radio has been negligible.

Certain stores in this group have already revised their thinking and are planning to give radio a substantial share of their advertising dollar; others will follow, and as their knowledge of radio technique improves, and the radio stations in their turn gain a greater knowledge of the problems of department store merchandising, it is not inconceivable that the radio industry—and the department stores—may look back upon the efforts of William Filene's Sons Co., and WTAG, as the key that opened the door to radio's biggest market.

The newspaper war is over. The swift strategy of position, though harking back to the feudal days, served its purpose. By switching our advertising to the worst possible location in the paper, the newspaper stopped further secession to *Shopping News* cold in its tracks. *Shopping News* was poisoned so far as other Worcester merchants were concerned. Without the support of more than two large stores, *Shopping News* must starve—and starve she did.

Seeing the handwriting on the wall, upon due notice, and with all possible dignity in view of conditions, we withdrew from *Shopping News*, which quietly folded up. The newspaper had conquered but the conquerors chose to be generous, and shortly we were restored to grace and position—the loss mourned only by our old neighbors, the "Want Ads" and "Obituaries."

WICHITA, KANSAS IS BOOMING • WICHITA, KANSAS IS BOOMING • WICHITA, KANSAS IS BOOMING

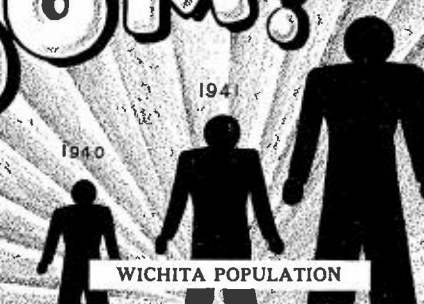
NUMBER 1

OF A SERIES!

WICHITA, KANSAS IS BOOMING • WICHITA, KANSAS IS BOOMING • WICHITA, KANSAS IS BOOMING

BOOM!

1940 1941 1942



WICHITA POPULATION

114,966	152,000	200,000
---------	---------	---------

(Conservatively Estimated)

Upshot of an Upshoot...

What can a time-buyer do in these rough-and-tumble days of Defense-made markets? Well, that's one spot we aren't in, but we'd advise—"Get off the dunder-ride the skyrocket!" Wichita, Kansas is a skyrocket. Wichita is America's Number Two Boomtown—and in Wichita, they listen to KFHH!

Buy KFHH because it's the only full-time 5 kw station in Kansas. New transmitter equipment and a night time power boost give KFHH a better contour than ever before!

Buy KFHH because it has consistently, year after year, increased its audience throughout the state of Kansas. (It cost another very fine station good money to show that KFHH is the only major station here in Kansas, which has increased its audience every year—1937 through 1941—without a single set-back.)

Buy KFHH because Sedgewick County is the "gravy train county" of Kansas. Only KFHH can give you real Sedgewick County coverage. (The gratis survey mentioned above says 95% of the population "listens to KFHH regularly;" 57% of the population "listens to KFHH most.")

Buy KFHH because you'll soon be reaching nearly twice as many people as you reached last year—without any increase in rate.

Skyrocket-riders, let's go!



Glenn D. Gilbert Computed Field Strength Distribution Based on Performance and Propagation Factors Measurements—Wichita Day and Night—October 1941

KFHH

Call any Edward Petry Office •

CBS • 5000 Watts Day & Night



KMBC of Kansas City
 5000 watts • CBS • Arthur B. Church, President
 Ask your Agency to ask the Colonel!
FREE & PETERS, Inc., National Representatives

ASCAP Issues Reply to an Editorial Criticising Some Phases of Its Activity

Editor's Note: ASCAP, through its public relations director, Robert L. Murray, disputes statements in the editorial published in the Nov. 24 issue criticizing certain aspects of current ASCAP-industry affairs. BROADCASTING sticks to its editorial observations, feeling that ASCAP, at this date, is in no position to dilly-dally and bicker. BROADCASTING nevertheless publishes herewith in full text Mr. Murray's letter, so that ASCAP's side can be presented.

EDITOR, BROADCASTING:

I am considerably disturbed over the editorial in BROADCASTING of Nov. 24, 1941, titled "What About It?" . . . The reason this editorial disturbs me is because it is entirely contrary to the facts and no effort was made to check with this office before the editorial appeared in BROADCASTING. May I, therefore, be allowed to answer this editorial item by item in the interests of fair play and better understanding between ASCAP and the radio industry, there being no reason why the industry and ASCAP should not conduct their business relations with complete understanding and with a spirit of friendship and cooperation.

Item No. 1. Your editorial states, "Clearance at the source for transcriptions is allowed to lag." May I say that Network Affiliates Inc. asked ASCAP to modify its transcription policy and to clear at the source only for such stations as the electrical transcription companies may request and not to request transcriptions be cleared for all stations to which they are sent. The board of directors of ASCAP agreed to this modification. May I further say that ASCAP had found the copyright committee of Network Affiliates Inc. most helpful in cooperating with the Society to straighten out accounting problems in connection with transcriptions and that complete accord exists between the Society and the copyright committee of Network Affiliates Inc.

Item No. 2. "There's no waiver for football pickups on tailor-made networks." Wherever requests have been made for the release of ASCAP music for football pickups these requests have been granted provided there has been any indication that the request from a station which was negotiating with ASCAP for a contract, and these so-called tailor-made networks will always find ASCAP willing to work out clearance for them on a fair and businesslike basis. The facts are that ASCAP has leaned over backwards in its liberal attitude toward broadcasters in relation to these football broadcasts and in all other matters concerning special waivers during the process of contract negotiations.

Item No. 3. "A form of contract meant only for network-managed and

operated stations, covering the right to switch at the end of any year from blanket license to per program license, or vice-versa, was sent to the entire list of some 800 unlicensed stations." The facts are that letters accompanying these contracts contained modifying and explanatory paragraphs covering everything requested by both the NAB and Network Affiliates Inc. More than 100 new stations have signed ASCAP contracts this month.

Item No. 4. "ASCAP continues to dilly-dally on publication of a catalog of its works—a sort of telephone directory giving basic information. BMI got out a catalog nearly a year ago." The facts are that ASCAP has issued a catalog for years in card catalog form. Many stations have not wanted it in that form because of its bulk. Our index department has been working day and night to the end that we can issue this card catalog and reduce the bulk. A printed catalog would be out of date before the stations received same. This is obvious. Anyone desiring a printed catalog can obtain same very easily in the form of the "Catalog of Copyright Entries, Part 3, Musical Compositions," issued monthly by the Government Compilations would be in part one, "Books."

It is the desire of the Society to cooperate with the broadcasters in every possible way in this matter, and we are sparing neither effort nor expense to put our catalog in workable form and kept up to the minute.

Item No. 5. "Could it be, broadcasters are asking, that ASCAP is building up another 'reservoir' of innocent infringements, the better to deal with unlicensed stations?" That is utterly ridiculous. ASCAP hasn't the slightest desire to deal with any segment of the radio industry on the basis of infringements. The business policy of the Society is very simple. We wish to conduct all of our affairs with broadcasters, and all other licensees, upon the basis of simple honesty in business and it is our sincere hope that we shall never be forced to resort to any legal action in order to protect the property rights of our members.

Your magazine's editorial closes by saying, "Peace in music can reign only when there is fair play. That goes for both sides." May I say that these are the only two sentences in your editorial with which we are in complete accord. That is all ASCAP desires.

New York City, Nov. 26, 1941.

MEREDITH WILLSON, Hollywood musical director of the weekly NBC *Coffee Time*, sponsored by General Foods Corp., is composing a series of musical settings for poems of William Blake. First in the series is titled "The Fly".



OFF-DUTY KNITTING and sewing by these feminine staff members of WCKY, Cincinnati, will benefit the American Red Cross. Shown at the WCKY Red Cross unit, located in a storeroom on the ground floor of the Hotel Gibson building, are: standing (l to r), Essie Topmiller, Sarajane Petty, Olive Kackley, Ann LaHay and Sylvia Rhodes. Seated (l to r), Jane Lee Forrest, Jeannette Fuller, Helen Rees, originator of the unit, Rita Nauman, Billie Jean Murphy, Hazel Kerns and Irma Zwygart. Foreground, June Ammon.

TREMENDOUS ACCEPTANCE GREET'S "WHO'S NEWS"



Stations enthusiastic over new NBC Recorded Series that Presents 39 "Names in the News" in Person!

- "Who's News especially interesting. Will have commercial sponsor within ten days. Please send contracts."
- "Just the type of show we can sell. Have always been successful with five-minute features—and this one is a honey!"
- "Who's News is . . . splendidly done . . . quality outstanding . . . eminently salable."
- "WHO'S NEWS SOLD STARTING TUESDAY."

