"THEY SURE PLUGGED WHO'S PLOWING CONTEST!"

- Much as we hate to admit it, good farm news reporting is sometimes done by somebody besides Herb Plambeck, WHO's star farm news editor.

For instance, a national weekly picture-magazine recently devoted three pages of pictures to covering WHO's amazing 1941 Corn Belt Plowing Match. Our hats are off to them!

Starting in 1939, WHO's first Corn Belt Plowing Match drew slightly over 8,000 people. The second, in 1940, brought 15,000. The 1941 Contest, held on September 20, drew more than 20,000 farm people from every part of Iowa and several surrounding States.

Even if it were just a hot promotion, the Corn Belt Plowing Contest would prove that WHO is doing a superb and resultful job in reaching midwestern farmers. But the Contest is not just a promotion—it's one small part of the biggest job ever done by any radio station, to "win friends and influence people" on farms—for your greater good in Iowa Plus. Write for the facts—or ask your Agency to ask Free & Peters!
JUST five years ago tomorrow, KOY, Phoenix, was about to come under its present management, the Salt River Valley Broadcasting Company, Burridge D. Butler, President.

In those five years, since November 12, 1936, KOY has proved itself as Arizona's Station of Public Service. In 31,599 hours of broadcasting, KOY has presented 1,651 hours of educational programs; 1,640 hours of community service and 816 hours of educational programs. Also, there have been 15,246 announcements supporting community enterprises!

Naturally, we are happy that these activities have gained public acceptance for KOY ... acceptance indicated by scores of such letters as those printed here ... and we pledge ourselves to continue and improve this service to Arizona.

1000 Watts on 550 Kilocycles

For more intensive coverage—THE ARIZONA NETWORK!
KOY in Phoenix
KTUC in Tucson
KSUN for Bisbee-Douglas
The most economical way to get to you...reach and sell to over 90% of all Arizona's buying power.
Here are three men of modern warfare. Naval aviator, tank driver and paratroop. Each one a "powerhouse" of fight and destruction and each one important and necessary for a well balanced, efficient fighting force. Yet neither branch of service is a complete armed force in itself. It takes the combination of all branches to make an effective war machine.

The same is true with WSM.

New highs in sales records for clients...showmanship awards...seven currently popular network shows. This is not the work of any one "genius." It's the close cooperation of a well knit organization and a talent staff in excess of 250 versatile artists.

WSM shows blitzkrieg the heart of America's fastest growing market...the South. Where 42% of the nation's crude oil; 100% of the bauxite, and 60% of America's natural gas are produced.
When you think of

**NEW ORLEANS**

you think of:

Fine duck shooting . . .

and

**WWL**

NEW ORLEANS

50,000 WATTS
(CLEAR CHANNEL)

The greatest selling POWER in the South's greatest city

When you think of New Orleans, you think of:

**Fine duck shooting . . .**

and

**WWL**

NEW ORLEANS

50,000 WATTS
(CLEAR CHANNEL)

The greatest selling POWER in the South's greatest city

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**REWARD:** 903,105* customers for advertisers who find spots on KOIL.

*Persons in KOIL's 0.5 Millivolt Area
90 MILLION $$
Federal Defense Appropriation

LARGEST SUBMARINE
BASE IN THE WORLD

10,000 NAVY YARD EMPLOYEES
2,200 NEW FHA HOMES

PLUS: Primary in 7 out of 10 Counties in
N. H. Plus: 8 out of 16 in Maine
Plus: Essex & most of Middlesex in Mass. An
area of 330,570 Radio Homes.

The New

WHEB

“The Listening Habit of Central New England”

Exclusive National Representation:

JOSEPH HERSHEYMcGILLVRA
NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO
BERTHA BANNAN
Special Exclusive Boston Representative

BERT GEORGES, General Manager
DAVID CARPENTER, Sales Manager
If you heard those Sonovox radio plugs—a real Buick horn, saying "Better Buy Buick" in actual words—then you already know why thousands of people now involuntarily THINK "Better Buy Buick", every time they hear a Buick horn!*

Sonovox, you see, is the revolutionary acoustic development that permits radio advertisers to put words into the "voice" of any sound—permits cows to talk, bells to speak, noises to articulate!

Unquestionably, Buick and Sonovox have started something. Other large national advertisers will be on the air soon with brand new spot campaigns created by SONOVOX. Listen for them . . . In the meantime, write for your copy of "Now Cows can Talk", or ask any Free & Peters office for further information.

*5 spots per day on 46 stations in 32 markets; Sept. 29 to Oct. 4.

WRIGHT-SONOVOX, INC.
180 N. Michigan Ave., Chicago
Affiliated with Free & Peters, Inc.
Holiday Surge Not Up to Former Years

High Level of Recent Months Reduces Usual Upward Trend of Season

THE 1941 holiday season looms as the best in radio's history. But the Christmas ratio of increase over late fall time sales is not likely to show the marked peak customary in past years.

In a survey of broadcast stations, networks, agencies and advertisers throughout the United States and Canada, BROADCASTING staff representatives have sifted replies from a large number of executives. These replies in general indicate a moderate upward trend during the holiday season, following record autumn business.

Business among radio stations exceeds that of any past year but the holiday season will encounter a new set of market factors involved in defense, an industrial boom and world confusion.

Heavy Items Down

Heavy commodities such as automobiles, stoves, refrigerators, and articles of the sort are encountering priorities problems and production curtailment. Ordinarily these items are responsible for much of the intensified radio advertising during the holiday season. And some national spot users leave the air during each December.

On the other hand, a considerable activity is noted among advertisers selling quick-turnover items and luxury goods in special demand at the holiday season. For example, FM radios along with cosmetics and jewelry are receiving attention in a number of metropolitan markets. Local retail jewelers in some cases are planning busy radio campaigns in the hope that the approaching season will be a record-breaker.

In the jewelry field the Elgin Watch four-week holiday program featuring Shirley Temple on CBS may start a new type of holiday advertising. The intensive Elgin campaign will involve a heavy expenditure for a four-shot broadcast series, and the industry will be watching results with interest.

Year-Round Users

An encouraging factor is the increasing interest in radio shown by department stores all over the country. Station managers report more inquiries from the larger retail outlets than in any past season. In some cases the stores are taking their time until they can analyze Christmas buying habits of the public. But it is indicated that}

SIGNED, SEALED AND DELIVERED, straight from the White House, newly-appointed FCC Commissioner Clifford J. Durr (left) examines his commission from President Roosevelt immediately after being sworn in Saturday, Nov. 1. Registering approval are FCC Chairman James Lawrence Fly (center) and Associate Supreme Court Justice Hugo L. Black, who administered the oath of office before about 40 members of the FCC staff, Mr. Durr's family and the press in Chairman Fly's office. Commissioner Durr; formerly general counsel of Defense Plants Corp. and assistant general counsel of the Reconstruction Finance Corp., was appointed for a full seven-year term from June 30, 1941, succeeding Commissioner Frederick I. Thompson, also from Alabama. Commissioner Durr left last Wednesday for a 10-day vacation at his home in Alabama. As his personal secretary he has brought from the RFC Mrs. Madge Warner. Also he has appointed as his assistant J. Radcliffe Maunemee, formerly assistant to Commissioner Thompson, who will serve until he leaves for active Army duty.

NEW YORK

FOLLOWING predictions made earlier this year that 1941 would be a banner year for radio advertising, the general trend of business in the industry is currently upwards, according to spokesmen of station representatives, local stations and networks, interviewed by BROADCASTING's New York staff in early November.

ASKED specifically whether they thought the Christmas trade, expected this year to be larger than the record Christmas of 1929, was reflecting, executives of New York stations reported little increase in schedules already in progress but some change in commercial copy to conform with the holiday season.

Elgin's Drive

A notable exception to this viewpoint is the special four-week Christmas program featuring Shirley Temple, to be sponsored on CBS by Elgin Watch Co., Elgin, III, starting Dec. 5. This series, which will promote Elgin watches as Christmas gifts, may indicate a new trend in concentrated national advertising for the Christmas season, one of the executives of a station representation firm observed.

Other exceptions in the more than 50 "negative" answers received on the question of special Christmas business, included reports on small campaigns by advertisers of such luxury items as FM radios, specially packaged cosmetics and jewelry. According to John F. McCarthy, vice-president of McCann-Erickson, New York, "local retail jewelers will spend more on radio this year than any previous year, with sales this Christmas expected to be the greatest in history—greater, even, than in 1929."

Gruen Watch Co., Cincinnati, for instance, has prepared five-minute transcribed programs promoting its watches for distribution to local dealers. Also DeBeers Consolidated Mines, Kimberly, South Africa, through W. Ayer & Son, is sending its dealers for placement on local stations five-minute transcriptions featuring a dramatic skit on the timeliness of diamond gifts for Christmas.

Among the transcription companies reporting prosperous business, Star Radio Programs has sold more Christmas shows in October than ever before. Sales for the company's Christmas Tree of 1941 series of half-hour scripts show an increase of 27% so far this year over 1940, with an excellent season indicated from orders now being received and from correspondence with clients.

Although most of the agencies interviewed were optimistic on the local time to be purchased during November and December, one executive of an agency handling a large amount of spot radio reported that local advertisers would definitely use less radio than previously, feeling that a normal course of Christ-
Transcription Groups Adopt Proposed Committee Standard

Smeby Warns, However, That Formal Approval Has Not Yet Been Given to New Characteristics

INDICATING practical approval of the transcription standards developed by the Recording & Reproducing Standards Committee, functioning since July under auspices of the NAB, Columbia Recording Corp. announced last week that it intends to include on Columbia transcription labels a statement that the recording conforms to the RRSC standards.

Following the CRC announcement, World Broadcasting System, pioneer in the transcription field, last Friday issued a statement outlining its attitude on the RRSC standards. The World statement pointed out that the vertical characteristics "now adopted by the NAB as the standard by which vertical recordings will be judged are the characteristics which World Broadcasting System set up 10 years ago and has maintained ever since".

Coincident with the Columbia announcement, made by William A. Schudt Jr., manager of the CRC transcription division, it was stated on behalf of NBC Radio Recording Corp., and Associated Music publishers that their transcribed recordings also conform to the RRSC technical specifications.

Word of Warning

Following the CRC announcement, caution was voiced last Thursday by Lynne C. Smeby, NAB director of engineering, regarding reference to the RRSC standards. NAB officials said the standards have not yet actually been approved by the NAB, hence cautioned transcription manufacturers against representing on labels at this time that their transcriptions were conforming to NAB transcription standards.

"The recording and reproducing standards committee was formed at Detroit on June 26, 1941," Mr. Smeby explained. "Work on standards was started at that time and has progressed very satisfactorily. The committee at its last meeting on Oct. 23 adopted 15 standards and referred nine important items to subcommittees for further study. "The work of standardization has not been completed. RRSC found that in some cases good standards had been formed by usage, and these were adopted formally by the committee. There are nine items still to be considered, and it is hoped that these can be resolved by the first of the year. After RRSC has finished its work, the standards must be adopted by NAB before they can carry a designation that indicates that NAB approves them. It is unlikely that NAB will not approve verbatim the final work of such a distinguished group of recording experts. However, the formality of approval must be gone through."

"NAB is extremely anxious that the work of the recording committee be completed as soon as possible. It is intended to publish the standards and give wide distribution and publicity to them."

World’s Pioneering

"World’s pioneering of standards over the period of a decade is well-known to all broadcasters," the World statement declared. "As a part of this program World placed matched recording equipment in hundreds of radio stations, a necessary step to properly reproduce the music of the first recorded music library in radio. And while the standards by which World produced these vertical transcriptions were established 10 years ago, constant research and development have been carried on to further improve quality. Even at the present time World is carrying on an exhaustive research and development program to meet the highest demands of FM.

"World is also whole heartedly cooperating with the NAB committee in establishing for the first time a standard for lateral recording. To effect this and in the further interest of standardization World has agreed to alter its highly individualized lateral characteristic to coincide with a common curve which the committee feels is more easily attainable by all lateral producers."

"In discussing these two standards now established by the industry, Percy L. Deutsch, president of World, stated:"

"It is extremely gratifying to us that our vertical characteristic is now established as the standard which must be met by any manufacturers coming into this field. We can applaud the committee for filling the long felt need for a standard in the lateral field where lack of standards have encouraged a great deal of recording and reproducing which have been against the best interests of the whole industry."

Commenting on the CRC announcement, J. P. Roiman, CRC director of engineering and development, revealed that the lateral frequency characteristic approved by the committee has been in use by CRC’s transcription division for two years.

"For the last two years CRC’s transcription division has used this lateral characteristic because it represents the maximum in quality together with the minimum in surface noise," Mr. Roiman declared.

"The fact that the NAB has adopted this characteristic justifies our belief," the judgment of our engineers, who put the CRC characteristic into operation in January, 1940."
Stipulation Ready; Hearing Set
Dec. 15

A BREATHTAKING spell of at least a month on the docket of the FCC's chain-monopoly regulations was assured last Friday when the U. S. District Court for the Southern District of New York set Dec. 15 as the time for deciding a stipulation pending on the motions for a temporary injunction made by NBC and CBS in their all-inclusive equity actions challenging the FCC's jurisdiction.

Simultaneously, a stipulation between the parties was being perfected to stay the order of the FCC pending final determination of the motions by the statutory three-judge court to be convened under the suits brought Oct. 30.

Technically, the Nov. 15 effective date stands for the rules until the stipulation on postponement is filed with the court. But that is regarded as a formality. Since the court has established Dec. 15 hearing date, the FCC, as a matter of courtesy, will postpone the effective date at least until then.

Whether the three-judge court will sit Dec. 15 or at a later date was problematic, but it was expected the stipulation would provide for a stay until such time as the court acts on the motions for a preliminary injunction. This is preparatory to consideration of the merits of the network suits challenging the validity of the far-reaching regulations.

FCC Motion Ready

The FCC, through the U. S. Attorney's office in New York, was prepared to file a motion to dismiss the suits on grounds of lack of jurisdiction. Sam Brodsky, a member of the staff of the U. S. Attorney's office, designated as special assistant to the Attorney General, is handling the proceedings for the Government. The negotiations on the stipulation, plus the motions resisting the network suits, however, are being prepared by FCC attorneys headed by General Counsel Telford Taylor and Assistant General Counsel Thomas E. Harris.

District Judge Henry W. Goddard, who presided when the network suits were filed Oct. 30, is expected to convene the three-judge court Dec. 15. Justice Learned Hand, senior circuit judge, is expected to sit on the statutory tribunal as presiding judge, with District Judge John Bright as the third member. He is the newest member of the court, having been named last June 2.

The stipulation postponing the regulations will be tantamount to a temporary restraining order. The precise language had not been finally approved as broadcasting went to press Friday. The networks, it is understood, were seeking to have it provide that the regulations will not become effective until a reasonable time after the court shall have disposed of the temporary injunction issue, which, if allowed to the FCC, would allow them adequate time in which to adjust their business affairs with affiliates.

Whether the FCC will follow its motions to dismiss with a motion for summary judgment, which would be in the nature of a rarely invoked demurrer to throw out the network suits, was understood to depend on the FCC's readiness to align itself with the separate CBS suit.

"Counsel for the parties," said the FCC announcement, "are negotiating stipulations for submission to the court which will be to stay the orders of the FCC, pending final determination of the motions on Dec. 15." Both the motions for summary judgment and the plea for an interlocutory decree will be argued simultaneously before the tribunal on Dec. 15.

All during last week, counsel for the FCC and the networks conferred regarding the nature of the stipulation covering the temporary restraining order. Without the stipulation, the court would have "dispositive hearings" on the motions, which was unnecessary when the understanding was reached that the parties would agree at least on this phase of the postponement. But it was just as clear that the Government and MBS would strongly resist issuance of a temporary injunction and would just as vehemently urge dismissal of the proceedings on jurisdictional grounds.

Stations which have been in a quandary over compliance with the time option ban particularly have been advised informally by their counsel it is understood, that if an injunction is not procured, contracts will be modified to conform to regulations. Only MBS has formally notified its stations of its "short term, postulating its opinion that the regulations are for the best interests of broadcasters, advertisers and the public.

Despite the contents of a complete upheaval of broadcast operations heard in many quarters, it was thought that even if the rules became effective immediate reaction would not be discernible. Most network business, it was pointed out, is contracted under long-term arrangements and only a minimum of business would be shifted as a result of the ban on time options. It might be several months or even a year, it was pointed out, before the full impact of the regulations would be felt.

Fred Weber, MBS general manager, sent all of the network affiliates a memorandum, which he described as constituting notice that in the event of the court's decision granting the networks' plea for a temporary injunction, it is entirely possible and regarded as likely that the Government would look on a Supreme Court ruling on the lower court's jurisdiction to issue the interlocutory decree.

Because of the nature of the proceedings, Supreme Court review would be expedited, it was thought. On the other hand, should the statutory three-judge court deny the temporary injunction and grant the motions for dismissals, it was expected the networks promptly would seek a Supreme Court review.

Meanwhile, all was quiet on the Department of Justice front, following the momentous Oct. 29 conference of counsel representing all three major networks with Assistant Attorney General Thaddeus Arnold and his staff, exploring the question of possible Sherman anti-trust actions in the light of the FCC chain-monopoly investigation which has no indication whatever that the Department intended to act immediately. It was agreed that a second meeting would be held with Mr. Arnold before the next week would be decided. No commitment was made by the Department that it would proceed, it was reliably understood, though such might have been inferred, and there was no suggestion that the proceedings would be criminal.

With briefs to be filed by the Government by early January, it (Continued on page 57)
Low Income Class Gets Increased Attention

FOOD marketers must recognize that increased buying power is developing in the lower income groups as a result of the defense campaign, A. C. Neilson, head of the A. C. Neilson Co. market research organization, said last Thursday to the Associated Grocery Manufacturers of America, in New York.

As the generally conceded leader in reaching this buying group, Mr. Neilson said, radio deserves close attention in food advertising campaigns aimed at the lower income classes.

4.24 Hours Per Day

Citing figures resulting from the use of the Neilson audimeter on radios in several hundred midwestern homes, he said a food income group listened to the radio an average of 4.24 hours a day, while the next lowest group listened 3.85 hours a day; total listening time decreasing as incomes go up.

He said advertisers must watch radio trends closely in the future to see whether increased incomes for the lower groups result in any decided falling off of listeners in this group, explaining that the poor listen to the radio to keep their cheapest form of diversion, but might turn to the forms of entertainment as money becomes available.

Mr. Neilson also advised advertisers to check their types of radio programs to see whether they appeal to the income groups that are entering the market for their products for the first time. He pointed out that, from the standpoint of nationally advertised food brands, the distribution problem is so much to increase buying by upper income groups because they always have money to spend on these products, but the idea now is for each distributor of advertised brands to see that he gets his share of the lower income group customers who are able to buy his products for the first time.

Turning to the current experience in England, Mr. Neilson said continued advertising of national food brands, even in a scarcity market, has enabled the distributor to maintain one of his most valuable assets—his "consumer franchise" or goodwill. Fifty percent of British food firms, he said, continue their advertising despite the drastic paper shortage which has cut the size of daily papers. Out of 25 advertisers in editors of London papers, five were devoted to foods. He pointed out that the drastic British taxing system means that the money which would go to the government anyhow, so much as the government will allow is being spent on advertising, where it helps maintain consumer franchises for branded products that might not be currently available in adequate qualities, but will go back on the market after the war.

British Food Copy

He analyzed British food copy appeals as follows: Eight percent institutional, apologies for shortages, etc.; 22% health appeals; 33% competitive; 18% new product appeal; with only a negligible amount devoted to price appeal. He pointed to the new emphasis on health and conservation appeal, and said he has noted a definite trend in the U. S. toward stressing of the health and nutrition appeal. He indicated the food industry is entering into a battle with the drug industry over vitamin sales—whether consumers should continue the current trend of getting vitamins through concentrates, or through foods bought from the grocery shelf.

Mr. Neilson said the rise in earnings on the part of the lower income might result in a reshuffling of the food distribution market. For example, he said, housewives are now buying less flour and other ingredients used in home baking of bread, but are probably buying more bread. Consumer movement of food, he said, has increased only 3 to 4% on a tonnage basis during the last year, with no evidence of any appreciable amount of consumer hoarding or retailer profiteering.

On the other hand, he cited figures to show that, to date, advertised brands of foods in the U. S. have failed to benefit from increased purchasing power. He said that 5 cents out of the retail sales of an 11-cent product goes for distribution costs, and he urged even food manufacturers to watch this figure carefully and use the money wisely or they will lay themselves open to militant consumers who would do away with the present system of distribution.

Aside from technical problems of the impact of the war effort on the food industry—an impact that has not been nearly as hard as in many other consumer industries, the convention was devoted to the industry relationship to the new national defense nutrition program.

Defense Angles

Although most Government nutrition men stressed the possibilities inherent in Government-science-industry cooperation as a means of selling good nutrition to the people, Federal Security Administrator McNutt, in charge of the defense nutrition program, and U. S. Public Health Surgeon General Thomas Parran, spoke of the program, stuck disquieting notes. Both appeared to lean in the direction of non-competitive, cooperative, industry-wide institutional advertising rather than specific product plugging.

In praising industry efforts to help the Government promote the nutrition program and explain recent scientific advances to the average consumer, Mr. McNutt singled out for specific praise recent institutional newspaper and magazine campaigns undertaken by the millers, bakers, canners, and meat packers—as industries rather than individual companies.

Too Much Vitamin

Dr. Parran was even more blunt in his criticism of radio advertising, use of the vitamin theme for selling foods, and plugging of individual products. Instead, he suggested cooperative efforts to sell the entire nutrition program out of which, he said, would come benefit to all. Dr. Parran said:

"Speaking as a layman in advertising who listens to a large number of your ultimate consumers, I think the vitamin theme song is getting passe. In merchandising, it has become a bit reminiscent of the well known 'Jennie with the Light Brown Hair' which the broadcasting systems sung to an early grave a few months ago. I think the lone hand has been played out, I think your strength will come from coordinated, forceful, long-range action. Nobody is asking you to be a philanthropist."

"Two months ago, 'There is enough gold in this for everybody.' Your gold will come from perfectly legitimate profits possible from eliminating much of what you do at cross purposes to take away business from one another. There is going to be more food business than all of you can handle together. If you handle it properly together you can gain more institutional and individual good will than will follow from all the name bands or expensive radio comedians you can hire, or $50,000 national advertising contests."

However, the middle ground was taken by Russell Varney, chairman of the nutrition committee of the American Bakers Assn., and director of public relations for Standard Brands, who participated in the nutrition forum. He pointed out that the Government can and will help establish a strong nutritional program but cannot be expected to sell products, adding that the food industry can best aid the general nutrition program by first establishing a strong institutional campaign on adequate diets followed by individual product selling.

No Rationing Likely

While the food industry has certain defense problems, the position of the U. S. food industry in general probably never will be as bad as that of the food industry in England, according to Dr. M. L. Wilson, Agriculture Department.

(Continued on page 54)

PLANS for defense mobilization were discussed with NBC officials Oct. 20 by the Red Network Planning & Advisory Committee. The parallel Blue committee met Oct. 29 [Broadcasting, Nov. 3]. At the Red meeting were (front row, l to r) James D. House of WLW, Crosley vice-president; John J. Gillin, WOW, Omaha; Nile Trammell, NBC president; Paul Morency, WCC, Hartford; Frank E. Mullen, NBC vice-president and general manager. Rear row: Howard Lane, KMJ, Fresno; S. S. Fox, KDYL, Salt Lake City; O. L. Taylor, KGNC, Amarillo; Leonard Reinsch, WSB, Atlanta; Mark Woods, NBC vice-president, treasurer.
... It takes more than being pretty or having a dimple in our knee to gain acceptance like this among advertisers in the FIRST THIRTEEN WEEKS of station operation.

- 102 LOCAL ACCOUNTS
- 73 NATIONAL ACCOUNTS

A New BROCHURE AND COVERAGE MAP Complete with Market Data
... Just Off the Press...
Write for Your Copy!

WISH
INDIANAPOLIS, INDIANA

5,000 WATTS
1,000 NIGHT
1310 KILOCYCLES
N. B. C. BASIC BLUE

Free & Peters
* NATIONAL REPRESENTATIVES

BROADCASTING • Broadcast Advertising
November 10, 1941 • Page 11
Net Independents to Meet on Nov. 18

Permanent Setup Will Be Developed at Meeting

PERMANENT organization of Independent Broadcasters Inc., with the election of officers and directors, is projected at a general meeting of independent network affiliated stations to be held in Chicago Nov. 15 at the call of the temporary chairman, Eugene C. Pullam, Wire, Indianapolis, and William J. Scripps, temporary secretary, WWJ, Detroit.

Music Problems

Launched as a result of dissatisfaction with the NAB manifested in certain industry quarters, IBI does not propose at its Tuesday, evening meeting to be held at the Drake Hotel, to take up possible association with National Independent Broadcasters Inc. The invitation said the meeting is "soley of independent network affiliate stations" and "is not a joint meeting with the NIB group."

Ratification of agreements negotiated by the IBI Copyright Committee with ASCAP, which proved the final wedge in return of ASCAP music to NBC and CBS, will be a salient topic. Clearance at the source of transcriptions also will be covered, and at a meeting Monday (Nov. 17) the General Committee and Copyright Committee of IBI meets with representatives of the eight transcription companies as well as ASCAP and BMI in an effort to reach an agreement on clearance at the source.

Aside from organization matters, other topics on the agenda include explanation and interpretation of the FCC chain-monopoly regulations including the opinion time question; organization of concerted opposition against superpower, and selection of a committee to institute negotiations for relaxation of AT&T line charges, including press service lines.

Six Main Points

"You are invited to attend this meeting and participate in the discussions without any obligation to join Independent Broadcasters Inc," Messrs. Pullam and Scripps add, reiterating the existent activities. "Your voice and your vote are needed to determine whether we want a permanent association."

HENRY KLEIN JOINS D'ARCY, NEW YORK

HENRY C. KLEIN, since last November assistant radio director of BBDO, New York, has joined the radio department of the New York office of D'Arcy Adv. Co., where he will serve in an expanded capacity writing and producing, with special attention to the production of the Singin' Sam transcriptions which are broadcast on more than 260 stations for Coca-Cola. Previous to coming to New York, Mr. Klein was radio producer and director of the Chicago office of BBDO.

From 1930-33 Mr. Klein was with J. Walter Thompson Co., Chicago, producing and writing scripts. In 1933 he joined CBS as continuity director of the western division. From CBS he moved to Charles Daniel Frey Co. as radio director, and two years later joined BBDO.

