

BROADCASTING

The Weekly Newsmagazine of Radio
Broadcast Advertising

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Canadian & Foreign \$6.00 the Year

DECEMBER 8, 1941

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WASHINGTON, D. C.

RADIO INTRODUCES SELLER TO BUYER

Taken from a memorandum written by Col. B. J. Palmer, to the staff of WHO. A sturdy reproduction—suitable for hanging in any official's office, or copy-writer's cubicle or neophyte's nook—will be gladly mailed on request. Write for it!

● The purpose of any commercial seller on our air is to awaken an anticipated experience thru the ear to the mind of the listener buyer.

To achieve this purpose, the commercial seller must attract attention—pleasant attention, if you please—and then it must be interesting to hear so he will take time to listen, understand and desire to buy.

Before writing any commercial, ask yourself, "WHY should those who listen buy what I describe?" Then answer in writing—"Because . . ."—and get as many "because's" as you can. Spend time and list ALL the "Because's" you can. Do this and you produce a commercial which will produce results for our client.

Every commercial should somehow pay the listener for his time—the time he takes to listen.

People buy because THEY want to—not because YOU have a job and need the pay.

Plan your commercial so it will be remembered. It's the MEMORY VALUE of a commercial that makes it profitable, because only a few people are in the mood to buy or in finances to buy at the time our commercial reaches their ears.

You can persuade if you are unafraid—meaning that when YOU believe in the value of what you are commercially advertising over our air, you will produce a commercial that will engender buying impulses.

And your loquaciousness bespeaks your vacant mind. Being verbose or wordy—the long-winded person in conversation,

in writing or in commercials, repels rather than attracts the buyer.

Verbs make the potent commercials. The average commercial is made up of nouns and adjectives and too few verbs. Verbs suggest action and impel action because they convey conviction. Headline writers in magazines and newspapers make use of verbs to intrigue interest of readers. Put at least one strong, forceful verb in every sentence of your commercial, and note the interest it arouses even in yourself. Verbs are gold nuggets of sales language. Cultivate the verb habit.

Positive statements also make potent commercials. The average commercial contains negatives such as "DON'T FORGET," "DON'T BUY UNTIL," "DON'T ATTEND," "DON'T MISS THIS," etc. Negatives suggest "don't" and "forget," "miss," etc. Positives suggest and impel action because they convey DOING. Put strong, positive statements in EVERY sentence of your commercial and note increased sales it arouses. Write your commercial, then transpose it into positives. Positives are gold nuggets of sales language. Cultivate the positive habit.

Successful business men think, act and speak positives!

COL. B. J. PALMER
President, Central Broadcasting Co.
President, Tri-City Broadcasting Co.

WHO

+ for IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . National Representatives



ENTER HERE

to meet a Million People

This is the all-glass entrance to WSPD's new studios and offices in the station's own *BROADCAST BUILDING*, Toledo. Through these doors, you enter the pivot market of the great lakes, the homes of over one and a half million progressive people.

Five new studios, elaborate audience, audition and office facilities will be completed in the *BROADCAST BUILDING* by January 1st. We want you to visit us then, to see the new manifestations of WSPD's 21-year-old story: "success through service".

WSPD

As Modern as

TOLEDO, OHIO



Tomorrow

NBC BASIC RADIO

REPRESENTED NATIONALLY

BY THE AGENCY



Alike?

They buy the same cigarettes, the same clothes, the same cars, but one buys over \$100,000,000.00 worth of farm equipment each year

Outside of a healthy sunburn there's not much difference between the average looks of a Southern farmer and his city friend. Full dress suits and diamond rings aren't out of the farmer's reach. Fact is; he not only "keeps up with the Joneses" in the city when it comes to spending, but many times pays out a good bit more. For instance, last year out of his \$2,000,000,000.00 income approximately \$115,000,000.00 of it went for farm equipment.

City executive and farm owner. They're both about the same down South. And

radio, we believe, has played an important part in this similarity of tastes. Into the farmer's remote have, for example, come WSM's educational features, up to the minute news flashes, market data . . . culture. Through radio and WSM, he and his family, hungry for knowledge, thirsty for culture, have been informed, educated and entertained. Is it any wonder he buys the same WSM advertised products as his city brother? Is it any wonder that WSM's coverage, approximately 50% rural and 50% urban, is so mighty important to advertisers?



HARRY L. STONE, Gen'l. Mgr.

NASHVILLE, TENNESSEE

OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
 NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.

BROADCASTING

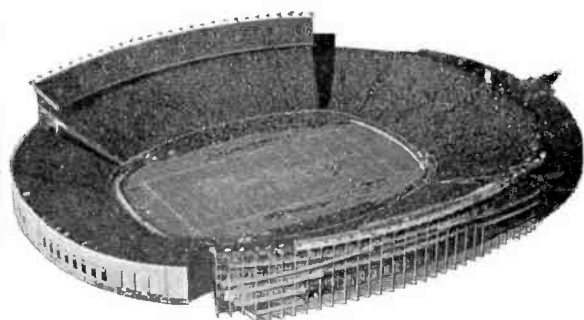
The Weekly Newsmagazine of Radio
Broadcast Advertising

December 8, 1941

When you think of
NEW ORLEANS

you think of:

The Sugar Bowl...



and



50,000 WATTS
(CLEAR CHANNEL)

The greatest selling POWER in the South's greatest city

CBS Affiliate Nat'l. Representative — The Katz Agency, Inc.

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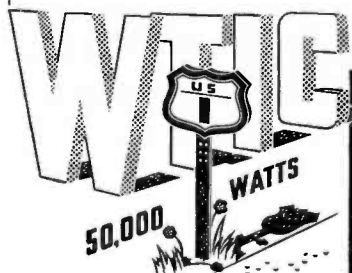


FOR SALE: One Blanket.
Covers Nebraska and her neighbors
Low cost returns

KFAB
LINCOLN, NEBR.



**THERE'S
NOT
ANOTHER
LIKE IT!**



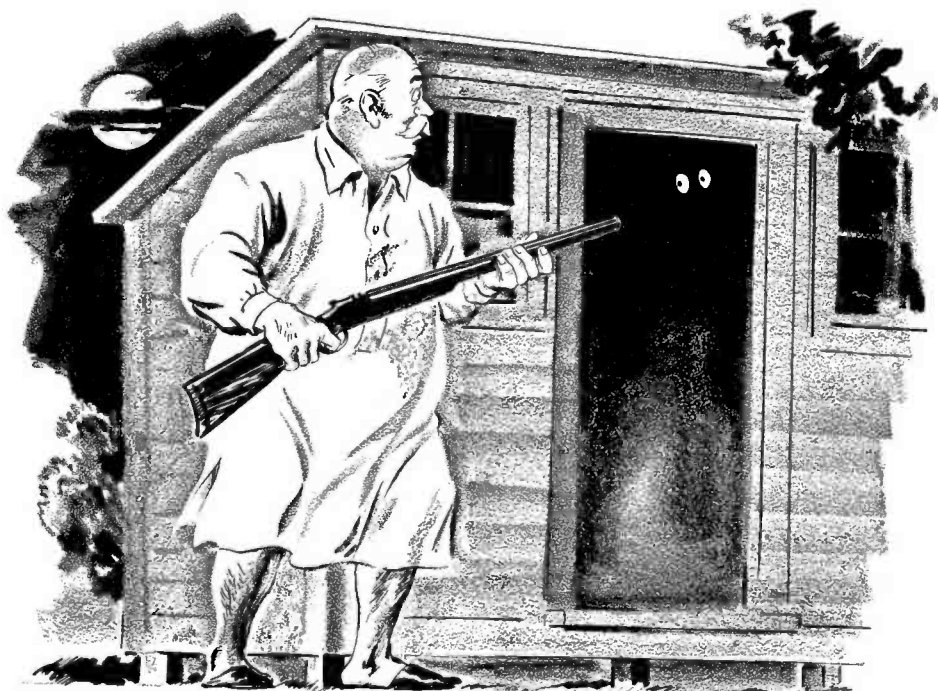
AS distinctive as a fingerprint is the service which WTIC renders to the people of Southern New England. Distinctive, too, is the manner in which the 2,600,000 listeners in this important industrial area rely upon WTIC's facilities for entertainment and information.

Wise national advertisers have found that this audience loyalty makes WTIC a natural advertising medium. So, you're missing a bet if your plans for Southern New England fail to include WTIC. There's not another like it!

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

*The Travelers Broadcasting Service Corporation
Member of NBC Red Network and Yankee Network*

Representatives: WEED & COMPANY, New York, Chicago, Detroit, San Francisco



“Don’t shoot us chickens, Suh!”

● One of the things, we know, that make advertising men tired and cynical before their time—that give them that “distinguished touch of gray about the temples!”—is the constant defense they must maintain against silly and insincere “selling raids” on their advertising budgets. Sometimes it seems that more people are soliciting for *junk* than for legitimate propositions.

In most cases, however, these silly and illegitimate solicitations are not actual second-story, or “hen-

house”, operations. Mostly they’re just the work of beginners or second-raters who don’t exactly know better.

As pioneers in the radio business, Free & Peters *outgrew* the temptation of far-fetched and silly promotions, years and years ago. We can spot a “nigger in the hen-house” as far as we can see it. That’s just one more reason why our fifteen good men are welcomed friends and trusted co-workers to most of the radio advertisers and agencies in America.

EXCLUSIVE REPRESENTATIVES:

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



FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

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 8, 1941

\$5.00 A YEAR—15c A COPY

NBC Alters Network Operation Structure

Drops Exclusivity; Woods, Kobak Slated

MENTIONED FOR NEW 'UBS' NETWORK

COINCIDENT with consideration by the NBC board of directors of a new plan for separation of the Red and Blue networks, announcement was made by NBC to all of its affiliates that it has abandoned "exclusivity", thus permitting its affiliates to broadcast programs of other networks where no conflict is involved.

Both the separation plan, to be considered by the NBC board today (Dec. 8), and the "exclusivity" move tie directly into the FCC's chain-monopoly regulations, now embroiled in litigation. While only some 20-odd NBC affiliates had contracts containing the exclusive affiliation clause, the provision generally was viewed as applicable to all affiliates. The letter, signed by William S. Hedges, vice-president in charge of stations, was sent to the entire roster of NBC outlets [see text below].

Officers Mentioned

Divorce of the Red and Blue networks, while far from consummated, nevertheless has reached a "paper" stage, with names mentioned for key positions. The name "United Broadcasting System" has been reserved by NBC with corporation officials in Albany, N. Y., preparatory to final board approval.

While speculation was regarded as premature, particularly since the RCA-NBC boards had not acted, word nevertheless was prevalent that Niles Trammell, NBC president, might become chairman of the board of the new network, which would be a wholly-owned subsidiary of RCA. Mark Woods, vice-president and treasurer of NBC, one of its original employees and a well-known industry figure, is reported slated for the presidency, with Edgar Kobak, NBC vice-president in charge of Blue network sales, reported as the probable executive vice-president.

Treasurer of the new company, under the plan now being considered, would be Lunsford P. Yandell, assistant treasurer of RCA, who has been working on the separation



MR. WOODS

plan. The name of Keith Kiggins, Blue sales manager, is mentioned as executive in charge of station relations for the new network.

The whole divorce project is regarded as a move precedent



MR. KOBAK

to ultimate sale of the network as a separate entity. For the last several years, it is known, steps have been taken by RCA-NBC to effect a separation of the two chains so they could engage in hori-

zontally competitive operations. This even antedated the FCC's inquiry into chain operations and was under consideration well before the promulgation last May 2 of the rules, now under legal attack before a statutory three-judge court in New York.

Premature publication of reports regarding the imminent divorce of the networks was deplored by NBC-RCA officials. It was pointed out that many plans have been advanced in the past and that the new project, proposing the Blue under a new name as a direct subsidiary of RCA rather than as a unit of NBC, could be considered only another of the blueprints, albeit more comprehensive.

The plan, as have all its predecessors, may "go up in thin air", one responsible official declared. Moreover, it was presumed that before anything conclusive is done a general meeting of Blue network officials will be called in New York. Assuming no serious complications develop, this meeting may be called within the next few weeks in the hope of consummating the separation as early as possible after the first of the year.

Presaging changes in the NBC

NBC Letter on Abandonment of Exclusive Affiliations...

FOLLOWING is the full text of the letter sent to all NBC affiliates by Vice-President William S. Hedges last week, notifying them of abandonment of the exclusive network affiliation requirement:

"As you know, we have instituted suit against the FCC for the purpose of securing a judicial determination of the Commission's power to regulate business practices as attempted by it in its Network Broadcasting Order of May 2, 1941. Although it is the firm position of NBC that the Order is wholly outside the Commission's jurisdiction, NBC does not believe that its position upon this point of law should prevent it from making its own decisions of business policy.

"During these times of emergency all of our efforts should be devoted to the maintenance and improvement of our nationwide network broadcasting services which play such an important part in sustaining national morale. NBC has con-

sistently maintained that radio's vital contribution to the national defense will be strengthened by setting aside all disputes not essential to the existence of the industry. This has direct application to our present situation.

"The Commission and others have criticized several provisions of our network affiliation contracts. While we believe that all of these provisions are desirable for network operation in the public interest, both from the station's standpoint and our own, we do not believe that all of them are indispensable. Last summer, you will recall, we deleted some of these provisions from our contracts.

"Now we are writing to inform you that NBC has decided to eliminate as a term of network affiliation any obligation pursuant to which an NBC affiliate may not broadcast the programs of another network at such times as do not conflict with the station's obligation to broadcast

NBC programs. You may deem this letter a modification of your contract of network affiliation with us to the extent that such contract may be inconsistent with the foregoing. All other provisions of the contract, including provisions concerning network optional time, remain unchanged.

"We firmly believe that the indispensable element in every network affiliation contract is a provision giving the network a firm option on a reasonable amount of time, exercisable on reasonable notice. We do not believe that the provisions of the Network Broadcasting Order permitting so-called "non-exclusive option time" on 56 days notice are workable. Our suit against the Commission seeks to preserve the all-important right to obtain a firm option of the type we regard as essential to the continuance of the present high standard of nation-wide network broadcasting".

MAY BE NAMED TO NEW NET

structure was the announcement by Mr. Trammell last Monday that Sidney Strotz, NBC vice-president in charge of programs with headquarters in New York, has been assigned to assume direction of the entire Pacific Coast NBC operations, with headquarters in Hollywood. He joined NBC in 1933, became vice-president in charge of the Chicago Division in December, 1939, succeeding Mr. Trammell, and a year later came to New York as vice-president in charge of the program department.

Don Gilman, NBC vice-president on the Coast, was placed in charge of public relations in that area. A. E. Nelson, assistant vice-president in San Francisco and general manager of KPO-KGO, continues in that capacity under the supervision of Mr. Strotz.

C. L. Menser, who joined NBC in 1929 and has been production manager, was named program manager succeeding Mr. Strotz, with headquarters in New York.

Precisely what bearing these personnel shifts will have upon ultimate separation of the networks was not disclosed. Similarly, other possible personnel shifts which necessarily would be entailed by the separation, are only in the preliminary stages of consideration, awaiting final NBC board action. Here also reports have been widespread regarding appointments, but with nothing concrete indicated.

The plan was to have been considered by the board at its regular monthly meeting last Friday, but was postponed because of the sudden death the preceding day of the mother of David Sarnoff, RCA vice-president and NBC Board chairman. It was possible that only financial and legal aspects would be considered at the Monday session, with final action to come later this month.

Capital Situation

Presumably there would be no separation of activities in Washington, under Vice-President Frank M. Russell, for the present in any event. NBC owns WRC in Washington and has a lease-management arrangement with WMAL, Blue network outlet, owned by the *Washington Star*. The latter contract, however, is in litigation before the FCC and the newspaper-ownership inquiry. Until this issue is disposed of, there presumably would be no change in the capital.

The plan now under consideration contemplates occupancy of quarters in Radio City by the new network entity, but with a separate executive staff all down the line. Details as to program and technical personnel have not been finally evolved, though it was thought that a pool arrangement might be worked out with employees drawn for particular operations as required.

If, as and when the separation is effected, WJZ, New York, WENR, half-time station in Chicago, KGO, Oakland-San Fran-



MR. YANDELL

cisco, and WMAL would become managed and operated outlets of the new network. It is assumed there would be a separate staff to direct management and national spot sales for these stations.

Hedges' Notice

A maze of loose ends will have to be tied before the overall separation could be effected. For example, complications develop in connection with a half-dozen markets which have combination Red and Blue outlets. Such situations, for instance, exist in Syracuse, Rochester, and Portland.

In this connection, Mr. Hedges'



MR. KIGGINS

letter announcing abandonment of exclusivity was viewed as significant.

Mr. Hedges notified all stations that NBC had decided to eliminate as a term of network affiliation "any obligation pursuant to which an NBC affiliate may not broadcast the programs of another network at such times as do not conflict with the stations obligation to broadcast NBC programs." Stations were advised that they could consider the letter a modification of their contract of network affiliation with NBC "to the extent that such contract may be inconsistent with the foregoing".

Litigants Prepare for Court Net Hearing; Hope Barroll, WFBR, to File Affidavit

WITH PRELIMINARY briefs being prepared for filing in advance of arguments, all parties to the NBC-CBS suit against the FCC's network monopoly regulations last week were preparing for arguments before the statutory three-judge court in New York on Dec. 15.

Reports were prevalent early last week that a postponement might be sought, particularly in the light of the appointment by CBS of Charles Evans Hughes Jr. as trial counsel [BROADCASTING, Dec. 1]. Last Friday, however, there was no indication that the postponement would be asked and it was reported Mr. Hughes, in collaboration with former Judge John J. Burns of Boston, CBS special attorney, were whipping their preliminary brief into shape. Briefs probably will be filed during the week of Dec. 8.

Barroll Affidavit

MBS, which has intervened in support of the FCC's position, is expected to file an affidavit of Fred Weber, general manager, taking issue with the claims of CBS and NBC, WOW, Omaha, and WHAM, Rochester, that the regulations, if

invoked, would disrupt network broadcasting as it now exists. It also has been indicated that Hope Barroll, executive vice-president of WFBR, Baltimore, MBS outlet, but formerly on the Red, would file an affidavit in opposition.

The arguments before the three-judge statutory court will be on the motions of NBC and CBS for a preliminary injunction and the counter-motions of the FCC, supported by MBS, for dismissal of the proceedings. In either event, it is expected the case will go to the U. S. Supreme Court on virtually automatic appeal.

Telford Taylor, FCC general counsel, and Thomas E. Harris, assistant general counsel, are expected to argue the case for the Government, assisted by Samuel Brodsky, special assistant to the Attorney General in New York. Mr. Hughes and Judge Burns will handle the proceedings for CBS, while John T. Cahill, NBC special counsel, is expected to present that network's case. Separate attorneys may argue for WOW and WHAM, since they filed in the proceedings through their own counsel.

Emphasis was given the fact that all other provisions of the contract, including that relating to network option time, remain unchanged. "We firmly believe," he said, "that the indispensable element in every network affiliation contract is a provision giving the network a firm option on a reasonable amount of time, exercisable on reasonable notice."

The letter concluded that NBC did not believe the FCC regulations, permitting so-called "non-exclusive option time" on 56 days' notice, are workable. The NBC suit, he said, seeks to preserve "the all-important right to obtain a firm option of the type we regard as essential to the continuance of the present high-standard of nationwide network broadcasting."

Mr. Woods, who turns 40 on Dec. 27, is one of NBC's original employees and has been active in radio since Jan. 1, 1922, when he began setting up an accounting system for the radio department which the AT&T had started not long before.

Well-known and liked throughout the industry, he was the oldest officer of NBC in point of service though one of its youngest in age. He was born in Louisville in 1901, spending his boyhood in Jacksonville, where he attended public schools and got his first business training with his father, custodian of the American Naval Stores Co., during summer vacations.

Learns Accounting

During World War No. I, he was rejected by the Navy because of his youth but landed a job as foreman of a pneumatic tool gang in a Jacksonville shipyard. Later he became head of the personnel department and supervised employment of all workers. After the war he became a salesman for a large soda fountain manufacturer.

Mr. Woods' first job was with the Thomas A. Edison Industries as an accountant, having learned his profession in high schools and at business college. In 1920 he joined the revenue accounting division of the New York Telephone Co., but was later transferred to the accounting staff of the parent AT&T, which at that time was actively engaged in the broadcasting business as owner of WEAf.

By 1926 he was assistant treasurer, assistant secretary and office manager of the Broadcasting Co. of America, an AT&T subsidiary set up to operate WEAf. Three years earlier he had joined with other broadcasters in forming a trade association which they incorporated as the National Assn. of Broadcasters, forerunner of the present NAB.

On Nov. 1, 1926 when the AT&T broadcast operations were turned over to NBC which made its debut on that day, Mr. Woods became assistant treasurer of NBC, assistant secretary and office manager. A year later he became treasurer of NBC, retaining that post until April, 1934, when he was

(Continued on page 55)

Filene's Success Brings Wide Reaction

Worcester Store Draws Retail, Agency and Radio Praise

A NEW ERA of understanding between department stores and radio is foreseen as all branches of the broadcasting, advertising and distribution industries discussed the success story "Filene's Discovers the Power of Radio", published in the Dec. 1 BROADCASTING.

This thought was voiced by R. G. Maybaum, manager, sales promotion division, National Retail Dry Goods Assn., and was heard in all parts of the nation from all walks of distribution.

The Filene's article, based on the experience of this huge organization's Worcester outlet, managed by Brooks Shumaker, recited in detail the store's radio experience in getting out of a serious rut and into a period of busy selling.

Proposed by Mr. Shumaker was a nationwide plan of radio promotion for department stores, operated on a syndicate basis. The basic ideas of the plan have been tested in the Filene's Worcester store. Deeply interested in the idea is the Associated Merchandising Corp., New York buying organization for a powerful group of department stores and specialty shops. AMC's research, operating, sales and publicity adjunct, Retail Research Assn., has been studying the project.

Demand for Reprints

Tentative preliminary approval of the syndicate idea has been given by Frank J. Pellegrin, director of the NAB Department of Broadcast Advertising. Mr. Pellegrin will direct an NAB presentation of the plan at the NRDA convention in New York Jan. 15, which has allotted a half-day for the project.

As comments on the Filene's article began to flow into BROADCASTING they were accompanied by requests for thousands of reprints. A heavy press run of reprints was quickly ordered but the supply was exhausted and a new run ordered.

Typifying retailer reaction was the statement by Mr. Maybaum, of NRDA. Commenting on the article, he said:

"The article in BROADCASTING can very well be the inauguration of a greater era of understanding between radio and department stores. It proves without a doubt that every department store should seriously consider radio.

"Those stores that have used it and claimed it is unsuccessful have not spent much time and effort in developing a technique to sell through radio. The article also proves that radio is not a costly medium when compared to results.

"In the past there has not been a meeting of the minds between retailers and radio. Most department

stores have not made an effort to understand radio technique and radio in turn has not understood the retailers problems. If radio and the department stores don't get together they are both missing out on considerable revenue.

"The successful use of radio by other industries indicates that dry goods retailers can do the same. If the department store advertising man spent as much time on radio production as he does on his newspaper copy he would most certainly evolve successful formulas.

"Technical advances in radio including television will likewise open up a tremendous field for the retailer. Filene's has worked out a successful formula and as a result of this excellent article by Mr. Schunaker I look forward to much wider use of radio by retailers."

Agency Viewpoint

According to Norman Livingston, radio director of Redfield-Johnstone, New York, the story is "most interesting." He feels that it "is about time department stores really found out about radio, and did something with it."

In his experience with such shows as *Morning Matinee*, cooperative show which Redfield-Johnstone handled for a group of department stores all over the country in 1935-36, a live show is much

better than a transcribed one—and that agency's experience also shows that a program placed at a good evening period is better than a daytime one. At night both husband and wife are at home and can discuss the price of any large piece of merchandise they plan to buy as they hear the program together.

John Garber, Retail Research Bureau, University of Pittsburgh, authority on department store and retail research and author of many works based on surveys, wired: "By all means use standing type, mimeograph or otherwise, to reprint copies of exceeding important article on Filene's experience with radio in Dec. 1 BROADCASTING and send to key department store publicity people across the country. It is a first class contribution to retail advertising. Congratulations!"

Creamer Comments

Joseph Creamer, promotion & research director of WOR, Newark, who has delved deeply into department store methods, comments:

"I must tell you that 'Filene's Discovers the Power of Radio' is, in my opinion, a splendid contribution to retail radio thinking. I, particularly got a rise out of it, because you may recall that the opening sentence of an article I wrote for BROADCASTING, 'A Radio Formula for Department Stores'

read—'Time and again department store executives say, "Yes, we've used radio. It doesn't work!"'

"What a splendid refutation the Filene's article supplies! And what a working blueprint for those retailers and department store people who are willing and eager and—shall we say—'daring' enough to try a medium whose results may be temporarily unpredictable, but never disappointing when it is used with a normal degree of intelligence and foresight.

"I hope that BROADCASTING will make an effort to get this placed into the hands of every department store in the United States."

James V. McConnell, manager, national spot and local sales department, NBC, wrote:

Actually, I don't think that anyone in radio is really amazed at the job the medium has done for William Filene's Sons & Co. We expect amazing things of broadcasting and the records are full of successes for all kinds of services and products — department stores included.

"What pleases me most about the Filene's story is that it so frankly and without qualification gives radio full credit for building up a retail business.

"Other department stores have used radio with equal success. But none to my knowledge has written so openly about its experience. With Filene's, one of the leading department stores in America, showing the way, we should see radio assuming a much more important place in the advertising plans of retail stores all over the country."

Mr. Pellegrin (NAB) — "The story is an outstanding example of intelligent use of the broadcast medium. Please arrange for 1,000 reprints for the NAB."

Meighan's Approval

Congratulating Mr. Shumaker on the article Howard S. Meighan, eastern sales manager, Radio Sales (division of CBS), wrote the author in part—"... one of my hardest jobs is to get successful users of radio to go on record as such so that we in turn can be helpful to others. Hereafter reluctant confessors of their own success will be shown your article and told 'If Filene's can talk, so can you!' Incidentally I can well understand your comprehension of the subtleties of radio. If the closing sentence of your article isn't a showman's blackout line I've never seen one."

In a letter to BROADCASTING, Mr. Meighan wrote—"I want you to know that I think that it is a remarkably fine exposition, and a substantial contribution to we who endeavor to serve advertisers by being familiar with the do's and don'ts of radio as determined by the experience of those who use the medium.

"You have done the industry a definite service in persuading Mr. Shumaker to detail Filene's experience with radio so completely."

(Continued on page 59)

Haggerty Revives Radio Tax; Would Take 50% of Facilities

Circular Letter to Union Designed to Instigate Letters Asking Congress to Impose Levy

REVIVAL of its lobby to saddle radio with a discriminatory franchise tax and to impose upon the industry generally other legislative restrictions transcending anything ever proposed heretofore short of Government ownership was announced by International Allied Printing Trades Assn. last Thursday in a circular letter to its claimed membership of 150,000 throughout the country and in Canada.

Signed by John B. Haggerty, president of the association and head of the International Brotherhood of Bookbinders, one of the five affiliated unions, the letter exhorted union members to "write their Congressmen and U. S. Senators insisting that the legislation herein advocated be adopted."

Aims at Sanders Bill

Aimed at stopping the purported "continued diversion of advertising from the printed page to radio networks" Mr. Haggerty recounted the fight, instigated by the association, to levy upon the industry a gross tax on sales, which would have exacted in the neighborhood of \$12,000,000. The House approved

a modified version of the levy, but it was killed in the Senate.

The new crusade uses as its vehicle the Sanders Bill (HR-5497) to revise the Communications Act scheduled to come before the House Interstate Commerce Committee for hearings in mid-January. Amendments which the Haggerty group proposes would:

1. Impose an excise on franchise tax on networks and commercial stations.

2. Eliminate "illegal rebates and volume discounts to large advertisers and advertising agencies."

3. Restrict license to persons in the locality served by a station.

4. Ban more than one license to be issued to any one group.

5. Allot 50% of the facilities to non-profit labor, farm, educational or religious groups.

6. Restrict radio time used commercially in a manner comparable to restrictions imposed on printed publications using the mails.

Mr. Haggerty asked union members to "bear in mind that the Congressional elections, as well as the

(Continued on page 56)

FCC Press Data Reveal No Distinctions

Hearing Recessed By Commission To Jan. 8

CLIMAXED by the indication that even the revised versions of the FCC's exhibits cannot develop a prima facie case against newspaper ownership of broadcast stations, the final session of the newspaper-ownership hearings to be held this year closed last Friday. Picking up after a six-week vacation since late October, the FCC last Thursday and Friday reopened the proceedings to admit its revised statistical and financial exhibits into the record and then promptly recessed until Jan. 8.

Admission of about 50 different exhibits filled most of the big gaps in the record and provided revisions of original exhibits which had been challenged by the Newspaper-Radio Committee in the opening days of the newspaper-ownership inquiry for obvious errors.

No Differences Found

However, it was still apparent that any full-speed schedule for conducting the investigation would be out of the question for weeks to come, with cross-examination by Newspaper-Radio Committee counsel on the FCC's revised exhibits to await study of the exhibits by committee analysts and scheduled to precede the development of an affirmative case by the committee.

The highlight of the two-day session came late Friday, just before the recess was announced. A revised set of financial exhibits had been identified and explained by deQuincy V. Sutton, FCC head accountant. As he was concluding his testimony, Commissioner T. A. M. Craven asked Mr. Sutton if he could tell from his observation of the tables "whether there is anything that particularly distinguishes a newspaper station from a non-newspaper stations or any other kind of a station as reflected from the economic standpoint?"

"As shown by these tables?" Mr. Sutton queried.

"Yes, in other words, if you can pick 237 stations at random and come out with the same sort of a general result, what have we in these tables to distinguish the newspaper stations as to their economic effect?"

"Well, I would say, sir," responded Mr. Sutton, "that from these tables there is nothing to be seen that distinguishes the newspaper station from the non-newspaper station. That does not exclude all conclusions that might be reached with reference to the two classes of stations, of course, sir."

At this Judge Thomas D. Thacher, general counsel of the

Newspaper-Radio Committee, who was preparing to cross-examine, commented to the bench: "I think in view of that answer I shall not cross-examine."

Following the session, Harold V. Hough, chairman of the committee, declared in a statement for the press:

"The elaborate economic studies and the pages and pages of exhibits prove, as the Commission experts stated today, just what our committee has always contended—that stations are not different by reason of mere fact of ownership, whether owned by newspapers or anybody else. Stations differ according to how they are run, and we're willing to be judged by that test."

Frog in a Well

The long recess was announced by Commissioner Walker, presiding at the Friday session, after it had been explained by Judge Thacher that the Committee would need at least three weeks to develop its presentation based on data requested of the FCC and which will not be fully available for several weeks. In an exchange with Commissioner Walker on the need for such an extended period for study and analysis of the data to be furnished by the FCC, Judge Thacher at one point stated, "We have been proceeding like a frog in a well."

In addition to comprehensive financial and statistical exhibits, which were substituted for others originally offered in the early days of the newspaper-ownership hearing, the FCC inserted a large number of additional exhibits supplementing earlier offerings—among them a group of 30 photostats of the radio pages of the *Kansas City Star* for the entire month of March.

The financial data, explained by Mr. Sutton, indicated 1940 time sales for 765 stations aggregating \$110,500,549, along with a corresponding "broadcast service income," exclusive of Federal taxes, of \$24,784,648. Parallel figures for 237 stations listed as newspaper-associated indicated time sales of \$30,668,918 and broadcast income aggregating \$6,577,362. The FCC exhibits showed also that newspaper-associated stations represented 31% of the 765 covered, with time sales accounting for 27.8% of all time sales and income accounting for 26.4% of all broadcast income for the 765 stations.

The Thursday and Friday sessions marked the first appearance of Eugene Cotton, newly appointed head of the FCC newspaper inquiry section, who succeeded David D. Lloyd, resigned. Judge Thacher was flanked by Sydney M. Kaye and A. M. Herman, associate committee counsel, and A. D. Ring, former FCC assistant chief engi-

neur, who collaborated in cross-examination. Louis G. Caldwell examined witnesses in behalf of WGN, *Chicago Tribune* station.

Corrections Are Made

In reducing the size of its list of stations identified with newspaper ownership from 298 to 249, the FCC without exception recognized the corrections pointed out by BROADCASTING immediately after the original exhibits had been introduced in the opening days of the newspaper-ownership inquiry late in July [BROADCASTING, Aug. 4]. The revised exhibits also embodied corrections of inaccuracies noted by the Newspaper-Radio Committee.

Although cross-examination on the revised lists is yet to come, they are regarded as a big improvement, from the standpoint of accuracy, over the originals. However, it became apparent after introduction of the corrected versions that a complete meeting of minds between the FCC and Committee analysts is lacking on many individual cases, and Judge Thomas D. Thacher, chief counsel of the Committee, indicated that these points would be brought out during subsequent cross-examination of Allen W. Saylor, supervising investigator of the FCC inquiry section, who identified the exhibits under questioning by Mr. Cotton.

With reduction of the newspaper-station list by one-sixth, it became apparent also that far-reaching changes would be effected in the base of revised financial exhibits, which were put in the record at the Friday session. Particularly significant was the deletion of such large-volume operations as WLW, Cincinnati; WLS, Chicago; WHO, Des Moines; WNEW, New York, which account for several millions in revenue each year and which, classified in the original exhibits as newspaper stations, boosted substantially the revenue base for the financial exhibits.

Financial Base Down

The revised Exhibit 1, a 25-sheet compilation purporting to show newspaper interest in 249 standard broadcast stations as of June 30, 1941, covered six "categories of association", ranging from actual newspaper-licensees to minority interests held by stockholders, employers or executives of a newspaper.

The A classification, divided into four categories rather than the six of the original exhibit, was given to stations in which 50% or more of the stock is held by newspaper interests—covering 201 stations, of which 169 are located in the same city as the interested newspaper, and 32 in a different city. The two B classifications, applying to cases where newspaper interests run to less than 50%, cover 48 stations,

of which 42 are located in the same city as the interested newspaper and six in another city.

Under the revised FCC definition the A-1 classification applies when the licensee of a station is a newspaper; A-2, when 50% or more of the stock of licensee is owned by a newspaper; A-3, when more than 50% of the stock of licensee is owned by a combination of the interests and of executives, stockholders, or employees of the same newspaper; A-4, when 50% or more of the stock of the licensee is owned by executives, stockholders, or employees of a newspaper.

The B-1 classifications applies when less than 50% of the stock of the licensee is owned by the newspaper or by a combination of the interests of the newspaper and executives, stockholders and employees of the same newspaper; B-2, when less than 50% of the stock of the licensee is held by executives, stockholders or employees of a newspaper and none by the newspaper.

Receiving A-1 designations in the FCC's revised Exhibit I were 59 stations; A-2, 49 stations located in the same city as the newspaper, and 6 in a community other than where the associated newspaper is published; A-3, 9 in the same city and 4 out-of-town; A-4, 52 in city and 22 out-of-town; B-1, 18 in city and 3 out-of-town; B-2, 24 in city and 3 out-of-town.

Hair-Line Cases

A typical difficulty in justifying individual classifications, one against another in hair-line cases, was developed in cross-examination of Mr. Saylor by Judge Thacher. Asking for an explanation of the classification process, Judge Thacher pointed out that WAYX, Waycross, Ga., licensed to Jack Williams, president and publisher of the *Waxcross Journal-Herald*, received an A-2 classification, while KSRO, Santa Rosa, Cal., licensed to Ernest L. Finley, president and publisher of the *Santa Rosa Republican and Press-Democrat*, received an A-4 designation. Mr. Saylor explained that WAYX was designated A-2 because Mr. Williams was sole-owner in the individual enterprise, the *Journal-Herald*, while KSRO's A-4 classification resulted because Mr. Finley, although also sole-owner, merely held all the stock in a stock-issuing corporation, the Santa Rosa papers.

FCC Exhibit 2, again listing standard broadcast stations associated with newspaper interests as of June 30, 1941, in an appendix carried a break-down of multiple ownership by newspapers. The appendix listed 18 separate multiple ownership situations for individual stations, cases in which a single newspaper publisher publishing newspapers in one city only is associated with more than one station. It also

(Continued on page 58)

Cleveland Speaks TO THE WORLD

IN A LANGUAGE ALL CAN UNDERSTAND!

The music of the internationally famous Cleveland Orchestra and its conductor, Dr. Artur Rodzinski, now is heard weekly in an exclusive series of Saturday evening radio concerts arranged by WGAR.

This series is made available to the nation and to the world through more than one hundred twenty affiliated stations of the Columbia Broadcasting System, and by CBS short wave facilities to Europe and South America.

Sponsorship by a single radio station of one of the world's great musical organizations is but another expression of the philosophy of service which already has won for WGAR many unusual recognitions—among them the Variety Award for Showmanagement, and the Peabody Award for Distinguished Public Service.

But, beyond that, are two sincere desires. One, to awaken in radio advertisers full realization of the commercial value of fine music. The other . . . to share with all mankind the better things of life which we Americans have in such abundance.

WGAR
THE FRIENDLY STATION
Cleveland

BASIC STATION... COLUMBIA BROADCASTING SYSTEM
G. A. Richards, Pres. • John F. Patt, Vice Pres. & Gen. Mgr.
Edward Petry & Co., Inc., National Representative



Tune in
THE CLEVELAND ORCHESTRA
SATURDAYS
5:00 TO 6:00 P. M.—E. S. T.
WGAR and stations of the
Columbia Broadcasting
System



Murrow Honored by Notables at Dinner

CBS Reporter in London, Guest Of Paley

IN THE LARGEST single testimonial ever paid a network news correspondent, over 1,000 leaders of radio, advertising and public affairs gathered in the main ballroom of the Waldorf-Astoria Hotel in New York last Tuesday at a dinner given by CBS President William S. Paley in honor of Edward R. Murrow, chief of the CBS European staff.

Home several months for a rest as well as a lecture tour, Mr. Murrow, whose "This Is London" has made him a familiar figure to millions of American listeners, was congratulated by wire by President Roosevelt, Secretary of State Cordell Hull, British Ambassador Lord Halifax, Brendan Bracken, British Minister of Information and Harry L. Hopkins.

In addition to congratulatory remarks were made in person by Elmer Davis, CBS, news analyst, who acted as toastmaster; William L. Shirer, formerly CBS correspondent in Berlin; Archibald MacLeish, librarian of Congress and director of the Office of Facts & Figures; and Mr. Paley, who introduced Mr. Murrow. The addresses were broadcast by CBS.

President's Note

In his telegram Mr. Roosevelt said:

"You of CBS who gather tonight to honor Ed Murrow repay but a tiny fraction of the debt owed him by millions of Americans and people who live in other lands where it still is not a criminal offense to listen to or to read news reports.

"Ed Murrow has lived in the war since its beginning. But what is more important, he has reported the news day by day and, at the same time, has kept faith with the truth-loving peoples of the world by telling the truth when he tells the news. I doubt whether in all history there has been a time when truth in the news—when comprehensive and objective news dispatches—have ever been more needed.

"He is to be congratulated in receiving your tribute. I wish I could be with you."

Freedom of Speech

In his introductory remarks Mr. Paley said:

"We would not be meeting here tonight, were it not for the survival of something precious—so precious that I think we should pause, just long enough to realize what it is, how painfully we got

it and what we must do to keep it. "To us in radio, its immediate name is freedom of the air. To some very distinguished men here tonight, it is freedom of the press. To all of us, it is freedom of speech. . . .

"The fight for freedom of speech, like that for the other freedoms, can always be lost. Only after all the world sees its true value and is unshakably determined to keep it, will the fight be finally and permanently won. Men cling desperately only to that which is precious to themselves.

"That is why we must never cease trying to make it everlastingly clear that freedom of speech is not a privilege of publishers and broadcasters and public men. Freedom of speech is a safeguard for the great mass of men everywhere, an assurance that neither government nor dominant interests of any sort shall further their selfish or sinister ends by deciding what the people shall be allowed to say or to hear said.

New Kind of War

Mr. Murrow in his address quite bluntly said that British opinion toward America now is that lend-lease is not enough, that unless the United States enters this war Britain may perish or at best secure a stalemate peace—a delayed action defeat.

Talking of his radio experiences he said:

"We have been trying to report a new kind of war; a war that is twisting and tearing the social, political, and economic fabric of the world. We have attempted to give you the hard news of communiques and official statements as well as the climate in which the news has flourished, the humor, the criticism, the controversy and discussion which serves as a backdrop for the more dramatic news of the action of war.

"A night spent with firemen, while flames from tender old buildings paint the silver bellies of barrage balloons blood red—a morning with a demolition squad while it digs for bodies in a pile of rubble—dinner with half-a-dozen cab drivers in a little shelter—things like that may be more important than the morning communique announcing the destruction of a dozen aircraft. The problem was, until recently, one of assessing the morale, determination, yes, and even the sense of humor of the world's greatest civilian army. Evidence that the little people of Britain were losing their curious sense of humor, their fondness for grumbling at their government, their arrogant but well-mannered pride, would be much more important than news of a battle won or lost.



OVER 1,000 leaders in various walks of life honored Edward R. Murrow (left), European chief of CBS, at a dinner held Dec. 2 at the Waldorf-Astoria, New York. With him is William S. Paley, CBS president. Murrow is back for his first furlough in three years.

"One thing should be said right now about the talking that has been done from London, and that is that Columbia in New York has never, at any time, given us editorial direction; we have never been instructed to weigh or color the news, have been told only to find it and report it. It was believed from the beginning that people at home would prefer information to emotion. Sometimes the information was both incomplete and contradictory and on one occasion, at least, I overheard an individual whose happy duty it was to listen to all our broadcasts in London make the remark at the conclusion of one of my talks, 'That was Murrow's contribution to the confusion of his fellow countrymen.'

How Censorship Works

"Since returning home a week ago, many people have been asking about British censorship. All censorship is bad, from the correspondent's point of view, but that imposed by the British authorities is designed to protect British security and to prevent the dissemination of information that might be useful to the enemy. A measure of the freedom of writing and speaking from London may be found in the small amount of important new material divulged by returning correspondents who are supposed to be full of suppressed information. I have often seen British censorship stupid, but seldom sinister.

"I cannot claim any undue personal popularity with British censors—observed none of them weeping when I departed—but I should be unwilling to broadcast from a nation at war without any censorship at all. The responsibility for human lives would be too great.

Among those attending were: The entire membership of the FCC, Chairman Fly and Commissioners Craven, Case, Payne, Wakefield, Walker and Durr. Seated at the speaker's table were Linton Wells, CBS news analyst; Hugh Baillie, president United Press; Rabbi Jonah B. Wise, New York Central Synagogue; Lindsay Wellington, North American director of the BBC; Lyman Bryson, chairman,

CBS Adult Education Board; Paul B. West, president Assn. of National Advertisers; Paul W. White, CBS director of news broadcasts; Don Francisco, director, Communications division, Office of the Coordinator of Inter-American Affairs; Godfrey Haggard, British Consul General; William L. Shirer, CBS news analyst; Edward Klauber, CBS executive vice-president; Mr. Murrow; Mr. Davis; Mr. Paley; Mr. MacLeish; Hon. Charles P. LeMay, Lieut. Governor, New York; Hon. Alfred E. Smith, former Governor of New York; Most Rev. J. Francis A. McIntyre, D.D., chancellor of Archdiocese of New York; Chairman Fly; Hon. Newbold Morris, president of the City Council of New York; Robert E. Sherwood, Deputy Coordinator of Information; Right Rev. Francis J. McConnell, bishop of the New York Area of the Methodist Church; Kent Cooper, general manager of AP; John Benson, president of the AAAA; Major George Fielding Eliot, CBS military analyst; Joseph V. Kennedy, president of King Features Syndicate; and Albert L. Warner, CBS Washington analyst.