Comments like these are typical of the many received from radio stations all over the country in the few short weeks since WHO'S NEWS, new NBC Recorded Series of 5-minute programs, was released. For this unique and unprecedented 5-minute transcribed show is proving itself tremendously salable to sponsors—because it sells for sponsors.

In each program, George Romilly chats informally with one of America's leaders in the arts, sciences, business, sports, music or the entertainment world. Rube Goldberg, for instance, describes his invention for getting rid of olive pits at cocktail parties. Alexander de Seversky tells of America's needs in aviation. Admiral Richard E. Byrd — Leopold Stokowski — Alice Duer Miller — Walter Duranty — Dr. George Gallup . . . these are only a few of the personalities!

Write for complete information today!



NBC Radio-Recording Division

NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

RCA Bldg., Radio City, N. Y. • Merchandise Mart, Chicago
Trans-Lux Bldg., Washington, D. C. • Sunset & Vine, Hollywood

KARK

NBC RED

LITTLE ROCK

"Arkansas' Preferred Station"

IN THE CENTER OF

The Dial . . . of Arkansas . . . of U. S. Projects

The SPOT to CENTER Your Advertising

ED ZIMMERMAN

Vice-Pres.-Gen. Mgr.

5000 WATTS

920 Kc

MEMBER SON: KARK - KTBS - KWKH - WJDX - WMC

NATIONAL REPRESENTATIVE . . . EDWARD PETRY & CO.

Smooth Saleing!

We've laid the groundwork; built an amazing audience; earned their confidence. We have proof that time on WAIR makes for SMOOTH SALE-ING!

WAIR

Winston-Salem, North Carolina
National Representatives
International Radio Sales

WHO

(ALONE!)

for

IOWA PLUS!



DES MOINES-50,000 WATTS,
CLEAR CHANNEL

Len Riley
covers the
Field of Sports

MON.
TUE.
WED.
THUR.
FRI.
SAT.

WCKY
50,000 WATTS
CBS PROGRAMS

WFBG

ALTOONA, PA.

- NBC RED AND BLUE
- 250 WATTS
- FULL TIME OPERATION
- RAILROAD SHOPS ON FULL TIME SCHEDULE

WFBG provides the only full coverage of the Altoona trading area.

Song Writers and Composers Seek More of ASCAP Income

Unionization Measures Are Designed to Obtain More Protection; ASCAP to Study Plans

BREAKING into action on several fronts, several groups of songwriters have apparently seized upon settlement of the ASCAP-radio controversy to launch campaigns to get increased recognition and revenue for lyricists and composers.

The annual membership meeting of ASCAP on Dec. 1 will consider constitutional amendments proposed by writer members to bring about a "fairer distribution" of the writers' share of the ASCAP income.

A similar group of the Songwriters Protective Assn. has caused appointment of a constitutional committee in that body, which will study ways of strengthening the organization, possibly through a transformation from an association into a trade union.

Plans for Unions

One songwriters union, the American Federation of Songwriters, has already been formed by a group whose membership includes a number of members of ASCAP and SPA. Another organization, planned as an all-inclusive writers group, representing serious as well as popular composers and with members of ASCAP and BMI, SPA and AFS, as well as writers with no other affiliation, is in the process of organization.

The last organization expects to rectify this situation at its second meeting Dec. 4, to which all songwriters have been invited, according to members of the committee appointed by the first meeting, held early in November and attended by some 90 composers, including both ASCAP and non-ASCAP writers.

With Hy Zaret, BMI writer, as chairman, the meeting discussed the present "precarious" state of the songwriter and the need for an organization.

Committee members are: Mr. Zaret, Helen Bliss, Redd Evans, Henry Katzman, Hans Langfelder, Robert Sour, Norman Weiser, George Whiting, Fred Wise.

According to Robert Daru of Daru & Winter, counsel for the American Federation of Songwriters, it is designed to obtain the benefits of collective bargaining. Affiliation with a national labor

organization is sought, Mr. Daru stated. Al Lewis and Nelson Cogane, both ASCAP members, were named temporary chairman and secretary, respectively.

Mr. Cogane is also a member of the SPA committee, appointed by Irving Caesar, SPA president, to meet with the group's counsel, John Schulman, to study revision of the organizations by-laws. Other members are: Stanley Adams, chairman; Jack Lawrence, Edgar Leslie, George W. Meyer and John Redmond, with Mr. Caesar an ex-officio member.

Present Formula

Present method of distribution of ASCAP revenue is for the board, after deductions for operating expenses and reserves, to divide the balance 50-50 between writer and publisher members, the representatives of each group on the board to determine the classification of its members for the distribution of royalties.

Proposed amendment for writers calls for a new method, in which the performances of his works are counted as half and the value of his works to the ASCAP catalog as the other half in establishing his rating. This proposal, obviously inspired by the BMI system of paying its writers on a performance basis, was submitted by Edgar Leslie, former ASCAP board member who resigned from the board following its acceptance of the NBC-CBS contracts.

ASCAP Reporter

LATEST personnel addition of WFB L, Syracuse, is Jacqueline Talley, designated as "ASCAP reporter". Miss Talley was active in the Syracuse U Radio Workshop before graduating in June. At WFB L she will compile reports on all use of ASCAP tunes, commercial and sustaining.

WDRC, Hartford, is planning to hold its annual staff Christmas party on Dec. 19 at a local hotel. Entertainment committees now are being formed by the staff.



SPECIAL MEDAL from the Bronx Post, Veterans of Foreign Wars, is given W. C. Alcorn (center), general manager of WBNX, New York, for outstanding promotion of Americanism. At presentation were (left) Joseph Frank, VFW past county commander, and John J. McMullen, present commander. The award was made by the local VFW at the same time Mr. Alcorn received the national VFW scroll awarded to the station.

SIGNED BY ASCAP

Society Reports 115 Affix
Signatures in Month

LAST THURSDAY, exactly four weeks since the resumption of ASCAP music by NBC and CBS and somewhat less than that long since the new station licenses were sent out to all broadcasters, ASCAP reported that 115 new station contracts have been signed, which, with the 234 such contracts previously negotiated, brings the total to 349.

These, said ASCAP, are all with commercial stations and exclude religious and educational stations which do not sell time, and also FM and shortwave stations. Also excluded from these totals are stations which are currently using ASCAP music on a provisional basis, pending the completion of their consideration of the various forms of license available.

About 10 of these licenses are per-program contracts, ASCAP said, the remainder all being the blanket license forms. Stations which have signed to date include most of the country's major outlets, it was said, accounting for well over 50% of the broadcasting industry's dollar volume.

H. M. BEVILLE, head of the NBC research division, has been elected vice-president of the New York Chapter of the American Marketing Assn.

ILLINOIS?

Sales management gives Decatur 132 rating for November prospects. 2nd highest in State. WSOY covers Decatur and a big chunk of Illinois—



250 W. 1340. Full time.
Sears & Ayer, Reps.
How can we help you?

WSOY

WSOY - DECATUR

50,000 WATTS - CBS
425,683 Listening Families*

KWKH

SHREVEPORT
LOUISIANA

Dominant Coverage in
the Central Southwest

Branham Co. - Representatives

*CBS Audit of Nighttime Coverage

Lane. KRBC; Ken Lowell Sibson. Taylor-Howe-Snowden; Roy Bacus. WBAP-KGKO; Merle H. Tucker. KRDD; Ray Bright. KTRH; Charles B. Meade. Texas State Network; Glenn Hewitt. KPAC; John C. Ballard. KGNC; Lofton Hendrick. KRRV; Dale Drake. WRR; Lewis O. Seibert. KPLT; Frank O. Myers. Thomas Dillahunty. KCMC; C. B. Locke. KFDM; James M. Moroney. Alex. Keese. WFMA-KGKO; Phil D. Dixon. KRGV; H. A. Hutchinson. Roosevelt. Properties; James R. Curtis. KFRO; Martin Campbell. WFMA-WBAP-KGKO; Guy W. Bradford. KRGV; Willard L. Kline. KTSM; Jim Pate. Lone Star Chain; Eugene J. Roth. KONO; Clyde Rembert. William A. Roberts. KRLL; Archie Taylor. KRGV; O. L. Taylor. KGNC. John Thorwald. KAND; Karl O. Wylar. KTSM; Lonnie Preston. KGKL; Charlie Dilcher. John Blair & Co.; Howard H. Wilson. Howard H. Wilson Co.; Claude Barrere. NBC Thesaurus; Herbert Denny. Standard Radio; Gus Hagenah. SESAC; Pierre Weis. Lang-Worth; Leonard D. Calahan. SESAC; F. E. Pellegrin. NAB; Ralph Wentworth. Lang-Worth; A. C. Ecker. KRBC; Neville Miller. NAB; Dan Rodgers. Raymond Spector. Advertising Agency; Ed Lally. WBAP-KGKO; Kern Tipt. WPRC; Irvin Gross. WFMA-WBAP-KGKO; Dwight Bourn. Hugh A. L. Half. WOAI; George W. Johnson. KTSA; Ken McClure. WBAP-KGKO; Ed Zimmerman. KARK; Carl Haverlin. BMI.