Two for Sanka

GENERAL FOODS Corp., New York, has announced that next year's advertising plans for Sanka Coffee call for a continuation of its two network shows, We, the People, on 79 CBS stations, Tuesday, 9-9:30 and William L. Shirer on 42 CBS stations, 5-5:45, to space in 11 national magazines with a combined circulation of 25,000,000. Agency is Young & Rubicam, New York.

Medical Spots

AMERICAN MEDICAL ASSN., Chicago (Hygeia magazine), using that is believed to be its first paid commercial radio, on Nov. 10 starts a six-day test campaign on KNX, Hollywood, utilizing daily participation spots in three markets, Salute and Housewives Protective League programs conducted by Galen Drake. Placement is through Ivan Hill Adv. Agency, Chicago.

The following are the six points enumerated in the invitation:

1. Final clarification and ratification of ASCAP agreement with IBI.
2. Conclusion and ratification of ASCAP-Scripps-Howard contract.
3. We believe our committee's work will result in a sale to end the ASCAP affiliate of $1,000 to $4,000 a year in clerical expense alone.
4. Explanation of agreements with the transcription companies regarding clearance at the source of transcription. Representatives of all the transcription companies, as well as ASCAP and BMI, will be present.
5. Full discussion, explanation and interpretation of FCC rules relating to chain broadcasting, including the question of opinion time. It will be worth the time required to get first-hand interpretation of the rules.
6. Any other business that will properly come before the Institute and its affiliate stations.

Technicians Strike Cuts Off WDWS

Picket at Newspaper Building Causes Six-Hour Silence

WDWS, Champaign, Ill., was forced off the air Thursday for six hours after six technicians at the station belonging to IBEW Local 1213, affiliated with the ABTU, failed to report for duty in what was described as a "sympathy" strike in conjunction with the walkout of union printers on the three Champaign-Urbana newspapers and in three union printing shops. The station is owned and operated by the Champaign News-Gazette Inc.

The technicians failed to report at 7 a.m. when the station normally takes the air but after confering with the ABTU international headquarters in Washington, F. L. Hurd, ABTU representative, ordered the men back to work. The station was back on the air at 11 a.m. Thursday.

Building Picketed

Spokesmen for the radio engineers involved in the picketing said it was a "sympathy" strike, explaining their failure to report for work on the grounds they could not cross the picket lines. Pickets paraded in front of the various newspaper offices and printing shops but no attempt was made to interfere with persons entering or leaving the buildings. Studios of WDWS are located in the News-Gazette building.

Until WDWS resumed operation all news media in Champaign-Urbana were affected except WILL, the far removed non-commercial station. None of the newspapers affected by the printers strike published Thursday and resumption of publication was indefinite pending negotiations of a new contract between printers and the publishing firms.

ABTU announced Thursday in Frederick, Md., that a petition for investigation and certification under section 9c of the National Labor Relations Act had been filed against the Monocacy Broadcasting Co., operators of WMD, by Ed. DeRussy, international representative of the ABTU. The action came, the union said, after negotiations with Laurence Leonard, operator of the station, failed to materialize. However, it was expected that negotiations between the management and the union would be resumed in about three weeks.

Pompeian Plans

POMPEIAN Co., Bloomfield, N. J., has set up a soap advertising campaign working out plans for an extensive one-minute transcribed announcement to get under way on an undisclosed number of stations about the middle of November. Agency is Joseph Katz Co., Baltimore.

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AIR-MINDED advertising executives know that the Hartford Market is booming. Defense activity here is widespread, with United Aircraft alone employing more than 25,000 workers. This rich compact area, which is Connecticut’s Major Market, is now more than ever a “must” on advertising schedules.

Likewise, WDRC is a “must” for the time buyer who wants to cover this area, completely, effectively and economically. There’s one good way to make a 3-point landing in Connecticut’s Major Market and it’s summed up this way: You get all three on WDRC: coverage, programs, rate!

BASIC CBS FOR CONNECTICUT

WDRC

CONNECTICUT’S PIONEER BROADCASTER
Nine-Month Gross Of CBS Increases

RCA Income Also Shows Gain For the Current Year

GROSS income of CBS and subsidiaries for nine months (40 weeks) ended Oct. 4, 1941, from sale of facilities, talent, records, etc., was $4,049,683, according to a statement Nov. 5 by Frank K. White, treasurer. Less time discount and agency commission expenses, record returns, allowances, and discounts of $12,714,832, the income amounted to $31,334,850.

For the nine months of 1940 (39 weeks) the figures were, respectively, $369,650,612, $10,689,946 and $25,770,665.

Deducting operating expenses and cost of goods sold, $7,205,099 for taxes and less $522,266 interest and $558,265 depreciation and amortization, the net income amounted to $19,504,684, as compared to a net of $6,039,749 for the 39 weeks of 1940. To the 1941 net income is added a miscellaneous item of $247,867, which is developed from $299,236 profit from sale of former subsidiary corporations engaged in artist management.

Dividend Declared

Cash dividend of 65 cents per share on Class A and Class B stock totalling 9,744,350 shares was declared Nov. 5 by the CBS board, payable Dec. 5 to stockholders of record at close of business Nov. 21, 1941.

RCA and subsidiary companies for the first nine months of 1941 showed consolidated net profit of $27,370,165, after providing $9,469,900 for taxes, compared to $10,059,043 for the same period in 1940 after providing $7,205,099 for taxes. Gross for 1941 was $115,891,792 compared to $99,204,219 in 1940. RCA figures are not broken down to reveal income of NBC, 100% subsidiary.

Radio Belgrano Subscribes to the UP
As Service Expands Its Latin Facilities

RECIPROC Al arrangement whereby South American listeners will receive full radio news service from this country has been worked out by United Press and Radio Belgrano, Argentine network, owned by Jaime Yankelevich.

News dispatches especially written for broadcast will be supplied daily, effective Jan. 1, 1942, to Radio Belgrano by wire from UP's radio department in Buenos Aires. Using a formula similar to that in North America, UP has established 14 radio bureaus in all important South American media centers, staffed by editors, reporters and translators, who will handle worldwide and United States news together with full coverage of local news for all republics south of the Rio Grande.

Esoxo Using 14

Arrangements for UP news in ice was made last week two months after Esoxo Marketed, through its South American outlets and in cooperation with UP, had introduced its five-minute Esoxo Reporter broadcasts to 14 stations in Chile, Argentina, Uruguay and Brazil (Broadcasting, Sept. 1). Arrangements for UP news in South America are handled in that country by Mr. Yankelevich, who has managed Radio Belgrano, now the largest Argentine network, since 1925. In ensuing years, he toured Europe studying European broadcasts, visited the United States 1933-1935 to learn broadcasting developments in this country and introduced them in South America.


Canada News Session

CANADIAN BROADCASTERS will be represented by a committee of five at the Nov. 17 meeting of the Board of Governors of the Canadian Broadcasting Corp. at Ottawa, to discuss changes in the present regulation of news and sponsorship of newscasts. From the Canadian Assn. of Broadcasters will go Harry Sedgwick, CFRB, Toronto, chairman of CAB board of directors; president and CAB general manager Glen Bannerman, Toronto; N. Thivierge, CHRC, Quebec, a CAB director; E. T. Sandell, CKTB, St. Catharines, Ont., a CAB director, and Jos. Sedgwick, K. C., Toronto, CAB counsel. A committee will also attend from the Canadian Press (Canada's AP).

The present regulation does not allow for a commercial on spon-
sored news, merely an announce-
gment giving the name of the spon-
or. With Press News established as a subsidiary of the Canadian Press to sell news for broadcast sponsorship, the CBC Board has been requested to change the regulation to allow commercials before and after the news, but not in the body of the newscast.

13 Red Programs Use More Outlets
Sales of Saturday Morning Time Also Increasing

Since September 13 NBC-Red programs have added a total of 90 stations to their networks, all exclusive of routine additions made to conform to network requirements, according to Roy C. Witmer, NBC vice-president in charge of Red Network sales.

Programs adding these stations during September and October were: "Blondie" (Stone & Tire & Rubber Co.); Kraft Music Hall (Kraft Cheese Corp.); Chase & Sanborn Hour (Standard Brands); Red Skelton (Bro. & Williamson Tobacco Co.); The Al-


radio

Alrich Family (General Foods Corp.); Pepper Young's Family (Procter & Gamble Co. for White Nights, etc.); Asbestos-Motors (E. K. Morris & Co.); Fred Waring (Ligget & Myers Tobacco Co.); We're Five in the Family (Vick Chemical Corp.); Fibber McGee & Molly (S. C. Johnson); The Adventures of Capitán Cugat (R. J. Reynolds Tobacco Co.), and Quiz Kids and National Barn Dance (Miles Laboratories).

Saturday Gains

Major increase in the sale of Saturday morning time on NBC-Red this year was announced by Mr. Witmer, who stated that this year's schedule consists of six quarter-hour units, as compared with three-quarter-hour units in the fall of 1940. New clients starting on the Red in 1941 include American Insurance Co. with America the Free, 10:30-11 a.m.; Lever Brothers Co. with Vaudville Theater, 11:30-12 noon, and F. W. Fitch Co. with Musical Topics...

Networks, Stations Plan
Armistice Day Activity

PRESIDENT ROOSEVELT's speech from Arlington Cemetery, starting at 11 a.m. after a minute's silence, will highlight Armistice Day plans, set for Tuesday, Nov. 11, by networks and local sta-
tions. NBC in addition to carrying Mr. Roosevelt's address for the Red and the Blue will feed it to approximately 50 non-commercial stations under special agreement, while its own stations WNBR and WRC will broadcast translated texts in five lan-
guages other than English.

CBS will devote its Tuesday Report to the Nation to the theme of " only by courage--America can win the war." Plans to broadcast the speech via trans-Atlantic link to France were also announced.

Shortwave Pact

WLW, Crosley shortwave station at Cincinnati, starting Nov. 6 has been picking up French shortwave programs from WGEA, Schene-
tady, and originating Italian programs for the New York station to relay, under an exchange agree-
ment between the two stations. Ed-
ward Beck, French announcer, moves to WGEA and Giorgio Pado-
va, of Florence, Italy, becomes WLW staff Italian announcer.

Langendorf Comment

LANGENDORF UNITED BAK-
Erie, McCorry, etc., has reported that Oct. 27 started sponsorship of Ful-
ton Lewis jr. five times weekly on 27 networks. The station's network, Agency is Leon Livingston Adv., San Francisco. The station list: KWRC KELA KRKO KLSY KMO KPC KGIC KGW KCA KPKM KFMC KHSQ KCMP KFMC KGCF KVEV KVOE KDB KTC.

A NEW Fairbanks-Morse 5 kw. gas-
oline-driven generator has been installed by WSM for emergency power supply. The station also has ac-
quired 4 RCA type TSC bridge amplifiers. Witnesses have reported a new shortwave antenna, similar to that used by the Forest Service and the Bureau of Standards.
NOW
50,001 WATTS
Most In America!
Count 'em! 50,001 Count 'em!
NEW DAYTIME POWER . . . . . . . . 50,000 Watts
OLD RELIABLE, CHIEF ENGINEER
SINCE 1928, MR. WATT STINSON. . . . . . . . 1 Watt
TOTAL (See for yourself) . . . 50,001 Watts

Operating now on 50,000 watts, daytime, (25,000 watts night time) with 50,000 watts full time for the immediate future, KVOO takes a well-deserved place in the front rank of America’s super-power stations. The name of Watt Stinson, KVOO Chief Engineer since 1928, was added for more than jocular reasons. He represents something “extra,” the “plus personal element” that advertisers have always enjoyed in every department of KVOO. Five major executives of KVOO are now serving their 10th year in their respective capacities!

BLANKETS OKLAHOMA’S RICHEST MARKET
KVOO now, more than ever, blankets the richest market in Oklahoma, Northeastern Oklahoma, where only 39% of Oklahoma’s counties and 42% of Oklahoma’s square miles furnish 46% to 64% of all vital Market Values for the State. In addition, KVOO covers rich counties in Kansas, Missouri and Arkansas.

NO INCREASE IN RATES
N. B. C RED NETWORK
EDWARD PETRY & CO., Inc.
National Representatives
Closing of ASCAP Deal by Networks Insures BMI's Future, Says Tompkins

FIRM BELIEF that BMI will continue operation on a permanent basis despite the return of ASCAP music to the networks was expressed by M. E. Tompkins, vice-president and general manager of BMI, last week in a letter sent to all affiliates of the music group.

While an immediate settlement is in the offing, Mr. Tompkins predicted that quality music would get proper recognition. There will be no discrimination against BMI anywhere in the business, he said, and the goodwill built up during the break with ASCAP will not be dissipated.

Increased in Competition

Mr. Tompkins' letter follows in full text:

"In my statement that it welcomed ASCAP music back on the air, I was not merely an acceptance in good grace of something that already happened, but a sincere expression by BMI and its officers of their opinion of the thing that is best for the company and its affiliated publishers.

"There is no doubt of the fact that all of us and BMI are greatly increased in competition. There is no doubt of the fact that for a period of weeks it is likely that this will occur, which will swing so greatly our way for a time, mavoring the other way.

"What I do want you to know, however, is that the closing of the ASCAP deal has augmented BMI's position and will continue upon a basis as adequate for financial support as it has been in the past. BMI's contracts with broadcasters are going to run as long as ASCAP, and for longer.

"Although ASCAP music is back on the major networks on a blanket basis, we know that there are many stations which do not intend to take out an ASCAP license for a long time, if at all, and we know that there are many other stations which will sign with BMI on a per program basis and which will therefor continue to use BMI as the backstop of their musical programs.

"I am convinced that meritorious music will have a chance to assert itself. I know that there will be no discrimination against BMI where in the broadcasting business, and that the good work which has been built up will not be dissipated. Under these circumstances, it is clear to me that our relationship presentation constitutes and will continue to constitute a permanent basis, a very valuable asset to both our companies.

"ASCAP music has gone back on the air on a basis which greatly reduces its revenue and outlook for all of its members. Our own payments to our affiliates, therefore, will be considerably represented by a fairer break than they could expect to get from any of our competitors. During the next month, we are to pass all of our share to the wheel. We cannot expect the same amount of the number of plugs. We can expect quality music to get pela, and the present situation becomes a situation which has been made. BMI is on a sounder footing today than it ever was, and in the past we were never about anything we were right in saying that there is good music and if there are greatQuantity sounds, and that there is a large public ready to enjoy that music regardless of its source.

"If you have any doubts or puzzlement as to the existing situation, I hope that you will discuss them with me personally. Meanwhile, however, I want to assure you that the door of any that has been open to you, that you may find a little confusion for awhile, but that our joint business future is assured.

COPYRIGHT GROUPS

FILE CANADA FEES

BMI Canada Ltd. and the Canadian Performers Rights Society (Canadian ASCAP) have filed 1942 tariffs with the Copyright Board of the Secretary of State at Ottawa, it is learned. Tariffs had to be filed by Oct. 31.

"I can understand the fact that BMI has suggested total fee collected for music copyright from broadcasting stations be limited at 11 cents per licensed radio set (in 1941 CPRS received 8 cents, BMI 1 cent) and that of this amount BMI Canada receive one-third or a proportionate amount depending on the proportion of BMI music used collectively by Canadian stations.

"Salary of a Copyright Appeal Board is believed to be similar to that of recent years, namely 14 cents per licensed receiver, but no confirmation has been obtained.

"Whether or not there will be hearings this year before the Copyright Appeal Board is not yet known. The board earlier this year asked for an appropriation of $5,000 to conduct its own survey as to the use of BMI and CPRS music collectively on the air. This survey will likely be made shortly, if it has not already been done, and on its findings board will make rulings, the survey thus being independent.

"With peace in the United States between BMI and the networks, whose programs are piped into Canada, it is thought the board's survey has not yet been made, was delayed, to conclude negotiations south of the border. Any representations before the board by either ASCAP or CPRS will be made till next January. Rates set will be based on the number of CPRS of BMI and about $1,454,717 licenses issued at March 31, 1941, end of the government's fiscal year.

Songwriters Plan To Push Litigation

Will Go Ahead With Claims For $1,287,000 Damages

SETTLEMENT of the ASCAP-radio dispute Oct. 30 "will in no way affect the plans" of the 14 songwriters, 12 of whom are ASCAP members, who have bid $1,287,000 damages against the NAB, CBS, NBC and BMI, according to Robert Daru of Daru & Winter, New York City.

The composers brought suit last April against the defendants, charging conspiracy to gain control of the music world. The group recently organized the American Federation of Songwriters to protect their rights and to give all such writers the benefits of collective bargaining in the music business, a unionization not provided for by ASCAP, according to Mr. Daru.

Asks Congress Probe

Mr. Daru also announced he would press for a Congressional investigation of the entire radio-music war.

"It has been led to believe that radio was striking against the best American song writers, barring them from the air, Just to avoid paying a little more royalty. It should be obvious that radio should have been obvious that with radio's income of hundreds of millions of dollars they would not have gotten into such a disastrous controversy which lead in indictments for violation of the trust laws, constant deerey by both ASCAP and BMI and many other unpublished difficulties just to shave off an insignificant amount of the music expense. If the Senate Committee, which I have asked to investigate the radio music war, proceeds with an inquiry, some of the whole controversy will come out.

"We also intend to press the proceeding which we have before the FCC for the promulgation of a rule that BMI should be made to file its tariffs and keep out of the music publishing business. The published statement that it is necessary for BMI (Broadcast Music Inc.) to function in order to prevent a monopoly in music is just so much more poppy-cock to becloud the real problem."

New Cooperative Series For Breweries Planned

A NEW SERIES for 1942 of the transcribed program, Barrel of Fun, which recently concluded a 26-week run on stations throughout the country on the sponsorship of beer companies, will start next spring, according to Emile Briascier, president of Briascier, Davis & Staff, San Francisco, owner of the radio series.

Cutting of the transcriptions will start in January and Mr. Briascier stated. Either Charlie Ruggles, star of this year's production, or another name comedian, will be available. The new Barrel of Fun series will run for 39 weeks in 1942 and will run several times a week. The 26-week weekly would be one-half hour of one-half hour of weekly, as was the case this year.

Sesac Additions

ALL STATIONS licensed by Sesac are receiving a list of the Hawaiian publications and recording releases issued by the Sesac Publishing Organizations, Easton, Pa., which recently joined Sesac. American Music, Broadcast Publications are performed by all Sesac licenses, and the issuing of a catalog of its hillbilly, western and cowboy music available for musical programs.

WMCA, New York, is installing a new $2,839,000-manual Wurlitzer pipe organ in a winter quarters newspaper, KPOW, Powell, Wyo.; WSKB, McCard, Minn.; WJFN, Clarksville, Tenn.; and WMIN, St. Paul.

FOODS Lead on WOR

FOODS and beer beverages showed the greatest increase in sales in September of this year over the total for last year across the board. A products breakdown just completed by WOR, New York, of its total business this September showed Foods accounted for 22.7% of the gross billings of the month, a gain of 5% over the September 1940 figures. Toilet goods increased 7.3%; retail billings 1.9%; tobacco 5.4% and wines 2.0%. WOR sales for September, together with August and July, represented the highest three quarter in the station's history.

RCA Shortwave Series

RCA MFG. Co., Camden (radios and records), during November is sponsoring Alfredo Cibelli, tenor, for several years with the Metropolitan Opera Co., and Mario Silva, baritone, on NBC shortwave stations, WRCA and WNB.

BMI has added six stations, making a total of 10 stations on the network, whose studios are: KGDE, Fergus Falls, Minn.; LDB, Jacksonville, Ill.; WSKT, Du Quoin, Ill.; WSGK, Diston, Wis.; KPOW, Powell, Wyo.; WSKB, McCard, Minn.; WJFN, Clarksville, Tenn.; and WMIN, St. Paul.

Daru
With Canada engaged in an "all out" war effort, Canadians are carrying on as always, despite war-time conditions. Industry is operating at capacity, new factories are coming into production, employment is at a peak, retail sales show steady gains. The average Canadian is sharing in these improved conditions.

In a country geared to increased production, the Canadian Broadcasting Corporation also "carries on". The CBC national network is playing an increasingly important role in the Dominion. Its modern facilities offer a complete broadcast service to advertisers who seek to reach the Canadian market.
Current Problems of Industry Discussed at NAB Meetings

Defense, Music, Regulation, Legislation Among Issues Taken Up by Regional Gatherings

COMPLETING another series of the country-wide district meetings scheduled by NAB this fall and winter, radio executives of the 4th and 5th Districts met last week in Greensboro, N. C., and Atlanta, respectively.

Representatives of 50 stations in District 4 attended the Greensboro meeting, held Oct. 28 and 29. At the same time, 105 radio operators from 61 stations in District 5 converged on Atlanta, meeting Tuesday at Greensboro, one of the largest meetings this fall. The District 5 meeting in Atlanta followed on Wednesday and Thursday. A succession of radio's problems, including national defense, music, Federal regulation and legislation, were presented for discussion at the meetings by NAB President Neville Miller.

Need of Unity

With the membership adopting a resolution favoring a 10-year contract with BMI, the Greensboro meeting featured appearances by J. E. Strickland, ASCAP resolutions director, and E. C. Mills, chairman of the ASCAP executive committee. Commenting on the situation, President Miller declared:

The most important problem facing the radio industry today is one of maintaining unity. During the past year in settling the music controversy we have seen for the first time what can be accomplished by a united front. Now that this one major problem is well on its way to a successful solution, it is vital that we remain united for the even more difficult problems we can expect to face in the near future."

Army's Setup

Representing the radio branch of the War Department Bureau of Public Relations, J. N. (Bill) Freitag, manager of the Army radio organization. He emphasized that the Army has no plans to take over and operate radio, but rather intends to cooperate fully with station operators in matters of national defense.

Reviewing other industry problems, Mr. Miller cited shortages of material and personnel resulting from national defense demands, noting that special courses for technical training are being installed at schools throughout the country, as well as through National Youth Administration and the Civilian Conservation Corps. Excesses of Government publicity releases also were discussed by Mr. Miller, along with the purchase of newspaper space by defense agencies using free radio time. Commenting on consumer movements and efforts to eliminate radio advertising, Mr. Miller declared, "The basis for radio's doing its job is that it can pay its way, and it can pay its way because it has been a successful advertising medium." He added that radio has done a splendid job for national defense and will continue to do so under the American system of broadcasting.

Also it was noted that at the District 1 meeting at Worcester, Mass., on Oct. 28 a resolution was passed directing the NAB to request that all Government agencies eliminate all accounting from individual stations, in regard to the number of particular defense programs carried, and if confirmation of broadcasts by individual stations is required, it should be supplied by NAB rather than the stations.

The District 5 meeting in Atlanta last Wednesday and Thursday featured addresses by Robert Strickland, president of the Georgia Trust Co., and J. V. Freitag, head of Freitag Adv. Agency, who spoke respectively on the financial outlook of the South and an agency man's conception of how stations should approach agencies. Also appearing at the speaker's stand during the two-day meeting were President Miller, Frank Pellegrin, and Jim Harris, news and special events director of the radio branch of the Army Public Relations Bureau.

Pix of Jeannie

Among resolutions adopted at the meeting, expressing satisfaction with the solution of the music station and confidence in BMI, was one calling for contributions to a fund to commission a painting of a portrait of "Jeannie With the Light Brown Hair," to be presented to BMI at the Cleveland NAB convention next year to immortalize the song's services to the radio industry.

At a Thursday breakfast meeting, held during the District 5 convention, the Georgia Assn. of Broadcasters elected Mrs. Allie Williams, of WMAZ, Macon, as secretary-treasurer of the State group, succeeding Marjorie Willis, resigned. Another GAB meeting was set tentatively for Macon in late January.

Other Meetings

Remaining meetings in the schedule to be held this fall and winter are:

- District 2—Oct. 25, 17-23, Peabody Hotel, Memphis.
- District 11—Dec. 11-12, Hotel Nicollet, Minneapolis.
- District 13—Nov. 19-20, Baker Hotel, Dallas.
- District 14—Dec. 5-6, Albany Hotel, Denver.
- District 15—Nov. 28-29, Palace Hotel, San Francisco.
- District 16—Nov. 24-25, Biltmore Hotel, Los Angeles.

(Continued on page 53)

Labor Committee of NAB to Meet

Labor Committee of NAB to Meet

Threats to Operation During Emergency on Agenda

WITH LABOR activities constituting a major threat to maintenance of operations during the emergency, the Labor Executive Committee of the NAB meets Nov. 14 at the Drake Hotel in Chicago to take inventory of the situation a d d e v e l o p means of coping with any problems that may arise.

The group of five broadcasters will confer with Joseph L. Miller, NAB labor relations director, who will report on the status of current labor conditions and make recommendations drafted as a result of observations at recent national conventions both of the American Federation of Labor and the CIO.

Strike Threats

Members of the committee include George Smith, WWVA, Wheeling; Gilmore N. Nunn, WLAP, Lexington, Ky.; Ralph R. Branton, KQW, San Jose-San Francisco, and William E. Hutchinson, WAAF, Chicago. The chairman is yet to be named by NAB President Neville Miller.

While several immediate strike threats resulting from temporary breakdowns of negotiations with the American Federation of Musicians, Associated Broadcast Technicians Union of IBEW and American Federation of Radio Artists, have been averted, portents of new campaigns to achieve better conditions have been detected. Moreover, the threatened strike of long-line telephone workers of AT&T would have a definite bearing on broadcasting operations, since these technicians handle maintenance of broadcast circuits.

Lever Looks Around

LEVER BROS. Co., Cambridge, Mass., is reported to be considering a change in agency for its Lifebuoy Soap account which runs until Dec. 31 with Hill N. Esty & Co.

It is understood at least three other agencies are seeking the account. Three of the account's sponsors—Hollywood Premiere on 71 CBS stations, Friday, 10-10:30 p.m. and Meet Mr. Meek, on 59 CBS stations, Wednesday, 7-9 p.m.—are Lifebuoy through Esty.

Holiday Series

BELK-GALLANT STORES, retail chain with outlets in three Georgia cities, has signed its fourth call title, "Family Christmas," as a half-hour daily Santa Claus broadcasts starting Nov. 15 and running until Christmas. The company also is spoonsaring 66 spot announcements weekly on the station.