In addition to all leading CBS executives, radio and advertising notable present included: C. T. Ayres, Ruthrauff & Ryan; Howard Barlow, CBS; Harry A. Batten, N. W. Ayer & Son; Milton H. Biow, The Biow Co.; Maj. Edward Bowes; A. O. Buckingham, Cluett Peabody & Co.; Ralph Starr Butler, General Foods Corp.; C. Lawton Campbell, Ruthrauff & Ryan; Savington Crampton, Colgate-Palmolive-Peet Co.; Archibald M. Crossley, Crossley Inc.; Louis E. Dean, Arthur Kudner Inc.; H. H. Dobberten, Benton & Bowles; Henry Eckhardt, Kenyon & Eckhardt; Sherman K. Ellis, Sherman K. Ellis & Co.; John C. Esty, Wm. Esty & Co.; Clifton Fadiman, m.c. of Information Please; Clarence Francis, General Foods; Carlos Franco, Young & Rubicam; Samuel D. Fuson, Arthur Kudner; Charles F. Gannon, Arthur Kudner; L. A. Hirschmann, Bloomingdale's dept. store; Atherton W. Hobler, Benton & Bowles; C. E. Hooper, C. E. Hooper Inc.; Tevis Huhn, Warwick & Legler.

Joseph Katz, Joseph Katz Co.; Sydney M. Kaye, BMI; Wilfred S. King, J. M. Mathes Inc.; Myron Kirk, Arthur Kudner Inc.; Andre Kostelanetz, orchestra leader; Arthur Kudner, Arthur Kudner Inc.; Eleanor L. Larson, Geyer, Cornell & Newell; Dr. Paul F. Lazarsfeld, Office of Radio Research; A. W. Lehman, Cooperation Analysis of Broadcasting; Mrs. Alfred J. McCusker, wife of the president of WOR, New York; Harry C. Marshchall, Marshchall & Pratt; J. M. Mathes, J. M. Mathes Inc.; Edward J. Noble, WMCA, New York; Morris S. Novik, WNYC, New York's municipal station; Mark O'Dea, O'Dea, Shelton & Canada; E. Claude Mills, John G. Paine, ASCAP; Roy W. Peet, Colgate-Palmolive-Peet; Bernard J. Procketer, The Biow Co.; Victor Ratner, Lord & Thomas; William Reydel, Newell-Emmett; Carroll Rheinstrom, Ward Wheelock Co.; Stanley P. Richardson, Office of the Coordinator of Information; Raymond Rubicam, Leonard & Mitchell Raymond Rubicam; Young & Rubicam; Regina Schuebel, Biow Co.; Kate Smith, CBS star; Carl M. Stanton, Lord & Thomas; J. D. Tarcher, J. D. Tarcher Inc.; Lowell Thomas, NBC; W. J. Thomas, Young & Rubicam; Ward Wheelock, Ward Wheelock Co.; Ed Wilhelm, Maxon Inc.

Among other radio executives present: Frank Braucher, former WOR vice-president; Walter J. Brown, WSPA-WORD, Spartanburg, S. C.; William Cherry Jr., WPRO, Providence; Samuel H. Cook, WPBL, Syracuse; John Daly, WOV, New York; Dr. Franklin M. Doolittle, WRCR, Hartford; John E. O'Dexer, WGO, Kalamazoo; Hoyt B. Wood, WREC, Memphis; Isaac D. and Dr. Leon Levy, WCAU, Philadelphia; I. R. Lounsbury, WGR, WKBW, Buffalo; Lewis M. Milbourne, WCAO, Baltimore; John W. Runyon, KRLD, Dallas; Victor Sholis, director, Clear Channel Broadcasting Service; O. L. Taylor, KGNC, Amarillo; Clarence Wheeler, WHEC, Rochester.

Murrow's Tour

ALTHOUGH the full schedule of cities and dates has not been announced for the lecture tour planned in January by Edward R. Murrow, chief of CBS' European bureau now in this country on vacation, the first booking is set for Jan. 7, 1942, in Hartford. Music Corp. of America, which recently bought Columbia Artists, states that Mr. Murrow will speak in about 35 cities, the schedule to be released the end of this week.

HEADING STRAIGHT *for their* GOAL

In Nature it is Instinct
In Business it is Experience

Our experience is a constant asset to our clients

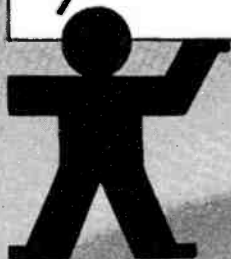
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AND COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK • DETROIT • CHICAGO • SAN FRANCISCO

experienced



Dies May Summon Fly on Watson Post

Claims Complete File Of Data Against Educator

THE Dies Committee either will subpoena FCC Chairman James Lawrence Fly to explain the recent appointment of Dr. Goodwin Watson as chief analyst of the Foreign Broadcast Monitoring Service or will make public its complete file of documentary evidence, which Chairman Martin Dies, of the committee, allegedly proves Dr. Watson has a record of pro-Communist activity.

This was indicated last week by a committee spokesman, following a declaration on the House floor Nov. 28 by Chairman Dies that he intends "to have a showdown with the Chairman of the FCC" on the appointment of Dr. Watson, whom he claimed was "a propagandist for Communism and the Soviet Union" and an advocate of public-owned radio and press.

Criticizes Chairman

Emphasizing his dissatisfaction at Chairman Fly's answer to a Nov. 26 letter protesting the appointment of Dr. Watson to the responsible FBMS post [BROADCASTING, Nov. 24], Rep. Dies pointed out that the committee has gathered together "documents which established beyond any possibility of dispute the truth of the charges which I made to Chairman Fly concerning his subordinate, Goodwin Watson." He sharply protested Chairman Fly's failure to take advantage of the committee's offer to furnish these documents for inspection "to judge for himself the nature and value of the evidence in our possession".

No comment came from Dr. Watson or the FCC on Rep. Dies' blast in the House.

In a letter to the editor of the *New York Times*, published late in November, Dr. Watson re-emphasized principal points in Chairman Fly's answer to the Dies letter—that he had been a member of only one of 13 alleged Communist front organizations to which Rep. Dies had claimed he has belonged—Consumers' Union—and that his writings include "only two brief articles devoted to the Soviet Union, those being reports of a trip, and full of both pros and cons".

"Neither my secretary nor I could find in our files or memories any basis for the alleged connection with the other groups mentioned," Dr. Watson declared in the *Times*. "Perhaps I have been on their mailing lists, or made a speech at a meeting they assisted in arranging, or signed some petition they were circulating for what seemed to me at the time a worthy cause. Certainly, I have been much more active in some other organizations which, in the usual view of the Dies Committee, might be

thought to be subversive because connected with labor or consumer cooperation. It is not surprising, although it is unfair, that Mr. Dies passed over all the criticism of the USSR in my work."

An examination of Dies Committee records revealed numerous printed documents, such as magazine articles and letterheads in which Dr. Watson's name appeared, apparently linking him in one way or another to various "front organizations", according to the committee interpretation. One exhibit, a photostatic copy of a page from the *Daily Worker* of March 5, 1941, listed among some 200 signers of a statement in defense of the Communist Party the name of "Goodwin Watson."

Speech to Educators

Also coming in for committee attention is a June 29, 1938, newspaper account, from the *New York Herald-Tribune*, of the National Education Assn. convention in New York, at which Dr. Watson was a speaker. The committee spokesman pointed out several paragraphs of the 1938 newspaper story, reading:

Before 3,000 cheering delegates in the ballroom of the Astor, Dr. Goodwin Watson, professor of education at Teachers College, begged the teachers of the nation to use their profession to indoctrinate children to overthrow "conservative reactionaries" directing American government and industry. He charged that these "plutocrats" were driving the United States toward Fascism and war instead of trying to preserve democracy and world peace. The teachers applauded him vigorously although he castigated them for failing to mold the opinions of their pupils against "manufacturing interests, plutocrats and Mr. Million-bucks" whom he charged were ignoring and opposing the inarticulate desires of the masses for industrial and political democracy and world peace.

Among the principal assertions of Dr. Watson, who is a leader of the social-frontier or left-wing group of educators, were that Soviet Russia was one of "the most notable international achievements of our generation"; that democracy can be achieved only if newspapers and the radio, like schools, are taken from private owners and made public agencies; and that the New York World's Fair promises to be only a "ballyhoo for business" despite its claim of education.

Dr. Watson said that "we can't make government more democratic so long as economic power, and the power to pay for propaganda which molds public opinion, are concentrated in the hands of the few". He said that "our government and that of France and England may pretend to be democracies, but they are in truth plutocracies" and that "the foreign policies of plutocracies will seldom advance peace and world cooperation".

"This predicament," he said, "defines our educational task. To get results in building world citizenship means to change social relations in the direction of greater opportunity for the mass of mankind."

Another item drawing attention of Committee members is a statement published in July 1, 1934, in *Common Sense*, described as a left-wing organ:

"Since its inception, New America has profited by the services and leadership of such men as Dr. Thomas H. Wright, Richard Storrs

Childs, Thomas R. Amlie, Goodwin Watson, professor of psychology at Teachers College, and Harry F. Ward, chairman of the American Civil Liberties Union".

Explaining that New America was a "high-brow intellectual group" organized in the early '30's to substitute a new social order in this country, the committee spokesman called attention to New America's published "goal and program".

A principal goal, according to documents in possession of the Dies committee, was "abolition of the profit system; the elimination of its incentives and habits, the legal forms and concepts by which it supports and the ideas by which it justifies capitalistic society."

Continuing, the printed pages outlining New America's design declared:

To win the masses to this goal and program by persuasive propaganda, aimed at uniting the farmers, the industrial and distributive workers and the professionals in a common hate of their common enemy, the profit system, and a unified determination to achieve the new order in which alone can any of them find security. New America will direct the force of hate and the destruction that removes obstacles in order to build. It will cooperate in genuine united front movements designed to weaken capitalist society and to awaken the people to its dangers, especially the dangers of war and Fascism. It will not take office to reform the profit system, only to abolish it.

Dies Speech in House

In his Nov. 28 remarks before the House, during debate on the price-control bill, Rep. Dies declared:

On Nov. 18 I wrote a letter to the Hon. James Lawrence Fly, Chairman of the FCC, and apprised him of certain facts and evidence in the possession of the Special Committee on Un-American Activities. In my communication to Chairman Fly I made it abundantly clear that our committee had documentary evidence to establish two facts:

First, that Goodwin Watson, chief broadcast analyst of the FCC, had publicly associated himself with a large number of front organizations of the Communist Party; and second, that Goodwin Watson had for years been a propagandist for Communism and the Soviet Union.

I now hold in my hand copies of documents which establish beyond any possibility of dispute the truth of the charges which I made to Chairman Fly concerning his subordinate, Goodwin Watson.

In order that Mr. Fly might have every opportunity to judge for himself the nature and value of the evidence in our possession, I wrote to him as follows: "If you desire to have one of your representatives study the evidence in our committee's files which bears upon the matter of Watson's connections with Communist front organizations. I shall be happy to offer you every facility for that purpose."

Chairman Fly absolutely ignored my offer to show him the evidence. Instead of availing himself of the opportunity to inspect the evidence in our possession, Chairman Fly replied to my letter on the very next day, stating that he had taken pains to make a full inquiry into the subject and that as a result of his inquiry he had found my charges against Watson to be baseless.

Instead of looking at our evidence,



NATIVE SWIMMER carries mike to ships entering Honolulu harbor for KGMB remote pickups. The mike is connected to remote equipment on the shore. Recorded playbacks are heard later in the evening on steamer days. When David Sarnoff, RCA president, was interviewed on the CBS affiliate, he commented on the "privilege of being invited to speak over a Columbia station". It's all right, the announcer said, "this is an RCA microphone".

Chairman Fly wrote to me that Goodwin Watson is a man "of tenth generation American ancestry". It is my understanding that Earl Browder also describes his American ancestry in some such quantitative terms. I am not concerned about the ancestry of Goodwin Watson or Earl Browder. I have never brought any charges against either one of them on the ground of his forebears.

I charged categorically that Goodwin Watson had been publicly associated with a large number of Communism and the Soviet Union. I have that charge at this time. I intend to have a showdown with the chairman of the FCC as to the truth or untruth of this charge.

I further charged, and I now repeat it, that Goodwin Watson has for years been a propagandist for Communism and the Soviet Union. I have Watson's undisputed writings to prove that charge, and I intend to have a showdown as to the truth or untruth of this charge.

Instead of giving one moment's consideration to the evidence in our possession, Chairman Fly replied to me that Goodwin Watson holds the degree of doctor of philosophy from Columbia U. One of the most prolific writers of Communist literature in the United States, a man who was a publicly avowed member of the Communist Party, also held the degree of doctor of philosophy from Columbia U. His name was M. J. Olgin. I have not held it against Goodwin Watson or M. J. Olgin that they did or did not have degrees of the highest academic rating from Columbia.

Let there be any misunderstanding in any quarter, I wish to say that when it comes to the question of permitting Communists to hold high Government positions in this Capital City of the Nation, I have just begun to fight.

Flamm Asks N. Y. CP

DONALD FLAMM, formerly owner and general manager of WMCA, New York, last week filed an application with the FCC for a new 5,000-watt fulltime station in New York City on 620 kc. with a directional antenna, Mr. Flamm sold WMCA last Dec. 31 to Edward J. Noble, well-known industrialist and former Government official [BROADCASTING, Jan. 1].

JOHN HAMMOND, executive of Columbia Recording Corp., New York, on Jan. 1, 1942, will go on a temporary leave of absence to take a nationwide tour of the country in the interest of Negro musicians and talent.

**SPILL YOUR TROUBLES
TO YOUR GRAYBAR MAN...**



... he's there to help you all he can!

Stewing over a tough technical problem? Tell it to your Graybar man—and he'll do his level best to get the answer for you.

Pining for some particular piece of equipment? Maybe your Graybar man knows a fellow with a spare and can make a deal for you.

Or is your trouble that you want...*but...you get the idea.* No matter *what's* bothering you, call Graybar!

Right now your Graybar man may not be able to get you all the Western Electric equipment you want.

As you know, Uncle Sam is our Number One Customer. But your friend from Graybar is primed to do darned near anything to help you make the best of things. And he'll be around knocking on your door regularly.

Western Electric



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 Corp.

Educators, Federal Officials Praise Radio's Role in Defense

Annual Chicago Conference Discusses Means of Using Broadcasts in School Curricula

BROADCASTING industry's contribution to national defense and its aid in promoting Pan-American solidarity were patently praised by speakers at the fifth annual School Broadcast Conference, held last Wednesday through Friday at the Congress Hotel, Chicago.

The conference, attended by more than 1,000 radio educators, wound up its three-day session with a banquet on Friday evening at which the second annual award of merit was presented to Sterling Fisher, CBS educational director, in recognition of "an outstanding job in radio education during the past year."

Praise for Radio

Dr. Frank Kingdon, of the Office of Facts & Figures, Washington, told the conference at the Wednesday evening session that "the broadcasting industry has fully accepted its social responsibility."

"In September alone," he said, "the radio companies donated \$2,250,000 of radio time to the promotion of two Government enterprises—defense bonds, and enlistment of men for the various services. Through radio, the American people are better informed than any people have ever been in the history of the world. Radio has kept the confidence of the people through forums, through unbiased news, through reports of Governmental activities, and through on-the-spot foreign news coverage. Thus radio has more firmly entrenched the democratic process."

Ed Kirby, chief of the radio branch of the War Department Bureau of Public Relations, told the educators that the individual broadcaster is the person most qualified to select and edit Army radio programs.

"There is not enough time in the day, nor stations on the air to accommodate one-tenth of all requests being made for time in the name of national defense; whether these requests come from Washington, from state, country, or city governments, clubs, charitable or patriotic organizations. There must be editorial selection, variety and audience appeal if there are to be listeners.

"If we vote to go to war, then we shall go to war, and that means in terms of radio political debate, having reached a conclusion as to our enemy and his location, we shall no longer debate on the air who is the enemy but whether or not we are pursuing that enemy effectively."

The only imposed restrictions on the broadcaster's function, he explained, are that no military secrets be divulged, and that no reports of troop movements or news tending to endanger the lives of American soldiers be broadcast.

Brig. Gen. Frederic Osborn, chief

of the Army Morale Division, described the work of his division while Oveta C. Hobbs, in charge of women's activities of the War Department's Bureau of Public Relations, spoke on her department.

Dr. James Rowland Angell, NBC public service counsellor, presided at the opening general session of the conference on Wednesday morning.

Discs in Classroom

Wynn Wright, production manager of NBC Central Division, spoke before a workshop group on vocational problems in respect to radio-minded students. Gordon Studebaker, of the U. S. Office of Education, Washington, led a discussion on the use of transcriptions in the classroom. There were also groups on the value of handbooks in the classroom as an integrator of radio instruction and on creative art by radio. Hazel Kenyon, educational director of KIRO, Seattle, led a discussion on "Writing for Radio," at which Leslie Eddie, assistant continuity editor of NBC Central Division, explained the fate of unsolicited scripts.

William D. Boutwell, of the Office of Education, Washington, led a discussion on "Teacher Training in Radio," while I. Keith Tyler, of Ohio State U., conducted a seminar on evaluation of school broadcasts.

The problems of FM broadcasting were discussed at a meeting at which the speakers included William Levenson, director of WBOE, Cleveland; Linus Travers, vice-president, Yankee Network, Boston; and James Ebel, chief engineer of WILL, Illinois U. station at Champaign.

Lyman Bryson, chairman of CBS Adult Education Board, pointed out at the Thursday evening general session that the principal function of education in radio is not to convey concrete and immutable facts, but rather to encourage attitudes of tolerance and a realization that there are many viewpoints to a single question. Harriet Hester, of WLS, Chicago, acted as moderator, while Brooks Watson, of WMBD, Peoria, was among those on the panel.

Child Programs

Dorothy Lewis, vice-president of the Radio Council on Children's Programs, was chairman of a group considering ways and means of building better children's programs. Thomas Rishworth, assistant director of public service programs, NBC eastern division, was chairman of a classroom demonstration at which "Cavalcade of America" was heard on transcription.

At the conference banquet, Ed-



NO FAKE professors are these capped and gowned lads. They are Henry Burke (left), program manager of WOW, Omaha and Soren Munkhof, assistant news manager of the station both of whom teach courses at Omaha educational institutions. Program Manager Burke does his pedagogy at the Municipal U while Newsmanager Munkhof expounds at Creighton U.

ward Tomlinson, NBC intercontinental adviser, spoke on "South America Changes Front." Major Harold W. Kent, of the War Department, presided.

The scroll presented to Mr. Fisher was tendered in recognition of a "pioneer whose vision has made *American School of the Air* a stimulating factor in many classrooms throughout the nation . . . as a pioneer in the promotion of better relationships and understanding between North and South American countries through the use of radio . . . and as a man who realizes the social importance of radio in a democracy and has made of the School of the Air a sounding board for the dissemination of genuine democratic ideals."

Concurrently with the conference on Wednesday evening, CBS held a dinner in honor of the educational directors. Those who attended were: Sterling Fisher, CBS director of talks and education; Lavinia Schwartz, CBS midwest educational director; Dr. Alfred Bonomo, WWL, New Orleans; Lloyd Dennis, WJSV, Washington; Geraldine Elliott and Mark Haas, WJR, Detroit; Hazel Kenyon, KIRO, Seattle; Betty Campbell, KMOX, St. Louis; Luke R. Roberts, KOIN, Portland; Max Karl, WCCO, Minneapolis; Josephine French, WADC, Akron; Irwin A. Johnston, WBNS, Columbus; L. Von Linder, WMT, Cedar Rapids; Bill Costello, O. J. Neuwerth, William Kir-Stimon, WBBM, Chicago.

Lever Drops 'Premier'

Mass.. after a series of meetings with its new agency for Lifebuoy, Ruphrauff & Ryan, New York [BROADCASTING, Dec. 1], has decided not to resume *Hollywood Premier* after Christmas but to retain *Meet Mr. Meek* on 59 CBS stations, Wednesdays at 7:30 p.m. when R&R takes over the account Jan. 1. *Hollywood Premier*, which was heard on 71 CBS stations, Fridays 10:30-11 p.m., went off the air Nov. 28 for a four-week layoff during the Christmas season.

Wrigley Defense Activity In Radio Programs Cited

SPEAKING before an assembly of the public relations officers of the U. S. Army gathered at the Congress Hotel in Chicago Dec. 3, in conjunction with the School Broadcast Conference, Arthur Meyerhoff, of Meyerhoff Adv. Agency, Chicago, asserted that in this critical period radio programs, aside from providing entertainment, should have some added objective associated with the national defense.

Speaking on behalf of the Wrigley Co. for which his agency directs the advertising of Spearmint Gum, he pointed out that Wrigley programs were cooperating with the defense effort in publicizing the work, background and accomplishments of the armed forces.

Attending were 64 public relations officers. Capt. S. P. Smith, Commandant, Intelligence Officers Training School, presided. Also present from the Radio branch of the War Department were Ed Kirby, chairman; Maj. Harold W. Kent, educational liaison officer, news and special events, and Jack Joy, chief of the program department.

180,000 FM SETS IN NATION CLAIMED

NATIONAL total of FM receivers in actual use on Dec. 1 is estimated at a minimum of 180 sets, according to latest figures compiled by FM Broadcasters Inc., with more than 36,000 new FM sets going into use during the month of October and November sales figures not yet available. In addition to 14 experimental FM stations, there are now 22 fulltime commercial stations airing FM program schedules.

New York City still leads the nation in number of FM receivers in use, some 35,000 having been sold within that service area up to Dec. 1, the survey reveals [BROADCASTING, Nov. 10].

Chicago still holds second place, with about 19,000 sets. New England is a very close third, having approximately 18,000 in its various cities, 5,500 of them in Boston. The Philadelphia total is approaching 9,000, although FM service began only last month in that city. Los Angeles has 10,000 sets; Detroit, about 9,000. The Milwaukee tally is 5,800; Pittsburgh, 5,500.

Douglas Oil Spots

DOUGLAS OIL & REFINING Co., Los Angeles, recently revamped its radio campaign and is sponsoring the five-weekly quarter-hour newscast, *Let's Talk Over the News*, on KMPC, Beverly Hills, Cal., and the six-weekly program, *Douglas News Broadcast* on KRKD, Los Angeles. In addition, firm is using a heavy spot announcement schedule on a group of California stations. List includes KNX KFAC KHJ KXO KFXM KTKC KARM, as well as KEVE, Everett, Wash., and XEMO, Tia Juana. Agency is H. W. Kastor & Sons, Chicago.

WALTER MURPHY, college editor in the CBS press department, on Dec. 8 takes over the position of publicity director of WEEL, CBS Boston affiliate, succeeding the late Dorothy Drake.

Try the West

THEN ADD THE REST...



✓ *There's an easy way to pre-test coast-to-coast radio...*

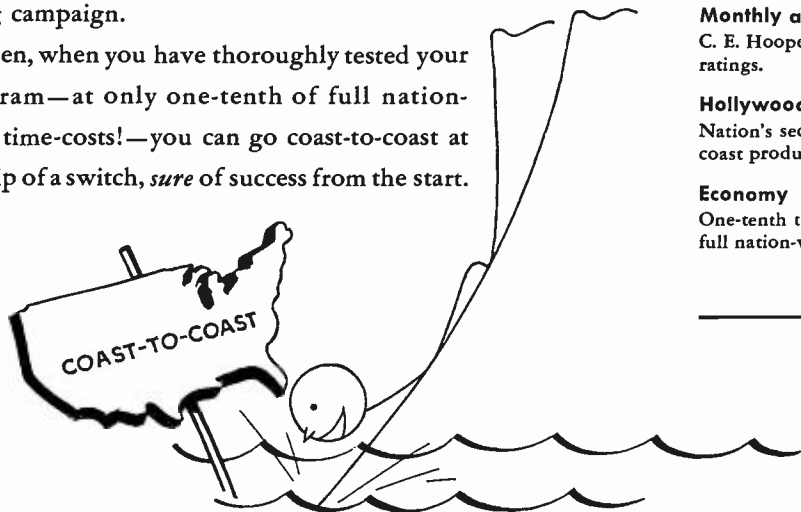
—to learn *beforehand* how network advertising will work for you.

—to predetermine your new program's audiences and sales effectiveness...to check copy appeals, offers, merchandising.

HOW? *Pre-test your campaign in "Test Tube Land"—over the Columbia Pacific Network.*

Only on the Pacific Coast can you find *all* 8 factors indispensable for proving every detail of your new radio advertising campaign.

Then, when you have thoroughly tested your program—at only one-tenth of full nationwide time-costs!—you can go coast-to-coast at the flip of a switch, *sure* of success from the start.



Only place where all 8 necessary radio testing factors are combined:

Isolated regional market
Set apart sales-wise by Continental Divide.

All listener types
Every income group—in city and farm.

Regular sales reports
By A. C. Nielsen & Co. and Facts Consolidated.

No waste circulation
Continental Divide isolates radio coverage, too.

Networks in miniature
All carry full-time coast-to-coast schedules.

Monthly audience reports
C. E. Hooper "Pacific" ratings.

Hollywood production
Nation's second coast-to-coast production center.

Economy
One-tenth the time-cost of full nationwide network.

Columbia PACIFIC Network

A DIVISION OF THE COLUMBIA BROADCASTING SYSTEM

PALACE HOTEL, SAN FRANCISCO—COLUMBIA SQUARE, LOS ANGELES • Represented nationally by RADIO SALES with offices located in New York, Chicago, St. Louis, and Charlotte



Consolidated Drug Offer to Sell Time Arouses Criticism

Agency Claims It Applies to Consolidated Drug Clients

A LETTER of solicitation to several drug manufacturers by Benson & Dall, Chicago, outlining a plan whereby the agency claimed it is possible for these accounts to buy early morning time on a number of leading stations at 55 per cent less than the published card rate, caused considerable reaction in agency circles last week.

Benson & Dall is the agency for Consolidated Royal Chemical Corp., Chicago, which owns outright or controls the distribution of several drug products. The letter stated that radio was extensively used in the promotion of these products, and that in order to take advantage of rate economies, large blocks of time are purchased on leading stations for one or two hours a day six days a week.

Block Time Purchase

"On many of these stations," the letter read, "we have to buy a little more time than we can actually use. For this reason we can offer you a plan whereby you can purchase at our low rates a fifteen minute program on all or any top notch radio programs on the enclosed list, at a saving, in most cases, of more than half what you would normally pay." Attached to the letter was a list of 25 stations and a column of published card rates for half-hour six days a week, with a comparison of the claimed Benson & Dall block rate, which represented a saving of 55 per cent.

Through an error, according to R. S. Dooley, Benson & Dall president, the letter was addressed to three non-drug accounts. A second letter was addressed to these accounts informing them of the error and that the offer was applicable only to drug manufacturers. The president of the Chicago agency which handles the three accounts, however, immediately sent a blanket wire to all the stations on the list enclosed in the Benson & Dall letter asking them if they would sell him one hour a day six days a week for resale purposes. In each case the answer was in the negative. He then followed up with a letter warning that if another agency were allowed to resell time, then, under the Fair Trade Practices Act, he likewise would be entitled to the identical offer.

Dooley Denies Resale

Mr. Dooley, however, denied that the agency was reselling the time which they had purchased. "It has been an established fact," he said, "that for years our client has been acting as exclusive national distributors for a number of drug products which includes



MEMBERS of Uncle Sam's armed forces in Alaska will receive top local and network programs transcribed by Seattle stations and sent to Alaskan stations for rebroadcast as a result of arrangements just completed. Capt. Gordon A. Hittenmark, of the radio section of the War Department morale branch and WRC, Washington announcer, points out Alaska camp sites to: (l to r) Roy Grandy, KOL, Seattle; Major Fred P. Andrew, in charge of Alaska Communication System; Maurv Rider, KIRO, Seattle, program director; Bill Warren, KOMO, Seattle program director. Major Andrews will serve as "Traffic Manager" directing the cooperative efforts to obtain the maximum coverage.

WGST Hearing Opens Political Battle; FCC Policy on Station Leases Involved

THE FCC came face to face with Georgia's hectic political situation last week when hearings were begun in Washington on the application of WGST, Atlanta, for renewal of its license. Considered highly important because of its bearing on future Commission policy in regard to apparent control of stations by others than licensees, the hearings are expected to be lengthy.

With FCC counsel, Marcus Cohn and Russell Rowell, indicating at the outset that the Commission intends to delve deeply into past, present and proposed future operation of the station, it appeared as the proceeding was recessed last Friday until Jan. 7 that the hearing would continue until a long list of witnesses could be heard. This picture was further complicated by indication that it would be difficult to gather the entire group of witnesses together at a single time.

Amid constant bickering among counsel about issues involved in the renewal application, as well as authority to represent a profusion

of conflicting interests, the opening days of the hearing with Rosel H. Hyde, FCC principal attorney, presiding, revolved about appearances by Dr. M. L. Brittain, president of the Georgia School of Technology, licensee of WGST; Ellis Gibbs Arnall, attorney general of Georgia, and Clarence L. Calhoun, Atlanta attorney, who with Sam Pickard, former Federal Radio Commissioner and one-time CBS vice-president, heads Southern Broadcasting Stations Inc., which for the last 10 years has operated the station under an agreement regarded as a management contract. Mr. Calhoun was on the stand for 2½ days. W. E. Carroll, a minority stockholder and a director of SBSI, appeared for several hours Friday before the proceeding was recessed.

Political Angles

Typical of the proceeding was an acrimonious exchange finally involving all counsel, which grew from a spirited argument between Attorney General Arnall, appearing as a witness under subpoena, and John E. McClure, Washington attorney named by Gov. Talmadge, of Georgia, as special attorney general to handle the WGST case. When Mr. Arnall questioned the authority of Mr. McClure to represent the State of Georgia, after the latter had read into the record his authorization from the Governor, Louis G. Caldwell, who with Reed T. Rollo was appearing as special attorney general with Mr. McClure, protested any imputation of impropriety.

A high point in this by-play came with the declaration by Mr. McClure:

"He may be a big potato down in Georgia, but he's just another witness here before this Federal commission."

A short time later Mr. Arnall charged that Mr. McClure had "defaulted the case" and jeopardized Georgia Tech's license, then made a motion that he be allowed to appear to represent the State of Georgia rather than Mr. McClure. Mr. Hyde made no ruling on the motion, and Mr. Arnall returned to Atlanta in the middle of the week.

During Mr. Calhoun's testimony, counsel questioned him for hours on operation aspects of WGST. A major discussion developed during his appearance from allegations surrounding a move to force through a contract to "share profits secretly" with others than the operators of the station and Georgia Tech.

Southern Broadcasting Stations Inc., with George B. Porter as counsel, appeared in the proceedings as intervenor on grounds that its contract with Georgia School of Technology, dating originally from 1930, remains in force and cannot be broken by the school to enter into an allegedly "more favorable" agreement with Arthur Lucas and William Jenkins, Georgia chain theatre operators, prospective lessees of WGST.

Good Return for School

Dr. Brittain indicated on the stand that the school has received payments of about \$30,000 from the station operators during the last year. Under the offer received from Messrs. Lucas and Jenkins, the school would receive a \$30,000 annual guarantee, plus 25% of the station's net income, with the privilege of cancelling the contract if payments amount to less than \$50,000 a year, it is understood.

The political angles of the WGST affair, involving the Talmadge administration and opposing factions, broke into the open recently through a letter from Mr. Lucas protesting the action of the FCC in affirming an earlier decision of Motions Commissioner George H. Payne denying the licensee's petition to take depositions in Atlanta in connection with the hearing.

FCC Chairman James Lawrence Fly answered the Lucas letter with a blistering declaration that "so long as I am chairman of the Commission, decisions are going to be made upon the merits, and not in accordance with purely political influence, threats or coercion" [BROADCASTING, Nov. 17].

N. Y. Set Tax Dropped

FOLLOWING a conference with James Lawrence Fly, FCC chairman, Mayor Fiorella La Guardia of New York City has ordered the discontinuance of a \$2 monthly tax on all receivers in public places. City had started a test suit to collect the tax on one such receiver, basing its claim on the statute covering motion picture projectors.



DENVER'S
OUTSTANDING
STATION

K-L-Z

560 Kc.—C.B.S.
AFFILIATED IN MANAGEMENT WITH THE
OKLAHOMA PUBLISHING COMPANY AND
WKY, OKLAHOMA CITY—REPRESENTED
NATIONALLY BY THE KATZ AGENCY, INC.

R.K. White and Larry Holcomb Join Staff of Wright-Sonovox

Other Staff Additions Are Announced as Plans For Expansion of Articulator Materialize

COINCIDENT with announcement of expansion plans, Wright-Sonovox Corp., radio developer of the sound articulation instrument, has named R. K. White, former executive of Campbell-Ewald Co., Detroit, as general manager with headquarters in Chicago, and Lawrence Holcomb, formerly radio director of Sherman K. Ellis & Co., New York, as eastern manager with headquarters in New York.



Mr. White

Other staff appointments include: Jack Ross, former radio director of Beaumont & Hohman, Chicago, west coast manager with offices in Hollywood; Andy Andrews, former freelance writer, production director of the Chicago office; Sally Thorson, script writer, Chicago, and William Brennan, chief sound engineer, Chicago. Jack Foster is in charge of technical development of the Sonovox units. Sally Franklin, radio actress, will be chief sound articulator in the New York office, as well as in charge of training articulators, while Mark Goodson, formerly an announcer of KNX, Hollywood, has been hired as another articulator.

Wrights Remain Active

The inventor of Sonovox, Gilbert Wright, and his wife, the former Margaret Royster who is a musician and actress, will continue their work in the Hollywood offices.

Mr. Holcomb has been identified with radio in various capacities for 12 years. He was producer with Young & Rubicam, New York; radio director of Joseph Katz Co., New York; continuity editor of the NBC central division.



Mr. Holcomb

Mr. White, the new general manager, has a wide background in sales promotion and advertising work. For over 20 years he was associated with General Motors Corp., Detroit, in various executive capacities. He pioneered the sales distribution and marketing of Delco-Light as well as the sales promotion of Frigidaire when it first appeared on the market. Under his direction as advertising manager of Chevrolet *Chevrolet Chronicles*, one of the most widely broadcast transcribed strip programs and one of the initial radio efforts by an individual motor

car manufacturer, were produced and released by World Broadcasting System.

Sonovox is an instrument through which sounds can be articulated into words, and its use in radio to date has been principally spot announcements with a number of national accounts, such as General Motors, and Colgate-Palmolive-Peet Co. already utilizing the instrument.

James L. Free and H. Preston Peters of Free & Peters, station representatives, recently formed the new corporation, Wright-Sonovox, under an exclusive contract with the inventor to develop the radio aspects and license performance rights of Sonovox. The instrument and its potential applications were described in an exclusive article in the Aug. 11 issue of BROADCASTING.

Used for Spots

In the initial stages, the company is directing the production of spot announcements with Sonovox until agencies and production men are well enough acquainted with the use of the instrument to utilize its potentialities. Advertisers that have already used the Sonovox are: General Motors Corp., Detroit, for Buick with the sound of a horn articulated into "Better Buy Buick"; Allied Mills, Chicago, for farm feeds, with actual sound of barnyard animals articulated into a recitation of the merits of Allied feeds; Chr. Hansen Labs., Little Falls, for Junket desserts, and Colgate-Palmolive-Peet Co., Jersey City, for Vel.

The Sonovox spots are attracting considerable attention, and the announcements, in many cases, have even attracted fan mail. A forte of Sonovox, according to Mr. Free, is to make spot announcements entertaining as well as to sell the merchandise.

Ry-Krisp Returns

RALSTON PURINA Co., St. Louis (Ry-Krisp), starting Jan. 2, will sponsor *Elsa Maxwell* in a quarter-hour of Hollywood commentaries, humor and interviews on approximately 80 NBC-Blue stations, Friday, 10-10:15 p. m. Program will mark the return of Ry-Krisp to network radio after a three-year absence. Marion Talley was sponsored on the Blue at that time. The account has used hitch-hike announcements on *Tom Mix Ralston Straight Shooters* on 66 Blue stations. Agency is Gardner Adv. Co., St. Louis.

ED STOKER and his orchestra heard on NBC-Red from KDYL, Salt Lake City, on Dec. 6 gave the premiere performance of the musical score of the forthcoming Paramount Christmas cartoon, "Mr. Bug Goes to Town".



GOING QUIETLY MAD, and loving it, on his first day as a notary public is George (Affidavit) Chance, sales representative of KILQ, Grand Forks, N. D. Staring out from behind stacks of records and business trivia, he goes on record with his claim as "busiest salesman-notary in the business" and an assertion that he is prepared to fight any claim to the contrary.

UNSUNG HERO Gets Army 'Jeep' Ride to Network Dinner

JOHN SHEPARD 3d, Yankee-Colonial Network head, whose sympathy for unsung heroes of the nation's collegiate gridiron teams was put into direct action last year, gave his second "King For a Day" dinner, aired over WAAB and 20 stations of the Colonial network last Thursday. Plan to honor this year's choice among the varsity-torn bench-warming forgotten men was almost stymied when Yale gridster Francis E. Jones, who missed his "Y" after three years' service with the Bulldogs, was found to be serving Uncle Sam's Army, having been inducted a week after the Yale-Harvard game.

Due to leave for Camp Lee, Va., last Tuesday, which would have cancelled his chances for appearing at the dinner, Jones was delivered to the dinner in an Army jeep, arrangements having been made by Maj. Gen. Francis B. Wilby, commanding the First Corps Area.

Soap Firm's Renewals

LOS ANGELES SOAP Co., Los Angeles (White King soap), on Dec. 29 renews for 52 weeks the five-weekly quarter-hour program, *News With Knorr Manning* on 17 CBS West Coast and Mountain group stations, Monday through Friday, 12:15-12:30 p. m. (PST). Firm on that date also renews for 52 weeks, *News With Norman Nesbitt*, on 31 Pacific Coast Don Lee stations, Monday through Friday, 7-7:15 a. m. (PST). In addition, company will continue its policy of utilizing local newscasts and participation programs in selected markets with station list now being rechecked for renewals. Agency is Raymond R. Morgan Co., Hollywood.

WOR Photo Contract

A.I.L. PHOTOGRAPHIC assignments of the publicity department of WOR. New York, heretofore filled by various photographers, will be handled on an exclusive basis by Walter Engel Inc., New York. The department has announced.

Peabody Entries To Close Jan. 10

Public Service Aspects to Be Stressed in Awards

ANNOUNCEMENT of Jan. 10, 1942, as the closing date for entries in the 1941 George Foster Peabody Award competition was made late in November by Dean John E. Drewry, of the Henry W. Grady School of Journalism at Georgia U., which sponsors the awards in conjunction with the NAB.

Comparable to the Pulitzer awards in journalism, the Peabody awards are designed to "recognize and encourage the social responsibilities of the youngest of the media of communication, and also to honor a distinguished American—George Foster Peabody".

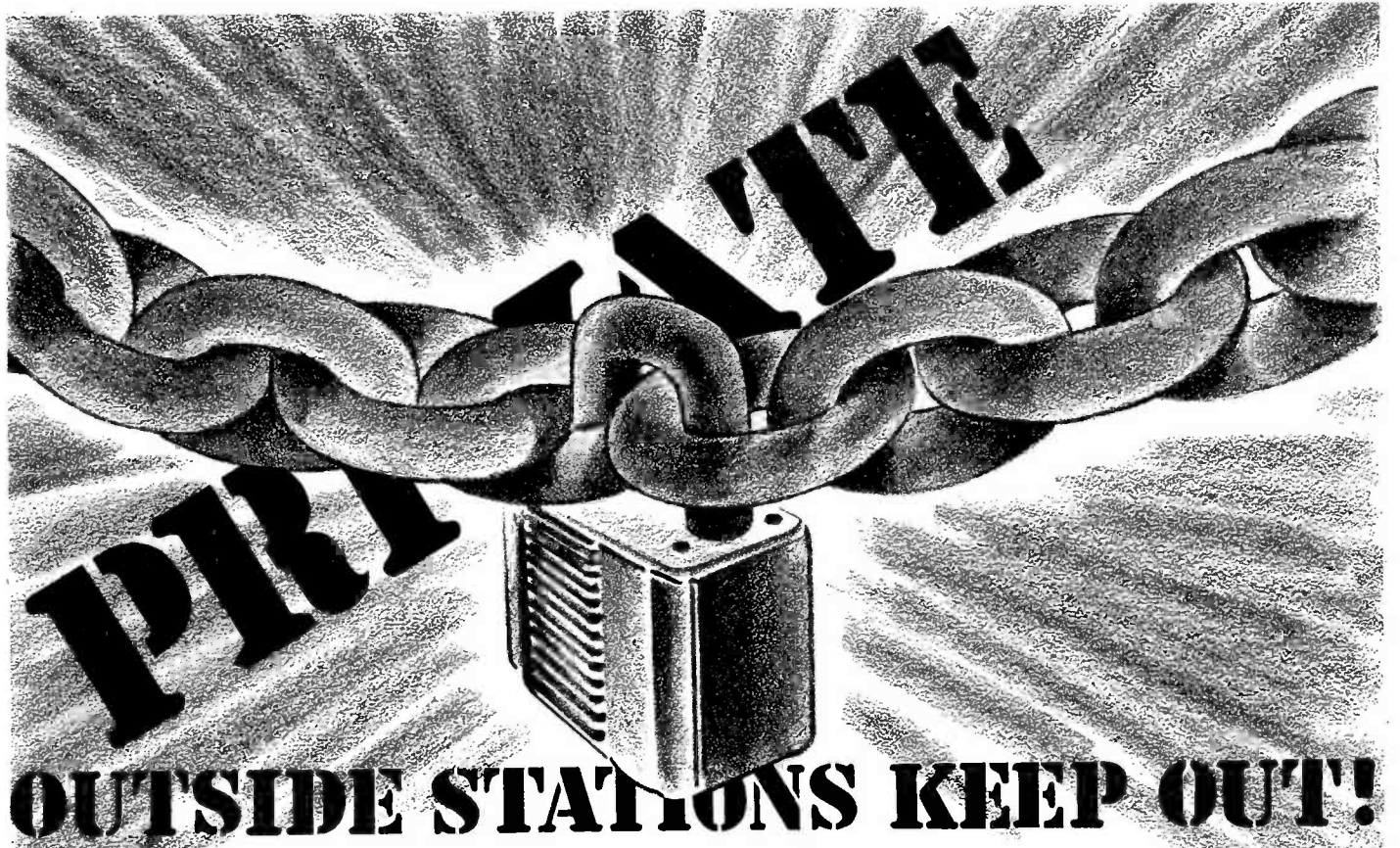
Public Service

Emphasis this year again will be on public service, Dean Drewry indicated, although bases of measurement are to be more specific than in 1940. Winners of awards for 1940, and first winners in the annual competition, were CBS, for the networks; WLW, Cincinnati, for large stations; WGAR, Cleveland, medium-size stations; KFRU, Columbia, Mo., small stations; Elmer Davis, CBS news commentator, individual performance.

