the meticulous murder in room four

He had the brutal features of a man who would put a common malt vinegar on a trusting salad.

"Sir," we pleaded, seeking to awaken his better nature, "here is WOR Success Story 64, the likes of which you have never seen."

Sneering, he eyed us coldly and aloof.

"After one broadcast 150 WOR listeners stormed a New York store searching loudly for this sponsor's product; 300 dealers clamored to be sent stocks of it..."

Wearily his gaze escaped us.

"But listen! It cost $30 to buy it. Even so, sales for one month were 1660% greater than those for the two months preceding it. And this WOR sponsor's sales have leaped from 20th to 1st place. Now he's first in dollar volume in his field."

"But I'm not interested in sales, anyway," he said. The next moment we had shot him with a nickel-coated dragee through his brain. One must draw the line somewhere.

WOR
— that power-full station
TIMELY, DEPENDABLE RADIO FEATURES for MIDWEST FARM HOMES

Radio, we believe, has perhaps meant more to people in the farm home and in smaller communities than any other modern invention. It has brought even to the most remote home the identical news, entertainment, religious and educational features available to city people.

Radio, too, has brought economic advantages. Today, farm listeners are not dependent on last week's market figures; because of radio they know what the markets are paying TODAY. Farm market experts broadcasting direct from livestock and other farm market exchanges, give current prices, and interpret future trends in all the markets.

In news, too, radio furnishes a complete service—cables and teletypes bring latest happenings from all parts of the globe, to be broadcast immediately, and available to every home wherever there is a radio.

But, to be of value, the personnel handling these broadcasts must know their subject, must speak with authority. The men pictured here are such, and broadcast these features on WLS dependably, accurately, promptly. We know they—and others heard regularly on WLS—are welcome and respected visitors in Mid-West farm homes. Mid-West farm listeners have confidence in them—and in WLS, a confidence that extends to all programs—and to all products that are advertised on WLS.
Y ou will be sincerely welcomed . . . you will receive courteous and friendly attention . . . your sales talks will be listened to by people who are ready, willing and able to buy your product or service, if you cultivate this friendship — regularly!

With the 19 local stations of The Yankee Network, you have the persuasive contact approximating personal calls on 7,321,786 potential prospects, the largest radio audience in New England . . . a market no single station or small group of stations can possibly cover, adequately.

If you're already established in this market, The Yankee Network will keep your sales at key consistency.

If you're a newcomer, the long established acceptance of these 19 stations gives you essential, effective, two-fold dealer-consumer sales influence. Consider these factors before you complete your fall and winter radio campaigns.

The Yankee Network, Inc.
21 Brookline Avenue, Boston, Massachusetts

...Of worth are the words of an Advertising Caliph of one of America's largest makers of Shaving Creams:

"As you may have noticed, I don't acknowledge every evidence of KOIL's 7-point plus Merchandising activities that crosses my desk. And the reason is that if I tried to do so, I'd soon run out of superlatives! Your cooperation is consistently excellent, and we certainly appreciate every bit of it."
All over America democracy is on the air. Twirl your dial. Pick your own station.


That's democracy!

Interested in music? Possibly you prefer Wagner to Sibelius or Gershwin to Greig. Hear the rhythm of that rhumba. Now it's a plaintive old mountain tune, an oriental chant, the swing of Benny Goodman. Music in America knows no national or racial boundaries. It's as free as the air, as varied as the weather.

That's democracy!

You live on a farm. Your tractor radio picks up the butter and egg markets, the hog report. Or maybe you listen to Ma Perkins while you churn butter. The kids in the one-room radio-equipped schoolhouse are taught geography by a high school teacher at the county seat. You go to church, you learn things, you enjoy life on the farm today. You enjoy it by radio.

That's democracy!

Maybe you're a housewife. Listen to this recipe for devil's food cake, that better way to mend a stocking. Five minutes of advice on domestic problems. Take it or leave it. Quite likely you're interested in a talk on "preparing for the baby." But if you're not, well . . .

That's democracy!

In the evening you hear comedy, music, stories, commentaries. You listen to the best minds in the world on a world of subjects. You accept or reject with a twist of the wrist. Every segment of political thought gets its hour. Not one dictates. Everyone is equal to his neighbor in the eyes of radio.

American radio is democracy!
Every day that passes, we of F&P are more and more impressed with this fact: The more time an Agency buys, the less it has to waste!

"Waste of time", we know, means different things to different men. What is one man’s waste is another man’s gain. Sometimes we may misjudge your ideas on the subject—but if we do, we hope you’ll tell us so.

Because our job is NOT to "drop in and pass the time of day". We’re NOT "messengers of good-will", nor do we feel that we’ve gotten somewhere by "establishing a contact". . . . Our job is to SAVE your time by (1) giving you concise, dependable information, on anything you may want to know about the stations we serve; and (2) by relieving you of as many radio worries and details as you will let us handle for you.

This, we know, is a slightly different attitude than you ordinarily find in this wicked world. But that’s the way we try to work, in this group of pioneer radio-station representatives.

Free & Peters, Inc.
Pioneer Radio Station Representatives
Since May, 1932
Crisis in Materials Threat to Broadcasters

Low Priority Status Brings Shortages; Defense Board to Conduct Study

THE SECOND anniversary of Europe's war finds America's broadcasting industry practically on a war footing, with certain dislocations in prospect unless corrective steps are taken.

Even though the business as usual" concept was tossed overboard months ago, recent developments confront the industry with uncertainties in nearly all phases of its operations. The most critical outlook, however, is maintenance of physical plant and equipment, with manufacturers openly predicting that many stations may be forced off the air unless parts, tubes and replacement for transmitter and plant facilities are made available by way of preference ratings for broadcasting.

Economic Angles

Broadcasters, of course, are concerned about the economic outlook, but so far their business has been relatively good. Yet they likewise are facing an increasingly vexatious problem of growing out of steadily mounting requirements of Government defense agencies for time, which have not yet reached the critical stage. These will be taken in their stride, though saner heads already are devising plans for replacement business, particularly in the local fields, if any substantial shift of national business develops because of the war tempo.

A transmitter and tube bottleneck of appalling proportions already has developed as a result of the low priorities rating given the radio industry and the drift of trained personnel and plant facilities to other defense pursuits. Even today many types of power tubes cannot be delivered, and shortages from microphones to transmitter are in immediate prospect. The 1942 outlook may be for something less than a rationing of replacements and parts for transmitters, unless the Government takes steps to break the priorities log-jam and definitely pegs broadcasting as an essential defense pursuit.

A telegram survey made last Thursday by Broadcasting—its second within a week—revealed that major equipment manufacturers are alarmed over the outlook. Inventories have all but vanished except for lower power transmitters and tubes. With no raw materials or even acceptable substitutes being allocated except for purely defense operations, equipment production schedules are drying up.

A preliminary step toward alleviating the situation of the equipment bottleneck was taken last Thursday by the Defense Communications Board, after it had been apprised of the seriousness of the situation. It authorized the Employment and Manpower Liaison Committee, to be known as Committee No. XIII, personnel for which will be drawn from nine other industry committees functioning under DCB in purely advisory capacities.

It will be at least two weeks before this committee can be organized and functions assigned to it. DCB itself began functioning just a year ago, and already has prepared elaborate plans for the broadcasting industry's participation in any "military emergency"—confirming its status as a vital industry.

Defense Requirements

Responding to Broadcasting's inquiry about the production outlook, I. R. Baker, chief of transmitter equipment sales for RCA, said the company's sales staff in view of the increasing requirements of radio communications equipment under the defense program, RCA is reaching the point where facilities are being used to maximum capacity for defense work.

"Therefore," he reported, "we are unable to take care of replacement and renewal parts and tubes for broadcast stations. In addition to this, the lack of preference ratings for other than defense work has made it impossible to obtain critical materials. Under such conditions, it is apparent that many stations will be forced off the air unless a nominal inventory of critical material is allocated to manufacturers of radio communication equipment. We have undertaken a program of substitute materials, but in many cases the latter materials have been placed on the critical lists and hence are no longer available under existing procedures."

A. J. Eaves, general communications manager of Graybar Electric Co., distributor for Western Electric, said his company's stock of broadcasting equipment is "critically low".

"Completion of production of additional apparatus is dependent upon the availability of certain restricted raw materials. We are hopeful that priorities can be secured to enable us to continue production to meet our customers' requirements," he said.

G. W. Henyan, sales manager of General Electric Co., reported telegraphically that his company currently is in a position to make fairly prompt delivery of FM broadcast transmitters of standard ratings through 10 kw. and of most types of transmitting tubes.

"Auxiliaries, such as antennas, transmission lines, STL relay units, power generating equipment and higher power transmitters," he reported, "will probably require priority." Mr. Henyan added that GE has the plant facilities to manufacture FM commercial requirements, as they constitute a very small part of their total, but he added that his company will "probably need fairly high priority to secure necessary critical materials to meet 1942 requirements."

Priority Problems

P. S. Gates, president of Gates American Corp., Quincy, Ill., reported that the position regarding delivery of raw materials "appears to be growing worse unless blanket priority for radio broadcasting as a national defense mandatory medium is recognized by OPM." He said the recent steel priority could easily create a "critical condition in broadcast maintenance and replacements."

Reporting that his present delivery condition is still good because of foresightedness of his purchasing department, Mr. Gates added that the replacement of diminishing stock does not equal the outflow "which cannot help but catch up with us and all manufacturers of broadcast equipment until a fair priority is placed on broadcast equipment, which, in our
opinion, is as important a defense medium as any phase of our vast defense policy.

"After all, what is more important than citizen morale which largely will be controlled by broadcast during this emergency," Mr. Gates observed. "Recent FCC regulations place all broadcasting stations on an emergency basis upon demand. This alone is Government recognition of broadcasting's importance in national defense and certainly a just reason for a high priority for broadcast equipment."

Substitute Items

E. T. Morris, general sales manager of Westinghouse Radio Division, reported that the allocation of strategic materials to defense production has "reduced the availability of certain items and entirely shut off other basic materials normally required for production of broadcast apparatus".

He added that although this condition is now more serious than it was six months ago and as a consequence, delaying production, Westinghouse nevertheless is continuing to quote broadcast transmitters and accessory antenna items. Production is being accomplished by use of substitute materials for unobtainable controlled items, he said, but deliveries are not current because even these materials are delayed in reaching the plant.

"The granting of priorities for limited quantities of supplies now unobtainable would permit more efficient plant utilization and restricted engineering and production facilities we can still make available for the manufacture of essential broadcast equipment," Mr. Morris said. "We are not producing either speech input equipment or microphones at this time."

Charles M. Srebroff, president of Radio Engineering Laboratories Inc., specializing in FM equipment, reported that a serious situation exists because importance has not been perceived in Government communication for home defense use. REL, he pointed out, for the last four years has been developing FM equipment for all services and is producing approximately 30% for national defense. The balance is for such vital services as police, fire, emergency, and broadcast stations.

Contending that broadcast FM service "may be the only practical means of disseminating news in case of war," Mr. Srebroff said that for the last six months he has found it increasingly difficult to secure raw materials and parts because of low priority ratings given to these services. He stated:

"I estimate that within a short time it will be impossible to promise any definite delivery dates. Furthermore, it may become necessary to refuse orders. In my opinion, the radio industry should take positive steps so that an understanding of radio's vital service is presented to the proper authorities in order that the manufacture, repair and maintenance of essential equipment for use by broadcasters, public utility, police, fire and emergency services will not be delayed."

Tube Crisis

Aside from these observable obstructions, several manufacturers admitted they either are not now or soon will not be in a position to supply power tubes in the 5 to 50 kw. classes, due to lack of materials, as well as serious shortage of skilled labor. Glass blowers, for example, are tied up largely on Government work, as is the bulk of machinery used for this production.

The average life of a power tube, the heart of the broadcast transmitter operation, is from 6,000 to 8,000 hours. A full-time station normally operates 6,000 hours a year. In the current rush of tube manufacture, the average life has dropped due to lack of production time as well as materials. Thus more tubes must be produced to do less work—a striking example of diminishing returns.

Spares, transformers, condensers, resistors, and meters—all are affected. Microphones are just about off the production line in several plants, because there is no nickel steel available, practically the entire supply being used for armor plate. Manufacturers are thinking about redesigning microphones, returning to principles of a decade back.

Moreover, it was pointed out, demand for all transmitting parts has increased by virtue of the FCC's policy, motivated by defense requirements, of granting improved facilities and higher powers to extend maximum coverage during the emergency. New stations likewise are being licensed at a swift pace.

How effective the new Priorities Liaison Committee of DBC will be, in tentative solution to the situation in defense procedure. After its membership of nine is drawn from the nine industry subcommittees of DBC (see 1942 BROADCASTING), the new committee will be limited in its scope to studies for solutions in the areas of broadcasting materials. When organized about a fortnight hence, the new committee probably will be asked to plan, study and report on particular situations involving priorities so that OPM and the new SPAB—super defense steering agency headed by Vice-President Wallace—can be advised through OCB of minimum requirements.

Preference Ratings

Membership of the committee is being drawn, one each, from the following DBC subcommittees: Domestic broadcasting, international broadcasting, amateur, aviation, cable, radio communication, state and municipal facilities, telephone and abandoned. Excluded will be the three purely government subcommittees.

Through the individual members representing industrial groups, the Priorities Committee would be enabled to advise DBC of manufacturers' requirements and of replacement needs. The immediate effort, of course, will be to secure preference ratings in emergency situations, such as broadcasting, and to the extent possible, that adequate materials will be given essential defense activities.

In an announcement last Friday DBC said it has already planned for utilization of existing communication facilities in the coordinated interest of military, industry, and civilian activities. The need of materials for extension, interconnections, and alternate circuits constitutes an important related problem, it added.

"The board has been greatly concerned about the availability of such equipment. While it is gratified to know that a priority status has been assigned to repair and maintenance materials, it feels that it is equally, and in many cases more, important to provide a high order of priority for new materials and equipment. This is particularly true of new and supplementary facilities directly or indirectly related to national defense expansion."

More for Marlin

MARLIN FIREARMS Co., New Haven (Marlin razer blades), during the month of September is adding eight stations to its schedule of participations and live and transmitted announcements making a total of 50 stations now being used. Contracts run for 13 weeks. Additions include: WJZ KNX WBT WTIC WEEJ WCAR WOHI. Agency is Craven & Hedrick, New York.

Fall Mall on 47

AMERICAN CIGAR & CIGARRETTE Co., New York (Pall Mall cigarettes), has recently added 22 stations to its schedule of transmitted "modern design" and" gourmet" announcements making a total of 47 stations now being used in 13 cities. Ruthrauff & Ryan, New York, handles the account.

Refining Series

NATIONAL REFINING Co., Cleveland (White Rose gas, Arco motor oils), since mid-August has added a total of 40 stations to its spot schedule. Announcements are transcribed. Contracts run 9 to 10 weeks. Sherman K. Ellis Co., New York, handles the account.
Radio Levy Up to Tax Bill Conferences

Effect of New Impost On Leased Wires Considered

WITH THE Senate-House conference committee the sole hurdle remaining before final deletion of the controverted 5-15% Federal tax on radio’s net time sales in the 1941 Revenue Act, the prospect of a franchise tax to be levied on radio and communications facilities continues a major topic in radio regulatory circles.

Just when studies of the franchise tax proposal, presumably on a “cost of regulation” basis, may actually get rolling is problematical. It is not thought Congress is disposed to take up recommendations during the present session.

Although the Senate last Wednesday accepted the Senate Finance Committee recommendation that the discriminatory radio and billboard tax provisions be stricken from the Senate’s version of the Revenue Act, other developments emphasized that the radio industry’s tax troubles are far from over.

Leased Wire Tax

The Senate version of the tax bill contained one section of interest to broadcasters—a new 10% tax on the amount paid for leased wire, teletypewriter, or talking circuit special service—on which conflicting interpretations were given to Broadcast. A Treasury, Joint Committee, FCC and Internal Revenue officials. The concensus was that long-line facilities were exempt from the tax, “so long as the facilities are necessary to the operation of the business” of a common carrier, telephone or telegraph company, or a radio broadcasting station or network. This explanation of the tax provision, as provided in the bill, although some observers interpreted the provision to mean exemption only for such facilities as monitored by broadcast lines subject to the tax. With stations and networks paying an estimated $8,000,000 annually for wireline facilities, the 10% tax would add an appreciable item of operating expense.

Demonstrating his intention to follow through on his suggestion to the Senate committee for a “cost of regulation” tax of some kind on radio and communications facilities, FCC Chairman James Lawrence Fly at his press conference last Tuesday indicated he may call industry representatives to participate in an informal roundtable discussion of the franchise tax proposition. He did not say when this meeting might be held, but indicated there was “no rush”.

Rumors that the special two-man Senate subcommittee appointed by Finance Committee Chairman Thomas Gregory would be to be cut to a George (D-Ga.)—Senators Danaher (R-Conn.) and Brown (D-Mich.)—was considering definite franchise tax plans were denied last Wednesday by Senator Dannaher, who explained to Broadcast that he had no knowledge of such reports and that certainly no satisfactory franchise tax scheme could be evolved immediately.

At the moment the franchise tax idea has been shunted aside in Congress, pending final action on the Revenue Bill. Members of the Senate Finance Committee, representatives of the House Ways & Means Committee, have indicated interest in the proposition but seem to be content to turn the matter over to Treasury Department officials and the Joint Committee on Internal Revenue for study.

Inclusion of a franchise tax proposal in subsequent tax legislation is possible, Chairman George indicated, but whether it will be made a part of the coming bill effecting administrative changes in the Revenue Code is uncertain. Because of the intensive work on the 1941 Revenue Act, it is not expected to appear in Congress before October or possibly November.

House Approval Seen

Treasury officials have indicated they probably will work with the FCC on the franchise tax plan, if and when they undertake to prepare one. It is known that Treasury and Joint Committee representatives worked closely with the FCC accounting department in developing statistics for the proposed time sales tax, and presumably FCC figures would form the basis for most of the franchise tax computations.

As Broadcasting went to press Friday, a Senate vote within a few days on the Revenue Act, minus the radio tax provision, was considered likely. If this schedule held, it was thought the measure would go to conference early the week of Sept. 8 and that final action by both houses on the conference reports would be completed by this week.

In view of the direct Senate action, it became increasingly probable that House conferences would agree to the Senate action in deleting the radio and billboard tax and would not press for their inclusion in the general tax measure.

The prospect of a future levy on broadcasters and communications companies was regarded as a mollycoddling influence on the proponents of the radio tax in the House.

At his Tuesday press conference Chairman Fly declared the FCC had no plans for a franchise tax in concrete form, adding that he thought something like a cost-of-regulation levy will be worked out. He said he did not anticipate any great difficulty in arriving at a formula satisfactory to the industry, but admitted it would take some study. Although a franchise tax would apply to telephone, teletype, radio communications and broadcasting, it would not be comparable to the proposed tax in the revenue bill, he claimed.

Senate Committee Report

In its report on the bill as it was brought to the Senate floor, the Senate Finance Committee, announcing its recommendation for deleting the radio tax, commented:

“The reasons in consideration of which the Senate Ways & Means Committee recommended and the House adopted the tax on broadcasting stations and networks are recognized having considerable force, but it is believed that the peculiar characteristics of this possible source of revenue require careful study before either the proper basis or rate of tax can be satisfactorily determined. It is the opinion of the committee also that the tax imposed by the House bill would operate with some unjustified discrimination against that particular form of advertising.”

English Continue Their Advertising

Protecting Brand Names and Good-Will, Says Ferguson

PRACTICALLY all clients of Louis & Thomas Ltd., London, are advertising not to sell their goods now but to preserve the good-will of their brand names, according to W. B. Ferguson, managing director, in a letter to the agency’s New York office.

However, Mr. Ferguson states, there is a much more important reason why advertising should continue. Advertising, for its part, is a symbol of the economic freedom for which Great Britain is fighting.

“Televising is generally admitted,” he says, “that the capitulation of France was largely due to the collapse of French morale. If we no longer believed we had a cause to fight for and determined to fight to the bitter end, then our fate would be that of France—and America might just as well keep for her own use all armaments and other supplies and send them to France as to us.”

As it is, the nation is unanimous to a degree never before reached in its belief that we are fighting for political and economic freedom which makes our lives worth living.”

Press Freedom

Turning to the British Government’s attitude toward advertising in wartime, Mr. Ferguson believes that British officialdom subscribes to his theory and thinks that newspapers must continue to function throughout the war. But, he points out, if advertising ceased, the newspapers would have to cease, too, or else be subsidized by the Government which would, of course, mean the press is being indirectly subsidized to the Government.

“Very wisely,” Mr. Ferguson says, “the authorities are permitting advertising to continue in moderation. The money for this may, in many instances, come out of excess profits. Nevertheless, it is making possible for the的日 to keep in being. In other words, the press is being indirectly subsidized by the Government, but in a manner which does not impair its freedom.”

Vick’s Big Plans

VICK CHEMICAL Co., New York, on Oct. 6 will inaugurate a new dramatic show on a coast-to-coast NBC-Red Network, Sundays 8:30-9 p.m. (EST). Details as to name of the show, format, stars and number of stations were not available as Broadcasting went to press. The show will be in addition to the extensive nationwide spot campaign which Vick is to launch during the last week in September. Company is also sponsoring News for Women with Andre Baruch, Monday, Wednesdays and Fridays, 9 p.m. and 15 CBS stations Morse International, New York, handles the account.
NAB Group to Make Decision As Music Contract is Revised

NBC, ASCAP Accept Ideas; Formula May Serve As Pattern for Industry; Quick Action Seen

ADVISED that its suggestions for revision have been adopted by ASCAP and NBC, the NAB Executive Committee meets in New York, again Monday, Sept. 8, for its second special session in a fortnight, to decide whether it can recommend acceptance of contracts covering return of ASCAP music to the NBC networks and its M & O stations as a pattern for the entire industry.

At a two-day meeting Aug. 27-28 the seven-man executive committee, headed by NAB President Neville Miller, advanced suggestions of changes in the contract form to provide additional safeguards for broadcasters. Since then, it was reported, the contracts have been redrafted and last Thursday, after two days in New York studying the revisions along with ASCAP and NBC officials, Mr. Miller requested that the committee reconvene the first of this week.

Double Sanction

If the committee agrees that the contracts by agreement to rebate to NBC 2½% of the payment they receive from handling network commercial programs and so enable NBC to get 100% ASCAP and restore that music to the Red and Blue Networks.

Armed with the double sanction of the NAB and IRNA committees (IRNA having sent letters to NBC affiliates in latter August), NBC will solicit affiliates which have not already ratified the contracts to get 100% ASCAP and, through the Red and Blue Networks, will seek contracts with the affiliates without undue delay.

Despite this, there persisted opposition from affiliates and independent stations on the ground that there was no need for great haste and also that the deal is not the best obtainable. Whether this reaction is sufficient to get NBC's approval, however, was doubtful.

S. A. Cisler, general manager of WGR, Louisville, last Tuesday wrote NAB President Miller, IRNA Chairman Jack Rombach and John Elmer, president of WCBM, Baltimore, and NAB Executive Committee member, protesting NAB's implied approval and urging that the trade association survey its membership "to ascertain the true feeling of the association toward a settlement with ASCAP."

Mr. Cisler said he thought the NAB and IRNA owed apologies to MBS for the remarks made at St. Louis about the MBS-ASCAP deal, declaring that NAB had been strangely silent about the demerits of the NBC proposal. He said the NBC deal is only ¼ of ¼ better on the blanket than MBS and that it perpetuates the "evils of a percentage deal on both blanket and individual station licenses."

Agencies Seek Speed

No official deadline has been set, but NBC executives are making other contracts within NBC to contain the music back on the air by the end of daylight saving time. This date, which marks a resumption of the normal winter broadcasting schedules with practically all major commercial programs back on the air after summer lay-offs or substitutions, would be good time to have the radio-music problem settled as well.

Not much has been printed about this angle, but it is said to be an open industry secret that advertisers and agencies have for some time been spurring the broadcasters to "hurry up and get the music situation settled, so we can get our programs settled. The advertisers and their agencies take the view that they went along with radio in its battle against a music monopoly, but that now the war is won and over with there should not be any further delay about signing a treaty of peace."

Asked why it has taken until now to get free, the contracts whose basic terms were agreed on by NBC and ASCAP and ratified by the ASCAP board on Aug. 1, one of those most intimately concerned with the task explained that the essential cause for delay has been the magnitude of the contracts themselves, rather than any industry secret.

Changes in the original agreement, such as those suggested by the NAB committee, he said, were readily approved by both parties, but when it came to altering the language of the contract according to the trouble began.

"In effect we are drafting a contract for the entire industry," he stated, "and not one contract, but several, covering networks and individual stations, including blanket licenses and per program arrangements, covering commercial programs and sustaining shows. A clause or two was changed in any part of the whole has to be checked through all the other parts to make sure that in closing one hole we have not opened a number of others. It is a complicated job and complicated tasks take time."