Station believes the contract is one of the largest of its kind sold in that area.
One great natural resource of Colorado lies in its big game and fish reserves. KLZ, which has consistently campaigned for conservation and exploitation, hit a high spot in its public service career on September 25th. At Denver's Phipps Auditorium, KLZ staged a STANDOUT Sportsman's Show before a thousand invited notables. First such show ever seen in Denver, it was enthusiastically received by sportsmen and public officials... created widespread goodwill and loud clamor for continuance on an annual basis.

When George Hopkins parachuted to a spot atop slick-sided Devil's Tower, he landed full in the glare of the national spotlight. Quick to sense the news value of the stunt, KLZ rushed its mobile transmitter 400 miles to the scene... lent valuable aid to rescuers with powerful p.a. and searchlight equipment... proved, again with a flood of on-the-spot bulletins, that "KLZ is always there when it happens."
Canada Discusses War Advertising
ACA Told Maintenance of Goodwill Is Essential

ADVERTISING executives stressed sustained advertising effort during the war at the 27th annual meeting of the Assn. of Canadian Advertisers at Toronto, Oct. 30-31. To neglect advertising now would be comparable to leaving an efficient machine to rust during the winter, J. W. Macleod, president of Macleod Adv. Co., told the convention. “There is plenty of plowing to be done in new fields of purchasing after the war,” he said. “It is most advisable for manufacturers to retain the goodwill of their customers until after the war.”

B. W. Keightley, advertising manager of Canadian Industries Ltd., Montreal, told of British “sustaining advertising” used to keep brand names in the public mind although the products are not procurable at present due to the firms concentrating on war orders.

Officers Elected
Alex M. Miller, advertising manager of the Chrysler Corp. of Canada, Windsor, Ont., speaking on “Wartime Advertising in Heavy Industries,” said “those of us who have to do with advertising are approaching a time of testing. We’ll have to be better administrators, better space buyers, sounder and more fundamental thinkers, and perhaps wiser in thrift than we have been. We will have the problem of helping to preserve the investments of our corporations made in the past through the medium of advertising.”


Arnold Says Editorial Attacks Convince Public That Advertising Costs Are High

REEMPHASIZING his stand that the Justice Department Antitrust Division, which he heads, has nothing against advertising per se, Assistant Attorney General Thurman Arnold, speaking last Wednesday before a luncheon meeting of the Washington Advertising Club, declared that editorial attacks on the Division’s alleged unfriendly attitude toward advertising would do more harm than good.

He suggested also that advertisers and agencies “would do well to clean their own house of hokum.”

Three Big Cases
Although advertising itself does not come within the purview of the Antitrust Division, Mr. Arnold explained, advertisers do, and their advertising practices may enter into the picture as an incident to their violation of antitrust laws.

Pointing out that advertising is a part of selling campaigns, and that selling tactics may come up for antitrust scrutiny, he said there were three notable cases where the Antitrust Division had proceeded against advertisers — the General Motors, Ford and Chrysler automobile finance cases, the tobacco and the oil cases — all of which principally involved certain aspects of selling, and hence advertising.

Citing instructive examples, Mr. Arnold explained that while wasteful advertising will regulate itself so long as a competitive business situation is preserved, industry cooperation of Federal controls would have to be used in eliminating hokum from advertising or stopping untruthful and unfair representations. “Probably the best way to get efficiency is to allow the fool to part with his money if he wants to,” he declared.

The concern of the Antitrust Division in advertising matters lies with how the power of the advertiser is used — if the effect of the use of such power is to eliminate competition, then an advertiser or combination of advertisers may be liable to prosecution for antitrust violation. He declared that “the real nub of the problem is: Have you by the use of that power prevented someone else from getting into business?”

Strikes at Editorials
Taking a poke at editorial attacks, Mr. Arnold said: “Surely, after the war regularly appear after any action of the Antitrust Division that was construed to have an anti-advertising slant, Mr. Arnold declared, “Advertisers might well recognize the peculiar motivation for editorials which bob up only when big advertisers are attacked.”

Citing the recent case of a magazine perhaps not well made popular with advertisers, Mr. Arnold said he had mailed out 1,000 copies to make consumers believe it was as good as the advertisements in it. He said the issue had a typographical error, and 90 per cent of the readers wrote him about it.

U. S. Leads in Canada
AMERICAN NETWORK shows piped into Canada continue to lead in popularity in the Dominion, according to October ratings released by Canadian Facts Reg’d., Toronto. Jack Benny heads the list, followed closely by Charlie McCarthy, Lux Theatre, Fibber McGee and Molly, and Henry Aldrich. Canadian network shows most popular with Canada’s listeners are headed by Colgate-Palmolive-Peet’s “Have a Puff” Gang for Palmolive, followed by the Lamont Corliss show John & Judy for Fod’s cream, which is tied with Colgate-Palmolive-Peet’s Cashmere Bouquet program Musical for Canadian. The Canadian Movie Theatre of the Air for Ironized Yeast is next on the list. Among French language network shows Lever Bros. Grande Sueur leads, followed by Lamont Corliss program Ceux Qu’on Aime, Procter & Gamble’s La Rue Principale, Lux show C’est La Vie, Procter & Gamble’s La Pension Velder, Campbell Soup’s Jeunesse Doree, and General Food’s Le Cure de Village for Jello.

Advisory Group Selects Speakers
Henderson, Bait to Address ANA-AAAA Joint Session

IN ADDITION to the dramatized presentations of the influences threatening advertising to be given at the joint meeting in Hot Springs, Va., Nov. 13-15, by the American Assn. of Advertising Agencies and the Assn. of National Advertisers [Broadcasting, Nov 1], speakers at the meeting have been announced by the two associations.

On Thursday afternoon, Leon Henderson, Administrator, Office of Price Administration and a member of the Supply Priorities & Allocations Board, will talk on advertising in the present emergency from his knowledge of the whole defense program as it affects business.

What to Do
Telling what advertising as such has meant to particular lines, C. R. Palmer, president of Cluett Peabody & Co., and C. C. Conway, chairman of the board of Continental Can Co., will speak Nov. 15 on “Methods of Reducing Costs.”

James W. Young, recently director of the division of Foreign & Domestic Commerce of the U. S. Dept. of Commerce, and director of the Commerce Department’s Canadian Office of Inter-American Affairs, will be in charge of the concluding section of the four-part program, dealing with “What Steps Should Be Taken by the Advertising Industry in Dealing With This Problem?”

Informal speaker at the Friday luncheon meeting will be William L. Bait, director of Materials Division, OPM and president of SKF Industries, who recently returned from Russia.

Coast Officers
Also announced with the speakers at the joint meeting were officers of the Canadian Council of the AAAA, elected Oct. 23-24 at the council’s annual convention at Del Monte, Cal. Chairman is Dan B. Miner, president of Dan B. Miner Co., Los Angeles; vice-chairman, Joseph R. Gerber, president of Joseph R. Gerber Co., Portland; secretary-treasurer, Terrill T. McCarty, president of the McCarty Co., Los Angeles; governors, Raymond P. Kelly, secretary of Syverson-Kelly, Spokane, and James C. Knollin, partner Gerth-Edelstein Adv. Agency, San Francisco.

An advisory committee of former council chairmen also was formed under the chairmanship of William H. Horsey, president of Pacific National Adv. Agency, Seattle. Members are David M. Botsford, president of Botsford Const., Los Angeles, and Gardner, San Francisco, and August J. Bruhn, manager of McCann-Erickson, Los Angeles.
Wise national advertisers know from experience that the opportunity to score with a product in Southern New England is not limited to a brief few weeks. Smart quarterbacking combined with the exceptional hitting power of WTIC can score touchdowns for any product on a year-round basis. WTIC's team mates—2,573,810 friendly listeners with money to spend—should be all the incentive you need. You're bound to get results in this wealthy industrial area when you let WTIC carry the ball. So, make sure WTIC is in the line-up for your next campaign.
Control of Prices May Affect Radio

Action Within a Few Weeks Now Considered Possible

OFFICIALS of the Office of Price Administration would not comment formally, but it was considered certain in Washington last week that OPA would soon issue orders controlling the manufacturers' prices of a large number of durable goods, including radio sets. It was learned also that officials are doubtful if this move, when taken, will be adequate with the next step being a series of orders setting the prices which may be charged for these products by retail dealers.

In the case of radio, OPA will not only freeze the price of sets but also parts that go into the set and are charged by the parts manufacturers on sales to assemblers. First of the orders freezing the prices of finished products may be expected in the course of the four or five weeks but the household industries generally will not be fully covered until sometime next year.

Products Affected

Finished products to be affected by the freezing of manufacturers' prices, in addition to radio sets, are soft floor coverings, glassware, chinaware, statues, recording machines and refrigerators. However, because their price scale has gone up faster, the first to be controlled will be in all probability be radios, soft floor coverings, glassware and chinaware.

Prices will be frozen at the level prevailing on a date yet to be selected; however, the pending price control regulations now going through the Congress set Oct. 1. In some cases, though, it's possible that the date selected by OPA will place the prices below those now being charged.

INSULAR PICKUPS

AMENDED BY FCC

AS A NATIONAL defense measure, looking toward improvement of broadcast service in territorial and insular possessions, the FCC last Tuesday amended its broadcast regulations to give blanket authority to stations outside the continental United States to rebroadcast commercial programs of domestic and international broadcast stations.

Heretofore the rule has permitted such commercial rebroadcasts in particular cases and only on specific authorization. The blanket authorization will eliminate the requirement for specific authority for each program, it was pointed out.

The Commission said that Section 408(c) of its Rules Governing Standard and High Frequency Broadcast Stations had been amended to take care of such territorial rebroadcasts, particularly in Alaska and Puerto Rico. It will apply generally to all insular and territorial stations, however.

Haskins Drive

HASKINS BROS. & Co., Omaha (Spark granulated soap and Blue Barrel bar soap), recently started a sign on a network of 14 networks, transmis-

Candy Bros. Spots

CANDY BROS. MFG. Co., St. Louis (Red Cross cough drops), on Oct. 27 started a spot campaign on the following stations: 13 one-minute announcements weekly on WTM KYW WJR KMBC WFWA W-WAB WOAI KPRC; 17 on WCCO and KMOX; 12 on WHO and KNX; 10 on KDKA and WLW; 11 on KOI; 2 on KGO; 3 on WJAS, and 15 on WBMM.

Silver Hat

SILVER HAT, and it's really that, was presented to Niles Trammell (right), by Don Emilio Azzarraga, owner of XEW, Mexico City, as a token of good-will and friendship toward the United States. Emilio Smith, NBC Spanish announcer, brought the gift from Mexico City. The hat is hand-hammered.

Construction of New Stations Slowly by Equipment Delays

Several Instances Occur Where Existing Outlets Use Less Power or Borrow From Neighbors

CONTINUED tightening of the material supply situation because of national defense requirements is yielding a steadily watched prospect for new station construction.

Foreseeing total blockade for all new facilities except a comparatively few cases where the construction of additional broadcast facilities will fill a hole in the civilian and military defense plan, observers also are agreed that increasing difficulties for even existing operations appear definitely in the wind.

Although no figures are available from the FCC or other Federal agencies, it is known that several stations, faced with the need for prompt replacement of equipment such as transmitter tubes or airplane beacons, have had to seek extraordinary relief.

Good Neighbors

It is also known that at least one station has sought permission from the FCC to operate with reduced power until certain of its full-power apparatus could be replaced. Several other instances have been reported where a station, faced with a prospect of its problem merely by borrowing the necessary replacements temporarily from a neighboring station.

One of the recently reported developments was in securing the glass covers for airplane flash-beacons, mounted atop antenna towers. Although it is held in some quarters that such items, for replacement purposes, are available, and that stations are inclined to complain to the FCC or Civil Aeronautics Authority before exhausting all the supply possibilities, it is nonetheless evident that the priorities picture has extended even to this incidental phase of broadcast operations.

The CAA has, on occasion, intervened in behalf of a broadcast station in securing a preferential priority rating for a particular construction project, such as moving the transmitter site away from an airport. This aid has extended to steel and other materials needed to transfer operation from one site to another.

However, according to CAA, the governing factor in granting this aid has always been "aeronautical advantage"—if it is advantageous to aeronautical activity in the particular area to revise or move a radio structure such as a transmitter tower, then CAA may help secure needed material priorities.

On the other hand, CAA has kept its hand entirely off new construction, and has intervened only in cases involving a station located in an area with a substantial amount of air traffic, where towers and other structures do in fact constitute an air hazard.

Several requests for CAA aid have come from construction permittees, it is understood, all of whom have been advised to take the matter up through regular OPM priority channels.

MATERIAL DEARTH TAKES FIDLER OFF

SHORTAGE of essential materials due to the national defense program was the subject of a spot campaign by F. Sri Durrant, president of the Tayton Co., Inc., Hollywood, cosmetic firm, announced that he was dropping his MBS quarter-hour weekly program featuring Jimmy Fidler, film gossip and commentator, after his 12th 27 broadcast.

Hope that the program would be renewed, however, was seen in a statement by Mr. Durrant to the effect that although the program continued to non-defense work, it is being continued for an additional two weeks to determine if the materials situation might ease enough to allow the firm to meet an increasing backlog of orders attributable to the series.

Cosmetic manufacturers are faced with a double shortage due to increasing use of industrial aluminum, both in manufacturing and because of stringent priorities on metals used for containers. Steps are already under way to alleviate to a certain extent the industrial alcohol shortage, while experiments are continuing in an effort to find a satisfactory substitute to replace metal containers.

However, even if there is an increase in industrial alcohol production, there has been expressed in Washington if an appreciable amount could be diverted to civilian manufacturers because of the recently increased demands of the defense program.

95,000 Defense Plugs

DURING October 95,000 one-minute announcements for Treasury Bonds were made by all stations in the country, a new high. Previously spots ran 80,000 to 90,000 since Camp- er June 1, according to Bill Freeman, Marschalk & Pratt, New York, who writes the plugs.

SEPTEMBER SPOTS

For National Defense Run To 228 Per Station

DESIGNING broadcasting as the "backbone" of Army, Navy and Marine recruiting campaigns, as well as other defense promotions and personnel drives, the NAB last week announced that during September stations broadcast an average of 228 spot announcements in two categories alone—134 for manpower drives, and 94 "special" spots such as Defense Bonds and Stamps.

The NAB survey also showed that plugs are being run as many as weekly quarter-hour transcribed Army recruiting program, with many repeats. In addition stations in the 155 other Army areas as each week, the NAB indicated. In announcing the survey results, the NAB pointed out that time devoted to informative and moral building programs on the national defense theme was not calculated, nor has been deducted from defense program allocation by the Office of Defense Information, the Army, Navy, Air Force, War and Navy Departments, War Industries Board, Radio Progress, Inc. and other commercial programs.

Page 22 • November 10, 1941 • BROADCASTING • Broadcast Advertising.
For almost a year, the Bell System has been working on one of the biggest jobs in its history — laying 1600 miles of cable between Omaha and Sacramento to unite the two vast telephone cable networks of the East and the West.

The first stage of the job is nearing completion. Last fall crews started westward from Omaha and plowed in cable until the winter closed in. Early this spring they were out again, and now have pushed this cable across the Western Plains to Cheyenne and Denver. The remaining work on this new 1600-mile link of the transcontinental cable will be finished and the cable placed in service to Denver by the end of the year. From Cheyenne the route goes on to Salt Lake City and then to Sacramento. The whole job will be done by the end of 1942.

The speed with which this work is moving along is a tribute to the Bell System people who are doing it. Our men have been working at top speed to finish the job ahead of schedule as one of their contributions to defense.

When this 20 million dollar cable is completed, telephone calls will be carried for the first time across the continent entirely by cable—most of it buried in the earth. With the new cable, we can handle more transcontinental calls, do a better all-around job.

Just another short ‘progress report’ on one of the Bell System’s important defense activities.”
BASTIAN FIRM NAME

1500

Attention Getting Salesmen's Introduction.

Thisoversoldyou

or Convention Souvenir. 

LETTER OPENER

RULER

1941

113 A.M. - R.S.C. Bagel

Free & Peters, Inc.

National Representatives

Remember Your Customers With This 3 in 1 Pocket Pal.

RULE-O-SCOPE

By Bastian

— It’s a RULER

— It’s a LETTER OPENER

— It’s a MAGNI-FIER

(With See Boucher Lens)

No matter how overlooked you may be, you are never overlooked on good will. Use this splendid utility remembrance. This item is reasonably priced. Deliveries assured.

Carrying your message will do wonders as:

1. Christmas Gift or Convention Souvenir.
2. Best Customer Reminder and Retainer.
3. Atention Getting Salesmen’s Introduction.

FREE SAMPLE. Executives of rated concerns clipping coupon below to business letterhead will be sent a free sample of this new Bastian item, together with price, etc.

NAME

FIRM

CITY

STATE

BASTIAN BROS. CO.

1500 Bastian Street

Rochester, N. Y.

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BROADCASTING • Broadcast Advertising

NEWEST educational feature of WSIX, Nashville, is Let’s Learn Music, radio music course that has drawn much favor from local school officials. Carried five mornings weekly, the broadcasts are regularly attended by Nashville school children as part of their classwork. The feature is written and produced by Catherine Williams supervising the radio music program for the Nashville public schools, assisted by Frank Bobo, staff organist, and Ann and Jack Simpson. Designed for pupils in the first five grades, the program incorporates vocal lessons by Miss Warren along with both written and recorded music lessons are based on the Music Hour books published by Silver-Burdett.

Extolled and Ribbed WEEKLY 1½-hour musical variety program Three Round Jamroes, has been started on 9 NBC-Pacific Blue stations. Each Saturday, three different stations in the group take over a full 30-minute origination of the program, which is extolling the virtues and other advantages of its respective area as well as ribbing other participants. Program idea was originated by Birt F. Fisher, manager of KJZ, Seattle, with John Swallow, NBC Western division program manager, originating.

Illini Party CARRIED nightly from a different Illinois U sorority house, the new Robeson’s House Party, half-hour on which is established itself as a favorite with Illini students. The broadcast, sponsored by the Robeson Department Store, incorporates one-minute transcribed interviews with sorority girls with their choice of recorded selections. The interviews are cut ahead of time and played back later. Hank Miller is m.c. of the feature.

Helping Hand SORT OF a mother confessor to the boys at Fort Bragg, N. C., is Virginia Colburn, who along with Lloyd Shearer conducts the Helping Hand, new morning advice-the-lovelorn program on WFPS, Fayetteville, N. C. The feature immediately has established itself as a sensational call-puller, according to station surveys.

Oberlin Music FIRST in the 1941 series of Saturday morning musical programs is the newly titled Oberlin on the Air started Nov. 8 on MBS, presented from Oberlin U and featuring students and graduates of the Oberlin Con- servatory of Music.

True Stories TRUE stories collected during the week are made by Ben Alexander on the five-week quarter-hour program, Adventures in Hollywood, which started Nov. 3 on NBC-Pacific Blue stations.

Rural Forum in Canada BECAUSE of the increasing importance of the Canadian market and the success of regional farm broadcasts last year by the Canadian Broadcasting Corp., a new National Farm Radio Forum takes the air from Toronto Nov. 10, to be heard each Monday evening. The forum will discuss current problems. First broadcast of the series will include a discussion of CBC's award winning advertising campaigns gathered at Toronto in conference. Orville Shugg is supervisor of farm broadcasts, Regional farm commentators are Fergus Mutrie for British Columbia, Hugh Boyd for the Prairie region, Don Fairbairn for Ontario, Ralph Marvin for the Maritimes, Armand Berube for the French language farm broadcasts in Quebec province. Farm listening groups are encouraged in rural areas throughout Canada.

Rocky Romances ROMANCE of Southwestern archeology is the basis of the Rocky Mountain Radio Council’s newest program which is broadcast on KLZ, Denver, and KVOR, Colorado Springs, titled Trails of the Past, which offers a combination of an orig- inated version of a trip into Tabe- guache Canyon in the Uncompahgre National Forest in Western Colorado.

Forum for Editors ROUND TABLE discussion on topics of the day of local and national interest is presented by various Florida newspaper editors each Monday night for The Editors Speak program on WFTL, Fort Lauderdale. Broadcasts also build up goodwill between the station and the newspapers in the area.

Pupils Take Over EACH FRIDAY night the staff of CKOC, Hamilton, Ont., takes over of the broadcasting business for a half-hour to let the pupils of one of Hamilton’s high schools take over the program in aid of the current War Savings drive. Station positions — managerial, operation, switchboard—are filled during the 8:30-9 p.m. period by pupils.

College Capers COLLEGE variety show emanates from the campus of U of Delaware each week as the half-hour University On the Air of WDEL, Wilming- ton, Del. Educational and enter- taining aspects are combined as talks by members of the faculty, presentations by students, m agic m 术ists and music by student artists.

About Composers SHORT biographies of composers whose works appear on the program are presented on Musical Voices which is heard on KFAI, Fairbanks, Alaska. Written by Brice Howard Jr., the half-hour is devoted to symphonic, operatic and concert music.

WHEN the new streamliner of the Chicago & North Western arrived in Du- ham, N. C., on its first run, WDNC was on hand to extend a radio greeting. Making a broadcast-tour of the train, r. e. Pond, assistant to the superintend- ent of motive power, J. B. McElfresh, WDNC; and Frank Evans, WDNC an- nouncer.

Forum for Sportmen SPORTSMEN’s clubs of Minnesota and the State Conservation Department, after years of bicker- ing, now get together each week on WCCO, Minneapolis, to resolve their differences. On a pro- gram of conservation topics, car- ried Tuesday evening on WCCO, a dif- ferent sportman’s organization meets each week with Conservation authorities to hash over personal opinions on various hunting and fishing regulations. Max Karl, WCCO educational director, acts as m.c. on the show, using a roving m ike as he questions club members on rules and regulations. The mike then is turned over to the board of three experts from the Conserva- tion Department who either cor- rect or pass the original answers.

Expensive Defensive INTERVIEWS with prominent Washington officials will be fea- tured on a new MBS weekly series titled What Price Defense to start Friday, Nov. 14, 9:15-9:30 p.m. Theodore Granik, moderator of the MBS series American Forum of the Air will conduct the programs, which will originate in Wash- ington.

Music by FM PAINLESS musical education is being offered school children five days a week on W99C, Chicago, in a series of half-hour recorded music programs, titled The Children’s Symphony, started Oct. 27. Non-academic continuity features history and appreciation of music and composers.

Stock Reports DEDICATED to the babies and mothers in the St. Louis area, e. KMOX presents Ruth Nelse- son in a weekly program, Blessed Event. Broadcast salutes the first born on each day of the past week and gives interesting stories on their children unabridged by par- ents.

News and Business HOW news of the day affects busi- ness and vice versa is reviewed in a new quarter-hour morning program on 640 KWCX, Franklin, with news notes by Lon Hughes, financial editor of the San Francisco Examiner. Hughes broadcast Mon- day through Friday at 8 a.m.
GAY fabrics, foodstuffs, pottery fill the stalls of the city's market place. Commodities of a different sort fill the market place of the broadcasting industry—the Broadcasting Year Book Number.

Information, accurate, complete and handy, is the Year Book's stock in trade. Its pages are turned, its ads read in virtually every office dealing with the business of broadcasting many times a day. That's your clue to the Year Book's popularity and advertising effectiveness.

The 1942 Year Book Number (8th annual edition) is in production. Advertising rates are $192 per page, $108 per half page, $60 per quarter page—subject to regular frequency discounts. For space reservation write Broadcasting, National Press Bldg., Washington, D. C.
PERSONAL APPEARANCES will be a major promotional activity in connection with the new three-weekly series started Nov. 6 on WCLE, Cleveland, by Van Camp's Inc. for Van Camp's pork and beans. The quarter-hour shows feature Dick O'Heren (left), popular WCLE singer. who will be accompanied by a three-piece instrumental group. Singer O'Heren here calmly strums his guitar at one of the Fish Pools Master Markets of Cleveland. Gathered beside a big stack of the sponsor's product are (1 to r) Ray Peterson, Van Camp's advertising manager; C. H. Brewster, local Van Camp's distributor, and G. F. Thompson, account executive of Calkins & Holden, New York, the agency.

**NBC INFORMATION HEADED BY DALE**

ALBERT E. DALE, former managing and Sunday editor of the Washington Times Herald, and last year director of public relations and publicity for the Greater New York Fund, has been appointed director of the NBC department of information, as announced last week by Niles Trammell, NBC president.

Mr. Dale has had more than 20 years' experience in the newspaper and allied fields, starting in Albany as legislature correspondent for the New York Sun and Herald Tribune. After one year as political reporter for the New York Evening Mail, he returned to Albany in 1922 to organize the Albany Evening News.

Joining the Hearst enterprises in 1929, Mr. Dale served in executive capacities on the Detroit News, the Wisconsin News in Milwaukee, Pittsburgh Sun Telegraph and the Chicago Evening American.

Frank E. Mason, NBC vice-president, formerly in charge of the information division, continues with NBC as vice-president on special assignments, and also is "on temporary loan" to the Navy Department in Washington.

**Census of Retail Trade For 1939 Is Published**

FIRST permanent volume in the series covering the 1939 Business Census, covering the retail trade portion of the tabulation, has been made available by the Bureau of the Census [854 pages, Census of Business, Volume I Retail Trade: 1939, Part 3, Kinds of Business by Areas, States, Counties and Cities, Superintendent of Documents, Washington, $2].

The book contains data previously issued in individual State reports, including a comparison of stores, sales, personnel and payroll by major groups and principal kinds of business for 1930, 1935 and 1929 for each State and for cities over 500,000. It also lists stores, sales, personnel payroll and stocks by detailed kinds of business for 1939 by States and cities over 500,000.

**WFIL-ASCAP Pact**

WFIL, Philadelphia, on Nov. 3 became the first network station locally to complete negotiations with ASCAP to broadcast ASCAP music on both WFIL and WSPPH, FM adjacent, according to an announcement by Roger W. Clipp, vice-president and general manager of the stations. Commenting on the agreement, Mr. Clipp declared: "We want our listeners to enjoy all the best of the old and the new music from all sources. We want our advertisers and our program-builders to have a free choice of every composition without any restrictions. We are signing the ASCAP contract to add its unlimited blanket service on our stations, and ASCAP music is now back on the air over WFIL."

**Pro Playoff to Gillette**

GILLETTE SAFETY RAZOR CO., Boston, will again sponsor the professional football playoffs on MBS, it was announced last week. Play-off game will be heard on Dec. 12, unless there is a tie in the preceding games, prohibiting the teams from completing their schedules on Dec. 7. The post-season game is held annually between the winners of the Western and Eastern Division of the National Football League. Last year company sponsored the game between Washington Redskins and Chicago Bears, from the capital city.
**Agencies Affected By Auto Decline**

**Detroit Branches Forced to Curtail Their Activity**

AUTOMOTIVE agencies in Detroit have begun a long-anticipated readjustment growing out of the extremely reduced volume of their accounts.