The 1941 awards will be made for best entertainment in drama; best entertainment in music; best educational program, including forums, quizzes, literature, art, conservation, forest protection, etc.; best news reporting; most distinguished innovation by a station or individual. Station managers, advertising agencies, radio editors and others in the radio field are invited to submit nominations for the awards to Henry W. Grady School of Journalism, U of Georgia, Athens. Winners will be chosen by an advisory board from data submitted.

Members of the advisory board are Dr. S. V. Sanford, chancellor, University System of Georgia; Bruce Barton, president of BBDO; John H. Benson, AAAA president; Virginus Dabney, editor, *Richmond Times Dispatch*; Norman H. Davis, chairman, American Red Cross; Jonathan Daniels, editor, *Raleigh News & Observer*; Mark Ethridge, vice-president and general manager, *Louisville Courier-Journal* and *Times* and WHAS; Waldemar Kaempfert, science editor, *New York Times*; Alfred A. Knopf, publisher; Grace Moore, Metropolitan Opera star; Dr. John W. Studebaker, U. S. Commissioner of Education; Mrs. Marjorie Peabody Waite, daughter of George Foster Peabody and president, "Yaddo", Saratoga Springs, New York; Edward Weeks, editor, *Atlantic Monthly*.

WLS, Chicago, on Dec. 1 expanded its news service to include Press Assn. news, in addition to United Press and Transradio, and now offers ten newscasts daily.



PRIVATE OUTSIDE STATIONS KEEP OUT!

The Scranton—Wilkes-Barre Market (17th in the U.S.) is as private as an Indian reservation when it comes to radio reception. Outside stations don't stand a chance.

Most of it is due to the Pocono Mountains and a few other natural obstacles that nip outside station signals in the bud. They can't get over the mountains.

But that's not all. WGBI does such a standout job in this industrial market of 652,000 people that outside stations don't stand much of a chance. That's proved by the fact that 98% of the daytime listeners and 96% of the nighttime listeners in the biggest county in this section listen to WGBI exclusively (Dr. Starch & Staff Survey).

WGBI is the only station heard throughout this Market... the only regional or clear channel station serving it.

A CBS Affiliate
910 kc • 1000 WATTS DAY
500 WATTS NIGHT

WGBI

SCRANTON, PA.

JOHN BLAIR
& COMPANY
National Representatives



SCRANTON BROADCASTERS, Inc.



Frank Megargee, Pres.

Lang-Worth Adds ASCAP Numbers

Change of Policy Is Effected By Transcription Firm

POLICY CHANGE has been effected by Lang-Worth Feature Programs, New York, with close of the ASCAP-broadcasters controversy. The transcription unit announces that in addition to the customary catalogs of BMI and tax-free music, it is ready to make the Society's music available to subscribers. Although tax-free and BMI tunes will be principal source of supply, arrangements have been made whereby ASCAP music will reach stations on separate, clearly-marked transcriptions, according to Ralph C. Wentworth, president.

Lang-Worth has been one of the pioneers in advocating copyright independence through creation of a music pool by the industry and introduction of competition into the music field. Instigated Aug. 30, 1935, as a subsidiary of Langlois & Wentworth, Inc., who, up until that time handled only radio advertising accounts, the new firm of Lang-Worth started transcribing only non-ASCAP music to broadcasters.

Indemnity Policy

This tax-free library service adhered strictly to that course until advent of BMI. Shortly after its inception, Lang-Worth negotiated a copyright indemnity insurance policy with Lloyds of London which was kept in force until start of the present war.

During its seven years, Lang-Worth has consistently plugged for copyright independence. It worked with the NAB in completing delivery of the library service the latter's Bureau of Copyrights had started. Lang-Worth also recently organized its own music publishing firm, with BMI as the exclusive licensing agent.

Despite his announcement on transcribed ASCAP music, Mr. Wentworth urged continuous exploitation of BMI music, stating, "It is our belief that it is our duty, like that of the broadcasters, to maintain a strong and vigorous BMI. This can only be maintained by the continuous exploitation of BMI tunes."

NBC Guards Posted

GEORGE MONAHAN, private detective and expert in "industrial protection," has been employed by the general service department of NGC to work under B. J. Gilshire, manager of that division. Monahan is understood to be heading a "protective management division," as it is temporarily called, to post guards in vital areas of NBC's Radio City headquarters.

Writer Files Suit

ASSERTING that his story, *Navy Nurse*, was used on a nationwide sponsored broadcast without consent, Byron Morgan, Hollywood writer, in late November filed a \$25,000 damage suit in Los Angeles Superior Court naming John H. Woodbury Corp. and NBC.



CAKE AND CONTRACT go together on the occasion of the 2,812th consecutive broadcast of *Concert Gems* by Ashley C. Dixon, broadcasting dean of KALE, Portland, Ore., who founded the 15-minute series nine years ago, sponsored all the way by the Powers Furniture Co., Portland, who renewed their contract as the show entered its 10th year. Seated are (l to r) Edward P. Casey, president, Powers Furniture Co., and Cake-Getter Ashley C. Dixon. Standing are Neil T. Agan, Powers vice-president; Ted Kooreman, KALE general manager; George R. Walker, Powers treasurer; Charles W. Meyers, KOIN-KALE head; R. T. Callahan, Powers secretary.

RADIO MAKES THEM SELL

Over 100 BMI Songs Rose to Peak Popularity

In Months ASCAP Was Off Networks

MORE THAN 100 BMI songs reached the pinnacle of national popularity, and some 40 of them broke into the golden circle of best sellers during the last year, according to Dave Silverman, music librarian of WJR, Detroit. Radio's plugging of the tunes is what makes them best-sellers, Mr. Silverman has concluded.

Switch to BMI

"Most people think of the music trade and its relation with radio in terms of the fees radio must pay for using music," Mr. Silverman commented in discussing radio's part in the sale of music. "But a glance at the sale of sheet music during the period when radio music was limited to BMI reveals that the sale of music is in direct proportion to the plugs music receives on the air."

"For instance, last year before BMI came into the picture,

ASCAP-controlled music invariably led in sales. But late in 1940, when radio started plugging BMI music in anticipation of the break with ASCAP, BMI titles began to appear among the first 10 in point of sales. During 1941 BMI titles maintained a commanding position in sales."

"It's been a great year for unknowns and for newcomers," Mr. Silverman observed. "For instance, look at the record for 'Daddy.' If memory serves me right, this was Bob Troup's first published work, and it had 65,835 performances on radio alone during the third quarter. Forgotten manuscripts have been dusted off, given the radio treatment and have burst into the circle of best-sellers. A notable example of this is 'Amapola,' which was written back in 1924, but lay virtually dormant until radio started pushing it, and soon it was right at the top."

'Town Hall' Shift

NBC on Jan. 1, 1942, is shifting broadcasts of *America's Town Meeting of the Air* from Town Hall, New York, back to its former period on NBC-Blue 9-10 p.m. The program will continue to be heard 9:15-10:15 p.m. until Dec. 18, and there will be no presentation of the broadcast Christmas night, Dec. 25. When the series returned to the Blue last September, NBC shifted it to the new time to allow for sponsorship of the 9-9:15 p.m. period by Trimount Clothing Co., New York, which is discontinuing *News Here and Abroad* Dec. 25 at the end of a 13-week contract.

Axton-Fisher on MBS

AXTON-FISHER TOBACCO Co., Louisville, which has been sponsoring two programs on MBS for Twenty Grand cigarettes, on Dec. 2 started a special four-week series on 17 Mutual stations, featuring Johannes Steele, news analyst, who has just returned from a trip to London. The series, to run through Dec. 25, succeeds the *Mary Small* and *Danger Is My Business* programs, Tuesdays and Thursdays, but is heard at varying times on each station. The 17 outlets play back the newscaster's broadcasts off the line, and present them at convenient times. Agency, McCann-Erickson, New York.

Music Log Form Arouses Criticism

NAI Tells Members KGIR Plan Is Not Suitable

DIFFICULTIES with ASCAP over acceptance of the type of program form to be used in reporting performances of ASCAP music under per program licenses was reported last week by Network Affiliates Inc., recently formed regional trade group.

ASCAP, members were notified, has indicated that it "would not accept from other broadcast stations the program forms (music production sheet and music log) which it has approved for use by KGIR, copies of which were sent you for your information and guidance".

Called Cumbersome

In its special bulletin, NAI said the program log and accounting system which ASCAP proposes for stations' use "is not acceptable" to NAI, "because it is cumbersome, requires unnecessary bookkeeping due to its numerous duplications, and does not give stations adequate protection against copyright infringement suits, in cases where the station is threatened with or faces such action."

Previously, NAI had notified stations that ASCAP would accept the KGIR type of form, developed by Ed Craney, as adequate. NAI announced that its copyright committee is now working out with ASCAP a form of musical log which it believes will be acceptable to ASCAP and other licensing groups. It stated that the committee intends to insist upon a log which will "not be burdensome to maintain for either small or large stations".

In some quarters it was thought that ASCAP's purported repudiation of the previous log was part of an effort to force stations to accept blanket contracts, not requiring log maintenance.

Norma Gibbs Enlists

NORMA GIBBS is the first woman member of Canada's radio advertising industry to join the recently formed Canadian Women's Army Corps, auxiliary to the Canadian Active Army. Miss Gibb resigned as time and space buyer at the Toronto office of J. Walter Thompson Co. to enlist as fulltime soldier. Prior to this she had done voluntary war service work as a member of the Red Cross Nursing Auxiliary and the St. John's Ambulance Brigade. She will take a month's training as a probationer, and will then be uniformed and posted to an administrative post within the CWAC. Before joining the J. Walter Thompson she had been in the media department of Cockfield Brown & Co., Toronto. She was replaced at J. Walter Thompson by her assistant, Phyllis Sivell.

KNOX MANNING, Hollywood commentator, has been signed by Warner Bros., to narrate the two-reel national defense film, "Soldiers in White."



590 KC
5000 WATTS
UNLIMITED

As the 1941 Football Season Closes WKZO KICKS A GOAL

On Tuesday, November 26, 1941 the Federal Communications Commission granted WKZO an increase in power from 5000 watts daytime and 1000 watts night to 5000 watts unlimited . . . on 590 kc. WKZO covers more square miles than any other Michigan regional station.

*The Strongest Selling Force in the Great
Western Michigan Market!*

WKZO

Columbia's Exclusive Full Time Station for the **KALAMAZOO--GRAND RAPIDS** Area
and the Great Western Michigan Market

John E. Fetzer
President & General Manager

FREE & PETERS, INC.



NATIONAL REPRESENTATIVES



TELEPHONE SPOTS PLACED ON COAST

PACIFIC TELEPHONE & Telegraph Co., Northern California and Nevada division, San Francisco, is using a radio campaign to warn the public of a possible Christmas holiday traffic jam on long-distance calls. The announcements will appeal to the public to bear with the phone company if their calls are delayed and at the same time suggest that when possible long distance calls be placed earlier in the week.

The campaign will start on 32 stations in Northern California and Nevada on Dec. 17. Five spot announcements have been contracted on each station. The phone company's divisions in Oregon, Washington and Southern California are planning similar radio campaigns. Business is placed direct.

The station list: KSAN KJBS KYA KFRC KGO KSFO KPO KPBC KERN KRE KHSL KIEM KARM KMJ KMYC KYOS KTRB KDON KLX KHUB KLS KROW KVCV KOH KFBK KROY KVEC KQW KGDM KWG KRSO KTKO.

Serutan Expansion

SERUTAN Co., Jersey City (health food, *Journal of Living*), coincident with the return on Jan. 5, 1942 of the *Journal of Living* portion of its account from Ruthrauff & Ryan, New York, to Raymond Spector Co., that city, is planning extensive expansion in both spot and network after the first of the year. Victor H. Lindlahr's *Journal of Living*, half-hour transcribed talks on health which have been aired three times weekly on 12 stations, will be cut to a quarter-hour but will go on five times weekly and five to ten markets will be added. At the same time the talks will be changed to deal only with menus and recipes of certain foods which will tie in with the Government's nutrition defense plans, and will feature an interview with some noted personality. *Journal of Living* was with Spector four years previous to Jan. 1, 1940 when it went to R & R. In addition, Serutan will add 16 NBC-Blue stations to the 34 carrying *Pearson & Allen* Sundays, 6:30-6:45 p.m.

AUDIENCE REACTION

New Tape Method Tells How
Program Goes Over

A SERIES OF audience reaction tests based on a method devised by Frank Stanton, CBS director of research, and Dr. Paul Lazarsfeld, of Columbia U., are being conducted by Blackett-Sample-Hummert, New York, on programs sponsored by American Home products. The test employs a running tape device whereby a selected audience, seated at special chairs with buttons marked 'like' or 'dislike', record their reactions to a show as it is being run off.

The moving tape is so synchronized with the presentation of the program that by examining the tape afterwards the agency can trace listener reaction at every point of the show. Idea is to trace weak spots in a given program down to points of origin.

THE ABC OF COMMUNICATIONS

Louis Ruppel Turns Publicity Man Loose to
Answer a Little Girl's Query

COMMUNICATIONS as a study topic was a little confusing to Erma Hunt, a pupil of Des Moines' Webster School at least enough so to prompt her to write CBS and ask what it was all about. Louis Ruppel, CBS director of publicity, arose to the challenge and assigned one of his star reporters, Jack Hoins, to explain how broadcast programs are put on the air. Mr. Hoins' letter to little Erma Hunt was published Nov. 5 in the radio column of Mary Little in the *Des Moines Register & Tribune*.

All Kinds of Signals

Something new in radio promotion, with a million-dollar industry pausing to answer at length the inquiry of a child listener, follows:

"Dear Erma: Your teacher probably has told you quite a bit about communications. You communicate with a person when you speak to him. You communicate with a person when you write a letter, send

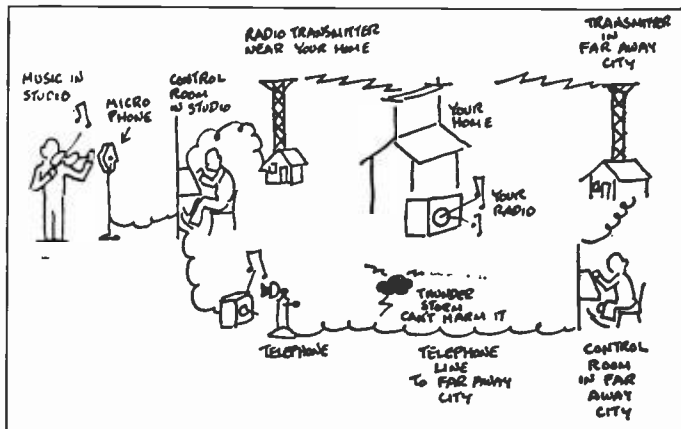
if he knows what the dots and dashes mean, he can tell what the man with the key is talking about.

The Other Kind

"The other kind of radio is the kind that brings you music and stories like *Let's Pretend*, *The Lone Ranger*, Benny Goodman and other programs.

"The radio you hear in your home works like this (see drawing). People sing, talk or play music into a microphone. From the microphone, the sounds bump into a flat plate and change into electric jiggles that are called vibrations. Then these vibrations go through the engineering controls. The controls make sure the vibrations are not too strong or too weak. If they are strong, they tune them down the same way you make your radio play quietly. If they are weak, they tune them up the way you make your radio play loudly.

"Now these vibrations go out



AND HERE'S the story of communications in visual form—a sketch prepared by CBS' Jack Hoins and sent with his letter to little Erma Hunt, of Des Moines.

a telegram, or use a telephone. Indians used to communicate with each other by building smoky fires. These they covered with blankets, and by lifting the blankets every few seconds, they could send small and large smoke clouds into the air. One Indian on a hill could communicate with another Indian on another hill by sending these smoke signals.

"Radio communication is almost the same thing. One kind of radio sends short and long sounds which are called dots and dashes. A man pushes a key a little tap, and it makes a dot sound. If he holds the key down a little longer, it makes a dash sound. The key he uses is very much like a telegraph key. You can see these telegraph keys in the Western Union office in Des Moines.

"These dot and dash sounds go through a machine which sends them out on a wire like the aerial on your radio set. They turn into electricity in the air and fly around until they hit another radio wire. If somebody has his radio tuned in, he can hear these sounds, and

through the sending machine, or transmitter. Then they fly around in the air looking for radio wires like the one outside your house. When they hit these wires, or aerials, they come down into your radio set. The radio set then changes the vibrations back into sound. This comes out of your radio loudspeaker less than a second after it was spoken into the microphone.

Like a Mad Dog

"The reason for this is that electricity travels 186,000 miles in a second. So you can see how quickly a sound from KRNT gets into your radio. If the music is coming from New York or Hollywood or Chicago, it goes through a telephone from one of those cities to Des Moines. Then the telephone line is connected to the microphone we spoke about. And the people at KRNT send it out on the transmitter.

"The reason they use telephone lines is that some things like thunderstorms make a thing called static. Static is like a lot of run-

State Group Organized By New Jersey Stations

OFFICIALS of a majority of the stations in New Jersey, meeting Nov. 28 in Trenton, decided to establish statewide broadcasting policies regarding defense, governmental, charitable and other programs, and eventually set up a statewide regional network. A. Harry Zoog, president of WFPG, Atlantic City, was elected president of the association, which will be known as the New Jersey Broadcasters Assn.

Edward Codel, general manager of WPAT, Paterson, and O. L. Maxey, general manager of WSNJ, Bridgeton, were elected vice-presidents, and Walter Patrick Kelly, of WAAT, Jersey City, secretary-treasurer. In addition to the officers the executive board will comprise John C. Bird, of WCAP, Asbury Park, and WBRB, Red Bank; George V. Kelly, WPAT, Paterson; George C. McGinley, Trenton, and A. B. Schillin, vice-president of WAAT, Jersey City.

Celanese Music

OPERATIC MUSIC will be featured on the new Celanese Corp. of America show to start Jan. 7 on 51 CBS stations, Wednesday, 10:15-10:45 p.m. [BROADCASTING, Dec. 1], according to Young & Rubicam, agency handling the account. Jean Tennyson, wife of Dr. Camille Dreyfus, head of the Celanese Corp. and formerly a member of the Chicago Opera Co., will be costarred with Jan Pearce, of the Metropolitan Opera Co. Geo. Sebastian, one of the conductors of the Metropolitan, will direct the music. An operatic cast yet to be chosen, will also be featured.

NBC-RED program *Ma Perkins*, which came to NBC in 1933, celebrated its ninth year on the air Dec. 4 as a Monday-through-Friday serial. Program is sponsored by Procter & Gamble Co., Cincinnati, for Oxydol, and agency is Blackett-Sample-Hummert, Chicago.

away electrical impulses. When a nice, well-behaved radio wave is going around looking for wires to bring music into houses, it is like children in the school yard doing exercises. Then a thunderstorm static comes along and behaves like a mad dog running among the children in the schoolyard, and scatters them all over the place.

"Static in your radio sounds like eggs frying and scatters all the music and words around so you can't hear them. To prevent a lot of this, the radio stations use the telephones from one city to another.

"They use the same idea to bring radio programs from Europe to America. Either a man sends his voice from a radio transmitter or he talks over the telephone. If he talks with the transmitter, the radio station in New York gets it on a radio set and makes it louder. Then it is sent out all over America. If the man in Europe talks over a telephone, they send it out the same way, by radio from Europe, to America. There are telephone lines along the bottom of the ocean, between Cuba and Florida.

"I hope this information is what you want to know about communications. If it is not enough, please write and ask some more questions."

No one is "left out" on Don Lee —



No one likes to be "left out"...third man on a double-date, fifth at Bridge, low man on a totem pole. You can't sell 'em by forgetting about 'em. When you want to sell the Pacific Coast, sell the *entire* coast. Don't forget the important one million families living outside the four major markets. These people are good customers...they don't want to be left out...they have money to spend—barrels of it. Last year their retail sales were over a billion and a half dollars. Incidentally you can reach all these people *only* on Don Lee. A Hooper survey taken in ten representative cities in this area* showed the total ratings of Don Lee were nearly twice those of all the other networks combined. In one-third of the areas, 94% of the listeners were tuned to Don Lee. Why?...because reliable long range reception is impossible on the Pacific Coast due to the high mountains surrounding nearly every primary market. Don Lee stations are located in the towns themselves. Make this a Happy New Year for these folks...let them hear your radio program...buy Don Lee and *no one* will be left out.

*Advertisers and agencies write Wilbur Eickelberg,
General Sales Manager, for copies of actual survey.

Thomas S. Lee, President • Lewis Allen Weiss, Vice-Pres. & Gen. Mgr.
DON LEE STUDIOS—5515 MELROSE AVE., HOLLYWOOD, CALIF.



As usual **KTAR** was there



THE largest organization of its kind in the entire United States was in session. Official Washington was represented by Mr. Clifford Townsend, a former Governor of Indiana, now director of Agricultural Defense Relations for the United States Department of Agriculture. It was the annual meeting of one of Arizona's most successful enterprises, the United Producers and Consumers Cooperative, more than 15,000 strong. Those who had to stay at home missed a lot of neighborly fun, but they didn't miss a word of Mr. Townsend's vital message.

WHY? BECAUSE KTAR WAS THERE!

KTAR

PHOENIX, ARIZONA
Key Station of the

Arizona BROADCASTING CO. Inc.
Represented Nationally by

PAUL H. RAYMER COMPANY
New York Chicago Cleveland Detroit
San Francisco Los Angeles

- ★KTAR-Phoenix 5000 m. - 1230 KC
- ★KVOA-Tucson 1200 m. - 1230 KC
- ★KYUM-Yuma 2500 m. - 1240 KC
- ★KGLU-Safford 830 m. - 1430 KC
- ★KCRJ-Jerome 2300 m. - 1240 KC
- ★KWJB-Globe 2400 m. - 1240 KC
- ★KYCA-Prescott 2100 m. - 1240 KC
- ★KNC-RED and Blue Network Stations
- ★Other ABC Stations

AFFILIATED WITH THE PHOENIX REPUBLIC AND GAZETTE



XAVIER GRIDDERS had their last drill before the game with Georgetown U at a session held in the studios of WKRC, Cincinnati. Coach Clem Crowe (at mike), former Notre Dame football great, staged a blackboard drill that must have been effective inasmuch as Xavier beat the more famous Georgetown club, 14-6. Dick Nesbitt, WKRC-MBS sportscaster, is standing next to Crowe in foreground.

Stahlman's Appeal Is Heard by Court

Decision on Subpoena May Be Issued Within Month

INVOLVING the authority of the FCC to require the appearance of a witness under subpoena at a general hearing such as the newspaper-ownership inquiry, the U. S. Court of Appeals for the District of Columbia last Wednesday heard arguments in the appeal of James G. Stahlman from a District Court decision upholding such power for the Commission.

Appearing before the three-judge court—Chief Justice D. Lawrence Groner and Associate Justices Fred M. Vinson and Henry W. Edgerton—Thomas E. Harris, FCC assistant general counsel, and Elisha Hanson, ANPA counsel, argued the case. A decision is not expected for about a month, probably late in December or early in January.

Authority of FCC

Mr. Harris took flat issue with the position of Mr. Hanson, who has represented Mr. Stahlman, publisher of the *Nashville Banner* and a former ANPA president, since difficulties first arose over his failure to respond to an FCC summons, on advice of counsel, in the opening days of the newspaper-ownership investigation late in July. Mr. Hanson maintained that since the FCC's inquiry itself was illegal, the subpoena became a nullity in the eyes of the law. Mr. Harris argued that the FCC holds unquestionable authority to conduct proceeding of a general nature [BROADCASTING, Oct. 27, Nov. 17].

Holding that the FCC has no authority to consider or lay down any general policy or rule placing newspaper-applicants for radio facilities in a general class, Mr. Hanson declared he would challenge such an inquiry, even if it were authorized by Congress, as violating constitutional rights. He added that the FCC's indication that a principal purpose of the proceedings was to gather material for recommendations to Congress in regard to newspaper ownership and operation of radio stations was "something they dragged in when

Swap of WNEW-WOV Brings Program Shifts

AS A RESULT of the interchange of power and frequency by WNEW and WOV, New York, Dec. 1, WNEW has inaugurated a full schedule on Sundays, heretofore a part-time operations day.

Among the personalities signed by the station for Sunday programs are John B. Kennedy, news analyst, who is presented with well-known guest speakers in a half-hour discussion of timely events; Charles Hodges of the New York U faculty in a quarter-hour commentary; Zeke Manners' hillbilly gang in a full hour session; Kay Lorraine and Jerry Abbott singing on separate programs with Merle Pitt's orchestra, and remote dance pickups from New Jersey and New York clubs.

WNEW's daily *Dance Parade* starts Sundays at 9 p.m. and continues to 1 a.m., at which time the well-known *Milkman's Matinee* takes over until 7 a.m. Six news periods also are presented during the day.

THE EIGHTEEN basketball double-headers scheduled in Madison Square Garden this winter season are again being covered in part by CBS, with Mel Allen doing a quarter-hour play-by-play, 11-11:15 p.m. each night of a game. Season started Nov. 19 and extends through the end of the Invitation Tournament in March.

they found they were going to be challenged on their order (Order 79)". He held that if the FCC had no authority to lay down such policy or rules, it cannot legally hold a proceeding of the nature of the newspaper-ownership inquiry looking toward such rules.

Outlining the FCC's stand, Mr. Harris stated that a "determination of facts", as were being developed in the newspaper hearing, may be needed to determine the power of the FCC to lay down a policy one way or another regarding newspaper applications. Although the FCC cannot take a stand on the matter until the hearings are concluded, he continued, it may then do any of several things: (1) use the data developed as educational background, (2) lay down a definite policy and issue rules, (3) make legislative recommendations to Congress, whether or not it decides it has the power to issue rules or lay down policy.

AGENCY *Appointments*

COCILANA Inc., Brooklyn (Cocilana Cough Nips), to Lester Harrison Assoc., N. Y. Radio to be used.

LUNDSTROM HAT STORES, San Francisco, to Theodore H. Segall Adv. Agency, San Francisco. Radio to be used.

NATIONAL ASSN. OF BEDDING MFRS., Chicago (bedding promotion), to Wallace-Lindeman, Grand Rapids. Radio to be used.

LEVER BROS. Ltd., Toronto, Canada (Sunlight Soap), to Ruthrauff & Ryan, New York. English and French programs planned.

READERS DIGEST ASSN., Pleasantville, N. Y. (*Selecciones del Readers Digest*), to the Buenos Aires office and the Latin American division of J. Walter Thompson Co., New York for promotion in Latin America. Plans not yet formulated.

CHARLES ENEU JOHNSON & Co., Philadelphia (ink), to Benjamin Eshelman Co., Philadelphia.

ABC CREDIT Co., Philadelphia (personal loans), to Solis S. Cantor Adv. Agency, Philadelphia, to handle advertising for its offices throughout Pennsylvania.

LATRASH FOOD PRODUCTS, Los Angeles (canned foods), to Erwin, Wasey & Co., that city. Advertising plans in formative stage.

SHASTA WATER Co., San Francisco (sparkling water) to Brisacher, Davis & Staff, San Francisco.

JOHNSTON & MURPHY, Newark (men's shoes), to Charles Dallas Reach Co., Newark. Plans not yet formulated.

EDROLAX Co., New York (proprietary) to Chas. W. Hoyt Co., N. Y. Said to use radio.

KENT PRODUCTS Co., Chicago (coffee maker, jewelry), to Simons-Michelson Co., Detroit. Has national distribution and uses some radio.

CLAIROL Inc., Stamford, Conn., to Grey Adv. Agency, N. Y.

DR. HILL FOOT CLINIC, Los Angeles, to Foothealth Adv. Alliance, Los Angeles.

LARABEE FLOUR MILLS Co., Kansas City, to Potts-Turnbull Co., Kansas City.

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

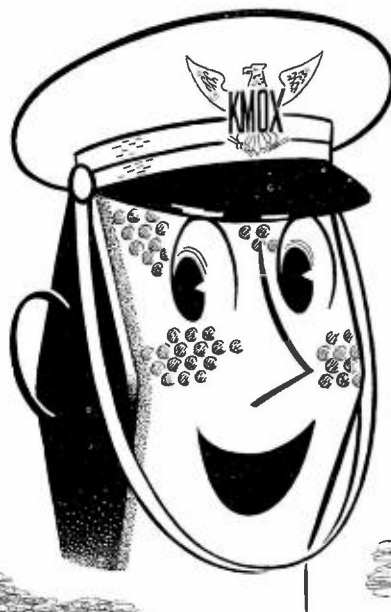
PERSONAL PRODUCTS Corp., Milltown, N. J. (Loress Cleansing Tissues), to William Eady & Co., N. Y. Plans not yet formulated.

NO COMMERCIALS

Textile Firm Bases Show on
Goodwill Theme

GESTURE of support by Callaway Mills, LaGrange, Ga., one of the largest textile manufacturers in the South, in buying a weekly hour on WLAG when that station took the air, has developed into a unique program on which no advertising for the company is aired. When the series started, musical and other entertainment groups of the Callaway recreational department were used on the air. Response was so favorable that the Callaway executives, recognizing its goodwill potentialities, decided to broaden the scope of the program.

Now the Callaway employees concentrate on one program monthly while the others are used by civic groups, churches, educational institutions using their own talent. Exploitation of events connected with the use of cotton are heard but the sponsors products are never mentioned. The program carries only one mention of the sponsor, a simple introduction "This is the Callaway Mills Hour". Completion of a \$200,000 auditorium is expected shortly at the mills and then the programs will originate from there.



"pass friend"

and KMOX is army escort for a 107-county audience!

KMOX was first in the country to follow the boys into the army and give their families the inside story of life at camp.

Now in its thirty-fifth week, "Youth Answers the Call" gives KMOX listeners a close-up picture of everything from meals...to maneuvers...to morale. As told by those who know army life best—the draftees.

This half-hour series is typical of the KMOX brand of showmanship. It is this knack for building attention-holding programs that has won KMOX a "pass friend" welcome in the rich St. Louis market. Among listeners and advertisers alike.

KMOX

THE VOICE OF ST. LOUIS • 50,000 WATTS

Owned and operated by CBS. Represented nationally by Radio Sales: New York, Chicago, Charlotte, San Francisco, Los Angeles





ASSIGNED to the radio division of the public relations office at district headquarters in Boston, Colton G. Morris (right), since 1938 special events director and news editor of WBZ-WBZA, Boston - Springfield, is sworn in as a lieutenant (j. g.) in the Naval Reserve by Commander J. H. Keffe, assistant personnel officer of the First Naval District in Boston.

Federal Life Test

FEDERAL LIFE & CASUALTY Co., Newark, which has been using WEVD and WINS, New York to promote its health and accident insurance, has started a 13-week test campaign on WMCA, that city, of six five-minute programs weekly, Monday through Saturday, 6:20-6:25 stressing for the first time the hospitalization aspect of the company's services. If test is successful it will "probably be expanded to a national radio account", according to Furman & Feiner, agency handling the account.

WDRC's 19th BIRTHDAY FETE

Doolittle Leads Station's Observation, Along
—With Several Veteran Employees—

MESSAGES of congratulation are pouring in this week to WDRC, Hartford, which celebrates its 19th birthday Dec. 10. WDRC has set aside the entire week for the celebration, and will now use with its call letter identification on station breaks the phrase "now in its 20th year of continuous broadcasting."

Scores of messages were received by General Manager Franklin M. Doolittle, founder of WDRC. The station, founded Dec. 10, 1922, joined CBS in 1930.

Veteran Employees

A. Martino, chief engineer, has been with the station since it was founded, while Walter B. Haase, program manager, has been with WDRC 17 years. William Malo, commercial manager, has been connected with the station nearly 12 years, and Educational Director Sterling V. Couch joined more than 13 years ago.

"It has been my good fortune," Mr. Doolittle said, "to have associated with me a loyal and enthusiastic staff, and it is principally to them that the growth of this station is due. Nineteen years is a long time, but broadcasting still is a young business. There are many problems ahead. WDRC pledges itself to tackle these problems in the interest of better radio for Hartford and Connecticut."

W65H, FM outlet owned and operated by WDRC, was the first FM unit to be licensed after Major Edwin H. Armstrong's Alpine, N. J. W2XMN went on the air. Mr. Doolittle participated with Major Armstrong in many early FM experiments.

William S. Paley, president of CBS System, also sent a message of congratulation to WDRC. "On behalf of CBS," he said, "I want to extend heartiest congratulations to WDRC as it begins its 20th consecutive year of broadcasting. I am very happy to note, too, that for more than half this period, WDRC has been the voice of the Columbia network to the people of Hartford."

"Your 19 years of service make you not only the first station in Connecticut, but one of the pioneers of broadcasting in the United States."

Philadelphia Video Count

CHECK-UP of television sets in use in the Philadelphia area by Philco reveals there are about 500 sets in actual operation in the city and suburban areas. Philco engineers estimated there were only 300 sets in operation when the company's WPTZ started commercial television Sept. 1. It is also estimated the 500 sets represent an audience in excess of 2,000.

EMILY HOLT VISITS WEST COAST AFRA

EMILY HOLT, national executive secretary of the American Federation of Radio Artists, flew to California last week for a visit to the union's Hollywood and San Francisco locals. Visit was described as "routine", to clean up a number of problems, particularly in San Francisco, where the AFRA chapter has had no executive secretary for some time.

Mrs. Holt was expected back in New York by the first of this week, although there was a possibility that she might delay her return a few days to stop off at some other cities on her way back East. One such stop-over might be made in Fort Worth and Dallas, where the multiple-ownership situation is reported to have hampered progress of AFRA toward securing contracts from the stations. Union has considered protesting to the NLRB, but no such action has yet been taken.

Gewn De Lany has resigned as executive secretary of the Detroit AFRA local and has gone to Hollywood to resume her career as a radio actress, according to AFRA headquarters in New York. Clyde Nutton, Detroit attorney, is the new Detroit executive secretary.

Union also reports that a wage increase has been secured for staff announcers at WRC and WMAL, NBC M & O stations in Washington. When the contract covering these stations was signed with NBC several years ago, provision for re-opening at this time was made.

THIS IS THE TAG TO TAKE YOU TO TOWN

1942 - WASHINGTON, D.C. - 1942
WRC-980

GO GO

--and you can coast all the way

Washington WRC radio coverage

N. B. C. RED NETWORK

To get the "GO" sign for your product in the rich Washington Market, "tag" your program for 1942 with "WRC 980". It will take you through without a stop, give you the right-of-way.

Represented Nationally by NBC Spot Sales Offices in Washington, New York, Chicago, San Francisco, Boston, Cleveland, Denver and Hollywood.

George A. Burns Named As Manager of KXFM

IN A GENERAL reorganization of station personnel recently effected by KFXM, San Bernardino, Cal., George A. Burns, sales promotion manager since 1934, has been made general manager.



Appointment was announced by J. C. and E. W. Lee, owners, who formerly managed the station. With KFXM a Don Lee - Mutual Broadcasting System affiliate, the Lee brothers stated that they will devote their entire time to national and network affiliations business and general public relations work. Before joining KFXM, Burns was associated with various Pacific Coast stations in a specialty capacity. Prior to that he was in the advertising and sales promotion field in New York and other metropolitan cities.

With the reorganization Maurice Vroman has been appointed station commercial manager. Bill Thompson heads the sales promotion department, with Howard Baichly as office manager. Lowell Smith is program director and Paul Lynde, chief announcer. Richard Sampson is chief engineer.

Perfume Campaign

COMPAGNIE PARISIENNE, San Antonio (perfume) recently started its regular winter campaign on 40 stations, using five-minute transcribed programs daily. Agency is Northwest Radio Adv. Co., Seattle. About 50 more are to be added. The station list:

WAIT WPRO KFBK KYA KGHL
WPEN WMIN KFVD WPIC WBAL
WAAF WIBC KMPC KQW WORL
WRVA WFLL KLX WHAS KSI KMA
KXA KINY KHQ KFEL KWOR KFEQ
KVI KRKO KJBS KGGF KSEI KWJJ
KSOO KKOK WDEL WGAN WHO KIRO
KEVR.

Gillette Pro Grid

FOR THE SECOND successive year, Red Barber, noted sports announcer of WOR, New York, has been selected to handle play-by-play of the championship play-off game of the National Professional Football League, to be broadcast exclusively on MBS under sponsorship of Gillette Safety Razor Co., Boston. The game will be played on the home grounds of the western division Dec. 21.

Sponsor Transfers

BECAUSE of policy differences with CBS West Coast executives as to what constitutes controversial matter, Presidential Silver Co., Inglewood, Cal. (trophy manufacturers), on Dec. 2 shifted its weekly quarter-hour commentary series featuring Eugenia Clair Flatto from KNX, Hollywood, to KHJ, that city. New contract, placed direct, is for 13 weeks. Controversy, according to Mrs. Flatto, arose over suppression of a broadcast titled *Hitler Cannot Conquer Russia*, which was based on the book by Maurice Hindus.

How to Listen

A COLLEGE COURSE in radio listening has been instituted at Pennsylvania State College. Declaring that the education of people to be more discriminating radio listeners is "highly imperative" in a democracy, the course of study was introduced by Raymond W. Tyson, instructor in public speaking at the college. In announcing the study, he urged that public schools and colleges give phone, amplifier, and an extra more courses in radio and provide equipment necessary for presentation of such courses of study. All that is needed, he said, is a micro-classroom, where the broadcasters can be heard unseen.

KPAS Appoints King And Akerman to Posts

J. FRANK BURKE, president of Pacific Coast Broadcasting Co., in announcing Loyal K. King and John L. Akerman as general manager and commercial manager respectively of the new KPAS, Pasadena, Cal., last week stated that the 10,000-watt fulltime station on 1110 kc. expects to get on the air by Dec. 15. Western Electric equipped studios will be located in the Huntington Hotel, that city, with transmitter at El Monte, Cal.

Mr. King, new to radio, was one time business manager of the *Santa Ana* (Cal.) *Register*, and prior to that associated with East Coast newspapers. Mr. Akerman formerly operated his own Los Angeles agency. Before that he was for 23 years affiliated with various newspapers and publications. Mr. Burke, one time publisher of the *Santa Ana* newspaper, with his family controls KFVD, Los Angeles. He is 87.5% common stockholder in KPAS. Other common stockholders have less than 2%. All stockholders, except Mr. Burke, hold a varying amount of preferred stock [BROADCASTING, Sept. 15]. Construction permit for KPAS was granted last Sept. 9.

Radio Club Moving

RADIO EXECUTIVES CLUB, of New York, starting Jan. 7 will change its luncheon-meeting quarters to the Empire Room of Hotel Lexington, it was announced at last Wednesday's regular meeting. Prices will continue as before, with \$1 for members and \$1.50 for non-members. Members of the MBS sports staff headed by Tom Slater, director of special events, and Don Dunphy, sports announcer, addressed the group. Visitors included Gunnar Wiig, WHEC, Rochester; Alec Moss, advertising manager of Paramount Pictures; J. E. Mason. WJTN, Jamestown, N. Y., and Earl Thomas, McKee & Albright, New York.

KEYSTONE BROADCASTING System, transcribed network service has moved its Hollywood program division to 6331 Hollywood Blvd., that city. Telephone is Hempstead 0460. Sidney J. Wolf, Chicago secretary-treasurer was on the West Coast during early December.

NORTH CAROLINA IS THE SOUTH'S NO. 1 AGRICULTURAL STATE!

CASH INCOME and GOV'T PAYMENTS



AVERAGE OF NINE OTHER SOUTHERN STATES

\$133.3 MILLIONS



WPTF in Raleigh is NORTH CAROLINA'S NO. 1 SALESMAN!

680 KC NBC Red 50,000 Watts



FREE & PETERS, Inc., National Representatives

Radio Monitoring Test For FCC Announced

ANTICIPATING additional expansion of the FCC monitoring staff in connection with national defense, the Civil Service Commission last Monday announced an examination for "radio monitoring officers", positions paying from \$2,600 to \$3,200 annually. Radio monitoring officers are assigned to FCC monitoring and direction-finding stations, and their functions include investigating complaints alleging subversive uses of radio.

No written test is to be given for the positions, and applications may be filed with the Civil Service Commission, Washington, D. C., until June 30, 1942. A copy of the announcement and application forms may be secured from local post offices.

BERYL VAUGHAN, of the cast of CBS *Romance of Helen Trent* in Chicago, is the author of a book, *Little Racketeer*.

KMO Staff Changes

IN A REALIGNMENT of production personnel, Ted Knightlinger, formerly news editor and more recently of the Army public relations division, has been appointed program director of KMO, Tacoma, Wash., according to Carl E. Haymond, general manager. He succeeds Charlie Foil who resigned to join KTKC, Visalia, Cal., in a similar capacity. Knightlinger has been on active duty as public relations officer for the State of Washington Selective Service. Billie Barnes, formerly Hollywood dramatic actress, has joined the station as woman's program director. New announcers are Verne Sawyer, formerly of KOL and KJR, Seattle, and Bruce Calhoun, formerly of WDGy, Minneapolis.

RUDY VALLEE, veteran radio star, singer and m.c., currently on the NBC-Red Sealtest program, is planning this winter to start the interesting task of copying on microfilm and of indexing his voluminous records, souvenirs, clippings, scripts and correspondence.

MBS Bowl Games

EXCLUSIVE football broadcasts on Mutual at New Years starts Dec. 27 when MBS carries a description by Bob Elson, sportscaster of WGN, Chicago, of the North-South All-Star game from Montgomery, Ala. On Jan. 1, 1942, Gillette Safety Razor Co., Boston, will sponsor on MBS both the Cotton Bowl game from Dallas, with Don Dunphy at the microphone, and the East-West All-Star game from San Francisco to be described by Ernie Smith and Mel Ventor.

CLARA, Lu, and Em (Helen King, Harriet Allyn, Louise Mead), have been signed by Biggie Levin, Chicago talent scout, and are being offered as a daytime serial package show. The trio was sponsored for a number of years by Colgate-Palmolive-Peet Co., Jersey City, for Super Suds on NBC-Blue. Harriet Allyn replaces the late Isabelle Carrothers, the original Lu since the team organized while they were students at Northwestern U in 1920.

FROM RAID SHELTER

MBS Covers Mock Attack From Armco Structure

WAILING sirens and other air-raid sounds were the background of a recent MBS feature built around a mock impending raid. The broadcast was originated by WCMI, Ashland, Ky., from within a real air-raid shelter erected for demon-



stration purposes by the local plant of American Rolling Mills Co. Participating in the program, grouped around the WCMI microphone, were (l to r) Jim Shelton, of the WCMI special events staff; Bennett Chappell, assistant to the Armco president; John Wymer, also of the special events staff.

Complete in every detail, the Armco shelter contains first aid and surgical equipment, cooking facilities and food, stretchers, and even a pick and shovel. The sign behind the trio reads: "No admittance to shelter after second raid warning". Just about now, the shelter has been dismantled and is on its way to the war zone in England.