FOR THE FOURTH consecutive year, Fred E. Cooper, pioneer oil field equipment manufacturer, has signed to sponsor broadcasts of the Tulsa Ice Oilers hockey games over KVOO. Here Mr. Cooper (left), discusses the latest series with Willard Egolf, KVOO commercial manager, center, and Oscar Payne, of the Watts-Payne agency, handling the account.

WSPD, Toledo, introduces nationally prominent speakers who address the Toledo Town Hall each Saturday morning from its studios. The lectures are given in the Esquire Theatre but announcers from the station introduce the speakers via direct line. The system was adopted when the former moderator of the hall, Dr. Walton E. Cole, moved to Boston. The station broadcasts a quarter-hour program from the Town Hall luncheons immediately following the talks.

WLS, Chicago, through its annual Christmas Neighbors Club will this year purchase medical inhalators for distribution to children's hospitals, orphanages and similar institutions. Listeners' contributions to the club in past years total \$53,676.

WITH Mayor James G. Stewart again as m.c., WCKY, Cincinnati, will conduct its second annual Christmas party, Christmas morning, for underprivileged children of the city and suburbs as Hotel Gibson with a portion of the program broadcast. Toys and funds for the party will again be furnished by WCKY listeners.

A. E. JOSCELYN, general manager of WBT, Charlotte, every Thanksgiving serves a turkey dinner to members of his staff who cannot get home for the holiday. Guests at this year's dinner were: New Announcer Sandy Becker, Pageboys John Riggsbee and Bill Kerr, and Frances O'Daniel, program department.

FORMERLY heard from 10:30-11 p.m., *Friday Night at Fort Bragg*, dance and variety pick-up from the nation's largest Army post will be heard over WPTF, Raleigh, N. C., and WFNC, Fayetteville, N. C., each Friday from 9-9:30 p.m. Broadcast directly from the dance floor of the main post's service club, last week's show presented Vocalists Corp. Dick Conrad (Jan Savitt's orchestra) and Private Sunny Stockton (*Fitch Bandwagon*) plus a comedy interview with Buddy Lewis, star infielder of the Washington Senators, a recent selectee, and several visiting girl dancing partners from nearby Carolina towns. Script was written by Private Lloyd Shearer, WFNC, Fayetteville, and was announced by Private Charles Batson (WFBC, Greenville, S. C.).

KDYL, Salt Lake City, starting last week, is providing a special news service for employees at Salt Lake City's 30-million dollar Small Arms Ammunition plant. Bulletins, prepared from UP reports, are about three minutes in length and sent in by teletype to the plant and there broadcast at frequent intervals over the PA system.

WXYZ, Detroit., on Nov. 20 carried an exclusive play-by-play broadcast of the annual Goodfellows' Bowl Thanksgiving Day football classic for the city high school championship. Gate receipts, along with commercial time payments, made by the Automobile Club of Michigan, went to the Detroit Old Newsboys Goodfellow Fund, with WXYZ providing free broadcast time and the services of Commentator Harry Wismer and Walter O. Briggs, owner of the Detroit Tigers baseball team, providing free use of Briggs Stadium. The game attracted 30,715 fans.

WSB, Atlanta, weekly Parent-Teacher Assn., programs, Saturday 10:15 a.m., now has listener groups formed throughout Georgia. Program is followed by a group discussion.



They Put It At 680. . . . and They Stay PUT!

This is not just an idle claim, but a fact based on an exhaustive study of radio listening habits in the Merrimack Valley area. Write for complete information and learn why so many advertisers are making WLAW a "MUST" in New England.

WLAW

**LAWRENCE, MASS.
5000 WATTS • 680 KC.**



**National Representatives
THE KATZ AGENCY, Inc.**

Studio Notes

KYSM, Mankato, Minn., Nov. 30 will transcribe Christmas Greetings from parents to Army camp trainees with the 215th Coast Artillery unit stationed at Kodiak Island, Alaska. A three-hour period has been set aside for the transcriptions which will be shipped to Alaska and played the night of Dec. 24 over the military unit's public address system.

WLW, Cincinnati, is carrying a series of four promotional programs, heard Wednesdays, featuring food for Christmas gifts. Titled *No Greater Gift*, the series is built around music by Bill Stoes and the WLW string ensemble, Jack Brown, vocalist, and poetry by Dan Riss.

PROMPTLY upon the outbreak of the captive mine situation, WCHS, Charleston, and the West Virginia Network special events division dispatched Harold Miller, news editor, and Ken Given, special events man, to report on developments. Catching naps in turns a man was awake at all times to gather news to be relayed to the WCHS news room.

WGBF and WEOA, reversing the usual process of carrying live or transcribed programs from Army camps is now each week sending Camp Shelby, for use on the PA system in the mess hall, a 15-minute recording with local news, including sports, news from the various industrial plants, gossip, etc. Transcription is first aired over WEOA and suggestions from the public are solicited.

WJHP
NBC BLUE - MUTUAL

There's been something added here!
Now MUTUAL and BLUE assures a plus audience all the time.

WJHP
JACKSONVILLE FLA.

THE VOICE OF MISSISSIPPI

WJDX

5,000 D
1,000 N

JACKSON

N.B.C. RED

Owned and Operated By

LAMAR
LIFE INSURANCE
COMPANY

JACKSON, MISSISSIPPI

frederic w ziv
INCORPORATED

RADIO PRODUCTIONS

*Announces the Opening
of
New York Offices*

485 Madison Avenue
New York City
PLaza 3-4147

John L. Sinn
V.P. in charge

ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION

NOVEMBER 22 TO NOVEMBER 28 INCLUSIVE

Decisions . . .

NOVEMBER 25

NEW. Bartlesville Broadcasting Co., Bartlesville, Okla.—Granted CP new station 1400 kc 250 w unl.

NEW. Brainerd-Bemidji Broadcasting Co., Brainerd, Minn.—Granted CP new station 1400 kc 250 w unl.

WKZO, Kalamazoo, Mich.—Granted CP increase 5 kw N directional changes.

KEVR, Seattle, Wash.—Granted extension special authorization.

KRKO, Everett, Wash.—Granted extension special authorization.

WAIT, Chicago—Dismissed petition for rehearing against action of 9-30-41.

WDBO, Orlando—Granted motion dismissing rehearing petition against action of 9-3-41.

KWLK, Longview, Wash.—Placed in pending file under Order 79 applic. transfer control.

KOB, Albuquerque — Extended special service authorization to 1-9-42. FCC chief engineer to conduct tests with KOB, KXA, WJZ.

KXA, Seattle, Wash.—Denied petition for rehearing against action of 10-14-41 re KOB.

WJZ, New York—Denied petition for rehearing against KOB action.

NEW. Hughes Productions, Division of Hughes Tool Co., Los Angeles—Granted CP new FM station 44.9 mc. 7,000 sq. mi.

NEW. United Broadcasting Co., Cleveland—Placed application new FM station in pending file under Order 79.

MISCELLANEOUS—KTHS, Hot Springs, Ark., designated for hearing application assignment license to Southland Radio Corp., designated for hearing applic. increase 50 kw N & D install new transmitter directional (jointly with transfer applic. hearing); NEW, Cuyahoga Valley Broadcasting Co., Cleveland, and NEW, Lake Shore Broadcasting Corp., Cleveland, continued consolidated hearing to 1-22-42.

NOVEMBER 28

MISCELLANEOUS — NEW. Wilkes-Barre Broadcasting Corp., Wilkes-Barre, Pa., granted motion amend application re corporate structure, retain in hearing docket; NEW, Southwestern Mich. Broadcasting Corp., Kalamazoo, Mich., granted motion amend application remove from hearing docket; KWKW, Pasadena, Cal., granted petition amend applic. modify CP to 1430 kc, remove from hearing docket; NEW, WBAM Inc., Birmingham, Ala., granted extension for all parties for filing proposed findings to 12-15-41; KRBC, Abilene, Tex., WQBC, Vicksburg, Miss., NEW, San Jacinto Broadcasting Co., Houston, Tex., granted continuance consolidated hearing to 2-12-42.

Applications . . .

NOVEMBER 26

NEW. Pittsburgh Radio Supply House, Pittsburgh—Amend application CP new FM station 46.5 mc. 8,400 sq. mi.

W5TA, Schenectady—Modification CP new FM station 46.5 mc. 6,600 sq. mi.

WCLE, Cleveland — Amend application CP change 640 kc 50 kw unl. directional D & N new transmitter.

WBIG, Greensboro, N. C.—CP new transmitter directional D & N change 640 kc increase 50 kw.

Tentative Calendar . . .

WGST, Atlanta, license renewal (Dec. 1).