The trend was signaled by decision of Geyer, Cornell & Newell, to close its good-sized Detroit office, servicing Nash-Kelvinator Corp. A handful of executives and others will be moved into quarters at the Kelvinator plant at Detroit to service the account; and production and placement work on the account will be handled in the firm's New York office. The change was said to have been decided upon after the client set up advertising appropriations for the 1941-1942 season representing about half of its 1940-1941 budgets.

**Others Curtail**

Staff reductions were made early in November at MacManus, John & Adams, where the Pontiac and Cadillac accounts are served. These initial cuts fell largely in the publicity departments for the two accounts, but extended as well into the advertising end.

Publicity departments appear to be bearing the initial load of the contractions. At McCann-Erickson, the head of the publicity department, Robert Struther, moved over to the Time-Fortune magazine group; and, without designating a replacement, the agency moved the remaining publicity men up a peg each, reducing the department by one man. McCann-Erickson had previously been reducing its staff, it was reported, due to the loss of the Ford truck account.

Similar reports emanate from other agencies through Detroit, with men dropped from payrolls and not replaced. It is generally conceded that the automotive agencies, faced with reduction of from a third to three-quarters of their substantial commission revenue, will be retrenching steadily during this winter.

The one exception in this picture is Maxon Inc., which has just taken on the Ford truck account, hitherto handled by McCann-Erickson. Maxon has not been identified with automotive advertising except for the Lincoln account taken on last winter; and hence is in the position of suffering reduction on but one comparatively minor account at the same time that it is best staff for the requirements of a second such client.

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**WHEC STARTS BOWLING CONTEST**

**Popular Spar Offers Chance for Station to Develop Good-Will Among Keglers**

THE FAMILIAR cry, "Set 'em up in the other alley", has prompted executives of WHEC, Rochester, to realize the vast possibilities of capitalizing on the town's sporting mania—bowling. Rochester has long been regarded as a red-hot spot for the keglers who jam all the available drives from September to May.

Feeling that a boost can be given to the sport that would result in goodwill for the station and form the basis of a new and interesting series of programs with real listener appeal, WHEC is launching a five-man championship tournament for teams within a radius of 50 miles.

The contest, to last from Nov. 16 to Feb. 8, will be limited to maple-spilling aggregations with team total averages not exceeding 925. Over this period a total of $1,000 will be given in prizes by WHEC. This is broken down into weekly prizes of $100; semi-final prizes totaling $120; and the grand prizes in the finals amounting to $200. Entrance fee is free, with bowlers assuming only the cost of their games.

Notices of the tournament were mailed out to various bowling establishments in the district and within two days, without benefit of any newspaper publicity, 58 teams had filed their applications for entrance. List will be restricted to the first 60 teams submitting entries. Gunnar O. Wiger, general manager of WHEC, has stated that it will be an event "that already seems destined to stack up with, if not surpass WHEC promotions over the years."

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**Rosefield Coast Discs**

ROSEFIELD PACKING Co., Alameda, Cal. (Skippy Peanut butter), recently started a half-hour transcription program, The Hollywood Theatre, weekly dramatic series, featuring Gale Page, Una Munson, Elaine Barry and Elliot Lewis, on KQW, San Jose, Cal.; KARM, Fresno, Calif.; and KXI, Portland, Ore.; C. P. MacGregor, transcription firm, Hollywood, produced the series, which is being written by Kimball S. Sont of that firm. According to Walter Gifford, radio director of Sidney Garfinkel Adv., San Francisco, agency handling the account, the station list will be expanded on the Coast in the near future.

WALTER S. GIFFORD, president of AT&T and head of the Bell System, will give a brief report on the progress of the Bell System, particularly in national defense work on the Telephone Hour broadcast of Monday, Nov. 10, 8-9:30 p.m. on NBC-Red. Account is handled by N. W. Ayer & Sons, N. Y.

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**Why WGN spells "C-H-I-C-A-G-O"!**

Chicagans and radio listeners throughout the Middlewest recognize WGN as a station with a "Hometown" origin and viewpoint. This recognition is another reason why WGN delivers more listeners to your program.

---

**WGN's mobile unit is ready at all hours of the day and night to give Chicago on-the-spot coverage of fires, and other news events of strong localized interest—another reason why WGN spells "Chicago."**

---

**A Clear Channel Station**

**WGN**

50,000 WATTS

Channel Station

750 Kilocycles

**MUTUAL BROADCASTING SYSTEM**

EASTERN SALES OFFICE: 720 E. 42nd Street, New York, N.Y.

PAUL H. RAYMER CO., Los Angeles, Cal., San Francisco, Cal.
Ewing Seeks New 50 kw. Station in New Orleans

JOHN D. EWING, publisher of the Shreveport (La.) Times, and operator of the 50,000-watt KWKH as well as KKBZ, both in Shreveport, has applied for a second clear channel station to be located in New Orleans. Requested is 50,000 watt operation on 1060 kc., the channel at present occupied by Westinghouse's KYW, Philadelphia.

New Orleans at present is served by five stations—the 50,000-watt WWSB, WDSU, WNOE and WJW. WWL is a CBS affiliate, with WSBM and WDSU as NBC-Red and Blue stations, respectively, and WNOE as the MBS outlet.

Mr. Ewing is president of the Times-Publishing Co., owner of the two Shreveport stations and is also publisher of the Monroe (La.) Morning World and News Star in addition to the Times.

They're selling a lot of turkeys in Rochester this year. They're selling more in Monroe County with its prosperous suburban homes. But they are selling a lot more in WHAM land.

18 trading centers in 43 counties where the profits of humming industries and a rich farm harvest have piled up buying power, make up WHAM land. Here, 900,000 radio home-owners will sit down to a hearty Thanksgiving meal. Here, buying is better—and with WHAM you can share in it for approximately one-third the cost of localized coverage. It's all within WHAM's primary area. That's why WHAM is a better buy.

ON THE AIR from the air goes the new transmitter of KDAL, Duluth, on 610 kc. at 1,000 watts. Flying 2,000 feet above the new transmitter site in a Northwest Airlines plane, Mayor Edward H. Hatch and City Councilman Mark Wall of nearby Superior, Wis., pushed a button which sent out the impulse by shortwave starting the new transmitter. In the picture (r to l) Councilman Wall, Ellis Harris, KDAL, special events director and Mayor Hatch prepare for the ceremony.

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900,000 TURKEYS FOR 900,000 TABLES IN WHAM land

Rochester, N.Y.

"The Stromberg-Carlson Station"

W H A M

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

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NBC Anniversary Features Studios

New Facilities Dedicated as 15th Year Is Observed

COINCIDENT with the observance of its 15th anniversary to be marked with a special two-hour program Nov. 15, NBC will dedicate and formally open its new Copper and Silver studios, located on the 6th and 7th floors of the RCA Bldg., New York.

The New York section of the special program on that date will be presented from the new studios, prior to presenting a roundtable commentary by NBC representatives all over the world in one of the most comprehensive hookups in the history of broadcasting.

Equipment Innovations

Some 2,000 persons will participate on the program which will feature dramatizations of some of the more important events in the history of radio. It will be heard at 11 p.m. to 1 a.m. on the 243 NBC-Red and Blue stations as well as via shortwave to more than 100 stations affiliated with the Pan-American network of NBC's international division.

The modern streamlined studios, each seating 450 persons, give the illusion of complete theatres with stage units scientifically constructed for acoustical perfection, according to O. B. Hanson, NBC vice-president and chief engineer.

Cylindrical sound reflectors have been placed at the rear of the two stages to blend musical tones and voice intonations. The control room of each studio is located on the stage so the audience may follow the signals of the engineers and production managers.

Soundproof clients' booths are located at the 7th floor level inserted into studio walls at an angle to give a clear view of the 38-foot stages. Non-parallel walls prevent reflection of sound back to the stage microphones as well as echoes which mar listening. Both of the new studios are air-conditioned and constructed on the "floating" pattern used by NBC throughout Radio City.

DR. HARRISON B. SUMMERS, NBC Eastern director of public service programs, as the principal speaker at the annual convention of the New Jersey Assn. of Teachers of Speech, Nov. 8 in Atlantic City, spoke on "What about Radio".

Showmanship that wins

Intermountain audiences
SALES GAIN NOTED
AT WESTINGHOUSE

DURING the first three quarters of 1941 Westinghouse Radio Stations Inc. had net sales billings totalling $1,884,658, it was announced last week by Walter Evans, vice-president of the Westinghouse broadcast subsidiary. During September, 1941, billings were $208,805, compared with $161,551 in September, 1940, he revealed.

Pointing to the "marked improvement in earnings this year," Mr. Evans reported: "Business is particularly thriving with KYW, Philadelphia, KDKA, Pittsburgh, and WBB, Boston. It is also good in the smaller stations of the company, at Springfield, Mass., and Port Wayne, Ind."

Commenting on the taking over by Westinghouse of the operation and programming of its major stations from NBC, Mr. Evans said, "It is expected that ownership operation will show further improvement over the coming year." Headquarters for Westinghouse Radio Stations Inc. were established in Philadelphia last March. Lee E. Walley heads the executive staff of the organization, with offices in the KTW Bidg.

H. W. Rogers

H. W. ROGERS, advertising executive of San Francisco and charter member of the San Francisco Advertising Club, died Oct. 31 of a heart attack. He was 74. Mr. Rogers came to the San Francisco bay area 60 years ago and founded the Rogers Adv. Bureau and the H. W. Rogers Adv. Co.

Far From WOR

WOR, New York, recently learned that its coverage had expanded somewhat to South America, in fact, where there are regular listeners to Jerry Lawrence's all-night program, Moonlight Saving Time. In a story lies the proof; A Mr. Moyer of Allentown, Pa., who operates a shortwave sender, called Lawrence in New York to say that he was in communication with a "ham" in Rio de Janeiro. He reported a message from Bert Lown, American orchestra leader now in Rio, who was requesting Jerry to play his old theme song "Bye Bye Blues". Jerry did, and 15 minutes later the man in Allentown called back with thanks from Bert Lown and reported that in Rio and Montevideo people listen to Lawrence nightly until the signal fades.

Wheaten's Novel

SERIALIZED radio adaptation of Eric Hatch's My Man Godfrey started Nov. 3 as the second novel to be dramatized on The Wheatena Playpen, five hour, over-synched series sponsored by Wheatena Corp., Rahway, N. J., on 17 stations in selected markets. First novel was The Reina Come, by Louis Bromfield, which ended Oct. 31. Agency is Compton Adv., New York.

FISHERWOMAN in her own right is Myrtle Williams Moon, veteran member of the WHO, Des Moines, program director, who went on her first fishing trip while in Florida recently visiting her brother, Pete MacArthur, former WHO program director. In addition to this 69-pound sailfish, for which she received a coveted "Gold Button Sailfish" emblem, Myrtle hooked another sailfish and a tarpon.

WINX Transfer

ASSIGNMENT of the license of WINX, Washington, from Lawrence J. Heiler as an individual to WINX Broadcasting Co., which Mr. Heiler will control holding 1,837% of the 2,000 shares of stock issued, is sought in an application to the FCC. Balance will be held by Richard K. Lyon, of Washington, with 125 shares and Herbert Bratter with 37½ shares.
WHY WLAC IS THE CHOICE

Survey conducted in Nashville by Certified Public Accountants gives WLAC 17% daytime preference over Station B, and 95% over Station C.

- First and Only Nashville Station To carry regular programs from Tennessee's Army Camp.
- Only Station To Broadcast From first plane (in flight) to come from New Vultee Aircraft Plant.
- First and Only Station To carry daily 'Spelling Bee' from downtown sidewalk.
- First and Only Station To Broadcast harness races from the Tennessee State Fair.
- First and Only Station To Broadcast program from Nashville.

THE STATION OF THE GREAT TENNESSEE VALLEY

NASHVILLE, TENNESSEE

J. T. WARD, Owner PAUL H. RAYMER CO., NATIONAL REPRESENTATIVES
HE STATION THAT ALWAYS "GETS THERE FIRST" WHEN IMPORTANT EVENTS OCCUR

First and Only Station To broadcast complete circus performance from under "Big Top"

First and Only Station To broadcast regular interviews from Nashville's airport. (*Irene Rich)

First Station To Broadcast the exciting description of a Tennessee "Steeplechase"

First Station To Establish Regularly scheduled newscasts on basis of permanent operation.

10 WATTS
BIA PROGRAMS
ED PRESS NEWS

Not Only
Power  Where Power Counts Most
but
Programs  That Count Most, Too!

F. C. SOWELL, Manager
CLOCKS DON'T STRETCH

HOLIDAYS are boom days for most advertising media. This year, however, the boom will not be quite so marked in the broadcast industry, judging by a survey just completed by Broadcasting.

Curiously, this tapering-off tendency in the seasonal expansion is an encouraging factor. It is encouraging because a stable 12-month trend is desirable in nearly every line of business. But it is especially encouraging because many of the very advertisers who once merely bought holiday time have now been converted to year-round users of the air medium.

A lively holiday season is foreseen by local merchandisers. They have their stock problems and their shortage of heavy goods, but gift and luxury items will move easily due to the swelling payrolls in most market areas. Many stations are quietly contented with the lessened upsurge of Christmas timebuying for they are encountering a clock-stretching problem that involves careful operating technique.

BOTH ENDS OF THE MIKE

TIGHTENING of the radio equipment situation is causing the broadcasting industry increasing concern. Steps are being taken, with the Defense Communications Board in the forefront, to alleviate the pressure so stations can be kept on the air without serious interruptions. The closer this nation gets to an open break, the more urgent it becomes that its broadcast structure be kept at peak performance. The public must be kept informed and radio becomes the national voice in the defense operation.

But that's only half the story. A highly efficient broadcast structure, adequately supplied with reserve and replacement parts, can't do an effective job if the other end of the circuit is not equally well primed. At this writing, the radio receiver appears to be the step-child. OPM officials apparently have the distorted notion that with $1,000,000 receivers in homes, automobiles and other domiciles and conveyances, America's 135,000,000 people are adequately supplied with reception equipment.

How efficient is that equipment? Unfortunately, a vast number of the receivers in use are cigar-box models, or midgets of ancient vintage in this fast moving radio age. They need frequent servicing and adjustment. All must be re-tubed periodically.

For reasons undisclosed, OPM has specifically excluded replacement parts for repairs of home receivers from its recent P-22 priorities order giving preferential status, though an A-10 rating, to a long list of essential industries for repair, maintenance and operating supplies. Moreover, it has shut down on new set production so that the outlook, according to officials of Radio Manufacturers Assn., is for possibly a two-thirds reduction in output next year. Beyond that, the Office of Price Administration, headed by Leon Henderson, as one of its first price-pegging acts, is expected to freeze the prices of radios as such, as well as the component parts sold to assemblers.

In a national emergency, 100% efficiency can't be expected from either government or industry. The pace is swift. Consequently, mistakes are made and essentials are overlooked. But there's always the opportunity to rectify errors.

We believe a mistake was made in failing to provide a preferred rating for the servicing field in radio—a rating that means something and will result in provision of adequate repair and replacement materials and parts for the service field. The broadcasting industry can and is doing its part in trying to maintain peak performance and by supplying more and more gratis time for the national defense effort. But without "circulation" maintained at peak level, the preservation of the broadcasting effort is dissipated.

It might not be a bad idea for defense officials to foster a "renovate your old set" campaign, to get more of them in working order, and to assure maximum audience when it's needed most.

FREE, WHITE & 21?

THIS MONTH radio broadcasting is 21. It's reasonably free, depending upon how you look at it. And it's white with rage only. Measured by ordinary standards, radio popped into being full bloom before Old Father Time could set an eyelash or say Guglielmo Marconi, or maybe Frank Conrad. It's a miracle, the eighth wonder of the world and the super-super of modern conveyance of intelligence! But in that swift 21-year span, radio seems to have grown a set of horns and to have become a monolithic monster that has to be exterminated.

We're not reading from Grimm's Fairy Tales. Just take a look at the record—the FCC record. A modern Sir Lancelot and his tried and tested squad of majority invincibles, is out to do the job of bringing to book this Hydra-headed monster that appears to be guilty only of serving the public interest to the entire satisfaction of the very public it is commissioned by law to serve.

There's the rule banning time options that constitutes one of those heads, we assume. Then there's newspaper ownership of broadcast stations, as another: multiple ownership of stations where ownership is involved, and a host of other things on the books.

All these, it seems, can't wait until the war emergency is past. Upheaval or no, the job has to be done, and the hero must march triumphant, whatever the cost. There shouldn't even be "temporary relief" of the character requested by the major networks in their court proceedings, to hold only until the courts determine whether the FCC has the jurisdiction and authority it has assumed.

The first 21 years undoubtedly will go down in history as radio's hardest. Radio probably couldn't survive another siege like it.

THE RADIO BOOK SHELF

BOOK by Paul L. Spechtt titled How They Become Name Bands has been published by Fine Arts Publications, Inc. ($2.00) as a short history of noted band leaders popular during the last decade. A violinist and orchestra leader himself, Mr. Spechtt gives invaluable advice on the technique of becoming a successful "maestro," concluding his book with a summary of plans and proposals for Federal aid to struggling young musicians.

The publishers are planning to follow up the publication of the book, by awarding honor rolls to the programs whose scripts were selected as the ten outstanding radio plays of the year. Arrangements have already been made for presentation of the award on the Cavalcade of America, two of whose scripts were selected, American School of the Air, Star-Spangled Theater, Everyman's Theater, Kate Smith Hour, and Helen Hayes Theatre. Writers' awards will also be given to Arch Oboler, Norman Corwin, Ruth Barth, Elpha A. Ellington, Jean Holloway, Therese Lewis, Dwight Irving Cooke, and Jerry Devine.

OFFICIAL Atlas for the CBS School of the Air of the Americas program is a "World Histriography," prepared by Stuart Ayres of the CBS education department, as a classroom aid along with the Teacher's Manual which the program provides to teachers in all the American republics. The book tells the social and economic meaning behind the maps published in the world atlas of C. S. Hammond & Co, New York.
HERBERT L. PETTEY

HAPPEN into an office on the top floor of Loew’s State Theatre building in New York, you might likely see two columns of red light flashing on the distant Jersey horizon. They were the signals of the equipment whose new 50,000 watt transmitter makes it as powerful as any in the country, and the sight of these gleaming towers are likely to hold the attention of WHN listeners.

Petty was born June 5, 1905 in Prospect, O., but he usually refers to his home town as Kansas City, the city that he has spent most of his boyhood and school days there. He attended the University of Kansas, the school that has produced such well-known radio figures as Sam Pickard, Paul White, Leo Fitzpatrick, Don Davis and the Petty brothers. He studied of, all things, medicine—perhaps better to cope with the “headaches” confronting a station manager.

His first job out of K. U. was with the Crackerjack Company doing advertising and sales promotion. His second was selling Metro-Goldwyn-Mayer films throughout the Midwest. He then switched to RCA-Victor, representing that firm in Detroit before being transferred to Washington. Petty served as secretary to the FCC and its successor, the FRC, from 1933 to 1936. In that time he served on President Roosevelt’s Committee on National Communications which prepared and presented to Congress the Communications Act of 1934. He resigned all Washington duties May 1, 1936, to return to Loew’s as director of sales of WHN. He became managing director in 1939 and under his direction the station has become known as one of the most successfully operated independent stations in the country.

One of the early proponents of FM, he has secured two grants for the Loew organization for FM stations in New York and Los Angeles. The New York station, W63NY, is to be on the air in another couple of months. Active in the FM field, Petty also is one of the organizers and secretary-treasurer of the American Radio Commission (FM).

In 1928, Petty married Hope Dolph, sister of William Dolph, manager of WOL, Washington. These two, with her mother in Kansas City, are probably the only persons who know what the "L" in his name stands for.

Herb is one of those affable fellows welcomed in any group because of his sense of humor, wealth of good stories. His contributions toward a better radio industry were recently exemplified by the role he played in the formulation of contractual differences between the NAB and AAAA.

Petty commutes between New York and Los Angeles in his home in the Hollywood Hills, Long Beach. His golf club in Arizona was doubled by a shot in a tournament last year and has suffered somewhat through lack of practice the past few months while he has watched the skyward growth of the new WHN.

GEORGE CLAPP, formerly assistant to Adolph Opfinger, MDS program coordinator, has been transferred to the Mutual Network Sales Dept. He will deal chiefly with out-of-town broadcast of SpotLight, broadcast of SpotLight, broadcast of SpotLight.

HUGH RADER, announcer of KGVO, Missoula, Mont., on Oct. 19, 1939 married Mary Jane Mooby, daughter of Mr. and Mrs. Mooby, general manager of KGVO.

SID BETTS, formerly of the Edmonton, Alta., radio station, RIp CKGB, Timmins, Ont., has joined the sales staff of CKWX, Vancouver, B. C.

JERRY AKERS, formerly general manager of KYU, Yuma, Ariz. and more recently with KSN, San Francisco, has joined the sales staff of CKUW, Vancouver, B. C.

TOM FOXWORTHY, account executive, formerly of KYMC, Marysville, has joined the sales staff of KYOS, Merced, Calif.

STAN SIMPSON, account executive, has been elevated to sales manager of WHN, New York. He was formerly manager of the KDKA sales promotion department, his return to his main interest, capacity. Charles Forl, KMOA, Tacoma, announcer-producer, has rejoined WRB as production manager and succeeds Ken Aitken who has been transferred to the sales division as account executive. Staff changes were announced by Charles P. Scott, station manager.

A. QUEEN, sales promotion manager of KJOW, Oakland, is the father of a girl born Oct. 30.

DAVE WARD, special events director of WKRC, Cincinnati, has been given charge of sales promotion under Ken Church, director of national sales and promotion. He has been with the station nearly a year, coming from Premier Radio Enterprises. Prior to that he had been with SBD, St. Louis, and West Coast stations.

TED ENNS, national sales manager of the Cowles Group stations, is recovering from a recent operation.

JESSE L. LIDDE, has been named assistant general advertising manager of the Westinghouse Electric and Manufacturing Co. He was formerly assistant advertising manager of the Westinghouse merchandising division in Mansfield, Ohio.

EASTON C. WOOLLEY, manager of the service division of NBC’s station relations, late last month married Christine Pofler of Forest Hills, Long Island.

W. C. ALCORN, general manager of WBNX, New York, is to receive a special citation at the annual banquet of the Americanism from Bronx Post No. 95, Veterans of Foreign Wars, in recognition of the station’s cooperation in the broadcasting over the station, Monday, Nov. 10, 8-8:15 p.m. Citation was deferred to show unanimous approval of the VFW of the program policies of WBNX, carried out under Alcorn’s direction.

AUGUSTIN FRIGON, assistant general manager of the Canadian Broadcasting Corp., has been added to the faculty of AOC’s School of the Air of the Americas, representing Canada.

S. C. GALE, advertising manager of KGNO, Minneapolis, has been scheduled as a principal speaker at the NAB 11th District luncheon meeting Dec. 11.

FORREST R. MEANS, of Oklahoma City, has joined the sales staff of KLZ, Denver.

Staff Changes Effected By KMOX, in St. Louis

MERLE S. JONES, manager of KMOX, St. Louis, in a general reorganization of the station’s sales staff will assume the additional duties of the sales promotion director, a position he held previously while J. Soulard Johnson, sales promotion director, has been placed in charge of local sales management.

Mr. Johnson replacing Kenneth W. Church, who recently joined WKRC, Cincinnati, as director of sales and promotion.

C. R. H. Goodyear, formerly of the KMC, Kansas City, has joined KMOX as manager of the new office of Radio Sales. John Harvey, Rollie Williams and Robert Carpenter remain as account executives.

Tom Rockey, formerly with Ruthrauff & Ryan in St. Louis, becomes acting sales promotion director and director of merchandising with Margaret Hart as his assistant as a result of the reorganization. Fred Mueller, formerly assistant advertising manager, is now assistant advertising manager.

Val Lawrence Is Named As Manager of KROD

VAL LAWRENCE, vice-president of the El Paso Times Co., has been named manager of KROD, El Paso, it was announced Nov. 1 by Dorrance D. Roderick, president of the station. Mr. Lawrence has been advertising director for the Newspaper Printing Corp., El Paso, since it was formed in 1935.

Merle H. Tucker, who has been acting manager of KROD since June, will continue with the station as assistant manager, Mr. Lawrence indicated. He said that no personnel changes were expected.

Mr. Lawrence, a 324 degree Mason and a Shriner, has been in the newspaper business for 28 years American Cable. He was a member of the Swain Country Club. His golf club in St. Louis was fished upon trying to put the past few months while he has watched the skyward growth of the new station.

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BROADCASTING • Broadcast Advertising November 10, 1941
SINGS AGAIN

"SOMEBODY ought to break that guy's nose," has often been vented by disgruntled listeners as the dulcet tones of some crooner fills the air. But renewing the procedure was Johnnie O'Hara, sports-caster of KWX, St. Louis, who lost his singing voice years ago. Johnnie came out of a recent auto accident with a nose broken in six places—only to find on his recovery that the timbre of his voice had improved to such an extent that he now has regained a very presentable singing voice.

NORMAN PAUL, formerly of WISN, Milwaukee, has joined the announcing staff of WHK, Rockford, Ill.

GLENN SHAW, production manager of KSL, Salt Lake City, is the father of a boy born recently, his fourth child.

DIXON GATER, local music critic and columnists, has joined KROW, Oakland, Cal., as publicity director, succeeding Bob Meikel, resigned.

TED THOMPSON, with NBC in various capacities for the past eight years, on Nov. 15 will join the personal department of the plastics division of E. I. duPont de Nemour & Co.

MYRON J. BENNETT, conductor of the PBJ Show on KWK, St. Louis, on Nov. 3 started a daily column in the St. Louis Globe-Democrat, written in the same style to his commentaries on his twice-daily radio programs. William Budde, formerly with the H. B. Deal Construction Co., St. Louis, has joined KWK as auditor.

JACQUELINE JONES, formerly a newspaper woman, has joined the continuity staff of WLAC, Nashville.

GEORGE KENT, formerly of WGKV, Charleston, W. Va., has joined the announcing staff of WDNC, Durham, N. C.