North Carolina Regional Is Fourth Within a Year

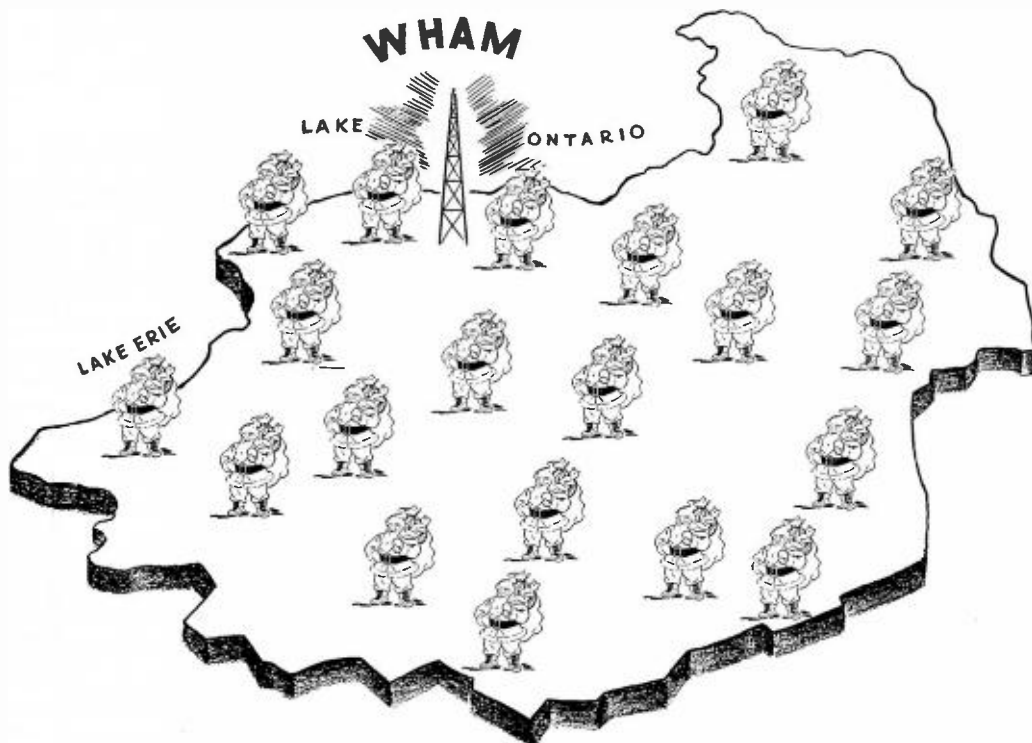
MARKING the fourth new station to be granted this year in North Carolina—all with the status of 1,000-watt regionals—the FCC last Wednesday issued a construction permit for new facilities in Washington, N. C., on 930 kc.

Permittee is the Tar Heel Broadcasting Co., 51% owned by W. R. Roberson Sr., president of the local Dr. Pepper Bottling Co. and part-owner of a hardware concern, with B. W. Frank, assistant manager of WEED, Rocky Mount, N. C., as 24.5% stockholder. The balance of the stock is held by W. R. Roberson Jr., at the present time a bookkeeper for his father. Washington, 20 miles east of Greenville, has a population of about 7,000.

Earlier in the year 1,000-watt stations had been granted in North Carolina to WBBB, Burlington, daytime on 920 kc.; WAYS, Charlotte, on 610 kc.; and WGBG, Greensboro, on 980 kc.

Reuters on WSPD

WSPD, Toledo, is now using the dispatches of Reuters, British news agency, in addition to those of the United Press and International News Service. The station began using the British service Nov. 15, immediately after contracts were signed. All newscasts are now under the direction of Joe Uebelhart, who has been named news editor, in which capacity he supervises WSPD's seven daily newscasts presented by three regular newscasters and himself.



THERE ARE 18 Santa Clauses IN WHAMland

Throughout WHAMland,* mothers are bundling up their children to take them to visit Santa Claus—in the bustling department stores of the 18 trading centers in WHAM's primary area. WHAMland folks are buying for a Merry Christmas.

That's the bonus coverage WHAM gives you; not

WHAM

Rochester, N. Y.

just Rochester, nor Rochester's trading area, but seventeen others—all at approximately one-third the cost of localized coverage of the same area. Here in this prosperous forty-three county primary area WHAM's 50,000 watt, clear channel signal is dominant. Here WHAM programs are family stand-bys. Here WHAM is your best buy.

*WHAM 43 county primary area and its 900,000 homes.

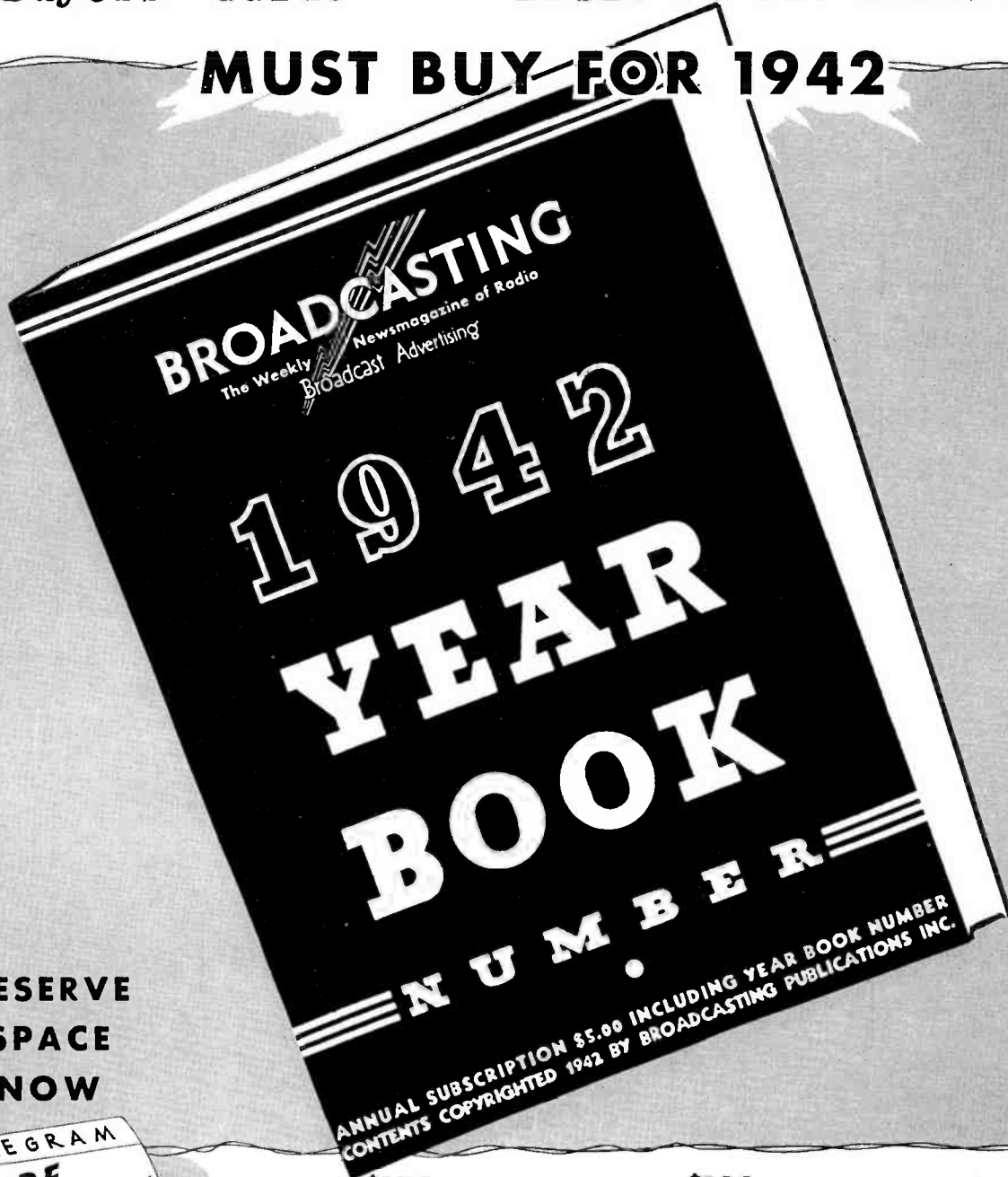
National Reps.: George P. Hollingbery Co.
50,000 Watts . . . Clear Channel . . .
Full time . . . NBC Blue and Red Networks

"The Stromberg-Carlson Station"

SYNONYMS FOR SERVICE

"Everyday Office Tool" • "Reference Edition"
"Desk Directory" • "Encyclopedia of Radio"
"Year-Round Advertising Medium" • "Handbook
of Radio Advertising" • "Industry Answer Book"
"Buyers' Guide" • "Bible of the Industry"

MUST BUY FOR 1942



RESERVE
SPACE
NOW

TELEGRAM
**WIRE
COLLECT**

Full Page, \$192 • Half Page, \$108 • Quarter Page, \$60
frequency discounts apply

Advertising Deadline December 23

keep your eye
on these stations

WBAL

Baltimore

WPTF

Raleigh

WBZ *Boston*

KDKA *Pittsburgh*



WKBW Buffalo

For new light on today's 50,000-watt transmitters, look at WBAL, WPTF, WKBW, KDKA, or WBZ.

In each of these stations you'll find a Westinghouse 50-HG. This is the broadcast transmitter, introduced by Westinghouse in 1940, that brought about a drastic revision in the standards by which this type of equipment is judged.

What happened?

Westinghouse, applying knowledge accumulated over many years of radio and diversified electrical experience, brought a fresh viewpoint to bear on transmitter design. Out went the clutter of tanks, pumps, piping, and coils required for water cooling. In came air-cooled tubes for all stages. Down went operating costs, with 115 kw input for average modulation as against 135 kw and 143 kw respectively for previous types of 50 kw transmitters. And along with these operating advantages

came a new attractive streamline design of seven matched cubicles housing the various units of the complete 50,000-watt set.

That's why we say "Keep an eye on these stations."

OPERATING ADVANTAGES OF THE 50-HG TRANSMITTER

- Air-cooled tubes in all stages
- Extremely low operating costs
- Metal rectifiers throughout, except main high voltage rectifier
- Inductive neutralization of the power amplifier
- Equalized feedback
- Compressed gas condensers
- Complete elimination of fuses
- Spare rectifier tube at operating temperature
- Ease of adjustment
- Unit construction throughout
- Full automatic control
- Relatively low plate voltages
- Conservative operation of all tubes

J-08042



Westinghouse

BROADCASTING

and

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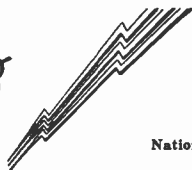
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FM-Pre-War Baby

ANY IDEA THAT FM development would be stopped in its tracks by the war emergency certainly has been dispelled by events of the last few weeks. There have been a half-dozen dedications of FM stations during the last several weeks, topped off last week by the inauguration of service by New York's first fulltime commercial FM station, W71NY, under the ownership auspices of WOR, one of the nation's preeminent broadcast institutions.

There isn't even any indication that FM development has bogged down, despite defense, priorities and other seeming dislocations which inevitably accompany a war economy. Actually, FM as a full-blown commercial service, offering improved fidelity, is born even before World War II has engulfed the New World. Standard broadcasting had its onset as an aftermath of World War I.

Today there are a score of FM stations in full commercial operation in 15 cities. Another 40 are under construction. Some 50 applications are pending. There would be still other stations on the air were it not for Order No. 79 of the FCC, which has relegated two-dozen applications into the pending file because their sponsors are identified in one way or another with newspapers.

Real impetus was given FM by the W71NY dedication. It marked also the establishment of a special commercial network, linking seven eastern stations, with four accounts sponsoring the program on a one-time basis. Of greater future significance was the fact that the hookup was effected by direct radio pickup, foregoing use of wire-lines. It was done without noticeable impairment of quality.

Maj. Edwin H. Armstrong, distinguished inventor and the father of FM, has seen the first practical phase of his prediction realized. Overcoming almost insurmountable obstacles, he has witnessed what he said in 1935 would be an actuality once the experimental restriction was lifted.

FM receiving set production, according to industry statistics, has reached 1,500 per day, and is being stepped up gradually so it will cross 2,000 by the first of the year. There are about 100,000 sets in use, segregated largely along the eastern seaboard and in the Chicago area. This is a far cry from the 51,000,000 standard broadcast receivers in use, but it's still swift development.

This year some 10,000,000 standard broadcast receivers have been sold. Even if OPM

knocks down the 1942 output some 30% there will still be in the neighborhood of 3,000,000 sets manufactured. Manufacturers, it seems likely, will be disposed to produce combination FM-AM receivers because of increasing demand and because of the greater (though not inordinately higher) retail cost per unit. Even if only one-third of the 1942 models are adapted for FM, there would be a 1,000,000 set production.

So, barring unforeseeable developments, and that's looking at the war almost at its worst, FM doesn't approach 1942 with trepidation. Radio having proved its ability to sell goods, is doing a respectable job of selling "static-less" radio wherever it hits the air.

Hang That Hang-Over

IN MID-JANUARY, the House Committee on Foreign & Interstate Commerce plans to begin hearings on legislation to rewrite the Communications Act of 1934, statute under which the industry is regulated—or better, perhaps—misregulated.

The Sanders Bill pending before the committee will serve as the vehicle for what is destined to be a full-scale inquiry into the industry, the FCC and all things pertaining to radio. This bill already has drawn fire in industry quarters. Some groups see in it a "joker" here and a veiled threat there.

No one contends—not even Rep. Sanders himself—that the bill is perfect. There never was a piece of major legislation introduced, within our knowledge, that ran the legislative gauntlet without substantial change. Radio's legislative history in recent years has been anything but tranquil, and it's safe to predict that the Sanders Bill will get the fine-tooth-comb treatment.

Time is getting short. It is evident now that the only industry-wide relief foreseeable is through a new expression from Congress as to its intent. It probably is foolhardy to think that any new statute will be less rigorous than the existing law, enacted in 1927, and absorbed virtually in toto in the Communications Act of 1934. But there's an excellent gamble that an even more stringent statute will on the long-haul be more desirable if it clearly delineates the limitations of the FCC (or its successor), and eliminates the experimentation and guesswork that has caused so much havoc and unrest in the industry during the last few years.

Speaker Sam Rayburn is quoted as having told highest Administration officials that he

The RADIO BOOK SHELF

OPERA, because of radio, has become a necessity rather than a luxury and that's the story behind *The Opera, Its Creation & Performance: 1600-1941*, by Wallace Brockway and Herbert Weinstock (Simon & Schuster, New York, \$3.75). Authors of the 1939 success, *Men of Music*, they trace the development of opera and show why it has become the most popular branch of music. List of recommended recordings is included.

regarded the existing Communications Act as a good law—one of the best Congress ever has enacted. The fault, he has insisted, has been in the men who have administered that statute, and have read into it meanings and authorizations never in the minds of the men who drafted the measure originally.

The industry should roll up its sleeves and get behind new legislation when the hearings get under way in January. If the Sanders Bill is faulty, then let's say so, and in what particulars. Let's get a law through that will safeguard the public against the excesses of the industry, if that be necessary. And at the same time let's have Congress tell the licensing authority just how far it can go, so the industry can adjust itself along lines of greatest stability. Only in that way can radio get rid of what has been a regulatory hangover 365 days per year.

The Political Gong

IN WHAT it describes as an effort to clarify the political section of the law, the FCC has published a new definition of what it regards as a "legally qualified candidate" for public office. The revised definition [see Dec. 1 issue] appears to broaden the concept considerably by embracing not only candidates for a public office who may be nominated but any person "who has publicly announced that he is a candidate for nomination" for public office.

The full impact of this amplified definition will not be felt until primary campaigns get under way in some States this Spring. There will be literally thousands of "publicly" announced candidates for offices from dog-catcher to governor. The entire House of Representatives will be elected next November, along with one-third of the Senate. Thousands of town, city and State officials will be elected.

Broadcasters should determine now what they intend to do about allocations of time for politics within the boundaries of the new FCC definition. It may prove expedient in many instances for stations to announce in advance that they will not sell time to any candidate for any office prior to the primaries or before the actual party nominations. On the other hand, stations may decide to allocate just so much time for such broadcasts, on what amounts to a first-come first-serve basis. If the latter is done, such a policy should be well publicized in advance so there won't be any come-back.

The new political definition opens the doors wider than ever before. Yet most broadcasters, if precedent means anything, won't realize what has happened until the "announced candidates" begin clamoring for time. They should prepare now, by establishing policies.

We Pay Our Respects To —



BERNICE JUDIS

BERNICE JUDIS came to radio "cold." Her first and only job has been with WNEW, which she joined in 1934, at the station's start, as general assistant, a position brought about through a family friendship with the owners of WNEW.

Ask her what were her duties during the first few months at WNEW and she'll likely tell you that she filled inkwells. But actually she helped write copy, lent a hand in the business office and occasionally tried her hand at closing a sale.

Less than a year after joining WNEW she was made general manager, but managing WNEW was not much of a job at that time because the station then was an unimportant part of the New York radio scene.

Not handicapped with a previous knowledge of the radio business, Bernice Judis started with some ideas of her own. Having been a listener at home she felt that the great audience of home women were sated with the "tune in again tomorrow and learn if Gwendolyn's sweetheart really ran off with her best girl friend" soap operas of daytime radio. Against the verbiage of the network script serial shows Manager Judis tossed music and more music, and suddenly the ratings of WNEW's record shows of lively popular music began to climb upward.

In this fashion came about the birth of *Make Believe Ballroom*. So, too, came about the birth of WNEW's now famous *Dance Parade* program—hour after hour of popular music. This also explains why WNEW scheduled a *Carnival of Swing*, featuring the leading sweet and swing bands of the day, which drew 45,000 fans into the stadium at Randall's Island and was a Page One event in newspapers.

One example of her astute judgment is outstanding. Over the ob-

jection of her staff she conceived the all-night broadcasting idea and signed a young announcer named Stan Shaw to stay on the air through the wee hours to entertain New York's night owls with request tunes. Today the *Milkman's Matinee* is one of radio's valuable program properties, and all the stations which laughed at WNEW for its pioneering effort are now on the air with all-night programs.

Possessor of imagination, showmanship and dollar sound business instinct, and attractive in appearance, Bernice Judis was born Dec. 2, 19??.* She attended private schools in New York City before entering the business world at WNEW.

Managing WNEW is a job she loves. She tolerates none of the rigamarole of big business. The doors of her office are open at all times to everyone on her staff and quite frequently she startles the WNEW personnel by calling them on the telephone at 2 and 3 in the morning to get reaction to an idea on which she could not sleep.

A hint of what is to come can be gleaned from WNEW's recent departure into the live-talent field. In the past few months the station's program schedule blossomed forth with important network names. Today WNEW carries John B. Kennedy's discussion of the news, Bob Considine and Eddie Dooley on sports, Kathryn Cravens interpreting *News Through a Woman's Eyes*.

* *Woman's Prerogative.*

Berthold M. Nussbaum

BERTHOLD M. NUSSEBAUM, 54, vice-president of Lambert & Feasley, New York, died Dec. 1 of a heart attack at his home in New Rochelle, N. Y. Mr. Nussbaum, also president and director of the Canton Glass Co., Marion, O., operated his own advertising agency, United Adv. Co., prior to joining Lambert & Feasley in 1930.

Personal NOTES

EDWARD McCALLUM has resigned as commercial manager of KUTA, Salt Lake City, to become a partner in the advertising agency of J. Ed Snyder & Associates, that city. The firm name has been changed to Snyder-McCallum Adv.

CARL CRONIN, formerly with the *Oakland (Cal.) Tribune*, has joined the sales staff of KLX, that city.

MERRILL INCH, formerly commercial manager of KOH, Reno, has joined the Seattle office of KINY, Juneau, Alaska, as national sales manager.

ROBERT KELLY, formerly program manager of W45D, FM adjunct of WWJ, Detroit, has been named public relations director of both WWJ and W45D by W. J. Scripps, general manager of radio for the *Detroit News*.

WALTER ERWIN JAMES, formerly an assistant to the Secretary of Commerce, assigned to the Division of Administrative Management, has been appointed secretary to FCC Commissioner Clifford J. Durr to replace J. R. Maumenee, now on active duty with the Army at Kelly Field.

THOMAS F. JOYCE, vice-president of RCA Mfg. Co., Camden, N. J., has been named executive chairman of the Camden County Defense Savings Committee.

BEN H. DARROW, long known as Uncle Ben, the Radio Schoolmaster, has been named public relations director of the Fifth Civilian Defense Region, headquartered in Columbus, O. He formerly was associated with WLS, Chicago, and WBN, Buffalo, and recently published his second book, *Radio Trailblazing* (Roycroft Press, Aurora, N. Y.).

COL. HARRY C. WILDER, president of WSyr, Syracuse, recently addressed a luncheon meeting of the Syracuse U Faculty Club, attended by 150 members, on "Radio in Defense."

E. L. BROOKS, KRKD, Los Angeles, account executive, is the father of a boy born in mid-November.

Network Officers

WILLIAM F. Huffman, owner of WFHR, Wisconsin Rapids, Wis., was named president of the Wisconsin Network Inc., at a recent meeting of network station owners and managers. James F. Kyler, WCLO Janesville, was elected vice-president; Rev. J. A. Wagner, WTAQ, Green Bay, secretary; Hiram H. Born, WHBL, Sheboygan, treasurer. The network is carrying the complete schedule of the University of Wisconsin basketball games, daily market reports, news and special events.

Brown Heads KMYC

HARRY E. BROWNE, for five years manager of theatres in Northern California and previous to that associated with vaudeville and dramatic productions, recently was named manager of KMYC, Marysville-Yuba City, Cal. He succeeded Walter Conway, who resigned to join the business of his father in Oakland, Cal. Both Brown and Conway were guests at a KMYC staff dinner at the Hotel Marysville, at which Horace E. Thomas, KMYC owner, was host.

L. W. BROCKINGTON, former chairman of the Board of Governors of the Canadian Broadcasting Corp., has resigned as special wartime assistant to Prime Minister Mackenzie King to make public addresses in Great Britain and the United States, before resuming his legal practice. He has been invited by CBS to speak from London on his forthcoming trip to Britain.

J. E. CAMPEAU, managing director of CKLW, Windsor, Ont., was presented late in November with an engraved silver service by the American Legion, Department of Michigan.

HARRISON HOLLIWAY, vice-president and general manager of KFI-KECA, Los Angeles, has been appointed to the national committee for the President's Birthday celebration.

FRED W. CANNON, of All-Canada Radio Facilities, Toronto office, is the father of a 9 pound 2 ounce boy.

GEORGE ADKISSON, formerly of WTAD, Quincy, Ill., has been added to the sales department of KHMO, Hannibal, Mo.

EDWARD W. FOX, formerly with the *Marion Star*, has joined the commercial staff of WMRN, Marion, O.

P. H. EVANS, comptroller, and Gerald Fields, promotion manager, are recent additions to WCHS, Charleston, W. Va.

J. A. MORTON, sales manager of KIRO, Seattle, is the father of a boy born Nov. 13.

GEORGE H. MOORE, of WCKY, Cincinnati sales staff has been elected to the board of directors of the Cincinnati Association of Manufacturers Representatives.

ARNOLD C. BOONE, for 11 years a member of the sales department of KWK, St. Louis, has joined the sales staff of WCKY, Cincinnati.

Navy Appoints Hartley As Radio Section Head

J. HARRISON HARTLEY, formerly special events director of NBC, has been named chief of the radio section, public relations branch of the Navy Department. Mr. Hartley succeeds Lieut. Comdr. Norville Sharpe who has been assigned to the Bureau of Navigation.

Mr. Hartley, a civilian, is on leave from NBC and will be assisted by Lieut. J. P. Moore, formerly CBS newsmen in Washington, and Lieut. D. H. Saunders, former CBS engineer in Washington.

KFBI Staff Changes

PERSONNEL CHANGES at KFBI, Wichita, K., include: Bob Kent, local sales manager; Ralph Varnum, merchandise manager; Leo Howard, promotion manager. All mentioned were already associated with the station and were shifted to more efficiently handle an increased volume.

Leaves Post at Philco

NICK ALEXANDER, general manager of WPTZ, Philco television station in Philadelphia, resigned Dec. 1. B. R. Herr has taken over the general management until a permanent successor is appointed. Warren Wright, production manager, and Bill Shain, head of the publicity department, resigned at the same time.

Chester A a'Becket

FUNERAL SERVICES were held Dec. 5 for Chester Abbey a'Becket, 61, veteran announcer, who died Dec. 1 in Philadelphia. He joined the staff of WHAT in 1931, continuing there until his death.

BEHIND the MIKE

HOLLY NOBLE is temporarily holding down as CBS West Coast publicity director, having taken over duties of Hal Rorke, recently transferred to New York as assistant to Louis Ruppel, head of the network's press department. Noble was Rorke's Hollywood assistant. Fred Kellam, formerly of *Time* magazine West Coast editorial staff, has joined the CBS Hollywood publicity department.

REGINALD HARDEN, formerly of WFOR, Hattiesburg, Miss., and more recently chief announcer and production manager of WMVA, Martinsville, Va., has joined the announcing staff of WSVS, Roanoke, Va.

AL SNYDER, formerly newsman and announcer of WHKC, Columbus, O., is now newscaster and announcer of WSPD, Toledo.

JACK PETRY, announcer of WFPG, Atlantic City, and Norma Eddy, of the secretarial staff, were married last September it was disclosed last week.

MORT FARR, sports announcer of WCAM, Camden, N. J., opened his own music store Dec. 1 in Upper Darby, Pa.

ART MOREY has been named program director of KWJJ, Portland, Ore.

"IF YOU WANT TO PUT SOME 'OOMPA' INTO YOUR RED RIVER VALLEY SALES. TRY A SCHEDULE WITH WDAY—THE ONLY NBC STATION IN THIS NECK OF THE WOODS!"



WDAY FARGO, N. D. 5000 WATTS-NBC
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, INC. NATIONAL REPRESENTATIVES

Pupil: 1941 Model

MRS. LEE NEAL, wife of an announcer of WCHS, Charleston, W. Va., is a first-grade teacher in a local school. The other day she asked her pupils to recite or sing. One bright youngster volunteered and to her amazement delivered in its entirety one of WCHS' transcribed spots for Falls City Beer.

GORDON WOLFRAM, formerly of WAWZ, Zarepath, N. J., has been added to the announcing staff of KGVO, Missoula, Mont.

RICHARD E. STOCKWELL, formerly of WLW, Cincinnati; WHBF, Rock Island, Ill., and WIBA, Madison, Wis., has been named program director of the newly-formed Wisconsin Network. He is stationed at WFHR, Wisconsin Rapids, Wis.

GRAHAM POYNER, program director of WPTF, Raleigh, has been appointed State Director of Radio for the North Carolina committee for the celebration of President Roosevelt's birthday.

GEORGE LOSEY, manager of KHMO, Hannibal, Mo., has announced the following staff changes and additions: Bob McCoy, formerly with NBC, Chicago, and Bob Williamson, from KDRO, Sedalia, Mo., are new announcers; George Moon, former announcer, is continuity-traffic manager; Lane Carlson and Betty Huston, both new to radio, have been added to the continuity department.

JIM CONWAY, former farm program director of WOWO, Fort Wayne, Ind., has left to take a position with the Department of Agriculture in Indianapolis.

HELENE S. BURTON of the publicity department of WOR, New York, on Dec. 7 resigned to be married to Sheldon Kaplan, attorney with the firm of Leon Lauterstein, general counsel to WOR. Filling Miss Burton's job is Marjorie Kent, freelance writer and wife of Charles F. Jacobs, photographer, with whom she recently returned from a South American photographic assignment.

CHARLES KENT, formerly with WMBO, Auburn, N. Y., and Bud Stapleton, from WATN, Watertown, and former WMBO musical director, have joined the announcing staff of WSYR, Syracuse.

E. ANTHONY BROWNE, continuity chief of KEX, Portland, Ore., now authors *Grandpappy and His Pals*, variety and dramatic show originating from KEX and fed to the NBC-Blue Coast network. Henry M. Norton, who wrote the program since it was aired last May has been hospitalized with a broken hip.

BLAINE CORNWALL, formerly program director of KXOK, *Star Times* outlet, St. Louis, has been appointed to the production staff of KMOX, St. Louis.

BOB CARTER, moving from WMCA, New York, after six years has joined the announcing staff of WXYZ, Detroit, key station of the Michigan Radio Network. First assignment is caretaker of *Housewives Serenade*.

BETTY LOU WILBANKS has joined KIT, Yakima, Wash., as pianist and receptionist. Noretta Donahue has been transferred from continuity to book-keeping and Sonya Loftness, freelance writer from Tacoma, has been added to continuity.

VIC LINFOOT, formerly of WWJ, Detroit; WLW, Cincinnati, and also a freelance in Chicago and West Coast radio, has joined the announcing staff of CKLW, Windsor-Detroit.

DORIAN ST. GEORGE, of WRC-WMAL, Washington, announcer, has been made Eastern Regional Director of the Committee for the Celebration of the President's Birthday Ball.

MARY MASON, director of women's activities for NBC, Washington, has been placed in charge of the Emergency Feeding Program under the District's Civilian Plan by Commissioner J. Russell Young, U. S. Coordinator of Defense for the Metropolitan area. Miss Mason's unit will provide the entire city with facilities for the feeding of those made homeless by bombing, with depots established in the District's 12 air raid defense areas.

MRS. FLO THOMSON, formerly in the station relations department of NBC and more recently given the task of promoting NBC educational programs recently given the task of promoting NBC educational programs and listening groups under the supervision of NBC affiliates, has been appointed promotional director of WGAC, Augusta, Ga.

CHESTER HERMAN of the production department of WLW, Cincinnati, is the father of a boy born Nov. 24.

DAVID PARTRIDGE, formerly of KMBC, Kansas City, has been appointed as assistant to M. F. Allison, promotion manager of WLW, Cincinnati.

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



With Their SYMPHONIES OF THE SAGE 200 New Tunes
Produced and Distributed By
ROY ROGERS, INC., HOLLYWOOD, CAL.

Meet the LADIES



CAROLINE CABOT

STARTING in radio in 1926 when program time and mechanical difficulties made every show a precarious undertaking, Caroline Cabot, WEEI Boston shopping expert, celebrated her 15th anniversary on the air Nov. 25, in a gala celebration at WEEI, attended by outstanding radio and advertising personalities.

Uncanny ability at judging merchandising values, a splendid speaking voice, perfect poise and a sincere interest in her listeners' problems started Caroline on a career that has been strengthened with each passing year. Caroline's potentialities were first discovered by John C. Nicodemus, now president of the Boston Ad Club who saw in her the right person to put over his idea that the radio public was interested in merchandising news.

An indication of the trust placed in Caroline by her listeners can be gained from the story of the blind girl of Lowell, Mass., who wrote to ask Caroline if she would help her with shopping in Boston. There was a brief introduction and then the blind girl handed over her pocketbook to a person she knew only through a radio receiving set.

BARONESS de POLENSKE, who conducts a twice-weekly *Women in the News* program on WBYN, Brooklyn, has been appointed to the National Women's Advisory Council of the Committee for the President's Birthday.

CHARLES VANDA, CBS Western division program director, is currently in New York for six weeks or more, and will handle production of several network programs originating from that city. Paul Pierce, CBS Hollywood director of continuity and producer, is temporarily taking over Vanda's duties.

WARREN HITES, announcer and musical director of WATW, Ashland, Wis., married June Welty Nov. 15.

BLAINE MENTH, formerly news editor of KOY, Phoenix, is now a sergeant in the Army Signal Corps.

CAPT. TOM JOHNSON, formerly Fourth Army Corps Radio Director, has been added to the Radio Section of the Army Morale Branch in Washington.

LIEUT. HUGH YOUNG, former sportscaster at CJRC, Winnipeg, is now stationed with his regiment at Hong Kong.

Ewald Kockritz Given WSAI Promotion Post

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

No major changes have been effected in the program departments of WLW and WSAI, as erroneously inferred in the Dec. 1 issue of *BROADCASTING*. George C. Biggar is WLW program director and Clair Shadwell holds a similar post with WSAI.

ERNIE SMITH, pioneer West Coast sportscaster, has been chosen to handle the description of the Shrine East-West football game at Kezar Stadium, San Francisco on New Year's Day on MBS.

BERT WAYNE and **Harry Wood**, heard on New England stations and **KYW**, Philadelphia, respectively, have joined the announcing staff of **WNEW**, New York.

ORVILLE J. NEUWERTH, former producer of the Radio Council of the Chicago Board of Education, and **George Roosen**, formerly writer of *Stepmother* for Sherman & Marquette, Chicago, have joined the production staff of **CBS**, Chicago.

GEORGE SHEPHEARD, speech and radio broadcasting major at the U of Michigan, has joined **WMFF**, Plattsburg, N. Y.

MARK THOMPSON, formerly continuity writer, has joined **WEW**, St. Louis, as announcer. Rita O'Shea has joined the telephone staff.

PHIL McKERNAN, announcer, formerly of **KHSL**, Chico, Cal., has joined the staff of **KRE**, Berkeley, Cal.

JOE TOWNER, **KMPC**, Beverly Hills, Cal., traffic manager, has taken on additional duties of continuity director, succeeding **Bill Conrad**, transferred to production.

LOUIS T. MARSH, formerly news editor of **WMRN**, Marion, O., has been appointed program director to succeed **Stanley A. Miller**, assistant general manager and program director who resigned Nov. 22 to enter military service. **Bert Stille**, farm editor, has been appointed chief announcer and will also head the station's Artists Service Bureau.

ALFRED TAYLOR, formerly of **WTH**, Baltimore, and **Fred Wood**, of **WSNJ**, Bridgeton, N. J., have joined the announcing staff of **W53PH**, **WFIL**'s FM station in Philadelphia.

EDDIE GALLAHER, sports and quiz announcer of **WCCO**, Minneapolis, has enlisted in the public relations division of the Navy. To be stationed in Minneapolis, he will remain active in Twin City radio.

TOMMY FRANKLIN, announcer-news-caster of **KLS**, Oakland, Cal., and **Ruth Hurt** who conducts her own program on the same station were married on Nov. 22.

WALTER BRINE, formerly of **WESX**, Salem, Mass., has joined the announcing staff of **WCOP**, Boston.

IRVING WAUGH, formerly of the staff of **WTAM**, Cleveland, has joined **WSM**, Nashville, as staff announcer.

DEAN SMITH, announcer of **WOKO**, Albany has announced his engagement to Miss **Florence B. Adler** of Schenectady.

Rhythm at Random

WITH
MICHAEL ROY

10:30—10:45 P. M., C. S. T.
Monday Thru Friday

Here is a great sales vehicle — 15 minutes of sparkling recorded music and refreshing entertainment featuring one of NBC's most affable announcers, Michael Roy — an ideal participation program that insures maximum results with a minimum expenditure.

The title, "Rhythm at Random" was chosen from an avalanche of 12,000 names suggested by radio listeners when the program first went on the air.

This outstanding feature has a fine large audience and the cost of participation is most reasonable.

"Rhythm at Random" with Michael Roy and Station **WENR** with its excellent primary coverage in 185 counties in Illinois, Wisconsin, Indiana and Michigan will bring you greater sales and profits at low cost in America's second largest market — Chicago.

Phone or write for detailed information with the assurance **YOU GET MORE FOR LESS ON**

WENR

Chicago

Represented Nationally by the NBC Spot Offices in

CHICAGO

NEW YORK
DENVER

BOSTON
SAN FRANCISCO

WASHINGTON
HOLLYWOOD

CLEVELAND

Studio Notes

ELABORATE PROGRAM of WMUR, Manchester, N. H., for the appearance of Lee Ya Ching, China's first aviatrix, was almost ruined when the flyer's light plane was grounded because of high winds in New York. Two quick dashes by transport plane to Boston and chartered plane to Manchester, however, brought her to the WMUR mike at the appointed time where she was greeted by former Gov. Francis P. Murphy, owner of WMUR; Manchester Mayor Damase Caron and Dr. James J. Powers, a vice-chairman of the New Hampshire United China Relief Committee and a director of the Radio Voice of New Hampshire Inc. Visit of the aviatrix was in conjunction with the United China Relief Drive.

WSB, Atlanta, has received 34,000 entries from every state, Canada, Cuba, Puerto Rico and the Canal Zone in its football guessing contest conducted by Ernie Harwell. Some of the letters bore no address, being simply directed to "Sports News and Views"—the name of the program.

WHO, Des Moines, will receive the co-operation of four hybrid seed corn companies—Pioneer, DeKalb, Vinton and Funk—in the fifth annual Radio Corn Festival Dec. 13, to be directed by Herb Plambeck, WHO farm news editor. Exhibitor winning the greatest number of high awards will be crowned "Corn King".

OPENING of newly-completed studios "U" and "V" at NBC Chicago headquarters in the Merchandise Mart ends the remodeling program started early this year. Plans included renovation of large audience studio "A," construction of three new studios and new quarters for the radio recording division, program traffic, communications, night manager and musical director.

WIBG, Glenside, Pa., will take bids Dec. 9 on plans for alteration of the building at 1425 Walnut St., Philadelphia into studios and offices for the station. Gleeson & Mulrooney, Philadelphia, are architects. WIBG will step up its power to 10,000 watts, operating fulltime.

A TYPICAL Spanish-American family will theoretically tour the United States and report their adventures each week to Mexico, Central and South America via KGEI General Electric international station in San Francisco. In an unique all-Spanish series of travelogues La Familia Amadeo, consisting of Mr. and Mrs. Amadeo and their son Roberto, will visit a different state capital each week. The series is scheduled to run for 49 weeks, says E. T. (Buck) Harris, KGEI manager.

LUNCHEON for 25 Lynchburg, Va., charitable committee leaders was given Nov. 27 by Edward A. Allen and Philip P. Allen, owners of WLVA, Lynchburg, to start the station's drive for its seventh annual Christmas Party. Continuously broadcast for six hours on Sunday preceding Christmas, the party is designed to collect \$3,500 to provide over 1,500 baskets, each containing a Christmas dinner for needy families.

Minus Plugs

AS A NOVEL WAY to wish listeners a Merry Christmas, the Rubsam & Horrman Brewing Co., Staten Island, N. Y., will omit commercial announcements on the Dec. 25 broadcast of *Ramona & the Tune Twisters* on WOR, New York. At the start of the 10:45 p. m. show, *Ramona* will announce "Ramona, the Tune Twisters and the R&H Brewing Co. wish you all a Merry Christmas . . ." the only sponsor identification of the broadcast. A similar technique will be used on the New Year's night program, when again the company's beer will not be plugged. Idea was that of Edward H. Acree, R&H advertising manager.

KMOX, St. Louis, cooperating with the Missouri State Teachers' Assn. convention held in St. Louis, staged "Just How Radio Educational Programs Can Be Utilized in the Classrooms" on Dec. 5 under supervision of Raymond P. Kroggel, director of radio education for the Missouri State Department of Education. Staged in the KMOX Playhouse the program demonstrated how best the educational programs heard daily, Monday-Friday over KMOX, can be utilized for elementary and high school students.

WYKZ, Detroit, has begun a series 10:30-10:45 a.m. Monday-Friday featuring O. P. Stearns, "The Food Magician", sponsored by Bronte Wines. Stearns, who appeared on west coast networks for six years, highlights his program with narration woven into romantic-story form, based on research and travel.

WCHS, Charleston, W. Va., had a script prepared and on the air within two hours of the arrival in Charleston of Clarence Robinson, Seaman 1st Class, survivor of the torpedoed *Reuben James*. Robinson played himself in the dramatization of the event.

KIRO, Seattle, to make available to Alaskan youth the educational material of the CBS *School of the Air* series, each month ships a complete set of records, transcribed from KIRO's daily broadcasts of the feature, to KFAR, Fairbanks, for re-broadcast. Similar transcriptions are offered by KIRO to schools in its listening area.

KDYL, Salt Lake City, for the fourth consecutive year will conduct a series of holiday entertainments for broadcast from local institutions. The schedule calls for four broadcasts, between Dec. 15-20, featuring KDYL musicians and talent, from the Latter-Day Saints Children's Hospital, U. S. Veterans Hospital, St. Ann's Orphanage, and Shriners' Crippled Children's Hospital. Production of the series is to be handled for KDYL by John M. Woolf and Ed Stoker. The *Salt Lake Tribune* and hospital staffs are cooperating in the project.

CHARTERING a plane. Herb Hilscher, KINY, Juneau Alaska, news analyst, flew 500 miles to cover the recent disastrous million-dollar fire at Seward. There he interviewed homeless residents as Army officials were attempting to care for them in Army Barracks.

Camel Signs New Quiz Revises Network Lineup

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Camel Cigarettes), has signed Bob Hawk as m.c. for a new comedy quiz show, titled *How Am I Doing*, featuring Vaughan Monroe's Orchestra and Bert Parks as announcer, to debut Jan. 9 on 92 CBS stations, Friday, 7:30-8 p.m. Hawk, now m.c. for Eversharp's *Take It or Leave It* on CBS, is to be succeeded on that program by Phil Baker.

At the same time Reynolds announced discontinuance on Dec. 31 of *Penthouse Party*, on 94 NBC-Blue stations, 9:30-10 p.m., and a general shifting of all other Camel shows, to take place the first week in January. *Cugat-Rumba Review*, now on 91 NBC-Red stations, Thursday, 7:30-8 p.m., will move into the *Penthouse* spot on the Blue and *Al Pearce & His Gang*, on 99 CBS stations, Friday, 7:30-8 p.m., takes over the *Cugat* spot on the Red. The new Hawk show will assume Pearce's old time slot. William Esty & Co., New York, handles the Camel accounts.

Power Increase Action In Canada Is Foreseen

THAT SOME action would soon be taken by Canada to occupy the two remaining Canadian Havana Treaty channels was intimated by Maj. Gladstone Murray, Canadian Broadcasting Corp. general manager, in Ottawa last week. The CBC Board of Governors is expected to deal with this and other power increases at its January session.

By that time the CBC survey on Canadian stations will have been completed. It is not expected many stations will be granted increases to 5 kw. since few now have applications in for these increases and it is becoming harder to obtain new equipment. CFRB, Toronto, is known to have applied for 50 kw. Whether or not one of the two unused Canadian Havana Treaty channels is to be used by CFRB with an increase in power, could not be learned.

Wisconsin U Sports Series

WISCONSIN U basketball games, a schedule of 20, will be brought to Badger fans via the Wisconsin Network Inc., sponsored by the Plankinton Packing Co., Milwaukee. This second contract with the network—the first covered the Wisconsin U football schedule—will be broadcast over WEMP, Milwaukee; WIBU, Madison - Popynette; WCLO, Janesville; WRJN, Racine; WHBL, Sheboygan; KFIZ, Fond du Lac; WSAU, Wausau; WTAQ, Green Bay; WFHR, Wisconsin Rapids; and WHBY, Appleton. Allen Walz, former NBC sports announcer and Wisconsin U crew coach, will be at the microphone to describe the first game between Carroll College and Wisconsin U.

Dealers... appreciate WTAG

...covers their territory



New England Grocer Supply Co.

Wholesale and Retail
40 BEACON ST.
NEW ENGLAND STORES FOR THIRTY PEOPLE

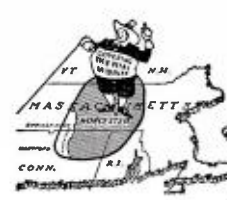
Church & Dwight Co., Inc.
70 Pine St.
New York, New York

Dear Sirs:

For some time now, you have used the program "Morning Parade" over "WAG". In our contacts all over Central New England, we find evidence that our dealers realize the benefits of this promotion. They also seem to appreciate that you selected WTAG, which covers their territory.

