ON Saturday, November 8, 1941, WLS entertained the ONE MILLIONTH paying visitor to THE WLS NATIONAL BARN DANCE

One million people have paid to see America's oldest, continuous radio program since it moved into the Eighth Street Theater in March, 1932. This is only one indication of the great interest the people of Chicago and Mid-West America have in WLS. For others, ask any John Blair man.
More than 100 types of tubes for use in Commercial Broadcasting, Point to Point Communication, Ultra High Frequency Transmission, Electro Medical Apparatus, High Voltage Rectification and many Industrial Applications.

We're in the Army* now

*U.S. Army, Navy, Civil, and Aeronautical Departments, etc.

... and faced with a continuous step-up in the demand for AMPEREX Transmitting and Rectifying Tubes for the armed services.

Despite the fact that your valued commercial orders for certain tube types must be subordinated to problems arising from the national emergency, the priorities situation, restrictions on certain rare refractory metals and materials, etc. ... we are still able to fill all your orders.

However, in this period of unusual stress, we ask your consideration and cooperation in anticipating your requirements so that we may maintain our customary rapid delivery schedules.

AMPEREX ELECTRONIC PRODUCTS
79 WASHINGTON STREET • BROOKLYN, NEW YORK
Leadership in Library Service

BIG NAMES, THESE...

...and try as we may, we can't help feeling just a bit excited about the newest additions to our list of popular dance bands!

How does BOB CROSBY and his Dixieland Band sound to you? Well, it sounds just as good to us! And how would you like to see RAY NOBLE and his Orchestra added to our roster? No sooner said than done...we've got 'em both, for you and your listeners.

Not that either of these gentlemen are any strangers to your listening audiences. Ray Noble's Orchestra, which has been the musical highlight of many a top radio show, is currently engaged on the Chase & Sanborn - Charlie McCarthy Program...and Bob Crosby is heard weekly with Milton Berle and Charles Laughton on Three-Ring Time, wherein he demonstrates to all and sundry that he is the rightful owner of the title, "The Best Dixieland Band in the Land."

The first Crosby releases are out this month and Noble will be enroute to our station-subscribers shortly...boosting our impressive aggregation of name dance bands to a new high in listener interest. This month also welcomes Alvino Rey and his Orchestra, now back on the Coast and within reach of our microphones. Alvino, his band and his charming vocalists, the King Sisters, are more popular than ever. Their latest batch of tunes for Standard tops 'em all.

Well, add it up and what have you got? Maybe it's an urge to write us for further information on the full Standard Radio Program Library...and when you do, be sure to ask us also for the latest dope on Standard Radio's "SPOT-ADS" and Super Sound Effects.

WELCOME TO:
WBAL—Baltimore.
WALA—Mobile, Ala.
WLDS—Jacksonville
WIZM—Clarksville, Tenn.
KDAL—Dubuque, Minn.
WOSH—Oakosh, Wis.
WICA—Ashland, Ohio
WOL—Washington, D.C.

Largest List of Active Subscribers!

PROOF OF LEADERSHIP...IN OUR DAILY MAIL

WHAT IS YOUR particular requirement for a Program Library Service? Technical Excellence...High Salability...or Variety? More than likely, it is all three of these in one, plus a liberal dash of that elusive quality known as Showmanship. You will find all these qualities in greatest degree in the Standard Radio Library Service. It is not one, but a combination of many qualities that have won for us "Leadership in Library Service"...as well as the loyalty of a constantly growing list of subscribers who say "Yes" when asked:

"Are Your Transcriptions Up to Standard?"

Published every Monday, 3rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 510 National Press Building, Washington, D.C. Entered as second class matter at the Post Office at Washington, D.C., under Act of March 3, 1879. Annual subscription rate, $10.00...
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

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

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

KFAB
LINCOLN, NEBR
Yes Sir! And plenty of Uncle Sam's fighting men are in for a real show... in fact more than 255,000 soldiers, sailors and marines... at more than 40 Army Camps, Flying Fields, Marine Barracks and Naval Bases have already seen the Camel Caravan. Many more will see it on future dates. The Camel Caravan is the first show for the service men to be presented by a commercial sponsor... thanks to the R. J. Reynolds Tobacco Company and William Esty and Co., Inc. It's a tailor-made show for the man and woman in uniform, and not the broadcast of a show from Army Camps. WSM is appreciative of the fact that it was selected to furnish talent for the first unit of the Camel Caravan. And we are justly proud of the fact that the unit bears the name of our 16-year-old radio show, The Grand Ole Opry. We are deeply honored in that we were able to join the Reynolds Tobacco Company and William Esty and Co., Inc., in making this worthwhile contribution to our armed forces.
- Every year, as our long white beards get longer and whiter, we become more and more bored by high pressure salesmen — and more and more determined never to “sell” anything again!