NEW. Lake Shore Broadcasting Co., Cleveland, CP new station 1300 kc 5 kw unl. directional D & N; NEW, Cuyahoga Valley Broadcasting Co., Cleveland, CP new station 1300 kc 1 kw D (consolidated hearing, Jan. 22).

Radio Posts in Army

EXAMINATION for high-speed radio equipment operators held early this year has failed to produce enough eligibles for the Army Signal Service, according to the Civil Service Commission. To secure men for 200 posts now open, the Commission is modifying original requirements and the examination is open until further notice.



PARTICULARLY suited climatically for experimental design and development of radio equipment, the 55-year-old Johnson Castle at Rutland, Vt., has been purchased by Herbert L. Wilson, New York consulting radio engineer, as a laboratory. Located where there is less static due to a short summer season, the castle will house transmitting equipment for analysis of station operation in confined areas; a study will be made of skywave propagation at close range, and special radio equipment will be tested for use in national defense. The ground is now undergoing alteration for construction of both directional antenna relay systems and ordinary single element radiators, while renovations are in progress for special living quarters for engineers.

ACA Renews With WHN

RENEWAL of its contract with WHN, New York, was signed early in November by American Communications Assn. (CIO), covering technicians and supervisors of the station. In addition to a renewal of the closed shop clause and standard ACA conditions, the contract provides for \$8 a week immediate raise for technicians, ranging from a weekly \$47.50 for beginners to \$70 per week for employees of five years or more standing. Supervisors, receiving a \$10 weekly raise, will receive up to \$80 a week after five years or more with the station. ACA also reported that it had signed a contract with WBNX, New York, covering both announcers and technicians. The pact covers a two-year period and calls for wage increases of 17 1/2%.

Gunther's Plans

IF JOHN GUNTHER, foreign correspondent, author and news commentator, returns to this country from London before Christmas, he will substitute on MBS for Raymond Gram Swing, while the latter takes his annual three-week vacation. Plans call for Gunther to arrive in New York by *Clipper* Dec. 15, although he is now trying to get permission to visit Russia, and if successful, will not make the trip. Swing is heard Mondays through Thursdays, 10-10:15 p.m., on Mutual under sponsorship of General Cigar Co., New York.

A NEW NIGHTLY sponsored program, *Penny Parade*, is heard in cooperation with a service club on CJRC, Winnipeg, to raise funds for Milk for Britain's Babies. Listeners are asked to send in one penny for each year of their age.

More than 21,000 Lapp Porcelain Compression cones have gone into service. They range from tiny 3" cones for pipe masts to the large units shown above and recently installed in the new WABC transmitter. In the history of these insulators, covering more than 20 years, we have never heard of a tower failure due to failure of a Lapp porcelain part. Reason enough to specify "Lapp" for tower footing insulators.

Lapp Insulator Co., Inc., LeRoy, N. Y.

This giant base insulator supports one corner of the new WABC tower now operating on Little Pea Island, New York.

Specify LAPP FOR SECURITY IN ANTENNA STRUCTURE INSULATORS

Network Accounts

All time EST unless otherwise indicated.

New Business

PROCTER & GAMBLE Co., Cincinnati (Ivory soap flakes), on Dec. 30 starts *Happy Hazard* on seven CBS-Pacific stations expanding Jan. 20 to an unnamed number of CBS stations coast-to-coast, Tues., 10:30-10:45 p.m. (EST) and Thurs., 9:15-9:45 p.m. (PST). Agency: Compton Adv., N. Y.

Renewal Accounts

AMERICAN TOBACCO Co., New York (Lucky Strikes), on Dec. 31 renews for 13 weeks *Kay Kyser's College of Musical Knowledge* on 108 NBC-Red stations, Wed., 10-11 p.m. Agency: Lord & Thomas, N. Y.

CONTINENTAL BAKING Co., New York (Wonder Bread), on Dec. 4 renews for 13 weeks *Maudie's Diary*, on 47 CBS stations, Thurs., 7:30-8 p.m., rebroadcast 11:30-12 midnight. Agency: Ted Bates Inc., N. Y.

COLONIAL DAMES Inc., Hollywood (cosmetics), on Dec. 19 renews for 52 weeks *Find the Woman*, on 8 CBS-Pacific stations, Fri., 9:55-10 p.m. Agency: Glasser, Gailey & Co., Los Angeles.

GENERAL FOODS Corp., New York (Sanka Coffee), on Jan. 1 renews *William L. Shirer* for 13 weeks on 67 CBS stations, Sun. 5:45-6 p.m. Agency: Young & Rubicam, N. Y.

ANDREW JERGENS Co., Cincinnati (Jergens Lotion), on Dec. 28 renews for 52 weeks *Jergens Journal With Walter Winchell*, on 72 NBC Blue stations, Sun. 9-9:15 p.m., rebroadcast on 21 Pacific Coast Red stations, 12-12:15 a.m. Agency: Lennen & Mitchell, N. Y.

ANDREW JERGENS Co., Cincinnati (Woodbury soap), on Dec. 28 renews for 52 weeks, *Parker Family*, on 72 NBC-Blue stations, Sun. 9:15-9:30 p.m., rebroadcast on 21 Pacific Coast Red stations, 12-12:30 a.m. Agency: Lennen & Mitchell, N. Y.

ANDREW JERGENS Co., Cincinnati (Woodbury face cream, powder), on Dec. 31 renews for 13 weeks *Adventures of Thin Man* on 46 NBC-Red stations, Wed., 8-8:30 p.m., rebroadcast Tues. 12-12:30 a.m. on 20 Pacific Coast Red stations. Agency: Lennen & Mitchell, N. Y.

Network Changes

MILES LABS., Elkhart, Ind. (Alka-Seltzer), on Nov. 29 added 11 stations (KBOB WBOW WGBF KFYR KIDO KGRB KPFA KRBM KGHZ KSEL KTFI) to *National Barn Dance*, making a total of 67 NBC-Red stations, Saturdays at 9-10 p.m. Agency: Wade Adv. Agency, Chicago.

Beverage Test

YOSEMITE BEVERAGE Co., San Francisco (Cleo Cola), using radio for the first time, recently started a 13-week test campaign using one minute transcribed spots five times weekly on KJBS and KYA, San Francisco. If the campaign proves successful the sponsor probably will extend to other markets on the Coast. Agency is Lord & Thomas, San Francisco.

ARTURO TOSCANINI, making his initial appearance of the season with the NBC symphony orchestra on Dec. 6, will conduct Johann Strauss' famed "Beautiful Blue Danube" for the first time in his career. Maestro Toscanini will conduct the NBC Symphony both Dec. 6 and 13, 9:30-10:30 p.m., on behalf of the Treasury bond campaign.

Lever Bros., Stromberg-Carlson Sponsor Hookups on Commercial FM Stations

SEVERAL commercial FM network programs were announced last week. Lever Bros. Co., Cambridge, entered into the dedicatory ceremonies for the new 10 kw. transmitter of W71NY, New York FM adjunct of WOR, Nov. 30, by sponsoring a half-hour program broadcast 8-8:30 p.m., not only on that station but over the entire group of seven FM stations linked for the occasion.

Program, a half-hour recorded version of the *Burns & Allen Show* for Swan soap, regularly broadcast on NBC-Red, originated at W71NY, which fed it to W2XMN, Alpine, for rebroadcast. The transmission from Alpine was picked up and rebroadcast by W53PH, Philadelphia, and W65H, Hartford. The Hartford broadcast, in turn, was picked up by W43B, Boston, and this station's broadcast finally relayed to W39B, Mt. Washington, and W47A, Schenectady.

First FM commercial program to be carried by a relay of more than two stations, the show was placed by Young & Rubicam, New York, and was sold by American Network, sales organization for a number of FM stations.

Stromberg Series

Stromberg-Carlson Telephone Mfg. Co., Rochester, on Nov. 28 started sponsoring on W65H, FM station in Hartford, rebroadcasts of the company's five-a-week series on WQXR, standard broadcast station in New York. Program, *Treasury of Music*, broadcast 7:30-8 p.m. on WQXR, Monday through Friday, is now being sent by wire to W2XQR, FM station of WQXR, and to W2XMN, Alpine. The rebroadcast of the latter FM station is picked up and rebroadcast by W65H.

Since W2XQR and W2XMN are experimental stations, they are carrying the series without charge, the sponsor paying only for WQXR and W65H, one AM and one FM station.

Last Friday, McCann-Erickson, New York, agency for the sponsor, was negotiating with American Network, representative of the Shepard FM stations, W43B, Boston, and W39B, Mt. Washington, regarding inclusion of these stations in the FM hookup.

W2XQR already has a CP to

become a 10 kw. commercial FM station after the first of the year when its call will become W59NY. It will move its transmitter from Sherry Tower, Long Island City, to the Chanin Bldg. in mid-town Manhattan.

Zenith Radio Corp., Chicago, has bought the 8:30-8:45 period of the WOR dedication on the seven-station hookup for a musical program placed direct.