Yours very truly,

J. F. [Signature]



WTAG

WORCESTER

COMPLETE CENTRAL
NEW ENGLAND
COVERAGE

NBC BASIC RED AND YANKEE NETWORKS

EDWARD PETRY & CO., INC.—NATIONAL REPRESENTATIVE
OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE



WAVE

5000 watts • NBC

for LOUISVILLE—not China!

Ask your Agency to ask the Colonel!

FREE & PETERS, Inc., National Representatives

A CONTEST WHICH will culminate in the selection of the best art or poster expressing the place of radio in the widely-heralded "Freedom of Speech," is being sponsored by KYW, Philadelphia, under direction of Harold M. Coulter, promotion head. The only restrictions are on size and the understanding that there is to be no caption, slogan or lettering of any kind.

Heralded as the *Radio: Sentinel of Freedom* art competition, the express purpose is to salute American broadcasting. The competition closes Dec. 8, and in addition to a special art exhibit to be presented at the KYW studios, the first prize is \$100, second prize \$50 and \$25 for the third best piece of work. Five Philadelphia art schools are awarding their students additional credits for participating in the KYW contest.

More Uncle Don

TOGETHER with a reprint of the story "Uncle Don's an Institution", which appeared in the Nov. 24th issue of BROADCASTING, Joe Creamer, promotion and research director of WOR, New York, is sending out a promotion letter to advertisers and agencies who might be interested in participating sponsorship of the daily program.

In the Arcade

WCCO, Minneapolis, is offering as a merchandising service to sponsors a display window in the Baker Arcade, one of the largest inter-building thoroughfares. Average weekly traffic is 30,000. The advertiser supplies sample products, banners, placards, and the station merely changes the center poster each week.

Dial vs. Power

TO IMPRESS the broadcasting trade with the importance of dial position as against power, WMCA, New York, is conducting a direct mail and trade paper advertising campaign defining wattage in terms of coverage, using engineering data and FCC standards to support its story.

House Organ

"LIFE of the Staff" is what they claim for *WJSViews*, new staff organ published weekly by WJSV, CBS Washington key. Publisher is announced as A. D. Willard Jr., WJSV manager. Staff gossip and commercial news are included.

Merchandising & Promotion

Radio Posters—Power's Up—FM Sets for
Schools—Testimonials—Trucklet

Special to Skiers

SKIERS in the Rocky Mountain area are given up-to-the minute information on condition of all ski runs and roads leading to them in a new series by KLZ, Denver CBS outlet titled *SKI-Cast*. Heard at 10:15 p.m. Thursdays and 7:45 a.m. Sundays, the program is receiving cooperation of ski lodges with posters calling attention to the broadcasts.

Popularity Contest

HIGHLIGHTING a popularity contest for women, the winner to be titled Miss B. Thrifty and to receive a wardrobe worth \$100, the Merchants Association of Roanoke Rapids, N. C., is sponsoring a fifteen minute, ten-week, script show *Betty and Bert*, with organ music over WCBT, Roanoke Rapids, N. C., to promote interest in the shopping facilities of that city.

Up to 5 kw.

TO PREPARE for its increase in power to 5,000 watts, WWRL, New York, is running screen trailers at all performances in four motion picture theatres in its area, with copy stressing its position on the dial and leading programs. In return, WWRL presents announcements calling attention to the pictures featured at the four theatres.

Theatre Gets Late News

COLLABORATION of KGKO, Ft. Worth-Dallas, and WFAA, both owned by the *Dallas Morning News* will provide the patrons of the Telenews Theatre, Dallas, with more than newsreels. Last-minute news will be provided by teletype machines and a display of late news pictures in the foyer and lobby.

FM Receivers for Students

THROUGH W. C. BRIDGES, vice-president and general manager of W9XYH, FM adjunct of WEBC, Duluth, Minn., a dozen FM receivers are being distributed to senior and junior high schools in the city to enable them to hear the NBC *Music Appreciation Hour* and other special educational features.

KMOX Safety Show

RECEIVING cooperation from the St. Louis Board of Education a new KMOX Safety Brigade poster is being displayed in more than 150 public schools in conjunction with the station's new weekly program to promote safety. Student groups of various schools write, produce and enact their own safety dramatizations which are presented Saturdays over KMOX, with Sgt. Roland Schumacker, Traffic Education Director of the St. Louis Police Department as m.c. Safety poster is also on display in the main Public Library and has been distributed by the Insurance Board of St. Louis for display in more than 400 insurance agencies and business firms on the Board's assured list.

KTSP Ad Series

IN CONJUNCTION with airing a regular morning show for Land O' Lakes Creameries, considered the world's largest farmers' cooperative, KTSP, Minneapolis, will shortly begin a testimonial series in the monthly bulletin of the cooperative. Sales Promotion Manager, Sam L. Levitan with a photographer is back from a picture-taking-interview tour in which they collected material for the ad series.



THIS Yellow - with - brown - trim Crosley midge, equipped with specially designed apparatus for sign displays on top and with wooden call letters, has joined the merchandising staff of WBNS, Columbus, and will assist Bob Rinehart in promotional work among Central Ohio grocers and druggists for the station's clients. Duties will include distribution of posters and display pieces.

BROCHURES

WKZO, Kalamazoo, Mich., brochure *Gee! WKZO is BIG*, gives a comparison of coverage of station and 20 newspapers and economy of station advertising.

NBC-Red—Folder titled "We're Itching to Tell You," featuring personal note from Roy C. Witmer, vice-president in charge of Red sales.

CHNS, Halifax, N. S.—Plastic-bound pictorial brochures commemorating first anniversary of CHNS Broadcasting House.

COWLES GROUP Stations, Des Moines—Three-fold broadside coverage brochure, *Iowa plus What?*



In radio, too,
it's Better
to be Lower

It's nice to be lower down. Especially in radio. A low frequency station operates on a longer wave-length. A longer wave-length transmits a stronger signal—one which retains its power better. Because WMCA operates at New York's lowest frequency (570 kc.) its signal is powerful enough to reach over 12,500,000 people with greatest efficiency, maximum economy.

WMCA

FIRST ON NEW YORK'S DIAL

How to BRING HOME the BACON

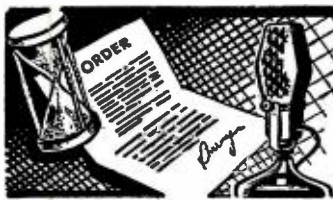


For 15 years WWNC has done a real job of "bringing home the sales." Located in a good, moderate-size market, WWNC oftentimes delivers sales far in excess of what those who - don't - know - this - great station might expect. Why?...WWNC does a top-notch job of promotion for its advertiser that results in much plus business!

Get Results! -- Use

WWNC
ASHEVILLE, N.C.

570 Kc.
CBS Affiliate



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs

—transcriptions

sa—spot announcements

ta—transcription announcements

KDKA, Pittsburgh

Noxzema Chemical Co., Baltimore (skin cream), sp weekly, 52 weeks, thru Ruthrauff & Ryan, N. Y.
 Beaumont Labs. St. Louis (4-Way cold tablets), 5 sp weekly, 20 weeks, thru J. W. Kastor & Sons, Chicago.
 Sanforized Shrink, Div. Cluett Peabody & Co., New York, 6 sp weekly, 52 weeks, thru Young & Rubicam, N. Y.
 Procter & Gamble, Cincinnati (Chips), 5 t weekly, 52 weeks, thru Pedlar & Ryan, N. Y.
 Little Crown Milling Co., Warsaw, Ind. (Coco Wheats), sp weekly, 13 weeks, thru Rogers & Smith, Chicago.
 Longines Wittnauer Watch Co., New York (watches), 6 t weekly, 11 weeks, thru Arthur Rosenberg Co., N. Y.
 Pinex Co., Fort Wayne (cough syrup), 132 sa, thru Russell M. Seeds Co., Chicago.
 Ward Baking Co., Bronx, N. Y. (Tip Top bread), 78 sa, thru J. Walter Thompson Co., N. Y.
 Royal Bedding Co., Pittsburgh (mattresses), 52 sa thru I. A. Goldman & Co., Pittsburgh.
 Chr. Hansen Lab., Little Falls, N. Y. (Junket products), 78 sa, thru Mitchell, Faust Adv. Co., Chicago, Ill.
 F. Ad Richter, New York (pain expeller), 9 sa weekly, 20 weeks, thru H. W. Kastor & Sons, Chicago.
 Campbell Cereal Co., Minneapolis (Malto-Meal), 5 sa weekly, 20 weeks, thru J. W. Kastor & Sons Adv., Chicago.
 Flex-O-Glass Mfg. Co., Chicago (glass), 6 sa weekly, 13 weeks, thru Presba, Fellers & Presba, Chicago.
 Dr. Hess & Clark, Ashland, O. (stock & poultry remedies), 6 sa weekly 30 weeks, thru N. W. Ayer & Son, Philadelphia.
 DuBois Brewing Co., DuBois, Pa. (beer), 13 ta, thru Ray Sayre Adv., Pittsburgh.
 American Chicle Co., New York (Beeman's Gum), 68 sa, thru Badger & Browning, Boston.
 Jerome Wolk & Bros., Pittsburgh (furs), 52 sa, thru Collier Tyson Co., Pittsburgh.
 Household Finance Corp., Chicago (loans), 104 sa, thru BBDO, Chicago.
 Potter Drug & Chemical Corp., Malden, Mass. (Cuticura soap & ointment), 12 ta weekly, 52 weeks, thru Atherton & Currier, N. Y.
 Plough Inc., Memphis (St. Joseph aspirin), 5 sa weekly, 26 weeks, thru Lake-Spiro-Shurman, Memphis.
 Nehi Corp., Columbus (Royal Crown Cola), 6 sa weekly, 52 weeks, thru BBDO, Chicago.
 Quaker Oats Co., Chicago (Aunt Jemima pancake & buckwheat flour), 6 t weekly, 13 weeks, thru Sherman K. Ellis & Co., Chicago.
 Maryland Pharmaceutical Co., Baltimore (Rem & Rel), 418 ta, thru Joseph Katz Co., Baltimore.

WPTF, Raleigh, N. C.

Block Drug Co., Jersey City, 156 sp, thru Raymond Spector Co., N. Y.
 Thomas Leeming Co., New York (Baume-Bengue), 85 sa, thru Wm. Esty & Co., N. Y.
 Lydia E. Pinkham Medicine Co., Lynn, Mass., 8 ta weekly, 52 weeks, thru Erwin, Wassey & Co., N. Y.
 Utilities Engineering Institute, Chicago, 26 sp, thru First United Broadcasters, Chicago.
 Yager Liniment Co., Baltimore, 100 sa, thru Harvey-Massengale Co., Durham, N. C.
 Dixie Dew Syrup, Charlotte, N. C., 13 sp, direct.

WROK, Rockford, Ill.

Smith Bros., Poughkeepsie, New York (cough drops), 60 sa, thru J. D. Tarcher Inc., N. Y.
 Lydia E. Pinkham Medicine Co., Lynn, Mass., 312 ta, thru Erwin, Wassey & Co., N. Y.
 Manhattan Soap Co., New York, 65 sp, thru Franklin Bruck Adv. Corp., N. Y.
 Berry-Ajax Hatchery, Quincy, Ill., 26 ta, thru Mace Adv. Agency, Peoria, Ill.

WKZO, Grand Rapids

American Chicle Co., New York (Chiclets), 6 ta weekly, thru Badger, Browning & Hersey, N. Y.
 Block Drug Co., New York (Gold Medal Capsules), 3 sa weekly, thru Raymond Spector Co., N. Y.
 Dr. D. W. Caldwell Inc., Monticello, Ill., 5 ta weekly, thru Sherman & Marquette, Chicago.
 Fox DeLuxe Brewing Co., Grand Rapids, 18 sa weekly, thru Schwimmer & Scott, Chicago.
 Household Finance Corp., Chicago, 6 ta weekly, thru BBDO, Chicago.
 Morton Salt Company, Chicago, 3 t weekly, thru Klau-VanPetersom-Dunlop Assoc., Milwaukee.
 W. C. Reardon Labs., New York, 2 sa weekly, thru H. B. LeQuatte, Inc., N. Y.
 Sperry Candy Co., Milwaukee, 5 sa weekly, thru Arthur Meyerhoff & Co., Chicago.
 F. W. Woolworth Co., New York, 26 sa weekly, thru Lynn Baker Co., N. Y.
 Willard Tablet Co., Chicago, 3 sp weekly, thru First United Broadcasters, Chicago.

KSFO, San Francisco

Colonial Dames Corp., Los Angeles (cosmetics), 3 sa weekly, thru Glasser-Galley & Co., Los Angeles.
 Axton-Fisher Tobacco Co., Louisville (Spuds), sa series, thru Blackett-Sample-Hummert, Chicago.
 George S. Bailey Co., Los Angeles (men's hats), sa series, thru Lee Ringer, Los Angeles.
 Pacific Molasses Co., San Francisco, sp series, Gerth-Knollin Adv., San Francisco.
 Axton-Fisher Tobacco Co., Louisville (Spuds), 2 sa weekly, thru McCann-Erickson, Chicago.
 Simon & Schuster, New York (books), 6 sp weekly, thru Northwest Radio Adv. Co., Seattle.

WOR, New York

Olson Rug Co., Chicago, 3 sp weekly, thru Presba, Fellers & Presba, Chicago.
 Carter Products Inc. (Little Liver Pills), 6 sa weekly, thru Street & Finney, N. Y.
 General Electric Co., New York (FM sets), 3 t weekly, thru Maxon Inc., N. Y.
 Cigar Institute of America, New York, weekly sa, thru Lambert & Peasley, N. Y.
 Kirkman & Sons, New York (soap), weekly sp, thru N. W. Ayer & Son, N. Y.
 Gorton-Pew Fisheries Co., Gloucester, Mass., weekly sp, thru H. B. LeQuatte Inc., N. Y.

KOY, Phoenix

Plough Inc., Memphis (Penetro & St. Joseph aspirin), 3 sp weekly, 52 weeks, thru Lake-Spiro-Shurman, Memphis.
 Wesson Oil Co., New Orleans (Snowdrift), 3 t weekly, 39 weeks, thru Fitzgerald Adv., New Orleans.

KUOA, Siloam Springs, Ark.

Peter Fox Sons Co., Chicago, 6 sa, direct.
 Hamilton Fountain Pen Co., Chicago, 6 sa, Frank R. Steel, Chicago.

KROW, Oakland, Cal.

Block Drug Co., New York (Gold Medal Capsules), 5 ta weekly, thru Raymond Spector Co., N. Y.

KGO, San Francisco

O'Brien Candy Co., San Jose, Cal., weekly sp, thru Barisacher, Davis & Staff, San Francisco.
 Frozen Food Distributors Oakland, Cal., 2 sa, weekly, thru Tomaschke-Elliott, Oakland.
 Acme Breweries, San Francisco, weekly sp thru Brisacher, Davis & Staff, San Francisco.
 Wheat Nuts Distributing Co., Los Angeles, 2 sa weekly, direct.
 California Home Grown Sugar Group, San Francisco, 5 sa weekly, thru McCann-Erickson, San Francisco.
 Washington Cooperative Egg & Poultry Assoc., Seattle (Lynden canned chicken), weekly sp, thru Pacific National Agency, Seattle.
 Piao Co., Warren, Pa. (cough syrup), 6 sa weekly, thru Lake-Spiro-Shurman, Memphis.

WJJD, Chicago

Coyne Electrical School, Chicago (trade school), 78 sp, thru McJunkin Adv. Co., Chicago.
 Monarch Camera Co., Chicago, 78 sp, placed direct.
 Gulbransen Co., Chicago (pianos), 13 sp, thru Robert Kahn & Assoc., Chicago.
 Sterling Insurance Co., Chicago, 6 sp weekly, thru Neal Adv. Co., Chicago.
 Parr Vitamin Co., Chicago, 6 sp, thru United Adv. Cos., Chicago.
 Friendship Man, Chicago (greeting cards), 13 sa, thru Salem N. Baskin Adv. Agency, Chicago.

WBBM, Chicago

Olson Rug Co., Chicago (floor coverings), sp weekly, thru Presba, Fellers & Presba, Chicago.
 General Foods Corp., New York (Maxwell House coffee), 5 sp and 5 ta weekly, thru Benton & Bowles, N. Y.
 Consolidated Drug Trade Products, Chicago, 104 sp, thru Benson & Dall, Chicago.
 Sterling Insurance Co., Chicago, 6 sp weekly, thru Neal Adv. Agency, Chicago.

WIND, Gary, Ind.

Axton-Fisher Tobacco Co., Louisville (Spud cigarettes), 78 sp renewal, thru Blackett-Sample-Hummert, Chicago.
 Parr Vitamin Co., Chicago, 6 sp weekly, thru United Adv. Cos., Chicago.
 Good Housekeeping Shops, Chicago (home furnishings chain), 546 sa, thru Sternfeld-Godley, N. Y.

WAAT, Jersey City

Reader's Digest Assn., 3 sa weekly, thru BBDO, N. Y.
 Illinois Meat Co., Chicago, thru Arthur Meyerhoff & Co., Chicago.
 Royal Crown Bottling Co., Newark, 4 sp weekly, 6 sa weekly, thru BBDO, N. Y.

KNX, Hollywood

Candy Bros. Mfg. Co., St. Louis (Red Cross cough drops), 15 sa weekly, thru H. W. Kastor & Sons, Chicago.
 Luden's Inc., Reading, Pa. (cough drops), 3 sa weekly, thru J. M. Mathes Inc., N. Y.

CANADA TO ALTER NEWS SPONSORSHIP

AS A RESULT of the meeting of the Board of Governors of the Canadian Broadcasting Corporation on Nov. 17 at Ottawa, Canadian sponsored news regulations are to be altered, Maj. Gladstone Murray, CBC general manager, told BROADCASTING last week. First change is to allow naming of the news agency supplying news, instead of the present "authorized news agency" statement.

The change was requested by Press News Ltd., radio subsidiary of Canada's AP, Canadian Press. If this works out satisfactory, the CBC Board may at a later date change the sponsored news regulations to allow direct news sponsorship instead of the present system which allows spots before and after news with a break between spots and news. At present BUP, Press News and Transradio sell news for sponsorship in Canada. Under the CBC contract with British United Press and Canadian Press, the CBC cannot state from what news agency its dispatches come. This contract terminates next June.

At present both BUP and CP provide the CBC with the news gratis, but it is expected that a new contract may call for payment. A new competitor is also to enter the foreign news field at that time, as there have been negotiations with Reuters news service for a foreign service, in view of Reuters' plan to operate a radio news service throughout the world. The news is to come by shortwave high-speed code transmission for distribution within each country by broadcasting stations. At present stage of negotiations it is considered that the price, while reasonable, is too high for individual Canadian stations and can only be carried on a national basis, which makes the CBC a logical buyer of the service since CBC operates the only networks in the Dominion.

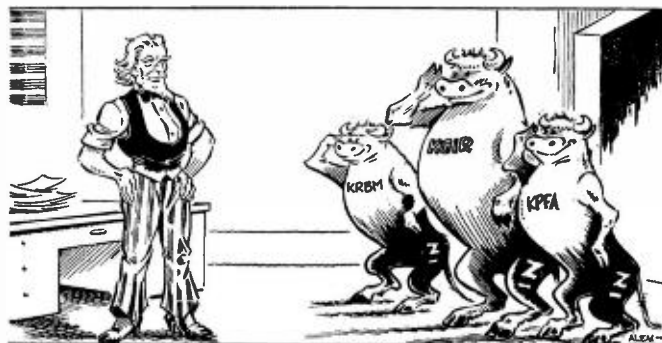
Radio Data From Arctic Brought by Expedition

SCIENTIFIC DATA, of great value in connection with radio work of the National Bureau of Standards, has been brought back from Greenland, Baffin Bay and Labrador by the Louise A. Boyd Arctic expedition, according to the Department of Commerce. The expedition, sailed from Washington, D. C., June 11 and returned early last month. Miss Boyd contributed her experience as explorer to the bureau on a "dollar a year" basis.

Principal purpose was to secure data on radio wave propagation in the regions. Special apparatus for determining characteristics of the ionosphere operated continuously during the voyage.

More Feather Spots

PROGRESS FEATHER Co., Chicago, on Dec. 1 expanded its radio schedule [BROADCASTING, Oct. 20] to include three one-minute live spot announcements weekly on KMA, Shenandoah, Ia., and on Dec. 8 increases its thrice-weekly spot schedule to one announcement daily on WNAX, Yankton, S. D. Agency is Lieber Adv. Co., Chicago.



"Anything you want to tell Montana . . . tell us!"

Adv.

Radio Advertisers

LEVER BROS. Co., Cambridge, Mass. (Lux soap), on Jan. 1 will start sponsoring *Academy Award*, half-hour transcribed original dramas featuring well-known Hollywood personalities, on KGMB, Honolulu. Series, owned and cut by C. P. MacGregor, is on five other stations in the United States under local sponsorship. Account was placed by National Export Adv. Agency, New York.

TOFFENETTI Restaurant, Chicago, for its New York branch, is sponsoring a 13-week series titled *Celebrities at Midnight* featuring guest interviews by Don Phillips from the Broadway restaurant and recorded music. Program is heard thrice-weekly at the height of theatre time, 11:30 p. m. to 12 midnight. Agency is C. Wendell Muench, Chicago.

JOHN MORRELL & Co., Ottumwa, Ia. (Red Heart dog food) on Nov. 30 started *Bob Becker Red Heart Program* on CBL, Toronto. Account was placed by Henri, Hurst & McDonald, Chicago.

GALLO WINE Co., Modesto, Cal., on Dec. 8 starts sponsoring a one-hour live and transcribed newscast titled *News With Norman Nesbitt*, on KHJ, Hollywood. First quarter-hour of the six-weekly program will be broadcast as live talent. Following three 15-minute newscasts are to be transcribed repetitions of that program, with commercials separating each. Transcribed repeats will also be interrupted for live flash news. Contract is for 52 weeks. If format is successful, after a 13 week trial, other West Coast stations will be added. Agency is Raymond R. Morgan Co., Hollywood.



COME AND GET IT was a welcome cry at the recent WGY, Schenectady dinner dance. With gimlets fixed on the foodstuffs, seriously contemplating the business at hand, Robert Pearce (left) GE manager of Radio Broadcasting Activities and B. J. Rowan, assistant manager, prepare to store up energy for more dancing that followed.

LIT BROTHERS, Philadelphia (department store), has purchased three quarter-hour periods per week on WFIL, Philadelphia, for *Streamlined Fairy Tales*, transcribed programs featuring the Choralites and produced by Harry S. Goodman. Scheduled Monday, Wednesday and Friday at 5 p.m., the contract is for 26 weeks, placed direct.

ALBERTY FOOD PRODUCTS Co., Hollywood (Cheno, reducing formula tablet), out of radio for some years, and placing direct, in mid-November started sponsoring a six-weekly quarter-hour of transcribed music on KRKD, Los Angeles. Contract is for 26 weeks.

THE CHARMS CO., Newark (candy), has started two announcements daily on W71NY, FM adjunct of WOR, New York. Contract for 52 weeks placed through Schick Adv. Agency, Newark.

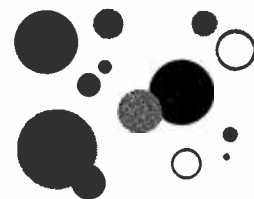
CALIFORNIA MISSION VINTAGE Co., Los Angeles (wines), in a Christmas holiday campaign which started Nov. 24, is using 12 transcribed announcements weekly on KRKD, that city, with participation five times per week in a quarter-hour newscast on KMPC, Beverly Hills, Cal. Other stations will be added. Lloyd's Adv., Los Angeles, is the agency.

SCHOLAR DIAMOND Co., New York, is testing radio for the first time with 12 one-minute live announcements weekly for 26 weeks on WINS, New York. If test is successful announcements will be placed on several stations in the Metropolitan area. Piedmont Adv. Agency, New York, handles the account.

LINDSAY RIPE OLIVE Co., Lindsay, Cal., in a 13-week campaign ending Feb. 21, has started sponsoring participation six times weekly in the combined *Sunrise Salute* and *Housewives Protective League* programs on KNX, Hollywood. Agency is Lord & Thomas, San Francisco.

E. F. HUTTON & Co., Los Angeles (investment brokers), under a 52-week contract on Nov. 17 increased its daily 5-minute *Stock Market Reports* by Clete Roberts to 10 minutes each on KMPC, Beverly Hills, Cal. Barton A. Stebbins Adv., Los Angeles, has the account.

McCOLL-FRONTENAC OIL Co., Montreal (Red Indian gasoline), on Dec. 1 starts 6-weekly newscasts on CFCH, North Bay, Ont.; CKGB, Timmins, Ont.; CJKL, Kirkland Lake, Ont. Account was placed by A. McKim Ltd., Montreal.



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

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

FIRST IN ST. LOUIS

IN COMBINED LOCAL AND
NATIONAL SPOT COMMERCIAL
QUARTER HOUR VOLUME.

ST. LOUIS

KWK - MUTUAL - Represented by Raymer

LEHIGH VERTICAL RADIATORS

GIVE
OUTSTANDING
PERFORMANCE

CONSOLIDATED HAT STORES. Los Angeles, in late November started for 52 weeks sponsoring quarter-hour early and late evening newscasts five times per week on **KMPG**, Beverly Hills, Cal., with **Clete Roberts** and **Owen Babbe** as commentators. Agency is **Lloyd Inc.**, that city.

BLUE MOON FOODS Inc., Thorp, Wis. (cheese spreads), has added transcribed jingle announcements on **WLWL**, Minneapolis, and participation on the station's half-hour *Talk of the Town* and quarter-hour *Tips by Taylor*, women's programs five days weekly for 13 weeks. Copy features Christmas special of various package units in holiday printed cellophane. Agency is **Reinke-Ellis-Younggreen & Finn**, Chicago.

JEWISH, International Broadcasting Co., Los Angeles, on Nov. 22 started a one-hour participation sponsorship program, *American Jewish Hour*, on **KMPG**, Beverly Hills, Cal. Contract is for 52 weeks. Conducted by **Jacob Meltz**, weekly program features recorded music, guest artists and speakers. Agency is **The Mayers Co.**, Los Angeles.

A. WANDER Co., Peterborough, Ont. (Ovaltine) on Nov. 24 started test spot announcements six days weekly on **CKY**, Winnipeg; **CJOR**, Vancouver. Account was placed by **A. McKim Ltd.**, Toronto.

FOUR SPONSORS of Italian programs on **WHOM**, Jersey City, have renewed their contracts for 52-week periods, while one, **Roma Wine Co.**, has added 10 spot announcements daily in other foreign languages. Other renewals, each buying six quarter-hours weekly, are **Ceribelli & Co.** (Brisochi); **Chicago Macaroni Co.**, and **Roma Macaroni**.

WINTER Inc., Los Angeles (camera & photograph supplies), new to radio, in a three-week local campaign ending Dec. 20 is using daily spot announcements on **KFWB**, and approximately two per week on **KFAC** **KECA** **KNX**, in addition to thrice-weekly participation in *Knox Manning, News*, on the latter station. **The Mayers Co.**, Los Angeles, has the account.

GRAYSON'S Inc., Los Angeles (women's apparel chain stores), through **Milton Weinberg Adv. Co.**, that city, in a 30-day campaign which started Nov. 27 is using a series of daily spot announcements on Southern California stations.

AMERICAN TOBACCO Co., New York (Lucky Strikes), on Jan. 5 will undertake a special promotion campaign for the New York market with 34 transcribed announcements weekly for 13 weeks, on **WMCA**, New York. Discs will be placed immediately following the *New York Times* news broadcasts, on the hour every hour [Broadcasting, Nov. 24]. Agency is **Lord & Thomas**, that city.

F. G. VOGT & SONS, Philadelphia (meat), has renewed the *Betty Jordan* program on **KYW**, Philadelphia, heard each Friday morning at 9.30. The program features interviews on meat menus with prominent visitors to the city. Agency is **Clements Adv.**, Philadelphia.

P. LORILLARD Co., New York (Old Golds), on Dec. 1 added six West Coast stations to its schedule carrying live and transcribed announcements. Agency is **J. Walter Thompson Co.**, New York.

DR. JACKSON FOODS, Toronto (cereals), has started *It's a Woman's World* weekly half-hour quiz show on **CFRB**, Toronto. Account was placed by **Tandy Adv. Agency**, Toronto.

NEW YORK TUBERCULOSIS & Health Assn., from Nov. 20 through Dec. 23 is conducting an intensive radio campaign for its annual Christmas seal drive, using **WQXR** **WOR** **WNYC** **WMCA** **WHN** **WABC** **WBNX** **WEVD** **WHOM**.



FATHER and **chee-ild** are doing nicely in **Research Hospital**, Kansas City. Clutching a synthetic offspring named **Enza**, **Sam H. Bennett**, **KMBC** sales director, poses for the station's camera. His ailment was a nine-day shot of flu; his talents apparently include histrionic aptitudes.

UP War Discs

NEW SERIES of transcribed shows featuring foreign correspondents has been prepared by **United Press** and are being provided without cost to **UP** radio clients. Designed to acquaint listeners with the problems, the men and the methods involved in gathering the news that reaches them daily, discs have already been scheduled by more than 360 stations. Unlike the last year's series the current shows provide time for beginning and ending local-station promotional tie-ins. A script, carrying suggested local announcements accompanies the platters, as well as matted advertisements, describing each of the programs, designed for use in newspapers or station house organs.

First Brewery on FM

REPORTED to be the first brewery in the country to buy time on an FM station, the **Miller Brewing Co.**, Milwaukee, recently purchased a newscast series to run daily, except Sunday, over **W55M**, the *Milwaukee Journal* FM outlet. **Charles Kennedy**, **W55M** sales manager, closed the 52-week schedule through **H. C. Mulberger Inc.**, with **Carl A. Toepfer** as account executive.

W69PH Goes to 10 kw. On Commercial Basis

W69PH, **PHILADELPHIA**, FM adjunct of **WCAU**, on Dec. 1 started transmission on 10,000 watts. After 30 days of test transmission, **W69PH** started its regular schedule of commercial FM broadcasts with two sponsors — **Henry Hurst**, local linen shop, for daily spot announcements, placed direct, and the *Philadelphia Inquirer*, for twice-daily newscasts, placed direct. With studios located in the **WCAU Bldg.** and tower atop 1616 Walnut St. Bldg., **W69PH** operates 2:58 to 9:05 p.m. daily.

W53PH, **WFIL's** FM station had started daily operation Nov. 10, and will use 10,000 watts about Dec. 15, it was announced by **Roger W. Clipp**, vice-president and general manager. The FM outlet is operating with a temporary 1,000-watt transmitter.

FM for Baltimore

BALTIMORE's first commercial FM station was authorized last Wednesday when the **FCC** issued a construction permit for high-frequency facilities in the Monumental City to **The Baltimore Radio Show, Inc.** Permittee is also licensee of standard broadcast station **WFBR**. Grant specified use of the 45.9 mc. channel to serve an area of 5,500 square miles. The **FCC** to date has authorized a total of 61 FM stations.

New Opera Line

W59C, **Chicago** FM station, has arranged with **Illinois Bell Telephone Co.** for a new type of transmission using special wire and amplification equalizers so the station can carry **MBS** **Chicago** Opera broadcasts from a remote pickup. New equipment permits transmission of tones ranging from 20 to 15,000 vibrations per second.

KATZ AGENCY has been appointed representative for **WTAD**, Quincy, Ill. Station operates on 930 kc. with 1,000 watts.



FM'S PIONEER MANUFACTURER

NEWS! NEWS! NEWS!

The REL DL line of FM transmitters employs the NEW Armstrong phase shift modulator.

Only REL FM broadcast transmitters give you the advantages of this latest Armstrong development.

RADIO ENGINEERING LABS., INC.

Long Island City, N.Y.



A long-suffering executive speaks his mind

AHEME! It happens every year, just about this time—when firms we do business with start sending me Christmas gifts.

"I don't know why they do it. They don't have to. I certainly don't ask them to.

"Over the years, I've accumulated brass toadstool paperweights and non-running clocks—one even set into an elephant's foot. A horse that whistles and holds cigarettes . . . a streamlined train that's a penholder. And a cigar lighter that plays *Yankee Doodle* but won't light. Gosh-a-mighty! *Who thinks 'em up?*

"Most of the gorgeous gadgets people give me cost too darn much money just to throw them away. And besides, only an ungrateful heel

would do a thing like that. But brother, I'm getting desperate! I'll either have to build a Gadget Annex to my office or—say! I've got a *better* idea . . .

"If my business friends insist on giving me a Christmas remembrance, why, oh why don't they make it a bottle or so of my favorite whiskey—Four Roses!

"There's the solution to the whole problem! I can take a bottle of Four Roses home with me . . . pull out the cork . . . and pour some out for my good friends to share with me. What's more, I wouldn't be expected to keep a Four Roses bottle on my desk all year, just in case the man who gave it to me drops in.

"Boy, wouldn't it be great if I

could jiggle just *some* of the packages that land on my desk this Christmas and hear 'em gurgle!"



Four Roses is a blend of straight whiskies—90 proof. Frankfort Distilleries, Inc., Louisville & Baltimore.

SIMPLIFIED SCIENCE for the layman is the aim of *Ask the Scientist*, claimed the only program of its kind originates from the campus of Syracuse U and is heard over upstate New York stations: WSYR, Syracuse; W W N Y, Watertown; W J I N, neth G. Bartlett as moderator, the science board of the program an-Jamestown; and WHLD, Olean. Consisting of a chemist, physicist, geneticist, zoologist, and Prof. Ken-geologist, bacteriologist, forester, swers from 12 to 15 listeners' ques-tions each broadcast.

Mock Senate

BROADCAST by WKBN special events department of the Third Annual Student Congress, sponsored by the National Forensic League, attended by students of 16 high schools of Eastern Ohio in Youngstown, O. has resulted in a regular series under the title, *Student Congress*. "Senators" from five local high schools will air their sentiments on mock bills based upon current topics and problems, the mock Congress sessions to be presided over by Jack Jurey, outstanding young orator as "President" of the "Senate".

Purely PROGRAMS

State's History

WEEKLY half-hour broadcast dramatizing the history, industry and cultural development of the State of Washington has been started on KIRO, Seattle. Local talent is used, with theme and transition music written by U of Wash-ington students under supervision of George McKay, instructor and composer. Each program is to be devoted to a particular locale, with scripts written by graduate stu-dents in creative writing under di-rection of Dr. George Savage, in-structor.

Jobs and Faces

MEMBERS of the studio audience are told what vocations they should pursue according to their facial anatomy on *The Job Detective*, weekly half-hour series on WMCA, New York, conducted by Bernard Haldance, vocational counselor and personnel consultant, who reports a better than 70% record of accu-racy in placing job-seekers accord-ing to "face readings".

WOR News Dramatization

FOR THE FIFTH successive year, *Nineteen Forty One in Review*, dramatization and re-enactment of the major events and trends of the year, will be presented over WOR, New York, Dec. 28, 7:45-8:45 p.m. Prepared by Alvin Josephy and produced by Robert Louis Shayon the show will present analysis of major news by WOR and MBS ex-perts. Showing the trend of the United States from an "arsenal of democracy" to an active naval bel-ligerent in a year of war, the pro-gram will include recordings of the voices of President Roosevelt, Win-ston Churchill, Senator Wheeler, Lord Halifax, Verne Marshall and many others. Narrator of the pro-gram has not yet been selected.

Holiday Greeting

FOR an elaborate *Community Christmas* feature, to be broadcast Christmas Eve from 8:30-9:30 p.m., WTRY, Troy, N. Y., has sent its special events staff on visits to the offices of local dignitaries, as well as rehearsals and meetings of local musical groups, to transcribe Christmas greetings and music. In-cluding a greeting from Gov. Her-bert H. Lehman, the program will present talent from Troy, Albany and Schenectady, messages from the three Mayors and presidents of colleges in the Tri-City area.

Santa Interviews

CHRISTMAS PARTY for young-sters is being held every Saturday, 12:45-1:15 p.m. over WROK, Rockford, Ill., sponsored by Olsen-Ebann Jewelry store, Rockford, sponsors of "Man on the Street" show. Program is heard from jew-elry store front where St. Nick dis-tributes sacks of candy to sprouts.

March of Truth

PROMINENT speakers represent-ing various religious denominations appear on a sustaining quar-ter-hour public service program, *Truth Marches On*, weekly on WAAF, Chicago, starting Dec. 5. Program, a roundtable discussion, is to be es-tablished as a "national conference of Christians and Jews".

Tax Chats

AS A SERVICE to taxpayers WTMJ, Milwaukee, has invited Frank Kuhl, Collector of Internal Revenue for Wisconsin, to conduct a series of tax programs to start Dec. 15. Designed as friendly chats with the average taxpayer, Mr. Kuhl will answer questions about taxes.



THE BIG IDEA in this case is to reduce, and WMIN, St. Paul, calls its game Reedooso. The program is heard 8:45-9 five mornings a week, sponsored by Zinsmaster Baking Co. It is played with an ordinary deck of cards and is fashioned after Pick-up, old parlor game. An-nouncer Connor gives direction to the ladies, perhaps telling them to drop a pack of cards on the floor and pick up the queens, aces, nines, etc. The girls are supposed to bend from the hips, with knees straight.

Servicemen's News

DISCOVERING that the station's new 50,000 watt antenna was mak-ing programs receivable in such far-off spots as the Aleutian Is-lands, Hawaii, Alaska, British Columbia and Samoa, KSTP Min-neapolis, has launched a news pro-gram, *News From Home*, directed to Minnesota servicemen stationed in distant camps. Inspired by tele-phone calls and letters from moth-ers of the boys in St. Paul and Minneapolis, the informal, gossipy program enables the boys to get home news six days earlier than by mail.

Choice of Answers

LISTENERS have a choice of an-swers on *Take Your Pick*, new quiz series sponsored by Kay Jewelry Co. on KLZ, Denver. Wes Batter-sea telephones listeners, poses a question and then reads several possible answers. Listeners choose one of the answers, with merchan-dise from sponsor's store as a prize for correct answers. With the new thrice-weekly show, Kay's now sponsors 10 quarter-hours weekly on KLZ.

Child Artist

A CHILD ventriloquist and her dummy, Judy Splinters, made their bow on a four times weekly com-mercial radio program on KGO, San Francisco recently. She is 14-year-old Shirley Dinsdale, a high school student, sponsored by O'Connor, Moffatt & Co., large de-partment store. Agency is Ruth-rauff & Ryan, San Francisco.

Why is WMBD Specified for NETWORK PROGRAMS?

THE HEART OF ILLINOIS (FROM CBS BASIC SUPPLEMENTARY GROUP) ...for Example

By PHILIP MORRIS & CO.

PHILIP MORRIS & CO. has two out-standing CBS Network programs—and WMBD carries both of them. It all started back in February, 1937, when PHILIP MORRIS specified WMBD for their program, "Johnny Presents", advertising PHILIP MOR-RIS CIGARETTES—in addition to a nearby metropolitan station. Now, WMBD is an outlet in addition to CBS Basic—for . . .

"Crime Doctor" for PHILIP MORRIS CIGARETTES
"The Philip Morris Playhouse" for PHILIP MORRIS CIGARETTES

Here's why . . .

In "Peoriaarea" (covered effectively by WMBD only) 89.3% of a total of 154,300 families own radios. Family buyers spend \$37,282,000 annually in 2,057 local food stores. Every one of the population in Peoria County alone spends \$69.00 more in retail stores than the average Illinoisan. And "Peoriaarea's" population is balanced almost 50-50—urban and rural. Be sure to specify WMBD as an additional outlet for your message—for WMBD is the favorite of "Pe-oriarearea's" listeners!



MEMBER CBS NETWORK

WMBD

PEORIA, ILLINOIS



458 Stations Used To Promote Book

Huge List Is Signed to Push Volume on Income Taxes

SO SUCCESSFUL has been the campaign started in September by Simon & Schuster, New York, for its book *Your Income Tax* that the original list of 100 stations has been increased to 458. Five and 15-minute programs are used daily and will continue until Feb. 28, 1942. Edwin A. Kraft, manager of Northwest Radio Adv. Co., Seattle, which handled the account, stated:

"We believe this is the most comprehensive campaign ever released by a publisher to advertise a single book. Approximately \$150,000 will be spent for station time." Following is the station list:

KXA	WGST	KFOR	KXYZ
WPEN	WIGG	WCOA	WKBB
KQW	KGVO	WCSE	WKBO
WAAF	KUJ	WDEV	WKBB
WAAT	WREN	WEMP	WKIP
CKLW	KYW	WEST	WKNY
WHDH	WKY	WHIO	WKOK
WRVA	WOR	WHN	WKY
KWFT	WGN	WHP	WLNH
KMPC	KMNS	WOP	WOLF
KFCR	KCRN	WIL	WLOK
WMMN	KDYL	WIP	WMAN
WWRL	KFAB	WIRE	WMAS
KSL	KFNH	WJAS	WMAZ
WAVE	WSFA	WJBB	WMBG
KHQ	KITE	WISH	WMBB
KVOR	KOWH	WITB	WMBF
KFEQ	KWNE	WNBH	WMBH
WDEL	KWTO	WLLH	WNOE
WCAR	WBCM	KABR	WOC
KGGF	WBNS	WEEI	WOMT
KINY	WDAA	WMT	WRWO
WHK	WDBJ	WEAN	WDO
KIRO	WEAU	WJAR	WREC
WJR	WEER	WJBO	WRNL
KXA	WEU	WJPO	WSAN
WEW	WBL	WNAO	WSAR
KSF	WBH	WXYZ	WSAY
WCPO	WHBU	WDOD	WSBT
WPRO	WHFC	KGLO	WSOO
KFEL	WICA	WRR	WSYB
KFB	WISE	WFEE	WTAD
WHAS	WJJD	WSPD	WTMO
WHO	WMBR	WBNX	WTMV
KCHL	WSMB	WBNC	WVW
WWL	WTOC	WLAC	WPAT
KYA	KGDM	KMBC	KEVE
WDBO	KGER	WTRY	KXRO
KTFI	KIEM	KRKD	KFIO
KSEI	KMJ	KLZ	WHBF
KFBK	KOH	KGKO	KEX
KSOO	KTRB	WICC	KGW
KROW	KWNY	KWNY	KBIZ
KOB	WCLO	KTRH	WJOB
KCMO	WLAW	KFAC	WFHR
KWJJ	WSPR	WHAZ	KRKO
WINX	WKZO	WHOM	KGY
KPO	WTOL	KPMC	WLBZ
WBZ	WKBN	WSAI	WBRK
WLW	KOMA	KPAC	WEIM
WHAM	WLY	WSPA	WNLG
KOA	WLWL	KTMS	WCOU
WTAM	KVI	KFPY	WHAI
KDKA	WHEB	WSVA	WCFI
WLS	WKBB	WJPR	WSGN
WGAR	WFBM	KARM	WALA
WCBM	KQV	KATE	KWFC
WINN	WCLE	KDAL	KHSL
WKAT	KROC	KFSD	KPRO
WMIN	WOW	KFXD	KMYR
KUTA	WAGE	KGA	WTHT
KLX	WSOY	KGBX	WRUF
WOL	WBYN	KGDE	WQAM
KTKC	KHAS	KGEZ	WTSP
WCAO	WWDC	KGFW	WALB
WFB	WIFB	KGHF	WEDC
WCFL	KFZ	KGHI	WIBC
KFOX	WADC	KGNF	KROS
KFVD	WBAX	KLPM	KRNT
KFWB	WCSC	KLUF	KDTH
KFRY	WPIC	KMAC	KVFD
KHJ	WHIG	KMED	KGNO
KFB	WHKC	KMLP	KSAL
KMA	WKMO	KMYC	WHYN
KSCJ	WNRN	KOME	WELL
KXOK	WBQ	KNOV	WLLB
WAGA	KOL	KOOS	KWNO
WRAL	W43B	KPQ	KWOC
WBRC	KWLK	KRE	KOIL
WAIT	KLS	KRGV	WOW
WCOP	KEVR	KSLM	WMUR
WDAS	WTAX	KSO	WBAB
WDAY	WNBZ	KTAB	KVSP
WDGY	WTBL	KTBS	WABY
WDZ	KRZ	KTSA	WOKD
WELA	KDON	KUOA	WHCU
WFIL	KELA	KVOA	WGNV
WFLA	KFDM	KVOS	WOLF
WGAN	KFH	KWAT	WWNC
WGBI	KFKA	KWK	WRAL



SOCONY NEWS on WOWO was discussed at the Fort Wayne station recently by station, sponsor and agency officials. Lined up in front of photomontage in studio are (l to r) George C. Oswald, Kansas City, account executive of J. Sterling Getchell Inc.; C. A. Snyder, Getchell radio director in New York; Franklin Tooke, former WOWO-WGL program director; Roy B. Dill, advertising manager of Socony Vacuum Oil Co.