HARRY KRONMAN and Jess Oppenheimer, Hollywood writers, have been signed to turn out scripts for Shirley Temple Time, which starts Dec. 1 under sponsorship of Elgin Watch Co., on 71 CBS stations for four weeks. Tom McKnight will produce for Wm. Esty Co., agency servicing the account.

MARIION HARMAN, formerly of WJAU, Augusta, Ga., has been named station director and program director of WGOW, Valdosta, Ga.

STANFORD LEWIS, former production manager and announcer of WFFG, Atlantic City, has joined WIP, Philadelphia, as news announcer.

J. TAYLOR GRANT, announcer of KWK, St. Louis, is the father of a girl, Carol, born Oct. 20. Grant in private life is Edward Harman.

BILL NEWELL, news announcer of CKWX, Vancouver, B. C., has left to join the Royal Canadian Air Force in Eastern Canada.

DEANE STEWART, for the last eight months a member of the announcing staff of KYA, San Francisco, has been named program director of the station.

CHARLES LIVINGSTONE, drama director of WXYZ, Detroit, has been named director of production, in charge of all broadcasts of the station, including The Lone Ranger and The Green Hornet, originated by WXYZ for a coast-to-coast MBS hookup. Fran Striker, original writer of the Lone Ranger series and currently producing continuity for the newspaper strip, has been at his home for three weeks.

JIM KANE, CBS publicity director of WBMM, Chicago, is the father of a girl, Dorothy, born Oct. 31.

JOE DILLON, former program director of WKNY, Kingston, N. Y., returns to Philadelphia and will conduct the Irish Amateur Hour for Leo Brady's Furniture Store on WPEN, Philadelphia, which he was previously a member of the announcing staff.

HARRY WOODS leaves the announcing staff of WPEN, Philadelphia, for New York.

J. BENNETT, CKGB, Timmins, Ont., program director, is now in the Canadian army.

JACK PATTEN, on the production staff of KSAN, San Francisco, has been named publicity director.

BOB FLEET has joined the announcing staff of KGVO, Missoula, Mont.

PAT HALVERSON, formerly of KGNC, Amarillo, has rejoined the announcing staff of WJDX, Jackson, Miss.

BEN ALEXANDER, Hollywood announcer, has been assigned to the weekly NBC half-hour Old Gold Show, featuring Herbert Lanoux, sponsored by P. Lorillard Co. (Old Gold cigarettes).

LOUIS CUCOL, traffic manager of WBM, New York, and Jane Mengrho, former press agent, have announced that they are to marry March 1. They plan to marry early next year.

DAN HUGHS has joined KRGV, Weslaco, Tex., replacing Lyle Grace who has gone to KISA, San Antonio.

JOHN SHELDON, announcer of WICA, Ashitabula, O., has left for Miami, Fla., to be a student pilot in the Navy.

MARVIN APPLE and Bob Beckett, both new to radio, have joined the announcing staff of KOKN, Kansas City.
Staff Employees of CBC Listed in War Service

MORE Canadian Broadcasting Corp. employees are now on active service, according to the latest list made available. Sub-Lieut. H. J. Browne, CBS musician, Toronto, is now on active service with the Royal Canadian Navy, operating from Halifax. Sgt.-Pilot W. J. Wilson, formerly with CBC Press and Information Department, Toronto, received his wings Oct. 23 at the Royal Canadian Air Force school at Aylmer, Ont. Sam Howe, CBC engineering division Toronto, is training with the Royal Canadian Air Force for overseas service as a firefighter. John Starke, former CBC announcer at Toronto, is now overseas with an Ontario Scottish Regiment. Ray Cahill, of the Toronto music library, is in the Royal Canadian Army Pay Corps. Gordon Tanner of the CBL, Toronto, sound effects department, is in training to become a wireless operator with the Royal Canadian Air Force. W. J. O'Reilly of the program department at Halifax, is training for special duties with the Royal Canadian Air Force, and Pilot Officer L. B. McDonald of the Royal Canadian Air Force was announced in the Maritime Division at Halifax before joining.

WSAZ Staff Changes

A NUMBER of additions have been made to the staff of WSAZ, Huntington, W. Va. Bill Knight has joined the sales staff. Al Rauch is new program director. Ted Arnold has been added to the announcing staff. Mary Frances Carter is musical director. Bill Manrov and Bill Hanauer have joined the engineering staff. Thelma Adams is new mail clerk. WSAZ has installed a new Collins transmitter and operates from 6 a.m. to midnight.

Gus Mack

GUS MACK, 48, onetime executive of KFWB and KMTR, Hollywood, died Nov. 1 at his home in North Hollywood from a heart ailment brought on by pneumonia. For the past 12 years he was Los Angeles Examiner funny paper story teller on KJH, Los Angeles. Surviving are his widow, Mrs. Nellie Mack; a son, Edward, and a daughter, Mrs. Joyce Couch.

Joy Saves Day

IT WAS LUCKY for the audience in the John Wana- maker Store in Philadelphia, last week when at the eleventh hour they were trying to fill a part in the Mikado, that Leslie Joy, general manager of KYW, Phila- delphia, was an old hand at Gilbert and Sullivan singing. The regular artist who was to take the part of Koko was suddenly called away. Some- one noticed Mr. Joy and re- called that his forte a decade or two ago was Koko in produc- tions of the Savoy Opera Co. With only 20 minutes re- hearsal he stepped before the footlights to save the day.
**MERCHANDISING & PROMOTION**

Instead of Food Show—Superman Writers—Journey Through Gotham—Chance for Drugists

**Design** to supplant the annual Boston food show, the Massachusetts Independent Retail Grocers & Provision Dealers Assn., through Chambers & Wiswell, Boston agency, is sponsoring the Patriotic Pantry Party, a state-wide promotion in which cooperating retail outlets will push 104 selected food products from Nov. 3 to Jan. 31, 1942. The plan is as follows in the national defense effort through provisions for the stores to sell Defense Stamps, as well as through the giving away of several thousand dollars in Defense bonds for prize-winning essays and store displays. Radio is to be used extensively in the three-month drive, along with special promotion displays and newspaper space.

**Whodunit Hats**

A MURDER MYSTERY series in which the audience participates in the solution of the crime, is Eight Mysterious Hats, recently started on KPO, San Francisco, by Landstrom Hat Stores. The series deals with eight chapters, each with a different murder and each involving a different type of hat. Listeners will have to visit one of the Landstrom stores in order to see the hat involved and get clues that will allow the fan to compete for prizes in solving the murders.

**Essay Contest**

GRAVEM-INGLIS BAKING Co., Stockton, Cal., which sponsors The Adventures of Superman on KTRB, KYOS and KGW, recently conducted an essay contest for school children on "Ten Reasons Why I Am Proud to Be an American." School teachers in the territory were sent personal letters by the sponsor and the contest was announced in almost every school. Children had to go to their grocer, who handled the bread which sponsors Superman, for entry blanks. Contest ran for one month. Cash prizes for the winners included $10, $5 and $3. In addition the winners received large framed pictures of famous Americans for their classroom and a free trip to San Francisco for presentation of the awards.

**Belt That Glows**

SOMETHING new in give-aways for children is the "Luminous Safety Belt" which takes on a glowing appearance when exposed to light. Offered by General Mills on its Lone Ranger series on MBS starting Nov. 5 the belt can be obtained for 60 cents and a boxtop from a package of Corn Kix, which the program advertises.

**Holmes & Drugists**

DRUGGISTS from typical American cities are featured from time to time on Sherlock Holmes program, sponsored on NBC-Red by Groves Labs., Elkhart, Ind., in the image of Boscombe Quine. Each of these broadcasts will be preceded by a network announcement selling the service and importance of retail druggists.

**Air Conditioner**

PREMIUM offer of a D-D air conditioner for the ice box is being made on the Man On the Street program of WCIS, Joliet, Ill., sponsored by Help Inc., Chicago (Help cleanser). Boxtop from the sponsor's product and 10 cents to cover mailing are the only requirements.

**Sponsors' Blotters**

WPAT, Paterson, N. J., is supplying its clients with boxtop imprinted with advertiser’s name, address and phone number, the name of his program and time of broadcast and the station call, dial position and slogan.

**HAD WONDERFUL TIME**

Says Charlotte Scott, 13-year-old student who won one of the monthly trips to New York awarded by WLAW, Lawrence, Mass. Participating in a special broadcast are Ann Michael (left), of WLAW, and Announcer Richard Hickox.

The program, based on stories submitted by students to and including high school freshmen, is sponsored by Olympic Milk. Each month a student in the WLAW area is awarded a similar trip to New York, with entertainment at some of the better recreation centers and meetings with celebrities.

**Drug Spots**

COURTESY spot announcements urging listeners to trade at their neighborhood drug stores are given by KMOX, St. Louis, in a promotional tie-up with the Retail Druggists of St. Louis. In return each of the 250 stores advertise the time of the announcements on KMOX pennants and builds displays around the merchandise mentioned.

**WCCO's Organ**

FIRST appearance of the new house organ of WCCO, Minneapolis, Station Break, is scheduled for Nov. 5. Miss Gilis of the publicity and promotion department is editor with a staff of seven. Format of the four-page paper will be editorials, gossip, profiles, oddities, birthdays, a draw and gripe department and one feature story.

**BROCHURES**

W5IC, Chicago—Booklet titled "Frequency Modulation Radio Programs" listing music in all programs one month ahead; also plugs FM receivers built by Zenith Radio Corp., owner of the station.

WAIT, Chicago—Blue and white 12-page booklet introducing the program "Mike Wait in White," in a horizontal striped sweater and derby hat, "those tough guys" pitter padder its the station's market and coverage.

KJR, Seattle—Multi-color illustrated broadside, incorporating a one-week program log on the reverse side, on the station's local and NBC news service.

WLW—Four-fold yellow brochure featuring the station's new premium testing services, intended to trade and advertising agencies.
CLEVELAND LISTS SYMPHONY SERIES

CLEVELAND Symphony Orchestra will be heard in two series of broadcasts during the coming season, according to information from Cleveland stations.

Defense industries in Cleveland will sponsor a series of Saturday concerts, 8:30-9:30 p.m. on WHK-WCLE, according to Carl Vosburgh, orchestra manager, and Thomas F. Siclo, president of the Cleveland Musician Arts Assn. WGAR will assume the cost of the orchestra and special facilities at Severance Hall in Cleveland. During four Saturdays when the orchestra is on tour Walberg Brown, WGAR musical director, will conduct a large orchestra. Wayne Mack will produce the series, with Kay Hall and William L. Forman at the microphone. Few guests will witness the concerts.

Radio's Role

PLAYING UP radio's major role in Civilian Defense Week, Nov. 11-16, the Office of Civilian Defense has published a red, white and blue brochure informing information on the week with a bunch of sample announcements to be carried by stations. Included in the broadcast is a letter to station executives, urging full cooperation from Arthur Stringer, NAB coordinator of national defense. Sent to all stations, the brochure also lists state and regional civilian defense officials.

Two Venezuela Stations Join CBS Latin Chain

YVIRV and YVIRA, Maracaibo, Venezuela, have joined the CBS Latin American network, bringing the total stations to 74, representing each of the 20 Latin American republics. Owner of the stations is Luis Garcia Nebot, but the affiliation contract was signed in New York with CBS by Joaquín T. MacGregor, Venezuelan businessman.

YVIRV, longwave outlet, operates on 1350 kc., 250 watts, and YVIRA is a shortwave station on 4750 kc., 350 watts. Both stations will operate on 1000 watts each upon completion of transmitter construction and engineering work.

Here They Are Again!

Those Aristocrats of the Range

THE SONS OF THE PIONEERS

With Their SYMPHONIES OF THE SAGE

Produced and Distributed By
ROY ROGERS, INC., HOLLYWOOD, CAL.

300 School Programs

INDIANA State Teachers College from Sept. 1, 1940, to Aug. 31, 1941, presented a total of 300 broadcasts on WBOY-Terra Haute, according to the annual report of Dr. Clarence M. Morgan, director of radio education, covering the school's seventh consecutive year of broadcasting. The broadcasts consumed 5,210 minutes of free radio time, estimated to be worth more than $10,000 at regular card rates, the report stated. Dr. Morgan in his report expressly thanked W. W. Behrman and Martin Lech, former and present managers of WBOY, and Program Director Leo Baxter along with other members of the staff for their cooperation.
THE BUSINESS OF BROADCASTING

STATION ACCOUNTS

WPXJ, Utica, N. Y.

Kruger Brewing Co., Newark, 3 ½ weekly.

Lodden Inc., Utica, Pa. (couch drop), 4 as weekly, 17 weeks, thru J. M. Mathes Inc., N. Y.

Levi Brow, Cambridge (Swan Soap), 12 as weekly, thru Young & Rubicam, N. Y.

Packer & Gamble Co., Cincinnati (Lava Shower), 16 as weekly, 25 weeks, thru Bow Co., N. Y.

Ludlow Inc., Utica, Pa. (couch drop), 4 as weekly, 17 weeks, thru J. M. Mathes Inc., N. Y.

N. Y. Milk Publicity, Albany, 8 as weekly, thru J. M. Mathes Inc., N. Y.

Packer & Gamble Co., New York (Royal Crown), 12 as weekly, thru Young & Rubicam, N. Y.


Actus Casualty & Surety Co., New York, 6 as weekly, 8 weeks, thru Marschall & Pratt, N. Y.

WTVY, Troy, N. Y.

Rheuburg & Sanders Co., New York (Sap). 24 as weekly, thru Rutkar & Ryan, N. Y.

WEST-WCLE, Cleveland

Procter & Gamble Co., Cincinnati (Lava). 688 as, thru Bow Co., N. Y.

Quaker Oats Co., Cedar Rapids, (Tuna Soup), 120 as, thru Rutkar & Ryan, Chicago.

Borden Creamery Co., New York, 12 as, thru J. Stirrett Gilgel Inc., N. Y.


Pfizer, Inc., New York (proprietary), 150 as, thru Lake-Spicer-Shuman, Memphis.

Kempner & Hinckley, Co., Sylmar, Pa. 16 as, direct.


KHJ, Hollywood

Yellow Cab Co., San Francisco, 6 as weekly.

Deering Oil & Refining Co., Los Angeles, 6 as weekly, thru H. W. Kastor & Sons, Chicago.


General Electric Co., Schenectady (FM radio), 5 as weekly, thru Maxwell Inc., Cleveland.

WNEW, Chicago

Wallace Co., Chicago (drug chain), 104 as, thru Bow Co., Chicago.

Lohn & Fink Products Corp., New York (Hillside), 60 as, thru Wm. Esty & Co., N. Y.

"I could tell you a quicker way, brother . . .!"—Pd. Adv.

WTPT, Raleigh, N. C.

Fashion Flocks, New York, 3 ½ weekly, thru Franklin Brock Adv. Corp., N. Y.

Masterton Bros., New York (Terra soap), 3 ½ weekly, thru Franklin Brock Adv. Corp., N. Y.

Beeman's Lab., Atlanta, 3 ½ weekly, thru Holley Bros., Inc., N. Y.

Bristol-Myers Co., New York (MintRub), 3 ½ weekly, thru Young & Rubicam, N. Y.

Chatham Mig. Co., Winston-Salem, N. C., 3 ½ weekly, thru Caith, Miller & Nyberg, Baltimore.


KFI, Los Angeles


General Food Corp., New York (Grape-nuts, Wheatmeals), 10 as weekly, thru Young & Rubicam, N. Y.

Quaker State Oil Refining Corp., Oil City, Pa., (motor oil), 1 as weekly, thru Kent & Eckhardt, N. Y.

General Foods Corp., N. Y. (Post Toasties), 5 as weekly, thru Benton & Bowles, N. Y.


WGJ, Wenatchee, Tex.

Duncan Coffee Co., Houston, 5 as weekly, thru Steele Adv. Agency, Houston.

Stokely Bros. & Co., Indiana, (Van Campos), 5 as weekly, thru Calkins & Holdren, N. Y.

Dr. W. B. Caldwell Inc., Monticello, Ill. (proprietary), 3 as daily, thru Sherman & Marquette, Chicago.


Luscomb Inc., Reading (cough drops), 2 as weekly, thru J. M. Mathes Inc., N. Y.


WFF, Philadelphia


Dr. D. Jayne & Sons, Philadelphia (expectorant!), 6 as weekly, thru Courtland B. Co., Baltimore.

Orin & Schuh Co., Philadelphia (crackers), 2 as weekly, thru John Falk & Holdren, N. Y.

Atias Wine Co., Philadelphia (Bos Tom wine), 6 as weekly, thru Philip Klein, Philadelphia.

KROW, Oakland, Cal.

Gas Appliance Society of California, San Francisco (rangen), 5 as weekly, thru Jean Scott Frickelton, San Francisco.


WLS, Chicago

Iowa Soap Co., Burlington, Ia. (Magic Washers), 19 as, thru Weston-Barrows, Chicago.

Consolidated Products Co., Danville, Ill. (Bread & Butter English Muffins), 13 as weekly, thru M. C. Co., N. Y.

WIN, New York

Gillette Safety Raser Co., Boston, 8 as weekly, thru A. E. Co., N. Y.

U. S. Playing Card Co., Cincinnati, 10 as weekly, 13 weeks, thru J. Walter Thompson Co., Chicago.

WJJD, Chicago


WLW, Cincinnati

Simonics Co., Chicago (auto polish), 13 as, thru George H. Hartman Co., Chicago.


Procter & Gamble Co., Cincinnati (Dreyf), 5 as weekly, thru Blackett-Samp- pled-Hummer, Chicago.

Roman Cleanser Co., Detroit, 6 as weekly, thru Gleenon Adv. Agency, Detroit.

Ludlow Inc., Reading, Pa., 5 as weekly, thru J. M. Mathes Inc., N. Y.

Arcady Farm Mills, Chicago (feed), 10 as weekly, thru Fresha, Fellers & Franks, Chicago.

13 NBC Stations Get Higher Rates

Increased Coverage Basis of New Scale for Outlets

BASED on station improvements and new advertising rates, NBC on Dec. 3 will increase rates for eight of its Blue stations and five Red stations, with current advertising rates protected for one year from Dec. 3, provided there is no lapse in service.

The ruling on any of the eight stations for Blue programs, prior to that date will re- main in force, subject to the new schedules and accepted after Dec. 3 will be based on the new evening hour rates.

If a station is not covered by the new rates, the following are the rates for Blue programs:

WCTY, Syracuse, $220 to $240; WHAM, Rochester, $500 to $400; WTCN, Minneapolis, St. Paul, $180 to $220; WSGN, Birmingham, $120 to $140; WXYZ, Detroit, $360 to $400; WOR, New York, $140 to $160; KECA, Los Angeles, $240 to $300, and WENR-WLS, Chicago, $720 to $750.

Red Evening Rates

New evening hour rates for the five Red stations are: KARK, Little Rock, from $120 to $140; KHQ, Seattle, $260 to $280; WTAR, Norfolk, $140 to $160; WAVE, Louisville, $220 to $240, and WEZ, Kansas City, $400.

Rates for cut-in announcements change for three of the above stations, KARK's evening announcement rates shifting from $140 to $150, with $112, daytime from $3 to $6, and Sunday $7 to $9; KMJ, evening announcements $50 to $75, daytime $7-$10; WTY, evening, $12-$13, daytime $6-$7, and Sunday $9-$10. WAVE has no charge for cut-in announcements, with $10 weekly, and $50 in cut-in rates for WDAF after Dec. 3.

New York Mayor Tickets Use 64 ½ Hours of Time

A TOTAL OF 64 hours and 30 minutes of time was purchased by political party committees to use in nine New York stations during the New York mayorality campaign which ended last Tuesday.

Leading the field by many hours was WMCA which had 25 hours and 40 minutes accounted for one-third of the time sold.

A survey of the station showed that following WMCA in order, in number of hours sold was WOR with 11 hours, 30 minutes; WHN, 10 hours; WOV, 7 ½ hours; WNEW, 4 hours, 20 minutes; WNEWW, 4 hours; WEAF and WJZ (combina- ted), 3 hours 15 minutes, and WABC, 1 hour and 45 minutes.

In a breakdown of its political billings for the campaign WMCA revealed that the O'Dwyer and Democratic forces accounted for 14% of the total hours sold on the station, with the Guard and allied committees purchased 5 hours and 20 minutes and the Communist Party, 2 hours and 50 minutes.

THE San Francisco CBS sales staff staged a going away party recently for Bill Shaw, account executive, who recently sold accounts for service in the Army Air Corps.

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Radio Advertisers

REID MURDOCH & Co., Chicago (Monarch Flower Foods) on Nov. 3 started a six-week campaign of 13 stations, with weekly spot announcements on 25 locations, seven supermarkets, all in the Los Angeles area. The campaign is sponsored through the entire week, and the attention of the Los Angeles market is being directed at the campaign.

SOUTH CAROLINA BURLINGTON LIFE INSURANCE CO., Burlington, N. C., has started a six-week campaign of 13 stations with spot announcements in the Los Angeles area. The campaign is sponsored through the entire week, and the attention of the Los Angeles market is being directed at the campaign.

MEN BEHIND THE SOAP OPERAS gather at the Treasury Department in Washington to discuss means of coordinating defense bond and savings stamp announcements. Around the group, seated, are (standing) William Ramsey, advertising manager of General Foods; (standing) William Ramsey, advertising manager of Procter & Gamble; Philip C. Kenny, of Lever Bros.; and Roy W. Peet, advertising manager of Colgate-Palmolive-Peet.

BUT-TAX PRODUCTS Inc., Los Angeles (Rain Droop water softener, bluing), on Nov. 3 started six-weekly spot announcements in the combined Housewives Protective League and Sunprise Salute, featuring Galen Drake, on KNX, Hollywood, as well as weekly participation in the Homemaker's Club on KJL, that city. Contracts are for 13 weeks. Glaser-Galley & Co., Los Angeles, has the account.

BUYSER SEE RED . . . when they think of Richmond

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

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

THE HEART OF ILLINOIS

...for Example
by PROCTOR AND GAMBLE CO.

Powerful stations nearby had been carrying the messages of PROCTOR AND GAMBLE CO. But in July, 1939, WMBD was specified as an additional outlet for “Ma Perkins”, advertising OXYDOL. WMBD is now specified as an additional advertising outlet for THREE MORE products: “Lone Jumper” for DREFT, “Right to Happiness” for CRISCO, “Life can be Beautiful” for IVORY SOAP.

Here’s why...

Industrial business is GOOD in the 16 counties of WMBD’s “Peeblorae”! In 1940 a total of 585 manufacturing plants employed 39,644 people who earned $37,570,182 annually. This forward-thinking industrial activity ... with accompanying increases in agricultural, wholesale and retail activity ... represents a tremendous surge of concentrated buying power. You can do PRODUCTIVE BUSINESS with the help of “Peeblorae’s” ONLY dominant radio station ... WMBD.

KATHERINE LONG, formerly copywriter of H. W. Kastor & Sons, Chicago, has been appointed midwestern editor of Mademoiselle magazine with headquarters in Chicago.

AI-SERVICE Co., San Francisco recently acquired the advertising agency of KRE, Berkeley, Cal., as account executive.

JOHN LO BUONO, formerly advertising manager of TWA and more recently with Erwin, Wasey & Co., has joined the Los Angeles office of Brancher, Davis & Staff. He replaced Joseph Sill, who was called to active duty with the First Artillery.

JEWE! ADY, AGENCY recently moved from Berkeley, Cal., to 706 Tribune Tower, Oakland, Cal.

FLETCHER U'DALL & ASSOCIATES, San Francisco, recently moved to larger quarters in the Norris, Heggs & Simpson Bldg.

RICHARD FEHR, formerly promotion manager of Hilly Rose Enterprises, has joined the publicity department of Benton & Bowles.

BURN! LEY, director of radio publicity of Benton & Bowles, New York, last week on a five-week tour of the Southeast and Midwest to visit station men, newspaper editors and promotion managers.

RICHARD FEHR, formerly promotion manager of Hilly Rose Enterprises, has joined the publicity department of Benton & Bowles, New York.

Fall Wine Campaign

ITALIAN & FRENCH WINE CO., Buffalo, N. Y., has introduced the “Italian Wines & French Wines” into nearly 1,500 retail outlets in the United States and has advertised for them on WDR, WNYC, WPR, WOR, WHHD, WHLD, Niagara Falls, and WBAI, Advertising Co., Buffalo, handles the account.

Soap Account to Bates

COLGATE - PALMOLIVE - PEET CO., Jersey City, has appointed Ted Bates Inc., New York, to direct advertising for Crystal White soap, formerly handled by Sherman & Marquette, Chicago. Company has been sponsoring rebroadcast of Woman of Courage, Monday through Friday, 2:45 p.m. on 61 CBS stations for Crystal White while the original cast, 10:45-11 a.m., is heard for Oetgen soap handled by Bates. New setup gives latter agency exclusive handling of the show, for the two products. Other shows handled by Bates for Colgate products include Guy Lombardo for Colgate dental cream and the known in private radio programs.

FRANK OWENS, formerly of NBC, has joined the publicity department of Benton & Bowles, New York, as the agency’s radio time buyer.

K&E ADVERTISING recently moved its offices from 11 West 40th Street, New York, to 561 Madison Avenue, New York.

RICHARD FEHR, formerly promotion manager of Hilly Rose Enterprises, has joined the publicity department of Benton & Bowles, New York.

The Heart of Illinois

Agricola

JAMES W. YOUNG, formerly vice-president in charge of the western offices of J. Walter Thompson Co., New York, and more recently professor of marketing and advertising at the U of Chicago School of Commerce, has accepted the invitation in the affairs of the agency as senior consultant, with headquarters in New York. Mr. Young is also a member of the Business Advisory Council of the Department of Commerce and special assistant to the coordinator of Inter-Americans Affairs.

ISABEL OLIMSTEAD and STORRS HAYNES, both of the radio department of Compton Adv., New York, plan to marry in January.

MONROE LEAF, author of “Ferdinand the Bull,” has joined the copy department of J. Walter Thompson Co., New York.

MOUNCY FERGUSON, formerly of the copy department of Benton & Bowles, New York, has joined the copy department of Sherman & Marquette, Chicago.

KATHY PARKER, formerly of the agency’s radio department, has joined the New York office of Mr. Young.

JAMES BOWLES, New York, has been appointed national advertising manager for Colgate-Palmolive Co., New York, to handle all Chase & Sanborn advertising effective Jan. 1. He will establish Hollywood radio production offices for the weekly half-hour NBC Chase & Sanborn Show.