Industry Pattern

Although technically the contracts under discussion have applied only to the NBC networks and M & O stations, the consideration of the deal by the NAB committee and the presence of Mr. Miller at recent conferences between NBC and ASCAP at the latter's request, has given rise to the belief that when completed these contracts will be the basis for a resumption of ASCAP music by all stations.

Attendance of CBS officials at the NAB executive committee sessions further strengthens this opinion and, while officially there is no indication of negotiations between CBS and ASCAP, it was learned that ASCAP has approached CBS with a suggestion that it will get together as soon as the NBC contracts are ratified. In going to CBS, ASCAP has eliminated a potential impasse which might have been caused by a mutual desire to make the first move and there is a growing belief that affairs may be so arranged that ASCAP music may be returned simultaneously to NBC and CBS.

College Catalog

The network contracts with ASCAP, while dependent on the NAB affiliates, do not contemplate a percentage of payment for network commercial programs to the networks, are independent of any action the affiliates may take regarding signing individual ASCAP contracts for the use of the society's music on local programs. For that reason it might be expected that the closing of station contracts might string out for some time, since the networks can obviously put no pressure on their affiliates as to regard local broadcasting practices.

The advertisers who are planning to sponsor broadcasts of football games this fall, however, are finding the music situation a major obstacle to their plans. To ameliorate the situation, BMI has just signed a contract with Allen Collegiate Music for exclusive performance rights for its catalog of college songs, said to be the most complete in the country and comprising more than 90 songs. Mr. Allen also agreed to supply 25 additional collegiate numbers.

(Continued on page 51)
Farmers in Oklahoma, as elsewhere, are normal everyday people. In their dress-up clothes you probably couldn't tell them from urbanites.

But, because farmers as a group make up the largest single segment of WKY's audience, they are entitled to, and get, special attention and service in this station's program structure. For two decades, in fact, WKY has been the station to which farmers throughout Oklahoma have become accustomed to look for programs and services serving their special interests. To this add the fact that WKY carried 15 out of a possible 16 daytime programs ranking topmost with rural listeners in the recent C.A.B. urban-rural study, and 13 out of a possible 18 top-ranking night programs.

Reasons enough why WKY is the 3-to-1 choice of rural listeners! Reasons enough why WKY is the most effective means of telling and selling farmers in Oklahoma!

**TELL 'EM AND SELL 'EM OVER**

**WKY**

Oklahoma City
### Atlantic Football Covers 83 Stations

#### Professional, College And High School Games Listed

**ATLANTIC REFINING Co.,** which again will sponsor a comprehensive series of football broadcasts this season despite Federal restrictions on gas and oil consumption in most of its distribution territory (BROADCASTING, Aug. 11), has announced its complete 1941 schedule through its agency, N. W. Ayer & Son.

Six stations have been added to the originally announced total, bringing to 83 the number of stations carrying the 144 collegiate, the 22 pro and the various high school games for which Atlantic has contracted. Games of 27 colleges, including for the first time Princeton, have been signed, along with all games of the professional teams (on WFL) and the Pittsburgh Steelers (on WWSW).

The high school schedule includes all games of the Hazleton, Williamstown and Wilkesepas (Pa.) and Watertown (N. Y.) high schools, which will be carried over WAZL, WRAK, WBRE and WNYY, respectively. Five Allenstown high school games will be broadcast on WSAN.

#### The College Schedule

The collegiate schedule and stations to carry the games follow:

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Station</th>
<th>City</th>
<th>Game</th>
<th>Conference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sept. 26</td>
<td>2:30</td>
<td>WSYB</td>
<td>New York</td>
<td>Rutger vs. Yale</td>
<td>Big East</td>
</tr>
<tr>
<td>Sept. 27</td>
<td>2:30</td>
<td>WJBK</td>
<td>New York</td>
<td>Holy Cross vs. Boston College</td>
<td>Independents</td>
</tr>
<tr>
<td>Oct. 3</td>
<td>2:30</td>
<td>WJBK</td>
<td>New York</td>
<td>Cornell vs. Duke</td>
<td>Independents</td>
</tr>
<tr>
<td>Oct. 11</td>
<td>2:30</td>
<td>WSYB</td>
<td>New York</td>
<td>Yale vs. Pennsylvania</td>
<td>Big East</td>
</tr>
<tr>
<td>Oct. 25</td>
<td>2:30</td>
<td>WJBK</td>
<td>New York</td>
<td>Cornell vs. Yale</td>
<td>Independents</td>
</tr>
<tr>
<td>Nov. 1</td>
<td>2:30</td>
<td>WSYB</td>
<td>New York</td>
<td>Columbia vs. Columbia</td>
<td>Independents</td>
</tr>
</tbody>
</table>

#### NBC Feeding Fees

PUBLIC service programs and talks by such dignitaries as Winston Churchill or the Pope which NBC has been feeding to any independent station wishing to carry the broadcast, will now cost the stations $50 an hour in addition to all other charges, according to NBC. The fee will become effective immediately, stated the only exception would be talks and Fireside Chats by President Roosevelt.

---

**Kleenex CBS Series**

**INTERNATIONAL** Cellucotton Products Co., Chicago (Kleenex), through Lord & Thomas, that agency, on Sept. 19 starts sponsoring Ginny Simms, vocalist, with orchestra on CBS stations, Friday, 9:30 p.m. (E.S.T.). Miss Simms, a Miss America vocalist with Kay Kyser’s band, on Oct. 1 makes her final appearance on "CBS College Series," Musical Knowledge, sponsored by American Tobacco Co. Under a three-year picture contract to RKO, she has been doing the program because current commitments are too strenuous. Kyser, currently in Hollywood, goes on tour in October.
"SPOT BROADCASTING with its complete flexibility enables us to concentrate our advertising for timely gift occasions"

...SAYS G. F. OLSON for SHEAFFER PENS

Good sales management requires that Sheaffer Pen advertising should deliver a special advertising impact directed at every gift occasion. That's why Spot Broadcasting is so important in Sheaffer plans. Its flexibility assures effectiveness in every market and precise timing to reach biggest audiences on selected stations... with budgets always adjustable to local conditions and sales potentials.

Have you considered how flexible Spot Radio can solve your seasonal and sectional problems? Ask a John Blair man.

CHICAGO NEW YORK DETROIT ST. LOUIS SAN FRANCISCO LOS ANGELES

JOHN BLAIR & COMPANY NATIONAL STATION REPRESENTATIVES

SPOTS FLEXIBLE PLANNING!
SPOTS PRECISE TIMING!
SPOTS SELECTIVE PLANNING!

W. A. SHEAFFER PEN CO.
FORT MADISON, IOWA-U.S.A.

Mr. John Blair
John Blair and Company
560 North Michigan Avenue
Chicago, Illinois

August 20, 1941

SAYS G. F. OLSON for SHEAFFER PENS

Mr. John Blair
John Blair and Company
560 North Michigan Avenue
Chicago, Illinois

August 20, 1941

Mr. Freeman Kayes, President of the Russell M. Seeds Company, has told me of the help your organization has given him in clearing quality spots for our fall and winter advertising campaign. I want you to know that your cooperation is very much appreciated by us.

We have been consistent users of spot radio advertising for a good many years and I can honestly say that it has proved to be one of the most effective adjuncts to our general National campaign in magazines and newspapers.

A business such as ours is naturally geared to seasons and timely gift occasions. Spot Broadcasting, with its complete flexibility enables us to concentrate our radio advertising at the particular periods when Sheaffer pens, pencils and desk sets are most timely as gift suggestions. We even have used our spots to direct the listeners' attention to a particular Sheaffer advertisement in a newspaper or magazine just out-thus heightening the immediate power of the promotion for the retail stores.

Spots which are correctly worded, correctly timed, and correctly placed on the best stations, we regard as a most important part of our National campaign.

Thank you for the cooperation you have rendered our agency and ourselves.

Sincerely,

G. F. OLSON
Advertising Manager

G. F. Olson
Advertising Manager

The Value of Information is Measured by Its Reliability
WIBW Prepares for Any Emergency

In order that a radio station can be assured of giving continuous service under all conditions it must have complete auxiliary equipment. Equipment failures can generally be included in two groups:

1. Failure of equipment beyond the control of the station engineer.
   a. Source of power supply to studio and transmitter.
   b. Telephone lines between studio and transmitter.

2. Failure of equipment under the control of the station engineer.
   a. Studio equipment.
   b. Transmitter equipment.

The first is discussed in greater detail at this time. Primary power failure is by far the most important to a radio station, so it was given first consideration by WIBW. The source of power to the transmitter plant was located 12 miles from this station and had to pass through 39 fuses. Possibility of failure was considerable.

The power to the studio, while less apt to fail, was also vitally important. Studio amplifier equipment can be operated on batteries, but such items as news printers and transcription turntables would be rendered useless when the power failed. Studio and office lighting is also important for proper operation over a long period of time. In view of this auxiliary power equipment was installed at both the studio and transmitter plant.

Studio Auxiliary Power

This studio auxiliary power equipment supply consists of a standard Universal Motor Co., 6000M plant which is capable of delivering 5,000 watts of power. It is a 120 volt 60 cycle AC plant. The machine is equipped with a mechanical governor as well as a Burlington voltage regulator. It has a 6-volt ignition system and has mounted on its frame a 10-gallon gasoline tank. The machine operates at 1200 rpm. The entire unit is mounted on four Firestone machine mounts. The location of the machine is in the basement of our studio building. Power from this machine is supplied to the control room, two studios, lobby, and announcers’ and newsroom.

Operation of Machine: Upon the failure of the main source of supply, that is, a drop of 50% of normal voltage or less, the transfer relay drops out causing the machine to start and supply power to its connected load. Interruption under these conditions is only for seconds. Should a failure be anticipated (supply is erratic over a period of time) the machine can be started without load and switched manually with no interruption in service.

When the normal supply again is restored to 90% or more of its normal value, the transfer switch is again energized and the load is restored to normal supply. At the same time that load is restored to normal, the machine is also automatically stopped. The switchback is so fast that no interruption is apparent.

The machine can be kept in service after normal power is restored if desired for any reason.

A small battery charger is necessary to keep the starting battery charged.

Gasoline consumption is about 1 gallon per hour under load. When the mechanical governor and voltage regulator are properly adjusted, the frequency of the output voltage is sufficiently constant under average load variation to be undetectable while playing electrical transcriptions.

Maintenance Routine: Checking oil, water and gasoline levels. Keep battery charged and machine clean. Machine is put into operation at weekly intervals so as to be sure it will function when needed.

Total installation cost was $850. This transmitter plant auxiliary power equipment was built by the Universal Motor Co., Oshkosh, Wis., according to certain specifications by the WIBW engineering department. The machine consists of a Marble-Card alternator and a Waukesha Motors Co. motor. This motor is equipped with a mechanical governor. A Burlington voltage stabilizer is used. The automatic transfer switch is built by the Automatic Switch Co., New York.

The machine is designed to deliver 30 kw. at 70% power factor, being rated at 39.5 kw. Its speed is also 1200 rpm. The output is three-phase 220 volts, 60 cycles AC.

It will be noted that these machines both operate at 1200 rpm. This reduced speed is desirable even though a somewhat larger machine in needed, since in case of prolonged service, the machine will function better and noise and vibration are considerably reduced.

This machine is mounted on single strips of Keldur to dampen vibration. Firestone machine mounts are available, however, and could be used as well. A 12 volt ignition system assures easier starting.

The machine is so connected that in case of failure of normal supply, the entire building load, including tower lights, is immediately transferred to the auxiliary plant. The transfer to the machine from a dead start takes 5 seconds to full power. The transfer back is instantaneous if desired.

In the event of failure of any one of the three phases of the normal supply (drop to 70% or less) a relay drops out which causes the auxiliary machine to be started. As soon as this machine has come up to proper speed and voltage another relay is operated which in turn transfers the load to the auxiliary power supply. When the normal supply again reaches 90% or more of normal value a time delay relay is energized. After a fixed delay this relay closes and the load is again switched to the normal supply. The time delay relay is used so as to avoid rapid switching from auxiliary to normal and back to auxiliary in the event the normal power should be restored a brief period and then dropped out again.

Special switches are also provided so that the machine can be started and put into service manually, should the operator so desire. Under such a switch, the transfer is so fast that no break is noticed on the air. The machine can also be kept in service after normal is back if desired. A feature worth mentioning is that the coil of the transfer switch is not energized except for a few seconds while a transfer is being made. Over a period of time some saving in power is thus affected.

After proper adjustment of the (Continued on page 27)

By BEN LUDY
General Manager, WIBW, Topeka

NO MATTER what happens, WIBW, in Topeka, will stay on the air. For everything at the station is in duplicate — power plants, studio equipment and transmitter equipment. The idea conforms to a recent suggestion by the Defense Communications Board that stations have alternate equipment to use in case regular equipment fails. Under the technical guidance of Karl Troeglen, WIBW chief engineer, the station has taken every conceivable step to keep operating if trouble occurs. The experience of WIBW should prove helpful to other stations.
5000 WATTS

DAY and NIGHT

New Site • New Equipment
New Directional Antenna

"Tailor Made" to the Great Western New York Market

WBEN
BUFFALO, N. Y.

NBC Basic Red Network
930 Kilocycles
in the center of the dial

Represented by
EDWARD PETRY & CO.
New York and Chicago
Spot Adaptability May Bring Improvement During Season

By Special Correspondent

DETROIT—The major introductory season for the new automobiles is at hand. This month will see close to a dozen presentations of 1942 models, and the splurge of showings will be over by the first week in October.

Unique this year is the fact that promotional plans are in a state of confused flux never before seen in the agencies. Introduction dates are being changed from day to day. Aside from a few insertions in magazines whose forms close several weeks before publication, commitments for space and time are exceedingly unusual.

Out of the murky situation develops the indication that time purchasing on behalf of the new model announcements is somewhat below last year—perhaps as much as 25% off. This consists mainly of spot announcements, as before. The degree of reduction appears to be about in line with that suffered by other media.

But all is not entirely pessimistic for the automotive outlook despite curtailment orders from Washinton. At least two companies have been talking with network representatives inquiring into costs, of staging shows some time later in the model year. And a feeling is growing in several companies that a fairly comprehensive program of promotion may be necessitated as periods of smaller move cars in a market made suspicious by reports of substitute materials, thinned out by advancing buying of 1941 models, and made stiffish by substantially increased prices on the 1942's.

The automotive production picture, on which the volume of promotional money ultimately hinges, is considerably confused today.

On the one hand, OPM-OPACS set up allotments for the 1942 model year which will result in about a 50% diminution from comparative figures of the 1941 span. These vary with different companies, smaller ones absorbing the smallest cuts, as follows:

<table>
<thead>
<tr>
<th>1942 Schedule</th>
<th>1941 Output</th>
<th>% cut</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gen. Motors</td>
<td>922,000</td>
<td>2,095,957</td>
</tr>
<tr>
<td>Chrysler</td>
<td>800,000</td>
<td>1,419,251</td>
</tr>
<tr>
<td>Ford</td>
<td>669,600</td>
<td>1,370,556</td>
</tr>
<tr>
<td>Studebaker</td>
<td>92,400</td>
<td>135,566</td>
</tr>
<tr>
<td>Nash</td>
<td>58,000</td>
<td>90,560</td>
</tr>
<tr>
<td>Ford comb.</td>
<td>72,712</td>
<td>128,319</td>
</tr>
<tr>
<td>Willys</td>
<td>21,500</td>
<td>26,504</td>
</tr>
</tbody>
</table>

TOTALS: 2,148,800 4,233,732 49.1

The degree of the cut was conditioned not only by the 1941 totals, but by average output levels of recent years.

In addition to this passenger car volume, however, truck operations were an added factor. It was expected in Washington that truck output during the 1942 model year would approximate 1,189,000 units, up 200,000 from last year. This would make the overall vehicle production around 3,587,000 units at against 5,200,000 last year—not nearly as pronounced a reduction as indicated by the passenger car figures alone.

Virtually all companies allot advertising money on the basis of unit output and sales. Consequently, the above figures may prove a likely index to the ultimate amount of promotional dollar spending. But this may not hold entirely true, as indicated in a roundtable discussion at Studebaker late in August. In response to a question from S. J. Paul of Broadcasting's Chicago office, Studebaker President Paul G. Hoffman said:

"Even though we could dispense with advertising and still sell all production assigned us, we will continue to make appropriations on the same basis as before, and there is at least a strong possibility that the appropriations for this model season may be increased beyond that amount."

Supply Problem

Beyond the question of Government curtailments, however, rises the problem of raw material supplies. Auto men are frankly worried over the impact of priorities on their supplies of such requirements as steel, copper, lead and others. Many of them think that shortages of such basic requirements will drive them to keep down their output than the Government-evolved curtailments.

The entire picture was said by one radio man close to the industry to be shaper up as favorably to radio as anything else—perhaps more. He explained by declaring that with production plans moving along virtually on a two-week initial basis, the flexibility of spot announcing had very important advantages over the comparative rigidity of newspaper and magazine schedules.

Introduction dates have roughly shaped up this way:

Until Sept. 15—DeSoto, Chrysler, Nash.
Sept. 25 to Oct. 5—Buick, Olds, Cadillac, Chevrolet.

Ford Trucks to Maxon

ALL ADVERTISING of the Ford truck division, including service, parts and accessories, has been awarded to Maxon Inc., now doing Mercury and Lincoln-Zephyr accounts for the Ford Motor Co. Ford passenger car advertising and dealer accounts remain with McCann-Erickson, which has had the entire Ford account since last fall. Radio Announcer Harry Wimmer, who was made account executive on the Mercury and Lincoln-Zephyr accounts for Maxon last fall, is expected to add the contact work on the Ford truck account to his duties.

Weaver Aids Francisco

S. L. WEAVER, advertising manager of American Tobacco Co., New York, is on leave of absence to join Don Francisco, director of the communications division of the Nelson Rockefeller Inter-American Committee. When Mr. Francisco shifts his headquarters to Washington from New York Sept. 15, Mr. Weaver will join him. Associate director in New York will be Russell Pierce, advertising manager of the export information bureau of the American Assn. of Advertising Agencies. Everard Meade is handling Mr. Weaver's duties, in addition to advertising on Lucky Strike cigarettes.

Big List for Series

FOR THE THIRD consecutive year, Gillette Safety Razor Co., Boston, has selected Red Barber of WOR, New York, and Bob Elson of WN, Chicago, to describe the World Series, broadcast again this fall exclusively on MBS. Nearly 300 stations will carry the series, which also will be shortwaved around the world, with broadcasts to South America in Spanish. The schedule and dates of the games will be announced by Judge Kenesaw M. Landis, high commissioner of baseball.

Page 16 • September 8, 1941
U. S. Congressmen Star on New Radio Show

"NO POLITICS" Biggest Mail-Pulling "Sustainer" Open for Sponsorship On Any Network

At last smart showmanship has created a "different" quiz-type show that combines all the elements necessary to provide a high quality, entertaining and an unparalleled vehicle for the promotion of any product with national distribution.

In two months "NO POLITICS" developed into Columbia's biggest "sustaining" mail-puller without the aid of bajitwood or large premiums. Now, it is available for sponsorship as a proven program with a national-wide pre-developed audience.

Right now, while agencies and clients are looking for that "different" program... "NO POLITICS" is ready to take to the air with America's most newsworthy group of personalities as your guest stars... prominent Congressmen who make the front page headlines of the nation's newspapers.

Scheduled for the unscheduled period of 1:30 to 2 P.M. Saturdays during a spring test-series, this new show proved a genuine hit from the outset. The only "hook" was the $5 rewarded each person whose questions "stuck" the panel.

Headline Congressmen Participate

Thirty-nine Congressmen have given the public a wide variety of lingo ranging from the soft drawl of Georgia's Robert Rameanek and New Mexico's Clint Andrus to the clipped Harvard diction of Massachusetts' brilliant young Tom Eliot. Tennessee's Percy Priest had the public alternately laughing and crying with his hillbilly recitations and song. Washington's Coffee had the listeners gasping over his freakish facility for recalling dates...

Ohio's Brown went out to an announcer at a merry pace with his humorous heckling and scintillating wit, while John Voorz (also Ohio) inserted his Yale sophistication to the delight of the amazingly large and shirtless political wind group of "NO POLITICS" Coast-to-coast audience.

Proven Entertainment

To quote "TIME" which devotes an entire radio column to "NO POLITICS"—"In the wake of babies, wise guys and the public at large, four Congressmen took to the air last fortnight to haunt their information and mis-information on a quiz show... made quite a hit on its first rendition..."

Despite the period of airing and three changes in time in the course of a few months "NO POLITICS" held and increased its audience—became tops in mail-pulling among sustaining programs on the CBS network and achieved a not-to-be-sneezed-at "Crosley" rating. Hundreds of letters poured in from that hard-to-reach but important "teen-age market..." youngsters in high school, colleges and junior colleges. College professors wrote that "NO POLITICS" was "must listening" for their classes. Hard-bitten executives, radio-wise housewives, all professed delight with the show. One lady wrote that, "It's a pleasure to meet our Congressmen in their 'mental suspender'!"

Congressmen Enjoyed Participation

Many participants on the panel expressed a keen desire to reach the public in a human, friendly atmosphere where politics was taboo... and stated that "NO POLITICS" did much to absolve the 'stuffy shirt', 'political wind bag' and 'ignoramus' labels that a not-too-kind public is prone to tag to its national legislators. Also that "NO POLITICS" did much to create more friendly understanding between the public and these national legislators.

National Show—Local Impact

Left alone, without benefit of ballyhoo and promotional tie-ins, "NO POLITICS" carries a prestige and entertainment value far above the average. With local promotions timed to match the individual appearance of various Congressmen, a sponsor stands to get an impressive local impact in every community of the United States. Every state and most Congressional Districts will, in the course of a sustained period, find its Congressmen in "NO POLITICS" and the result bodes fair to outlive currently effective shows with localized merchandising themes. Voters of the various states will be sure to tune in when their state is represented on "NO POLITICS" and the localized merchandising files will provide the sure-fire vehicle for increased sales in the affected areas. "NO POLITICS" will shed a brighter light of importance and prestige to the sponsor's commercial problems.

Publicity Producing Show

Front pages of newspapers are constantly focusing reader's attention to the actions of Congress and many individual Congressmen who have appeared on "NO POLITICS" and are available for further appearances are the biggest news-makers on Capitol Hill. Local papers will be quick to publish the appearance of Congressmen from their districts and a real tonnage of prestige-building publicity will benefit the sponsor of "NO POLITICS". Answering today's problems of maintaining a powerful public-relations program, "NO POLITICS" provides the ideal combination of sales and good-will without divorcing one from the other and without requiring dual handling and expense.

Ernest Lindley "Speaker of House"

In each program four Congressmen are put through their paces by Columnist Ernest Lindley and conducted with mock formality, closely patterned after parliamentary procedure in the House of Representatives. Lindley complete with gavel, enacts the part of the "speaker." He opens with "the order of business of the day," he recognizes the "various gentlemen from such and such a State." Announcer Hugh Conover is the "clerk" and his language, too, follows a parliamentary pattern.

When a question is missed, for example, "Clerk" Conover in tones, "I hereby introduce a bill, H. R. 76, to appropriate $5 to be mailed to Miss So-and-So who sent it in. All in favor say aye, etc."

And the similarity to congressional conditions extends also to the acoustics. Instead of it being broadcast from an acoustically perfect studio, the show is produced in the Willard Room of the Willard Hotel, where high walls and high ceilings approximate the echoing sounds heard from the halls of Congress.

Audition Recordings Available

Every performance of "NO POLITICS" was recorded during the regular broadcasts and the platters are available to any agency or prospective sponsor for audition purposes. In any cases where inquiries are forthcoming from recognized agencies they will be protected to the fullest extent. Henry J. Kaufman, Advertising, Homer Building, Washington, D. C. appears in such situations, purely in the role of producer.

"NO POLITICS" . . . but SALES!

NOW AVAILABLE FOR IMMEDIATE SPONSORSHIP ON ANY NETWORK

Proven Entertainment

"Natural" for Publicity

Easily Merchandised

Agency inquiries are invited. This organization acts only as producer of "NO Politics" and full "line" commissions will be allowed agency acting for sponsor.

WEB WIRE OR WRITE AT ONCE FOR AUDITION PLATTERS

Henry J. Kaufman Advertising
Homer Bldg., Washington, D. C.

BROADCASTING • Broadcast Advertising

September 8, 1941 • Page 17
Deletion of Brinkley Outlet Shown by Mexico’s New Log

XERA, Villa Acuna, Off Air Since Last March; Dozen Changes Shown in New Official Log

ALL OFFICIAL doubt as to the deletion of XERA, Villa Acuna, Mexico, outlaw station formerly operated by Dr. John R. Brinkley, was removed by the Communications Ministry of Mexico last week with the publication of its official log of broadcast stations for August.