CKLW IS Given Right To Handle Swing Series

AS A RESULT OF negotiations between MBS, the CBC and the Canadian Censorship Coordination Committee, which formerly banned American news analysts from Canadian stations, Raymond Gram Swing, Mutual news analyst, is now heard Monday through Thursday at 10 p.m. in areas of Canada served by CKLW, Mutual Detroit-Windsor affiliate.

The CBC Board of Governors, acting on a resolution made to them by J. E. Campeau, general manager of CKLW, and Fred Weber, Mutual general manager, decided to allow Swing to broadcast, finding that censorship regulations having to do with broadcasting information of value to the enemy are inapplicable to the Mutual commentator. Swing advised Mutual and CKLW that he will comply with Canadian regulations.

Treasury Tribute

TO HONOR companies which have installed the Payroll Allotment Plan, public tribute will be aired by the U. S. Treasury in connection with the Defense Savings Program. Beginning Dec. 8, Larry Elliot, who regularly announces the three Treasury radio programs, will read a message from the Department on the *Telephone Hour*, sponsored by the American Telephone & Telegraph Co. over NBC-Red from 8-8:30 p. m. EST. At a later date a similar message will be included on the Major Bowes program sponsored by Chrysler Corp. Other companies will be honored on later dates.

WSJS	KRLD	WCAM	WJW
WIBC	KFMB	WACO	KDLR
WIND	KGMB	WAKR	KFJM
WIS	KIDO	WARM	WISR
WISN	KLO	WATR	WTMA
WJAG	KLRA	WCOL	WFBC
WMEX	KMMJ	WDR	WORD
WNAH	KPRC	WENY	KELO
WORL	KSRO	WESX	WTJS
WWSW	KTHS	WDF	WJHL
WSUN	KXLB	WFG	WROL
WTAR	WBEN	WGAL	WMPS
WTCN	WMBD	WGH	KGNC
WTAQ	WMC	WGL	KBWD
WINS	WMCA	WHBC	KRIS
KIT	WNOX	WHOP	KROD
WEBC	WOOD-	WHOP	KFRO
WTAG	WASH	WIBM	KABC
WKST	WORC	WIBU	KRRV
WFMD	WORK	WILM	KCMC
WKRC	WOWO	WIZE	WHIS
KVEC	WTNJ	WJBW	WHBL
KMTR	WWVA	WJIM	KDFN
WFAA	WBOW	WJNO	KSAN
WTIC	WCAE	WJTN	WNAB

Gardner in 1942

GARDNER NURSERY Co., Osage, Ia., on Dec. 15 will start its 11th radio year with the first of a series of new transcriptions featuring new plants for spring delivery. About 150 stations will be used and this number will be gradually increased to 300 during the peak of the spring shipping season. According to Edwin A. Kraft, manager of Northwest, which handles the account, approximately \$300,000 will be spent on advertising by Gardner during 1942, the bulk of it going to radio.

KSTP, St. Paul, is installing a 35-kw. gas-driven generator plant in its transmitter building. Designed to operate the station's auxiliary transmitter, the emergency power source in event of a line failure starts automatically.

NO BIG WHOOPEE IN JAMBOREE (Ky.)!

No mon', no fun—so if you're fixing to go on a sales spree, you can overlook Jamboree, Picnic and Hot Time (Ky.). But don't pass up the Louisville Trading Area, where you can have a wheel of a time every day of the year! This Area, for instance, has 25% more income tax payers than the rest of the State combined—33% more effective buying income! And it's covered completely by WAVE—at a cost so low you can carouse continuously! Shall we start the brawl rolling?

LOUISVILLE'S WAVE
5000 WATTS . . . 970 K. C. . . N. B. C. Basic Red
FREE & PETERS, INC.
National Representatives

BUYERS SEE RED . . . when they think of Richmond

And that means WMBG—the Red Network outlet in Richmond. For WMBG offers you the best in the Red and the best in the local field—plus specialized merchandising knowledge of Richmond.

WMBG offers you the Red Network audience—5,000 watts daytime—1,000 watts night and equal density of coverage at lower rates. Before you buy—get the WMBG story.

WMBG
RED NETWORK OUTLET • RICHMOND, VA.
JOHN BLAIR CO., REP.

CHNS

HALIFAX, N. S.

THE KEY STATION OF THE
MARITIMES

Is Rounding Out the Busiest
Year in Its Fifteen Years of
Existence. Advertisers Would
Be Well Advised to Make
Their Fall and Winter Book-
ings AT ONCE.

U. S. Representatives:
WEED & COMPANY
New York City

Agencies

THOMAS H. HUTCHINSON, formerly with the Rockefeller Committee on Inter-American Cultural Relations and previously program director in NBC's television division, has joined the radio department of Ruthrauff & Ryan, New York.

STANLEY HOLT, New York account executive of Wm. Esty & Co., was in Hollywood for launching Dec. 5 of the weekly CBS Christmas series, *Shirley Temple Time*, sponsored by Elgin National Watch Co.

W. B. RICHARD PEARSON, formerly account executive of Cesana & Assoc., Hollywood, has joined Erwin, Wasey & Co., that city, in a similar capacity.

CONNER Co., San Francisco, recently moved from the Russ Bldg. to 116 New Montgomery St., doubling its quarters.

MAURICE C. LODGE, for the last five years with M. E. Harlan Adv., San Francisco, recently joined D'Evelyn & Wadsworth, San Francisco.

ELMER NEILSEN, formerly with the *San Rafael* (Cal.) Independent, recently joined the Leon Livingston Adv. Agency, San Francisco.

LARRY GRISWOLD, formerly advertising manager of the *Sacramento* (Cal.) Union, recently opened the Griswold Adv. Agency in that city, with offices in Capitol National Bank Bldg.

A. W. SPENCE Jr., formerly account executive of Lord & Thomas, New York, has joined Ivey & Ellington that city, in the same capacity.

JOHN ANTHONY, formerly copy chief of Kelling & Co., Indianapolis, has joined the copy department of BBDO, New York.

JOHN WHITMORE, former program manager of WLOF, Orlando, Fla., has joined the radio department of Compton Adv., New York, as a program supervisor.

JERRY BROTMAN, account executive of Lloyd's Adv., Los Angeles agency, has taken on additional responsibilities of radio director.

JAMES C. McCORMICK, formerly account executive of Associated Adv. Agency, Los Angeles, who was inducted into the Army eight months ago, has returned to civilian life and will resume activity in radio advertising.

CAPT. B. E. HOWARD, for the last nine months on active Army duty at Camp Haan, Cal., has returned to Minneapolis and Campbell-Mithun Inc. as creative chief of the agency. Capt. Howard had been with Campbell-Mithun for three years before going into active service.

ED DEXTER, formerly in the copy department of Young & Rubicam, New York, has joined Compton Adv., New York, in an executive capacity.

WILLIAM H. OHLE, formerly of Wilding Picture Productions, Chicago, and manager of *The Lake Forester*, Lake Forest, Ill., has joined Needham, Louis & Brorby, Chicago.

STUART REYNOLDS, formerly advertising executive of General Mills, Minneapolis, has joined the San Francisco office of Erwin, Wasey & Co.

HARRY A. SHINNICK, formerly with Ketchum, MacLeod & Grove, Calkins & Holden and N. W. Ayer & Son, has joined Richard A. Foley Adv. Agency, Philadelphia.

H. V. KALTENBORN, NBC news analyst, recently signed for a series of newsreel features for release in Tele-news theatres.

Mrs. Murphy Is Named Long Agency Radio Head

MRS. GERTRUDE B. MURPHY, former account executive, has been appointed director of radio for the Long Adv. Agency, San Francisco and San Jose.



Mrs. Murphy

Mrs. Murphy, a Mount Holyoke College graduate, and member of Phi Beta Kappa honorary fraternity, joined the agency in 1931, specializing in radio. For nearly five years she has written script and commercials for an outstanding network show. Earlier experience included the position of advertising manager of one of San Francisco's important women's stores. Her radio experience dates from 1928 when as "Dorothy Dean" she initiated a series of daily broadcasts over KQW, San Jose.

2% For Advertising

APPROXIMATELY \$1,700,000 or 2% of the national income will be spent in advertising in 1941, according to Dr. L. D. H. Weld, director of research of McCann-Erickson, New York, in a talk on "The Importance of Advertising," recently broadcast on CBS. Advertising expenditures, he pointed out, are only about 1% of the final price of all goods and services in the sale of which advertising is used, and will amount this year to only about \$13 per capita, against \$19 per capita in 1929 and compared to Federal Government taxes this year of about \$57.50 per capita.

Canada's Radio Fund

CANADIAN Broadcasting Stations on Nov. 27, sent to Winston Churchill the first instalment of £1,000 raised by the stations through the sale to listeners of a short illustrated biography on the life of Britain's wartime Prime Minister. The Canadian Assn. of Broadcasters earlier this year had set up with government sanction the Churchill Fund for British War Victims, so listeners to Canadian stations could contribute to Britain's war sufferers. The letter to Winston Churchill accompanying the cheque for £1,000 was signed by Glen Bannerman, CAB president and general manager.

Spots for New Book

WILLIAM H. WISE & Co., New York (books) will start an extensive campaign over approximately 100 stations about Jan. 5, 1942, to advertise a new book now being printed. Account is handled by Northwest Radio Adv. Co., Seattle.

SUIT for \$150,000 claiming alleged breach of contract brought by Alonzo Deen Cole against Phillips H. Lord, production agency, came to an end Nov. 19 after three weeks' trial in New York Supreme Court when the jury, after five hours' deliberation could reach no agreement.

SHAKEUP PLANNED FOR P&G SERIALS

PROCTER & GAMBLE Co., Cincinnati, during the latter part of December will make a general shake-up of several of its Monday-through-Friday serials, dropping two, shifting the same number and adding a rebroadcast of a third in one of the vacated spots.

Guiding Light, on NBC-Red, 3:30-3:45 p.m., will be dropped after the broadcast of Dec. 26. Handled by Pedlar & Ryan, New York, for Camay soap, the serial, according to an earlier announcement by P & G, was to have been shifted to Compton Adv. for White Naphtha soap [BROADCASTING, Nov. 17]. As of the same date P & G will drop its special six-station hookup for *The O'Neills* on NBC-Red, 12:15-12:30 p.m. but continue the series on its 5:30-5:45 p.m. spot on 34 CBS stations, for Ivory soap through Compton.

P & G will shift *Right to Happiness* on 46 CBS stations, 1:30-1:45 p.m. from Crisco to White Naphtha and move it to the spot now occupied by *Pepper Young's Family*, on 67 NBC-Red stations, 11:15-11:30 a.m. for the latter product. *Pepper* takes over the *Guiding Light* spot, changing over to Pedlar & Ryan for Camay, as previously announced [BROADCASTING, Nov. 17]. For Crisco, P & G will fill the *Right to Happiness* spot with a repeat of *Vic & Sade* originally aired 3:45-4 p.m. on NBC-Red. Both Crisco and White Naphtha are handled by Compton.

It is understood that some agencies have already bid for the *Guiding Light* serial for certain clients.

To Launch P&G Show

GILBERT RALSTON, program manager of Compton Adv., New York, will leave in two weeks for the West Coast to supervise production of the agency's new show for Procter & Gamble Co., Cincinnati. The program, titled *Hap Hazard*, starts Dec. 30 for a three-week period on West Coast CBS stations, and on Jan. 20 goes to a full CBS network [BROADCASTING, Dec. 1]. John McMillin, radio director of Compton, and William Ramsey, radio director of P & G, also are planning to go to the Coast the end of the month.

AAAA Councils to Meet

AMERICAN ASSN. of Advertising Agencies has announced that the 1941 convention for its eastern division will be held Dec. 9 at the Hotel Waldorf-Astoria, New York, while the Central Council convention will take place Dec. 11 at the Lake Shore Athletic Club, Chicago.

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

KFRU COLUMBIA

In the heart of
Missouri!

Strategically located to do a big selling
job for the advertiser. A Blue Network
station with an exceptional reputation
for public service.

1400 KC. ★ 250 Watts

GET A LINE ON
THE GATES LINE
OF BROADCASTING
EQUIPMENT FOR 1942
SEND FOR YOUR
CATALOGUE NOW

GATES
QUINCY, ILLINOIS, U.S.A.



DISCUSSING PROGRAMS before opening of the NAB district meeting in San Francisco were (l to r), Charles Morin, CBS, San Francisco; Ralph R. Brunton, KQW-KJBS, San Francisco; CBS President Neville Miller; Art Kemp, CBS, San Francisco, and Will Thompson Jr., KROY, Sacramento.

NAB Districts on Coast Hold Meetings To Discuss Current Industry Problems

IN A SPLIT session, broadcasters of NAB District 17 met last Monday and Tuesday at Portland, Ore., and Seattle. As at preceding district meetings, national defense, legislation, music and corollary problems were chief topics of discussion.

The Monday session at Portland, with District Director Harry Spence, of KXRO, Aberdeen, Wash., presiding, featured appearances by NAB President Neville Miller; Mayor R. Earl Riley; Lieut. Comdr. G. F. DeGrave, U. S. N.; Paul Connet, KGW-KEX; Lee Bishop, KMED, Medford; Carl Haverlin, BMI; Jerry King, Standard Radio; C. P. MacGregor; Ralph Wentworth, Lang-Worth; Frank E. Pellegrin, director of the NAB Department of Broadcast Advertising. Director-at-Large C. W. Myers, KOIN-KALE, and Arden Pangborn, KGW-KEX, were in charge of local arrangements.

The District 15 meeting also was held in San Francisco Nov. 28-29. During the meeting President Miller outlined radio's defense services in a talk on "Radio & the National Defense", broadcast on KSFO and KPO, and transcribed for rebroadcast on other stations in the district.

Others to be Held

The only remaining district meetings scheduled are 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 is not to be held until after the first of the year.

Attending the Portland one-day session were:

S. W. McCready, KVAN; Sheldon Fred Sackett, KVAN-KOOS; J. Elroy McCaw, KELA; Frank L. Hill, KORE; H. S. Jacobson, KXL; C. W. Myers, KALE; Paul H. Connet, KGW-KEX; Ted Kooreman, KALE; James C. Wallace, KAST; Ben E. Stone, KOOS-KVAN, KLBH; Harry H. Buckendahl, KOIN-KALE; Clare C. Mears, KVAN; Curt Phillips, KIDO; Johnnie Walker, KALE; Walter L. Read, KINY; Charles E. Couche, KOIN-KALE; Frank H. Loggan, KBND; Harris Ellsworth, KRRN;

Chet Wheeler, KWIL; Frank H. Coffin, KWIL; Arden X. Pangborn, KGW-KEX; Barney Kentworthy, KODL-KWRG; Harry R. Spence, KXRO; Glenn Howell, KODL; Glenn McCormack, KBKR; Mrs. Francis Symons, KXL; Lee Bishop, KMED; L. W. Trommlitz, KORE; C. O. Chatterton, KWIL; H. Quentin Cox, KGW-KEX; Marshall H. Pengra, KRRN; Fred G. Goddard, KXRO; Jennings Pierce, NBC, and Bob Schuetz, NBC Thesaurus.

G. L. Call, Graybar Electric Co.; Carl Haverlin, BMI; A. M. Case, Graybar Electric Co.; Jack Gale, United Press; Frank E. Pellegrin, NAB; Jim Wallace, Graybar Electric Co.; C. P. MacGregor; Jack Frost, RCA Manufacturing Co.; Leonard D. Callahan, SESAC; E. J. Gough, SESAC; Ralph Wentworth, Lang-Worth; Jerry King, Standard Radio, and Neville Miller, NAB.

Attending the Seattle session were:

Arthur Gerbel, W. B. Stuht, Charles Lyman, Birt F. Fisher, KOMO-KJR; Cole Gentry, Bill Warren, Hugh Feltis, Peter Bailie, Frank B. Sheehan, Bill Gavin, Bob E. Wylie, KPQ; Michael J. Mingo, KTRN; Art Moore, Paul F. Benton, KMO; W. L. Paul, Dean Sherman, F. L. Thornhill, Merrill Inch, KINY; Archie Morton, Phil Reilly, Loren B. Stone, Gordon Tuell, Maury Rider, H. J. Quilliam, KIRO; George R. Wilhelm, O. A. Runchey, KOL; Harvey Wixson, KHQ-KGA; Romig C. Fuller, KRSC; Rodney McArdle, Elmer J. Holmberg, Harry R. Spence, Fred G. Goddard, KXRO; Tom Olson, KGY; R. G. McBroom, KPIO; Florence Wallace, KXA; Earl T. Irwin, Vernice Irwin, KVI; Tom H. Schafer, KRKO; Richard S. Downie, KEVR; Lloyd Wallgreen, Cliff Hansen, KEVE; Ed J. Jansen, KTBI; Jennings Pierce, NBC, and Bob Schuetz, NBC.

Gerald King, Standard Radio; Carl Haverlin, Broadcast Music, Inc.; Leonard D. Callahan, SESAC; Hal Pearce, Standard Radio; Neville Miller, NAB; C. P. MacGregor, E. J. Gough, SESAC; Willis S. Dunnaway, Phil R. Curran, United Press; Ralph Wentworth, Lang-Worth, and Frank E. Pellegrin, NAB.



"Poor Jock! If only he'd used WFDF Flint Michigan, he could have afforded Florida."

A feature of the Seattle meeting last Tuesday was a joint luncheon meeting with the Seattle Advertising Club, at which President Miller delivered an address on radio's part in defense, which was broadcast on KJR, KOL and MBS in the Northwest. Hugh M. Feltis, commercial manager of KOMO-KJR, is president of the Ad Club.

At San Francisco

Attending the San Francisco meeting were:

George F. Barringer, KHUB; Paul R. Bartlett, KFRE; John Brunton, KQW; Mott Q. Brunton, KJBS-KQW; Ralph R. Brunton, KQW; Sherwood Brunton, KJBS; Eddie Calder, KHUB; Clyde Coombs, KARM; Glenn R. Dolberg, KGO-KPO; Bob Dunn, KSFO; Ernest L. Finley, KSRO; Ed Franklin, KJBS; H. O. Fiebig, KQW; Wilt Gunzendorfer, KSRO; C. S. Harper, KQW; Keith Kerby, KROW; Howard Lane, KFBK; Philip G. Lasky, KROW, Charles Lloyd, KXL; C. L. McCarthy, KQW; Harold H. Meyer, KVA, A. E. Nelson, KPO; J. G. Paltridge, KGO-KPO; S. H. Patterson, KSAN; Leo O. Ricketts, KFBK; J. E. Rodman, KFRE; W. B. Ryan, KPO; Charles P. Scott, KTKC; William B. Smullin, KIEM; Don H. Telford, KUIN; H. E. Thomas, KMYC; William Thompson, KROY; Haan J. Tyler, KSFO; Howard V. Walters, KDON; Eugene N. Warner, KLS; Art Westlund, KRE; Jack Winston, KOH; Bill Beason, KSRO; David H. Sandeberg, KFBK; Arthur J. Kemp, CBS; Jennings Pierce, NBC, and Robert F. Schuetz, NBC.

Dan Bowerman, United Press; Leonard D. Callahan, SESAC; Jack Frost, RCA; Hubert Gazos, United Press; E. J. Gough, SESAC; Carl Haverlin, BMI; Gerald King, Standard Radio; Ed Kirby, War Department; C. P. MacGregor; Neville Miller, NAB; Charles E. Morin, CBA; Frank E. Pellegrin, NAB; Dan Rodgers, Raymond Spector Advertising Agency; Earle H. Smith, Edward Petry & Co.; Hale Sparks, University of California; Lindsey Spight, John Blair & Co., and Ralph Wentworth, Lang-Worth.

NEW CLEAR GROUP MEETING DEC. 18

THE FIRST annual meeting of the Clear Channel Broadcasting Service, representing 16 of the 17 independently-owned Class I-A stations, will be held at the Hermitage Hotel, Nashville, Dec. 18 at the call of Chairman Edwin W. Craig, executive vice-president of WSM.

Formed last Feb. 20 to further the interests of Class I-A stations in providing rural and remote coverage, the service has been directed by Victor Sholis, former newspaperman and Department of Commerce executive. Assistant director is Allan Miller, former newspaperman.

All independently-owned stations in the Class I-A group, save KSL, Salt Lake City, are identified with the organization, successor of the Clear Channel Group. Harold V. Hough, executive of WBAP-KGKO, Fort Worth, is treasurer, and with Mr. Craig was instrumental in its formation.

Santly Heads MPPA

LESTER SANTLY has been elected president of Music Publishers Protective Assn. for the coming year by the new board of directors, themselves elected the week previous at the MPPA annual membership meeting [BROADCASTING, Nov. 24]. Other MPPA officers are: Jack Mills, vice-president; Jack Bregman, secretary, and Richard Murray, treasurer.

Your OWN Network

Create your own,
CUSTOM-FITTED
network with—
Electrical Transcriptions

May we explain?

1041 NO. LAS PALMAS AVE. • HOLLYWOOD, CALIF.

in the CONTROL ROOM

JOHN E. LINDSAY, formerly of WRUL, Boston, and George E. McDonald, previously of WSPR, Springfield, Mass., have been added to the engineering staff of WCOP, Boston.

ANTHONY MAGGIORRE, for the last three years with WWL, New Orleans, has joined the television engineering staff of CBS in New York.

PAUL REVEAL, for ten years night control supervisor of WOR, New York, is on indefinite leave of absence to handle communications work in South America.

RICHARD JAMES, engineer of WOR, New York, is the father of a baby girl, Vivian Lynne, born recently.

JAMES THAYER, transmitter engineer of WSYR, Syracuse, is the father of a boy born recently.

ART GILLETTE, assistant chief engineer of WCKY, Cincinnati, is the father of a baby girl, Gail.

ERNEST LINDEMANN has been promoted to chief engineer of KGMB, Honolulu, taking the post vacated by Eugene T. Goldrup.

DOUG THOMSON, former control operator at CJRC, Winnipeg, is now stationed in South Africa with the Royal Air Force, according to word received in Winnipeg.

SAUL OSIAS and Murray Goldberg, former engineers at WAAT, Jersey City, and WOL, Washington, respectively have joined the engineering department of WNEW, New York.

Signal Corps Advisors Discuss Technical Plans

INCLUDING in its membership leading figures in every branch of the communications industry, the Civilian Technical Advisory Board of the Chief Signal Officer of the Army, Maj. Gen. Dawson Olmstead, held its first organization meeting in Washington last Monday. CTAB is to be divided into sections to work with the Materiel Branch, Operations Branch and the newly-established Coordination & Equipment Division in the Office of the Chief Signal Officer.

Members of the board include David Sarnoff, RCA president and a colonel in the Signal Corps Reserve; Lt. Col. Frank W. Wozencraft, RCA Communications vice-president and general counsel; Col. Edwin H. Armstrong, inventor of the Armstrong wide-swing FM system; Dr. W. R. G. Baker, General Electric Co. vice-president in charge of radio and television; John B. Coleman, RCA Mfg. Co.; William P. Hilliard, Bendix Radio Corp. vice-president; Walter Evans, Westinghouse Radio Division manager; L. C. F. Horle, Radio Manufacturers Assn.

EUGENE E. ALDEN, former chief engineer of KOY, Phoenix, Ariz. and recent assistant chief engineer of WIRE, Indianapolis, Ind. has been appointed chief engineer of WIRE, replacing Earl Lewis.

ART BENZON, formerly inspector for the FCC at Portland, Ore., has joined KIRO, Seattle, as engineer.



HIGHEST UP Christmas Tree is the claim made for this 12-foot evergreen hoisted atop the 180-foot antenna of KROS, Clinton, Ia. It is lighted in four colors, operated in 15-second relays. The antenna stands atop a 64-foot building.

TRANSMITTER RAIDED But Engineer Didn't Know About 'Maneuvers'

SAM NORIN, engineer on duty at the 50 kw. transmitter plant of KIRO, Seattle, got the scare of his life during recent air raid defense maneuvers. On the late night shift, Norin answered the telephone and was advised the transmitter, located on Vashon Island in Puget Sound, was to be sabotaged. A minute later mysterious visitors burst in with word that saboteurs were loose. After they had departed Norin noticed a group of men stealthily proceeding toward the two KIRO antenna towers.

In a panic he called the sheriff, who astounded him by pooh-poohing his discomfort. "Take it easy?" shrilled Norin. "You mean you're going to let them wreck the station?" The sheriff guffawed. "It's civilian defense maneuvers. They're not wrecking your place, they're saving it. It's all a practice maneuver for the auxiliary police," he explained. Defense officials had forgotten to advise the KIRO engineering staff of its project.

FCC Rules Relaxed

RELAXING requirements on a temporary basis for showing of service in connection with renewal of license, the FCC en banc last Wednesday adopted Order No. 77-A, suspending from Jan. 1, 1942, until further order, but not beyond Jan. 1, 1943, Sections 12.26 and 12.06 of the rules governing amateur radio and Section 13.28 of the rules governing commercial radio operators.

First Day Cropper

NOT ONLY four hours late for work but wiring for money to pay a \$17 fine for speeding is the first day record of Maurice O'Connor, new control room engineer of WPAT, Paterson, N. J. Due to begin his new duties at noon last Monday, O'Connor apparently underestimated the distance from Baltimore, his home town, to Paterson. Finding himself 55 miles from WPAT at nearly noon he poured the petrol, only to be hauled up by a police officer. WPAT Chief Engineer Earl F. Lucas received a wire for the \$17 fine O'Connor was unable to pay.

WGY Bowlers Win

WGY, Schenectady, won the first bowling match in a series between its team of six and one representing WTRY, Troy-Albany. WGY's kегlers won by 151 pins. The WGY winners: Kolin Hager, manager; A. O. Coggershell, program director; Bill Purcell, chief engineer; Bill Meenam, publicity chief; Alec MacDonald, sales, and Howard Tupper, announcer. WTRY's team: Bill Riple, commercial manager; Al Chismark, chief engineer; Roy Shudt, sportscaster; Cecil Woodland, continuity director; John Sutphen, sales, and DeForest Layton, engineer.

Graybar Elections

AFFILIATED with the Graybar Electric Co. for the past 30 years, A. H. Nicoll was elected president last Wednesday to succeed F. A. Ketchum who will become chairman of the board, both positions effective on Jan. 1, 1942. Three new vice-presidents elected were: G. F. Hessler, D. H. O'Brien and E. W. Cashman, all having been with the company many years.

Winant at Vichy for CBS

CLINTON WINANT, brother of John G. Winant, U. S. Ambassador to England, and in Europe since the last war on research assignments, has been appointed CBS correspondent in Vichy, France. CBS has not broadcast from Vichy for about eight months but will probably do so in the near future if Winant feels the news warrants.

SHERB HERRICK, baseball reporter and announcer of WOKO, Albany, N. Y., is now a Chief Petty Officer in the U. S. Navy.



"Put me at the top of the list," says WSAI's Winged Plug, "I cover the place like a carpet! Street car and bus cards, neon signs, news pictures, movie trailers, taxicab covers, downtown window displays, monthly house-organs for dealers and a dozen other items. There's hardly a program plug you can name that I don't use to build an audience for my advertisers. Does it work? Well, most of my sponsors are on renewal. That sort of speaks for itself!"

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

WSAI
REPRESENTED BY INTERNATIONAL RADIO SALES

CINCINNATI'S
OWN STATION

ARIZONA'S FIRST STATION
First on the dial
First with listeners
First in results for advertisers

KOY 550 K C
CBS PHOENIX

Mail response means sales response—and KOY pulled over 90,000 letters in 1940!

JOHN BLAIR & COMPANY
AFFILIATE STATION WLS CHICAGO

Defense Savings Pay-Roll Allotment Plan

Now company heads can help their country, their employees, and themselves

voluntary pay-roll allotment plan helps workers provide for the future helps build future buying power helps defend America today

This is no charity plea. It is a sound business proposition that vitally concerns the present and future welfare of your company, your employees, and yourself.

During the post-war period of readjustment, you may be faced with the unpleasant necessity of turning employees out into a confused and cheerless world. But you, as an employer, can do something *now* to help shape the destinies of your people. Scores of business heads have adopted the Voluntary Pay-roll Allotment Plan as a simple and easy way for every worker in the land to start a *systematic* and *continuous* Defense Bond savings program.

Many benefits . . . present and future. It is more than a sensible step toward reducing the ranks of the post-war needy. It will help spread financial participation in National Defense among all of America's wage earners.

The widespread use of this plan will materially retard inflation. It will "store" part of our pyramiding national income that would otherwise be spent as fast as it's earned, increasing the demand for our diminishing supply of consumer goods.

And don't overlook the immediate benefit . . . money for defense materials, quickly, continuously, *willingly*.

Let's do it the American way! America's talent for working out emergency problems, democratically, is being tested today. As always, we will work it out, without pressure or coercion . . . in that old American way; each businessman strengthening his *own* house; not waiting for his neighbor to do it. That custom has, throughout history, enabled America to get things done *of its own free will*.

In emergencies, America doesn't do things "hit-or-miss." We would get there *eventually* if we just left it to everybody's whim to buy Defense Bonds when they thought of it. But we're a nation of businessmen who understand that the way to get a thing done is to *systematize* the operation. That is why so many employers are getting back of this Voluntary Savings Plan.

Like most efficient systems, it is amazingly simple. All you have to do is offer your employees the convenience of having a fixed sum allotted, from each pay envelope, to the purchase of Defense Bonds. The employer holds these funds in a separate bank account, and delivers a Bond to the employee each time his allotments accumulate to a sufficient amount.

Each employee who chooses to start this savings plan decides for himself the denomination of the Bonds to be purchased and the amount to be allotted from his wages each pay day.

How big does a company have to be? From three employees on up. Size has nothing to do with it. It works equally well in stores, schools, publishing houses, factories, or banks. This whole idea of pay-roll allotment has been evolved by businessmen in cooperation with the Treasury Department. Each organization adopts its own simple, efficient application of the idea in accordance with the needs of its own set-up.

No chore at all. The system is so simple that A. T. & T. uses exactly the same easy card system that is being used by hundreds of companies having fewer than 25 employees! It is simple enough to be handled by a check-mark on a card each pay day.

Plenty of help available. Although this is *your* plan when you put it into effect, the Treasury Department is ready and willing to give you all kinds of help. Local civilian committees in 48 States are set up to have experienced men work with you just as much as you want them to, and no more.

Truly, about all *you* have to do is to indicate your willingness to get your organization started. We will supply most of the necessary material, and no end of help.

The first step is to take a closer look. Sending in the coupon in no way obligates you to install the Plan. It will simply give you a chance to scrutinize the available material and see what other companies are already doing. It will bring you samples of literature explaining the benefits to employees and describing the various denominations of Defense Savings Bonds that can be purchased through the Plan.

Sending the coupon does nothing more than signify that you are anxious to do *something* to help keep your people off relief when defense production sloughs off; *something* to enable *all* wage earners to participate in financing Defense; *something* to provide tomorrow's buying power for your products; *something* to get money *right now* for guns and tanks and planes and ships.

France left it to "hit-or-miss" . . . and *missed*. Now is the time for *you* to act! Mail the coupon or write Treasury Department, Section A, 709 Twelfth St. NW., Washington, D. C.



FREE - NO OBLIGATION

Treasury Department, Section A,
709 Twelfth St. NW., Washington, D. C.

Please send me the free kit of material being used by companies that have installed the Voluntary Defense Savings Pay-Roll Allotment Plan.

Name _____

Position _____

Company _____

Address _____



FLIPPING the switch Nov. 28 on the first relayed broadcast of the *Treasury of Music* program, sponsored by Stromberg-Carlson Telephone Mfg. Co., Rochester, N. Y., is I. A. Martino, chief engineer of W65H, FM station in Hartford, while other executives of the station assist. They are (l to r): Walter Haase, program manager; Franklin M. Doolittle, general manager, and William F. Malo, commercial manager. The program, heard regularly on WQXR, New York, is now being sent five times weekly by special telephone line from W2XQR, FM station in New York owned by WQXR, to W2XMN, Alpine, N. J., which rebroadcasts the series to W65H.

Advisory Group Voting Is Announced by NBC

RESULTS of the runoff elections for certain districts of the Red and Blue network stations planning and advisory committees were announced last week by NBC, with the two groups representing seven districts scheduled to meet in New York Jan. 6 and 7, 1942, respectively [BROADCASTING, Nov. 24, Dec. 1].

Runoffs in the three Red districts follow: Stanley Hubbard, KSTP,

St. Paul, District 3; Harry Stone, WSM, Nashville, District 4, and Ed Yocum, KGHL, Billings, District 6. Blue Network: Allen Campbell, WXYZ, Detroit, District 2; Earl May, KMA, Shenandoah, Ia., District 3; Henry P. Johnston WSGN, Birmingham, District 4. District 6 had not been announced Friday.

RODGER MUELLER, former WGN, Chicago announcer, is now program director of WHBY, Appleton, Wisconsin, replacing Emlyn Owen who is now doing radio work in Ottumwa, Iowa.

PRESTO MAKES A RECORDING DISC FOR EVERY RADIO STATION USE

Select your discs from these 3 types



GLASS BASE DISCS, for the highest quality recordings to be used on the air, made in the 12" and 16" sizes.

STEEL BASE DISCS, for artist auditions, spot announcements and out-of-the-studio recordings, made in the 10" and 12" sizes.

COMPOSITION BASE DISCS, economical for rehearsal of ref-

erence recordings, safe to mail anywhere, made in the 10"—12" and 16" sizes.

All 3 types are stocked regularly by 200 leading radio distributors who can give you immediate delivery. Write today for descriptive folder and the name of your nearest Presto distributor.

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

In Other Cities, Phone... ATLANTA, Jack 4372 • BOSTON, Bol 4510
CHICAGO, Mar 4240 • CLEVELAND, Mo 1545 • DALLAS, 37093 • DENVER,
Ch 4277 • DETROIT, Univ. 1-0180 • HOLLYWOOD, Hll 9133 • KANSAS
CITY, Vlc 4631 • MINNEAPOLIS, Atlantic 4716 • MONTREAL, Wel 4218
PHILADELPHIA, Penn 0542 • ROCHESTER, Col 3548 • SAN FRANCISCO,
Co 79, 0231 • SEATTLE, Son 2360 • WASHINGTON, D.C., Shap 4003
World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs

WHN to Carry Dodger Games Complete, Both Home and Away, for 1942 Season

AT THE time WHN, New York, was holding elaborate ceremonies Dec. 1 to dedicate its new 50,000-watt transmitter, the station announced it had signed a contract with P. Lorillard Co., New York (Old Gold cigarettes), for exclusive coverage of all next season's games of the Brooklyn Dodger baseball team, including home and away games.

All games, starting March 15 and continuing up to the 1942 World Series will be broadcast to a finish on WHN even if regularly scheduled commercial or sustaining programs have to be omitted on days when the games run overtime.

Red Barber to Announce

Red Barber, ace sports announcer of WOR, New York, which aired the games last year for General Mills (Wheaties) and Lever Bros. (Lifebuoy), will handle the play-by-play description as in past years under the contract he has with Larry McPhail, president of the Dodgers.

Assisting Barber will be Al Helfer, who has co-announced baseball games with Red for six years and is currently m.c. on the MBS *Spotlight Bands* program for Coca Cola Co.

WHN, on Dec. 1 broadcast an hour-and-a-half dedicatory program to its new transmitter, which makes it as powerful as any independent station in America. Newbold Morris, president of the New York City Council, acting for Mayor LaGuardia, welcomed more than 50 mayors of neighboring cities attending the ceremonies, held at the Barbizon-Plaza Hotel. Bert Lytell and Frank Fay were masters of ceremonies, with other participants including Col. Stoopnagle, Clarence Stroud, Jane Froman, Dick Todd, Joan Edwards, Yvette and music by Dick Ballou and Don Albert's Orchestra.

A highlight of the evening was the presentation of an original play "Announcement From the Admiralty" by the British War Relief, starring Burgess Meredith and Ruth Gordon. Members of the regular WHN staff who participated

were A. L. Alexander, Adrienne Ames, George Hamilton Combs, Fulton Lewis Jr., Fulton Oursler, Clem McCarthy, Dick Fishell and Bert Lee. Herbert L. Pettet, WHN director, gave an address.

The morning of Dec. 2 a special breakfast party was given by WHN in its studios as an "orchestral salute of the world to the station's increase in power." Present were leading orchestra conductors, who were interviewed on Bruce Wendell's *Music Shop* program, 10:30 a.m.-12 noon.

* * *

WHN, New York, with its boost in power to 50,000 watts has announced the signing of nine new contracts and the renewing of three others. New clients include: Hecker Products Corp., New York (Force), three 10-minute programs weekly titled "Adventure Club" featuring Captain Tim Healy; I. Rokeach & Sons, New York (condensed soup), three quarter-hours for serial *My Daughter Betty*; Simon Ackerman, New York (clothing), three quarter-hours of news featuring George Hamilton Combs Jr.; spot announcements by Railway Express Agency, New York; Stanback Co., Salisbury, N. C. (headache powders); Readers' Digest Assn., Pleasantville, N. Y.; Procter & Gamble Co., Cincinnati (Lava soap); Paragon Oil Co., New York; National Production Co., Detroit (jumper seats). Renewals were spots by Old Dutch Mills Inc., New York (coffee); Simon & Schuster, New York (Income Tax booklet), and Welch Grape Juice Co., Westfield, N. Y.

Amos 'n' Andy

PRIVATE OFFICES of Freeman Gosden and Charles Correll, located in the Bank of America Bldg., Beverly Hills, Cal., have been converted into a broadcast studio for their five-weekly quarter-hour CBS series, *Amos 'n' Andy*, sponsored by Campbell Soup Co. Program is remoted from the diminutive studio which is equipped with broadcasting, control, script and reception rooms. Bill Hay, announcer, and Gaylord Carter, organist, work from the CBS Hollywood studios with the comedy team paying added line charge for the exclusiveness.

BROADCASTS of 12 important races from the winter meeting at Hialeah Park, Fla., will be presented exclusively on MBS in 1942, starting with the Hialeah Park Inaugural Jan. 14, and ending with the \$50,000 Widener Stakes March 7. Track Authority Bryan Field will handle the events.

IN
ROCHESTER
IT'S
WHEC
BASIC CBS

474' WFHR LISTENERS
in **16** WISCONSIN COUNTIES
RESPONDED **50** CENTS
WITH IN CASH
for a subscription offer
IN 5 SHORT DAYS

as a result of one spot campaign.
For further details write

RADIO STATION WFHR
Wisconsin Rapids, Wis.
Mutual's Outlet in Central Wis.

50 kw. in Waterloo Sought by Dumond

Fetzer, Blair, Godley Among Those Holding Interest

HEADED by Joe Dumond, general manager of the new KBUR, Burlington, Ia., and listing among its stockholders such prominent radio figures as John E. Fetzer, operator of WKZO, Kalamazoo, Mich., and an NAB director; John Blair, Chicago station representative; Paul Godley, Upper Montclair, N. J., consulting engineer; and Dan T. Riley and Richard H. Plock, president and vice-president, respectively, of KBUR, the Josh Higgins Broadcasting Co. has applied to the FCC for a new 50,000-watt station in Waterloo, Ia. A CP is asked for unlimited hours on 1540 kc., a clear channel at present unoccupied, with a directional antenna.

Stock Ownership

Mr. Dumond, who will relinquish his present position at KBUR if the station is authorized, is president of the applicant with 50% of the common stock issued. Mr. Fetzer has an 11.6% interest, while Mr. Blair and Mr. Godley each have 5%. Messrs. Riley and Plock along with 13 other residents of Waterloo, Ia., all prominent businessmen hold the balance of the stock, with no one individual having more than 2.5%.

Mr. Dumond was manager of the 100-watt WMT, then in Waterloo, which he developed under the late Harry Shaw. Subsequently the station was sold to its present owners and moved to Cedar Rapids. More recently Mr. Dumond was creator and principal in the NBC *Josh Higgins of Finchville* series out of Chicago, a daily feature which he relinquished last May 17 when he left NBC for his present position with KBUR.

SUIT SEEKING an injunction and damages was filed Dec. 1 in New York Supreme Court by Barney Gerard against NBC, Standard Brands, J. Walter Thompson Co., and the comedy team of Abbott & Costello. Gerard claims plagiarism of two scripts.

FM

with
Simplified
CIRCUIT DESIGN

GENERAL ELECTRIC 190-43



GIRLS who live in crowded capital rooming houses provide program material for the *Federal Journal*, sponsored on WJSV, Washington, by Jelleff's women's clothing store. Gunnar Bach (right) transcribes interviews at the girls' rooming houses. Taking part in a YWCA interview are (l to r) Ruth Ohlsson, advertising manager of Jelleff's; Ernie Johnston, account executive of Lewis Agency; four girls, Edith Smith, Mildred Crookston, Elinora Mayfield, Mary Alice Stone. Also taking part in the programs are Jerry Klutts, *Washington Post* columnist on Federal workers, and the Federal Employee's Council.

'WORLD' SELLS CITY AN AIRPORT

Boomtown Market Study Provides Inspiration For Project in Kansas City

WHEN World Broadcasting System a couple of months back put out its "Boomtown" study [BROADCASTING, Sept. 29], presenting in stark statistical form the story of what the defense program has done to the markets in 231 cities, it pointed out to the buyers of advertising that here were some new markets well worth cultivating and that spot radio was a good cultivator.

Selling an Airport

The logical expectation was that this promotion piece ought to create some spot campaigns which would certainly benefit spot radio and which might even produce some business for World. But there were no expectations that this brochure, good as it was, would result in selling an airport to a city council. Yet, as explained in the following letter from State Senator Bernard L. Glover, of the Seventh Missouri District, that's just what happened.