The Hat Style Council of New York is taking the 9:30-9:45 p.m. period of the W71NY dedication show on a seven station hookup. Program features Henry L. Jackson, men's fashion editor of *Collier's*, and was placed through Campbell-Ewald Co. of New York. The Socony-Vacuum Oil Corp., New York, has bought 9:45-10 p.m. on W71NY hookup through J. Sterling Gatchell Inc., New York.

CBS announced last week that its New York FM station, W67NY, would begin regular operations Dec. 1, with broadcasts from 3 to 6 p.m. and from 7 to 10 p.m. scheduled Monday through Saturday. Each afternoon and evening three-hour period opens and closes with a quarter-hour newscast, the remainder of the programs being musical, chiefly recorded. No network programs are included in the FM schedule. Originating in the CBS Bldg. at 485 Madison Ave., the FM programs are carried by high fidelity wires to the network's transmitter atop the Salmon Tower at 500 Fifth Ave.

Kiggins in Hospital

KEITH KIGGINS, sales manager of NBC's Blue network, entered Massachusetts General Hospital, Boston, last week for observation for arthritis.

CORNELIUS W. VAN VOORHIS, who does the identifying voice on the NBC *Blue March of Time*, sponsored by *Time Magazine*, is narrator for a series of educational pictures of the U. S. Navy, released recently.



FIRST SPONSOR on W67C, new FM outlet of WBBM, Chicago, G. T. Pushman Jr. sales promotion manager of Pushman Bros. (Chicago rug dealer), flips the switch that brings the station on the air while J. Kelly Smith, CBS radio sales manager, looks on.

Ernie Smith to WBBB

ERNIE SMITH, formerly of the sales staff of WBIG, Greensboro, N. C., has been appointed head of the commercial department of WBBB, Burlington, N. C., according to E. Z. Jones, managing director of the new 1,000-watt daytime station which recently went on the air. Mr. Jones announced addition of Paul Huddleston, formerly of WKRC, Louisville, as program director relieving Miss Paul Faulconer, new to radio, who will continue to be in charge of traffic; and the naming of William Sandefur, formerly in charge of interpolant broadcasting at the Hercules Powder Plant in Radford, Va., as chief of the WBBB announcing staff. WBBB operates on 920 kc.

Murphy Adds

MURPHY PRODUCTS Co., Burlington, Wis. (livestock feeds), sponsors of "Barnyard Jamboree" for a half-hour on the Saturday night *National Barn Dance* on WLS, Chicago, has added three Minnesota network stations to the program: KYSM, Mankato; KROC, Rochester; KFAM, St. Cloud. Wade Adv. Agency, Chicago, placed the account.

Army Officers Talk

AN ADDRESS over WBT, Charlotte, N. C., was to be made Nov. 30 by Major General Oscar W. Griswold, commander of the 4th Army Corps and one is scheduled to be made by Lt. General Hugh A. Drum, commander of the 1st Army on Dec. 4. The high ranking officers were scheduled to broadcast following completion of the Carolina Maneuver activities.

Decca Signs Waring

FRED WARING last week signed a new contract with Decca Records, ending a 10-year period during which he refused to combine recordings with radio performances. Under the new agreement Waring will make several albums of arrangements most requested by his radio listeners. When Waring first went on the air with his Pennsylvanians he stopped making recordings, feeling they would put him in competition with himself as a radio attraction.

Bond Bonus

JOHN A. KENNEDY, president of West Virginia Network, has announced a special Christmas prosperity bonus in the form of Defense Bonds and Stamps equal to a month's salary, for employees of WCHS, Charleston, WPAR, Parkersburg, and WBLK, Clarksburg. An additional bonus, equal to 1% for each year of service, also will be given. Employees with less than a year's service will receive bonds and stamps equal to one-twelfth the salary paid during the calendar year up to Dec. 15, 1941.

WKRC Signs Waite Hoyt For Sports Play-by-Play

WAITE HOYT, former big league pitching star, with the New York Yankees, has been signed by WKRC, Cincinnati, to handle play-by-play baseball broadcasts next spring, according to an announcement last Thursday by Hulbert Taft Jr., WKRC general manager. Hoyt will come to WKRC after the first of the year to start broadcasting a nightly sport show. Since retiring from baseball in 1937, he has been broadcasting sports in New York on WOR.

General Manager Taft also announced that Dick Nesbitt, former All-American and professional football star with the Chicago Bears, who has done play-by-play football for WKRC during the last season and is featured on several other studio programs, will work with Mr. Hoyt in the broadcast booth during the coming baseball season.

CBS Video Applications

CBS has applied to the FCC for another 30-day extension of the special temporary authorization for program test operations, under which WCBW, the network's television station in New York, has been functioning since July 1, with regular 30-day extensions.

CBS also has asked the FCC for more time to complete the provisions of its new construction permit, due to technical reasons in connection with WCBW's change in channel.

NBC Holiday Discs

IN ADDITION to the annual production by NBC *Thesaurus* of Dickens' "Christmas Carol", station subscribers are offered two holiday specials. "The Christmas Calendar" series of 13 quarter-hours designed for daily programming and offerable either on a participation basis or for exclusive sponsorship, and "Santa Claus Rides Again", half-hour fantasy combining music and drama. First series, released by the NBC Radio-Recording Division, combines Christmas music with holiday entertainment helps as recipes and suggestions for parties.

Ziv in New York

NEW YORK offices of Frederic W. Ziv Inc. have been opened at 485 Madison Ave., under the direction of John L. Sinn, vice-president. Mr. Sinn, formerly with WLW, Cincinnati, has been with the firm seven years. The new office will serve as production headquarters for Ziv programs and will handle eastern sales.

WINS

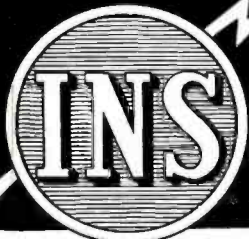
AnnTenna says:
What's a good day to sell
New Yorkers? Any day...
so long as it's WINS day!

(My days are your
days-with hot spots
spotted all around
for you!)

FM

with
Simplified
CIRCUIT DESIGN

GENERAL ELECTRIC
160-27



Ask us about the recent impartial survey of wire services by an important radio station showing "INS leading by wide margin".

INTERNATIONAL NEWS SERVICE

WRVA COVERS RICHMOND AND NORFOLK IN VIRGINIA!

50,000 WATTS
DAY AND NIGHT
COLUMBIA AND MUTUAL NETWORKS
PAUL H. BATHUR CO., NATIONAL REPRESENTATIVE

Where Sales Multiply



WSM

NASHVILLE, TENNESSEE

OWNED AND OPERATED BY THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC. NATIONAL REPRESENTATIVE: EDWARD PERRY & CO., INC.

EXPERIENCE

CJOR's many Christmas services to the community make it the most-listened-to station at this heavy buying period.

CJOR

Vancouver—B. C.

Nat. Rep.: J. H. McGillvra
H. N. Stovin, (Canada)
600 K. C. 1000 Watts



SCANNING LONG-TERM BMI contract at the 16th District meeting of the NAB held November 24 at the Los Angeles Biltmore Hotel, is this group of industry executives (l to r): Tom Sharpe, owner of KFSD, San Diego, Cal.; Clyde Scott, sales manager of KFI-KECA, Los Angeles, and acting chairman; Neville Miller, NAB president; Calvin T. Smith, manager of KFAC, Los Angeles; C. Merwin Dobyns, owner of KGER, Long Beach, Cal.; Henry Maizlish, manager of KFWB, Hollywood; Charles A. Storke, manager of KTMS, Santa Barbara, Cal.

Defense and Disc Discussions Feature NAB District Meetings on West Coast

RADIO'S importance in national defense, as well as specific industry problems including Federal regulation and legislation, music copyright licensing and possible court action against ASCAP publishers by transcription production units, were discussed by representatives of the 16th District of NAB at a two-day meeting at Los Angeles' Biltmore Hotel Nov. 24-25.

The second Pacific Coast meeting, District 15, was held Friday and Saturday, Nov. 28-29, at the Fairmont Hotel, San Francisco. Remaining district meetings sched-

uled for December include: District 17, Dec. 1, Heathman Hotel, Portland, Ore.; Dec. 2, Washington Athletic Club, Seattle; District 14, Dec. 8-9, Albany Hotel, Denver; District 11, Dec. 11-12, Hotel Nicolet, Minneapolis; District 9, Dec. 15-16, Palmer House, Chicago. The District 3 meeting, which would conclude the 17-meeting circuit, has not been scheduled, but is not to be held until after the first of the year.

Group Sessions

Neville Miller, NAB president, was principal speaker at the Los Angeles 16 general meeting. Clyde Scott, KFI-KECA, Los Angeles, sales manager, presided in the absence of Harrison Holliway, district director.