Since the Continental reallocation of standard broadcast stations effected last March 29, XERA has been off the air, but the station was carried on the Mexican log as slated for assignment to XERK kc. with 500,000 watts power. Conversations between the FCC and the Mexican Communications Ministry, carried on through the State Department, yielded the report early this year that the Brinkley station would not again take the air. The August list, received in Washington Sept. 2, however, for the first time failed to show the call letters of the former Brinkley station.

Assignments Changes

The new list reveals a dozen deviations from the previous official log published in June. Most important of the shifts was a switch in the assignments of high-powered stations on the 730 and 940 kc. channels. XEDP, Mexico City, previously assigned to 730 kc. with 540 watts actual power but with potential authorized power of 150,000 watts, was shifted to 940 kc. with the same power ratings. XEQ, Mexico City, formerly assigned to 940 kc. with 56,000 watts, switched to 730 kc.

Because 940 kc. is a Canadian I-A channel, according to official sources, maximum power for its use in Mexico must be restricted to 50,000 watts. Consequently, it was thought the 150,000-watt potential power rating was in error.

The new log reveals that XEBJ, with 5,000 watts, at Guadalajara, Jai., has been assigned to 1010 kc. XEBG, 500-watt station at Tijuana, was deleted from 1010 kc. and was moved to 1550 kc. with 1,000 watts.

XENT, 50,000-watt station formerly licensed to Norman T. Baker, of Muscatine, la., remains on 1190 kc. to cover the Laredo area from Laredo, Tex., with 50,000 watts. The new log shows that XEON, with 2,000 watts, at Tijuana, has been shifted from 1140 kc. to 1420 kc.

XEJS, Cananea, using 100 watts but authorized to increase to 500 watts, was deleted from 1150 kc. An increase in power for XEHF, Monterrey, on 1250 kc., from 250 watts authorized to 500 watts night, 1,000 watts day in authorized output was listed. The station was shown with 100 watts at present.

On 1270 kc. XEGL, Navojoa, Sonora, was listed as a new station with 500 watts, XEBC, 100-watt at Morelia, Mich., was deleted.

Newly assigned to 1330 kc. with 1,000 watts was XECF, Los Molinos, lifted which was shifted from 1340 kc. XEXJX, 100-watt at Chihuahua on 1340 kc., also was deleted.

Assignment of XEHF, Nogales, with 1,000 watts on 1370 kc. was announced, along with deletion of XECF, Nogales, 1,000-watt from the same frequency. XEHL, Guadalajara, 500-watt, also was assigned to 1370 kc.

XEF, Ciudad Juarez, Chih., was shifted from 1420 kc. to 1480 kc.

XEKJ, Acapulco, Gro., was assigned to 1400 kc. with 250 watts. XETU, Tampico, was newly assigned to 1480 kc. with 1,000 watts.
KDYL, KPRC SEEK ACCESS TO CLEAR

TWO ADDITIONAL applications for assignment on existing clear channels, seeking their breakdown, were filed with the FCC last week.

KDYL, Salt Lake City, applied for 10,000 watts on 580 kc, upon which WABC, New York, 50,000-watt key station of CBS, is the dominant outlet, in lieu of its present 5,000-watt assignment on 1020 kc. KOIN, Portland, Ore., applied for 10,000 watts on 770 kc, upon which WJZ, New York, 50,000-watt key of the NBC Blue Network, is the dominant station.

KPRC, Houston, operating with 5,000 watts on 950 kc, has applied for 10,000 watts day and 5,000 watts night on the same frequency, in line with pending applications of WBW, Topeka, and WCBS, Charleston, for horizontal power increases on 10,000 kc.

Among others, there are pending before the FCC applications of WCKY, Cincinnati, for assignment on 640 kc, occupied by KFI, Los Angeles, and of KGIR, Butte, for assignment on 600 kc, the WEAF, New York, clear channel. The FCC recently authorized WHDH, Boston, to operate fulltime with 5,000 watts on the 1060 kc, clear channel occupied by KOA, Denver, but an appeal is pending.

CALL LETTERS of the new WMDJ local in Greenwood, S. C., authorized to Greengro Inc. [Broadcasting, July 1] have been changed to WCRS.

THE ARMY CAPTURES A STATION

KELD, El Dorado, Taken Over by Second Army

The following press telegraph was received by Broadcasting, Sept. 2. It is presented verbatim. The special correspondent was F. E. Balla, general manager of KELD:

STATION KELD was “captured” by the Second Army radio relations department last Tuesday morning. The engineers were sent fishing. The announcers were sent home, and the manager stayed in his office and chewed his nails.

But the Army did a good job. Men who were formerly with large stations and networks prior to the Army, did a masterful piece of programming.

Highlight of the early part of the day was the Household Hints program, which was taken over by Sargent William Duncan. He talked about garden bulbs, flowers, raising and feeding children, and the usual tips to the housewife.

Rankin Roberts, for the stock market reports, was selected as a financial expert because he had been able to manage on a second lieutenant’s pay.

The maneuver was explained as a tactical exercise for the radio men, to school them in the manner of taking over and operating an “enemy” radio station.

Only incident to mar the proceedings was a woman who called and asked if the Army, as long as it was capturing things, wouldn’t come down and capture the City Hall, where she worked. Capt. Barney Oldfield, the radio relations director in charge of the operation, had to lock the studio to keep enough staff on hand to run the station.

We understand this is the first time the Army has ever taken complete charge and operated a radio station throughout the day during maneuvers.

Pepsodent Resumes

PEPSODENT Co., Chicago (toothpowder, paste), after a summer lay-off, on Sept. 23 resumes the weekly half-hour Bob Hope Show on 60 NRB-red stations, Tuesday, 10:10-10 p.m. (EDST), originating the initial broadcast from that city. Following three programs are to emanate from Washington, New York and Cleveland, with the comedian and his troupe resuming Oct. 21 for balance of the season. Besides Bob Hope, show will continue to feature Jerry Colonna, with Shoobie Ennis and orchestra. Frances Langford joins the show as permanent vocalist.

3. USE BOTH STATIONS IN COMBINATION.

WRR, Dallas and KFJZ, Fort Worth are connected by permanent lines making it possible for advertisers to broadcast simultaneously on both stations or at different times—at one talent cost.

Both stations are affiliated with the Texas State Network and the Mutual Broadcasting System.

Each station delivers a powerful signal throughout this entire market including the other’s local area. This is the best way for advertisers to cover these two important, rival markets.
The WAR in Europe has had a devastating influence upon the radio field there, not only on the large commercial and Everywhere but also in the standstill but practically destroying one of the most prosperous and thriving of the European industries. The ruthless destruction involved an enormous loss to Europe into the many millions, and it has put an end to the creative activities of many individuals forced to see the work of their lifetime wiped out of existence.

It is well known that the setup of radio in Europe was quite different from the American. The main difference consisted in the fact that in Europe there were practically no private radio outfits. All stations are owned by the State.

In the course of the last few years before the war the radio gained fast in importance as an instrument for propaganda. In nearly all the European countries there were many thousands of Broadcasting Houses—some not quite finished at the beginning of the war—which could compete, in size and beauty with the best modern studies here in America. But today there is not much left of all this—with the exception of Germany, of course.

Radio Trained Parachutists

In an invasion it was always the task of the advance guards, and even of the troop-protecting bombers, to put the radio stations out of commission, so that they will not be able to send out news or information. Even if a station escaped bombardment, it was usually destroyed by its own people who would rather blow it up than see it fall into the hands of the enemy. But the latter course was not always possible.

Radio played a much more important part in the German conduct of the war than is commonly supposed. The Nazis tried always to get hold of radio stations before they could be destroyed by the defenders, so as to use the sender for the distribution of their faked news and to frighten the population into a panic. Specially trained parachutists had to take the station by surprise. Incidentally, these parachutists were in most cases trained radio technicians.

Confiscate Everything

The Germans used a similar technique in occupying studios in the invaded cities. Broadcasting houses were always among the first buildings to be occupied by invading troops. Here, also, trained radio experts worked very thoroughly who took charge. The Germans went so far as to confiscate all the interesting and important material they could lay hands on and to send it to Germany. Mr. Rosen, director of one of the greatest French private transmitters told me that the Germans had cleared away all the materials from every radio station in Paris indicating the archives, which contained rarities that can never be replaced.

The same happened to the different transmitters and program firms in Paris, where all the sound-recording cars were confiscated. The Germans were, of course, mainly interested in finding some propaganda material which they could use for their own transmissions over the shortwave stations in foreign languages. One gained the impression that here also everything had been worked out beforehand and that everything was done according to well-organized plan.

If we look at Europe today, we will not be able to find many stations which are not completely under the German influence. In occupied France there is only Radio-Paris still working, and it gives one a queer feeling to hear the announcer there saying: “Hier die deutschen Sende mit Radio-Paris” (“This is the German broadcast of Radio-Paris”), followed by announcements, music and news bulletins in German.

Vichy Under the Heel

All other stations in the occupied zone have been silenced, but the Vichy Government is trying to organize a new radio service in the occupied zone, with the nine stations “graciously” granted to them by the Germans. They are only allowed to send a “unified” program which is composed in Marly and automatically accepted by all the other stations. Their sending time has been limited to 7 a.m. to 9 p.m. and their power has been greatly reduced. Needless to say, their programs are entirely German-influenced and the stations were mouthpieces for Nazi propaganda.

Radio in Belgium has suffered greatly. The small private radio stations were either destroyed or closed when the war broke out. There were only a few officials who, upon the general exit of Belgium, received the permission to take the more valuable parts of their stations, as tubes, etc., with them when they departed. The beautiful new broadcasting house of the Institute de Radiodiffusion in Brussels, which had been inaugurated in April, 1939, is partly destroyed today, after the German bombardment.

The Broadcasting House had not only the largest transmitter-room in the world, but also the third-largest concert hall in Europe. When visited the standing in April, 1939 and expressed my delight over the size and beauty of the building, the director remarked: “That’s the use. The house is beautiful and we have worked over the plans and sketches for more than three years. We have travelled through the whole world and have consulted the leading technicians and experts in the radio-aesthetic field and we can proudly say that it is today really the most perfect Broadcasting House in the world.

“But then there will be a small plane that will some day drop just one single bomb and everything will be gone.” Unfortunately, the man was right. That is what actually happened. This is not so very strange since the all-white building was situated on a hill and bound to attract any pilot.

Nazis Use Luxembourg

Many may be astonished to hear that the powerful and celebrated luxen-

ately requisitioned by the French Government and used for French propaganda broadcasts.

The Luxembourg Broadcasting Co. took advantage of evacuation and put the studios out of existence, and it under the auspices of the Red Cross. The matter was nearly settled when, suddenly, in May, 1940, the Germans began their big offensive and invaded Holland, Belgium and Luxembourg.

The Luxembourg transmitter building was occupied by German paratroopers at dawn—there was no resistance to be expected in so small a country—and Radio Luxembourg started immediately to work with the German transmitters.

The Germans use this station, which can be heard particularly well in German propaganda broadcasts to that country. For the music the Nazis use American transcriptions, which they found either in Luxembourg or at the hands of the Normandy (such American music libraries as that of Standard Radio). A Swiss radio paper commented: “The song is the same, only the tone is new.”

Dutch Won’t Cooperate

Radio in Holland suffered a great deal. In that country there were five different broadcasting companies. They selected their programs mainly from a confessional viewpoint, but nevertheless their cooperation was excellent and their work successful. The Dutch programs were the most popular in Europe for nearly 20 years. The invading Germans believed that individuality and freedom were undesirable for the Dutch, and they banned nearly all the companies, putting in their place one single State-owned organization.

In December, 1940 Arthur Seyss-Inquart, the Reich-Commissioner for the Lowlands, decreed that the construction, maintenance and exploitation of all radio transmitters in occupied Holland are subject to the exclusive control of the German Government. By a further decree of March, 1941 that the organization and the programs of all pro-

grams is exclusively in the hands of the German Government.

It is quite natural that the Dutch resistance organizations, which had given a voluntary contribution to the broadcasting company they preferred, in the past listened to monthly installments. Many millions of dollars were collected in that manner and the Dutch senders had, even if their buildings were not colossal, very luxuriously decorated with valuable pictures, sculptures and antique furniture.

The Germans have now ordered (Continued on page 22)
Southeast Outside Normal Time Zone

Other Regions Will Return to Standard Zone Sept. 28

CLOCKS in daylight saving time areas, except in the Southeast, will turn back to standard time Sept. 28 when the customary daylight saving season ends, it was indicated last Tuesday by Chairman Leland Olds, of the Federal Power Commission.

The Southeast, because of an existing power emergency growing out of an early-season drought and huge demands for electrical energy by aluminum plants, will be the only area in the country adhering to fast time during the fall and winter, unless individual localities desire or are called upon by the Federal Government to do so, Chairman Olds indicated.

Committee Delay

With the DST season drawing to a close, it is becoming increasingly evident that legislative proposals designed to provide wartime daylight saving time probably will get little attention from Congress until next year. At best the House Interstate & Foreign Commerce Committee will not get around to give further consideration to any DST proposal until latter September, since the House is in recess until Sept. 16. Several weeks ago the committee completed hearings on a White House-backed bill authorizing the President to blanket individual regions with daylight saving time when the need arises.

Chairman Olds stated that the FCC would not call for continuation of DST in any region “unless there is a real power emergency” in that area. He added that the situation in the Southeast would be restudied to determine whether the fast time would be necessary through December, as now contemplated.

Before the House committee concluded its hearings on the DST question, it was evident that President Roosevelt’s recommendations had brought about the establishment of daylight time where needed, and that legislation probably would be unnecessary. So far as broadcasters are concerned, neither the principal pending proposal nor the regional observance of DST, following White House hints that it would be a good thing as a defense production expedient, will solve their semi-annual programming headaches. Industry spokesmen have indicated the only solution would be establishment of a system of universal daylight time.

BC’s Five in New York

O. W. Heying runs a thriving pharmacy in Anaheim, California. He has run it since 1909, but he has kept pace with modern techniques of selling.

People state their demands by brand name nowadays—and in Southern California it’s KNX that does the biggest job of establishing brand preference.

Druggist Heying puts it this way: “When a product is advertised on KNX, my customers ask for it here in the store right away.”

People on the retail sales front know the demand that KNX creates. They’re face-to-face with consumer reaction to KNX’s power to sell. They pick KNX as best bet in the West’s richest market—because KNX reaches most people.
A Glass Base Recording Disc With Two Holes

... A center hole protected by a brass eyelet to insure a snug, concentric fit on the turntable shaft and to prevent chipping when the disc is removed from the table. Unprotected center holes start cracks, cause "wows".

... A second hole for the drive pin that is vitally necessary to drive your cutting mechanism without slippage. Lack of a positive drive causes imperfect grooving, ruined recordings.

These exclusive features together with the extra thickness of the base make the Presto Glass Disc as safe to handle as an ordinary transcription.

Recording Engineers tell us that Presto glass discs give a better quality of reproduction, less surface noise because of their extra smoothness and rigidity. They are worth trying at your station. Ask your distributor for a sample shipment today.

IMPORTANT NOTICE: If you are using Presto coated aluminum discs as well as glass discs, ask your distributor for our new thin rubber turntable mat. The thin mat compensates exactly for the difference in thickness of the discs, keeps the adjustment of your cutting mechanism and needle angle correct for both types.

You will receive a thin mat without charge with your first order for Presto Glass Discs.

---

**ONLY PRESTO GIVES YOU THIS**

---

**Gleichgeschaltet** (Continued from page 20)

... that each listener has to pay a monthly due—there is nothing "voluntary" in Germany—but it seems that they cannot get even the tenth part of what was contributed in the past.

**Heroism in Poland**

If we look further around Europe today, we see the same picture. In Poland only the Warsaw station is working, all the others have either been destroyed or shut down. Of the director of the Krakow radio station, Bronislaw Winiarz, the following story is told:

In September, 1939, Krakow was one of the main objectives of the German drive on Poland. Though the battle was raging for the beleaguered town, Winiarz stayed at the microphone calming the population and encouraging the troops. Even when the German soldiers had entered Krakow, he did not admit the fact at his microphone, but kept on goading the defending Poles to new assaults on the enemy. When the radio station was surrounded and the Germans started occupying the plant, he barricaded the door to the sending room, withholding the Nazis for a while. Finally they broke the door in and the microphone went silent. Bronislaw Winiarz had died in his radio station.

In Yugoslavia and in Greece there are no radio stations working at the moment, but the Germans are erecting new temporary stations. Nothing has been destroyed in countries which were invaded "peacefully", like Denmark, Bulgaria and Roumania, and their radio stations have remained intact, even if the program selection and the news bulletins, like the press in these countries, are carefully chosen to please the Nazis.

No Voice But Germany's

Principally all radio stations are "gleichgeschaltet" and there is actually—except for Great Britain—no voice in Europe but Germany's. That is shown very clearly in longwave transmission, which exists in Europe along with short and medium waves. Before the war there were 12 stations: Droitwich (England), Zeessen (Germany), Hilversum (Holland), Karlsruhe (Denmark), Lahti (Finland), Leningrad (USSR), Moscow (USSR), Motala (Sweden), Oslo (Norway), Radio Paris (France), Radio Roumania and Radio Luxembourg. Of these stations, Hilversum, Karlsruhe, Luxembourg, Oslo and Radio Paris (are now in German-occupied territory and broadcast the same program as Zeessen, whereas Lahti, Motala and Radio Roumania are completely under German influence. Thus there are nine stations over which Germany broadcasts its propaganda day and night and which are heard completely the British Droitwich and the two Russian senders.

This gives you a fair picture of the broadcasting situation in Europe today. The neutral countries, especially Switzerland, though they try their best, are not powerful enough to counteract effectively the huge German propaganda net, and they have to follow the rule laid down for them by their respective Governments: to retain their neutrality. This rules makes a program selection that is up-to-date extremely difficult.

Freedom of the radio in Europe had to perish wherever the Germans appeared.

---

**Paquins on Coast**

PACQUINS Inc., Los Angeles (hand cream), on Sept. 28 starts sponsoring the twice-weekly quarter-hour program, Speaking of Glamour, on 5 Pacific Blue stations (KGO KGO KBK KGW KERN KOH), Sunday, 11:15-11:30 a.m.; Wednesdays, 5-5:15 p.m. (PST). Contract is for 22 weeks. Frances Scully, commentator, besides relating true life love stories of film and radio stars, will also discuss current Hollywood fashions. Hal Gibney, NBC announcer, is to give the male's slant on fashion trends. Agency is Wm. Esty & Co., Hollywood.

---

**KIKO**

KIKO are the call letters assigned to the new regional in Grand Forks, N. D., authorized Aug. 22 to Dalton E. LaMassey (Broadcasting, Sept. 1).
Effective Point-of-Sale Merchandising Lauded as Means of Stimulating Sales

EFFECTIVENESS with which radio advertising can be supplemented and merchandised with point-of-purchase material was emphasized at a point-of-sale symposium of the 14th annual National Food Distributors Assn. at the Hotel Sherman, Chicago, Aug. 20-23. NFDA is an organization of food companies—such as Best Foods Corp., Kraft Cheese Co., Standard Brands, etc.—with completely stocked fleets of trucks, taking orders and distributing to individual grocers in one operation.

Porter Leach, merchandising and advertising consultant of New York, chairman of the symposium, explained that “there is a great need for coordination between local and national advertising, and the NFDA is endeavoring to evolve an intelligent plan of point-of-sale merchandising to make the advertiser’s local expenditures in radio more resultful and profitable. Case histories of successful radio campaigns tied-in closely with local store promotion were cited.

Citations of Success
Edward Sajous, executive secretary of the Point-of-Purchase Institute, gave an example of a retailer who checked his store display of a well-advertised domestic wine before and after a series of local spot announcements. The first week, sales rose 9%. The second week, however, when radio advertising and his point-of-purchase displays were coordinated, sales increased 55%. Another example was given of a semi-local brewery, that, during the second week of sponsorship of a local wine merchant’s coordinated point-of-sale displays with the program, and checked a sales increase of 76%, according to Mr. Sajous.

Albert Dane, sales manager of John E. Cain Co., Boston, manufacturers of mayonnaise products, related two-week check-up of sales in New England territory in connection with participations on the Yankee network Marjorie Mills program, showed a 7% increase over the preceding two weeks. Two weeks later, Mr. Dane said, when the company tied in their radio program at point-of-sale, used window stickers, counter and floor displays, their sales increased 51%.

Another example cited of the effectiveness of store displays, when tied-in with radio advertising, was the NBC-Red Fiber McBee & Moly program by S. C. Johnson & Son, Racine. The sale of Johnson’s wax in a group of test stores was checked for a three-week period—results showing a normal increase. The following three weeks, when large life-like cut-out displays of McBee & Moly on a bicycle on which a wire basket had been attached to hold a considerable number of cans of the product were displayed in a prominent position in a hardware store, the resulting increase of sales in the store in which the test was being made amounted to 100% over the previous three weeks.

A number of other examples were cited—all aimed to indicate how radio programs lend themselves to point-of-purchase merchandising, and a number of pieces of effective point-of-purchase cut-outs were demonstrated at the symposium.

Wurlitzer Placing
RUDOLPH WURLITZER Co., Cincinnati (musical instruments) has placed five-minute transcribed programs five times weekly on WGN, Chicago, and WEBR, Buffalo; six weekly on WWJ, Detroit; five five-minutes and quarter-hour weekly on WBNS, Columbus; quarter-hour six times a week on WMCA, New York. More stations will be added according to Schwimmer & Scott, Chicago, the agency.

IN SEARCH of a new transmitter site, KGER, Long Beach, Calif., is taking field measurements on land and water throughout Southern California. Here is Chief Engineer Jay Tapp aboard a yacht off Long Beach, taking measurements.

INGENIOUS plan, explained at the preceding symposium, is author of an article on “Premium Offers” in the July Premium Practice Magazine, reprints of which are available from the NBC promotion department.

Annual Lutheran Series To Exceed 300 Stations
THE Lutheran Laymen’s League, St. Louis, has announced that its Sunday Lutheran Hour will resume Oct. 19 not only on 128 or more stations of MBS but also via transcriptions on 175 or more additional stations in this country and in Alaska, Hawaii, the Philippines, China and several Latin American nations. Contracts, placed by Kelly, Zahnrt & Kelly, St. Louis, are for 26 weeks, and call for 1:30-2 p.m. (EST) on eastern stations and 4:30-5:30 p.m. on western stations. Some stations will take the program off the line and rebroadcast it later in the day.

As in the past the program will consist of an address by Dr. Walter A. Maier, noted Lutheran educator, and chorale music by the Lutheran Hour Chorus, male singers from the student body of Concord Seminary where Dr. Maier is professor of Semitic languages.

3 WINNERS FOR SALE

LATE EVENING NEWS
Most listened to during these critical times, are news programs (as proved by a recent radio poll). Therefore, WHEC has made available a late evening news period—particularly valuable because time difference causes many important news flashes to come through during the evening hours. Bill Despard and Ross Woodbridge, popular WHEC announcers, alternate evenings in the presentation of this program, making use of WHEC’s excellent news-gathering facilities, both locally and INS.

10:45 TO 11:00 EACH WEEKDAY NIGHT

MERRY-GO-ROUND
Like the real article a ride on Ford Cowing’s Merry-Go-Round is a continuous round of fun. The purpose of this program is informal entertainment, jokes, local items, etc. plus transcribed music (sometimes by request). “Hello” from soldiers on leave add the patriotic touch. Merry-Go-Round comes in attractive 15-minute packages, flexible and full of personality, with a ready to use audience thrown in.

11:15 TO 12:00 EACH WEEKDAY NIGHT

THREE MEALS A DAY
More than just a recipe program. Charlotte Edwards does just what the title implies—plans and sources complete meals a day. Practicality is the watchword and the menus are skillfully coordinated to take advantage of the previous day’s leftovers.

The recipes are not given on the air but are offered free with menus upon request, giving a mail and phone response that amounted during the first two weeks to almost 500 requests.

4:00 TO 4:15 P.M. MONDAYS THROUGH FRIDAYS

For Further Information Write Paul H. Raymer Co. Or Wire WHEC Collect

BROADCASTING • Broadcast Advertising September 8, 1941 • Page 23
Transmitters Delivered Eight Stations by WE

DELIVERY of eight new 5,000-watt transmitters to standard broadcast stations during the last few weeks, from the assembly line at Western Electric's specialty products shop at Kearney, N. J., was announced last week by F. R. Lach, specialty products manager. The transmitters went to WJAR, Providence; KJH, Los Angeles; WERR, Dallas; KFIZ, Port Worth; WGES, Chicago; KFUS, St. Louis; WIBA, Madison, Wis., and KOAC, Corvallis, Ore.