Gentlemen:
Mr. Russel C. Comer of the Russell C. Comer Adv. Co., loaned me his copy of the brochure, "Boomtown", a study prepared by your organization, with pertinent data on war defense activities.

A glance at the study suggests its importance to every city which may be ambitious to attract new industry.

In this Missouri city, . . . we found ourselves with one airport wholly inadequate to accommodate present aircraft business, to say nothing of providing incentive for aircraft industry to locate here.

So the City Council of Kansas City was moved . . . to consider the acquisition of additional airport sites. but was confronted with the charge that taxes would be increased, and that there was no assurance that aircraft industry would utilize the new airport.

All doubts were removed when the data from "Boomtown" was produced to show that large appropriations had been made for aircraft plants in other cities much smaller and not as favorably situated.

The "Boomtown" data helped inspire the councilmen to quick action in acquiring a site immediately . . . the Council was convinced it was not only proper, but urgent, that action be taken now. . . . Thanks to "Boomtown" for its convincing and stimulat-

ing information.

It would seem to me that advertisers amazing possibilities presented in such would want to take advantage of the "Boomtown" . . .

I feel obligated to the World Broadcasting System for its forethought in assembling data of such great value to municipalities seeking an expansion of business activities.

16 Script Writers Plan Treasury Savings Shows

SIXTEEN of the country's leading script writers have joined in writing a series of five-minute dramatic programs for the Treasury Defense Savings Program, it was announced Thursday by Vincent F. Callahan, chief of the radio section. The series, *On Guard America*, will be released to all stations as a special part of the Treasury's defense Bond and Stamp Campaign.

Authors who have contributed to the series are Robert Sherwood, William Saroyan, Elaine Sterne Carrington, Ruth McKenney, Stewart Cloete, Mona Kent, Paul Wing, Gertrude Berg, Ruth Adams Knight, Katherine Seymour, Erna Phillips, Margaret Sangster, Frank Provo, John Picard, C. C. Thomas and Carolyn Darling. Produced under the supervision of Elaine Sterne Carrington, the series will be directed by Dodie Yates.

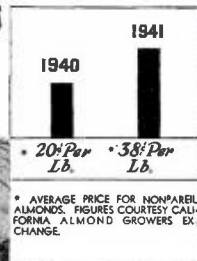
ADRIENNE AMES, of motion picture fame, will start this week a series of televised movie reviews on WNBT, New York television station of NBC. Series, telecast for 10 minutes each Tuesday afternoon, discusses movies soon to be exhibited in New York, with clips of the pictures' highlights used to illustrate Miss Ames' descriptions.

CALL LETTERS assigned for recent new station grants of the FCC are KWON, Bartlesville, Okla.; WINK, Louisville, Ky.; and KOBR, Brainerd, Minn.

90% INCREASE IN 1941



California farmers reaped a harvest of dollars in 1941. They are ready to spend those dollars now. Wise advertisers will take advantage of this tremendous increase in buying power by using the dominant stations in California's great Interior Valleys -- KFBK, Sacramento and KMJ, Fresno, the favorite stations of California rural families.



Serving the Rural West

McClatchy Broadcasting Company
KFBK
KMJ
SACRAMENTO, CALIFORNIA
FRESNO, CALIFORNIA

These Shows Attract
Daytonians:

ADAM HAT FIGHTS
NEW OLD GOLD SHOW
XAVIER CUGAT
HERBERT MARSHALL

of course they're all on

WING THE
DAYTON
STATION

Nat'l Rep.—Paul H. Raymer Co.



Ask us about the recent impartial survey of wire services by an important radio station showing "INS leading by wide margin".

INTERNATIONAL NEWS SERVICE

Carries more local advertising than any other tri-city station by more than 3 to 1!

WTRY
TROY, N. Y.
1000W 980KC

Basic N B C Blue

An H. C. Wilder Station
Represented by Raymer

Showmanship THAT WINS Intermountain Audiences

KODYL

the POPULAR Station Salt Lake City

NBC RED NETWORK

National Representative JOHN BLAIR & CO.

News Is Most Popular in Philippines

Many Native Dialects Used by Stations, Says Vogel

IN MANY respects broadcasting in the Philippines is much like that in the United States, according to George J. Vogel, production manager of KZRM and KZRF, Manila, who is now in New York for his first visit home in seven years. KZRM is a CBS affiliate and a subscriber to the World library service and United Press news.

Its most popular programs are news, popular music, Hollywood gossip, quiz shows and amateur hours. Its list of advertised products includes Kolynos, Listerine, Palmolive, Coca Cola, Eversharp, etc.

Many Tongues

But in other respects the Philippine broadcaster operates quite differently from his United States counterpart. His audience speaks a variety of languages and dialects, necessitating broadcasts in several tongues, although now about 70% of the natives understand English. Climatic and geophysical conditions curtail longwave transmission to purely local coverage, so that every station operates both a longwave and shortwave transmitter and every program goes out over both frequencies simultaneously. Advertising of liquors and other products which are tabu for U. S. broadcasters is perfectly acceptable in the Philippines.

News is very important, since there are 7,083 islands in the Philippines, making newspaper distribution somewhat difficult and leaving a large part of the more than 16,000,000 population dependent on radio for news.

News Important

The importance of news broadcasts is now even greater than usual, since the Philippines are now the source of the only uncensored news for residents of the entire Asiatic area. Radio is also the sole commercial entertainment medium for most of the islanders. There are only about 300 motion picture theatres in the Philippines, of which about 200 are located in the Manila and Luzon areas.

A typical day's schedule at KZRM, as described by Mr. Vogel, starts at 5:30 a.m. with a quarter-hour of recorded band music, followed by a like period of news. From 6 to 6:30 the station broadcasts news in Chinese; then the English news is repeated, followed by an hour of recorded music. At 7:45 comes a quarter-hour of news in French, sponsored by a Free French group and broadcast with permission of governmental officials, for the benefit of Frenchmen throughout Eastern Asia, particularly in French Indo-China.

KZRM signs off at 8, returning at 11 with an hour of music and



THERE'S a grand total of exactly 7,083 islands in the Philippines, says George J. Vogel, of Manila, as he talks with Paul White, CBS director of public affairs. Mr. Vogel is production manager of KZRM and KZRF, Manila. KZRM is a CBS affiliate.

comedy designed for the entertainment of the American troops. A *Musical Newspaper*, combining items of society, travel and other specialized news with appropriate music, runs from noon to 12:30, followed by a quarter-hour of world news and another 15 minutes of local news. From 1 to 1:45 is the Siesta Hour of soft music; then comes 15 minutes of dance tunes and the station signs off until 5. Tea music and perhaps a juvenile show are followed at 5:45 by a quarter-hour of news and dramatic bits from movies playing in Manila.

Sports, Too

A woman commentator, mixing homey philosophy with household hints, has the 6-6:25 period, with a five-minute sports results program completing the half-hour. Another world news period is followed by five minutes devoted exclusively to jai-lai, chief native sport, and 10 minutes of local news.

Evenings are filled with varying types of entertainment—music, drama, quiz, etc. Many of the programs, both daytime and evening, are sponsored, as are the hourly time signals, presented in jingle form. Time is usually purchased by manufacturers' representatives, Philippine distributors for a variety of American products, who buy a period across the board and use it to advertise a different product each day in rotation.

A few programs, such as Coca Cola's *Pause That Refreshes on the Air*, are shipped to Manila in transcribed form; a few more, such as Eversharp's *Take It or Leave It*, are built locally on the pattern of the original, but most of the programs are built and produced by the station staff. The station also prepares practically all of the commercial copy for its clients, exercising particular care to avoid exaggerated or misleading claims for the products advertised.

Such precautions are necessary, Mr. Vogel explained, because the native audience is commercially unsophisticated and if the broadcaster

is to retain his listeners' confidence he must not allow his advertisers to build up false hopes which the products will not fulfill. This cautious policy has paid for both the station and its clients, he said, reporting that offers made on the air produce more than satisfactory returns in boxtops or cash.

Citing a single example of program popularity, he said that the *Amateur Hour*, sponsored by Listerine on Thursday evenings, had changed the national habits by keeping the population awake and listening until its sign-off at 9:45 p.m., whereas normally most Filipinos are asleep by 8, since they rise at daybreak to begin work in the fields. Once a month this program originates in the plaza of some city outside Manila, drawing crowds of from 15,000 to 25,000 people to watch the show, many of the spectators traveling all day from distant villages.

Native Dialect

While KZRM maintains a schedule chiefly in English, KSRF is programmed for the non-English-speaking population. Its programs are broadcast mainly in Tagalog, chief native dialect, but also includes a number of programs in Spanish and Chinese. There is no regular network program service from the United States, he said, but special events like the Army-Navy game and Presidential speeches are sent to the Island by RCA Communications for rebroadcast by all Philippine stations.

The Philippines, deprived of their former European sources of supplies, now offer American manufacturers an unusual opportunity to develop a new market. Mr. Vogel stated, adding that in addition to introducing his 18-months-old son to his relatives, main purpose of the trip, he hoped to take back with him a number of new American accounts.

JAIL BROADCAST But 'Bossy' Fails to Win Mayoralty Post

FUTILE APPEAL to voters was made by thrice-Mayor Andrew J. "Bossy" Gillis of Newburyport, Mass., who made the first claimed radio appeal from a jail. Confined to the Middleton Mass. Industrial Farm for nine months, charged with criminal libel, the ex-mayor was granted permission by Essex County Commissioners J. Fred Manning and C. F. Nelson Pratt to appeal to the voters via a recording made at the industrial farm, supervised by Chief Engineer Dick Hammond and interview by Special Events Announcer Tom Carr of WESX, Salem, Mass.

Despite "Bossy's" radio appeal, broadcast the evening before election, and the campaigning of his wife, the office went to a local dance hall proprietor.

KEEPING POSTED

Ex-Announcer in Touch With
—Industry in Camp—



Official Army Photo
EDITOR BROADCASTING:

Here is Private Will Dougherty, shown keeping in touch with the radio world through his subscription to BROADCASTING. He is a selectee at Duncan Field, which is near San Antonio. Prior to his Army days, Dougherty was known as "Will Douglas." He formerly announced for many of the nation's top name bands over CBS from WKBN, Youngstown. He also announced at WRBL, Columbus, Georgia; WMBO, Auburn, New York; WCPO, Cincinnati; and over WBTO, Cumberland, Md. Dougherty, who is a former orchestra leader, is now conductor of the Duncan Field orchestra and has appeared over WOAI, San Antonio. Duncan is the nation's largest air depot.

DARNELL
Duncan Field,
San Antonio.

CBC Booklet Issued

TITLED *We Have Been There*, a compilation of 21 talks given over Canadian Broadcasting Corp. network under the same title, has been published. Inspired by listener requests the booklet gives eyewitness accounts of the overseas conflict by such observers as William L. Shirer, Ralph Ingersoll, Col. William J. Donovan, Rt. Hon. Malcolm MacDonald and other American, Canadian and English experts.

First Edition Aired

FIRST RUN of the *Chicago Sun*, a half-hour on-the-scene description of activities in the city room, composing room and press room of the new *Chicago* morning newspaper as it went to press for Vol. 1, No. 1, was broadcast Dec. 3 on WMAQ, Chicago. Program featured brief interviews with Marshall Field III, owner; Silliman Evans, publisher; Rex Smith, editor, and Mayor Edward J. Kelly of Chicago.

COURT CLARIFIES MUSIC COPYRIGHT

IN A precedent-making decision, the U. S. Circuit Court of Appeals last week ruled that the copyright in a song written by an employee of a publishing company belongs to the publisher and may be renewed by him at its expiration.

Decision, written by Justice Learned Hand and unanimously concurred in by his associates, of the Federal District Court in ruling that the renewal rights to "Come, Josephine, in My Flying Machine" belong to Shapiro, Bernstein & Co., plaintiff in the suit, and not to the defendants, Alfred Bryan and Fred Fisher, writers of the song, and the Fred Fisher Music Co. to which Fisher had assigned his renewal rights.

Song was copyrighted in 1910, at which time the writers were employed by the publisher. In 1938 both the plaintiff and the defendants tried to secure the renewal of the copyright, with the suit resulting. Importance of the decision to songwriters was indicated by the fact that the defense was handled by John Schulman for the Songwriters Protective Assn. of which both defendants are members. Leo J. Rosett represented the publisher.

No Precedent

Despite its importance in copyright law, the "Josephine" case will not form a precedent in the impending suit of Edward B. Marks Music Corp. and BMI against ASCAP and certain composers to determine whether certain copyrights are vested in the publisher or composer, it was stated by copyright attorneys. Former case dealt with an employer-employee relationship while the latter seeks to determine the allocation of rights between writer and publisher embodied in standard contracts between these parties and between each of them and ASCAP.

Overruled in its attempts to have the suit dismissed and to have BMI outlawed as a plaintiff, ASCAP must file its answer to the plaintiffs' charges by Dec. 11 in the New York Supreme Court. Case may be expected to come to trial shortly after the first of the year.

POSTPONED from Dec. 3, the examination before trial in New York Supreme Court of James C. Petrillo, president of the American Federation of Musicians, by the American Guild of Musical Artists, has now been set for Jan. 6, 1942. AGMA is suing to enjoin Petrillo and the AFM from interfering with AGMA members.

WEEKLY bulletin distributed by the Radio Council of Chicago. Public Schools lists a week in advance programs to be broadcast on Chicago stations for the various school grades for classroom participation, also educational programs of general interest. Bulletin also includes lectures and utilization clinics for teachers.

New Music Firm

A NEW Hollywood music publishing company, which will specialize in the publication of motion picture scores, has been organized by two ASCAP writers, Mort Greene and Harry Revel, in cooperation with BMI. Stock is owned jointly by the writers and BMI, with BMI holding the majority. Offices will be opened in New York, Chicago and Hollywood. All music will be available for use on the air by all broadcasters, BMI stated. Stations holding ASCAP licenses will get the writers' performing rights through ASCAP and the publishers' rights will be issued directly as provided for in the consent decree. Stations without ASCAP licenses will receive their performance rights from the publishing company. Music written by non-ASCAP members which the firm may publish will be licensed through BMI.

WOWO Staff Changes

ELDON CAMPBELL, formerly production director of WOWO. Fort Wayne, has been appointed program director of WOWO-WGL, Fort Wayne, effective Dec. 1. He succeeds Franklin Tooke, recently made program director of KDKA, Pittsburgh. Carl Vandagriff, formerly production director of WGL, is now assistant program director of the new set-up and Bob Wilson is news commentator.

BOASTING the greatest number of sponsored newcasts in the station's history, WTIC, Hartford, now has a weekly total of 28 15-minute news programs, only four of which are unsponsored.

LOOK TO LINGO FOR AM-FM

Lingo AM and FM radiators are creating new performance records throughout the broadcasting field. Improved designs and exclusive features are responsible for their high efficiency, unexcelled stability and low maintenance cost.

LOOK TO LINGO—for proven, factual information on modern antenna systems.

LINGO

VERTICAL TUBULAR STEEL RADIATORS

JOHN E. LINGO & SON, INC., CAMDEN, N. J.

In CANADA — It's the 'All-Canada' Stations



CAST FOR SALES
where they are!

Sales are running in Western Canada . . . capacity demands on her vast resources of Timber, Fish, Minerals, Oil, Wheat, Fruit and Cattle are yielding money to buy your goods. The ears of Western listeners are tuned in by preference to the 'All-Canada' stations — spotted to blanket the key market centres from Winnipeg to Victoria. Cast your sales message over this line of stations and feel the welcome pull of SALES.

Ask your agency or All-Canada representative for details and costs

THE ALL-CANADA 'WESTERN GROUP'

British Columbia	Edmonton	Manitoba
Trail	Grande Prairie	Winnipeg
Kelowna	Lethbridge	
Vancouver		
Victoria		
Kamloops		
Alberta		
Calgary		
	Saskatchewan	
	Moose Jaw	
	Prince Albert	
	Regina	



Exclusive Representatives
U.S.A.-WEED and COMPANY
CANADA — All-Canada Radio Facilities Limited

SUCCESS STORIES?

JUST ASK—

Joseph Hershey McGillvra
NAT'L REP.

Bertha Bannan
BOSTON, MASS.

OR WRITE TO

WHEB

PORTSMOUTH, N. H.

"The Listening Habit of
Central New England"

1000 Watts on 750 Kc.

Own Song Barred

VOCALIST Alice Breeze of WMCA, New York, has turned composer but unfortunately can't sing her own composition on her own *Open House* program. The song, titled "What D'Ya Hear From Your Heart", was published by BMI, and WMCA is an ASCAP licensee.

Education of Listeners On Radio Quality Urged

BROADCASTERS can do a service to listeners—as well as a good promotional turn for themselves—by conducting simple, economical, educational campaigns to show set owners the high quality of reception available to them on standard AM broadcasting, according to Joseph J. Weed, president of Weed & Co., station representative.

"It took the commercialization of FM," Mr. Weed said, "to arouse new interest in technical quality of radio reception. Listeners should be shown that AM stations are by no means obsolete and, in fact, represent great modern engineering achievements."

Station audiences should be informed of efforts on behalf of improved reception and told how they can aid in the effort by station-break announcements, special talks by staff engineers and "through other promotion activities at the broadcaster's disposal."



BUILDING FOR... THE "TEXAS" NAVY

It was inevitable that Texas with one of the highest volunteer records in the nation, would one day build ships for those boys of hers—MORE AND MORE NAVY VESSELS ARE BEING BUILT IN TEXAS' GULF COAST INDUSTRIAL AREA.

KFDM
FULL TIME
560KC
1000 WATTS
NBC BLUE
BEAUMONT

Represented by
HOWARD H. WILSON COMPANY



HOMEFOLKSEY is the term by which WTMV, E. St. Louis, and the staff dresses the part. Announcers, writers, engineers, newsmen and musicians are garbed in plaid woolen shirts and blue denim jeans. The new getups have doubled the number of studio visitors. Denimed (l to r)—Top row, Ted Randall, production manager; Al Marcus, musician; Dick Wall, sports announcer; Harry Coleman, program director; Larry Fay, announcer; Erle White, engineer. Center row, Cliff Mason, musician; Thomas R. McLean, chief engineer; Jack Norwine, announcer.

DEFENSE PLUGS ARE GROUPED

Stations Adopt Means to Dramatize Various Announcements for Uncle Sam

IT WAS inevitable!

First, there was the Army, then the Navy, then came the Bond drive, then the Maritime Commission, next the Civilian Pilot Training courses, and the Civil Service Commission all seeking free announcements as well as programs on the nation's stations. And they all got them.

From sign-on to sign-off at the beginning of programs, in the middle, at the end you heard, "The Army needs—", "The Navy wants —" "Learn to fly —" "Skilled tradesmen—".

In One Program

It was inevitable, therefore, that some station would take the lead and coordinate them in one program, in the interest of good radio.

Two stations recently announced such moves. WMBD, Peoria, Ill., said it was setting aside a 10-minute period twice a week at 7:45 p.m. for a dramatized program using all defense announcements. The program is written by Jack Sherman who, with Robyn Weaver of the station staff, presents it. Any special defense promotion that needs additional time for effectiveness is still scheduled for spot presentation or other special programs. In addition a 15-minute period is turned over to the local representatives of the Army, Navy and Marine Corps for their exclusive use each Saturday afternoon.

WMBD officials point out that the new program has done much to add dignity to the defense spots and also eases scheduling difficulties.

In Syracuse, WOLF has deputized the station's news staff to handle all defense announcements and to determine how much emphasis should be placed on each in view of news developments. The news staff edits the announcements as well as schedules them for the most advantageous spot both from the standpoint of the station and the agency involved. Known as the Defense Announcements Division of the news department, the staff is also responsible for tying in the

announcements with news stories and proper programs.

WOLF submits the following as an example of the work of the new division which appeared during a period of Hawaiian music recently:

"The United States Army offers exceptional opportunity for advancement at its stations in Panama and Hawaii. These posts are tropical paradises. No wintry gales, no icy winds. If you like sunshine, adventure and travel, see the Army Recruiting Officer nearest your home."

The announcer paused and then: "And now we play—Aloha Oe—which means Farewell to Thee".

First USO Wired Unit Is Placed in Operation

FIRST of a group of "wired" radio stations, similar to those operating on college campuses, which are part of a system of communications designed to serve men in the armed services as recreational and educational diversions, will be dedicated on a coast-to-coast NBC-Blue broadcast Saturday, Dec. 20, 10:30-11 p.m. Prominent figures of radio, stage and screen will participate.

Known as the "Star Spangled Network," the system has been formed under the aegis of the National Catholic Community Service, a member agency of the USO. It is a two-fold operation, designed to put the service men in closer touch with each other and with their homes and friends. The first is the "wired" station system, operating on 3 to 5 watts, using an electrical circuit in the Army post or Naval station as antenna. Programs emanate from a studio located in a nearby USO club, with each station, operated and staffed entirely by the men of the nearby campus. The second link is the system of amateur shortwave stations which provide transmission of personal messages to service men free of charge. The first station in that link was dedicated at New London early in November [BROADCASTING, Nov. 24].

RCA COLOR VIDEO IS SHOWN TO FCC

A DEMONSTRATION of advantages and disadvantages of color television was viewed by the full membership of the FCC and a half-dozen members of its staff at a private demonstration in New York last Monday under the auspices of RCA-NBC. Alfred H. Morton, vice-president of NBC in charge of television, and Dr. C. B. Joliffe, RCA chief engineer and former chief engineer of the FCC, directed the technical demonstration, with Niles Trammell, NBC president, as host.

Both black-and-white and color images were shown the official group, with a picture about 8½x11 inches employed. There was also a demonstration on the new RCA receivers with images projected on screens about 14x18 inches.

The official group was shown, it is understood, how detail is lost through use of color as against black and white. On the other hand, color had advantages on closeups but not in the handling of fast moving events. Electronic color eventually can be perfected, according to RCA views, as against a mechanical "spinning wheel" device now employed.

Present, in addition to the seven members of the FCC, were E. K. Jett, chief engineer; Gerald C. Gross, assistant chief engineer in charge of broadcasting; William H. Bauer, television and FM attorney; Ralph Walker, senior broadcast attorney; William J. Norfleet, chief accountant; Dr. L. P. Wheeler, director of technical information, and George O. Gillingham, public relations director.

St. John to Leave

ROBERT ST. JOHN, NBC news-caster currently handling the six-weekly 6:15-6:30 p.m. news on WEAF, New York, under sponsorship of Peter Paul Inc., Naugatuck, Conn., on Dec. 15 will leave via Clipper for Lisbon to join NBC's London staff [BROADCASTING, Dec. 1]. Auditions are now in progress at NBC for his successor on the Peter Paul program, heard in the interests of Mounds candy.

Humphreys Spots

HUMPHREYS HOMEOPATHIC Medicine Co., New York, through Atherton & Currier, New York, which recently took over the entire account after handling a portion of it for several years, last week launched a campaign of live announcements and participations, 3-10 times weekly, on WBNF WFBR WCAU WMCA and WEAF.

WINS

AnnTenna says:

Sales curve drooping in New York? Tak! Tak! Take a few spots of WINS before, after and during sinking spells and watch sales perk up!

(Come on up and let's go over a few of my hot spots)



NBC Alters Network Contracts

(Continued from page 8)

placed in charge of all network operations as assistant executive vice-president, reporting to Richard C. Patterson, then executive vice-president.

In December, 1936, following an internal reorganization at NBC, Mr. Woods became vice-president and treasurer, among other duties. He has been in the forefront of negotiations with ASCAP during the last two years. He has also supervised NBC's labor relations.

Mr. Woods lives at Short Hills, N. J. His wife is the former Edith Carolyn Dittrich.

Kobak's Career

Mr. Kobak twice has been with NBC. One of the foremost figures in national advertising and the trade journal publishing field, he joined NBC initially in March, 1934, as vice-president in charge of sales. He left two years later to become a vice-president of Lord & Thomas, and then was enticed to return to NBC by Mr. Trammell in June, 1940, as vice-president in charge of Blue Network sales. He has served in that capacity continuously since.

A former president of the Advertising Federation of America and a leader in advertising generally, Mr. Kobak joined NBC in 1934 after having served in executive capacities with the McGraw-Hill Publishing Co. He was managerial head of the publishing business when M. H. Aylesworth and Maj. Patterson offered him the NBC job in 1934.

Born in Chicago on April 18, 1895, Mr. Kobak went to St. Edwards Hall of Notre Dame for his grammar school education and then to Lane Technical High School of Chicago. He has electrical engineering background, acquired at Georgia Tech. His first job was with an outside crew of the Georgia Power Co., to which he returned after attending college. In 1921 he married Evelyn Hubert of Atlanta. They have two sons, 23 and 21.

Mr. Yandell, an assistant treasurer of RCA, is understood to have been assigned the Blue Network reorganization project by David Sarnoff, RCA president and NBC board chairman, more than a year ago. It was his basic plan, as revised by other NBC executives,

that now is understood to be under consideration.

Mr. Kiggins, a native of Boise, Ida., in 1927 formed the investment house of Kiggins & Vidal in New York. He joined the NBC station relations department several years later and was named manager of station relations in 1937. In 1939, he was appointed Blue Network director to coordinate sales, programs, promotion, stations and other activities.

Mr. Kiggins was educated in the public schools of Portland, Ore., and before the war attended the U of Oregon school of Business Administration. During the war he served 18 months overseas in the Army ordnance service. In 1920 he entered the banking business in Portland and went to New York in the same business seven years later.

Ray, Bock to New York For NBC Conferences

WILLIAM B. RAY, NBC manager of press relations in Chicago, and Hal Bock, occupying the same position in Hollywood, are due in New York Dec. 8 for a three-day discussion of network publicity policies and practices with Albert E. Dale, recently appointed director of NBC's department of information, and John McKay, manager of the network's press department.

First impending change in press procedure, to take place about Dec. 15, will be a return to the mimeographed releases and a discontinuance of the printed clip sheets.

All NBC news out of New York will be wired to Chicago and Hollywood twice daily for immediate mimeographed distribution. NBC is planning to enlarge its photographic department.

Mrs. Lena Sarnoff Fox

MRS. Lena Sarnoff Fox, 73, mother of David Sarnoff, president of RCA and chairman of the board of NBC, died Dec. 4 at her home in New York. Born in Uzman, Minsk, Russia, Mrs. Fox came to this country 41 years ago, and during the past years has been active in philanthropic work. She is survived by her husband, Jacob Fox, a daughter, Mrs. Ida Baer, and four sons, David, Lew, Morris and Irving Sarnoff. Mr. Abraham Sarnoff, her first husband and father of the president of RCA, died 30 years ago.



THIS EXHIBIT told the story of WHO, Des Moines, at the recent Iowa Farm Bureau Exposition.

'CHUTIST INVASION Beat Scored at Fort Bragg by WFNC Staff

IMMEDIATELY tying in with the Radio Production section of the Fort Bragg, N. C., Public Relations office when the Army radio announcer spotted the first parachutist making a surprise descent on Pope Field, Fort Bragg, a beat was scored by WFNC, Fayetteville, N. C. in broadcasting the event at the recent Army games.

WFNC's radio production section composed of Charles Batson, Lloyd Shearer (Charlotte), and George Bristol, from atop a water tower, gave an exclusive account of the invasion of 562 'chutists, witnessed by such high-ranking Army officers as Chief of Staff Gen. George C. Marshall, Gen. Henry Arnold, chief of the air force; Gen. Delos Emmons, commander of the air force combat squadron; General Kreuger, commander of the Third Army; General Clark, General Strong and General McNair.

Nashville Promotion

PUBLIC interest in radio programs reached a new high in Nashville Nov. 29 when Mrs. Dorothy Lewis, vice-president of the Radio Council on Children's Programs, directed a discussion on present-day broadcasting. All three local stations participated in the program, with discussions led by F. C. Sowell, general manager of WLAC, on "Radio and the Community"; Jack Stapp, of WSM, Nashville, on "Women in Radio"; and Jack Wolover, of WSIX, who discussed "Children's Programs".

BILLINGS OF MBS RECORD BIG GAIN

CUMULATIVE gross billings of MBS for the first 11 months of 1941, as well as for November this year, are the highest ever reached since the network was organized in 1934, MBS reported last week.

The billings for November 1941 are \$958,935, an increase of 52.8% over November 1940, when the total was \$627,562 including political billings. Without these, the 1940 figure was \$516,338, making this year's figure an actual increase of 85.7%.

MBS' gross for the year to date, \$6,352,457, represents an increase of 58.1% over the \$4,017,189 gross for the first 11 months of 1940. If 1940 political billings are deleted, the 11-month total is \$3,905,965, making the actual increase this year 62.6%.

Mutual also stated that the 1941 gross for 11 months exceeds the entire year 1940, when the figure was \$4,767,054, by \$1,585,403.

Crowd for Santa

SURPRISE of the season came to WMAN, Mansfield, O., recently when it promoted and covered the arrival of Santa Claus at the local airport. Because of bad weather, only a slim crowd was expected to watch Old Nick climb out of his plane. So the State Highway Patrol was not notified of the event. But to the surprise of everyone, including WMAN and the patrol, which had been caught flat-footed with one of the worst traffic jams in years, about 20,000 persons flocked to the airport, blocking the single road between town and the field along its full three-mile length.

AMERICAN RADIO RELAY LEAGUE, national non-commercial amateur organization, has announced that copies of the 1942 edition of "The Radio Amateur's Handbook" will be used in defense classes throughout the country. Designed primarily as a reference and constructional manual for use in amateur stations, the handbook is recognized as an outstanding authority on short-wave radio. Previous editions have been used as texts in schools and colleges, including translation for South American use.

TESTING?

Reach a big chunk
of ILLINOIS... do
your testing thru the
DECATUR station



250 W. 1340. Full Time.
Sears & Ayer, Reps.
How can we help you?

WSOY

WISN

MILWAUKEE

5,000

WATTS
DAY &
NIGHT

COLUMBIA

International Radio Sales - Representatives

GENE *LaValle*
RADIO'S
Funny Man
EXCLUSIVELY ON
WCKY
AND DOING THE
REAL JOB FOR THE
ADVERTISER...
L.B. Wilson

FIFTY GRAND & CBS

to add sales
in the wealthy
SHREVEPORT
market... add
KTBS
1000 WATTS • NBC RED
SHREVEPORT, LA.

The pivot city
of the Central Southwest
Branham Co. • Representatives

Super Results for a
Super Market!

3 OUT OF 4
Baltimore Listeners Daily!

Skeptical? Make us prove it!
Write for full details—find out
why WCBM gives you...
"PENNY FOR PENNY"
COVERAGE BETTER THAN ANY!"

WCBM
BALTIMORE, MARYLAND

MEMBER **NBC BLUE NETWORK**

Columbia's Station for the
SOUTHWEST
KFH
WICHITA
KANSAS
Call Any Edward Petry Office

Printers Crusade

(Continued from page 9)

primaries and election of 32 United States Senators. are only a few months away." Without any effort to cover up on lobbying, he said those seeking office "will seek your support. They will support your legislative proposals and thus protect your work opportunities provided the printing trade organizations and workers make these demands strong enough."

Waste of Power

Mr. Haggerty said while certain types of paper and other essential supplies necessary for continued publication of periodicals, magazines and newspapers are to be "substantially curtailed," possibly as much as 30 or 40%, there has been no curtailment of power necessary for broadcasting. He said it was common knowledge that there is a shortage of electrical power (a statement refuted in official circles). Yet, he added, the "soap dramas" and other programs can be heard in many sections over a multiplicity of stations at the same time. Branding this as an "economic waste," he said that a great part of the electrical energy used daily "in duplicating of radio broadcast programs could be put to better use."

Claiming that jobs of many thousands of printing trade workers are being jeopardized through lack of necessary supplies, the union head said that stations are being permitted to increase the amount of power they use some 16 hours per day. The letter talked disparagingly of "radio moguls" and attacked purported monopoly.

The franchise tax crusade of Mr. Haggerty's union earlier this year provoked internal strife among AFL unions. Unions representing employes engaged in broadcasting, such as AFRA and ABTU, strongly resisted the printing trades group, since undermining of radio would seriously affect the employment status of their members.

The tax was beaten in the Senate, after having been spirited through the House by the printers' lobby, because of its palpable discriminatory aspects. All advertising media joined in the opposition, despite the claim of the Haggerty group that publications were being seriously affected by radio's inroads.

FIRST in a series of three Young People's Concerts by the New York Philharmonic-Symphony will be aired Dec. 15 on CBS, 3:45-4:45 p.m. Rudolph Ganz will conduct and 10-year-old Sylvia Zarembo, pianist, is soloist. Remaining two concerts which originate in Town Hall, New York, will be heard Jan. 19 and Feb. 23.

HARLOW WILCOX, Hollywood announcer on the weekly NBC *Fibber McGee & Molly Show*, sponsored by S. C. Johnson & Son, will do the narrating on a series of Government short subjects dealing with defense, to be produced by Warner Bros. Truman Bradley, Hollywood announcer, has a role in the 20th Century Fox film, "The Night Before the Divorce".

NEW LIGHT ON AN OLD STATION

WHB Staff Party Quiz Yields Interesting Facts About Kansas City Outlet

SOMETHING NEW in party entertainment was sprung on 46 members of the staff of WHB, Kansas City, on Nov. 28 at the station's annual party for its employees—a tailor-made quiz covering WHB alumni, history, advertising, engineering, music. Prizes for best answers went to Lindsey Riddle, LaVeta Anderson, Les Combs, Reese Wade, Sally Deane and Mary Ethel Neal. At the party, plans for 1942 operations also were outlined.

In the course of the five-subject true-and-false quiz, nuggets of knowledge such as the following were elicited from the staff:

Goodman Ace, of *Easy Aces*, got his first radio experience on WHB. WHB began broadcasting in 1922, and its call letters are the oldest in Kansas City; WHB's first transmitter was built by John Schilling, Henry Goldenberg and Sam Adair; the station joined MBS in December, 1936.

If you were a timebuyer and wanted to phone a WHB salesman, the number to call first would not be HA 8872 but the Bismarck Grill.

The term "decibel" is not derived from the name of Thomas Alva Edison, but from Alexander Graham Bell, inventor of the telephone.

The telephone company's color designation for MBS is not green, but gold.

"A celeste" is not a reed instrument, but a small piano-like instrument.

"Glockenspiel" does not mean to play softly; it is a musical device, a set of bells or steel bars to be played with a mallet.

The song, "Can't We Live This Dream Together", is based on a tune from the opera, "Tristan & Isolde".

A "libretto" does not contain all the music for a production, only the words.

Meeting of Songwriters Votes Permanent Body

A UNANIMOUS vote to form a permanent organization to work exclusively for the benefit of all songwriters was given by a group of some 75 songwriters meeting in New York last Thursday evening to hear the report of the committee appointed at the group's first session a month earlier.

Definition of a "qualified songwriter" occasioned considerable debate, resulting in a decision that the committee should draw up qualifications. The major debate, however, was over a motion that the new organization apply for a charter from the American Federation of Labor. The motion was defeated and the committee authorized to continue their talks with representatives of the Songwriters Protective Assn., comprised chiefly of ASCAP writers, and the American Federation of Songwriters, another new organization, with the goal of eventually combining into a single organization to include all songwriters. Hy Zaret, chairman of the committee, presided.

Two Join R&R

L. G. FRIERSON and Frank McCullough have joined the account executive staff of Ruthrauff & Ryan, New York. Mr. Frierson, formerly an account executive of BBDO, New York, was at one time assistant advertising manager of the Firestone Tire & Rubber Co., and more recently was associated with Crowell-Collier Publishing Co., New York. Mr. McCullough, formerly president of *Tide* magazine, for a number of years has been on the merchandising and account executive staffs of Young & Rubicam, New York.

Women's Resolution

RECOMMENDING that the FCC take no further action on regulations of "clear channel radio stations, newspaper-owned stations and network and affiliate relationships" prior to hearings before the Interstate Commerce Committee of the Senate, the recent Southern District convention of the California Federation of Women's Club at Coronado, Cal., passed a resolution to that effect. Resolution, submitted by Mrs. Dorothy M. Lewis, New York vice-president of the Radio Council on Children's Programs, declared that the regulations formed "possible encroachment upon our freedom of the air and freedom of speech". It urged also that any new appointments to the FCC be made from among persons with radio experience.

Barry Heads Drive

CHARLES C. BARRY, assistant program manager of NBC-Blue, has again been appointed national radio director of the "Mile-O-Dimes" Campaign for the President's Diamond Jubilee Birthday. Clay Morgan, assistant to the president of NBC, will again direct the New York drive. Last year, under Mr. Barry's direction, the national campaign collected approximately \$200,000.

CANADIAN Broadcasting Corp. has issued another in the series of books, the latest being *Just Mary Again*, a collection of stories told by Mary Grannan on Sundays over the CBC network from Toronto. The second *Just Mary* book is larger than the first. The CBC follows the British Broadcasting Corp. in publishing at a nominal price books and pamphlets on topics which have appeared on CBC stations.

WHBF
AFFILIATE OF ROCK ISLAND, ILLINOIS ARGUS

Basic Mutual Network Outlet
FULL TIME 1270 K C
THE 5000 WATT
Voice of the Tri-Cities
ROCK ISLAND • DAVENPORT • MOLINE



TALK TO any time salesman along Chicago's Boul Mich, and he will tell you that George Duram, time-buyer and account executive of H. W. Kastor & Sons Adv. Co., Chicago, although the most congenial of fellows, is a "tough sale". This description of one of Chicago's leading timebuyers is easy to understand in view of his six years' background of statistical research before joining Kastor's in 1939. For George knows markets and he knows sectional buying habits.

Back in June, 1932, young Duram left behind college careers at Lehigh and Illinois, with memories of basketball teams, golf captain, sports editor of college paper. He lost no time getting a job with Vick Chemical Co., New York, as research assistant, conducting house-to-house surveys, compiling and tabulating questionnaires. This experience was invaluable, for he found what and why the Great American Public buys. After a year he accepted a position with Morse International, New York, the Vick agency, in radio research. Here his research activities consisted of copy testing, consumer surveys, market analyses, etc.

George doesn't confine himself to armchair time buying. He likes to go out into the field, talk to station men and study the marketing and distribution set-up of the clients he serves—O'Cedar, Procter & Gamble (Drene, Teel), Dr. Pierce's Proprietarys, White Labs. (Chooz), Golden Peacock (cosmetics), Candy Bros. (Red Cross cough drops), Beaumont Labs. (Four-Way cold tablets), Welch Grape Juice, Douglas Oil, and Campbell Cereal.

Although he keeps his golf clubs within easy reach, he has two livelier hobbies that have prior claim on his time. Their names are Heather and Gretchen, aged 1 and three.

FIRST in a series of television programs featuring the part played by the Department of Interior in national defense was presented last Friday on WCBW, television adjunct of CBS.

Coast Programs Increase Sales

BEHIND two recent program renewals on the CBS-Pacific network lie parallel success stories of cosmetic advertisers who went into the Coast market with the idea of putting radio to an acid test. Continuance and possible expansion after the expirations of the original contracts, they stated, would be effected only if definite tangible results were obtained. Now, one year later, both have renewed for longer periods and one is expanding to coast-to-coast coverage.

Colonial Dames Inc., Los Angeles, through its agency, Glasser, Gailey & Co., that city, contemplating an advertising drive about a year ago, made a search for a program with the "right content and facilities" to accomplish certain ends. Client and agency agreed on a once-a-week, five-minute show *Find the Woman*, put it on an eight-station CBS network and said "let's see what it can do for us."

Booming sales were the result. In a short time the show became so solidly entrenched in the Coast market that women's organizations asked Colonial Dames to spotlight their founders and leaders on future broadcasts of the program. And as for those "tangible" results, the company reported when renewing that after almost a year of continuous broadcasting, the sales graph has shown a marked upward trend. In one leading department store, sales soared 100%; 93% in an important drug chain; 76% in another drug chain and 68% in a third. With the increased volume of business came increased coverage; The Arizona leg of CBS network was added last autumn and further expansion is being considered for the near future.

A similar story is that of Richard Hudnut, New York. Last winter the firm decided to take over a pre-tested CBS program, *Hollywood Showcase*, which had gained an established audience as a CBS-Coast sustainer, put it through the pace of a year-long cycle of broadcasts, and check in every way possible its audience rating and sales impact.

The program was to be used as a

Position as STATION MANAGER, or PROGRAM MANAGER by man with experience regional stations and eleven years large mid-western station.

Developed and directed NEWS and SPECIAL EVENTS departments.

Knows commercial copy and contact. Public relations and publicity. Knows music. Has written, acted and produced drama.

Many personal contacts in Networks and Agencies.

Now employed but seeking greater opportunity. Middle west preferred. Married. Own home.

BOX 205A, BROADCASTING

"feeler" to pre-test coast-to-coast operation. Recently after running for 35 weeks Hudnut extended its contract to complete a 52-week cycle and announced at the same time that when its present contract expires, it expects to get a nationwide program under way on the basis of the successful operation of *Hollywood Showcase* on the Coast. Agency is Benton & Bowles, New York.

No Communications Action at DCB Office During Week

ALTHOUGH it still was indicated that plans to invest advisory powers in the Defense Communication Board on the communications industry's priorities problems were developing, no action was taken the last week. With the proposed operation favored by both the Office of Production Management and the DCB, it was thought action would come soon.

Other OPM Plans

The plan of the DCB staff organization (along with an outline of its functions, which was transmitted recently to OPM Priorities Director Donald M. Nelson, is being considered by the OPM leadership. The functional outlines developed by DCB officials proposed only a small staff, which would work closely with OPM and Supply Priorities & Allocations Board on priorities matters for the entire communications industry, including broadcasting.

Another proposition developing during recent weeks, the establishment of a Communications Industrial Branch in the Civilian Supply

Division of OPM, also remains in suspense [BROADCASTING, Nov. 24, Dec. 1]. Some indication was seen that such a branch might be lodged in another Section of OPM, possibly the Materials Division, headed by William L. Batt. Still another possibility was the combining of such a branch with other industry in some division such as the Power & Communications Branch, headed by J. A. Krug, former Tennessee Valley Authority official.

Last Wednesday the OPM Priorities Division took a long step toward the switch from the priority applications method to a system of allocations with announcement of its long-heralded Production Requirement Plan. The Plan provides a standing preference rating for three months at a time for defense contractors, based on their needs of strategic metals and materials in the fulfillment of scheduled defense contracts.

Networks and Stations Give

- Time to Exhibits

RADIO COVERAGE of the current International Live Stock Exposition, great agricultural congress held Nov. 29-Dec. 6 in Chicago's International Amphitheater in the Union Stock Yards, was the most widespread in its history, according to W. E. Ogilvie, assistant manager of the Amphitheater.

Special broadcasts originating at the show were carried on all three major networks, also on several individual stations.

Network schedules included NBC-Blue *National Farm & Home Hour*; CBS *Country Journal* (regularly from KMOX, St. Louis) and three quarter-hour CBS programs directed by Chuck Logan, of WBBM, Chicago; three Mutual broadcasts.

Broadcasts were carried on WLW, Cincinnati; WHAS, Louisville; WSB, Atlanta; WLS, Chicago; WHO, Des Moines; WTMJ, Milwaukee; WGN, Chicago.