Group sessions were held Tuesday by sales managers and program directors-news editors. Latter session was conducted by Ed Kirby, NAB public relations director, now on leave as civilian head of the radio branch of the Army Bureau of Public Relations. Sales managers sessions was led by Charles A. Storke, manager of KTMS, Santa Barbara, Cal., with Frank E. Pellegrin, NAB director of broadcast advertising, as speaker.

Under fire was the mechanical rights clause in the ASCAP contract, providing licensing of music for recording on a one-year basis. Jerry King, co-owner of Standard Radio, Hollywood, warned against signing with the Society before this phase was settled in favor of a longer period. He insisted that transcription producers be given longer protection for their investment. C. P. MacGregor, Hollywood transcription producer, Ralph C. Wentworth, president of Lang-

Worth Feature Programs Inc., New York, and other transcription manufacturers backed up his views.

Los Angeles Advertising Club, complimenting the industry representatives, staged its annual Radio Day luncheon at the Biltmore Hotel on Tuesday. Mr. Miller, as principal speaker, discussed "Radio & Advertising in the Present Emergency", and Mr. Pellegrin, "Radio as an Advertising Medium". Tracy Moore, NBC Western division Blue network sales manager, and president of the Ad Club, presided. Harry W. Witt, CBS Southern California sales manager, was chairman of the day, with Calvin J. Smith, manager of KFAC, Los Angeles, host.

Attended by 73 broadcasters, the District 13 meeting in Dallas Nov. 19-20 took formal action supporting the pending Sanders Bill to revise the Communications Act, the proposed 8-year BMI licenses, the stand of the Federation of Women's Clubs opposing the FCC chain-monopoly regulations, and renewed the industry policy of providing free time to promote national defense. The meeting also commended the work of Mrs. Dorothy Lewis and the Radio Council of Children's Programs "for their outstanding accomplishments on behalf of the radio industry", and authorized creation of a 3-man committee within the district to arrange for more effective handling of national defense news and features from Army camps.

The attendance list at the District 16 meeting in Los Angeles included:

John Merino, KTOC; Burridge D. Butler, KOY-KTUC-WLS; John A. Reilly, KOY; L. W. McDowell, KFOX; John Austin Driscoll, Pearl Voorhes and Glad Hall, KRKD; Clyde Scott, Glan Heisch, Ernest Felix, Dorothy Roe and Bernard Smith, KFI-KECA; Harry Maizlish, Jack O. Gross and E. C. Hughes, KFWB; Don W. Thornburgh and Harry W. Witt, KNX; Merwin Dobyns, John A. Dobyns, Lee Wynne, Don A. Soberman and Jay E. Tapp, KGER; Thomas E. Sharp and John Babcock, KFSD; Ernest L. Spencer, KVOE.

Calvin J. Smith and Vern A. Lindblade, KFAC; Charles A. Storke, KTMS; Ken Thornton, KXO; Ben S. McGlashan and Duke Hancock, KGEJ; Don E. Gilman, Lew Frost, Tracy Moore and Jennings Pierce, NBC; Louis F. Kroeck, KTMS; Walter B. Davidson, KMPC; John L. Ackerman, KFAS; Frank Burke, KVPD; J. C. Lee, Maury H. Vroman and George A. Burns, KFXM; L. Sigman and Robert O. Reynolds, KMPC.

Neville Miller and Frank E. Pellegrin, NAB; Ed Kirby, War Department; Richard J. Powers, ASCAP; Leonard D. Callahan and E. J. Gough, SESAC; Harry Engel and Carl Haverlin, BMI; Gerald King, Standard Radio; C. P. MacGregor; Ralph Wentworth, Lang-Worth; Pat Campbell, World Broadcasting System; Dan Rogers, Raymond Spector Adv.; Bernie Milligan, Earle Ferris Associates; Hale Sparks, U of California; Kenneth Gopen, U. S. Dept. of Agriculture; Robert F. Schuetz, NBC; Jack Frost, RCA; Carleton Coveny, John Blair & Co.; Homer Griffith, Howard Wilson Co.; J. Leslie Fox, Paul H. Raymer Co.

The attendance list at the Nov. 19-20 District 13 meeting in Dallas included:

Jack Kessler, WOAI; Burton Bishop, KTEM; M. E. Danbom, KGKB; J. Bert Mitchell Jr., Roosevelt Properties; Forrest

NEVER SIDETRACKED!



THAT'S WHY POSTAL TELEGRAMS ARE FIRST CHOICE OF AMERICA'S GIGANTIC TRUCKING INDUSTRY



No delays when you "Ship by Truck." Prompt, efficient service! And that's what the Trucking Industry wants when sending telegrams. That's why with trucking companies—as with many of America's largest business firms—Postal Telegraph gets the call! Try Postal—today!

Postal Telegraph
The Business Men's

1340 WINX

Washington's Own Station

WIN WASHINGTON WITH WINX

WINX BUILDING • WASHINGTON, D. C.

RCA Shortwave Chess

RCA MFG. Co., Camden, on Nov. 25 started Jose Raul Capablanca, former world-champion chess player, in a series of quarter-hour talks on chess, broadcast in Spanish on NBC short-wave stations WRCA and WNCB and on WBOS, Westinghouse international station in Boston. Talks will be shortwaved to Latin America Tuesday and Thursday evenings, 7:45-8, in the interest of Victor records. Business was placed direct.

Patriotic Gesture

AS A PATRIOTIC service to the Eighth Pursuit Squadron of the U. S. Air Force, at Lindley Field near Greensboro, N. C., and other military groups in the area which are without a band, WBIG devotes two minutes daily, beginning at 4:45 p.m., to sounding retreat and playing the national anthem.

SHERWOOD DURKIN, formerly with WCBS, Springfield, Ill., has been added to the news announcing staff of WMT, Cedar Rapids, Iowa.

CLASSIFIED Advertisements

Help wanted and Situations Wanted, 7c per word. All other classifications, 12c 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.

Help Wanted

Wanted Immediately—Combination announcer operator. Salary, experience, availability first letter. Box 186A, BROADCASTING.

Wanted—First class announcer. State experience, references, salary expected first letter. Liner's Broadcasting Station, Monroe, La.

Wanted—Announcers, Engineers, Salesmen, for positions leading to staff of new 1000-watt station in East. Box 191A, BROADCASTING.

Wanted—Aggressive, high-type sober salesman for local station in north central state. Fine opening, wonderful opportunity. Box 187A, BROADCASTING.

News Announcer—Must be experienced, accurate, and have outstanding, distinctive style. Tell whole story in first letter, including salary expected. Box 193A, BROADCASTING.

Wanted Immediately—Two top-flight announcers for network affiliate in Southeastern market. State all details and draft status first letter. Box 190A, BROADCASTING.

Announcer-Program Man—Capable of handling remotes, news, commercials, daily log and scouting live talent programs. Non-network station in West. Include references, snapshot, experience, all details. Box 184A, BROADCASTING.

Record Men, Experienced Ad Assistants—Wax recordists, matrix electroformers, pressmen, compounding and mill room positions open in Northern New Jersey and vicinity of Boston. Written applications only. POINSETTIA, INC., PITMAN, N. J.

Best Operator-Announcer (Licensed)—That \$150 month (salary and overtime) 50 hr. week, will obtain. Must have good voice. Small station, western city. Give references and experience first letter. Box 183A, BROADCASTING.

Program Director-Production Manager—Network station in large Georgia city. Applicants must have creative ability. Good opportunity for man able to direct staff and not afraid of work himself. Should be able make personal interview. Don't apply unless your credit is A1 and can stand investigation. \$35 weekly. Box 192A, BROADCASTING.

Situations Wanted

Engineer—28, married, ten years' experience transmitter, studio equipment construction, operation and maintenance; Transradio, announcer. Box 182A, BROADCASTING.

Experienced—Continuity Writer—Program Specialties and Announcing. College education. Desires change. Box 189A, BROADCASTING.

Can You Use An Unusual Announcer?—Excellent experience and background. Now employed and serving notice. Qualified all phases in radio-news, sports, special events—desire location in or near Baltimore or Washington, will consider worthwhile offer elsewhere. Will arrange for personal interview and live audition. Will prove an asset to a real station. Box 188A, BROADCASTING.

Situations Wanted (Continued)

Challenging Station—Department store, or agency copy-writing post by young woman, 28, college degree. Four years intensive experience as continuity chief. Ready for genuine opportunity. Box 185A, BROADCASTING.

Sports Announcer And Special Events Man—Now employed, desires change. Excellent background, outstanding record. Box 176A, BROADCASTING.

Manager Or Program Director—About Jan. 1. Young, energetic. Best references. Now employed in large station. Prefer Mid-West. Box 178A, BROADCASTING.

Nationally Known Health Broadcaster—Scientist, author, seeks commercial sponsor after eight years government sponsorship. Prefer high grade foods, drugs, cosmetics or similar account. Cavender Service, 1131 Loyola, Chicago.