JOHN W. KERN, the agency’s radio time buyer, has joined the agency exclusive of time for Colgate-Palmolive Co., New York, to handle all Chase & Sanborn advertising effective Jan. 1. He will establish Hollywood radio production offices for the weekly half-hour NBC Chase & Sanborn Show.

WASHINGTON, D.C., Nov. 10, 1941

“It’s time for greater concern in the health of our men and women,” says Hilda Lucey, president of the American Woman's Association.

“You can’t give the man a proper chance to get well in a place like San Francisco recently.”

Hilda Lucey

HILDA LUCEY

TIMEBUYING is definitely not a man’s monopoly. Witness pretty Hilda Lucey of Kenyon & Eckhardt, New York, whose name is closely associated with such large accounts as Kellogg’s All-Bran, Kellogg’s Pep, Fleischmann’s Yeast, Bosco, Knox Gelatine, Quaker State Motor Oil, Wesson Oil and others. A man’s size job? Certainly. But Hilda takes it in stride, for she has been thoroughly schooled in the field, both by education and experience.

Estimates, rates, budgets present no great problem for Hilda. Trained in mathematics at the College of the Sacred Heart, Manhattanville, she feels right at home with figures and such matters. Her training in Kenyon & Eckhardt, starting in 1936, has been exclusively with the radio department. Coming to FAAC after a short stay with a publishing house in New York, Hilda has been in close touch with all the angles of agency radio handling ever since. Early this year she was made “timebuyer” though for some time previous she had been handling phases of the buying of time for numerous clients.

Born in New York City, the daughter of a high-school principal, Hilda received her early training in Julia Richman High School.

She is to be married Nov. 29 and, she says, most of her spare time is spent looking for an apartment. After that date Hilda will be known in private life as Mrs. John C. Harley. Tennis and skiing are favorite sports.
Canada Price Law Avoids Advertising Rates Not Mentioned in the Terms of Dominion Plan

PLACING of a price ceiling on all commodities and services in Canada has been ordered by the government at Ottawa to go into effect Nov. 17. As far as can be learned from broadcasting executives and publication executives, advertising rates will not be affected by the Order-in-Council setting forth the regulations of the price ceiling order.

Advertising rates are not mentioned specifically in the order either under the exempt or non-exempt services, and it is understood that rates will not be pegged as are practically all other services and goods at the maximum prices applying between Sept. 15 and Oct. 11. Interest rates, prices of real estate, stocks and bonds, banking paper, are among other services specifically exempted by the Order-in-Council.

Recent Increases

A number of Canadian publications have announced advertising rate increases within recent months, some to go into effect early in 1942. Canadian broadcasting stations have not increased rates for some time except in the case of stations given power boosts, a number of which will be going on the air with increased power shortly. Should the interpretation given by broadcasting executives be correct, these stations will be able to increase their advertising rates to cover the increase in power.

The price ceiling order is tied with a wage stabilization order, curtailing wage increases except for promotions and increased responsibilities. The wage stabilization order also goes into effect Nov. 17, calls for a compulsory cost-of-

### DUNKING, perhaps, is the hobby of Chick Allison, sales promotion manager of WLW, Cincinnati, who plays the feature role in this delightful genre. Pulling Chick’s noggin out of the bucket are Win Levy, WSAI promotion manager, and Howard R. Chamberlain, assistant program director of WLW. Chick started the fun by setting up the bucket (dura-zinc-alloy by Wheeling Steel, No. 4A) for an apple bobbing contest among stenographers of WLW.

### Stone Gets KLBM

SALE of KLBM, LaGrande, Ore., by Harold M. Finlay, present licensee of the station, to Ben E. Stone, general manager of KOOS, Marshfield, Ore., and secretary-treasurer of KVAN, Vancouver, Wash., was approved by the FCC last Tuesday. Deal, involving a total consideration of $10,000, was authorized with the FCC which stipulated that such action is to be constructed as an approval of any subsequent assignment or transfer of the license by reason of default on the part of the assignee or otherwise. Mr. Finlay, formerly publisher of the LaGrande Observer, has been manager of KLBM since its inception in 1938.

### Fleischmann’s on MBS

STANDARD BRANDS, New York (Fleischmann’s Yeast), on Jan. 6 will start sponsorship of What’s My Name, summer replacement for the Chase & Sanborn Program on NBC-Red, Sunday, 8-8:30, on approximately 80 MBS stations, Tuesday, 8-8:30 p.m. Heard during the summer in the interests of company’s Royal Gelatin & Puddings through Sherman K. Ellis & Co., New York, program with Arline and John Reid King back in the starring roles, will have same general format, according to Kenyon & Eckhardt, New York, agency handling Fleischmann’s, which also takes over Chase & Sanborn Jan. 1 [Broadcasting, Nov. 3].

### NAMES MAKE NEWS

...and News Makes Listeners LISTEN!

“WHO’S NEWS”, new NBC-Recorded Series presents 39 “Names in the News” in Person!

PEOPLE—fascinating people, unusual people, well-known people—people who make the headlines and whose everyday doings are of interest to millions! Those are the people your listeners will meet on WHO’S NEWS, new NBC-recorded series of five-minute programs. Each is complete in itself, or may be used to high-light longer shows.

In each program, George Romilly chats informally with one of America’s leaders in the arts, sciences, business, sports, music or the entertainment world. Rube Goldberg, for instance, describes his invention for getting rid of olive pits at cocktail parties. Burnett Hershey tells how he scooped the world on the terms of the Versailles Treaty. Alexander de Seversky tells of America’s needs in aviation. John Robert Powers lists the requirements of a successful photographer’s model. Admiral Richard E. Byrd—Leopold Stokowski—Alice Duer Miller—Walter Duranty—Dr. George Gallup... these are only a few of the personalities actually appearing in WHO’S NEWS. Write for complete information today!

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

5000 WATTS Directional
OVER METROPOLITAN NEW YORK
Studio Notes

KGEI, General Electric international short-wave station at San Francisco, recently augmented its news service by the purchase of Associated Press for its many newsmen to foreign lands. Manager Buck Harris states that both INN and Associated Press are now used to send out news in English, Spanish, Dutch, French, and Chinese—both Mandarin and Cantonese dialects.

KGO, San Francisco, in mid-October carried a special pickup direct from the lobby of the Central Bank of Oakland when the institution celebrated its golden jubilee. Featured on the broadcast, highlighted by NBC stars in costume, were music and reminiscences of the Gay 90's, along with appearances by veteran employees and early depositors, and Mayor John F. Slavich, of Oakland.

WLW, Cincinnati, on Nov. 12 observed the golden anniversary of Da Ma McCracken, veteran members of the station talent staff. Now in their 16th year as WLW entertainers, the elderly pair drove from Mason, O., each morning to open the Top o' the Morning program at 5 a.m.

KGHS, Harlingen, Tex., relaxed its portable recording equipment to the bank of the raging floodwaters of the Rio Grande on Oct. 27. While there the international bridge to Mexico collapsed and the KGHS staff recorded the event with actual sound effects. The disc was played the following day and twice more later when requests flooded the station.

KTTC, Vina, Cal., has established RCA-equipped remote studios on the mezzanine floor of Hotel Fresno.

KDAL, Salt Lake City, was on the air with a description of a recent $250,000 fire in downtown Salt Lake City in record-breaking time. From the time instructions were given to roll out the KDAL mobile unit to the actual start of the broadcast only 11 minutes elapsed.

WJOK, Lima, O., on Oct. 27 formally dedicated new studios in nearby Van Wert. O. The new studios, located in the main auditorium of the Marsh Foundation School, will be used primarily for educational broadcasts. On hand for the dedication were Judith C. Waller, public service program director, NBC central division, various WJOK executives and officials of the Port Industry Co., owners of WJOK.

WJOP, Hopkinsville, Ky., was on hand with an on-the-spot broadcast from Nortonsville, Ky., following the recent mine explosion tragedy. Managers Ernest Lackey and B. A. Smith, chief engineer, rushed to the scene. Finding no a. c. current and only one dial system in the community, they stimulated the aid of the Bell Telephone Co. and Kentucky Electric power linesmen to put in a special hookup.

KDIA, Pittsburgh, has added the direct-wire service of Reuter's to its news facilities. The station which also has United Press and Associated Press coverage, as well as Western Union before for sports, will use Reuter's copy on a daily 11:45 midnight news cast.

R. W. DUMM, special events and program director of KSFO, San Francisco, presented a special transcription to the annual convention of the Redwood Empire Assn., in Eureka, incorporating bits from eight different broadcasts made in the Redwood Empire of California during the year.

KGO, Missoula, Mont., is presenting a daily co-operatively sponsored program, Calling All Women, which includes a cooking school as well as a wide variety of features of interest to women. A daily contest gives listeners a chance to win points which at the end of three months determine the winner of certain household appliances and other prizes.

KVI, Tacoma, Wash., contributed to Navy Day by presenting a special short wave broadcast from the yacht Gallant Lady when KVI announcers accompanied Naval Officers setting out to meet the Flotilla of the Marine Patrol in Commencement Bay just outside Tacoma Harbour. Flotilla consisted of fifteen naval vessels—four destroyers, four antiaircraft destroyers, five patrol boats and two anti-submarine net tenders. Discussion of Navy Day and its origin featured the broadcast.

WCRS, a weekly, the Georgia Jubilee Gang, featured hill-billy entertainers of WSB, Atlanta, goes to some hospitals or auditorium in the state and presents a half-hour show for the patients. Initial show was originated at Fort McPherson Hospital.

WDNC, Durham, N. C., is presenting the weekly Your Duke Parade from the Page Auditorium of Duke U before a capacity audience of several thousand students. The show, a variety broadcast, is entirely produced, announced and performed by the Duke students.

WNX, Yankton, S. D., on Nov. 3 originated the You Pop program of Wally Butters and Parks Johnson from Winner, S. D., famed for its pleasant hunting grounds. Here they interviewed Winnebago hunters and hunters from this rich Indian country, recapturing the spirit of the Old West from an assembled audience of 1,200.

With its new power and more favorable position on the dial, KDAL now delivers more than twice as many listeners in its expanded coverage area. More listeners plus complete merchandising and promotion make KDAL a "must" on any schedules.

KSL 50,000 WATTS SALT LAKE CITY CBS More than three million people listen regularly to KSL

Ask any listener, any other
For more information about KSL, ask one of the nation's CBS stations with names.
Coordinating Group for Video Defense Proposed at Meeting Called by Waters

AGREEMENT that a special committee, perhaps under the supervision of the FCC, should be formed "to aid the television industry in its work for defense by coordinating all ends of the Government in cooperation with manufacturers of equipment and operators of television stations" was reached Nov. 4, according to Norman D. Waters, president of Newman D. Waters & Associates, following a meeting in his New York offices with representatives of television manufacturers and the broadcasting industry.

Mr. Waters stated such a committee should be non-partisan, non-political and unbiased, with no connection with the commercial television. It would act as a central agency or clearing house to serve in the public's interest and help the industry accomplish the maximum as a defense medium.

Met With Fly

Mr. Waters gave a report of his recent trip to Washington to talk over the same problems with FCC Chairman James L. Fly and other Government officials.

Chairman Fly had no comment on Mr. Waters' plan beyond emphasizing that the FCC was "definitely interested" in keeping television clicking during the emergency. He hoped visual broadcasting would be used more broadly in the defense effort, stressing the importance of maintaining television so it can go ahead when the crisis passes.

Mr. Waters, a pioneer television program producer [Broadcasting, Oct. 27], late in October first made public his plans for a wider use of television in national defense. He Clubs of Television, through which owners of television receivers would open their homes and business places to a vastly increased television audience.

Present at the meeting with Mr. Waters were Noran Kereta, representing NBC and RCA; Leonard Hole, CBS; Bert Harkins, WOR, New York; Dr. D. W. May, General Electric Co.; F. A. D. Andrea, Fada Radio Co.; Mortimer W. Lown, Allen B. Dumont Labs., and Seymour Turner, Paramount Pictures.

FM DIRECTS TRAINS
Ordnance Plant Uses Radio
Instead of Block

FM radio, instead of signal blocks or lights, will be used to direct trainloads of TNT, artillery shell, aircraft bombs and antitank mines through the immense switchyards of the Elwood Ordnance Plant, Joliet, Ill., the Army Ordnance Department announced last Tuesday. All dispatching will be done by radio—the first exclusive reliance on radio control for directing such large scale switching operations as those in the 22-square mile terminal yard, according to the War Department.

Radio was considered a safer and more positive method of control for directing high explosive freight in the plant yards than the ordinary block signals, which are made inoperative by fog or other adverse weather conditions, it was stated. The train control equipment operates on a separate frequency from that of the guard and fire department radio. The special equipment, incorporating every conceivable protection against sabotage, was manufactured by the General Railway Signal Corp.

License Modifications Granted to Four Locals

MODIFICATIONS of licenses to operate with 250 watts were granted to four locals by the FCC at its meeting last Tuesday. KWBB, Hutchinson, Kan., was authorized to increase day and night power to 250 watts with changes in equipment, subject to submission of field intensity measurements on directional performance.

WCAZ, Carthage, Ill., was granted authority to change equipment and increase power from 100 to 250 watts, daytime only, on 1080 kc. KMYC, Marysville, Calif., was granted a modification to increase day and night power to 250 watts at 1450 kc. WFIG, Sumter, S. C., was granted a similar authorization at 1340 kc.

Coast Macaroni Test

WALTER G. BRAY Co., Oakland, Calif. (Millers Macaroni), recently started a test campaign on KFRC, San Francisco, using 100-word spot announcements three times weekly for 10 weeks. This is the first radio used by the advertiser. If campaign proves successful the sponsor will expand its radio to other leading markets on the Coast, according to the agency handling the account, the Johnston Co., San Francisco.

AN ENTIRE WINDOW of the John C. MacInnes Co., Worcester, Mass., is devoted to the participation of WTAG in the annual H. D. Davis National Memorial Announcer's Contest. The model is draped with the well-dressed announcer should wear. Phil Jasen, WTAG promotion manager, arranged displays in other stores.
AUDITIONING CHILD PROGRAMS
Board Named by Radio Council to Function as
A Proving Ground for Broadcasts

A PROVING BOARD, comprising men and women in business and professions, to act as a proving ground for proposed children's programs, and offering services to all agencies, was announced by the Radio Council on Children's Programs at a luncheon meeting held recently in New York. Leaders in radio, advertising agencies and educational fields were heard during the three-hour session, presided over by the new permanent president, Mrs. Nathaniel Singer. A constitution and by-laws were drawn up, marking the formal organization of the group which had been operating on an informal basis for the last year.

Three-Point Program

Mrs. Singer proposed a three-point program: (a) That the homicidal numbers to which the young generation likes to listen be stopped before pattering off to slumberland, be retired; (b) Good programs be allowed to remain and not die an untimely death, sponsor or no sponsor; (c) New programs sought and developed, which deal with loyalty to America—devotion to this new democracy—the American Way of Life.

Among the speakers who discussed various aspects of the suggested program were Sidney Strotz, NBC vice-president in charge of programs; Niles Trammell, NBC president; Sterling Fisher, CBS director of education; Jules Seebach, representing MBS; Neville Miller, NAB president, and Ed Kirby, formerly of NAB, now head of the radio division of the War Department.

Three bodies set up by the council includes: Mrs. Nathaniel president; Mrs. Dorothy Lewis, vice-president; Mr. Wilson Parkhill, treasurer; Rita Hocheimer, secretary; Mrs. Harold V. Milligan, Virginia Comer, Irene Smith and Eric Barnouw.

"Pantograph" Yields

THE BLOOMINGTON (Ill.) "Daily Pantograph" last succumbed at last. One of the few remaining dailies which stubbornly refused to publish a regret list of radio programs, the paper, through managing editor Arthur Moore, notified stations in the city's listening area that after ten years the listings will again be published. Harold Adams is radio editor.

RAYMOND GRAM SWING, MBS director, establishting the station, Nov. 3 dropped his Friday evening broadcast and resumed on Thursday evening 10:10:15 p.m. He is now heard Monday thru Thursday.

W. H. Behrman Resigns
As Manager of WISH

RESIGNATION of William H. Behrman as general manager of WISH, Indianapolis, Ind., operation several months ago, was announced last week by C. Bruce McConnell, president. Mr. Behrman has not announced future plans. Prior to joining the new station last March, Mr. Behrman for nine years had been vice-president and general manager of WBOY, Terre Haute. Before taking over management of WBOY, he headed WOBF, Evansville.

Mr. McConnell announced he would assume policy direction of the station, with R. E. Bauman, commercial manager, taking over other managerial functions. Mr. McConnell is sales manager of Merchandise Brokers Inc., tobacco and candy wholesaler, which began 33% % of the station. Mr. Bauman joined WISH with its inauguration, having served earlier as commercial manager of WIRE, Indianapolis, and afterward with WRAL, Raleigh.

Boardwalk Slump

RADIO'S effectiveness as an advertising medium has prompted national advertisers to withdraw their exhibits from Atlantic City's boardwalk, it was declared last Monday by Harold Faunce, resort realtor, in protesting to the County Tax Board a $300,000 assessment on the property of Central Pier Co. Appearing as an expert, Mr. Faunce stated that while the ocean pier was built originally for national exhibitors, this variety of boardwalk tenant is becoming extinct. Advertising managers and agencies, he said, either were turning to radio and national magazines or were being forced to prune their advertising budgets.

GE Names Brewer

CHARLES A. BREWER, since 1938 executive assistant to the head of General Electric Co.'s appliance and merchandise department in Bridgeport, Conn., has been appointed manager of distribution services, also supervising commercial research.

Pressure Groups Still Protesting

MBS Latest to Be Subject of
Complaint to the FCC

WITH the scene shifting between the America First Committee and Fight For Freedom Inc., broadcasters last week found themselves still in the midst of the continuous squabbles among patriotic pressure groups about radio coverage. Immediately after a protest by AFC, which was about wrung dry during an exchange of correspondence between NBC and CBS and FCC Chairman James Lawrence Fly, in which the networks denied alleged unfairness as between interventionist and non-interventionist groups [Broadcasting, Nov. 3], a storm arose from Fight For Freedom, which attacked MBS for not providing time to answer an AFC broadcast carried by that network.

Protest to Fly

Wiring a protest to Chairman Fly last Monday, Ulrie Bell, chairman of the FFF executive committee, charged that MBS probably had "responded to pressure from its Chicago Tribune owners" and that the network "discriminates against those who want Hitlerism destroyed!" The complaint elicited a request to MBS from Chairman Fly for a "statement of facts" on how the FFF-AFC matter had been handled by the network.

In refusing FFF's request for time, MBS explained that "AFC requested time on the basis that they wanted to answer the President; therefore, do we not feel we can allow time now to answer them". Last Wednesday, answering Chairman Fly's request for an explanation, Fred Weber, MBS general manager, called attention to the MBS system of supplying pickups for network service through affiliated stations, stating that in the controverted case FFF had approached WOR, New York key of MBS, which "found it necessary to decline the broadcast", thus making the proposed talk unavailable to be fed to MBS stations. The reason, not stated in Mr. Weber's letter, would be set forth in a later letter, he said.

WTAG

COMPLETE CENTRAL NEW ENGLAND COVERAGE

NBC BASIC RED AND YANKIE NETWORKS
EDWARD PETRY & CO., INC.—NATIONAL REPRESENTATIVE
OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE

Page 44 • November 10, 1941

WISN

MILWAUKEE
5,000 WATTS
DAY & NIGHT

COLUMBIA

International Radio Sales — Representatives

BROADCASTING • Broadcast Advertising
EDUCATIONAL RADI0 Council, composed of five Connecticut Valley colleges and three cooperating New England stations, was formed early in November to improve the educational features currently carried by member stations and develop new ones. The group includes Amherst College, Massachusetts State College, Mount Holyoke College, Smith College, Springfield College, and WSPR Springfield, WHYN, Holyoke, and WHAI, Greenfield. WBRK, Pittsfield, also has been invited to cooperate and is expected to join the group.

Chairman of the council is Francis C. Prye, of Massachusetts State College, with Anne Wilder, of Mount Holyoke, as secretary. Representing the stations on the Council are Warren Greenwood, WHAI, Waltham; Wylie and Muriel Landers, WHYN, Wayne Henry Latham and Quincy Brackett, WSPR. Recordings of programs are to be made, which will be played back later in the year for analysis by radio experts and college representatives for criticism.

Roundtable Returns

RETURNING TO CBS after a seven-week recess, Invitation to Learning, round table program featuring the literary classics, will start Nov. 10 with Mark Van Doren. Pulitzer Prize winner in poetry, serving again as informal chairman. Leon Levine, assistant CBS education director, will produce.

BEAUTIES of the wide open spaces are the subject of the conversation among W. O. Soule (left), owner of KSEI, Pocatello, Idaho, and KTPI, Twin Falls, Mrs. Wythe Walker, and Wythe Walker, the stations' national sales representative. The Walkers were making a tour of the West at the time.

Grombach Suspends

GROMBACH PRODUCTIONS Inc., New York transcription firm, has suspended operation and closed its offices until the end of the national emergency with the call to active military duty of its president, Jean V. Grombach, who is a major in the National Guard. In the interim Stanley Lazarus, company attorney, will handle all old Grombach business.

WILLIAM SHEFFRIN has resigned as an associate of A. S. Lyons Inc., Beverly Hills, Calif., talent agency, to resume a former affiliation with A. George Velez Inc., Los Angeles, artists service. He becomes vice-president of the latter agency and takes over as head of that office when Velez reports Nov. 17 for active naval duty as lieutenant-commander.

Radio Division Officers Named by Defense Group

RADIO DIVISION subcommittee chairman of the Committee on Information, Defense Savings staff of New York State, has been announced by Hugh Kendall Bore, vice-president in charge of sales of QXPR, and recently appointed chairman of the division, Stuart Peabody, advertising director of the Borden Co., is chairman of the subcommittee in charge of agency contacts for radio ideas; P. Wesley Combs, vice-president of the W. Esty Co., New York State station contacts; Walter Craig, program director of WMCA, programs.

W. H. Taylor, former manager of CBS' Detroit office, is vice-chairman of the Radio Division, and also heads the subcommittee in charge of commercial sponsors' contacts and New York City station contacts. The committee on information is headed by Arthur Kudner, president of Arthur Kudner Inc., with Samuel D. Fugen, vice-president of the same agency, as vice-chairman.

Cereal on 'Club'

CREAM OF WHEAT Corp., Minneapolis (cereal), through BBDO, Minneapolis, has purchased a twelve-weekly quarter-hour on NBC Blue Breakfast Club starting Nov. 14. Company will sponsor the program on 60 stations Fridays and Saturdays at 9-9:15 a.m. Program's other sponsor, Swift & Co., Chicago, has a quarter-hour period on Thursdays, Fridays and Saturdays.

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Regular FM Service for Philadelphia Begun as W53PH, W69PH Make Debut

FM SERVICE to Philadelphia and the adjacent areas began within the last fortnight, W69PH, FM adjunct of WCAU, has gone on preliminary program tests preparatory to regular operation, while W53PH, FM station of WFIL, announced it would inaugurate operation on Nov. 10 from 2 to 8 p.m. daily. W69PH's plans call for no duplication of AM service with the exception of a few outstanding shows and special events. The station will include special events features planned for FM only and will carry some of the network shows which WFIL is unable to carry locally.

Maj. E. H. Armstrong, inventor of FM; John Shepard 3rd, president of the American Network, with which W53PH will be affiliated; and Acting Mayor of Philadelphia Bernard Samuels, were the principal speakers at the special inaugurogram, 8:30-9:30 p.m. WFIL, carried the second half-hour of the dedicatory program which featured local talent and NBC network stars. Samuel R. Rosenbaum, president of WFIL, acted as master of ceremonies.

Previously WCAU had put its FM station, W53PH, on the air at Sunday noon, Nov. 2, to broadcast the first FM program in the Philadelphia area. Decision to rush W53PH into operation was taken Oct. 31, on which day permission was applied for. Approval came late Nov. 1 and transmission started the next day. Actually, the broadcast was made to test the 10,000-watt transmitter atop a central city building, which is to provide FM service for a 10,000 square mile area. During the testing period, W69PH is broadcasting intermittently between noon and 8 p.m.

Kenneth W. Stowman, director of W69PH, said that at the conclusion of the test period a regular program schedule will be offered, consisting largely of opera and classical and semi-classical music.

FOURTH FM GRANT IS GIVEN DETROIT

DETROIT'S fourth commercial FM station was authorized last Tuesday when the FCC issued a construction permit to the Kingdom Broadcasting Corp. for high-frequency facilities in the Motor City. Permittee is also licensee of WXYZ, Detroit, NBC Blue outlet and key station of the Michigan Network.

Grant covers use of the 47.3 mega-channel to cover a service area of 6,800 sq. mi. Stipulated also was the condition that the present antenna of WXYZ be changed to allow installation of an FM turnstile antenna on the west tower of the directional array. Call letters will probably be W73D.

Previously FM outlets had been authorized to three of the city's other standard stations—WWJ (W46D), WJB (W49D) and WJR (W53D)—while Detroit's fifth station, W73B, has submitted an application for an FM station. Non-commercial FM facilities were granted to the Board of Education.

THE CBS College Broadcast Service, which started last year at the first public division exclusively for college students, is now being carried by 450 local stations. The program sponsor is the Pacific Coast Borax Co.

120,000 FM Sets In Homes Claimed

Philco Claims Most Sales of Sets in Recent Months

MORE THAN 120,000 FM sets are now installed in American homes as compared to the 15,000 sets in homes at the start of 1941, according to FM Broadcasters Inc., as compiled from figures reported by FM set manufacturers, now turning out about 1,600 receivers a day.

All these manufacturers are now producing 100 different FM models that the public may buy, the supply still lags noticeably behind demand in most cities where FM sets have been lively. FM69 stated adding that distributors report their orders remain 20% to 50% ahead of shipments received from factories.

New York in Lead

Of the total sets in homes, New York has between 25,000 and 30,000, while New England has more than 10,000; Detroit, 6,000; Los Angeles, 6,000; Philadelphia, 5,000; Milwaukee, 3,800; Pittsburgh, 3,500; Hartford, 2,700; Chicago, 2,500; St. Louis, 2,500; St. Paul, 2,000; Seattle, 2,000; San Francisco, 1,700.

Emphasizing that low prices "will do more than anything else to stimulate public interest in FM," Thomas A. Kenally, vice-president of Philco Corp., Philadelphia, claimed recently that since June of this year, sales of Philo low-priced FM-AM receivers have exceeded those of all other kinds of FM sets combined.