Production activity was ascribed to more numerous power increase authorizations by the FCC. Western Electric said the FCC apparently is mindful that "expansion of the nation's radio communications represents a vital adjunct of the national defense program" and that it has therefore authorized a great many smaller stations to step up to 5,000 watts or more.

Eichenberger Named

JACK EICHENBERGER, for the last 17 months assistant news editor of KGW-KEX, Portland, Ore., on Aug. 26 was named manager of public relations and research for the two NBC outlets by Managing Director Arden X. Pangborn. In addition to his new duties, Mr. Eichenberger for several months has handled daily public relations work for the stations.

Radiotunes Appointments

ELMORE WHITE, professional manager of Radiotunes Inc., BMI subsidiary, has announced the appointment of Charles Gordon as a member of the New York staff; Jack Perin as manager of the Chicago office and Alan Ross as manager of the Hollywood office.

License Renewal For WGST Asked Georgia Tech Files Petition; Lucas-Jenkins Proposal

FOLLOWING continuation of the hearing scheduled Sept. 3 for an FCC inquiry into the management contract under which WGST, Atlanta, is operated, the Georgia School of Technology, license of the station, last week filed a petition for renewal of license either under the present management-contract basis or on condition that the contract be terminated and a new arrangement made restoring control of the station to the university.

WGST since 1939 has been operated by Sam Pickard, former Federal radio commissioner and one-time CBS vice-president, and Clarence T. Calhoun, Atlanta attorney, under a contract dated to run until 1950 whereby they pay the university 10% of the station's receipts. Negotiations between Georgia Tech representatives and the management have been under way for some time looking toward adherence to the FCC's requirement that the license be restored to the university. The station, it is stated, has been earning a net profit of $150,000 annually in recent years.

Lucas-Jenkins Offer

These negotiations, it is reported, are still in progress, but in the meantime the regents of the university have received another offer to manage the station. This came from Arthur Lucas and William Jenkins, Georgia chain theatre operators who are also identified with the ownership of WRDW, Augusta, WLAG, LaGrange, and WSAV, Savannah, all in the state.

According to the proposed Lucas-Jenkins contract filed with the Commission, they would agree to operate the station under a salary of $10,000 a year, $5,000 to each, guaranteeing $30,000 a year to Georgia Tech plus 25% of the station's net income. Their contract, it is stipulated, would be cancellable if the payments to the school amount to less than $50,000 a year.

AT REQUEST of applicant, the FCC has dismissed without prejudice the application for the proposed sale of KSAM, Huntsville, Tex., to J. C. Rothwell, manager, and W. J. Harpole, commercial manager [Broadcasting, Aug. 26].

WHAT about WATTS?

5,000 is a sound for Penetration

New transmitting equipment... new towers...
5000 watts day and night... unusual listener loyalty... a reputation for results... all add up to this significant sales fact...

WHIO IS THE DAYTON MARKET
BASIC CBS G. P. HOLLINGBERGY CO., Representative

Page 24 • September 8, 1941 BROADCASTING • Broadcast Advertising
Propaganda Probe
In Senate Delayed
Movies To Take Stand First; Radio May Await November

SENATE hearings to look into the alleged use of radio and movies to spread pro-war propaganda have been postponed to Sept. 9, according to an announcement last Monday by Senator D. Worth Clark (D-Iowa), chairman of the five-man subcommittee of the Senate Interstate Commerce Committee conducting the probe.

Originally scheduled to start Sept. 2, the hearings were postponed a week at the request of Wendell L. Willkie, 1940 Republican presidential nominee and newly-retained counsel for motion picture interests invited to testify at the proceeding.

With a group of 15 motion picture producers, led by the film czar, Will H. Hays, invited to participate in the hearings, it is thought the movie side of the proceedings will consume at least a month. Radio witnesses, probably to include network representatives, NAB President Neville Miller and several radio commentators, will not be called until this phase of the hearing is completed.

Radio in November

The recent postponement will push the start of radio testimony into October, and with the hearing possibly to recess during that month it is thought broadcasting witnesses may not be called until some time in November [BROADCASTING, Aug. 11, 25, Sept. 1].

The Senate subcommittee is holding the hearings under a resolution, introduced Aug. 1 by Senators Bennett Clark (D-Mo.) and Gerald P. Nye (R-N.D.), calling for a far-reaching committee investigation of the alleged use of radio and movies to spread propaganda.

Additional attention was focussed on the coming proceeding when it was announced that Mr. Willkie, titular GOP head and a leading advocate of aid to Britain, had been retained as counsel by the motion picture group. Observers forecast a fast-moving duel between Mr. Willkie and Senate isolationists.

The first fireworks of the proceeding developed recently when Jimmy Pidler, Hollywood radio commentator and movie columnist, turned down a subcommittee invitation to testify, maintaining that work would not permit his leaving Hollywood. The Senate group countered by issuing a subpoena calling for his appearance at the hearings.

Besides being questioned about various statements on propaganda and hatred films made in his daily syndicated column, it is understood he also is to discuss his claim that CBS tried to censor his script on the weekly Tayton's Tatler, sponsored by Tayton Co., Los Angeles (cosmetics), which recently was cancelled on CBS and shifted to 14 MBS-Don Lee stations [BROADCASTING, Aug. 25, Sept. 1].

Disguise for Games

IN ADDITION to supplying regulation uniforms for their correspondents in the field, broadcasters have been asked by the War Department to camouflage their mobile operating equipment used in covering the Louisiana war maneuvers. The suggestion, advanced in a letter signed by Jack Harris, news and special events director of the Radio Section, War Department Bureau of Public Relations, was accompanied by the explanation that once broadcast crews arrive on the spot of action, they will be subject to the jurisdiction of commanding generals, who will discourage the movement of mobile broadcast units into front lines unless they are well-camouflaged to prevent spotting by airplanes. It was recommended that the radio cars be painted gray or drab like Army vehicles.

Lorillard News

P. LORILLARD Co., New York, which sponsors the CBS Don't Be Personal program on the West Coast for Beechnut cigarettes, on Sept. 15 will sponsor the Monday through Friday 7:45 p.m. news broadcasts by Fulton Lewis jr. on WHN, New York, in the interests of the same product. Lewis, in addition to his broadcasts on MBS and on WOL, Washington, for a local sponsor, started on WHN Sept. 1 [BROADCASTING, Sept. 1]. Agency for Beechnut cigarettes is Lennen & Mitchell, New York.

Wallace Aids Columnists

VICE-PRESIDENT Henry A. Wallace has agreed to assist Drew Pearson and Robert S. Allen, famed Washington Merry-Go-Round authors, in selecting a "Watchword for 1941 America" on their Sunday night broadcasts on NBC-Blue. Pearson and Allen, offering no cash or other prizes, are simply asking listeners to send in their suggestions for a new "watchword" for the country to use during the present crisis. Each week Vice-President Wallace will make an appearance on the program with Pearson and Allen to select and announce the best slogans.

The 785,000 people in this heart of the Intermountain market are largely concentrated in the fertile farming valleys and busy industrial cities along a north-south line.

KDLR's new 5000-watt directional broadcasting pattern fits the population setup like a glove. Ample power, directed where it does the most good!
NBC's Latin American Hookup Completed With 92 Stations

Royal Returns From Tour of Nations to South; Many Affiliates Sign Gentlemen's Agreements

COMPLETION of arrangements for a 92-station Pan American Network to rebroadcast programs shortwaved from the United States by NBC's international stations WRCA and WNBI was announced last Tuesday by John F. Royal, NBC vice-president in charge of international relations, who the day before had returned from a six-week, 20,000-mile air tour of Latin America.

These new affiliates, many of which are linked into national networks in their own countries, include about 75 longwave and 15 to 20 shortwave stations, Mr. Royal said, explaining that NBC had dealt with the key station owners and had let them handle negotiations with the other broadcasters in their countries.

Gentlemen's Agreements

The network, when completed, will include at least one outlet in every country in Central and South America, he said. Some of the stations are still in the construction stage, but all have permission to build transmitters and all will be completed within eight or ten months.

Arrangements with the Latin American broadcasters are more in the nature of gentlemen's agreements than formal contracts, he explained, and contain no option time or similar restrictive clauses. They all run for one year and in effect give the stations the right to rebroadcast whatever they desire of NBC's shortwave sustaining programs while NBC is given the right to sell to American advertisers time on these affiliate stations at their regular rates, subject to their ability to clear time.

When such a sale is made, the station is to receive 70% of its card rate, 15% going to the advertising agency placing the business and another 15% going to NBC for its sales commission. For the present at least, Mr. Royal said, there are no minimum network requirement and an advertiser may buy any number of NBC's Pan American stations, from 1 to 92.

A few of the stations which NBC has signed up also are included in the CBS Latin American network, Mr. Royal said, adding that in these times of unsettled world affairs when both the United States and the European powers are competing for the goodwill of Central and South America it is more important to get United States news and entertainment into Latin America than to worry about whether the programs originate in the studios of NBC or CBS.

He expressed particular concern over the news situation, stating that news broadcasts from England and from the Axis countries are rebroadcast by South American stations on paid time and that these programs are also announced in paid space in the local newspapers. When a station receives its news on a paid basis, it can scarcely be expected to take news from another source and broadcast it as sustaining material, he said, declaring that the United States, either through business companies or government agencies, should do the same thing.

"We are still trying to sell our shortwaved news periods," he said, stressing the word "trying," but adding that the important thing is to get the "objective news" of the United States news agencies on the air over local Latin American stations, regardless of whether it is paid for by Government or private funds or whether it is shortwaved and rebroadcast or originated locally. There are a number of programs of UP and AP news already being broadcast on individual stations for American sponsors, he said, but he declared that such broadcasts are all too few to compete with the flood of European "propaganda news".

Now They're Easy!

PRESS ASSN., the Associated Press radio subsidiary, has published a new book containing a guide to the pronunciation of tongue-twisting foreign names. Designed especially for announcers and commentators, the 58-page book is called the Pronouncer. Material was compiled by Julius Van Iten, noted Dutch philologist and chief of the NBC listening post, who says his system consists of strictly phonetic spelling, doing away with all pronunciation symbols. Supplemental guides will be carried on PA as the need arises.

Despite this overbalance of news from abroad, Mr. Royal stated that with certain isolated exceptions the people in most of the cities he visited seemed to be inclined to favor the democracies rather than the Axis nations and that while there are still some newspapers and radio stations with completely Axis editorial policies, they seemed smaller in number and influence than before. President Roosevelt is the most popular figure in Latin America, he said, stating that 110 stations below the border picked up and rebroadcast NBC's shortwave transmission of the President's Labor Day address.

Such programs NBC will continue to offer all Latin American stations, whether or not they are affiliates of the NBC Pan American network. The network itself, will be inaugurated with a special program Oct. 12, Columbus Day. The Brazilian Network will be saluted Sept. 7 and the Mexican Network Sept. 18.
COMMENTATING RULES
Some Suggestions Offered
By Quincy Howe

SEPTEMBER issue of the monthly program booklet released by WQXR, New York, contains an article by Quincy Howe, WQXR news commentator, in which he lists ten "commandments for commentators." Commenting on them, Mr. Howe stated "If the list has no other result, at least it may lead somebody else to draw up something better."

Briefly the ten commandments are:

1. Be yourself. Never prophesy. Name your sources. Develop a rounded and consistent point of view. Stick to one main theme in each broadcast. Converse, don't elucidate or argue. Never listen to other commentators. Speak naturally. Admit your mistakes. Never draw up a list of commandments for commentators.

Perfume Series
COMPAGNIE PARISIENNE, San Antonio (Rhodium perfumes), has started its fall campaign with a list of 56 stations, to be increased to approximately 150 stations this month, according to Edwin A. Kraft, of Northwest Radio Adv. Co., Seattle. Daily five-minute periods are being used in the current campaign. The station list:

KIRO WIBW WORF WPRO WAFF WATT KMQM WRMN WORL WCLF KCNN WSJW WNIC WRVA WDFL KROW XWPT WCAI WSPD KSDK KMAK KYA KDV KFQ WPN WOY KXAL KXOD WOOG WDEL WOY WTAE WSPR WNEX KWFT WBUN WFMD KFOY KVI WBBW KMBC WBOD WIND WCGC WBLY WJAG WIND WCLE WCMB WBYN XEAG XINY XENT XELO XEMO

KMPC Local Permit
AFTER six months of effort, the Los Angeles City Council has granted a permit for KMPC, Beverly Hills, Cal., to erect three new 300-foot directional towers and transmitter on a 20-acre Hollywood tract. Present transmitter is located at Compton, Cal. Move planned will eliminate interference with KIRO, Seattle, which is overlapping on KMPC in the Southern California area.

WIBW Prepares
(Continued from page 11)
mechanized governor and the voltage regulator, very good voltage regulation is possible. In fact, under normal operating conditions, the auxiliary supply produces a more constant voltage than does the normal source of supply.

Maintenance routine is the same as used at the studio.

The machine under full load uses about 6 gallons of gasoline per hour.

Total cost at time of installation was $2,000.

While WIBW has never had a failure of the telephone lines connecting the studio and transmitter, some thought has been given to this possibility. In case of short interruptions a transcription turntable and set of transcriptions are provided at the transmitter as well as microphone facilities. A small office room is available for use as a studio. All-wave receivers are also located in a specially designed room at the transmitter building so that in case of CBS trouble other CBS stations could be rebroadcast. In the event is desired to form a link between the studio and transmitter for a longer period of time, the high frequency relay broadcast unit is put into service.

A combination of these auxiliary facilities makes WIBW completely independent of equipment which is not under the control of the station engineer.

Sunway Test
SUNWAY FRUIT PRODUCTS, Chicago (Vitamin B complex), through its newly-appointed agency, Schwimmer & Scott, Chicago, is testing a quarter-hour three-weekly program on WLW, Cincinnati, and a five-minute six-weekly program on WJJD, Chicago.

In the 1940 Census, Washington zoomed to 11th place...up 36.2%...and the A.B.C. trading zone soared to 1,017,693...up 49.9%.

Since then, the tremendous defense program has brought and continues to bring NEW THOUSANDS to Washington week after week.

...And gov't statistics prove that Washingtonians have DOUBLE the per capita income of residents of other cities. More to spend.

"The sky is Un-limited" for Washington these days. You can't afford to pass up a market like this...not when you can cover it so thoroughly and economically through

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

5000 WATTS Directional
OVER METROPOLITAN NEW YORK

RED NETWORK • NATIONAL BROADCASTING CO.

BROADCASTING • Broadcast Advertising
September 8, 1941 • Page 27
Can a leopard change his spots?

With leopard-like swiftness less than a year ago KXOK changed its spot on kc. . . . swung to NBC Blue . . . increased its power to 5000 watts and gained former coverage. The sales picture in the rich Mid-Mississippi Valley Market completely overnight and constantly broadened in scope with rapid leopard-like growth. KXOK holds an enviable record for sales results. With these gains assured hitherto, advertisers today and with certainty of greater gains in the future there's no safer advertising investment. Here's a leopard that really changed his spots! . . . yours with KXOK?

KXOK

NBC BASIC BLUE STATION ★ ST. LOUIS, MO. 630 KC 5000 WAT
REPRESENTED BY WEED & CO., NEW YORK, CHICAGO, DETROIT, SAN FRANCISCO AFFILIATED WITH OWNED AND OPERATED BY THE ST. LOUIS STAR-TIMES
ard change

... 

ie dial to 630
d 10 times its changed com-
ps until today
KXOK adver-
place for your
not change

DAY & NIGHT
FRU, COLUMBIA, MO.
Pincers—Radio Version

TO THEIR CHAGrin, broadcasters are learning that pincer movements are being deployed in radio regulation as well as on the battlefields of Europe. For what else is that multi-sided attack, striking at purported chain monopoly, newspaper ownership, multiple ownership and even discriminatory taxes?

Oldtime defenses, designed to stave off recurrent waves of a frontal attack, are outmoded as against the pincer technique, which employs thrusts in one direction and another with spearheads ultimately converging on an objective. An entirely new defense technique, founded on mobility, has to be developed.

Broadcasting is confronted with precisely that sort of opposition. Unless it develops an effective counter-offensive, it is going to give a little ground here and a little more there until finally a substantial chunk of its prerogatives has been surrendered.

The present tax situation is typical. The broadcasting industry commendably aroused the support of all advertising media in the all-out fight against the proposed Federal tax of 5 to 15% of radio's net time sales of $100,000 annually and over. Even FCC Chairman James Lawrence Fly hove onto the scene before the Senate Finance Committee, and urged elimination of the tax as it appeared in the House bill. But he countered with a proposal for a franchise tax on a "cost-of-regulation" basis which would nick the broadcasting industry for about $1,000,000 a year instead of an estimated $5,000,000 minimum in additional taxes.

Sprung as it was, the idea for a franchise tax has developed considerable support in Congress, and perhaps some within the industry, because from the dollars standpoint it represents a substantial savings over the sales tax proposed. The opening wedge was used to promote the compromise tax plan.

Without belaboring the pros and cons of a franchise tax, it nevertheless is interesting to note how it is being developed and exploited by those hoping for a "cost-of-regulation" levy to be worked out.

As we remember our elements of Government administration, the Constitution specifies that all tax or revenue-raising legislation originates in the House. Where then does the FCC acquire the right to start the ball rolling on any sort of revenue measure?

The box section transmitter has virtually stopped. Even more serious is the fact that tubes and parts for maintenance purposes are not being produced in sufficient quantity to meet demand. For 1942 the outlook is practically a blackout.

Priority rating is the core of this predicament. A telegraphic survey made by Broadcasting equitably yields the same—manufacturers cannot get materials and as a consequence men and machinery are being diverted to other defense pursuits favored with essential priority ratings. When present meager stocks are used up, broadcast operation will be in for a siege of gradual deterioration unless remedial steps are taken.

Six months ago [Broadcasting, May 8] we undertook our first manufacturers' survey. The situation then was serious. The result was an improved priority rating (from B-7 to B-3) for broadcast equipment. But that hasn't meant a thing, because practically no materials have been allotted outside the Class A ratings reserved exclusively for defense pursuits.

Almost every day there appears new evidence of the reliance placed upon broadcasting by the Government as an essential arm of defense. More and more time on the air is being used by Government agencies to further the defense program. The Defense Communications Board has evolved plans to use the entire structure for air-raid warnings, morale-building, handling of communications and announcements in the event of military emergency. Plans are under way for power increases to assure maximum coverage both day and night. The FCC is granting construction permits for new stations, and regular, and power increases with other improved facilities no longer are rarities.

Thus an anomalous situation exists. How can new stations or improved facilities requiring practically new installations be placed on the air if the equipment is not available? Looking a few months ahead, how can facilities be maintained at maximum efficiency at the time they are most essential if parts, replacements and tubes are not being produced?

DCB, functioning closely with the FCC, has done an excellent job of planning mobilization of broadcasting for M-Day. But that portion of the job is utterly futile unless it is backed stopped by production lines turning out the very equipment upon which the DCB's blueprint are patterned. The manufacturing industry is at it's end in attempting to procure the essential priorities covering material, men and machines through regular OPM channels. If the Government is interested in perfecting its radio defense plans, then it seems to be up to the DCB and the FCC, as well as the military establishment, to see to it that broadcast equipment production lines begin moving again at full pace.

Radio's Bottleneck

A CRITICAL situation exists today in standard broadcasting because of the defense situation. The flow of raw materials for the manufacture of technical broadcast equipment, from the transformer to the microphone, has virtually stopped. Even more serious is the fact that tubes and parts for maintenance purposes are not being produced in sufficient quantity to meet demand. For 1942 the outlook is practically a black out.

Priority rating is the core of this predicament. A telegraphic survey made by Broadcasting equitably yields the same—manufacturers cannot get materials and as a consequence men and machinery are being diverted to other defense pursuits favored with essential priority ratings. When present meager stocks are used up, broadcast operation will be in for a siege of gradual deterioration unless remedial steps are taken. Six months ago [Broadcasting, May 8] we undertook our first manufacturers' survey. The situation then was serious. The result was an improved priority rating (from B-7 to B-3) for broadcast equipment. But that hasn't meant a thing, because practically no materials have been allotted outside the Class A ratings reserved exclusively for defense pursuits.

Almost every day there appears new evidence of the reliance placed upon broadcasting by the Government as an essential arm of defense. More and more time on the air is being used by Government agencies to further the defense program. The Defense Communications Board has evolved plans to use the entire structure for air-raid warnings, morale-building, handling of communications and announcements in the event of military emergency. Plans are under way for power increases to assure maximum coverage both day and night. The FCC is granting construction permits for new stations, and regular, and power increases with other improved facilities no longer are rarities.

Thus an anomalous situation exists. How can new stations or improved facilities requiring practically new installations be placed on the air if the equipment is not available? Looking a few months ahead, how can facilities be maintained at maximum efficiency at the time they are most essential if parts, replacements and tubes are not being produced?

DCB, functioning closely with the FCC, has done an excellent job of planning mobilization of broadcasting for M-Day. But that portion of the job is utterly futile unless it is backed stopped by production lines turning out the very equipment upon which the DCB's blue print are patterned. The manufacturing industry is at it's end in attempting to procure the essential priorities covering material, men and machines through regular OPM channels. If the Government is interested in perfecting its radio defense plans, then it seems to be up to the DCB and the FCC, as well as the military establishment, to see to it that broadcast equipment production lines begin moving again at full pace.
IRVING E. ROGERS, general manager of WLAW, Lawrence, Mass., is currently spending his summer home at Seabrook, N. H.

J. R. PUQUA, general manager of WQC, Augusta, Ga., is conducting a Gettysburg radio operators class in August.

GENE GRANT, account executive of KBU-KO, San Francisco, was seriously injured in a recent auto accident.

H. R. A. FLY, sales promotion manager of INS, has assumed the additional duties of assistant sales manager.

JEROME C. ROXINHON, brother-in-law of Bernard Prostetter, radio director of Bow Co., New York, has taken his first job in radio on the sales staff of WWRL, Woonsocket, N. Y.

DOUG DURKIN, formerly of the sales promotion department of Brown & Bigelow, St. Paul, advertising firm, has joined WLOL, Minneapolis, as sales promotion and merchandising manager.

FRANK R. SMITH Jr., president of WWLS, Pittsburgh; Walter E. Seigler, program director; and John Davis, director of WWLS's Waydade Theatre, have been appointed instructors in radio production in a radio program of the Bureau of Retail Training of the C. of Pittsburgh.

DAVE ROBERTS, formerly sales manager of KVY, Arkansas, has joined KGFW, Kearney, Neb., as district sales manager for central Nebraska.

BILL SALTATE, formerly public relations director for Jefferllt Airways and aviation editor of the San Antonio Printing News, has joined KFPA, Amarillo, Texas, as merchandising and sales promotion manager.

TODD HOGAN, commercial manager of KTVX, Rockdale, Tex., has joined the father of a boy born recently.

JOHN C. JESSUP, formerly of KQP, Wentzville, Wash., has joined WTAI, Quincy, Ill., as assistant sales manager.

H. L. (Bud) KEELER, former assistant advertising manager of the Chicago Tribune, the Wall Street Journal, has joined the Los Angeles staff of Duncan A. Scott & Co. as advertising representative of Broadcasting. Phillip Russell continues as manager of the Los Angeles office.

LOREN STONE has been promoted to assistant manager of KDO, Sent- te, Minn. (Alt.) Morton, becoming sales manager handling both national and local accounts.

WALTER P. DOWNS, Montreal branch manager of Rechnitz Corp., has moved to new quarters in the Dominion Square Bldg., Mon- treal.

RICHARD H. JASON, manager of WPIFF, Raleigh, has been appointed to the executive committee of the North Carolina Council for National Defense.

PAUL GERARDI, formerly with WBAL, Baltimore, is now handling station relations for Associated Press Association Inc., recently formed subsidiary of Associated Press handling radio news, and is stationed in New York.

Kenyon M. Douglass

KENYON M. DOUGLASS, 32, recent manager of KTOK, Oklahoma City, and former announcer and production manager of WBAP, Fort Worth, has been in Austin, Tex., after an illness of four months. Douglass began his radio career as an announcer. He also went to WBAP in 1934 where he became program director and production manager. He was appointed manager of KTOK and the Oklahoma Network in 1938 and remained in that position until illness forced his resignation. He is survived by his wife, Ruby Mac Douglass; a daughter, Lynne, 4; two brothers and a sister. Funeral services were conducted Aug. 28, at Rockdale, Tex.

in addition to many local and regional newss, including five Canadian program of which three are broadcast in French, and a myriad of spot announcements. For the past few years he has been a man assigned to keep abreast of developments in television and when this new medium began its commercial career on July 1, a Ruthrauff & Ryan client, Lever Bros., was one of the opening day's television sponsors.

“Our credo,” he continued, “is that radio's potentialities for advertisement are limitless, and that it is our job to find for each product the exact type of program best adapted to it across the air.”