"Voice Of Uncommon Sense"—Ten years broadcasting experience under other name. Open for sponsor who can use psychological, vocational, marital, child guidance material on ethical basis. Box 180A, BROADCASTING.

Announcer—Newscaster, experienced general staff duty, dramatic director—unmarried, draft exempt, sober, reliable, desires employment in growing Western or Midwestern network outlet. Now employed NBC Blue affiliate. Box 181A, BROADCASTING.

Station Manager-Program Director—Young, ambitious, with proven ability to make a station pay. Desire responsible position where station owner's wife is NOT employed. Will build listening audience with quality and "different" programs. Box 196A, BROADCASTING.

Auditor—Desires position with large or growing station. Handle office management, monthly operating statements, yearly closings, credits. Wide experience with top problems and personnel. Finest bank and other references. \$5,000.00 yearly salary requirement. Employed. Box 186A, BROADCASTING.

Showman-Salesman-Executive—More than seven years experience announcing, production, promotion, continuity, programming, Commercial Manager and all phases. Married, family, age 30. Excellent references from New York City to Dallas. Available December 1st. Box 179A, BROADCASTING.

Wanted to Buy

Will Buy One Vertical Tower—Approximately 175 feet. WMFF, Plattsburg, New York.

For Sale

Western Electric 5-kw Amplifier—Complete with 220-C tubes, high and low voltage supplies, antenna tuning units, power control panel, high voltage rectifier, and filament and bias supplies. Used only few years. Excellent condition. KFH, Wichita, Kansas.

Modified RCA 1001-B Transmitter—Converted to 5-kw six years ago. Box 194A, BROADCASTING.

SALES AND MERCHANDISING EXECUTIVE

Ten years with highly successful basic network station in major market seeks greater responsibilities. 41, married, family, highest recommendations from national agency and advertising field. Broadcast experience. Could assume full responsibility. Full details on request. BOX 197A, BROADCASTING.

Situation Wanted STATION MANAGER

Live, aggressive, unusually versatile. Twelve years' complete management experience, covering all departments, including FCC and industrial phases. Demonstrated local and national sales ability.

Box 161A, BROADCASTING.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY

An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & CHAMBERS

Radio Engineers
National Press Bldg. DI. 1205
Washington, D. C.

There is no substitute for experience

GLENN D. GILLET
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

PAUL F. GODLEY

Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

JOHN BARRON

Consulting Radio Engineers
Specializing in Broadcast and
Allocation Engineering
Earle Building, Washington, D. C.
Telephone NATIONAL 7757

PAGE & DAVIS

Consulting Radio Engineers
Munsey Bldg. District 8456
Washington, D. C.

HECTOR R. SKIFTER

Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

A. EARL CULLUM, JR.

Consulting Radio Engineers
Highland Park Village
Dallas, Texas

CLIFFORD YEWDALL

Empire State Bldg.
NEW YORK CITY
An Accounting Service
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
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Consulting Radio Engineer
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RAYMOND M. WILMOTTE

Consulting Radio Engineer
Designer of First Directional
Antenna Controlling
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Bowen Bldg. • WASH., D. C. • NA. 6718

ADVERTISE in
BROADCASTING
for Results

Renewed Activity In Radio Planned By Westinghouse

Defense Work Main Factor in Plans, Says Robertson

BECAUSE "the radio industry today is certain to gain by the use of a number of new principles and techniques that have been developed for defense requirements," Westinghouse Electric & Mfg. Co. plans to renew its activity in the field of radio, "particularly in the development of new uses for equipment which has grown out of the needs of national defense," according to A. W. Robertson, chairman of the company, in a report to the Westinghouse board of directors last week.

The company and its engineers, he said, are already devoting much thought to the future use of radio equipment for the benefit of civilians after this emergency period.

Military Orders

Pointing out that Military secrecy forbids revealing details of these developments at present, Mr. Robertson reported that since the beginning of the emergency period, the Westinghouse radio factory at Baltimore has increased its manufacturing space 400%, and its production 800%, virtually all of which is for national defense. Every one of the company's 25 manufacturing plants is working on a three-shift basis, he stated, and unfinished orders in the radio division at Baltimore alone exceed \$40,000,000.

Pioneering 25 years ago in the research and development of radio, Westinghouse later shared its results with RCA, and subsequently withdrew from active leadership in radio development, except in the fields of commercial broadcasting equipment, shortwave and military equipment, Mr. Robertson said. Foreseeing greater military interest in radio in 1937, Westinghouse moved its radio factory from Chippewa Falls, Mass., to Baltimore, "in order to be nearer the headquarters of Navy and Army officials sponsoring newer developments in the field," Mr. Robertson reported, adding that the company is making "excellent progress" in shifting over its peacetime production areas to National defense work.

M & M Plans Change

M & M CANDY Co., Newark, contemplating a network show for early next year, has issued cancellations effective Dec. 5 for its schedule of station-break announcements currently running on approximately 15 stations [BROADCASTING, July 21]. Contracts had until April 1942 to run. Though no show has yet been selected, it is understood that Lord & Thomas, New York, agency in charge, is looking for one of the audience-participation type. A limited network of eastern stations will be used.



Drawn for BROADCASTING by Sid Hix

"We're Here Before Mayor LaGuardia!"

Coast Agencies Seeking Repeat Ruling; Practical Problems Cited by Networks

A PLAN to relieve the problem of buying network radio time on the Pacific Coast is provided in a resolution adopted at the recent Pacific Coast Convention of the American Assn. of Advertising Agencies. In announcing the plan Dan B. Miner, chairman of the Pacific Council, said it was designed to spread the popular programs over an additional hour or two in the evenings. Benefits to be accomplished were listed as:

- 1, To give the public a chance "to do the things they want to do" and hear more of the programs they like;
- 2, give national advertisers more good periods for their programs;
- 3, give Pacific Coast advertisers better opportunity to secure favorable periods;
- 4, give networks more hours to sell when a larger audience is available.

Equal Status

According to the Coast group, the resolution recommends "that a rebroadcast of a national program will have the same status as a Pacific Coast regional program in the selection of network time."

It is claimed that transcontinental network advertisers now have priority of time, larger discounts and lower talent cost-per-thousand. The transcontinental advertisers claim their big shows have "made" radio and they are big customers of the networks, thus meriting special consideration. Under the proposed plan, network repeats originating in Hollywood would be restricted to periods after 9 o'clock.

Network Reaction

Consensus of Hollywood network executives was that the effect of the resolution would unquestionably be advantageous to Pacific Coast advertisers but it would have several practical disadvantages from the standpoint of transcontinental network operations.

Don E. Gilman, NBC-Pacific Coast vice-president, said one of the problems involved arises from the additional line facilities required with programs coming in later. Further, musicians and artists would have to appear for the second broadcast at an unfavorable hour.

Practical problems also were cited by Donald W. Thornburgh, CBS Pacific Coast vice-president, including conflicting interests of the Mountain time zone. During daylight saving months, he continued, the national network would have to employ talent at such hours as 1 to 4 a. m. New York time. He further mentioned that over 90% of national network business is placed by eastern advertisers and agencies, who might not approve such a plan.

Wilbur Eickelberg, sales manager of Don Lee Broadcasting System, which is the West Coast outlet of MBS, declared, "We certainly believe that Western advertisers are entitled to some opportunity to reach the listeners during peak periods . . ."

Bickford Joins INS

LELAND BICKFORD, author of *News While It Is News*, formerly editor-in-chief of the *Yankee* and Colonial networks news services has joined the sales staff of INS. In the interim of his change to his present position, Mr. Bickford entered the mayoralty primaries at Medford, Mass., losing by 22 votes.

WFTL Joining MBS

WFTL, Fort Lauderdale, Fla., about Dec. 1 will become an affiliate of MBS, keeping the network's total outlets at 192, due to WHDF, Calumet, Mich., being dropped from the lineup two weeks ago. Owned by R. A. Horton, the station operates on 250 watts, 1400 kc., unlimited.

KCMO, in Kansas City, To Join Blue on Jan. 20

KCMO, Kansas City, originally scheduled to become a basic NBC-Blue station Dec. 1, will join the network Jan. 20, 1942, shifting from its present status as a supplementary affiliate on that date. Evening hour rate is \$200.

At the same time the evening hour rate for WREN, Lawrence, Kan., NBC Basic Blue station, will be reduced from \$240 to \$180 for advertisers ordering KCMO, all new business after Jan. 20 to include both stations. Cut-in announcement rates for WREN will be \$15 evening, \$7 daytime, and \$11 Sunday afternoons.

Current advertisers using the Blue will not be required to add KCMO during their current contracts nor on renewals of contracts effective after Feb. 20, 1942.