Philco's Aim

Philco's most important aim in the development of FM is to give customers primarily interested in radio entertainment on the AM band a chance to sample FM at small additional cost, thus bringing the advantages of FM to the attention of more and more people, Mr. Kenally declared. Every tube in a Philco FM set operates on both FM and AM, while simplicity of operation is achieved in the Philco through the circuit arrangement, making it possible to tune in FM, standard broadcasts and short-wave programs with a single dial and a single set of controls, he said.

Worcester FM Change

W1XTG, FM adjunct of WTAG, Worcester, Mass., will operate with a revised program schedule, effective immediately, it was announced last Thursday by William T. Casanagh, program and production manager. Under the new schedule the FM station will feature a new series of local live broadcasts prepared especially for W1XTG and not duplicated on WTAG. To operate separately, special library and music clearance departments have been set up for each station.

U. S. PRODUCTS Corp., San Jose, Calif. (glass-packed food) has named Richard Jorgensen Adv., San Jose, as agency, and is said to be using radio.

IT LOOKS GOOD to me says Kenneth W. Stowman (left), director of FM station W69PH, WCAU's FM outlet in Philadelphia, and George Lewis, technical director, during the station's Nov. 2 debut.

Award for Truth

SPECIAL award for truth in presenting a radio show will be made to the CBS Death Valley Days program by the Parents' Magazine Press, publisher of Parents' Magazine and True Comics during the regular broadcast of the program next Thursday night, 8:30-9:30 p.m., with rebroadcast 12:30-1 a.m. The Old Ranger, narrator of the series, which is based on authentic stories of Death Valley, will receive the plaque. Program sponsor is the Pacific Coast Borax Co.

THE CBS College Broadcast Service, which started last year at the first public division exclusively for college students, is now being carried by 450 local stations. The program sponsor is the Pacific Coast Borax Co.
Holiday Boom Not Up to Former Years

High Level of Recent Month Reduces Usual Swing
(Continued from Page 7)

mas business will take care of all the stocks they can supply.

This same view was expressed by several other agencies, which maintained that with priorities during the current period has reached an all-time high for the entire year of 1941, while the future of this year and encouraging present, is viewed with rather a "can't tell yet" attitude.

CHICAGO

NO SPECTACULAR INCREASE in the total dollar volume of radio advertising during the 1941 holiday season was anticipated by Chicago timebuyers, station representatives, and midwestern stations. Although one of the country's largest Christmas seasons predicted this year, a glance at the national spot picture reveals that a few isolated accounts here and there will be using radio for special Christmas promotion.

National spot billing is up over last year, and December, 1941, will undoubtedly show a healthy increase over the same month last year. But such business is good. In fact, if it were not so good, national advertisers whose annual up-front budgets earlier in the year for Christmas promotion is determined by tradition, might be approached with more vigor to try extensive Christmas radio campaigns.

Sellers' Market

As one station representative put it, "Of course, we're out to get the business we can, but radio is enjoying a seller's market, and we have a tough enough time finding availability for spots who want 26 and 52-week contracts, rather than finding time for an advertiser who wants to go on the air at Christmas time for two or three weeks."

In a few specific instances, food companies, meat packers and national wine distributors will use spot announcement campaigns to announce Christmas offers. A Christmas campaign in behalf of electric shavers is expected to be repeated this year. But this business is more than offset by three- and four-week holiday hiatus taken by some proprietary companies and manufacturers of staples such as soap products which explain that during the holiday season their dealers place all counters, display and selling emphasis on gift merchandise.

This year, however, a large number of midwestern stations report that retailers, more than ever before, are entering into special Christmas promotions. Special transcribed Christmas programs are finding local sponsors that heretofore have not been sold on the advantages of holiday radio promotion. Here again, however, a number of stations reported that they haven't made any concerted effort to go after the Christmas business because of the tight schedule situation.

Direct Sale Items

One of the largest users of radio out of Chicago during the holiday season will be advertisers of direct sale items—books, fountain pens, jewelry. Since the time is purchased outright in direct proportion to the sales return, Christmas offers are expected to increase considerably the time used by these advertisers. One advertiser of fountain pens will be using station 220 stations during the holidays, and expects to spend about $3,000 a week on one Chicago station alone during the Christmas weeks.

Manufacturers of men's furnishings—neckwear, shirts, hose, novelties—have never in the past been strong radio advertisers, and there is no indication that this will not be true again this year. Electrical appliances, toasters, mixers, waffle irons, electric irons, high on the Christmas gift list, are promoted through local utilities, and by manufacturers, for the greater part, through magazines. Radio will enjoy a merry Christmas as a result, but a smaller one than in previous years [predicted in Broadcasting, Jan. 1, 1941], but not as a direct result of Old Nick.

LOS ANGELES

AS THE WEST COAST prepares for what is expected to be the busiest, bustlingest, and busiest Christmas holiday season in its history, check-up with station operators, representatives, agency executives and many retail advertisers reveals that radio will be a major media used to attract consumer trade.

With new money circulated by emergency defense workers and uniformed men stationed at some 52 Pacific Coast Army camps, forts and aviation bases, retailers and manufacturers, too, have their weather eye on opportunities offered by such a bonanza.

Anticipating a record-breaking holiday season, they plan to use radio to its fullest extent, with time already contracted for in many cases. Scores of advertisers augment regular current schedules with additional spot announcement campaigns, or use participation in local quizzes, newscasts and home economic broadcasts. As result several stations already have bulging schedules for pre-holiday season. Agency executives and station representatives verify this in complaining of the heavy}

Columbia's Station for the SOUTHWEST

KFH

WICHITA KANSAS

Call Any Edward Petry Office

BROADCASTING • Broadcast Advertising November 10, 1941 • Page 47
difficulty in securing station time.
Level of business on West Coast stations is at a tremendous peak, and has been for months. Operators declare their chief problem is finding time for local accounts due to the tremendous pressure of national and regional business.

Business Soaring
Current estimates are that the three Pacific Coast States—California, Washington and Oregon—have been enriched by more than three-quarter-of-a-million new persons from other parts of the country since taking of the 1940 census. These are not penniless migrants, but solid wage-earners attracted to the Western states by defense activity. They are all potential Christmas shoppers.

California reportedly has 500,000 of these new wage-earners. Airplane manufacturers in California are currently giving employment to more than 140,000 workers. Shipyards employ more than 55,000 persons and it is estimated that before the year is out will have increased that number by 12,000. Unemployment, of course, labor difficulties.

Los Angeles alone has had a 200,000 population increase as result of the defense industry boom since 1940, thus adding an estimated $60,000,000 monthly to the industrial payroll. All are potential buyers. Monthly increase in the industrial payroll almost doubles that of last year and will bring the total for 1941 from $550,000,000 to $375,000,000.

The Los Angeles metropolitan area now has more than a billion dollars in defense orders on hand.

BLACKOUT COMMITTEE of KEX, Portland, Ore., kept the station on the air 45 minutes during the city's practice blackout against a mock air raid, with vivid descriptions of the developments. Here, (seated, I to r), Bill Mock, KEX director of public relations, and Hank Norton, who wrote the script for the broadcast, poured over the final plans.

In the background looking on are Phil Irwin, Bob Thomson, Chief Announcer Don Kneass and Rollie Truitt, all of KEX.

The prosperity is especially noticeable in the great Inner-California Valley, due largely to soaring prices for cotton and fruit and the contraction of airplane centers outside of Bakersfield and Sacramento. San Diego's population has increased by about 100,000 since Jan. 1. With airplane factories augmenting present personnel and enlarging plants, an additional 50,000 workers are expected to settle in that area within the next couple months, resulting in more consumer spending.

Salutary efforts of the West Coast boom are not confined to any city or group of cities. Many of the new developments have sprung up in previously no-man's-land beyond the orbit of metropolitan areas, thus creating marketing potentials as yet undreamed of. The spurt is spread throughout the West with huge concentrations of consumers virtually untouched by any media except radio. Contract figures for major industrial centers don't tell the entire story. Sub-contract breakaways, even if they were available, wouldn't either.

Therefore, to get a goodly share of this prosperity, West Coast department stores will use heavier pre-holiday schedules, to advertise every kind of goods available. With the home-rental shortage in congested areas, real estate operators are utilizing radio to advertise new subdivisions springing up around airplane factories. Luxury items such as jewelry, automobiles, perfumes, cosmetics, clothing, furniture, furs, and other commodities that fall into the category of gifts will be advertised via radio according to contracts already signed.

Bullock's Inc., Los Angeles (department store), in a three-week holiday campaign which starts Nov. 21, will use approximately 26 transcribed spot announcements on each of a group of local stations. List includes KQJ, KFI, KECA, KNX, KFWB. Agency is Dana Jones Co., Los Angeles.

PHILADELPHIA

THE PRE-HOLIDAY Christmas shopping month is just another month in the year as far as Philadelphia radio is concerned. Characteristic are the comments of both advertising agency and radio station executives alike.

"If another account asks for radio time, I'll have to join the Foreign Legion," says the radio director of a local advertising agency in his office. And from a station executive comes the remark, "Certainly there will be a large number of national and local advertisers seeking radio time for the pre-holiday season. But where are they going to go with time at premium even now?"

The pre-holiday boom, experienced by local merchants, is practically non-existent in local radio. Over a period of years, many local merchants confining radio activity to holiday seasons only, have since become year-round advertisers. Others, to insure the desired radio time, have started their campaigns during the early fall.

The national defense boom in this area has made it advantageous for local merchants to extend advertising expenditures to cover radio schedules since the start of the fall season. As a matter of fact, such advertisers as wine concerns and jewelry houses, each year spending heavily on the pre-holiday shopping season, started their schedules late in October or early in November.

Tight Schedules
While there will unquestionably be heavy demands for time for the December weeks, tight schedules on all the stations will make such placements on a catch-as-catch-can basis. Sales managers of the local stations, as a result, do not feel that December billings can show any decided rise over the high peak November billings will reach.

Business at the stations has been at holiday levels since the start of the new season. Stations have once again extended the day's broadcasting to accommodate advertisers and guaranteed time for spot campaigns is practically a thing of the past. Advertisers and agencies are no longer concerned with "what time," but are satisfied in merely getting the "time." Aggravating the situation is the clamoring of local merchants who were literally forced off the air because the dawn-to-dusk policy at the part-time stations, which have lost available time because of early darkness during winter months.

The unprecedented demand for radio time at the local stations has long been anticipated by the stations. That one-eighth of the nation's defense program is concentrated in the Philadelphia area has
created a boom in wage-earners that in turn has soared retail sales to a new high with the seasonal Christmas shopping period still to come. Moreover, besides the reopening of factories and shipyards, there has been a shift in population from the small outlying towns to the metropolitan centers, creating an ever-growing market of buyers among the wage-earners.

Agencies report, however, that merchandisers are feeling out the recovering market and are experimenting with different methods of advertising. Agencies report that merchants are heretofore turning deaf ears to planned campaigns, are now practically begging for promotion. The trend is not in any single direction, the boom of prosperity being enjoyed by all along the line—low-priced merchandise and high-priced alike. Radio, station heads, admit, are getting more than their share.

**SAN FRANCISCO**

OPTIMISM held a wide edge over doubt in the minds of radio executives, timewatchers and advertisers in the San Francisco Bay area in regard to the future of the holiday time-buying. The doubt that the 1941 holiday advertising would reach last year’s peak was expressed as a delaying priority, which went out because of the two major Defense priorities, advertising of such merchandises as household refrigerators, radios, cameras and numerous other articles, usually heavy at Christmas season, would be curtailed, if not completely phased this year.

That may be the case, said the others, but that “for merchants—department stores, in particular—as well as manufacturers of beverages, wines and beers and others receiving spending money of national defense workers, will increase their advertising to new highs. Retail merchants will bear down on lower priced, higher-turnover merchandise in their advertising. Larger merchandise, which will be limited in supply this season due to the government priorities, will use radio in some cases, but very few. Better Than Roxy

However, all in all, the picture for the San Francisco bay region stations looks better than rosy, judging by the statements of those interviewed by Broadcasting.

Al Nelson, general manager of KPO-KGO said that the local billings for the two stations for October, November and December will be 80% better than the same three months in 1941. "We look on the greatest pre-holiday season in the history of our stations," Mr. Nelson stated, adding "more retail stores are using our time now than ever before and the department stores are gradually breaking down and using the time." William Pabst, KFRC general manager, struck a similar optimistic note in his statement. He added however, that although present holiday advertising might be good, it could be better considering the prospects for a buoyant buying commerce during the pre-Christmas period. He concurred with Mr. Nelson that department stores will probably do more advertising on radio than at any previous time.

There is one thing that might dispel this trend, however, for the past month there has been a strike at The Emporium, San Francisco's largest department store. Although the Emporium has always been a very small user of radio, if the strike is not soon settled, there are fears it will spread to other stores.

**Time Is Scarce**

At KSFO, Sales Manager Haan Tyler stated that time was becoming a serious problem. However, the spots and abbreviated programs, such as 5 and 10-minute shots, would be available. A number of retailers, he stated, are contemplating the use of children's shows for the pre-holiday period. KSFO's pre-Christmas business this year will surpass last year's by a wide margin.

KFA, KJBS and KSAN, unaffiliated locals, who derive from 40 to 60% of their business from local advertisers, foresaw some increase in this buying for the next 60 days. Manager Ed Franklin, of KJBS, stated that October was the best month in the history of the station and that from present commitments the trend will continue until the holidays. Advertisers who never used radio before are being shown to KJBS, he said. One such advertiser is the Crystal Palace Market, San Francisco's largest public market. It started out with a brief test campaign and is now in a regular schedule.

Harold H. Meyer, KFA manager, stated that from inquiries and the general trend, the holiday business still remains at about the same level as last year. Because of the limited supplies of some commodities due to national defense priorities, radio naturally will lose some clients, but on the other hand those who have supplies available, will increase their radio budgets. KFA is enjoying a good department store business and is looking for an increase.

KSAN will enjoy an increase in business of approximately 20 per cent over that of last year, Lou Keplinger, general manager, stated. The bulk of this business will be local spot.

Stores Interested

Much the same story of added commercial time came from the eastbay in Oakland. Philip G. Lasky, KROW manager, stated that his station will show an increase of from 13 to 14% this pre-holiday season over that of last year. "A lot of interest is being shown by department stores this year," Mr. Lasky said, and before long they may be knee-deep in radio.

The same story from San Jose, home of KGW, C. L. McCarthy, station manager, looks for considerable increases during November and December, stating that the local and bay area business would be the best in years.

**Agencies, Too**

From the agencies, too, came a generally optimistic outlook, with a few notes of doubt sprinkled here and there as regards the priority, merchandise and its shaving of radio advertising. For instance, in past years the Electric Appliance Society of Northern California had used radio to advertise small electrical appliances for the home. This year, according to radio Scott Frickleton, agency handling the account, due to the scarcity of commodities no radio will be used. The same range true in the case of a client of Long Adv. Service. Hassell Smith, manager, stated that one of its clients, which sold cameras and binoculars, formerly went into

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**NEW ORLEANS**

soon be 5000 WATTS

**Day and Night**

WEED AND COMPANY

National Representatives

New York • Detroit • Chicago • San Francisco

**WBS!**

**THANKSGIVING for WTSP ADVERTISERS**

There's no controversy on the date. Every day is Thanksgiving for those who use the "Double Bonus" Station for the most economical coverage of the rich St. Petersburg-Tampa metropolitan area, a $100,000,000,000 market. Added to complete coverage of the St. Petersburg-Tampa market (Pinellas and Hillsborough Counties, Florida's greatest population center) WTSP offers:

BONUS NO. 1—More than 250,000 winter vacationists who spend $40,000,000 here every year.

BONUS NO. 2—Army, Navy and Coast Guard bases with an annual payroll of $4,000,000.

**WTSP**

The Mutual Station serving the Metropolitan St. Petersburg-Tampa Sales Territory

A REGIONAL STATION

St. Petersburg TIMES AFFILIATE

R. S. STRATTON, Manager

ST. PETERSBURG, FLORIDA

In CANADA — It's the 'All-Canada' Stations

ROUND UP WESTERN CANADA WITH THE 'ALL-CANADA' STATIONS

Listener preference stations spotted throughout Western Canada enable you to cut out the select markets and corral them for your products, by spotting your radio programmes on the 'All-Canada' stations. Local programmes and merchandising service in each locality plus full market information is yours for the asking, too.

Check with your advertising agency or All-Canada representative

THE ALL-CANADA 'WESTERN GROUP'

**British Columbia**

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**U.S.A.-WEED and COMPANY**

CANADA—All-Canada Radio Facilities Limited

BROADCASTING • Broadcast Advertising  November 10, 1941 • Page 49
heavy pre-Christmas advertising. This year it has been entirely curtailed.

Walter Burke, radio director of McCann-Erickson; Walter Guild, radio executive of Sidney Garfinkel Adv., and many other timebuyers and station representatives agreed that from the present outlook, pre-holiday radio spending in the San Francisco bay area will top all previous years.

DETROIT

CURTILMENT of automotive and other "heavy goods" advertising appropriations is throwing a lengthening shadow over the volume of Christmas promotional effort being drafted in Detroit. At the same time, station reports are that holiday time bookings are in excellent volume, perhaps the best in history, due to the fact that Detroit industrial activity is still substantial and will so continue past the turn of the year.

The automotive budgets are the most often crimped at present. Passenger car output has been cut in half for the 1942 model span, and in addition considerably higher prices on new models have chilled the buying market. As a result, advertising circles report that budgets for the Caterpillar and Ford divisions have been cut about 50%; that Chevrolet, bellwether of the General Motors group, has already reduced a third; and that independent smaller companies are following at least like proportions in their planning.

Output Down

At the present outlook, as a result, it is expected that advertising expenditures for the automobile, refrigerator, stove and other large-item producers centralized in the Detroit area will be down to about half their appropriations for the holiday season in 1940.

Lightly publicized in the general consumers goods curtailment has been the fact that refrigerator and stove companies have also suffered formal output cuts and have also been unable to rise to maximum levels, even under reductions, due to materials and parts shortages. The refrigerator company

WIBW The Voice of Kansas in TOPEKA

PROFESSIONAL DIRECTORY

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

RAYMOND M. WILMOTTE
Consulting Radio Engineer
Designee of First Directional Antenna Controlling Interference
Seven Dits. • WASH., D. C. • DI-7417

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

JOE Y. WEYDALL
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RADIO ENGINEERING CONSULTANTS
FREQUENCY MONITORING
COMMERCIAL RADIO EQUIP. CO.
Main Office: 716 Main St.
Kansas City, Mo.

Classified
Help wanted and Situations Wanted, 7c per word. All other classifications, 15c per word. Minimum charge 30c. Deadline for change 1 week preceding issue.

SALESMAN—Kansas City Station. Salaries and commissions. Box 116A, BROADCASTING.

Experienced Salesman—State qualification, salary expected, draft status. Work in Western Mass. Box 117A, BROADCASTING.

Licensed Operator—Experience unnecessary. State qualifications, salary expected, draft status: enclose recent picture, Iowa station, Box 11B, BROADCASTING.

Wanted—Good commercial announcer. Prefer man with play-by-play sports experience. Chair and send transcription. WKIH, La Crosse, Wisconsin.

Continuity Writer—Young man with ideas. For spots, programs, brochures. Sober, husk qualifications, sample copy, salary requirements to WCMU, Ashland, Ky.

Salesman—Require hard worker, experienced in capable earning capacity. Consistent, large weekly commission. High pressure "fast on air." Draft status. New York State, Box 101A, BROADCASTING.

Wanted—Immediately, engineer-announcer by station, located north central area. No big starting salary but good opportunity and pleasant working atmosphere. Give full details. Box 105A, BROADCASTING.

Continuity And Script Writer—Capable of directing department of 5000 watt midwestern non-commercial station. Must have experience, as well as continuity experience. Offers real opportunity for the right man. Box 110A, BROADCASTING.

Wanted—2 West Station—Wants two announcers with friendly commercial style. If you think you are perfect, don't apply. Must be cooperative, salary and commercial wise. Give experience, salary expected and picture in first letter, Box 118A, BROADCASTING.

Situations Wanted

ANNOUNCER—Wanted—Experience play-by-play from grandstands. Electric! Eager to work! Employed! Box 112A, BROADCASTING.

Production Manager—Wants opportunity for advancement. Versatile, energetic. Seven years' experience with management of personnel, news, sound, all phases, Draft exempt, now employed. Consider charge for right salary. Box 106A, BROADCASTING.

WANTED: Young Lady Available. For engineering or continuity. Licenses and experience. Text or adjoining states. Box 111A, BROADCASTING.

Commercial Manager—Now employed, five years' experience all phases, married, drafted exempt. A-1 references. Box 115A, BROADCASTING.

Copywriter-Announcer—Strong commercial copy, saleable ideas, production and program experience. Box 109A, BROADCASTING.

Fifteen Years Commercial Radio—Program Director. Man—writer—announcer, news specialist—employed—desire change—moderate salary. Box 104A, BROADCASTING.

Producer, Program Or Special Events Director—Vast experience, now employed, married, Excellent background. Best of references. Box 118A, BROADCASTING.

Salesman—Well experienced, record of high sales, young, energetic, available, seeks change—give full details. Box 109A, BROADCASTING.

Experienced Announcer And Control Room Man—College training. Local and national radio, TV and production experience. Can produce. Available immediately. Box 110A, BROADCASTING.

Copywriter—Extensive experience man, executive ability. Soap operas, children's programs, continuity. Excellent trade references and references. Worth investigating. Box 114A, BROADCASTING.

Help Wanted

SALES—15k, Amplifier—State age, make, condition, price and warranty of service. Box 106A, BROADCASTING.

Wanted—Recorder, professional dual-speed 16" studio or portable, complete with amplifier, reasonable. P. Clock Co., 1424 So. 8th St., Pueblo, Colo.

Wanted—2 R.C.A.—Western Electric or others, lateral or lateral-vertical pickups for 16" transcriptions. Must be in good condition. J. Edw. Williams, 42 Main Street, Easton, Conn.

Wanted—One d.c. generator, rated 16 volts, 16 amperes, compound wound, speed 1750 r.p.m., of type used with W. E. C transmitters. Would like to purchase two unit generator set of same capacity. Also need 16-inch relay, 69 inches long. To Scott Hall, Station WLS, Columbia, South Carolina.

For Sale

Two Ideas 279 Ft. Towers—With insulated capacity tops. WHIO, Dayton, Ohio.

Classified—Broadcast Advertising,

Page 50 • November 10, 1941

BROADCASTING • Broadcast Advertising,
Cooperative Advertising

Cooperative advertising is reported in some quarters as slightly better than the direct factory-placed time and space. This is particularly true in the automotive field, where dealers are encountering unexpectedly heavy sales resistance to the new higher prices, and are turning on promotional pressure to begin buying, unhurried by the same considerations of pro rated allowances governing manufacturer actions.

Some better indicators are forthcoming from automotive supplier companies, whose radio time buying appears in moderately improved volume over past holiday seasons. These firms are not yet hampered by the slowdowns besetting the car makers, and are finding fairly good replacement markets in a nation whose automotive public, by and large, is reconciling itself to making older cars do another year or more. These companies are keeping a good share toward improving the overall automotive radio advertising picture.

Heavy Bookings

In contrast are reports from the radio stations themselves that their bookings for the Christmas season are excellent—better than last year, and the best in their history. They ascribe this to the general knowledge that industrial activity in Detroit, hub of the defense program, is still high, and that the curtailment of car output, measured in terms of employment and payrolls, will not come fully into play until after the first of the year.

Miscellaneous accounts of these stations are planning to use time or have already made commitments in exceedingly satisfactory volume, the automotive accounts being, of course, the conspicuous exception.

Some uncertainty still exists on retail time, however. A confidential survey conducted among Detroit merchants late in October and early in November revealed a softening of volume which is impelling the stores to go slow until the Christmas trend is more clearly discernable. But the innate confidence of the stores is well indicated by their stocks of merchandise ordered and in warehouse—a vast total close to 1929 comparative levels, if not above them.

PASSING THE BUCK, three nimrods of KLZ, Denver, gather in the office of Manager Hugh B. Terry to present him with the stuffed head of a deer whose steaks and chops had become the main course of a venison dinner given recently for more than 40 members of the KLZ staff. Presenting the newest addition to the Terry trophy room are the three hunters who brought back the animal a few days after the deer season opened—(1 to r., standing) Fred D. Fleming, news editor; Bob Harris, announcer, and Harvey Wehrman, acting chief engineer of the Denver station.

CANADA

CANADIAN broadcasting stations are doing more business than ever before. Station representatives in Toronto report an increasing difficulty to book suitable time for national advertisers and state that local advertisers are taking more time on stations throughout the Dominion. They report that numerous stations are completely sold out, that advertisers booked earlier this year for fall and early winter time in order to obtain preferred times.

Instalment Curb

Canada is enjoying the highest employment in its history. Retail sales are ahead of last year. A good Christmas trade is expected, and a number of stations report increased bookings for the holiday over last year, although agencies do not expect any more Christmas time for national advertisers than usual. Government efforts are to halt the expanding consumer purchasers, to divert more of the increased national income into war financing. It is officially stated that 40% of the national income is now being spent by the Dominion on war. There will be some important changes in commercials used for holiday trade by newspaper people. Companies doing a large credit business, formerly advertising a small down payment or no down payments till after Christmas, will this year not be able to use this type of commercial since the government curtailed instalment buying as of Oct. 14.

Minimum down payment on de-
output of most electrical household appliances and durable goods had already been put into effect. There will not be as great a variety of holiday merchandise since the ban on preparation of non-essential consumer goods went into effect just before last year's Christmas. Prior to the narrowing of the choice of merchandise, automobile output for 1942, as an example, is down to 44% of the 1940 passenger car output.

Canadian stations will devote considerable pre-Christmas time to boosting the sale of time certificates and stamps, the government having recently launched another old paid campaign and both station personnel and their sales and commercials to the sale of these war financing investments. Many Christmas gifts may be in this form this year, according to all signs.

Price Order

More advertisers are now using Canadian stations for spot as well as network broadcasts. While some advertisers have been advertising their advertising, as the flour companies, others have come into the field, many with institutional programs.

Two government measures which may have some effect on pre-Christmas radio advertising are the Stabilization of Prices & Wages Order which goes into effect Nov. 17, and the Food & Clothing Industry Licensing Order which starts Dec. 1. Under the first, all prices, wholesale as well as retail, are ceiling at the highest in effect during the period from Sept. 15 to Oct. 11, but may fall below this.