Unmarried and a resident of midtown Manhattan, “to be handy to the theatres although I seldom find time to attend one,” Campbell admits to no hobbies outside of radio. “When, as on Tuesday, we have given programs on the air in New York between 6:45 and 10 p.m., and when I have to hear them all so I can discuss them in detail with the sponsors the following morning, I don't have much time left for other activities,” he states, “and I tell myself that I left nothing else that would be half as interesting to occupy my time.”
JOHN SWALLOW, NBC West Coast program director, is in New York for a series of conferences with network executives on fall shows to originate from Hollywood.

TOM STEWART, program director of W4TVN, Nashville, is father of a baby girl born Aug. 27.

MARK AUSTAD, national oratorical contest winner, and Howard Fleson, former NBC page boy and more recently chief announcer of KLO, Ogden, has joined KSL, Salt Lake City. Wally Sandall will devote all his time to special events, sports and news. Victor Bell, continuity writer, has been named assistant to Perry Driggs, sales promotion manager. Carl Grayson, announcer, recently married Rosebud Scowcroft, of Ogden. Ted Kimball has been named head of the new agricultural department. Trium Barstul, linguist, has been engaged to coach announcers in Russian, German and French.

MADELIX CHACE, formerly director of women's activities of WSB, Atlanta, on Sept. 1 left the station employ to become the Penelope Penn radio voice of the local Rich's Department Store. She will be heard each weekday morning for Rich's on WSB.

ELDIE ALBRIGHT, KIIJ, Hollywood, commentator, has been appointed education director.

ROBERT WAGNER, formerly of the UP staff, and Kelley Woolpert of the Transradio Press Bureau, Hollywood, have joined the news department of KIIJ, that city, as rewrite men.

SUSAN TAYLOR, formerly of WNAK, Yankton, S. D., is now heard on her own program "Tips by Taylor" on WLOL, Minneapolis.

RAY OVERTON, formerly of KOJO, Seattle, has joined the announcing staff of KON-KAL, Portland, Ore.

BOB RINGHAM, formerly of WBBM, Buffalo, WFLD, Scranton, WMCA, New York and WNWG, Ash- ville, N. C., has joined WHT, Baltimore.

FRANK RAVEN, formerly announcer of Radio Lyons, France, where he conducted a two-hour nightly recorded program of American dance music, and more recently an announcer of WRNY, Brooklyn, has been named m.c. of the 1960 Swing Session, Saturday night show on WWRL, Woodside, N. Y.


AL STAE, formerly Wisconsin circulation manager for The Prairie Farmer, has joined WJJC, Bloomington, Ill., as farm service director.

BENEDICT HARTMAN has been named news editor of WLOL, Minneapolis. He will continue also as news editor of the North Central Broadcasting System program for high school football.

ROY VEALE, announcer of WIBG, Glenwood, Pa., recently married Win- nifred English.

PAUL MCALISTER, formerly of KYSP, Santa Fe, N. M., and KGGM, Albuquerque, has joined KFPA, Amarillo, as musical director and production manager.

PAT FLABERTY, for the last five years announcer, sports commentator and program director of WOAI, San Antonio, has resigned to join KFRC, Houston.

HOWARD LEWIS, formerly of KLO, Ogden, Utah, has joined the announcing staff of KSL, Salt Lake City.

VERNE HATCHETT, of the contin- uity department of KNOK, St. Louis, has resigned.

CORINNE JORDAN

ONE OF THE FEW women in the nation holding such a job, Corinne Jordan is program director of KSTP, St. Paul—and still has time to handle two daily commercial shows for Montgomery Ward & Co. Miss Jordan started in radio at WWBM, Chicago, under H. Leslie Atlass, then owner and general manager, and now vice-president of CBS. In 1928, she came to the Twin Cities to become program director for the newly-formed KSTP. For six years she conducted a Daily Mailer program for her sponsor. They liked it so well that they started another daily show at an earlier hour, under title Early Edition. It took the air last April. When she started in radio it was as a singer. The only thing she regrets now is that she doesn't have the time to continue.

VIRGINIA RICKS, who formerly teamed with Don Stark on the KNIC, Beverly Hills, Calif. program, "Voices in the Wind," has joined KTAR, Phoenix, and will conduct a daily Women's Page on that station.


Tom McKnight, Hollywood pro- ducer, has received in that capacity for the weekly NBC Sherlock Holmes series which resumes Oct. 5 under continued sponsorship of Grove Labs, St. Louis.

HARRY ACKERMAN, Hollywood producer of Young & Rubicam on the CBS Screen Guild Theatre, sponsored by Gulf Oil Co., has returned from New York. He is negotiating with studios for clearances of film scripts and the star talent for the broadcast.

Dave Elton, NBC Hollywood producer, has been assigned as Russel M. Seuda of the weekly NBC Captain Flagg and Sergeant Q, which starts Sept. 28 under sponsorship of Menen Co. He will also continue to handle NBC staff assignments.

Mike Ashman, announcer, formerly with stations in Hawaii, has joined KSL, San Francisco, as night relief announcer.

Burt Barton, producer at KSAN, San Francisco, recently became the father of a baby girl.

Lenn Curley, announcer of KAY, San Francisco, recently became the father of a baby girl.

Daily Townsman, staff pianist of CKLW, Windsor, Ont., is the father of a boy born recently.

Roy Drussell, formerly with stations on the Pacific Coast, has joined KFYI, Salt Lake City.

Bob Lee, announcer of WTAD, Quincy, Ill., has adopted a two-year- old boy.

Ralph Lewis, announcer of WTAD, Quincy, Ill., was inducted into the Army Aug. 27. Don Norman, formerly of KFJR, Marshalltown, Ia., has succeeded him. Verene Besser, former of WERW, St. Louis, has joined the WTAD announcing staff.

Sandy Spillman has resigned from the announcing staff of KFOO, San Francisco, to attend the U of California to train for naval aviation.

Stanley Davis and Marvin Fischer, Hollywood writers on NBC Signal Carnival, sponsored by Signal Oil Co. have resigned to join the production staff of the weekly CBS At Peace & His Gang, resuming Oct. 3 under the direction of K. J. Reynolds Tobacco Co.
GLRIN LAW, newscaster of KSO-KRICT, Des Moines, is the father of a son, David Winston, born Aug. 23.

Gerald Patterson, of the KSO-KINCT, Des Moines, singing department, is the father of a boy, Michael Otis, born Aug. 21.

Dick Covey, formerly of KGLO, Miamisburg, Ohio, has joined the announcing staff of KSO-KRECT. Des Moines. He replaces Jack Thomas, resigned.

Elbert Walker, head of KHLI, Hollywood, transcription department, has been made traffic traffic and promotion director of K49LM, FM station operated by Don Lee network. La Von Uebanks has taken over his former duties.

Bob Cuningham, formerly of WBBM, Chicago, and more recently manager of programing of CBS, New York, has rejoined the WBBM announcing staff. Arch Farmer has been named news editor of WBBM and William Costaello has been added to the news staff.

Paul Miner, sportscaster of KVOO, Tulsa, recently married Marilyn Stuart of Tulsa.

Dick Bartlett, formerly of KVOO, Tulsa, and KGVO, Missoula, Mont., has joined the announcing staff of KGQ-K合格, Spokane. Bill Rhodeus, summer relief announcer of KGA and KIIQ, has been promoted to the regular staff.

Lonnie Starr has resigned from the announcing staff of WPEN, Philadelphia, effective Sept. 20, to join WSGN, Birmingham, as Disc Jockey.

Phil Frankenberg, publicity director of WPEN, Philadelphia, resigned Sept. 1 to enter the department store field in Charleston, W. Va., Ina Wolah, WPEN special events director, returns to the publicity desk.

Maury Rider, former chief announcer of KIRO, Seattle, has been promoted to operations supervisor, and his former post will be filled by Jack Kinkel.

Elvira Smith, assistant director of the continuity department of KRCV, Wesleyan, Texas, has left for Dallas to take a new position.

John Green, CBS Hollywood writer, is the father of a boy born Aug. 30.

Hollis M. Seavey, known in radio as John Hollis, has been named program director of KOCH, Oklahoma City, replacing Louis Hartman, now in Chicago, Thomas Collins. Recent Oklahoman U graduate and new to radio, has joined KOCH, as continuity writer.

L. H. John Moore and Eugene Stanton Prenitus, of the news room of WJSY, Washington, have been called to active service. Peggy Phevos, of the station department, replaces Robert Baker as assistant to John Heiney, sales promotion manager.

Hal Newell, of WEEI, Boston, has been transferred to WCAU, Philadelphia.

WOR Staff Changes

Expanding its production supervision, WOR, New York, has shifted Gene King and Bier into the announcing to the production staff of the station. King produces WOR's travelling show, Cab Calloway's Quiz- ziele, while Bier, also farm editor of WOR, will eventually curule his announcing duties to the early morning Farmer's Diary. To fill the vacancies caused by King's transfer and the resignation of Sidney Paul, two announcers were joined at the station—Robert Shepard and Bruce Elliot, both with announcing experience in out-of-town stations.

KWJJ Promotions

With the appointment of W. Carey Jennings, formerly of KGKEX, Portland, as general manager of KWJJ, Portland, promotions and additions in the general staff have occurred. Saundy Taylor and Art Morey, both KWJJ announcers, have been promoted to production manager and program director, respectively. Jimmy Atkinson has joined the announcing staff, and a new operator will be added soon. KWJJ also has signed for full service of Standard Radio.

Mr. Amplistat's Air

The Mythical Mr. Amplistat, radio cliche expert extraordinary, whose imagined dialogue with a sports fan on this exchange, was written by Maurice Condon of WGAN, Cleveland, appeared in the Aug. 23 Broadcasting, turned up recently as guest star of Mike Roy's Rhythm at Random program on WNEW, Chicago. Mr. Roy's adaptation, in the person of J. Weeemer Whapp, was broadcast with permission of the author and Broadcasting.

Mr. Amplistat's Air

Mr. Amplistat, radio cliche expert extraordinary, whose imagined dialogue with a sports fan on this exchange, Was written by Maurice Condon of WGAN, Cleveland, appeared in the Aug. 23 Broadcasting, turned up recently as guest star of Mike Roy's Rhythm at Random program on WNEW, Chicago. Mr. Roy's adaptation, in the person of J. Weeemer Whapp, was broadcast with permission of the author and Broadcasting.

Robert Connidine, sports columnist for "On the Line", daily feature syndicated in 88 newspapers, on Sept. 2 started a six-week sportscast program on WNEW, New York, immediately following John B. Kennedy's news at 7:45 p.m.

Tom Slater Honored

In Recognition of his program This Is Fort Dix on WOR, New York, and of its work as a morale builder in the Army, Tom Slater, MBS director of sports and special features, has been awarded a special plaque by Our Army, a magazine devoted to Army activities.

CBS Names Tucci

Terig Tuco, Argentine conductor and composer, has been named music director of the CBS American network to headquarters in New York, effective Sept. 15. For the new network, Mr. Tucci plans to contact all publishers in Latin America to send representative scores to the CBS music library on an exchange basis, and to promote interchanges of folk-music among the governments of the 21 Western Hemisphere republics. He has been in this country for the past five years working with Latin American artists, and composing concert and dance music for radio and symphony orchestras.

Frank Graham, Hollywood narrator on the weekly half-hour Rosemary of the Ranchos, sponsored by Title Insurance & Trust Co., on KNX, is composer of a new rhumba titled "Jose."

They're Reaping a Rich Harvest

Along the shores of Lake Ontario where the fruit grows... inland through the lush valleys and over the rolling hills... from Lake Erie to the Mohawk Valley and from Lake Ontario to the Susquehanna, the barns of WHAM's primary area 140,518 farms are bulging with a rich harvest. With money in their pockets these prosperous farmers make a rich market for WHAM advertised products. WHAM is their station. WHAM programs are their first choice. WHAM's clear channel, 50,000 watt signal reaches every corner of the 43 county area in which they live. Within WHAM's primary area are not just 140,518 farms, but 27,634 times that many. With WHAM you can reach the whole 43 county area for approximately one-third the cost of localized coverage. For complete, economical coverage—urban and rural—WHAM is a better buy.

National Reps.: George P. Hollingbery Co.

50,000 Watts ..... Clear Channel ... Full time ... NBC Blue and Red Networks

WHAM Rochester, N.Y.

"The Stromberg-Carlson Station"
Howard Taylor was recently represented by J. T. Ward, Owner.

CATELLI FOOD PRODUCTS, Montreal (Canada), on Sept. 1, started "Creama Dollart-a-Minute" quarter-hour live shows, with scrambled word prize game weekly on CJOK, Vancouver; CFOS, Calgary; CBBCA, Edmonton; CKLO, Regina; CFOS, Saskatoon. Same sponsor on Sept. 1 also started transcribed spot announcements three times and four times weekly on various Ontario stations. Accounts were placed by E. W. Reynolds & Co., Toronto.


CALIFORNIA DAIRY COUNCIL, San Francisco, may include radio in its fall and winter advertising schedule. Agency is Albert Frank-Gruber Law, San Francisco.

SHIPSTAD & JOHNSON, Chicago, for Los Angeles premier of Ice Follies of 1942, in a 7-day exploitation campaign ending Sept. 12, is using a total of 96 transcribed announcements featuring Ken Carpenter on 10 stations in Southern California. List includes KKEA, KPFW, KMPC, KFKD, KFVY, KFJO, KGFX, KATC, KECA. Ice Follies started Sept. 4 for four weeks at Los Angeles Pan-Pacific Auditorium, Allied Ad. Agencies, Los Angeles, has the account. Walter McCreary is executive in charge.

McNAHAN FURNITURE Co., San Francisco, (retail chain), through Ad Carpenter Adv. Agency, that city, has renewed for 52 weeks, its quarter-hour transcription campaign on KRCN, Los Angeles. Firm also sponsors the commentator in a similar series nine times weekly on KFW, that city. In addition transcribed versions are sponsored six times weekly on KEIN, Ingersfield and KMJ, Fresno.

Howard Taylor was recently appointed general sales manager of Central Flouring Mills Co., Seattle. He succeeds William H. Burris, retired.

14TH YEAR ON KLZ, Denver, was started when Hugh M. Woods (right), president of the mercantile firm bearing his name, started a renewal contract. Mr. Woods is a significant and consistent advertiser. He attributes much of the success of his business to radio. Watching is Frank Durbin of KLZ.

GENERAL PETROLEUM Corp., Los Angeles (Hollywood, Mobiltgas), on Sept. 17 started for 13 weeks sponsoring a weekly quarter-hour football program, "Sports Broadcast with Sam Hayes," on CBS West Coast stations (KKNX, KFlex, KRPQ, KOY, KFUC). Firm is currently sponsoring the weekly program, "War THERE, on the same list of stations, Sunday 9-9:30 p.m., (PDT)." Agency is Smith & Drum, Los Angeles.

NEBBITT FRUIT PRODUCTS, Los Angeles (Cal. orange drink division), on Sept. 1 added KGFL, Roswell, N. M.; KEUH, Price, Utah; KOMA, Oklahome City, to stations currently releasing the transcribed quarter-hour, "Passing Parade," with John Nebbitt. Contracts are for 13 weeks. Series has been renewed for a similar length of time on KECI, Los Angeles, with a spot announcement schedule facilitated by J. T. Ward, Agency is Walter K. Neill Inc., Los Angeles.

UNITED DRUG Co., Toronto, on Nov. 1 started a spot announcement campaign for Christmas sale on 37 Canadian stations. Account is placed with Roland Adv. Agency, Toronto.

NORTHROP & LYMAN Co., Toronto (Dr. Thomas' Eclectic Oil) on Oct. 6 starts a spot announcement campaign on stations throughout Canada. Account is placed by E. W. Reynolds & Co., Toronto.

F. LAWRENCE & Co., London, England (aspirin) has started a weekly quarter-hour organ program with mystery talent contest on CFRB, Toronto, and plans to extend to other stations in Canada. Account is placed through Norris-Patterson, Toronto.

CAMPBELL SOUP Co., New Toronto, Ont. (Frenche-American canned macaroni and spaghetti) has renewed "The Andy Transcriptions" on a number of Canadian stations and "Renns" weekly times weekly on CBS Canadian outlets, CACG, Montreal, and CFRB, Toronto. Same sponsor has also been added for Chicago, daily on CFRB, Toronto. Account was placed by Rutter & Ryan, New York, and Ward W. West, Philadelphia, in conjunction with Cockfield Brown & Co., Toronto.

HENRY K. WAMPOLFE & Co., Leith, Ont. (medicinal) has started three-weekly transcribed spots announcements on a number of Canadian stations. Account was placed by J. J. Gibbons Ltd., Toronto.

ROBERT L. PHILIPPI, Union Oil Co., Los Angeles, director of public relations and advertising, has been made a member of the public relations advisory group of the National Assn. of Manufacturers.

Hudson Sales Corp., Los Angeles, represents 22 auto distributors in the Southwest, in a 30-day or more campaign which started Sept. 2, is using from four to nine announcements daily, seven times per week, on 42 Nevada and Southern California stations. List includes KVMR, KFWR, KPHD, KFVY, KFVY, KRMTR, KFGR, KFVY, KOER, KFMR, Mayes Co., Los Angeles, has the account. Henry Mayers is account executive.

Sears Baeck & Co., Los Angeles (merchandise), for its 50th anniversary sale, in a ten-day campaign ending Sept. 20, will use two to six spot announcements daily on 11 Southern California stations. List includes KXK, KFVN, KPMC, KFDC, KFVY, KFDR, KFVY, KFVY, KFVY, KFDR, Agency is the Mayers Co., Los Angeles, with Henry Mayers account executive.

FAST LAWN MEMORIAL PARK, Sacramento, Cal. (cemetery), placing direct, on Sept. 29 starts for 26 weeks, sponsoring the five-minute transcribed program, "Miracles of Faith" three-weekly on KROY, that city, Parker Mortuary, Tucson, Ariz., on Oct. 1, starts sponsoring that program three-weekly on KTCU. Series will be weekly, being currently sponsored by Forest Lawn Memorial Park, Glendale, Cal., on KHIJ, Los Angeles; Sower Dean, Alhambra, Cal., on RKEI, Los Angeles; and Severe Funeral Home, Modesto, Cal. (mortician), on KTRB, that city, Fred C. Mcllroy, Associate, Los Angeles, is producer.

MORNING MILK Co., to advertise its new Straight Straight, a evaporating plant, the only one in the State, started using five spots per day Aug. 25 on KGFL, Los Angeles.

LOS ANGELES SOAP Co., Los Angeles (White King), on Sept. 1 started sponsoring its five-minute newscast on KMOD, Medford, Ore. Contract is for 52 weeks, with placement through Raymond R. Morgan Co., Hollywood.

BLOCK DRUG Co., Jersey City (Tobol Moshi Haarlem Oil Capsules), on Sept. 1 started a series of cinem-break announcements on WHN, New York, and participations Monday through Friday on The Farmer's Drive, a 6 a.m. program on WOR, New York through Raymond Speck Co., New York.

Briggs Placing

C. A. BRIGGS Co., Cambridge, Mass. (H-B Dough Drops) is planning use of spot announcements in various markets, through its agency, Horton-Noyes Co., Providence, R. I., has sent letters to station representatives seeking information on available spots on specific stations in desired markets.

Page 34 • September 8, 1941

BROADCASTING • Broadcast Advertising
CERTIFICATE OF MERIT

The American Legion was recently awarded the Certificate of Merit, presented to an individual, by the American Legion Auxiliary. This is in recognition of the service rendered to the community and for having aided in the promotion of patriotism, loyalty, good citizenship and the welfare of the veterans who have served under arms of the United States. Presentation was made by Annabel Rainie, radio chairman of American Legion auxiliary district No. 4, to Dick Wagner, program director, on behalf of KARM.

MAYES AND MOORE

STAFF of the new KBWD, Brownwood, Tex., which went on the air Aug. 17, has been announced by the station. Wendell Mayes, local mayor, is general manager. Mr. Mayes, in partnership with J. F. McBeath, former publisher of the Brownwood Bulletin; Joe N. Weatherby, local auto distributor; and B. P. Bludworth, owner of a poster service company, were authorized to build the station last fall when the FCC issued a construction permit to the Brown County Broadcasting Co. to operate with 500 watts on 1380 kc.

Commercial manager is James Moore, formerly of KFPI, Brownsville, Tex., and KFDA, Amarillo, with Robert Earl Deeley, formerly of KFPL, Dublin, Tex., and Mrs. Charles P. Henley Jr., also in the commercial department. Program director is A. D. Whisenant, formerly of KRBC, Abilene, and KGKL, San Angelo. Announcers are Tom Robison, formerly of KPAB, Laredo, and Tom Journey, of Abilene. Travis Flatt, formerly of KBST, Big Spring, Tex., is chief engineer, and Edgar P. Poole, from KPAB, engineer.

Studies are housed in a new structure at Hawkins and Wilson Sts. with the transmitter across the Pecan Bayou from the city. RCA transmitter and microphones are being used and KBWD has subscribed to the Standard Radio music library.

New Shortwave Programs

TO BALANCE the war, defense and other more serious features shortwaved on WRCA and WNB, NBC's international stations, three musical programs have been added: Fashions in Manhattan, Strictly From Dixie with popular music, and Rhythmical Melodies featuring Irving Mills and his orchestra. New Saturday program sent to England and Latin America on WRCA and WNB is Highline From Hollywood with news of the film center's activities.

GUESTITORIAL

(Continued from page 30)

factory answer to this question will determine the degree of our success in maintaining commercial radio during the national emergency which confronts America, and will continue to confront us, until the little guy with the funny mustache is laid among the sweetpeas.

And the answer is not overly difficult to find.

It lies in the promotion of the sale of a multiplicity of consumer goods and services which hitherto have been restricted in their appeal owing to high prices, limited markets, or just plain lack of sales promotion.

Food manufacturers such as Del Monte for instance, have in the past been content to advertise only their brand name, or else one or two sales leaders. In their lines may be dozens of specific items on which big volume could be obtained by proper promotion.

Perfumes and cosmetics in general, especially the better ones, will find immensely extended markets ahead of them, crying for exploitation. Did you ever hear Le-Long Perfumery advertised on the air, or Christmas Night? Or Carefree? All of them are high-priced perfumes, the sale of which in the past has been limited to the well-to-do.

Crosse & Blackwell make a fine line of packaged foods. Have you heard them on the air in recent years?

I could carry this on indefinitely, but I'm sure you get the idea. The point is that the country to-day has millions of men, working over machines or at production lines who are making from $50 to $150 weekly, and who never made that kind of money before. Most of them have never had the opportunity of enjoying the good things of life, and have looked longingly at fine merchandise, yearning to possess it.

Now, they are handling folding money, in large denominations. They'll only be able to purchase automobiles or refrigerators or furniture or clothing with increasing difficulty. And installment buying isn't going to be too easy.

But, beckoning with great lure is plenty of quality merchandise, in cash markets, on the counters of retail stores, everywhere.

And that's where all advertising men, newspapers, radio, magazines, agencies, should turn. It's an opportunity not only to keep our organizations intact, throughout the period of the emergency, but also to hold up the country's business volume—a vital necessity.

The American people will be better fed, better clothed, more luxurious, in the next year or so, than ever before. There will be more money in circulation than ever before, and fewer places in which to spend it. It's a great opportunity.

HUGH M. HIGGINS

HUGH M. HIGGINS, for the last four years executive alumni secretary of Creighton U., Omaha, Neb., has assumed his new duties as promotion manager of WRC-WMAL, Washington. A former newsmaker and publicity man, Mr. Higgins is no stranger to radio having served as sportscaster for KOIL, and WAAW (now KOWH) handling play-by-play football, baseball, basketball and hockey as well as conducting the nightly 15-minute Sports Highlight program, and appearing on the four-man panel of experts for the Answer Please which was heard for a year on KOIL.
Michigan,

"If only I had used WDFD Flint Michigan, with a kilowatt on 910!"

Reserve Your Copy of 1941 Iowa Radio Audience Survey

NOW

Conducted by Dr. R.B. Summers of Kansas State College, the 1941 Iowa Radio Audience Survey is an authoritative study. It is virtually everything you need to know about Iowa and Middlewestern radio listeners, furnished a means by which you can scientifically check almost all your advertising plans in this section.

Write for it. No cost or obligation.

Address Dept. B

STATION WHO

DES MOINES, IOWA

YOU CANNOT OPEN YOUR FRONT DOOR WITHOUT A LATCH KEY!

The key to the large radio audience in Nova Scotia is held by:--

CHNS

HALIFAX, N. S.