The funny thing is—the less radio time we “sell”, the more our sales go up!

So maybe most agencies and advertisers like this conception of “selling”: True facts, clear comparisons, honest analyses and sincere suggestions. In other words, we just lay our medium on the line, figuring that if it fits your needs, you’ll be as glad to take it as we are to offer it!

If that’s how you like to be “sold”, give us a ring. We know you’ll like the way we operate, in this group of pioneer radio station representatives.

---

EXCLUSIVE REPRESENTATIVES:

- WGR - WKBW BUFFALO
- WCKY, CINCINNATI
- KDAL - DULUTH
- WDAY - FARGO
- WSKW - INDIANAPOLIS
- Kalamazoo-Grand Rapids
- WBAP - KANSAS CITY
- WTCN - MINNEAPOLIS-ST. PAUL
- WFRN - PEORIA
- WFL - ST. LOUIS
- WJZ - SYRACUSE
- WDAY - DULUTH
- KDLA - FARGO
- WDAY - MINNEAPOLIS-ST. PAUL
- WSKW - PEORIA
- WJZ - ST. LOUIS
- WJZ - SYRACUSE
- WJZ - CHICAGO
- WJZ - NEW YORK
- WJZ - ATLANTA
- WJZ - SAN FRANCISCO
- WJZ - LOS ANGELES
- WJZ - PORTLAND
- WJZ - KANSAS CITY
- WJZ - OAKLAND-SAN FRANCISCO
- WJZ - SEATTLE
- WJZ - WRIGHT-SONOVX, INC.

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932
**Net Affiliates Establish Permanent Group**

**Pulliam President; Superpower Is Opposed**

DESCRIBED as a militant success half way into Radio Net-
work Affiliates, rather than as the full-scale trade association de-
signed to supplant NAB, Network Affiliates Inc. was formally organis-
er, and in Chicago Friday,Hubert Taft Jr., WKRK, Cincinnati, was elected vice-president, and William J. Scrupps, WWJ, Detroit, secretary-treasurer. A board of 12 was elected to serve until the April con-
vention, in segments of three con-
stituting committees selected from among affiliates on each of the four nationwide networks.

**Favor NAB Change**

The Chicago action completed organization groundwork laid at two previous meetings, held in Chi-

icago Oct. 7 and 14. While there was ample lie of 

opposition to activities of the NAB, it was made abundantly clear there was no intention of establishing a trade unit horizontally competitive with that organization.

Predominant sentiment, accor-

ding to reports from the closed ses-

sion, was in favor of a sweeping reorganization of NAB, with the major networks themselves ex-

cluded from full participating mem-

bership. Demands of this charac-

ter, it was said, might well be served on the NAB soon. Restricted in its membership to major network af-

filiated stations, NAI, which tenta-

tively had been created as Inde-

pendent Broadcasters Inc., is de-

signed to supplant IRNA, which for several years served as the trade group, within the NAB, for network outlets.

Leading up to the formation of NAI were allegations heard in in-

dustry quarters that NAB was “dominated” by the major net-

works. FCC Chairman James Law-

rence Fly himself has expressed this view and has fostered develop-

ment of other industry trade groups.

Superpower Opposed

Foremost on the new organiza-

tion’s list of objectives is its re-

iterated opposition to superpower. Clarification of clearance of the source of transcriptions occupied the copyright committee in a 12-hour session on Monday [See story below]. In a prepared state-

ment released after the day-long session, it was stated “the new organization will repeat in addition to the problems of super-

power, in the establishment and maintenance of healthy and mutu-

ally beneficial relations between its mem-

bers and national networks with which they are associated.

The new organization pledged it-

self to present to the FCC its views and experience on current problems affecting the industry, and to co-

operate with the commission in formulating regulations which will

stimulate the growth and develop-

ment of American system of broad-

casting.”