PA Plans New Program On Editors Assignments

PRESS ASSN., Associated Press subsidiary handling the preparation and sale of AP news for radio, has entered the program production field with *Editor's Assignment*, half-hour dramatic series based on actual experiences of American newspaper editors and writers. Oliver Gramling, assistant general manager of PA, will act as m.c. on the series, and each program will have as its guest artist the editor whose experience is dramatized. Programs will open with an interview of the guest by Mr. Gramling, which will lead into the drama, and will close with several minutes of news or news commentary, as the sponsor prefers. Editors will be asked to submit their stories for use on the air and those whose tales are used will be "handsomely paid" for their labors, PA stated.

Avocado Campaign

CALAVO GROWERS of California, Los Angeles, recently started a brief campaign over 16 stations, in each case buying participations in home economics programs. After Jan. 1, 1942, the sponsor will pick up its radio schedule and may expand to other markets. Two participations are being used weekly in most cases. The agency is J. Walter Thompson Co., San Francisco. Station list: KHJ KECA KGO KMOX KSL KOMO KFPY KEX WKRC WBBM WGAR WJR WTMJ KLZ WOAI KPRC.

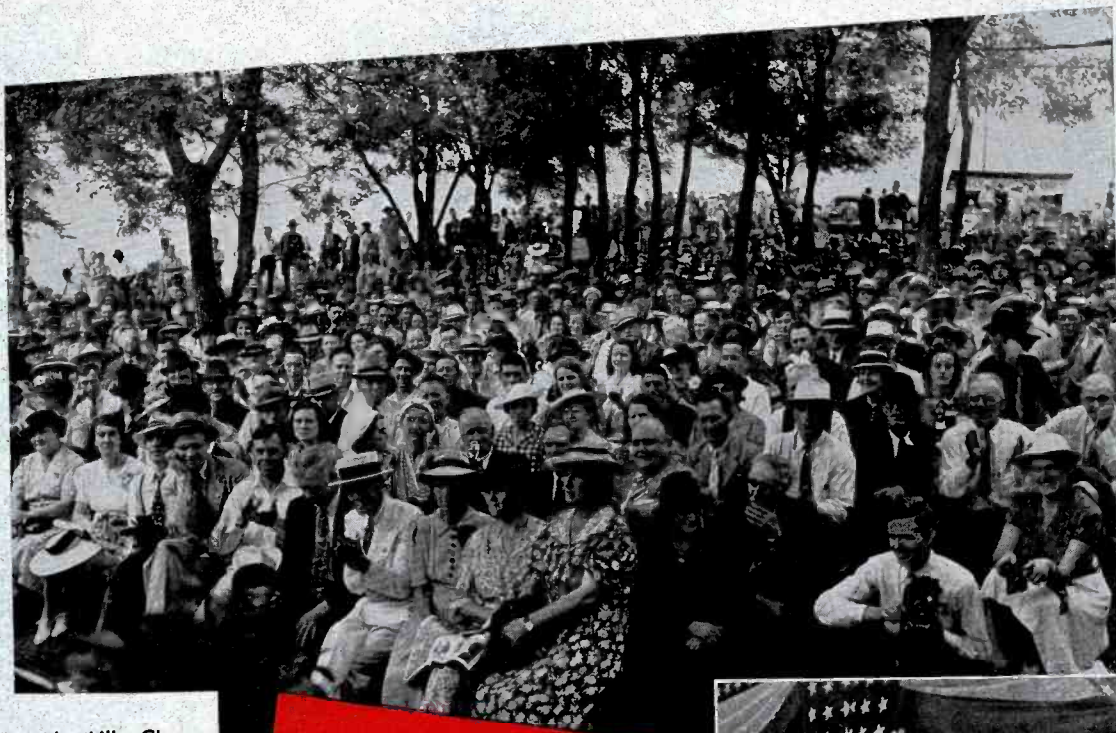
Video Engineers Sought

RADIO technicians with experience in television and cathode ray equipment, along with training in operating amateur and commercial equipment, are sought by the Navy in a recruiting circular. Qualified men will be accepted for enlistment as petty officers second class in the Naval Reserve and trained for specialized work. Training pay will be \$72 a month. Pay will be increased as they are advanced to higher ratings.

Magazines Merge

EFFECTIVE Jan. 2, 1942, *Printers' Ink* and *Printers' Ink Monthly* will be consolidated into one publication to carry the former title, with a new format of the so-called standard 8½ x 11½ size.

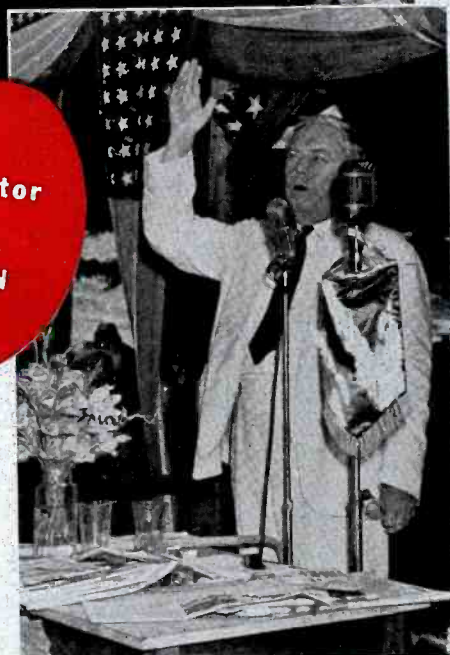
Lilly clansmen gathered at the 1941 reunion.



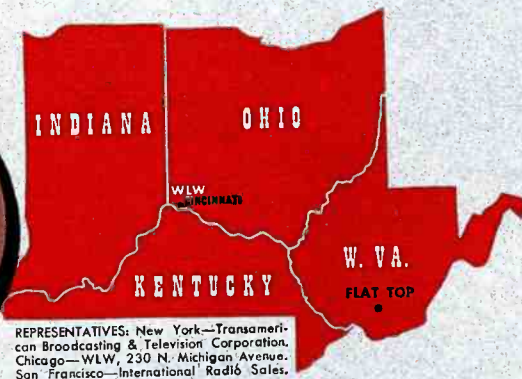
For twelve years, the Lilly Clan descendants of Miles Standish have gathered at Flat Top for their annual get-to-gether, undoubtedly the largest family reunion in the country. This year, August 16-17 over 81,000 attended this gala event in the hills of West Virginia.

ED MASON
WLW Rural Program Director
invited to
LILLY FAMILY REUNION
Flat Top, West Virginia

Ed Mason, farm program director of the Nation's Station, accepted the invitation of the Lilly clan to speak before their relatives and friends. Their enthusiastic response to his discussion of WLW, its CLEAR CHANNEL FACILITIES and the service it is proud to render to the rural families of West Virginia, lends additional proof to the statement that people in RURAL AMERICA are "WLW-conscious." Fully cognizant of WLW's untiring efforts to help the farmers of West Virginia, their daily listening habits endorse the Nation's Station as their favorite. Liking the BEST—they listen to WLW most!



Genial General A. A. "Abe" Lilly—addresses Lilly Reunion of which he has been president and chief inspiration since its organization.



How to buy for the future... *TODAY!*

...WITH EXTREME SIMPLICITY OF CONVERSION

**250 WATTS
TODAY**



**1000 WATTS
TOMORROW**



RCA Broadcast Transmitter Type 250-K... RCA Amplifier Unit Type MI-7185. Without the amplifier unit, your installation is a high-efficiency, high-fidelity 100/250 watt transmitter. With the amplifier—easily, quickly added at any time—you're on the air with 1,000-watt carrier.

TODAY is the *time* to look ahead... whether you start a new 250-watt station or modernize an old one. And the RCA 250-K transmitter is the *way* to look ahead... through an installation designed for maximum ease of conversion to higher power. That's one reason why 84 American broadcast stations, built or building, have chosen the 250-K in the past two years—an acceptance unequalled by any other transmitter.

Today, your 250-K feeds your antenna. Tomorrow, it excites the grids of the RCA Type MI-7185 amplifier unit. That's all there is to it. There's no expensive duplication; nothing to throw away; no complicated re-designing. Simply allow for a few extra cubic feet to house the amplifier and power supply.

Remember, too, that either as an exciter unit or a complete transmitter, the 250-K gives true high-fidelity to your programs: frequency-response is flat within 1½ db. from 30 to 10,000 cycles, up to 95% modulation... with low harmonic content at all frequencies and levels. High-level, Class B Modulation and efficient RCA-engineered circuits keep down current costs; simplified tube complement lowers maintenance costs. Installation is simple and inexpensive; operation is simplicity itself.

Write for the complete story. Then compare the 250-K, feature by feature and dollar for dollar, with any other 250-watt transmitter on the market!



Use RCA Radio Tubes in Your Station for Finer Performance

Broadcast Equipment



RCA Manufacturing Co., Inc., Camden, N. J. • A Service of Radio Corporation of America • In Canada, RCA Victor Co., Ltd., Montreal

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