The Key Station of the Maritime

Representatives

WEED & COMPANY

350 Madison Ave., N. Y.

You Can Dominate the Omaha Great Plains Market WITH

WOW

OMAHA, NEBRASKA

On the DEB Network

590 KC. -- 5000 WATTS DAY & NIGHT

JOHN J. GILLIN, JR., MGR

John Blair & Co. Representatives

Merchandising & Promotion

Movie Tieup—Sergeant vs. Captain—Personal Letters—Press Service Progress

A UNIQUE tieup between motion pictures and a radio sponsor marketing farm products started Sept. 6 when the first of the Saddle Mountain Roundup series went on WHO, Des Moines. The program, sponsored by Mennen Co., of Danville, Ill., for its Semi-Solid Buttermilk Feed Products, was aired at the same time as the first public test run of the picture “Saddle Mountain Roundup” in Marshalltown, Ia. The pre-preview involved a two-day elaboration of Saddle Mountain Roundup Days, featuring residents of Marshalltown parading in pioneer costume, parades and costumed stagings, as a tieup. This was the second annual baseball popularity contest, sponsored by the Falstaff Brewing Corp., to select the two popular programs of the year in the American and National Leagues. The contest, started Aug. 25 and running to Sept. 13, was based on the two Falstaff programs, play-by-play baseball and a nightly sports preview, with a vote cast by audience at the various FCC stations and votes being cast at all Falstaff dealers as well as other points throughout the city. The winning players will be presented with trophies. Over a million votes were cast in last year’s contest.

Danzig’s Letters

AS AN EXPERIMENT, Jerry Danzig, publicity director of WOR, New York, is sending out weekly personal circular letters to several hundred radio editors of newspapers outside New York City. To control the radio publicity releases, the letters will give informal, off-the-record information, about WOR. First dealt with the death of Floyd Neale, MBS music commentator, WOR’s new FM transmitter, new handling of program changes, and concluded with an invitation to “be sure and visit WOR” while in New York.

Royal Crown Up

SUCCESS of the Royal Crown Bottling Co. in upping sales 100% this year is credited in a mailing piece being sent out by WORL, Boston, as being the result of using participation in the 920 Club program. Piece in the form of a planned advertisement is addressed to WORL manager George Lasker and is signed by G. Stephens, head of the bottling company.

UP Progress

GAIN in usage and in sponsorship of United Press Radio News Wire Features from Dec. 20, 1940, to July 31, 1941, is charted and illustrated in “Stepping Up”, folder sent out by UP. Each of the 10 five-minute features is pictured as sent out in individual brochure form with the percentage and type of sponsors listed beneath.

White House Books

LIST of 1,100 books found in the White House library is offered to listeners by Art Baker, Hollywood commentator, during his five-week, half-hour program, Art Baker’s Notebook, on NBC-Pacific Blue stations. In addition, those compiling the five best lists of the hundred books receive the volumes of their respective choice.

Inserts in Apparel

THE STRAND SHOP, Passaic, N. J., to promote its daily 9:45 a.m. program By Special Arrangement on WATE, Paterson, is placing inserts in all packages of women’s apparel wrapped at the store and has placed billboards around the district calling attention to the feature.
AFRA Donates Talent For Shortwave Program

AN OFFER by the Cincinnati local of AFRA to supply the services of its membership talent for programs broadcast to England on WLW, Croley international shortwave outlet, was announced last Friday by Wilfred Guenther, WLW manager. The offer was made by James Leonard, president of the local. Tentative arrangements for AFRA members' gratis appearances on the Great Britain broadcasts are under consideration.

Typical program will be The American Parade, a dramatization of the highlights of American history. Other special features of the same type are being planned. James D. Snow, Croley vice-president in charge of broadcasting, has offered the complete facilities of the WLW-WLWO studios, personnel and engineering control to assist in preparing and broadcasting the programs.

ROMANCES FOR SAVOY
Coffee Firm Again Renews
- From License Bureau

CREDITED with bringing a 100% increase in turnover for many Savoy Coffee dealers, Quin Ryan's Marriage Bureau was introduced to the New England coffee men by Sept. 8 on WGN, Chicago, for 13 more weeks under sponsorship of Smith & Wesson. The three-week feature returns to the air after a three-week vacation interval, and will be heard Monday, Wednesday and Friday at 1:30 p.m.

The series was launched by Steve-Wednesday, Feb. 17 for 20 weeks. During this period Savoy Coffee sales have shown a decided increase, according to E. W. Wasey & Co., Chicago agency handling the account.

More Canadian Music

DESPITE the war Canadian composers are increasing their contributions to the music library of the Canadian Broadcasting Corp., according to a report of the CBC. With an ever increasing number of programs with a war theme originating in Canada, more Canadian music is being used. Such CBC programs as Carry On, Canada use a tremendous amount of Canadian material. The theme songs, in fact, being the work of the Canadian organist, Ernest Dainty. Frequently special compositions are being commissioned to fit special programs. Canadians whose music has been heard recently on CBC programs include Godfrey Ridout, John Weinzeig, Robert Parson, Ernest Selig, John W. Rustin, Reg. Hinchey, Wal- lery Hrovaty, R. E. MacMillan, Capt. J. Gogulski, Capt. J. Maiter, Ruth Low and Sair Lee.

From Hangar Four
HANGER FOUR at Hamilton Field, Cal., having been converted into a men's recreational hall, more than 2,000 soldiers now witness Open House, the 26-minute sustain- er on NBC-Pacific Blue stations. Helen Morgan and Frank Barton are co-m.c.'s. Bessie Topay-Turner, a comedy skit, acts include Glady Simpson, dramatist soprano; Horace and Hattie, comedy team, and Ric- cardo's orchestra. Each broadcast is supplemented by a 30-minute pre-show.

In Shadow of Guns
BENEATH the 16-inch guns of Uncle Sam's newest 35,000-ton battleship, the U.S. S. Washington, at the Philadelphia Navy Yard, WYFF, Philadelphia, late in August originated the first program of its new weekly series, A Night With the Navy, featuring entertainment by crew members. Announcer Jack Steck is m.c. of the show.

Small Town Stuff
HUMOROUS story of life in a suburban town is told on Jones & J, half-hourly weekly program on CBS. Hillbillyes played by Sannie Hill and Scott Farnworth, also author of the series. Stuart Bingham produces and directs the programs, which are autobiographi- cal, incorporating much of the life of the writer.

Safety Talks
WHBL, Sheboygan, Wis., is plan- ning to present a series of one- minute transcribed spots featuring safety talks by Sheboygan bus drivers.

SUCCESSFUL local program on WTAD, Quincy, Ill., is Pick-A-Too, sponsored by Consolidated Oil Co. for more than a year. An adaptation of darts, a target board is set up on a main street and passers-by are invited to toss a dart at the board in an attempt to hit the jackpot number. If the changes every day and each num- ber on the board corresponds to a popular song played on a piano in the studio. Contestants try and name their tune and win a quart of oil. The jackpot number, which always wins a prize, may accumulate awards from day to day if it is not hit.

For Traffic Safety

TRAFFIC ACCIDENTS that have occurred during the week are analyzed by Sergt. Roland J. Schu- macher, head of the traffic educa- tion division of the St. Louis police department, on the So It Can't Happen to You program of KXOK. Sergt. Schumacher offers advice to prevent recurrence of such acci- dents and also presents members of various safety organizations.

Mr. and Mrs. Critic
WMCA, New York, has started a new series of theatre reviews, em- ploying a man and wife as critics. The reviews, heard the same night as the play opens, are presented by Mr. and Mrs. Julius Colby, both professional dramatists and critics on New York papers. It is planned to ex- tend the reviews to motion pic- tures later.

Defiant People

TRUE STORIES of courageous defiance among the conquered peo- ples of Europe are now aired weekly on the Canadian Broadcast- ing Corp. network, in a series of talks by Eva-Lis Wuorio.

THE BEST EVER

Comparing the first six months of Phila- delphia's best business year, 1929, with the first six months of 1944, the Phila- delphia industrial zone shows an increase in labor of 3.8% with a payroll increase over the same period of 12.5%.

You Can Reach This Rich Market and Share in These Added Incomes Through

5000 WATTS ON "THE DIAL"
"The Station That Sells"

September 8, 1941 • Page 37
JOHN ALDEN, formerly assistant advertising manager of Norwich Pharmacist Co., Norwich, N. Y., user of spot radio, has been appointed advertising manager of the company.

ANTHONY HYDE, formerly of Young & Robinson, New York, has joined the copy staff of Lord & Thomas, New York.


RAY MOUNT ROGERS, for two and a half years copy chief of Gerth-Kudlin Advertising Agency, San Francisco, has been promoted to account executive and transferred to the agency’s Los Angeles office.

W. A. BREWER, president of Brewer-Weeks Advertising Agency, San Francisco, a major in the Army reserve, has been called to active duty with the Civilian Defense Corps in Washington, D. C. His place is being taken by Alvin F. Wulf.

JAMES K. SCHULZ, assistant to Gene Duckwell, Hollywood office manager and film editor of Lord & Thomas, is recovering from injuries received when he fell from an entertain ment device at Ocean Park Pier, Calif. He is the son of Karl Schulz, Lord & Thomas New York radio director of Lucretia Strike shoes.

FLETCHER TURNER, assistant radio director of J. H. Mathes Inc., New York, on Aug. 30 married Dorothy Lippincott of the publicity department of that agency.

THE 10th District convention of the AFA will be held Oct. 16-19 in Tulsa, Okla. under sponsorship of The Tulsa Advertising Federation. Amos Parrish, retail consultant and fashion clinic expert, will head the list of speakers. Entertainment will be furnished by the Newspaper Publishing Corp. and KVOO and KTUL. The 10th District comprises, Oklahoma, Arkansas, Louisiana and Texas.

THOMAS HARGIS, formerly producer of NBC Chicago, has joined Russell M. Seeds Co., Chicago, as director and producer of television networks. His program is sponsored by Brown & Williamson Tobacco Corp., Louisville.

ALLIED ADV. AGENCIES, Los Angeles, has established branch offices in the Bank of America Bldg., San Diego, Calif., with H. W. Gambrell as resident manager.

MARION KYLE, who operates an advertising agency under his own name in Los Angeles, was seriously hurt in a recent auto accident on the San Francisco peninsula.

RAY MOUNT ROGERS, for more than two years copy chief of Gerth-Kudlin Adv. Agency, San Francisco, has been elevated to account executive and transferred to the firm’s Los Angeles office.

REEFSON-PALLER-REICHERT is the new name of the Rees Reinson Inc. agency in Toledo. Officers are Sterling Reinson, chairman of board; John G. Munn, manager; R. J. Faller, vice-president; Arthur Reichter, vice-president; H. Reed Sturgeon, secretary-treasurer.

WILLIAM VON ZALEY, formerly of WINS, New York, and previously with Consolidated Radio Corp., has left for California to direct the radio department of Music Corp. of America’s West Coast offices.

AFA 10th Session

CHARLES K. KAUFMAN, 55, for more than 20 years with the Arthur Rosenberg Adv. Agency, New York, died Aug. 30 at Montefiore Hospital after a six-month illness. He is survived by wife, two daughters and two brothers.

Coutant Plans to Resign

Parsons to Federal

North Appointed

NEEDHAM, LOUIS & BRORBY, producing the network show to originate from the West Coast, has had its Hollywood radio production office space at 1800 N. Vine St., Van Fleet, formerly producer of Brainerd, Davis & Staff, San Francisco, has been added to the staff as assistant producer. The NBC West Coast office produces the weekly Great Gildersleeve, which started Aug. 31 under sponsorship of Kraft Cheese Co. (Parksay Magazine), on 28 NBC-Red stations. Sunday, 6:30-7 p.m. (EDST). It will have its debut on the weekly NBC Fibber McGee & Molly program, resuming Sept. 30 under previous sponsorship of S. C. Johnson & Son.

WAR BOOM HITS

10,000 PEOPLE WILL COME TO BATON ROUGE THIS WEEK. 8,000 WILL STAY.*

*La. State U. registration last year

Students—6,774 • Staff—1,950

5,000 Watts

WJBO 1150 Kc.

Represented Nationally by Geo. Hollingbery Co.
FTC GRANTS PLEA TO REVISE REPORT

PERMISSION to alter the dates covering reports on commercial programs, submitted by radio stations four times yearly in complying with Federal Trade Commission requirements, has been granted to WHK-WCLE, Cleveland, by P.G. D. Morehouse, director of the FTC's Radio & Periodical Division, the stations revealed but Wednesday.

The PTC ordinarily requires radio stations to submit copies of all commercials aired in a 15-day period, but under the new WHK-WCLE plan the period is shortened to two consecutive weeks, starting each week on Monday.

In submitting the suggested change, it was explained that the 15-day report periods in the past often have not coincided with the radio business week, sometimes running through one entire week and parts of two others and creating an additional burden in preparing the reports. Leslie F. Biel and Walten Davis, originators of the WHK-WCLE plan, estimated that since most radio commercials run on a weekly basis, the simplified procedure will reduce by about 30% the man-hours required to make up the FTC reports.

Although Mr. Morehouse stated that the Radio & Periodical Division had not made any blanketing changes in the procedure for radio stations, he indicated to BROADCASTING that stations desiring to put the new plan into operation could obtain permission from the PTC.

La Palina Series
CONGRESS CIGAR Co., New York, for its fall campaign for La Palina cigars is sponsoring a weekly quiz program on WJW, Detroit, featuring sports commentary by Ty Tyson, and in October will start sponsorship of the weekly half-hour Quiz Bowl program on WKRC, Cincinnati. Agency is Marschalk & Pratt, New York.

OEM Labor Salute
AS A TRIBUTE to labor's part in defense efforts, the Office for Emergency Management arranged a special Salute to Labor program on NBC Blue and Red Sept. 1, 12 p.m. In addition to a talk by President Roosevelt from Hyde Park, participating included American labor officials. Ernest Bevin, Great Britain's Minister of Labor, speaking from London, and Hollywood stars, Bernard B. Schenfeld, director of the OEECM radio section, donated an original play to the program while Donaldson from Hollywood and Lowell Thomas in New York were m.c.s.

A NEW SONG, "A Pretty Coel Has Gone To My Head", has been written by Paul Fugnari, producer of WGN, Chicago.

CJOR joins the list of Canadian stations who point proudly to the free time and unstinted effort donated to Canada's War Effort. We're proud of Canada—sure of Victory. We work with that aim.

BROADCASTING • Broadcast Advertising

September 8, 1941 • Page 39
Polly Silenced

CONSTERNATION reigned at CBS on a recent Sunday morning, a few minutes before its broadcast from the New York Zoological Park, because a parrot, billed as guest star, knew only one tune and that an ASCAP one—the "Stin Song." Permit-
ted a preliminary warm-up, the parrot began whistling the song, one of those banned from CBS since last Jan. 1, when William Bridges, cura-
tor of publications at the Zoo, remembered ASCAP. A hurry call to CBS by An-
nouncer John Reed King brought the order "Keep that parrot off the air," and the program went ahead with the 15 other performers doing their acts.

WEEKLY programs on MBS dealing with current events now total 84, or 16% program hours. Newspapers ac-
count for 430 minutes of program time; recorded BBC news, 140 min-
utes; press association summary, 110 minutes; foreign pickups, 80 minutes, and additional news programs, 435 minutes, including Parade of the News and An Analysis of Propaganda.

ECONOMICAL COVERAGE

of the rich

BALTIMORE market

for instance:

for afternoon hours: 2 to 5
5 fifteen minute periods weekly
$192

Subject to dollar volume AND weekly discount

LONE STAR BEER'S BIG CAMPAIGN

Brewing Company Uses Four San Antonio Outlets

FOR 27 Programs, 184 Announcements Weekly

LONE STAR BREWING Co., San Antonio, on Sept. 1 started a $25,-
000 radio campaign in the South-
west, claimed as "the greatest radio schedule ever released in South Texas," for Lone Star Beer. The campaign includes 27 programs and 184 spot announcements weekly on four San Antonio stations—KTSA, KONO, KMAC, WOAI—and it is esti-
mated that every 30 minutes of the broadcast day, from 7 a.m. to
12 midnight a Lone Star Beer pro-
gram or spot will be aired on one of these stations.

27 a Week

KTSA is carrying 27 programs weekly under the title, Lone Star
Radio Parade. Monday through Friday mornings the station broad-
cast the Woman's Parade, featuring
Frank Stewart's Hollywood gos-
sip and news for women. Each
noon on Monday, Wednesday and
Friday it carries an Army Parade,
featuring Adolph Hofner and his
orchestra and devoted to men in
the Army camps and flying
fields in and around San Antonio.
On the Texas Parade, heard
Tuesday and Thursday, Hofner and
the orchestra salute neighboring
communities, mentioning the name
of the local Lone Star Beer distri-
butor. In addition, KTSA carries a
War Parade and a News Parade,
with Charles C. Shaw commenting
on the news each Monday, Wednes-
day and Friday. On Tuesday and
Thursday he answers questions phoned in by listeners on his
Stump-the-Editor quiz. Saturday
night's schedule features a full-
hour Dance Parade.

Serutan Back

SERUTAN Co., Jersey City (health food) on Sept. 6 resumes Journal
of Living, a half-hour transcribed series featuring Victor H. Lindlar.

The program, heard on a varying time schedule of 11 stations three
times weekly, has been off the air for the summer. Ruthrauff & Ryan,
New York, handles the account.

Warner Film Spots

WARNER BROS., Hollywood, hav-
ing increased its advertising and
exploitation budget for the film, "One Foot in Heaven," will include
heavy use of radio along with other media.

Honeymoon Program

NEW, WEDNES make up the studio audience of the weekly half-hour par-
ticipation program, Honeymoon
Cottage Quiz on KMPB, Beverly Hills, Cal., jointly sponsored by Ben Hur
Products Co., Los Angeles (food prod-
ucts); Gre-SoF Co., Los Angeles
cleaning solvent); Dr. W. J. Ross
Co., Los Angeles, Calif. (pet food;
Silver Foam soap); Victor Food prod-
cuts Co., Van Nuys, Calif. (French
cheese); Nature's Playground Co.,
Los Angeles (honeycomb chips); Down-
to-Earth Motor Sales Co., Los Angeles
(Hudson dealers), Quiz series, copy-
righed by E. J. Post Co., Los Angeles,
is conducted by J. Harle. A con-
test is open to all couples married
since Jan. 1, 1939.

DR. MOSE HARVEY, news analyst
of WSH, Atlanta, has been awarded a
Rockefeller Foundation fellow-
sip to study postwar reconstruction in
Europe for the Council of Foreign Re-
lations. He was an assistant professor
of history at Emory U.

SIGN OF THE TIMES is this lobby
display outlining the $25,000 radio
campaign of Lone Star Brewing Co., San Antonio, started Sept. 1
on all four San Antonio stations. The
campaign includes 27 separate
programs and 184 spot announce-
ments weekly. Giving the place a
going-over are (l to r) Ward Wilcox,
KTSA account executive; Thomas P. Conroy, whose San An-
tonio agency handles the Lone Star
account; Harry Jerig, president of Lone Star; Charles Balthrop, KTSA commercial manager.

New GE Plant

GENERAL ELECTRIC Co. has started construction of a new $1,-
275,000 building in Schenectady for the assembly and testing of radio
equipment for the Army and Navy, according to Charles E. Wilson, GE
president. The building, to be equipped at an additional cost of $1,000,000,
is part of a $2,400,000 project of the De-
Fense Plant Corp. for expansion of GE radio manufacturing facilities. The
program also includes purchase and
renovation of the old Weber Electric Co. plant. The building and equipment financed by Defense Plant Corp. will be operated by GE, but title will re-
main with the Government.

Six Bouts Listed

SIX MAJOR BOXING bouts, in-
cluding the Joe Louis-Lou Nova fight
Sept. 20 at New York's Polo Grounds,
will be broadcast on MBS under spon-
sorship of Gillette Safety Razor Co.,
Boston, from Sept. 1 to Nov. 21, in-
clusive. Don Dunphy and Bill Corum
will describe the bouts, all of which originate from Madison Square Gar-
den, New York, except the Louis-Nova one.

WCRS, Greenwood, S. C., on Sept. 1
became a bureau outlet of the NBC-
Red Southeastern Group. Owned by
A. C. Ross, the station operates on 1450
kec. 250 watts, unlimited.

Track's Success

ALTHOUGH only on WOR,
New York, for three weeks with the Trotting With Star
Lomax program, the Old
County Trotting Assn. al-
ready has an unusual success story to tell. Prior to the broadcasts the total amount of money at the track's pari-
mutuel windows was $95,000 per
night. Average for the past three weeks has been $125,-
000 a night and on four re-
cent nights the Roosevelt
track achieved a new record
—betting reached capacity, no money being accept-
ed. Agency is M. H. Hackett
Co., New York.
Studio Notes

WLW, Cincinnati, broadcast coverage of the Indiana State Fair at Indianapolis beginning Aug. 30 with a daily Farm Hour program direct from the fair grounds. Ed Mason and Morton Emmert, director and assistant director of farm programs for WLW, handled the series aided by Lowell Watts and Ross Johnston, veteran Indiana sportscaster and historian. WLW is also planning coverage of the Kentucky State Fair.

WLAW, Lawrence, Mass., has added a suite of five offices to its headquarters facilities, adjoining former studio offices.

WCAE, Pittsburgh, set up a special booth at Allegheny County Fair last month. Station used the facilities at the fair to promote MBS programs, which network WCAE joins Oct. 1.

WINE, Portsmoutn, N. H., presents its program Let's Join the Army at Camp Langdon from the harbor defense base on Newport Island, N. H., each Tuesday. The show is written and produced by the station.

WDCN, Durham, N. C., has completed arrangements for carrying weekly programs on campus life, conducted by student leaders of Duke U and the neighboring U of North Carolina. Campus news will be featured, along with interviews, music by college bands and dramatic skits by campus dramatic groups.

WSM, Nashville, will broadcast the September Army maneuvers in Louisiana. Staffmen are being equipped for the assignment.

ANNCAL National Foreign Trade Convention, to be held in New York Oct. 8 will be given full coverage by WRCA and WBNH, NBC's international stations, with special attention to those phases of the convention dealing with effects on the U.S. to aid Latin American countries in finding compensation for the loss of their European trade. Talks of Under Secretary of State Sumner Welles and Viscout Halifax, Ambassador from Great Britain, will be shortedwed in six languages to Latin America along with messages from President Roosevelt and Winston Churchill.

ONE OF THE pioneer amateur programs in the West, Budde's Amateur Hour, conducted by Dean Maddox weekly on KRFC, San Francisco, celebrated its seventh anniversary Aug. 23. Some 300 studios and requests for 2,000 more studio tickets had to be turned down. The program has been sponsored almost since its inception by the Mari-Dell Milk Co. of San Francisco.

Major to Return

FOLLOWING an 11-week period during which neither Mayor Ed Bowes nor his Original Amateur Hour have been heard, the Mayor returned to the CBS Thursday evening spot, under sponsorship of Chrysler Corp., Detroit. During the Mayor's hospitalization, while he recovered from an operation, the CBS program time was filled with symphonic music under the direction of Morton Gould, young American conductor-composer.

HENRY FORD, owner of the Ford Motor Co., which sponsors the CBS Ford Sunday Evening Hour, was awarded an illuminated scroll by Sigma Alpha Iota, professional music fraternity for women, at its recent convention. In recognition of "the outstanding symphony programs presented to the people of America which contribute greatly to our national defenses forming a bulwark of national morale."

Teacher's Message

UTILIZING RADIO to convey their message, Superintendent Virgil Kersey and President John F. Dalton of the Los Angeles board of education on Sept. 8 were to address 11,000 teachers and students of 478 schools in that county during a half-hour morning broadcast released over KECA. All teachers were required to listen to the broadcast, which was the first time in the history of Los Angeles schools that such means had been taken to reach faculty members simultaneously. Facilities of KECA were turned over to the board of education as a public service.

STEWAR FOR DEFENSE was the keynote of the 6000-foot transmitter tower of WCAU, Philadelphia, at Newtown Square, Pa., was felled to be dismantled and sold to defense industries. The 36-ton steel tower became obsolete a week previous when WCAU's new 440-foot vertical radiator at Moorestown, N. J., was placed in operation. Here John G. Leitch, WCAU technical director who was called into the Navy two days later as a lieutenant-commander in charge of communications at Cape May, N. J., examines the fallen structure.

WDRC Names Taylor

APPOINTMENT of Herman D. Taylor, chief engineer of WTIC, Hartford, Conn., to the position of plant manager succeeding the late J. Clayton Randall and the advancement of Edwin K. Sanders to chief engineer in charge of development and research, was announced last Thursday by Paul W. Morency, general manager of WTIC. Taylor, who at one time was an operator on a number of merchant vessels and was with RCA, joined WTIC in October of 1924 aiding Mr. Randall in the original designing of studios and circuits for WTIC, as well as installation of new studios and transmitter in 1928 for 60,000 watt operation. Sanders, a graduate of Rensselaer Polytechnic Institute in 1931, has been with WTIC since that time.

Jesse Topete

JESSE TOPETE, 35, Los Angeles radio siren, died at the Fresno (Cal.) County General Hospital on Aug. 26 as result of a near-drowning while swimming near Colunga two days before.