At the outset of the closed meet-

ing, Mr. Pulliam, who has been acting as temporary chairman, read a letter to the group from Commission Chairman Fly extend-

ing best wishes and greetings to the group. Mr. Fly outlined in his letter the status of the monop-

oly rules, which have been sus-

pended until the courts render a decision on the temporary injunction sought by NBC and CBS.

Considerable discussion during the meeting centered around super-

power. Said, “the group on that subject. He indi-

cated that if the arguments against superpower were presented with frankness and fairness, the FCC would grant a full hear-

ing. He also stated that proponents of superpower were already active in Washington, doing missionary work in the War Dept., Dept. of Agriculture, and the National Grange.

NAI said in its statement that it was convinced that power in excess of 50,000 watts “would create a dangerous monopoly of broadcasting power in the hands of a very few, and concentrate the outlets moulding public opinion and policy, while at the same time weakening regional and local outlets to a point where they would be unable to serve properly their own communities.”

**Sander’s Bill Discussed**

One of the broadcasters whose station competes with a nearby 50,000-watt station, said he has been actively combating the larger station with superior programming, and by organizing other stations in his area into a network and interchanging programs. Another broadcaster who operated a 50-kw.

clear-channel station expressed his opposition to power so-called superpower stating that although his station was on a clear chan-

nel, he wanted to go on record as opposing granting of licenses in excess of 50,000 watts as an

**Disc Clearance Is Revised By ASCAP**

**Plan Not in Conformity, It Is Said, With Consent Pact**

MODIFICATION of procedure in handling clearance at the source on commercial transcriptions, at the request of the newly-organized 

Network Affiliates Inc., was an-

nounced last Friday by ASCAP 

after action of its board of di-

rectors. The new method, however, was not construed as wholly in accord with the understanding of 

broadcasters and transcription com-

panies as to requirements of the 

Department of Justice consent de-

ree entered into by ASCAP last 

March.

The NAI copyright committee, at a 12-hour session in Chicago last Monday with interest in it, in-

cluded a number of the leading transcription com-

panies and ASCAP, BMI, SESAC 

and AMP, sought to clarify the clearance at the source issue, re-

sulting in the request to ASCAP.

Originally, ASCAP had taken the position that sponsored transcribed programs would be cleared at the 

source for all station broadcast-

ing them, irrespective of whether these stations had ASCAP li-

enses.

As modified, however, the 

ASCAP procedure will be to clear 

at the source only for stations for 

whom the transcription companies request such clearance. Stations with blanket ASCAP licenses can, 

under the terms of those licenses, 

play transcriptions without the necessity for clearance at the source. The broadcasts thus will have been paid for by their 2% 

blanket license fee. Stations for 

which clearance at the source is requested will be charged at the per program rate of 8%.

**Per Program Fee**

In its Friday announcement, 

ASCAP emphasized that under the modified procedure, the individual station now has “sole and complete determination” as to whether any sponsored transcription including ASCAP music shall be cleared at the source. It pointed out that some stations having ASCAP licenses which seek clearance at the source are unwilling to assume the re-

sponsibility for performing music on such recordings. In such cases, it stated, the transcription com-

panies will be charged 8% of the station rate for clearances.

Meanwhile, it was ascertained that the Department of Justice had been asked to look into the transcription clearance matter, be-

cause of the conflict as to consent decree requirements. Ed Craney, 

KGLR, Butte, Mont., is understood to have broached this matter to the Department last Wednesday. The Department’s view, it is pre-

sumed, will support the position taken by the industry, rather than by certain of ASCAP’s spokesmen.

Mr. Craney was in New 

York last Friday to confer with ASCAP on final phases of the transcription clearance matter.

The NAI group supported the BMI 

BMI method of optional clearance, but scored ASCAP “all-or-nothing” method, whereby it is not possible for an advertiser using a number of stations to clear the music on a clearance-at-the-source basis for (Continued on page 57)
The Sanders bill, (HR-5497) now in the House, came in for a share of the discussion. While it was felt some of the provisions of the bill are acceptable—namely that party providing for a clarification of the Commission's power—the measure in its present form is not endorsed because it contains a joker which acts to the advantage of the clear-channel stations, it was asserted. This joker, it was said, is the clause which, in effect, provides for freezing of broadcasting facilities at present operation—with the exception of the clear-channel stations.