It covers all commodities, exempt some interest, prices of stocks and bonds, a number of other items and advertising rates. The second calls for licensing of all manufacturers and individuals in the food and clothing industries, even to the hot dog stand and the neighborhood tailor shop. Both will bring about some modest techniques in advertising competition.

While Canadian business on Canadian stations is increasing, it is of interest to note that business originating in the United States is also up on a number of Canadian stations. One major market station reports that its American billings at C.B.C. are up 44% over last year, and that American stations are back on standard time while stations in Ontario and Quebec remain on daylight time which is also being played a part in making interestingly valuable to Canadian advertisers the hour before American-originating network shows are piped into Canada.

Broadcasters have done an increasing business since the start of the war, and there are no signs of a letup though some advertising agency executives are taking into consideration in laying out campaigns the government's increasing controls on consumer purchases. They feel advertisers should continue to use the air as British trams are continuing their advertising even though they may no longer be making consumer products.

New Local Granted

**In New Bern, N. C.**

Three Other Applications to Build Arc Set for Hearing

A NEW LOCAL station in New Bern, N. C., a seaboard community of 12,000 inhabitants, was authorized last Tuesday by the FCC which is the amicus designated for hearing the applications of several others seeking new stations and new facilities.

The new construction permit was issued to the Coastal Broadcasting Co. Inc. to operate with 250 watts on 1450 kc. Principal owner in the permutee corporation is Philip Howard, local clothier, holding 47.9% of the stock, while his two sons, Louis N. and Howard H., who are present managing their father's clothing firm, each hold 22.2%. The balance is held in small blocks by other stockholders. Originally Jones Welland, operator of WPTC, Kinston, N. C., just 50 miles northwest of New Bern, had been listed as a stockholder, but later relinquished his interest.

Parties Affected

The new station applications set for hearing were those of Herman Laughlin, seeking a 1,000-watt day-time station in Fort Dearborn, Mich., on 680 kc.; Edward E. Redder, applicant for a station in Seattle, Wash., 250 watts on 1520 kc., to be heard jointly with the applications of KPMC, Bakersfield, Calif., and WSOY, Decatur, Ill., both seeking assignment to that frequency; Bob Jones of Colle's in New York, asking a 1,000-watt daytime station on 550 kc. The last named application to be heard jointly with the application of the Constitution Broadcasting Co. Atlanta, Ga., for a new 5,000-watt day and 1,000-watt nighttime station on the same 550 kc.

AMERICAN Federation of Radio Artists reports that negotiations are under way for a hearing for WIP, Philadelphia, and WAYS, Jersey City, for contracts covering announcers and talent. Union also said that Vic Conners, AFRA field representative, was expected to arrive in Dallas-Fort Worth during the week to help settle differences on the Arbitration Board resulting in their being tabled.

AFRA Signs WBYN

AFRA announced that it had signed the application of WBYN, Chicago, for a license. The station is owned by the Chicago Tribune Co., and the AFRA field representative is expected to see the station.

AFRA's local organization is working closely with the station's management in making the station agreeable to AFRA members.

AFRA has also signed WNYL, a new station in New York, for a license.

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NAB Meetings (Continued from page 18)

The attendance list at the Greensboro meeting included:

Edward A. Allen, WLVA; Campbell Agency, John W. Allen, WTAR; Wilson Loan, Easy Jones, WBBS; Gordon Gray, Morris L. O'Neal, WNC; Vann H. Burns, Frank V. Becker, WDBO; James L. Howe, WITM; C. T. S, WORC; Ernest H. Under- ney, Jack Field, Joseph Anderson, Richard H. Mass, WFFP; Charles Applewhite, WFAA; William E. Rice, George W. Smith, WWBA; R. B. Rose, WRBB; P. B. Jordan, Jack Weldon, WDBF; Fred Fletcher, WHER; G. J. Koloski, WAFB; L. Walters, Medical, WCBO; Major Richard Prebor, Henry Sullivan, Manny Holland, WBIG.

A. D. Willard Jr., WJSV; Walter A. Bowry Jr., WORC; Frank E. Reeder, James H. Moore, WFEI; Jack Toney, WRCI; N. E. Morgan, WIBG, Grover C. Griddle, WJSB; H. R. Whit- low, WMVA; A. E. Wink, WMCA; George Walker, WAB; Harry Wright, WITL; T. B. D. King, WPGF; George Roeder, WCRT; Bert Hassauer, WFIR; L. L. Launde, WGST.

E. C. Miller, ASCAP; Neville Miller, WARN; Frank E. Salt, PMI; Leonard Callahan, SESAC; Carl Haverlin, BMI; Ralph Wood, WBNV; WEZB; W. E. Spies, WGPC; MIKE; Jimmie Davenport, WRBL; Vernon Story, WHMA; W. G. M. Robinson, BMI; W. M. H. Jones, Woodbridge, Standard Radio; John Hughes, WCNY; W. E. Jordan, Commission Co., BMI; Niles Gates, MacGregor Advertising Co.

The attendance list at the Atlanta meeting included:

Frank King, WMBR; Jim Woodruff Jr., WRL; J. M. Conner, Mr. Watson, WATL; Thad Hott, WJNN; Jack Baker, WSCC; Joe McCall, WNN; Wilfrid Minett, WSGN; Georgia; Young, WBLY; Joe McCall, WSGN; Georgia; Young, WBLY; Joe McCall, WSGN; Georgia; Young, WBLY; Joe McCall, WSGN; Georgia; Young, WBLY.

The attendance list at the District 2 meeting in Worcester Oct. 28 included:

Maine—Albert W. Smith, WsBRT.

New Hampshire—Edward Clement, WsBRT; David H. Carpenter, Gordon Kinney, Carl Jackson, Baltimore, BMI; Stephen J. Burke, WMOR; L. Runnels, WFK; Harry Steindel, WsBRT.

Rhode Island—Paul Cary, Theodore F. Allen, WCHT; John J. Boyle, WsBRT; William T. Huse, William Kote; WYLB; Grover American, WER.

Connecticut—C. Glover Delaney, WYTH; K. J. Frew, WBHY; F. M. Doubt, Walter Heiber, William Lake, Bill Miller, WBN; Willard Davis, WJCN; Malcolm Murray, WER; W. M. Kote, WBN; F. W. Morgan, WTC; W. E. McCray, WYTH; S. F. Mannoni, WYTH.

Harold Thomas, WAB; N. E. Whittaker, WIDE.

Massachusetts—Mildred F. Stanton, WORC; C. W. Young, WIZ; WHEEL; George Laker, WORL; Haskell Bloomberg, Robert Donahue, WJX; R. B. Rose, WJY; E. H. Illing, Dorothy R. Robinson, WTAG; A. M. Armstrong, WOOP; James E. Spats, Homer W. Nichols, WHAI; William T. Wilson, Leonard F. Cooper, WING; Kingsley F. Horine, L. J. Castillo, WCOL; Harry N. Allen, WOCD; M. B. England, WIT; L. C. Hefner, WEIM; Quincey Brackett, M. W. Stoughton, WRF; Leslie Miller, WYNE; W. E. Bostick, WAPA; William J. Kinsella, WCAU; Albert W. Martin, Robert F. Prewett, WYTH; Charles N. Delouche, P. J. Maguire, WYTH.
FOR

We WOL, Washington, succeeds Harry Corp. (Del)

BANANAS!

Neat, good-looking bananas.

FOR A SHIPYARD?

YES, CARLOADS OF THEM!

We use them to grease the ways when we launch one of the ships we're building for the Defense program.

New ships, new contracts and NEW PAYROLLS every day in this . . . TEXAS' BOOMING GULF COAST INDUSTRIAL AREA.

Put your schedules where they'll do a real job.

Food Marketers

(Continued from page 10)

Extension Service chief and aide to Mr. McNutt on nutrition, when he said there is nothing in the picture now to indicate that it will be necessary to ration food or to do many of the things which were done by the U. S. Food Administration in World War I.

Probably because this was a convention of the leading radio ad

vertisers in the nation, a number of promotional radio shows were originated from New York in honor of the convention, including the following:

Up From Wha—Participants, Austin Ingleheart, General Foods, Wilmot Rogers, California Packing Corp. (Del Monte), and Walter R. Barry, General Mills, MBS; Transatlantic radio conversation between Lord Woolton, British minister of supplies, Paul S. Willis, AGMA head, and FSA Administrator Mc

Nutt, CBS; John Daly's News Summ

aries, CBS; The Food Industry & National Defense, Paul Willis; Harry W. Flannery, CBS correspon

dent back for Berlin.

GORDON EATON, formerly of WNBT, Atlanta, has joined the announcing staff of WBT, Charlotte. He succeeds Russ Hodges, now with WOL, Washington, who is hospitalized with injuries received in an auto accid

ent.

PETER PAUL NEWS

PLAN HITS SNAGS

A NUMBER of NBC-Red affiliates were reported last week as strenuously objecting to a plan which would place a 15-minute news com

munication on 5:45-6 p.m., Monday through Friday, immediately preceding the Easso Re

porter on many stations. Under the proposal, Parnell of WQAQ, Sagamora

tuck, Conn. (chewing gum, candy) would sponsor Robert St. John, former Associated Press war cor

respondent, now heard daily on WEAJ, New York, in that period.

Roy Wilmer, vice-president in charge of NBC-Red sales, had no comment on the contemplated pro

gram. Protests arose because of the conflict with Easso sponsored news, a fixture on many stations, and programs sponsored by local or regional concerns.

A New York agency handling the Peter Paul account, said the company planned to take a network period but that negotia

tions "were still going on."

NEUTRALITY FORUM

Iowa Congress Participate

In WHO Program

EACH Iowa Congressman was giv

en a three-minute segment of a one-hour pickup from Washington fed direct to WHO, Des Moines, in a neutrality repeal symposium, on Nov. 9, using special lines. After their talks a roundtable was con

ducted by Bauldage, NBC com

mentator, Walsh Evans, publicity director for Palmer interests operating WHO, made the arrange


Participants included Repre


Ernest Gold joins WEVD

ERNEST GOLD, composer of "Franz" 574

tunes Perfect for the Time of the unknown songwriters to gain rec

ognition, in the movie "Big City," BMI, has been named musical direc

tor of the Story Shop, program on WEVD, New York, for which Mr. Gold has been composing and playing the music for the past four weeks.

WCAR

We've Got

POWER

1000 WATTS

BLUE

BEAUMONT

WEED

Discover the reality of Exotic electronic sounds!

FULL TIME

560 KC

1000 WATTS

BEAUMONT

PONTIAC - MICH.

Represented by HOWARD H. WILSON COMPANY

WINS

Ann Tennis open:

We live loving, rising sales-curves...no waste line and over the New York area like a road map. That's what WINS sales at low cost in this bullseye.

(Wins you're on the spot with the you're sitting pretty as can be f)

BROADCASTING • Broadcast Advertising

Page 54 • November 10, 1941

Committee Studies Hemisphere Needs

Key Defense Agencies Look Over Policies, Facilities

ESTABLISHED by President Roosevelt to study communications facilities in the Western Hemi

sphere, a special Interdepartmental Committee on Inter-American Commu

nications was the first meeting convening last Tuesday. The new body, head

ed by Nelson Rockefeller, Coordi

nator of Inter-American Affairs, includes representatives of key de

fense agencies.

In a letter to Mr. Rockefeller, President Roosevelt asked him to assume responsibility for the in

formal committee; to study the ex

tent of existing communications fa

cilities in the American republic; to determine the adequacy of pres

ent facilities and need for further development; and to establish policies governing the relation

ship of the Government in a program de

signed to establish a more efficient communica

tions program between the American republics.

Members of Group

The committee membership includes DCB-FCF Chairman James Lawrence Fly, and Rear Admiral S. C. Hooper, in charge of radio liaison for the Chief of Naval Oper

ations, for DCB; John Tomlinson, Economic Defense Board; Thomas C. Burke, chief of the Division of International Communications, State Department; Col. William J. Donovan, Coordinator of Informa

tion, with Murray Brophy as alternate; James H. Edwards, chief of the Division of International Econom

y, Commerce Department; Will Clayton, deputy administrator, Federal

Loan Agency. FCC Chief En

gineer E. J. Kent has been named liaison official for DCB and FCC.

KCMO Names Pearson

JOHN PEARSON has been named exclusive national representative of KCMO, Kansas City, effective immediately, as announced by Jack Stewart, manager. Station, which operates in 25 watts daytime and 1,000 watts night time on 1480 kc., will join NBC-Blue on Dec. 1. Simultaneously, Mr. Pearson was appointed as northern representative of WEW, St. Louis, and KWOC, Poplar Bluff, Mo. Mr. Pearson now represents seven Missouri stations.

MEREDITH WILLSON, Hollywood musical director, producer of weekly NBC Coffee Time, sponsored by General Foods Corp. (Maxwell House coffee), has written a new song titled "The Song of the Little Red Book"
Notice of Hearing Held Unnecessary

FCC Contends That Only the Applicant Must Be Told

COMING UP with the startling statement that notice and hearing opportunities are to be afforded to one but an actual applicant, the FCC last Monday filed its answering brief with the U.S. Court of Appeals for the District of Columbia in the appeal sought by NBC from the FCC's grant to WHDH, Boston, of 5 kw. fulltime on 850 kc, clear channel assigned to KOA, Denver.

Briefs also were filed with the court on behalf of WHDH by its counsel, Andrew G. Haley, and for WEEU, Reading, by George G. Sutton. WEEU operates as a Class C station on 14 kw. with 1,000 watts power. Both opposed the NBC appeal, holding that NBC, on behalf of KOA, has no standing to maintain its appeal and that the FCC acted properly in making the WHDH grant.

Venard to Petry

LLOYD G. VENARD, formerly sales manager of WCKY, Cincinnati, is returning to the sales staff of the New York office of Edward Petry & Co., representatives, after an absence of about 18 months. John E. Harrington, who has been associated with McCann-Erickson for the last 14 years, has joined the sales promotion staff of the Petry organization.

Heads 'Time' Radio

ROBERT FITZGERALD, of the Books-Arts section of Time magazine, prior to his recent year's leave of absence, has been placed in charge of the publication's radio section, replacing John McGarten, transferred to the National defense and theatre divisions. Assisting Mr. Fitzgerald is Leora Aultman, successor of Edna Bigman, who has been shifted to the March of Time program on NBC.

Gen. Van Deusen Named

BRIG. GEN. GEORGE L. VAN DEUSEN has been named commanding officer of the Army Signal Corps School, Fort Monmouth, N. J., the War Department announced last Thursday. He succeeds Maj. Gen. Dawson Holstead, recently appointed chief Signal Officer of the Army. Gen. Van Deusen since last January has been in command of the Signal Corps Replacement Training Center at Fort Monmouth.

SOMETHING NEW in the way of defense programs to be advertised and stamps has been developed by Felix Hinkle, general manager of WHBC, Canton, Ohio, with the Canton's new A Stamp a Day program. The feature, sponsored by local business firms and manufacturers six days weekly, is producing big results in sales of bonds and stamps and also has freed a substantial amount of spot time which can be used for other purposes. An outline of the "Hinkle Plan" has been sent to others by Mr. Hinkle and Arthur Stringer, NAB coordinator of national defense.

Before the start of the new program, WHBC built a three-sided sales booth at one corner of the Canton public square, decorated it in red, white and blue and wired it with heat and light. Three sales ladies also were hired to preside at the booth, selling defense stamps every day except Sundays from 9 a.m. to 9 p.m. The building cost the station about $600, with this expense amortized over a six-week period in figuring rates for sponsor-ship.

Free for Interviewee

Each noon from 12:15-12:30 Jimmy Dooley conducts a man-on-the-street program outside the booth, interviewing passersby. Each interviewee receives a 25-cent defense stamp, and if he correctly answers a question posed by An- nouncer Dooley or executes a satisfactive stunt, he receives four stamps instead of the $6 worth of stamps are given away at each broadcast, according to Mr. Hinkle.

On each of the six days the program is heard it is sponsored by a different local industry. The feature is identified with WHBC, Canton, O., by placing his name on signs on the three-color booth. His name remains on the booth for 24 hours, and the signs are exchanged regularly. Contracts were signed on a six-week basis, with each company being polled to return its own name.


Glad to Do It

Commenting on the sponsorship angle, Mr. Hinkle said: "These are large manufacturing concerns which ordinarily do not advertise locally. I might add that these commitments and these spots were obtained over the telephone by myself. There was no selling required whatsoever and they seemed to be very happy to do it. The original commitment by all of them was for six weeks. Just what happens after that re-
November 7

**Van Dyck Heads IRE**

NEWLY-ELECTED president of the Institute of Radio Engineers is A. F. Van Dyck, manager of RCA License Laboratories, New York, as announced last week by the IRE board of directors following a ballot among members. W. A. Rush, controller of radio for the Government of Canada, Department of Transport, was named vice-president of the group. New directors, of which three were to be selected, are: A. B. Chamberlain, CBS chief engineer; W. L. Everitt, professor of Electrical Engineering at Ohio State, and B. J. Thompson, assistant director of the research and development laboratories of RCA Mfg. Co.'s Radiotron division.

**Radio Center, New Haven,** has contracted for 02 one-minute announcements on WGGI, New Haven FM outlet, from Nov. 1 through Dec. 27, promoting FM receiver sales, it has been announced by William F. Malo, WDII commercial manager.

**A 120,000 COMPRESSION CONES IN THE SERVICE RECORD OF 21,000 COMPRESSION CONES IS YOUR MARGIN OF SAFETY IN SPECIFYING ANTELLA STRUCTURE INSULATORS**

More than 21,000 Lapp Porcelain Compression cones have gone into service. They range from tiny 3” cones for pipe masts to the large units shown above and recently installed in the new WABC transmitter. In the history of these insulators, covering more than 20 years, we have never heard of a tower failure due to failure of a Lapp porcelain cone. Reason enough to specify “Lapp” for tower footing insulators.

**Lapp Insulator Co., Inc., LeRoy, N. Y.**

**Network Accounts**

All time EST unless otherwise indicated.

**New Business**

SMITH BROS., Poughkeepsie, N. Y. (cough drops) recently started for $10,000 each. morning newscasts on 5 CBS western stations, Mon., Wed., Sat., 5:35-9:00 p.m. and Willsena, New Winter, 5-8-8:30 p.m. (PST). Agency: J. D. Tarcher Co., N. Y.


STANDARD BRANDS Inc., New York (Fleischman’s Yeast), on Jan., 3 in MBS, 5-5:30-6:30 p.m. Agency: Kney & Eckhardt, New York.

**Network Changes**

COLGATE-PALMOLIVE PEET, Jersey City, N. J. (mouth towels) on Nov. 3 added six CBS-Florida stations for new syndication of WFOY WDAE to Stepmother, making a total of 34 CBS stations, Mon. thru Fri. 10-30-11:45 p.m. with a rerun 4-4-15 p.m. Agency: Sherman & Marquette, Chicago.


BAYUK CIGARS, Philadelphia (Bayuk “Philippines”), on Nov. 9 added a syndication of Rheims-Ricard rum on Nov. 9, on 75 MBS stations, Mon. and Wed., 9-8:15 p.m. Agency: Ivey & Ellington, Philadelphia.


**MISPRONOUNCED WORD**

Favorite Mistakes Are Listed

In Phoney Plug

A COMMERCIAL announcement, to demonstrate a group of words most commonly mispronounced by announcers, was composed by Doug Arthur, program director of WIBG, Glenside, Pa., when called upon to give an address before a Philadelphia Commercial Club.

“Try Whozis Cough Syrup, made from a genuine old New England formula, and today recognized as one of the nation’s leading expectorants. Whozis Cough Syrup enjoys a tremendous popularity, and its sources of buyers are still in that in their expert opinions it has no equal. The housewife going about her daily tasks, the dictator guiding his army, the housewife, even though warmly dressed in sweater and riding breeches, all have used Whozis of late. To get these words right, much needed respite and relief during an annoying cough ailment, try this arrests conflagrations. Ask your inquiries in response to this advertisement to Whozis, Winding Creek Road, Split Lip, Ohio. We will answer Monday for a similar program.”
Chain Regulations Formally Revised

Normal License Period for Stations Now Two Years

FORMALIZING its action of Oct. 11 in modifying the chain broadcasting regulations as specified in its supplemental report (BROAD- CASTING, Oct. 13-20), the FCC last Tuesday announced amendment of those paragraphs of the license and regulations affected by the order.

The normal license period of all broadcast stations, pursuant to the chain regulations, was extended to two years. It was explained at the FCC, however, that stations must file renewal applications as prescribed under their existing licenses, with the renewals then to be extended for the new term, which may be for more or less than the two-year period in order to comply with the new requirements. In no event, it was stated, will a license be issued for more than two years and four months, while others may be issued for less than one year, to fill out a given tenure.

Staggered Penalties

Licenses are staggered by frequencies in six categories under the existing system. These categories will remain the same, it was declared. The renewal dates are Feb. 1, April 1, June 1, Aug. 1, Oct. 1, and Dec. 1.

The Commission's public notice, formalizing the chain-monopoly regulations, follows:

Pursuant to its Supplemental Report on Chain Broadcasting Oct. 11, 1941, the Commission has amended Sections 9.102, 9.103, and 9.104 (pertaining thereto) and, at the same time, amended Section 9.34, extending the normal license period of all standard broadcast stations to two years, with expiration date of licenses on the various frequencies listed, and Section 9.43 (re license period for broadcast stations other than standard, and renewal of licenses).
Plans for Priorities Advisory Group
For Communications Near Final Stage

PLANS to vest priorities advisory power for the communications industry in the Defense Communications Board were nearing the final stage over the weekend. An expected directive from the Office of Production Management had not been announced, however.

It was understood that FCC and DCD Chairman Lawrence Fly would meet with Donald M. Nelson, Division Director, during the Nov. 10 week to renew discussion of the plan, under which DCD may receive broad power to recommend to the OPM Priorities Division on priorities matters for the entire communications industry, including broadcasting. It is expected such a plan, with the specialized knowledge of DCD experts dovetailing with the experience of the OPM organization, would greatly improve the position of the entire industry in priority matters [Broadcasting, Nov. 3].

Rationing Plan
Recommendation of communications priority policies to SPAB, including the rationing of communications service according to relative priority importance, is expected to be a major power to be granted DCD under the plan. OPM is known to be considering the proposition, regarding DCD and its Priority Management Board to constitute such another body to be created under DCD, as a clearing house for priority problems. It is believed delay has arisen through the desire of the OPM Legal Division to clear up technical details.

Within the industry it is felt the plan will speed materials for operations and to set aside non-priority sections under DCD, if it is necessary, with full-time paid personnel.

Another development came Thursday with release of the Office of Price Administration of a letter from OPA Administrator Leon Henderson requesting "all manufacturers of radio receiving sets, radio-phonograph combinations, radio parts or radio-phonograph combination parts to maintain prices of these products at the level prevailing Oct. 15, 1941." His letter, indicating the Federal attitude from the consumer approach, asked manufacturers also for an "expression of your willingness to cooperate." During the last week OPM also again urged manufacturers in all fields to consider means of reducing the number of varieties for styles in their products.

It was learned the OPM Civilian Supply Section has on occasion granted necessary priority rating to a broadcaster needing a transmitter tube replacement. It is understood a tentative decision of an emergency provides that if a broadcaster has installed his last spare tube of a particular size and is without spares, he can obtain, through proper application, one replacement tube.

Hammond Dealers
HAMDSON INSTRUMENT CO., Chicago, has launched a cooperative spot announcement campaign with local dealers on a share-cast basis, to promote its new Hammond Solovox. Announcements in one-minute transmissions of background music played on the Solovox with dialogue and provision for local dealer mention. Each skit is a dramatization with a man, a girl and a musician demonstrating typical Solovox approximations of musical instruments. Agency for Hammond is George H. Hartman Co., Chicago.

Laco Soap Spots
LACO PRODUCTS INC., Waltham, Mass. (castile soap and shampoo), is planning a campaign of one-minute transcription announcements to get under way within a week or two on an undisclosed number of stations. Joseph Katz Co., Baltimore, the agency, is working out details.
Yes, sir—WLW’s Boone County Jamboree entertainers really pack ‘em in wherever they go in WLW land. Take the Ohio State Fair, for example. The huge Coliseum was completely sold out more than an hour before the show, and still long lines of people waited at the door, hoping to get in. It was an all-time record crowd.

But record breaking crowds are not unusual for Boone County Jamboree personal appearances. As a matter of fact, these popular entertainers played a total of 63 dates in seven states during the fair season, July 4 to October 4, and established new attendance records at fourteen events.

This year, also, WLW produced a spectacular pageant, “By Dawn’s Early Light,” with a cast of more than 100, at the Ohio State Fair. The most lavish entertainment ever attempted by the fair management, and certainly the most ambitious ever undertaken by a radio station, “By Dawn’s Early Light” played to 45,757 people ... another all-time record for the fair.

WLW’s clear channel facilities, plus progressive programming aimed specifically at its rural audience, gets the farmers’ ear in the Midwest. They flock to see Boone County Jamboree favorites because they have heard them on WLW,
LOOK AT WHAT 21 YEARS HAVE WROUGHT!

The World Becomes One "Neighborhood" for the Army-Navy Game!

This month, American radio broadcasting comes of age—reaches its majority with the twenty-first anniversary of KDKA in Pittsburgh. And this month furnishes an excellent opportunity to see how far American Broadcasting has come in just 21 years...with the world-wide broadcast of the Army-Navy football game on November 29 at 1:15 p.m., E.S.T.

When KDKA began, it was practically a miracle for a station to be heard at all—by anybody—anywhere. But when the Army plays the Navy this month, fans half the world away will hear every play! For this game will be carried on both the Red and the Blue Networks of the National Broadcasting Company...over Station KGU in Honolulu...over Station KZRH in Manila...over NBC International Shortwave Stations WRCA and WNBI...General Electric Shortwave Stations WGEA, WGE, KGEI...Westinghouse Shortwave Station W89S.

Even ten thousand miles from the stadium, it will take very unusual conditions indeed to prevent listeners from picking up at least one of these stations!

Behind the progress of broadcasting lies a step-by-step improvement in broadcasting facilities. Year by year, in the RCA Laboratories, engineers and scientists have labored to perfect RCA Broadcast Equipment—to produce transmitters of higher efficiency, greater dependability, and finer quality—to serve both stations and listeners through better broadcasting...Just one more reason why it pays to look for the RCA name on your new equipment!

Use RCA Radio Tubes in Your Station for Finer Performance

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