WBNX NEW YORK

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

5000 WATTS *Directional*
OVER METROPOLITAN NEW YORK

FCC Data Lack Distinction

(Continued from page 10)

listed, under the heading "Standard Broadcast Stations Associated with Groups of Mutually Affiliated Newspapers ('Newspaper Chains'), 21 cases where only one station is associated with the newspapers; 11, where two or more stations are associated with the newspapers and each station is located in the same city as one or more of the newspapers; 6, where two or more stations are associated with the newspapers and one or more of the stations is located in a city where no associated newspaper is published.

FM Statistics

Another revised FCC exhibit showed 49 FM stations licensed, as of June 30, of which 11 were in the A category of newspaper association, with 43 construction permits, of which 11 also were in the A classification. Of 42 FM stations licensed to standard broadcast licensees, the exhibit indicated 10 were in the A classification, and of 36 FM licensees who also were standard broadcast licensees, 10 were in the A designation.

As for applications, of 61 FM applications, as of June 30, 27 were newspaper-associated, another exhibit showed, with 25 in the A classification and 2 in the B. Of 55 FM applicants, 25 were newspaper-associated, including 23 A and 2 B. Of 44 FM applications filed by standard broadcast licensees, 18 were newspaper-associated, 16 A and 2 B. And of 39 FM applicants who are also standard broadcast licensees 16 were newspaper-associated, 14 A and 2 B.

Another revised exhibit indicated that of 249 newspaper-associated stations in the United States, as of June 30, 11 were licensed to individuals, 9 to partnerships and 229 to corporations.

Difference in Figures

Difference of opinion developed over another FCC exhibit designed to compare the number of broadcast stations and receivers with the number of newspapers and their circulations from 1922-1941. After pointing to several inaccuracies resulting from lack of definite information from census and other figures, particularly from radio's viewpoint, Judge Thacher introduced into the record a compilation of figures on newspapers and their circulations during the 20th century. The figures showed that the peak in number of English-language daily newspapers was reached in 1909—2,463 papers with a circulation of 24,426,000—with a loss of 475 (1,988) by 1925, shortly after the start of radio, 15 years later, and a loss of only 56 (1,932) during the next 15 years ending in 1939, while circulation continued its trend upward.

Another FCC exhibit was a table listing 114 cities where the only standard broadcast station is associated with the only newspaper publisher. The table included three

cities—Springfield, Mo.; Lincoln, Neb.; Roanoke, Va.—where the only two local stations are associated with the only newspaper publisher, along with 13 other cities included within metropolitan districts which also include one or more additional cities in which standard broadcast stations are located.

Deletions and Corrections

Among the errors in the original exhibit, pointed out by BROADCASTING in the July 28 and Aug. 4 issues, which have been corrected in the revised exhibits, are the following:

Three California stations—KHSB, Chico; KYOS, Merced; KVCV, Redding—have been eliminated from the newspaper-associated list, since the McClung family, former publishers of the *Merced Sun-Star* and still owners of the stations, sold the paper in March and are no longer identified with the publishing business.

Three West Virginia stations—WCHS, Charleston; WBLK, Clarksburg; WPAR, Parkersburg—previously identified with the *Clarksburg Telegram and Exponent*, have been deleted from the list. John A. Kennedy, owner of the stations, sold his family interest in the newspapers earlier in the year and is now engaged solely in operating radio stations.

WSAN, Allentown, Pa., is included properly in the list, with WCBA deleted, since they were combined as WSAN by the FCC early this year.

WHAT, Philadelphia, is included, with proper revision taking into account the sale last year by the David Stern interests of his *New York Post* holdings.

WLW-WSAI Out

WKIP, Poughkeepsie, is retained in the list with proper correction of the Speidel chain newspaper connection.

WLW-WSAI, Cincinnati, are deleted from the list, since their only possible newspaper connection arose from the fact that Charles Sawyer, counsel for Crosley Corp. and director of that company, operating the stations, owns the *Lancaster (O.) Eagle Gazette*, in addition to WING, Dayton, and WIZE, Springfield, O.

WTSP, St. Petersburg, Fla., is included through its connection with the *St. Petersburg Times*, with proper deletion of purported association with the *Minneapolis Star-Journal* and *Columbus Citizen*.

KOB, Albuquerque, N. M., is properly identified with the *Albuquerque Journal*, with a previously noted Scripps-Howard association deleted.

WHO, Des Moines, is deleted from the list. Previously it had been listed as a B station affiliated with the *Davenport Democrat* and

Leader-Times, an association resulting from the ownership of 12 of 2,228 shares—less than one-half of 1%—in Central Broadcasting Co., WHO licensee, by persons owning stock in newspapers.

WCMJ, Ashland, Ky., is included in the list, but WLAP, Lexington, Ky., and KFDA, Amarillo, Tex., have been deleted.

Other deletions from the list include KMMJ, Grand Island, Neb.; KPLC, Lake Charles, La.; WISE, Asheville, N. C.; WJTN, Jamestown, N. Y.; WNEW, New York; WSLB, Ogdensburg, N. Y.; WSLI, Jackson, Miss.; WCAR, Pontiac, Mich.; KLBK, LaGrande, Ore.; KOME, Tulsa; WLS, Chicago; WKAT, Miami Beach; KATE, Albert Lea, Minn.

KFAB-KFOR, Lincoln, Neb., are included, but in a B classification rather than the original A.

KVAN, Vancouver, Wash., is included, with proper correction of its newspaper connection.

Other Breakdowns

Other FCC tables broke down newspaper association with radio stations by geographical area, population, daytime power, and major network affiliation. An engineering exhibit, identified by C. H. Owen, FCC broadcast engineer, listed 114 cities where the only standard broadcast stations affording primary service are associated with the only newspaper publisher.

Identified and explained by deQuincy V. Sutton, FCC head accountant, the FCC also introduced a set of revised financial exhibits, based on annual financial reports filed with the Commission by commercial stations. Covering 765 standard broadcast stations, of which 237 were newspaper-associated, the exhibits indicated that the newspaper-associated outlets in 1940 accounted for 27.8% of the aggregate time sales for the 765 stations and 26.4% of the broadcast service income of the 765. The FCC exhibits credited the 237 newspaper-associated stations with 1940 time sales of \$30,668,918, and broadcast income aggregating \$6,577,362, compared with \$110,500,549 in time sales and \$24,784,648 in broadcast income for all 765 stations.

Regional Outlets

On the average, regardless of newspaper-association or individual profit or loss, the FCC's statistics indicated \$144,445 in time sales for each station, with broadcast income of \$32,398, or 22.4 cents on each dollar of sales. The broadcast income figure, Mr. Sutton pointed out, is exclusive of Federal income tax payments. By comparison, newspaper stations averaged \$129,405 time sales, \$27,601 in broadcast income (21.3%), while non-newspaper outlets averaged \$151,196 and \$34,552 (22.9%), respectively.

In the breakdown of station ownership on a geographical basis, the heaviest concentration point of newspaper ownership appeared

KCMO, in Kansas City, Joined Blue on Dec. 1

IT WAS incorrectly reported in the Dec. 1 BROADCASTING that KCMO, Kansas City, would join NBC-Blue Jan. 20, 1942, instead of Dec. 1, as originally scheduled. KCMO joined the Blue network Dec. 1 as a supplementary station, and on Jan. 20 changes from a supplementary to a Basic Blue station. The article was based on data in an official NBC trade news release.

After Jan. 20, advertisers for the Basic Blue Network must include both KCMO and WREN, Lawrence, Kan., which reduces its evening hour rate from \$240 to \$180 at that time. KCMO's evening hour rate is \$200.

among regional fulltime stations in cities of 100,000-250,000 population. According to the FCC chart this category included 13 newspaper-associated stations showing a profit and 5 showing a loss for the year ending Dec. 31, 1940, along with 23 non-newspaper stations operating profitably and 2 non-newspaper stations operating at a loss.

The profitable newspaper-associated stations in this group averaged \$196,632 in time sales for 1940, \$54,950 in broadcast income (27.9%), while the profitable non-newspaper stations averaged \$156,804 in time sales and \$36,782 in broadcast income (23.5%). Among the stations operating at a loss, fulltime newspaper-associated regionals were shown to have average time sales of \$78,335, with an operating loss of \$9,415; fulltime non-newspaper regionals, average times sales of \$126,277 and an operating loss of \$13,808.

On an overall basis, in the \$100,000-\$250,000 bracket, 65 newspaper-associated stations operated profitably, with average time sales of \$242,973 and income of \$73,215 (30.1%), while 18 operated at a loss, with average time sales of \$96,001 and average loss of \$19,559. In this group, 120 non-newspaper stations operated profitably, with \$219,112 in time sales and average income of \$50,038 (22.8%), while 12 operated at a loss, with average time sales of \$115,835 and average loss of \$25,996. Considering all fulltime regional stations, 185 operated profitably, with \$227,495 in time sales and \$58,181 income (25.6%); 30 operated at a loss, with an average time sale fire of \$108,934 and average loss of \$22,134.

\$305,936,000

Annual food sales in our ½-million daytime area. You can dominate this hungry market with WIBW.

WIBW The Voice of Kansas in TOPEKA

Dr. Stanton Named To OFF Position

CBS Research Head Studies Public Defense Knowledge

DR. FRANK STANTON, director of research of CBS, has been named special consultant in the Office of Facts & Figures in Washington, it was announced last Friday. Dr. Stanton, who has been granted a leave of absence by President William S. Paley of CBS to accept the Government position, will be working on surveys to determine public knowledge of the civilian defense program.

At OFF he will join two other well-known broadcasting executives, William B. Lewis, vice-president in charge of programs for CBS, and Douglas Meserve, assistant to Bertha Brainard, manager of NBC's program and talent sales department, both of whom are on leaves of absence from their companies [BROADCASTING, Nov. 24].

Fills Dual Post

Dr. Stanton was graduated with a Bachelor of Arts degree from Ohio Wesleyan U in 1930, and received his Master of Arts and Doctor of Philosophy in 1932 and 1935 respectively from Ohio State U. From 1931 to 1935 he served on the faculty of Ohio State and in 1937 became associate director of the Office of Radio Research of Princeton U, serving until 1940. He became associated with CBS upon leaving Ohio State and since the resignation of Victor Ratner, former CBS promotion director now with Lord & Thomas, he has been acting in the dual capacity of director of research and promotion.

Cosmetic Expands

COLONIAL DAMES Corp., Los Angeles (cosmetics), sponsoring the weekly five-minute live narrative program *Find the Woman* on 8 CBS West Coast stations, Fri., 9:55-10 p.m. (PST), on Dec. 3 started for 13 weeks using a transcribed version on WFAA, Dallas. Agency is Glasser-Gailey & Co., Los Angeles.

Plane Silences KGKO

A NAVY plane circling for a landing snapped a nine-strand power line last week and forced KGKO, Fort Worth, off the air 30 minutes. The power line, carrying 12,000 volts, terminated at the station's transmitter house. Neither plane nor pilot was injured.

'Gadget Genius'

WILLIAM CRAWFORD EDDY, head of W9XBK, Chicago television station owned by Balaban & Katz, is the subject of a feature story titled "Gadget Genius" by Howard Whitman in last week's issue of *The Saturday Evening Post*. The story tells how Eddy was telecasting daily programs on the station less than five months after construction of it was first started, and describes the many gadgets he has invented for use on television programs.



DR. STANTON

150TH ANNIVERSARY Bill of Rights Celebration — Heard on Networks —

SEVENTY - FIVE advertising agencies, promotion men and network sales officials have been invited by the Office of Facts & Figures, to contribute to the promotion of the program honoring the 150th Anniversary of the Adoption of the Bill of Rights to be heard on NBC-Red, NBC-Blue, CBS and MBS, Dec. 15, 10-11 p.m.

Working in conjunction with the Office of Civilian Defense, headed by Mayor F. H. LaGuardia and sponsoring the show, OFF stated that tentative plans, call for an address by President Roosevelt and a 45-minute dramatization, written and produced by Norman Corwin, featuring Hollywood stars with music by Bernard Herman to originate from CBS studios in Hollywood. The President's address from Washington will be followed by the playing of the National Anthem by the NBC Symphony led by Leopold Stokowski, from New York.

The program will be made available to stations not affiliated with any network from midnight to 1 a.m. when WLW, Cincinnati, through W8XO, its experimental 500,000-watt station will make a transcribed broadcast to be distributed to these stations, it was announced by James D. Shouse, vice-president in charge of broadcasting of the Crosley Corp.

Witherow Heads NAM

IN an election held at the Waldorf-Astoria Hotel, New York, last Thursday, the National Association of Manufacturers elected W. P. Witherow, president of Blaw-Knox Co., Pittsburgh, as president of the organization for the forthcoming year. Mr. Witherow succeeds Walter D. Fuller, president of Curtis Publishing Co.

LINCOLN MEMORIAL U. Harrogate, Tenn., on Dec. 14 will start a 13-week Sunday series of half-hour dramas by Roscoe L. Parkinson. Chicago publisher of historical material, based on the life of Abraham Lincoln, on WJJD, Chicago.

Filene's Reaction

(Continued from page 9)

Tom Carson, timebuyer of Pedlar & Ryan, New York, which handles the Peck & Peck account, said he found the article "very stimulating. It ought to stir up a lot of retailers."

Excerpts from other comments follow:

Arthur L. Bright, vice-president and general manager, KFPY, Spokane—"Please consider this our order for 1,000 reprints Filene's articles."

Nathan Lord, manager, WAVE, Louisville—"Please send me either one half-dozen copies of your Dec. 1 issue or one half-dozen reprints of the Filene's article."

Leon Racusin, sales department, WCFL, Chicago—"I know you will be glad to hear that your story regarding Filene's experiences with radio as an advertising medium was very interesting and worth many times your subscription price. I also think the author should be very much congratulated."

Simon Goldman, manager, WJTN, Jamestown, N. Y.—"It is a most interesting dissertation and will certainly prove helpful to the many department stores and retailers throughout the country. We would appreciate receiving reprints if they are available."

A. W. Harlin, manager, WMAS, Springfield, Mass.—"It is articles of this type which makes BROADCASTING particularly valuable to the radio industry. I would like about half-a-dozen reprints."

Other Comments

Gene Tanner, commercial director, WSIX, Nashville — "Please rush us ten copies of Dec. 1 issue of BROADCASTING containing that effective and valuable department store story."

Neal A. Smith, manager, WCOL, Columbus—"Will you please send me at your earliest convenience 10 additional copies of BROADCASTING Dec. 1 or 10 copies of a reprint of the article titled 'Filene's Discovers the Power of Radio'."

E. E. Hill, director, WTAG, Worcester—"It will be interesting to note the repercussion both from the AMC and the NRDGA January meeting."

George H. Jaspert, commercial manager, WTAG, Worcester — "Please let me have 400 copies of the Filene's article by Mr. Shumaker in the Dec. 1 BROADCASTING."

J. Jacob Young, WERC, Erie, Pa.—"Would you please forward a dozen or so extra copies of merchandising articles concerning Filene's."

More Gillette Fights

MBS on Dec. 12 will broadcast exclusively the welterweight bout between Ray Robinson and Kid McCoy, under sponsorship of Gillette Safety Razor Co., Boston, which also will sponsor the Dec. 19 lightweight championship bout between Lew Jenkins and Sammy Angott. Don Dunphy handles the blow-by-blow description with Bill Corum doing the color.

KINY
"The Friendly Voice of the Capital"

"Hey Fellows!"

There's a lot of gold in Alaska that isn't panned from the mountains. Buy KINY, and get your share of the buying power of Alaska's fast-increasing population.

Executive Offices
Am. Bldg., Seattle, Wash.

1000 WATTS • 5000 WATTS UNDER CONST.

Juneau-Alaska

JOSEPH HERSHEY MCGILLVRA
NATIONAL REPRESENTATIVES

TO THIS STATION

½ Million People in Northeastern Wisconsin Listen Nearly 60% of the Time—The Only Big Station in This Rich Area. No Other CBS Station can be Heard Regularly.

WTAQ

GREEN BAY, WISCONSIN

The only CBS outlet for Northeastern Wisconsin

U.P.

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

WRNL

ALWAYS RINGS THE

BELL

IN RICHMOND, VIRGINIA

NBC BLUE • 1000 WATTS

ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION

NOVEMBER 29 TO DECEMBER 5 INCLUSIVE

Network Accounts
All time EST unless otherwise indicated.

New Business

Decisions . . .

DECEMBER 3

NEW, Forward Wheeling Radio Corp., Wheeling, W. Va.—Denied applic. CP new station in default.
NEW, Midstate Radio Corp., Utica, N. Y.—Retained present consolidated hearing date.
NEW, The Baltimore Radio Show, Baltimore, Md.—Granted CP new FM station 45.9 mc, 5,500 sq. mi.
NEW, Tar Heel Broadcasting Co., Washington, N. C.—Granted CP new station 930 kc 1 kw D.
WBNX, New York—Dismissed petition for rehearing against applic. WAWZ.
KWJJ, Portland—Adopted order dismission applic. hearing docket.
WJAG, Norfolk, Neb.—Adopted order setting aside hearing order.
KFYD, South Dakota State College, S. D.—Station license cancelled at licensee request.
KAWM, Gallup, N. M.—Call signal deleted.
WSON, Henderson, Ky.—Designated for hearing applic. mod. CP 500 w.
NEW, S. Brad Hunt, Alton, Ill.—Designated for hearing applic. CP new station.
WIRE, Indianapolis—Designated for hearing applic. 1190 kc 50 kw directional N. Consolidated with WOWO, WGL and WKBY applic.

Applications . . .

NOVEMBER 29

KRBA, Lufkin, Tex.—Modification license unil. hours.
NEW, Hugh McClung, Sacramento, Cal.—Amend applic. CP new station 1 kw.
NEW, Andrew L. Todd, Murfreesboro, Tenn.—CP new station 1450 kc 250 w unil.
NEW, The McKeesport Broadcasting Co. Inc., McKeesport, Pa.—Amend applic. CP new station 730 kc.

DECEMBER 3

NEW, Cleveland Broadcasting Inc., Cleveland—Amend applic. CP new station re stock ownership.
NEW, Northern Ohio Broadcasting Co., Elyria, O.—Amend applic. CP new station 650 kc D operation omit WHKC facilities and contingent on WCLE applic.
WKBY, Muskegon, Mich.—Modification license 1450 kc.
WWPG, Lake Worth, Fla.—Transfer control sale 40 shares to Charles E. Davis from R. S. Erskine.
NEW, Hawley Broadcasting Co., Reading, Pa.—CP new FM station 46.5 mc, 4,275 square miles.
NEW, Josh Higgins Broadcasting Co., Waterloo, Ia.—CP new station 1640 kc 50 kw unil. directional.
NEW, Hugh McClung, Fresno, Cal.—Amend applic. CP new station 1340 kc 250 w.
NEW, Sacandaga Broadcasting Corp., Gloversville, N. Y.—CP new station 1340 kc 250 w unil.
NEW, Ludington Broadcasting Co., Ludington, Mich.—CP new station 1490 kc 250 w facilities WKBY contingent on shift.

DECEMBER 5

NEW, Aloha Broadcasting Co., Honolulu—Amend applic. CP new station 1400 kc.
NEW, Radio Co. of Annapolis, Annapolis, Md.—CP new station 1040 kc 250 w limited time.
NEW, Donald Flamm, New York—CP new station 620 kc 5 kw unil. directional.
WRUW, Boston—CP equipment changes increase 50 kw.
NEW, Wilkes-Barre Broadcasting Corp., Wilkes-Barre, Pa.—Amend applic. CP new station re stockholders.
KCRG, Enid, Okla.—CP reinstate former CP increase power, etc.
KVOO, Tulsa—Extension special service authorization.
WOWO, Fort Wayne, Ind.—Same.
KFEL, Denver, Col.—CP increase 5 kw N 10 kw D directional D & N.

Tentative Calendar . . .

NEW, Seaboard Broadcasting Corp., Tampa, Fla. CP 1590 kc 1 kw unil.; NEW, Robert V. Lee, Bradenton, Fla. CP 1490 kc 250 w unil. (consolidated hearing, Dec. 11).
NEW, Pan-American Broadcasting System Inc., Hollywood, Fla., CP 1450 kc 250 w unil.; NEW, South Florida Broadcasting Inc., Miami, Fla., CP 1450 kc 250 w unil. (consolidated hearing, Dec. 11).
KFNH, Shenandoah, Ia., license renewal (Dec. 12).

Meeting of Stockholders Held by American Net

AMERICAN NETWORK, sales organization representing a group of FM stations, on Dec. 3 held its annual meeting of stockholders at the Hotel Waldorf-Astoria, New York, to elect officers. New board of directors, most of whom are serving a second term, includes: John Shepard 3d, Yankee Network (W43B-W39B), Boston; Walter J. Damm, WTMJ (W55M), Milwaukee; Gordon Gray, WSJS (W41MM), Winston-Salem; Harry Bitner, WCAE, Pittsburgh; Harry Stone, WSM (W47NV), Nashville, and Jack Latham of the American Network, New York.

The three regular officers re-elected are Mr. Shepard, president; Jack Latham, executive vice-president, and Walter J. Damm, vice-president. Gordon Gray was named the new secretary-treasurer, replacing Herbert L. Pettey, WHN, New York.

Shift Talent Agencies

BARBARA JO ALLEN, Hollywood radio and film comedienne, formerly featured on the NBC *Signal Carnival*, sponsored by Signal Oil Co., Los Angeles, has obtained a managerial contract release from NBC Artists Service, and switched over to A. & S. Lyons Inc., Beverly Hills, Cal., talent agency. Under the arrangement, NBC Artists Service will continue for approximately nine months more to collect 5% of her earnings from radio and film work. A similar settlement of Dorothy Lamour's contract with NBC Artists Service was effected last week, with terms requiring her to pay 5% of her earnings until June 24, 1945. Miss Lamour recently severed her connections with NBC Artists Service and has become associated with A. & S. Lyons Inc. Don Wilson, announcer on the NBC Jack Benny Show, sponsored by General Foods Corp. (Jell-O), also switched managerial representation to that agency.

School Awards

EXECUTIVE committee of the School Broadcast conference last Friday awarded KOIN, Portland, Ore., a special citation in recognition of the stations educational activity in the Portland public schools in connection with its program *Dutch Uncle*. Special awards were made to individual teachers who, in each case, best coordinated into their classroom work the educational programs of the following stations: KBPS, Portland, Ore., WIBX, Indianapolis, WIJD, Chicago, WTOL, Toledo, WHA, Madison, Wis., WGN, Chicago, WIND, Gary, and WAIT, Chicago.

New WINS Rate Card For 50 kw. Operation

WINS, New York, announced last week it will issue a new rate card Jan. 1 in preparation for its increase in power to 50,000 watts shortly after the first of the year. The station carried 26 national accounts last year compared with three the previous year, and local business has increased almost 300%, according to Cecil H. Hackett, WINS managing director.

Class A evening hour rate on the new card will be \$350, an increase of \$125 over the same rate on WINS' present rate card issued Aug. 31, 1940. New half-hour rate will be \$210; quarter-hour, \$140; five-minute announcements, \$70, all on the basis of 1 to 12-week contracts.

The one-minute announcement rate six days weekly for less than 26 weeks is \$100 on the new rate card; for 26 to 51 weeks, \$95, and for 52 weeks or more, \$90. Class A station break announcements are \$40 for 100 words and \$25 for 50 words.

G. Walter Lindsey

G. WALTER LINDSEY, 68, founder and proprietor of the Trades Adv. Agency, New York, since its organization 32 years ago, died Dec. 3.

CHILD PROGRAMS ON THE BLUE

Affiliate Broadcasts to Be Picked Up as
—An Experiment by Network—

WITH A PLAN to broadcast nationally on its Blue Network some of the most interesting children's programs originating on NBC affiliate stations, the network Dec. 6 inaugurated the first program in its experiment in the children's program field.

First in the series, to be heard Saturdays, 11:30 a.m. to 12 noon, will include *Ask Young America*, a program on current events broadcast from WLS, Chicago, followed by *Fables for Fun*, fairy tale series heard from WJZ, New York. Other approved programs will follow in groups of two for 13-week periods. In addition to planning the produc-

tion of this experimental series, NBC proposes an extensive survey on their reception and popularity among pupils of 4th to 8th grades in areas surrounding New York, Chicago and rural Kansas, who will be asked to listen to the programs and fill out questionnaires showing their reactions.

Plan for the series, including selection of programs after months of listening to recordings, plans for surveys of juvenile listener reactions and for cooperation with schools is under the direction of Margaret Cuthbert, NBC director of women's and children's programs, and NBC's public service division.

PROCTER & GAMBLE, Cincinnati (White Naphtha soap), on Dec. 29 shifts *Pepper Young's Family*, on 67 NBC-Red stations, Mon. through Fri., 11:15-11:45 a.m., through Compton Adv., N. Y. to 71 NBC-Red stations Mon. through Fri., 3:30-3:45 p.m. for Camay, through Pedlar & Ryan, N. Y.

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Camels), on Jan. 9 starts *How Am I Doing?* with Bob Hawk, on 92 CBS stations, Fri., 7:30-8 p.m., rebroadcast 10:30-11 p.m. Agency: William Esty & Co., N. Y.

RALSTON PURINA Co., St. Louis (By-Krisp), on Jan. 2 starts *Ella Mae*, on approximately 80 NBC-Blue stations, Fri., 10:10-11 p.m. Agency: Gardner Adv. Co., St. Louis.

EX-LAX Inc., Brooklyn, on Jan. 5 starts *Arthur Tracy the Street Singer*, on 23 NBC-Blue stations, Mon., Wed., Fri., 4-4:15 p.m. Agency: Joseph Katz Co., N. Y.

ACME WHITE LEAD & COLOR WORKS, Detroit (paints), on Feb. 17, 1942, starts *The Breakfast Club* on NBC-Blue, Tues., and Fri., 9:45-10 a.m. Agency: Henri Hurst & MacDonald, Chicago.

EMERSON DRUG Co., Baltimore (Bromo-Seltzer), on Jan. 10, 1942, starts *Ellery Queen* on about 50 NBC-Red stations, Sat., 7:30-8 p.m. Agency: Ruthrauff & Ryan, N. Y.

Renewal Accounts

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Prince Albert), on Dec. 6 renewed for 13 weeks *The Grand Ole Opry*, on 45 NBC-Red stations, Sat., 10:30-11 p.m. Agency: William Esty & Co., N. Y.

D. L. CLARK Co., Pittsburgh (Clark candy bars), on Jan. 1 renews *Service With a Smile*, on 54 NBC-Blue stations, Thurs., 8:30-9 p.m. Agency: Albert P. Hill Co., Pittsburgh.

CANADA DRY GINGER ALE Inc., New York (Spur & Canada Dry), on Jan. 2 renews for 13 weeks, *Michael & Kitty*, on 95 NBC-Blue stations, Fri., 9:30-9:55 p.m. Agency: J. M. Mathes Inc., N. Y.

J. B. WILLIAMS Co., Glastonbury, Conn. (Williams Shaving cream), on Jan. 5 renews for 13 weeks *True or False*, on 51 NBC-Blue stations, Mon., 8:30-9 p.m., rebroadcast, 12-12:30 a.m. Agency: J. Walter Thompson Co., N. Y.

MILES LABS., Elkhart, Ind. (Alka-Seltzer), on Dec. 29 renews for 13 weeks *Law and Abner* on six Pacific Coast NBC-Red stations, Mon., Tues., Thurs., Fri., 11:15-11:30 p.m. Program is also heard on NBC-Blue network, same days, 10:30-10:45 p.m. Agency: Wade Adv. Agency, Chicago.

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Camels, Prince Albert), on Dec. 1 renewed *Blondie* for 13 weeks on 80 CBS stations, Mon., 7:30-8 p.m., rebroadcast, 10:30-11 p.m. Agency: William Esty & Co., N. Y.

Network Changes

MILES LABORATORIES, Elkhart, Ind. (Alka-Seltzer), on Dec. 6 added 11 NBC-Red stations to *National Barn Dance*, making a total of 67 NBC-Red stations, Sat., 9-10 p.m. Agency: Wade Adv. Co., Chicago.

PROCTER & GAMBLE Co., Cincinnati (Crisco), on Dec. 29 will start a repeat of *Vic & Sade* on 46 CBS stations, Mon. thru Fri., 1:30-1:45 p.m. Agency: Compton Adv., N. Y.

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—Combination engineer announcer. Send transcription full particulars. KFBB, Great Falls, Montana.

Wanted At Once Engineer—State draft status. Contact P. O. Box 1512, Muskogee, Oklahoma.

Transmitter Engineer—Wanted immediately by Eastern regional station. Give experience and salary requirement. Box 214A, BROADCASTING.

Announcer—With operator's license. Steady. Reliable. State experience, draft status, picture, voice recording. \$35.00 weekly. KIUP, Durango, Colorado.

Fine Opportunity—For combination operator established NBC affiliate southern California. State classification. Write or wire Box 224A, BROADCASTING.

Announcer-Operator—Regional station Washington-Baltimore area. Permanent. State whether experience or not—availability—salary expected—draft status. Box 215A, BROADCASTING.

Salesman Wanted—For Midwest CBS Regional, salary and commission. Please give complete qualifications, experience in first letter. Station WTAD, Quincy, Illinois.

Wanted Immediately—Two top-flight announcers for network affiliate in South-eastern market. State all details and draft status first letter. Box 203A, BROADCASTING.

Wanted—Experienced commercial announcer, Midwest station. Must be good air salesman. Send complete details including draft status. Our staff knows of this opening. Box 225A, BROADCASTING.

Engineers—One experienced, handle upkeep 250-watt station; announcing helpful; \$135 monthly. Two operators, \$100 monthly, no announcing. Carolina station; pleasant working, living conditions. Write details to Box 213A, BROADCASTING.

Situations Wanted

Commercial Manager—Salesmanager. Now employed. Ability. Young, married, draft exempt. Box 219A, BROADCASTING.

Experienced—Continuity Writer—Program Specialties and Announcing. College education. Desires change. Box 202A, BROADCASTING.

Secretarial—Employed network outlet—experienced Traffic, Music—interested Virginia and Maryland vicinity. Box 226A, BROADCASTING.

Successful Salesman—Desires to make change. Salary no object. Let's discuss commission. Box 218A, BROADCASTING.

Sports Announcer And Special Events Man—With selling experience—now employed, desires change. Excellent background, outstanding record. Box 201A, BROADCASTING.

Top Ranking Sports And Special Events Man—Desires to make change. 12 years experience. Draft exempt. Box 217A, BROADCASTING.

Program Director—With 8 years AM, 3 years FM program, production, and announcing experience desires change. Progressive AM station contemplating FM outlet preferred. Married, draft exempt, young, references. Box 210A, BROADCASTING.

Do You Need A Top-notch Local Sales Manager?—One with proven, saleable ideas . . . the ability to sell them and direct salesmen. Nine years radio sales experience, familiarity with continuity, merchandising, sales promotion. Married, now employed, available 2 weeks' notice. Box 206A, BROADCASTING.

Situations Wanted (Continued)

Transmitter Engineer—Experienced. Hold first-class Telephone-Telegraph licenses. Now employed, desires change. Married, draft exempt, and dependable. Box 209A, BROADCASTING.

Salesman—Over four years selling and promotion experience. At present, sales promotion manager for two stations. Age 25. Best references. Box 207A, BROADCASTING.

Combination Or Announcing—Top-notch general announcer, major, minor network experience, now employed straight announcer 5kw. Have operator's license. Box 208A, BROADCASTING.

Transmitter Engineer—Graduate electrical radio engineering, 10 years experience including all broadcast operation maintenance and construction. Now employed NBC 5 kw. Box 222A, BROADCASTING.

Writer—Experienced continuity, drama; juvenile, adult on network programs. Capable editing, program building. Adaptable. Seeks berth with producer, agency, station. Eastern area only. Box 220A, BROADCASTING.

Chief Engineer—Small station with record of ability and willingness for hard work desires opportunity with progressive organization. Experienced design, construction, installation of equipment. Box 216A, BROADCASTING.

University Graduate—3 years announcing, copy writing, Program Director. Display space sales experience. Now employed. Draft deferred. Want to learn radio sales while announcing. Box 212A, BROADCASTING.

Women's Feature Writer And Commentator—Single woman, 28 years of age, experienced, now employed; also admitted to practice before FCC—familiar with current radio problems. Will combine writing—announcing with legal and secretarial duties. Box 221A, BROADCASTING.

Chief Engineer—Fifteen years practical experience. This is no pig-in-a-poke proposition. I come on a three months' trial basis and then, if mutually agreeable, I stay. Want permanent connection with a progressive organization. Box 211A, BROADCASTING.

Sold \$40,000 This Year—As representative of 5,000-watt NBC Blue station in a midwest market of 250,000 with base rate of \$125. College graduate experienced in production and promotion; employed but seeking wider opportunity. Prefer drawing account against commissions. Box 223A, BROADCASTING.

Thoroughly Experienced, Selling Announcer—Wants job on good local or regional with congenial staff and professional management. Powerful commercial; Clear, "fluffless" news; Specialist on mail pull; Ad lib; Street shows and quiz programs. No drunk or drifter. Will accept Program Direction if authority equals responsibility. Box 227A, BROADCASTING.

Wanted To Buy

Will Buy One Vertical Tower — Approximately 175 feet. WMFF, Plattsburg, New York.

For Sale

Two Idec—270 ft. towers with insulated capacity tops. WHIO, Dayton, Ohio.

Modified RCA 1001-B Transmitter — Converted to 5-kw six years ago. Box 204A, BROADCASTING.

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.

Ellery for Emerson

EMERSON DRUG Co., Baltimore (Bromo-Seltzer), on Jan. 10 will start *Ellery Queen* mystery series on approximately 50 NBC-Red stations, Saturday, 7:30-8 p.m. Show, written by Frederic Dannay and Manfred B. Lee, was purchased last week by the company through its agency, Ruthrauff & Ryan, New York, and will be in addition to *Vox Pox*, program sponsored by Emerson on 68 CBS stations, Monday 8-8:30 p.m. *Ellery Queen* was last sponsored by Gulf Refining Co. from April to September 1940 as a replacement for its *Screen Guild Theatre* on CBS.

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New ASCAP Fee Hits Regional Nets

Buck Stays in Position With Other Officers Until April

ALTHOUGH there had been rumors in musical circles that the week which opened with the stormy membership meeting of ASCAP on Monday would close with the announcement of a new president, the board meeting on Friday took no action.

According to official sources, the board concerned itself with internal affairs, and no statement was issued. It is understood, however, that most of the four-hour session was devoted to a rehash of Monday's controversy, with a decision to continue the officers as at present until the regular election next April.

Votes Shepard Plan

Board approved the per program network license worked out at the request of John Shepard 3d, president of Yankee and Colonial Networks, and it was understood that the terms would be offered to him without delay. No details could be secured on Friday, but it is understood that the per-program formula for network programs was worked out by applying the ratio between station and network blanket license fee—2½%, which by applying the same formula as before, would become 2% for such programs on networks.

Mr. Shepard had originally asked that the station per program rate be applied to regional networks, as well, but the ASCAP view was that under the terms of the consent decree it could not discriminate between networks, whether regional or national, and if ASCAP established a per-program license for networks, which none of the national networks had desired, it would have to be applicable to all networks and on a basis comparable with the net work blanket licenses.

Writers Vote Confidence

Gene Buck, president of ASCAP, was given a vote of confidence by the approximately 500 writer members present at the semi-annual meeting of the Society, held last Monday at the Hotel Astor, New York, with the 50 publisher members not participating.

Vote was urged by Billy Rose after Mr. Buck had used his presidential report as an opportunity to vindicate his administration and to attack the group of publishers who had offered him a \$35,000 pension to resign his post. Speaking for the publishers, Saul Bornstein, president of Irving Berlin Inc., pointed to the record as justification for their desire for a "business man's" administration.

ASCAP members have received \$2,700,000 for the first three quarters of 1941, Mr. Buck stated, which with a fourth quarter distribution estimated at about \$700,000, will make the year's total

royalty payments slightly over \$1,000,000 less than the \$4,500,000, received by ASCAP members in 1940, when the Society's income grossed approximately \$7,000,000. Expenses were unusually high from the summer of 1940 to the spring of 1941, due to the "radio war", he explained, but ASCAP has now streamlined its overhead, cutting some \$600,000 a year from its operating expenses and bringing them down to about 18% of the anticipated annual income. This curtailment, coupled with the rise in the Society's income from all sources except radio, should result in the distribution of about \$4,000,000 to members in 1942, returning to the \$4,500,000 figure in 1943, he stated.

Following discussion of the so-called "Edgar Leslie plan" for classifying writer members according to a rigid formula, based half on the value of their contributions to the ASCAP catalog and half on the radio performances of their tunes in place of the present system of classification, which lumps all factors together without weighting [BROADCASTING, Dec. 1], Mr. Buck appointed two committees to study the proposal and to make recommendations to the board.

Other Proposals

The writers committee includes three board members, Otto Harbach, Geoffrey O'Hara and George W. Meyer, and also Edgar Leslie (who submitted the plan), John Redmond, Harvey Enders and Stanley Adams. The publishers' committee includes all 12 publisher board members plus Sam Fox, Buddy Morris and Carl T. Fischer.

Other amendments to the Society by-laws discussed at the meeting included a proposal to change the system of adopting amendments so that a 2/3 vote would be necessary in place of the present majority, and one authorizing the holding of regular membership meetings on the West Coast, at which the officers

and executives could report to members in that part of the country on the state of ASCAP affairs. Proposed amendment will be printed and mailed to all members for their votes pro and con.

To encourage the use of more ASCAP music on the air and to show broadcasters with ASCAP licenses how to use the Society's music to advantage, ASCAP has started mailing "ASCAP-Program-Aids" to these stations each week.

Dealing with the life of a composer or "the story behind the song" and similar matters, each release gives background material which can be used as a basis for continuity and lists the songs, with the names of composers and publishers and the arrangements available, and the phonograph records of the numbers. A recent release lists more than 250 compositions suitable for Christmas programs.

A revision of the card catalog of music, which ASCAP has issued annually covering all music since 1909 at an annual expense of about \$40,000, is under way, ASCAP executives report. The size of the card files, which have covered public domain music and compositions licensed by other organizations as well as by ASCAP, has worked against the use of the cards, it was stated, with only 160 broadcasters requesting them. In the future, only ASCAP numbers will be cataloged.

ADDITION of nine new subscribers brings the BMI list to 752 stations. Newcomers are: KNET WPIC WJAC KVAN WGBR KRE KFIO KOVM KWRC. BMI also announced last week that 24 new publishers and 475 songs have recently been added including 90 tunes of the WLW *Jamboree*.

ORIGINALLY designed as a radio program for American farmers, *Columbia's Country Journal* on CBS is now enjoying international circulation. Following the request of R. S. Hudson, British Minister of Agriculture, recordings of the programs are being shipped to London so the British may study the CBS system of keeping rural districts informed on defense problems.

Disc Firms Seek MPPA Revisions

Consider United Stand for Contract Negotiations

WITH THE END of the year approaching, and with it the termination of the licenses issued to transcription companies by Music Publishers Protective Assn., which acts as agent for recording rights for most ASCAP publishers, the transcription makers are again considering the question of making a united stand for a revision of the current MPPA recording fees, which some of the transcription companies have described as "excessive and prohibitive."

Attorneys representing a number of transcription manufacturers have been conferring for a week in a preliminary discussion of the problem.

Few on Discs

During the last year, with not many stations having ASCAP licenses, there have not been many ASCAP numbers on transcriptions. NBC did not take out an MPPA license at all and has included in its library releases during the year no ASCAP music whatever.

Transcription companies would like to work out a more equitable basis of payment for recording rights with ASCAP publishers. Recent withdrawal of the catalogs of Harms, Remick Music Corp. and M. Witmark & Sons, publishing houses controlled by Warner Bros. pictures, from MPPA, will enable the recorders to deal directly with these companies for recording rights, although these rights will also still be available through MPPA as well.

Among the library services, those of Associated Music Publishers and World Broadcasting System are including some ASCAP music in their current releases, while the Lang-Worth, Standard and NBC Thesaurus libraries are using only non-ASCAP music at present. Lloyd Egner, NBC vice-president, recently notified all Thesaurus subscribers that: "Until such time as NBC can obtain by negotiation or otherwise recording rights on a basis that we consider to be non-prohibitive in cost, we will not record such compositions."

Cy Langlois, of Lang-Worth Feature Programs, stated: "We have polled all our subscribers. . . Their attitudes are apathetic to ASCAP."

Ben Selvin of AMP expressed confidence that the recording companies will reach an agreement with MPPA without an open break.

RCA On WQXR

RCA MFG. Co., Camden, has signed a year's contract with WQXR, New York, for special promotion of its Victor records on various sustaining programs as well as on a Monday-through-Saturday half-hour program titled *The Record Album*, which will feature the latest concert record releases.



Drawn for BROADCASTING by Sid Hix

"I Wish She'd Quit Wearing Those Trick Gowns—I Get the Jitters Every Time She Hits a High C!"

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"Our job is to determine how total advertising cost is to be shared by our clients and retail dealers. WLW's Cost Allocation gives us an equitable and accurate basis for distributing this cost."



ADVERTISING COUNSEL

"When we make recommendations on advertising to our client, we can't afford to guess. WLW's Cost Allocation accurately determines the cost of every bit of effective advertising, so we can advise our client on the most advertising appropriate."

Modern management demands that sales and advertising costs be controlled. Constantly growing competition, narrowing profit margins, make uncertainty about distribution costs a luxury few companies can afford. Since cost control involves media, the increasing use of radio has reflected the need for an accurate control technique. To meet this problem, WLW called on Dr. Richard R. Mead of the Wharton School of Finance and Commerce, University of Pennsylvania. The result is a scientific

market study entitled "The Allocation of the WLW Radio Dollar in 345 Midwestern Counties."

Dr. Mead's study involved an analysis of 208,411 coincidental telephone survey calls in twenty-eight markets and 396,545 pieces of mail received from four offers broadcast at four different periods of the day over WLW.

Since its publication, a number of specific uses of the study have demonstrated that it has a practical application for many cost control problems, some of which undoubtedly confront you.

Investigate WLW's Cost Allocation plan—it will show you how to control costs and increase sales in rich WLW Land.



Consult your advertising agency, or write to WLW, Cincinnati, Ohio. We will be glad to send a representative to explain the Cost Allocation plan and how it applies to your problem.

WLW

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Typical of RCA Tube values is the RCA-8005 Transmitting Triode de luxe, priced at only \$7 net. Designed for use as a radio frequency amplifier and class B modulator, this tube is capable of handling 300 watts (ICAS) input at 5 meters!



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Defense production with RCA gets first call—and always will. Suffice to say that a tremendous quantity of RCA Transmitting Tubes is being supplied for a wide variety of defense needs. Meanwhile, although the 1941 total of RCA Transmitting Tubes supplied through our regular distribution channels will exceed that of last year, there is a scarcity of certain types. We know you will understand that this is unavoidable. We know, too, that we can count on your cooperation during these trying times—just as we want our countless friends in all branches of Radio to know that they can count on ours.

RCA Transmitting Tube quality is being rigidly maintained. RCA publications will be kept up-to-date. Ham Tips for amateurs will be continued. New data and construction material will be supplied. Inquiries about RCA Tubes and their applications will be answered promptly. Above all, research and development work is continuing as never before.

Thus, although it may not always be possible to supply the tubes you want during the National Emergency, RCA is still on the job to help wherever and whenever it can!



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