A legislative committee was appointed to take charge of the super-power issue as well as the Sanders Bill. The committee was instructed to study the bill and make recommendations to the House Committee on Interstate & Foreign Commerce when the bill comes up for hearing in January.

That NAI will oppose certain provisions of the Sanders Bill in the hearings was regarded as likely. It was charged, among other things, that the bill would "support" the Sanders Bill, without appreciating all of its implications.

Proposes FCC activity, NAI, according to its statement, "pledged itself to present to the FCC its views and experience on current problems affecting the industry, and to cooperate with the Commission in formulating regulations which will stimulate the growth and development of the American system of broadcasting."

A Committee to negotiate for reduction of line charges was selected. However, the membership of both committees has not been completed. The opinion was expressed that this is not an attempt to unilaterally reduce line rates if the committee becomes active.

Music Problems

The music situation came into an airing, especially in respect to clearance at the source of transcriptions. Both Sidney M. Kaye, BMI executive vice-president, and ASCAP General Manager John G. Paine were invited to make brief talks.

Mr. Pulliam who has been one of the prime movers in the new organization will serve as president until the first part of April when the annual meeting is scheduled tentatively in Chicago. A board of 12 directors, three affiliated with each of the four networks was selected as follows: NBC-Red affiliates—Ed Crane, KGBH, Butte; W. J. Scripps, WWJ, Detroit; Eugene C. Pulliam, WHER, Indianapolis; Leslie W. Woodyard, WING, Dayton; Paul D. Spearman, Washington office (not a board member); John A. Kennedy, WCHS, Charleston; Luther L. Hill, KSO-KRTN, Des Moines; Don Davis, WBB, Kansas City. Other members of the 12-man board, not present for the photograph, are William J. Scripps, WWJ, Detroit, secretary-treasurer; Ed Crane, KGIR, Butte; H. J. Brennen, KQV, Pittsburgh; Edgar Bill, WMBD, Peoria. The group will serve until April, when NAI holds its convention.

Washington State Fee Claims Settled

Over $250,000 is Involved in Back Royalty Charges

ASCAP claims amounting to approximately $250,000, accumulated during the last four years during which the state of Washington State paid no royalties, were dropped with the amicable settlement of the anti-ASCAP litigation in the State a fortnight ago.

It was learned authoritatively that ASCAP had agreed to drop these claims against the State which negotiated performance contracts forfeited since the 1939 Washington law has been challenged in court.

Card Index Accepted

The settlement was reached when ASCAP dropped its litigation against the 1937 Washington State anti-ASCAP statute, requiring it to file with the Secretary of State a catalog of compositions available for licensing, among other things. The State accepted the ASCAP card index as sufficiently comprehensive to comply with this statute, it was understood.

The settlement reached in Washington State appeared to be at variance with the practice being invoked by ASCAP in connection with other licensees over payments due ASCAP. At the separate convention of Network Associates Inc. in Chicago last Tuesday [see page 7], it was stated that ASCAP had ruled that stations which do not settle their accounts cannot take out ASCAP licenses. In certain quarters this was viewed as contrary to the terms of the consent decree entered into by ASCAP with the Department of Justice.
High Officials Ease Doubts of Industry

Renew Confidence Of Government In Medium

UNCERTAINTY over the effect of the wartime economy on day-to-day operations of the industry has been dispelled in large measure by recent pronouncements of top public officials.

Observance of NBC's 15th anniversary Nov. 15 was the occasion for renewed expressions of confidence in Broadcasting by the American Plan by President Roosevelt, and other high ranking officials identified with the war emergency and with communications.

As the war tempo increases there has been detected in the broadcasting industry growing concern about the ultimate fate of commercial broadcasting operations peculiarly in the light of tightening up of Government regulations, unavailability of materials for construction and maintenance, and increased demands for time by governmental agencies, old and new.

Executive Praise

While the President, in a letter to Niles Trammell, NBC president, commended the pioneer network on its anniversary and renewed his expressions of faith in the ability of the industry to meet the emergency load, the industry found greatest solace in the statement of Undersecretary of War Robert P. Patterson, on the same occasion.

NBC, as the NBC anniversary broadcast, Mr. Patterson not only paid high tribute to broadcasting but in unvarnished language said it was the Government's intention to keep broadcasting "exactly as it is".

His remarks carried weight because the War Department, under existing statutes, assumes full control of all domestic communications in time of national emergency. Broadcasting, under these blueprints, falls directly under the aegis of the Army. Col. Patterson, as second in rank in the War Department, is the top operations official of the Army.