There are two ways to blanket the heart of the Texas Gulf Coast—the hard way—with an unlimited budget and many media—or the easy way—with KXYZ-KRIS. Millions are being made and spent down here this year. Will it be with you—or your competitor? Get the facts on how to cover the most territory for the least money. National Representatives:

Henry Brannam Company

BROADCASTING • Broadcast Advertising

September 8, 1941 • Page 41

WSOC

NEW power
** transmitter
** radiator
** coverage

OLD listener loyalty
** rates
** organization
** extra services

CHARLOTTE, N. C.

Headley-Reed Co., Nat'l Representatives

KXYZ • KRIS

Houston CORPUS CHRISTI NBC 'Blue

Both Stations MUTUAL and LONE STAR CHAIN affiliates
ARTHUR LURDEKE, chief operator of WBUF, Gainesville, Fla., has resigned to accept a position with the FCC. Peter D. Lacey has been named to the chief operator's job.

CLIFF MILLER, formerly of the Phoenix police radio, has joined the engineering staff of KOY, Phoenix.

CARL MILNER, formerly of the engineering staff of WSPR, Springfield, Mass., has joined WDRC, Hartford, as transmitter engineer.

EUGENE GOLDBRUP, formerly chief engineer of KGMB, Honolulu and KBRC, Hilo, has joined the General Electric international station, KGEI, San Francisco, for vacation relief.

LEE J. GUSTAFSON, chief engineer of KGOD, Kansas City, Mo., has transferred to KOKK, Fremont, Neb. He is succeeded at KGFW by Jack Lewis of the engineering staff.

BILL HARMON, transmitter engineer of WOR, Spartanburg, S. C., recently became the father of a baby girl.

ROBERT PANTRELL, formerly with the CBS technical staff, has joined the engineering staff of WIPD, Petersburg, Va.

MURDO MACKENZIE, NBC Hollywood field engineer, is recuperating from an appendicitis operation.

BOB SNOW, formerly of the engineering staff of WTAD, Quincy, Ill., has joined WHrible, Peoria.

ED J. LARK, formerly of KUOA, Nashville, Tenn., has joined WTAD, Quincy, Ill.

RUDY IRENBerg, transmitter operator of KXOK, St. Louis, has been named transmitter supervisor.

DONALD PRICE, engineer of KOIN-KALE, Portland, Ore., recently married Esther Mueller of Minnville, Ore.

LAURENCE J. HOLT, of the transmitter staff of WJSV, Washington, is the father of a girl born Sept. 3.

ALL THE GADGETS in the house surround Ceilian Card, of WCCO, Minneapolis, when he puts on his daily Almanac of the Air at 7 a.m., under sponsorship of Northrup, King & Co. Card fills 15 minutes with cora gai, noise, jokes and stuff. Noise predominates, judging by this collection of sound effects.

LESTER HARLOW, transmitter engineer of KIBA, Little Rock, has been called to duty in the Navy and transferred to Bowdoin College, Brunswick, Me.

GEORGE KENT, formerly of WCHS, Charleston, W. Va., has joined the engineering staff of KGHI, Little Rock, Ark.

J. M. HOLMUS, new to radio, has joined the engineering staff of WGAC, Augusta, Ga.

MURVIN PLANTING, transmitting engineer of KGA, Spokane, recently married Rita Bealley of Spokane.

C. B. McKnight, formerly KDYL, Salt Lake City, technician, has been appointed transmitter operator of KGLA, Hollywood FM station of Don Lee network.

His Brother's Place

STEWART BRAMMER, transmitter engineer of CKL, Toronto, leaves in September to be radio operator of the trans-Atlantic bomber ferry command. When he learned his brother had been killed in a bomber ferry returning to Canada, Brammer asked to be allowed to replace him as radio operator in the ferry service. He was accepted.

GE FM Spots

GENERAL ELECTRIC Co., Bridgeport, Conn. (FM sets), is planning a campaign of transcribed announcements plugging FM sets, to get under way during October. Details will be announced later this week. Maxon Inc., New York handles the account.

WRITEs for Army Manual

S. STEPHENSON SMITH, educational counselor of ASCAP, has been appointed by the National Theatre Conference to write the chapter on musical plays which will be incorporated in the Manual for Amateur Theatricals, in preparation by the U. S. Army for distribution to morale officers and camp entertainment directors. Much of the material used by Mr. Smith in the chapter for the Army manual is to be taken from material assembled for his forthcoming book The Musical Play, to be published under ASCAP sponsorship as an outgrowth of the ASCAP Fellowship Competition for composers and authors of college musical plays.

NBC, the week of Sept. 14 is starting two sport programs to run through the football season, one starring Alice Marble and Graham McNamara re- viewing Saturday games over a half-hour evening program, and the other a half-hour Sunday noon program titled The Second Quarter. The latter show will feature three football coaches and three sports writers discussing the games of the day before.

IRE Nominates Graham, Van Dyck to Presidency

VIRGIL M. GRAHAM, director of the Application Engineering Department of Hygrade Sylvanian Corp., and A. F. Van Dyck, manager of the RCA License Department, have been nominated for the 1942 presidency of the Institute of Radio Engineers. Ballots mailed to the membership for a vote to be concluded Oct. 25. Mr. Graham has been an IRE director since 1941, and Mr. Van Dyck was a director from 1930 to 1935 and from 1939 to 1941.

The single nomination for vice-president, which usually goes to a distinguished foreigner, was tendered W. A. Rush, controller of radio of the Canadian Department of Transport.

Nominated for 1942-44 directorships, three of whom are to be elected, were: A. B. Chamberlain, CBS chief engineer; I. S. Cogre- mille, general cable supervisor, Western Union; W. L. Everitt, professor of engineering, Ohio State; S. R. Lasky, highly rated in products division, Western Electric Co.; P. C. Sandretto, superintendent, Communications Laboratory, United States Air Force; and Virgil Graham, IRE director.

WBNS FM Tower Ready

WBNS, Columbus, has just completed the antenna support tower for its new FM station, whose call letters 1475AM, are blazoned in nine-foot neon lights, the tower. A new wing has been added to the WBNS transmitter building, while house the FM transmitter, a 10-kw. No. 520DL REL model which Lester Nafger, chief engineer of both WBNS and W45CM, ordered Aug. 29 from Radio Engineering Labs, and which is expected to begin operation Sept. 29. An IRE control room, audio facilities room and a new 75-kw. Diesel driven generator plant have also been added to the transmitter house, which has been paneled throughout with knotty pine and equipped with fluorescent lighting.

CBS- AFM Hollywood Pact

CONTROVERSY between CBS Hollywood executives and Los Angeles Musicians Local 47 has been settled, effective Sept. 1. Though conceding to union demands for a minimum of 18 playing musicians and conductor, on a supplementary basis, with a 52-week guarantee, CBS is releasing six men from the "A" or higher program brackets. Each man receives a minimum of $55 weekly. KFWB, Hollywood, is asking for reduction in number of musicians employed on the staff orchestra.

IBEW recently negotiated a master contract with the San Francisco Employers' Council for the technical operation of KJBS, San Francisco, and KROW and KLX in Oakland.
BROADCASTING

Announcer-Producer-FREELANCE SPORTS ANNOUNCER who public morale will Any business which program, for participation or sales procedure, borrowing from Government funds. Payments to be made. A copy of the program this week will wait, then a roller skating rink will be given preference for the available time.

Help Wanted

SALES MANAGER—For Virginia Station. Good salary and commission. Box 877, BROADCASTING.


Arkansas Station Needs Good Seasoned Announcer—Carries controls. Write copy. At least three years announcing experience required. $25.00 per week and 15% commission on sales. Prefer southern or mid-south man. Box 891, BROADCASTING.

Wanted—One announcer-producer for permanent position. Must be single. Living costs here moderate and station will furnish transportation from coast. Experience not absolutely necessary but must have good voice. Write via clipper air mail stating details, salary expected. Send transcriptions if possible. Station KTON, Lihue, Kauai, H. T.

Situations Wanted

Operator. Desires permanent connection, married, draft exemption. Reference furnished on request. Box 887, BROADCASTING.

Announcer-Newscast—General, special events. Employed. Five years affiliate experience. Transcription. Box 878, BROADCASTING.


First Class Licensed Control Operator—Now employed but desire position with better chance for advancement. Co-operative, energetic, responsible. Box 879, BROADCASTING.

FREELANCE SPORTS ANNOUNCER—Desires permanent connection. All sports—six years experience with sports writing background. Draft exempt. Fifty dollars minimum guaranteed. Send references. Box 884, BROADCASTING.

Producer, Program Manager, Announcer—Produced own programs. Served as program manager and departmental director. Has now doctorate. Desire change by October first. Post Office Box 247, Lima, Ohio.

Announcer-Producer-Writer—10 years in radio, 4½ yrs. at present Mid-West 50 kw station. Would like chief announcing or program executive job in good regional station. Married-draft exempt. Interview and transcription upon request. Box 885, BROADCASTING.

GE’s FM Speaker

GENERAL ELECTRIC Co., Schenectady, N. Y., has announced development of a new high-fidelity loudspeaker and amplifier for use in FM broadcast stations. The speaker, of single-unit construction, is especially adapted to monitoring and audition purposes. A special design, evolved by GE engineers at Bridgeport, Conn., is claimed to have made it possible to achieve high audio fidelity with only one speaker. The amplifier and speaker may be coupled directly to the new GM FM station monitor for monitoring programs and audio quality of an FM station, it was stated.

McNARY & CHAMBERS
Radio Engineers
National Press Blvd. DI. 1205
Washington, D. C.

JANSKY & BAILEY
An Organization of Qualified Radio Engineers
Dedicated to the SERVICE OF BROADCASTING
National Press Blvd., Wash., D. C.

There is no substitute for experience

GLEN D. GILLET Consulting Radio Engineer
982 National Press Blvd. Washington, D. C.

JOHN BARRON Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C. Telephone National 7757

HECTOR R. SKIFTER Consulting Radio Engineer
FIELD INTENSITY SURVEYS STATION LOCATION SURVEYS CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

CLIFFORD YEWDALL Empire State Blvd. NEW YORK CITY

An Accounting Service Particularly Adapted to Radio Engineering
Radio Engineering Consultants Frequency Monitoring

RING & CLARK Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. Republic 2347

A. EARL CULLUM, JR. Consulting Radio Engineer
Highland Park Village
Dallas, Texas

A. EARL CULLUM, JR. Consulting Radio Engineer
Highland Park Village
Dallas, Texas

FREELANCE SPORTS ANNOUNCER—Desires permanent connection. All sports—six years experience with sports writing background. Draft exempt. Fifty dollars minimum guaranteed and satisfied sponsors. Box 884, BROADCASTING.

Producer, Program Manager, Announcer—Produced own programs. Served as program manager and departmental director. Has now doctorate. Desire change by October first. Post Office Box 247, Lima, Ohio.

Announcer-Producer-Writer—10 years in radio, 4½ yrs. at present Mid-West 50 kw station. Would like chief announcing or program executive job in good regional station. Married-draft exempt. Interview and transcription upon request. Box 885, BROADCASTING.

Program Manager—With twelve years radio experience now available. Has network, regional and local station background, announced major league baseball and football, pro and college, produced network shows, excellent organization, has conducted major city symphony orchestra of 12. Married. Box 886, BROADCASTING.

Commercial Manager-Salesman—Available October lst. Good personality, mixer, proven sales ability. Experiences in fifteen years radio, newspaper, advertising experience. Family man, liberal habits. Exceptional recommendations past and present employers. Not looking for position but good connection where ability and enthusiasm can be utilized. No C. O. D. Send confidential reply. Box 887, BROADCASTING.

Station Manager—11 years experience; draft exempt; married; 31 years old. Former NE Ohio small local or one that needs new blood. How about that, 250 watter in the Midwest? Let's talk it over. Your answer to this ad will bring me in for personal interview in hurry. Available immediately; now best industry and character references. Box 888, BROADCASTING.

Situations Wanted (Continued)

Need a Young, Live-wire, Versatile Man?—At 21 am college grad and a Program Director. Experienced programming, continuity, announcing, publicity, news commentaries, plays, etc. Draft exempt. Box 876, BROADCASTING.

Combination Man—Announcer-Producer. With educational and network experience. If you want a real program department built by a man who can earn his keep, send for testimonials, let me send you my story and audition record. Box 889, BROADCASTING.

Competent Announcer-Writer—Married. Draft exempt. Desires position with radio studio preferably in South or West Coast. Have written National network shows which were produced. Am asset to any radio studio that appreciates ability and enthusiasm. Box 882, BROADCASTING.

Radio Engineering Consultants Frequency Monitoring

RADIO ENGINEERING CONSULTANTS

E. RAYMOND WILMOTTE Consulting Engineer
Designer of First Directional Antenna Controlling Interference
Budweiser Bldg. • WASH., D. C. • 01, 7417

BROADCASTING

BROADCASTING - Broadcast Advertising September 8, 1941 - Page 43
PORTLAND, OREGON

KXL LAND extends north including the following Counties in WASHINGTON:
- Clark
- Lewis
- Cowlitz
- Pacific

and south including the following Counties in OREGON:
- Yamhill
- Marion
- Polk
- Linn
- Benton
- Lincoln
- Lane

Serving Over ONE MILLION PEOPLE Who Have A Buying Power of $419,127,000.00

750 Ke 10,000 WATTS
FRENCH NEWSCASTS shortwave to Europe twice daily by CBS via its shortwave station WCBX, are heard with interest by large numbers of French people and other parts of Europe and North Africa but throughout the Western Hemisphere, as indicated by the dozens of letters received by CBS from all parts of the Americas where French-speaking people live.

CBS engineers look with interest at the fact that though the programs are beamed on the "European antenna," they are readily picked up throughout Canada, United States and the Caribbean.

Pliage of France

Most of the letters from Europe express the hope and fear of the French people for the plight of the mother country and point out that they listen to American broadcasts as their only source of unbiased news. Listeners on this side of the Atlantic write chiefly to express thanks for the privilege of hearing news broadcasts in French. This is true of letter writers from the Canadian Provinces, and from French speaking people in Louisiana.

Some matters of concern in this part of the world from which these French broadcasts draw response are the French colonies of Guadeloupe, Martinique and St. Pierre et Miquelon. Many college students and professors in the United States have written that the French broadcasts are made compulsory listening in conjunction with language classes. One Midwestern professor wrote in to ask about the possibility of recording the WCBX French broadcasts for use in class.

From the Dominican Republic where a listening group has been set up come letters commenting on reception and other technical radio matters and noting, usually favorably, the informative, impartial nature of the news from the U.S. as contrasted to propaganda from most European shortwave senders. Some members in the group ask for a breakdown of the WCBX news in shorthand and type several copies for distribution among their neighbors, to be compared later to "Dr. Goebbels' news from Berlin".

Under French military censorship, mail from Guadeloupe and Martinique has been cut off, but occasionally letters are smuggled out by travelers leaving for New York, and delivered in person to the CBS French newscaster, Beverly Thurman. Interestingly enough, several of these letters were signed by Vichy officials on the islands who, along with hundreds of their fellow citizens, listened to the broadcasts and wanted to see that their comments got through to "friends of the airwaves" on CBS's New York staff.

Most interesting are the letters from France — interesting and pathetic, too. They reveal the hopes of the people for the day when the United States not only for impartial news of world events, but to the American people as their ultimate saviors.

Past the Censor

Travelers from France often drop into the CBS office to deliver messages the authors were afraid not to get to the outside world. An entire French family recently arrived from Lisbon came to deliver a volume of friendship and encouragement from what they said were thousands of fans in unoccupied France who are now afraid to write, because of fear of the Gestapo and Vichy police. Many of the letters from unoccupied France bear the mark of the German censor.

Many French listeners seem to have a panic-stricken feeling that for some reason the American radio will cut out its French broadcasts now that France is beaten and cut down to the size of the new country. They need to hear free and friendly voices. You are the hope of the world, Vive la France-Vive l'Amérique!", writes one.

An American wife of a French prisoner of war in Germany writes on her return to New York from Paris: "Conditions in France are very bad and people just cling to broadcasts like sailors cling to their ships to pass one day and the next."

Interesting Letter

A letter from Rodez in unoccupied France throws an interesting light on present conditions there: "You doubtless know that we are not allowed to hear most foreign broadcasts, so that America is the only voice that informs us of what is going on in the different parts of the world, even in France."

These and countless others run in the same vein. And each day CBS receives many similar ones. In this way officials have some evidence that the broadcasts in French have a following in the mother country as well as throughout the continent and North Africa. Letters have been sent by French people in Switzerland, Belgium, Algeria, Morocco and Cairo. Many from the free countries and French possessions express their keen disappointment because the Vichy government failed to carry on the fight against Germany from the French Colonial Empire. They said they were looking to the United States and President Roosevelt to save them.

INDUSTRIAL HISTORY is made, and Jimmy Creasman, special events announcer of KDAY, Phoenix, lets his Arizona listeners hear the news of the first batch of cement to go into the foundation of Arizona's first defense plant, the $1,000,000 Goodyear Aircraft Corp. factory near Phoenix. Bending his back to the shovel is Lynn Laney, Phoenix attorney, representing the Governor of the State. The plant, to employ 1,500, will make airplane parts for industries in California and Texas.

OFFICIALS of WLW, Cincinnati, are making plans to air a number of programs weekly in English over the Crosley shortwave station, WLW, for American soldiers and sailors stationed in South America and at bases in Central America and the Caribbean.

Crosley officials point out that at present the majority of broadcasts beamed to these areas are in Spanish or Portuguese and designed for listening in countries speaking those languages. Naturally they are of little interest to men of the American armed forces stationed in these regions and consequently they have no contact with home through radio.

One group of soldiers in the Panama area went so far as to hire an interpreter to broadcast a round-by-round summary in English over a local Panamanian station of a recent Los Angeles fight. Plans now call for broadcasts twice-weekly especially designed for soldiers and sailors south of the border.
NAB Starts Campaign Among Colleges
To Install Technician Training Courses

COGNIZANT of an impending shortage of radio technicians because of defense requirements, the NAB through its National Defense Committee has launched a campaign urging establishment of radio technicians courses at universities.

Executive of leading schools, the NAB announced, are being contacted by district representatives of the defense committee regarding introduction of such courses this fall to provide a needed supply of competent technicians for military forces and industry. Both men and women would be enrolled.

Carolina Course
Dean Van Leer, of the Engineering School of North Carolina State, already has announced a fulltime 12-week campus course. His plans were sent the National Defense Committee through A. J. Fletcher, president of WRAL, Raleigh. Dean Van Leer also plans to conduct off-campus courses in larger North Carolina cities, whenever the minimum number of students can be recruited. A third course would be open to graduates of the Electrical Engineering School.

The NAB has sent to district representatives of the defense committee data accumulated from Army, Navy and FCC sources. NAB President Neville Miller, in a covering letter, suggested that the representatives take up the matter with colleges in their districts.

Such radio courses are among those financed by Congress through the U. S. Office of Education, he pointed out. He estimated that some 25 schools gave radio courses last year and that the Office of Education is favorably disposed toward them. "It is our belief, supported by fact," Mr. Miller said, "that the question of trained technical personnel will become more serious as time passes and that if the courses are to be given, they should be started this fall." He urged that broadcasters use their own medium to assist in recruiting students.

Designated as district representatives in the establishment of training courses are E. E. Hill, WTAG, Worcester; Harry Wilder, WSYR, Syracuse; George D. Coleman, WGBI, Scranton; Howard Chernoff, WCHS, Charleston; Red Cross, WMAT, Macon; Howard Summerville, WWL, New Orleans; Franklin Schurz, WSBT, South Bend; Leslie C. Johnson, WHBF, Rock Island; George Burbach, KSD, St. Louis; Morgan Murphy, WEAU, Eau Claire, WMFG, Hibbing; W. C. Gillespie, KTUL, Tulsa; George Cranston, KGKO, Fort Worth; Ed Yocum, KGHL, Billings; Thomas E. Sharp, KFSD, San Diego, and Paul Connet, KGWS, KEX, Portland. Representatives for district 15 (Northern California, Nevada and Hawaii) and district 7 (Ohio and Kentucky) soon will be named.

KFB1 Storm Coverage
DESCRIPTION of wreckage caused by a tornado at Lincolnville, Kan., was given listeners of KFB1, which sent transcription equipment to the scene. Harry Peck, special events man, interviewed victims and witnesses. The storm wrecked the towers of KMBC, Kansas City [Broadcasting, Sept. 1].

THE LANGUAGES ARE DIFFERENT... BUT THE THOUGHTS ARE THE SAME

Whether the language be Polish, Hebrew, Italian, Spanish, Greek, or any of the nine languages which are regularly spoken over this station they all implant but one single thought in the receptive minds of these fervent listening audiences.

They have come to know how precious is freedom, how deeply important are the ideals of this mighty democracy. They are indeed proud to be Americans. Their helping shoulder is bent to the wheel.

A LISTENING AUDIENCE OF 5,000,000 PEOPLE
THEY WELCOME NEW IDEAS, SATISFACTORY SERVICES

WHOM
1480 KILOCYCLES
FULL TIME OPERATION
29 WEST 57TH ST., NEW YORK
Telephone Plaza 3-4204
JOSEPH LANG, Manager

AMERICA'S LEADING FOREIGN LANGUAGE STATION
OIL ADVERTISERS NAMED FOR STUDY

APPOINTMENT of a six-man subcommittee on advertising, composed of oil industry representatives, to look into advertising aspects of the Atlantic Seaboard petroleum situation was announced last Thursday by Acting Petroleum Coordinator Ralph K. Davies. Mr. Davies also appointed two other subcommittees, on fuel oil and asphalt, all of which will advise the District No. 1 Marketing Committee on their findings.

The advertising group likely will attempt to secure fuller cooperation in oil companies' efforts to educate the buying public to fuel economies, as reflected in the institutional and consumer-type radio continuity and publication copy now being used in the Atlantic Coast area.


WSAU Control Passes

CONTROL of WSAU, Wausau, Wis., passed into the hands of W. E. Walker when the FCC Sept. 3 authorized the sale of five shares of common stock by M. F. Chapin to Mr. Walker for $1,500. Deal gives Mr. Walker 86 of the station's 160 shares, with Donald R. Burt holding the remaining 78 shares. The transaction allows Mr. Walker to dispose of his entire interest in WSAU, a procedure accomplished in gradual stages so he can devote his time to the operation of WMAM, Marinette, Wis., of which he is part owner. Mr. Walker also has an interest in WWSA and devotes his time to the management of WSAU.

KHMO Dedicated

FORMAL dedication of the new KHMO, Hannibal, Mo., which went into operation Aug. 22 was held Aug. 27 attended by many local dignitaries. On hand were the President's Radio People: WLS, Chicago, and Pappy Cheshire, entertainer of KMOX, St. Louis, as well as officials of the Lee Newspaper Syndicate, controllers of the Hannibal Courier-Post, operators of the station. The Courier-Post published a special 10-page radio edition. The KHMO staff of 14 is headed by Manager George Losey, formerly a WLS, Chicago (Ill.) and WIZE, Springfield, O. Station operates 17 hours daily with 260 watts on 1340 kc.

A new transmitting tube specially designed for high efficiency has been announced by General Electric Co. Designated the GL-500, this water-cooled tube is similar to the GL-500, but has a six-terminal post mount and can be used as a Class B modulator, a radio frequency amplifier and an oscillator.

Page 48 • September 8, 1941
Sales increase over 100%

WORL ONLY RADIO STATION USED!

This 100% increase in sales is not a miracle! It's happening every day to advertisers using the 920 Club on WORL, America's outstanding radio program. The 920 Club, unique in format, with a powerful sales impact—gets results... and by results we mean sales.

Move Merchandise Off Retailer's Shelves... but fast!

$4,000 worth of pianos sold in one week! Doughnut sales up 147% in one week! Whatever your clients' product... high priced—medium priced—low priced, the 920 Club on WORL will sell your merchandise in Boston—and in volume!

Buy a Participation in the 920 Club Now!

Announcements on 15 minute programs are open! Write for availabilities and 15 big success stories today!
Waste-Paper Campaign To Concentrate on Radio

OFFICIAL. Government-approved campaign for the reclamation of waste paper necessary for the manufacture of boxes vital to national defense started last week in 32 cities with radio scheduled to receive three-fourths of the advertising appropriation. Cooperatively sponsored by the boxboard, roofing and book paper manufacturing industries, the campaign in New York includes 200 announcements on eight stations, while schedules in other cities are now being placed by the Olian Adv. Agency of St. Louis, with Frank Block in charge.

On a 12-week basis, the New York setup includes WENX with six spots daily; WNEW on Stan Shaw’s program; WMCA; WINS; WATF for 31 spots weekly; WHIB; WABC on Arthur Godfrey’s programs, and WOV. Spots plug local phone number of special switchboards which dispatch collectors to pick up the waste paper upon receipt of messages from housewives. The entire drive is being handled by the Conservation Committee of the Consumer’s BROADCASTING, with Davis-Lieber, New York, in charge of national publicity.