From Secretary of the Navy Frank Knox, charged with control of external communications, also came assurances that the Government did not propose to molest commercial broadcast operations as such. FCC Chairman James Lawrence Fly likewise added his plaudits to the work of radio during the emergency in the NBC party.

The President [see facsimile of letter] said it was clear that radio "will be called upon to play an increasingly important part in domestic and world affairs". But he added he had no doubt that members of the industry realized the responsibility and that they will "meet that responsibility by rededicating their vast resources to the maintenance of our Democratic tradition, while at the same time they work with redoubled zeal to make our American system of broadcasting the best in the world."

Col. Patterson commended radio for having performed "one of the most brilliant public services in its history in reporting the development, the training and the achievements of the new Army of the United States."

The importance of radio in the national scene was emphasized by the Army chieftain. It has made every American citizen a listener "in the highest councils of the nation" and has "given him a voice in those councils which he did not have before. Radio has helped to make this the best-informed nation in the world."

Fifteen years ago, Col. Patterson recalled, each section of the country would get a different picture of a given situation according to the papers it read. Only a few people got a picture of the whole situation. "Now the entire nation is given the facts and given them impartially, all sides have a voice, and the nation is given that picture almost simultaneously."

In totalitarian countries that condition does not obtain, Col. Patterson said. There the common citizen is unimportant. He hears only what he is supposed to hear. "He may be called upon to listen to broadcasts from overseas," he observed.

Pointing out that NBC celebrates its anniversary in a somber time, "when forces of darkness are at large in the world", Col. Patterson said the greatest weapon we have, which the dictators would destroy first, "is the weapon of free, enlightened and universal discussion, the voice of the people itself."

Then came his assurance to the industry. He said:

"And so on this anniversary of the founding of the National Broadcasting Co., we underline the importance of the priceless gift each and every one of us has when he turns on his radio and is instantly in touch with what is going on in his Government, what is going on in his Army. That is one of the things we believe in keeping exactly as it is. And we are going to keep it that way."

Tribute From Knox

Secretary Knox, after commending NBC's "willing and enthusiastic cooperation with your Navy", added his tribute to the fine public service of the American System of Broadcasting during the emergency. He said radio today finds itself in a position of greater importance to the nation than ever before in its brief but crowded history. Along with other media, it is doing its part to bring about "that unity of determination, unity of of effort, and unity of ideals, which must culminate in this nation's purpose of life."

What was interpreted as a plea for avoidance of reforms at this time was seen in Secretary Knox's added observation:

"When our national security is threatened—that is not a time to start any more experiments..."

(Continued on page 17)
OPM Names Radio Advisory Group

New Group Consists of 29 Representatives of the Industry

APPOINTMENT of a 29-member radio industry advisory committee within the Office of Production Management to assist OPM in supervising manufacturers covering the whole range of radio production, was announced last Friday by Sidney J. Weinberg, chief of the OPM Broadcast Advisory Committees. Committee appointments made by OPM were based on recommendations offered at an OPM-Broadcast Advisory Committee hearing.

Working from the production viewpoint, as contrasted to the operations approach of broadcasters and utilities, the new group will function in an advisory capacity to the OPM Priorities Division, providing expert information on manufacturing requirements and possibilities. Members of the advisory committee have been invited to make recommendations subsequently for appointments of other industry representatives to subcommittees.

Members of Group


Meantime reported plans to develop an advisory house covering priorities matters for broadcasting and communications, from the operations viewpoint, under supervision of the Defense Communications Board, remained in status quo.

It is known that a directive, which would authorize broad recommendatory and advisory powers in the industry, is still in the process of being sent by officials of OPM and the Supply Priorities & Allocations Board. However, it is understood, the OPM legal department has not completed consideration of the proposition, a prominent problem of which is the demarcation of authority [BROADCASTING, Nov. 3, 10, 17].

Problems of Authority

With the switch of OPM from the priorities system to direct allocations, following an impossible supply situation arising from the constantly broadening authorization of priorities on an industry-by-industry basis, it has become apparent that the functions of such organizations as the OPM Radio Industry Advisory Committee and the projected DCB operation will become increasingly overlapping. With allocations promised on an intelligent canvass of needs, involving necessarily a rating of various types of device and production, the Bureau will have to make expert information and interpretation on supply and demand certainly will be felt by priorities officials.