ROB ‘CARTER, chief announcer of WCTA, New York, in cooperation with civilian strikes in the area, served as coordinator of activities for the First National Defense Air ‘available held Sept. 7 at Manhattan Beach under the auspices of the American Flying Services Foundation.

Networks Prepare For Hearing

(Continued from page 7)

Two networks and their affiliates. This session originally had been set for Sept. 5 but was deferred by the Commission.

While no formal word came from the networks, it was indicated there is little likelihood suits challenging the FCC's jurisdiction will be filed until the Commission promulgates its proposed modified rules, following the oral argument. This was premised on the view that the networks would not be in a position to determine the nature of their legal attack if they were not aware of the language of the regulation as finally adopted. Moreover, there was the question whether their administrative remedies will have been exhausted prior to the issuance of the final regulations.

Plans of Counsel

MBS inadvertently found itself in the position of the moving party on the oral arguments, since its petition proposing amendment of the regulations was the only pleading pending when the oral arguments were ordered late last month. At no time during the protracted proceedings has MBS indicated it proposed to litigate the question of the FCC’s jurisdiction. In the contrary, it has contended the FCC was within its legal rights throughout the proceedings.

It is expected that Louis G. Caldwell, chief counsel for MBS, will argue his petition in the Sept. 12 proceedings. Former Judge John J. Burns, chief counsel for CBS during the entire network monopoly proceedings dating back to 1938, and John T. Cahill, former District Attorney of New York, head counsel for NBC since early this year, are expected to argue for their respective organizations.

Whether parties in addition to the three major networks will appear for the oral arguments was open to question. The public notice for the arguments had been sent to all standard broadcast licensees and was sufficiently broad to allow regional networks, affiliated stations and independents, to participate.

The major networks apparently feel the oral arguments will provide opportunity simply to review what they already had presented to FCC Chairman Fly and his attorneys during the protracted conferences which began last June and terminated abruptly Aug. 7 when Chairman Fly rejected all proposals for a substitute time option rule and projected one of his own [BROADCASTING, Aug. 25-Sept. 1].

With assurances given the industry that the rules, once they are modified, will not be invoked summarily, it was felt ample time—probably a month—would be allowed for adjustment of network-affiliate contracts. If the networks regard the revised rules as oppressive, it is expected the original course of challenging the Commission’s jurisdiction will be embarked upon, probably in the New York courts.

Long-Term Credit Firms Expanding Use of Radio

ONE OF THE MOST active sales weeks in 1941 was reported for the last August, according to Philadelphia radio officials. Moreover, the curtailment of installment buying promises instead to stimulate bills, according to A. W. Dannenbaum Jr., sales manager of WDAS. Several installment accounts using the station have already increased their time to securing defense money in evidence in Philadelphia, he said.

Since the down payments have been increased and the length of time for payments shortened, these credit houses, Mr. Dannenbaum states, are trying to compensate for the loss of the “dollars-down, dollar-a-week” business by favoring through radio to reach those who can afford to spend more. Many accounts are now featuring luxury items, never before featured on their broadcasts, he continued. The luxury items offered are not under restriction or priorities.

Theo. S. Fettinger

THOBOORE S. FETTINGER, 77, president of United Adv. Agency, Newark, died Sept. 4 of a heart attack at his home in Newark last week. Mr. Fettinger was a native of Altoona, Pa., where he was once advertising manager of the William F. Gable Department Store, WFBG. He is survived by a widow and a son, E. Forrest Fettinger.

World Series Plans

FIRST game of the 1941 World Series will be played Oct. 1 in Yankee Stadium, New York, and broadcast on MBS under sponsorship of Gillette Safety Razor Co., Boston. Pre-game programs scheduled on Mutual include a series titled the Pennant Contenders, featuring interviews with members of the Brooklyn and St. Louis and New York ball clubs on Tuesday nights. From WORC, Louisville, MBS also will present a weekly series titled World Series Memories, featuring the veteran baseball writer, A. H. Tarvin, and Sportscasters Jack Robertson and Charlie Warren.
Music Contract
(Continued from page 10)
published by the Thornton W. Allen Co., which is a member of ASCAP, under the terms of the con-
"sent decree, which provided that any income from such licenses be turned over to ASCAP for dis-
tribution to the membership in the usual manner.

Under his individual licensing ar-
"angement, Mr. Allen has notified
"casters that the 25 tunes are available on the following basis:
$3 for stations with a 1940 income of
$50,000, or less, $5 for stations with
1940 incomes between $50,000 and
$150,000, and $7 for stations whose
1940 incomes exceeded $150,000. It is possible that other
umbrellas in the Allen Co. and other
catalogs may be made available on
a similar basis, and BMI has re-
quested broadcasters requiring the
right to broadcast other college
songs to communicate with BMI, which will endeavor to secure these rights for them.

Even if BMI is able to clear all
college and university songs, the
sponsors and broadcasters are not
free from worry, however. In re-
cent years collegiate bands, especi-
elly in the Southwest, have included
swing units which go in for popular
tunes as well as traditional al-
ma materdir songs. Furthermore,

football games are not produced in station studios,
with every musical number sched-
uled and timed in advance. In ad-
dition to the between-the-halves
music, which may follow a sched-
ule to some extent, the bands are
likely to go into action at any time
to fill a time-out period or after a
player has broken away with the
ball and scored a touchdown.

At N. W. Ayer & Son, agency
in charge of advertising for the
Atlantic Refining Co., which will be
the largest sponsor of football
broadcasts this fall, it was stated
that the problem of music is cur-
rently under discussion, with every
angle being considered, but that no

decisions of any kind have been

Ward Names J-W-T
WARD BAKING Co., New York,
on Sept. 9 announced the ap-
pointment of J. Walter Thompson Co.,
New York, to handle its advertis-
ing. Plans have not been formu-
lated.

HOTCUK Corp., Los Angeles (self-
heated canned food products), new to
radio, has started using daily partici-
ation in a time-weekly 40-minute
audience program, Breakfast at Sar-
dge's, on KFWF, Hollywood. Contract
is for 35 weeks. Agency is Don H.
Miner Co., Los Angeles.

Son’s Surprise
WHEN Myrtle Vail, writer and
star of the Myrt & Marge
serial on CBS wrote herself
out of the script for several
days to visit her son, George
Darnell, announcer and sing-
er of WNOX, Knoxville, she
was surprised to find him
waiting at the airport to in-
terview her on WNOX, and
Mayor Allen with an invita-
tion to crown the queen of
the city’s Sesquicentennial
pageant Aug. 29.

BABES IN THE WOODS are these four from WCHS, Charleston, W. Va.,
who during the annual picnic of the station’s staff to wet their

BROAD CASTING • Broadcast Advertising September 8, 1941 • Page 51
Decisions...

SEPTEMBER 3

WIAC, San Juan, P. R.—Granted modification of CP which license was issued 20 kw.

KMPU, Beverly Hills, Cal.—Granted modification of CP new transmitter, increase 10 kw. directional N & E.

WNRF, Binghamton, N. Y.—Granted CP increase 5 kw. unl., change 1200 kc new transmitter.

WSAU, Waukesha, Wis.—Granted consent for extension of 4 shares common stock from M. P. Chapin to W. E. Walker for $1,200.

DESIGNATED FOR HEARING—NEW. Lake Shore Broadcasting Corp., Cleveland, CP new station 1500 kc 5 kw. directional (retransmission hearing with application of Maywood Valley Broadcasting Co.)


SEPTEMBER 5

MISCELLANEOUS—WTMV, East St. Louis, Ill.—Granted motion to dismiss application CP 1410 kc 500 w 1 kw D unl.; NEW, Fort Worth, Tex., granted motion to withdraw application 570 kc 1 kw N 5 kw D directional E.

WBIB, Topeka, Kan.—CP change covered by increase 5 kw. N 10 kw D directional N.

KFGQ, Boone, Ia.—CP changed 1150 kc, increase 5 kw, change antenna.

KGGF, Coffeyville, Kan.—Amended application to use directional N and D.

NEW, Associated Broadcasters Inc., Indianapolis—CP new station 1480 kc 100 w.

KYII, Marysville, Cal.—Modification to increase 2 kw. move radio site.

NEW, Edward E. Reedery, Seattle—Amend CP station to new 1600 kc.

APPLICATIONS

AUGUST 30

WJPR, Greenfield, Mass.—Amend application to 1420 kc 1 kw N 5 kw D, install new transmitter and move.

NEW, Board of Education of the Memphis City Schools, Memphis—NEW, CP new station, CP new educational station 412.1 mc 250 w A8 emis.

WIBW, Topeka, Kan.—CP change covered by increase 5 kw N 10 kw D.

KFGQ, Boone, Ia.—CP changed 1150 kc, increase 5 kw, change antenna.

WIBW, Topeka, Kan.—CP change covered by increase 5 kw N 10 kw D.

KGGF, Coffeyville, Kan.—Amended application to use directional N and D.

NEW, Associated Broadcasters Inc., Indianapolis—CP new station 1400 kc 100 w.

KMYC, Marysville, Cal.—Modification to increase 2 kw, move radio site.

NEW, Edward E. Reedery, Seattle—Amend CP station to new 1600 kc.

SEPTEMBER 5

WESU, Reading, Pa.—Amend application CP 5 kw install new transmitter, change in directional.

KPRC, Houston—Modification CP for new transmitter increase 5 kw N 10 kw D.

KGIR, Bartle, Mont.—CP new transmitter, increase 50 kw, change 400 kc.

KDYL, Salt Lake City—CP transmitter, directional changes, increase 10 kw, change 880 kc.

Tentative Applications

WTEN, Philadelphia, CP 1500 kc 250 w unl.; oral argument on MRB petition for FCC to amend regulations re network operation time, term of contract contracts (Sept. 15).

KPFN, Kennethsaab, Ia., license renewal (Oct. 21).

KTAJ, Jacksonvile, Fla., CP 550 kc 5 kw directional N unl.; NEW, Scripps-Howard Radio Inc., Houston, CP new station 1520 kc.

KTXA, Dallas, Tex.—Texas Star Broadcasting Co., Houston, same; NEW, Greater Houston Broadcasting Co. Inc., Houston, same (Oct. 30, last three concerned hearing).

NEW, Hawaiian Broadcasting System Ltd., Honolulu, CP 1240 kc 250 w unl.; KWW, St. Louis, CP 690 kc 50 kw directional N; new license renewal and modification to 1910 kc 500 w. W2J1M—Facilities of WTJN.

WDAB, Philadelphia, CP 1300 kc 250 w.

WACB, New York, CP 500 kw directional.

WJTN, Asheville, N. C., license renewal and modification 1910 kc 500 w.

WJAX, Jacksonville, Fla., CP 550 kc 5 kw directional N.

WLAH, Boulder, Colo., CP 1220 kc 250 w.

WOL, Washington, D. C., license renewal.

WTEN, Philadelphia, CP 1500 kc 250 w.

WTNY, New York, CP 1500 kc 250 w.

WRCA, San Francisco, Calif., CP 1300 kc 250 w.

WSAU, Waukesha, Wis.—Granted consent for extension of 4 shares common stock from M. P. Chapin to W. E. Walker for $1,200.

DESIGNATED FOR HEARING—NEW. Lake Shore Broadcasting Corp., Cleveland, CP new station 1500 kc 5 kw. directional (retransmission hearing with application of Maywood Valley Broadcasting Co.)


APPROPRIATIONS

AUGUST 30

WJPR, Greenfield, Mass.—Amend application to 1420 kc 1 kw N 5 kw D, install new transmitter and move.

NEW, Board of Education of the Memphis City Schools, Memphis—NEW, CP new station, CP new educational station 412.1 mc 250 w A8 emis.

WIBW, Topeka, Kan.—CP change covered by increase 5 kw N 10 kw D.

KFGQ, Boone, Ia.—CP changed 1150 kc, increase 5 kw, change antenna.

KGGF, Coffeyville, Kan.—Amended application to use directional N and D.

NEW, Associated Broadcasters Inc., Indianapolis—CP new station 1480 kc 100 w.

KMYC, Marysville, Cal.—Modification to increase 2 kw, move radio site.

NEW, Edward E. Reedery, Seattle—Amend CP station to new 1600 kc.
Network Accounts

New Business

ST. LAWRENCE STARCH Co., Port Credit, Ont. (Beehive Corn Syrup, Durham Corn Starch) on Nov. 1 starts XRG, Tender Players on 37 Canadian Broadcasting Corp. stations, Sat. 7:15-7:30 p.m. Agency: McConnell Eastman & Co., Toronto.

Renewal Accounts

E. I. duPONT de NEMOURS & Co., Wilmington, on Sept. 29 renews for 52 weeks TV/audiance of America on 55 NBC-Red stations, 7:30-8 p.m. Agency: BBDO, N. Y.

PACIFIC GREYHOUND LINES, San Francisco, on Aug. 31 renewed for 52 weeks a Show of America on 55 NBC-Red stations, 7:30-8 p.m. Agency: BBDO, N. Y.


Network Changes

WHITE LABORATORIES, New York (Feenamint), on Sept. 28 shifts Double or Nothing, the audience of NBC news to 110 MBS stations from Fri. 8-9 p.m. to Sun. 6:30-7 p.m. Agency: Wm. Esty & Co., N. Y.

COLGATE-PALMOLIVE-PEET Co., Jersey City (shaving cream), on Oct. 4 shifts Sports Newsreel of the Air from 52 NBC-Blue stations Sun. 9-10 p.m. to 50 NBC-Red stations, Sat. 10-11 p.m. (EST). Agency: Shermer & Marquette, Chicago.

LIGGETT & MYERS TOBACCO Co., New York (Velvet Pipe Tobacco), on Sept. 24 the Professor Quiz on 69 CBS stations, Thurs. 10-11:30-12 p.m. Agency: Newell-Emmett Co., N. Y.

Chicago Operettas

REPLACING THE Chicago Opera Hour, now heard on MBS Saturdays at 3 p.m. will be the opera series heard last year titled The Chicago Theatre of the Air, which will start Oct. 4 on Mutual and be extended to 75 minutes. Carl Robert Coe, editor and publisher of The Chicago Tribune, will make a "certain" talk each week immediately following the opening theme by Henry Weber and the WGN Symphony Orchestra. William A. Becher, WGN chief of programs and production, again will direct the series.

Only New Orleans Station With UP and AP News

WNOE

New Orleans’ Greatest Radio Value
A Mutual Affiliate

CONGRESSMEN COOPERATING

WAGE and Representatives Provide Listeners With
Information, Free Bulletins

AN IDEA of a 23-year-old member of the staff of WAGE, Syracuse, to perform a public service for the listening audience recently resulted in an outstanding station promotion success.

When Oliver Treyz learned that Government bulletins, for which individual citizens are compiled to pay 5 to 25 cents at the Government Printing Office, are available to the public free through their Congressman, he investigated further and found out that most people were unaware of this right. He particularly learned how these bulletins could be of service to farmers, housewives, handymen and gardeners.

Quick Cooperation

As a result, Treyz approached William T. Lane, WAGE general manager, suggesting that WAGE cooperate with Congressmen from the area in urging listeners to avail themselves of this free bulletin service.

Mr. Lane gave Treyz the green light and the youth immediately wrote Edward A. Arthur Hall, Representative in Congress from Binghampton. Several days later Treyz was surprised to receive a long distance call from Congressman Hall in Washington. In a three-way conversation, with Mr. Lane also on the line, the Congressman offered to cooperate and urged the station to inform listeners of this gratis service. He then suggested a weekly transmission, with a date each day from one of the five Congressmen in WAGE’s area, rotating each day to give the people back home an insight into political Washington. It was then that Treyz ventured that Rep. Hall might mention the broadcasts to his constituents in his Congressional letters.

The "mention," surprisingly enough, turned out to be in 200,000 letters to people in four Southern New York counties. On Aug. 4 Rep. Hall placed a copy of his letter in the Congressional Record.

AFM Session to Study Recorded Music on Air

RULES for the regulation or curtailment of recorded music on the air may be promulgated by the international executive board of the American Federation of Musicians when it meets in Chicago to act on the resolutions adopted by the AFM national convention held in Seattle last June. Board meeting has been tentatively scheduled for Sept. 30 in Chicago, according to AFM headquarters, where it was said the recording matter is the only one on agenda and scheduled for discussion at this time.

Several resolutions designed to protect musicians against the allegedly unfair competition of "canned music" were adopted by the convention, following the report of Ben Selvin, vice-president of Associated Music Publishers and a former orchestra leader, who had been engaged by the union to survey the use of recorded music and its effects on the employment of live musicians.

SOUTHWEST

KFH

WICHITA KANSAS

Call Any Edward Petry Office
Plan New Attack
On 'Big Business'
Small-Business Section Begun
In Department of Justice

INDICATIONS of further possible
Government moves against mer-
chandising and advertising prac-
tices of American "big business" were
seen in a recent exchange of
telegrams between Assistant At-
tomey General Thurman Arnold,
head of the Justice Department
Antitrust Division, and Senator
Murray (D-Mont.), chairman of the
special Senate Small Business
Committee.

With announcement by Mr. Ar-
old that a small-business section
had been set up in the Antitrust
Division came mutual assurance of
cooperation between the Senate
committee and the new Justice De-
partment agency.

According to Mr. Arnold's Aug.
26 announcement, the new small
business section of the Antitrust
Division, headed by Guy Holcomb,
will not only conduct antitrust in-
vestigations but also will assist
small business enterprises in their
relations with the Federal Govern-
ment.

Conference Proposed

Senator Murray suggested last
Wednesday, responding to Mr. Ar-
old's announcement, that the Justice
Department "uncover and ex-
pose for Governmental action" the
problems which have been re-
Sulting in the "gradual stran-
gulation of small business". He also
pledged that the special Senate
committee would "cooperate with
you in all your endeavors", and
suggested a conference with Mr. Ar-
old upon his return to Washing-
ton from Butte, Mont.

"I am greatly interested in your
action in this line of work. The
small business section of the Anti-
trust Division," Senator Murray de-
clared in a wire to Mr. Arnold, released
last Wednesday, "will be a leader-
ship in this movement to overcome
the mounting difficulties confronting
the small businessmen of the na-
tion will be invaluable. A mem-
ber of the Department of Justice
staffed by eminent economists and
experts on small business prob-
lems will effectively uncover and
expose for Governmental action
the problems which have been re-
Sulting in the gradual strangula-
tion of small business.

With an initial organizational al-
lotment of $10,000, the Special Sen-
ate Committee to Study & Survey
the Problems of American Small
Business was formally opened early in
the present session of Congress. Little of the $10,000 fund is left, and the committee is un-
derstood to be seeking a large
appropriation, rumored to be as much
as a million dollars, to carry on an
intensive inquiry into the plight of
small business. It is understood
hearings will be conducted on a
wholesale scale, with advertising

FCC Busy Planning Newspaper Inquiry,
Seeking Completion Within Six Weeks

WITH its special staff working
feverishly to line up as many wit-
nesses as possible, the FCC hopes
to run its newspaper-divorce
inquiry through to conclusion
when hearings are resumed Sept.
17 in Washington. While no accu-
rate estimate could be made, it was
stated in official quarters that the
proceedings might run a month
or six weeks, with time out for
regular Commission meetings and
for the multiple ownership-over-
lapping service arguments now
to begin Oct. 6.

It is expected the FCC staff first
will cover individual newspaper
station ownership situations, rather
than group ownership interests.
As evidenced when the hearings re-
cessed Aug. 1 until Sept. 17, em-
phasis will be placed upon press
association activity in the radio
field and purported efforts by news-
paper-press associations to fore-
stand development of radio news
gathering organizations. This phase
of the inquiry, however, probably
will not be reopened until ten days
or two weeks after resumption of
the second phase of the hearings.

Tentative Plans

Last week the Commission's spe-
cial staff, headed by Senior As-
sistant General Counsel Thomas
E. Harris, tentatively lined up the
docket for the reopened hearings,
but no final schedule was drawn.
It is expected, however, that such
interests as the Kansas City Star,
which owns WDAF, and the Des
Moines Register-Tribune, operat-
ing KSO and KRNT in Des Moines,
and merchandising practices one of
the prime considerations.

Members of the committee in-
clude Senators Murray, Chairman,
Stewart (D-Tenn.), Ellender (D-
La.), Mead (D-N.Y.), Maloney,
(D-Conn.), Capper (R-Kan.), and
Taft (R-O.).

order the inquiry last March, has
no immediate plans, it is re-
ported, for presentation of affirma-
tive testimony at the hearings.

A local station in New York is
preparing data refuting exhibits
offered by the FCC witnesses on
newspaper ownership and revenue
factors. Thomas D. Thacher, for-
er Solicitor General and chief
counsel for the Newspaper-Radio
Committee, Sydney M. Kaye and
A. M. Herman, associate counsel,
are supervising preparation of the
case, along with Harold V. Hough,
Fort Worth broadcaster, chairman
of the committee.

Miles to Extend
MILES LABS, Elkhard, Ind. (Alka-
Seltzer), which currently sponsors
Lum & Abner four times weekly
on 7 NBC-Red Pacific Coast
stations, on Sept. 25 is play-
ing an entire-hour special on a
NBC-Blue coast-to-
coast network. To be heard Mon-
day, Tuesday, Thursday and Sat-
day, the program is tentatively set
for 4:30-6:45 p.m. (EST) and
10:30-12:45 p.m. (CST and PST).
Agency is Wade Adv. Agency, Chi-
ger.

Kostka Resigns

WILLIAM KOSTKA, manager of the
New York department of NBC, has
resigned effective Sept. 26 to join
the Institute of Public Relations.
Mr. Kostka has been named by
Kostka joined the NBC press de-
partment in September 1938, be-
coming manager in August 1939.

Poynter With Donovan

NELSON POYNTER, publisher of the
St. Petersburg Times and owner of
WTSP, who recently re-
signed as press director of the
Office of the Coordinator of Inter-
American Affairs (Rockefeller
Committee), has joined Col. Wil-
liam L. Donovan, recently ap-
pointed by President Roosevelt
as Coordinator of Information. He is
serving at Washington head-
quarters, handling press and radio
matters.

WABC Doubles

Since Sept. 1, 1940, WABC, New
York, has doubled the number of
its sponsors, and this fall is start-
ing the best advertising season in
its history, according to Arthur
Hull Harris, WABC manager. In
this time last year, WABC served
seven clients, with nine more signed
in the next quarter for a total of 16, while this September the station has 23 advertisers now on
the air and nine about to start, for
a total of 32.

A Senator Reports

SPEAKING each Friday night either from Wash-
ington or from some home near
Havre de Grace, Md., Sena-
tor Millard Tydings of Mary-
land, who began a series of
reports to his constituency over
WBAL, Baltimore. Special
pal and remote equip-
ment are installed for each
broadcast.

"All Right, So It's Go-Cart! Can I Help It if There's a
Gasoline Shortage!"
WLW . . . a clear channel station . . . serving the MIDWEST! Programs with a distinctive sectionalized flavor are highlighted features of the Nation's Station. Developed and produced for the sole benefit of the midwest farmer, they have linked together two great families. Such programs as WLW's "Everybody's Farm," "Boone County Jamboree," news, market and weather reports are overwhelming favorites with the Burwell McCormicks, prominent Muskingum County farm family living near Norwich, Ohio.

Mr. McCormick, Chairman of the Muskingum County Farm Bureau, is, at present, cultivating 300 acres devoted to corn, wheat, alfalfa, and clover.

There are seven children in the McCormick family. In recent 4-H Club Competition, two of the McCormick youngsters were selected to represent their fellow club members as judges in the Chicago Livestock Shows.

Says Mr. McCormick: "We stay tuned to WLW because we get the programs we like best." Proof enough . . . that WLW serves midwest RURAL AMERICA!
In its 21 years of service to America and the world, the Radio Corporation of America has sent and received through space more than 18,000,000 radiograms since the first memorable "Marconigram" (left) was flashed across the Atlantic.

Today, radio messages sent by R.C.A. Communications conquer the barriers of time and space to provide service between 12 cities in the United States and 43 foreign lands, as well as ships at sea. The radiophoto service of R.C.A. Communications now links New York with London, Berlin, Buenos Aires, Tokyo and Moscow, making possible super-swift transit of photos and other important visual data.

Behind R.C.A. Communications’ ever-expanding, ever-improving service, are RCA Laboratories and research in all fields of radio. From here have come the technical advances responsible for today’s great wireless communication service. And from here will come the forward steps of tomorrow. For RCA Laboratories are dedicated to unending research in radio, so that as the years roll by, the art will be still more useful and valuable.

RCA LABORATORIES
A Service of the Radio Corporation of America

The Services of RCA: RCA Manufacturing Co., Inc. • Radiomarine Corporation of America • RCA Laboratories National Broadcasting Company, Inc. • R.C.A. Communications, Inc. • RCA Institutes, Inc.