PLANNING GROUPS APPOINTED BY NBC

RESULTS of the elections of Red and Blue network station planning and advisory committees were announced last Friday by NBC as follows: Red Network—Paul W. Morency, WTIC, Hartford, District 1; James D. Shouse, WLW, Cincinnati, District 1; W. A. Finney, KGNK, Amarillo, District 5; Arden X. Pangborn, KGW, Portland, District 7, with runoffs to be held in Districts 3, 4 and 6.

Blue Network—Harry Wilder, WJW, Columbus, District 2; Harold Hough, KGGK, Ft. Worth, District 5; Howard Lane, KFBK, Sacramento, District 7, with runoffs to be held in Districts 3, 4 and 6.

Loren Watson resigns From Position at IRS

RESIGNATION of Loren Watson as general manager of International Radio Sales, subsidiary of Hearst Radio Inc., was announced last Friday by Maj. E. M. Stoer, general manager of Hearst Radio. Watson, who has headed IRS since July, 1938, has announced his future plans.

Maj. Stoer's announcement follows:

"It is with regret that Hearst Radio Inc. announces the resignation of Loren Watson as general manager of International Radio Sales, effective Nov. 29, 1941."

"Mr. Watson's successor has not yet been selected."

"The activities and policies of International Radio Sales will continue as heretofore under the supervision of E. M. Stoer, pending naming of Mr. Watson's successor."

FCC Is Given Rebuke In Resolution at CIO

A RESOLUTION condemning the FCC for purported failure to protect the rights of labor to use of broadcast facilities was sub jected last Friday at the CIO national convention.

The convention was told the FCC was overlooking newsworthy broadcasting of stations which had disclosed discri mination "by anti labor policies of the FCC."

The resolution was referred to the KYA, San Francisco, incident committee and a further report from the FCC newspaper inquiry. Resumption of the FCC probe is scheduled for Nov. 27.

AT&T Strike Postponed; Negotiations Continued

THREATENED strike of employees of AT&T's long line division on the Pacific Coast was postponed until Nov. 28 at an emergency meeting of the Pacific Telephone and Telegraph System, which would result in complete stoppage of all network radio programs. The delay will be taken to attempt to settle their dispute with the company through negotiations. Agreement to this further postponement of strike action was reached at a meeting of PTLW's national council with representatives of the U.S. Conciliation Service in New York last Friday. Strike, which would affect 15,000 long line employees was originally scheduled for Nov. 14 [BROADCASTING, Nov. 17] but was deferred when union leaders acceded to the request of Dr. John R. Steelman, head of the USCG, that no action be taken until after last Friday's meeting.

Pertussin Series

SEECK & KADE, New York (Pertussin cough syrup), has started a series of on-minute live announcements on KGU, Honolulu, and KHBC, Hilo, for 26 weeks. Company is representing U Engineering School to illustrate his classroom lectures.

New Defense Unit To Aid in Policies

Office of Facts and Figures Is Acquiring Personnel

ALTHOUGH personnel plans have not proceeded beyond the organization stage, it is understood that the newly-created defense agency, Office of Facts & Figures, is laying groundwork designed to make it a far-reaching policy-makinig and information-organizing agency in defense matters for the American public.

Its function will be to coordinate the work of established Government agencies in presenting a clear and detailed picture, based on bona fide facts of the Administration's defense and foreign policies [BROADCASTING, Oct. 13], with a comparatively small personnel supervising this work, it has been indicated.

Lewis a Consultant

Set up by President Roosevelt in late October, OFF is headed by Archibald MacLeish, 49th Secretary of Congress. Starting out as an offshoot of the Office of Civilian Defense, headed by Mayor Fiorello H. La Guardia, has been drawn two of its top figures from that agency.

William B. Lewis, CBS vice-president in charge of programs, who was brought to Washington originally as an administrative consultant to OCD Director Mr. La Guardia, has been transferred to OFF as a consultant, along with Capt. Robert E. Kintner, former newspaper columnist who had been transferred by the War Department to OCD, and John Fleming, special assistant to the chief of the Bureau of Agricultural Economics, who recently was loaned to the new agency.

Mersev Join's OFF

Latest addition to the OFF staff is Douglas Meserve, assistant to Benjamin H. Breen, Division Head of NBC's program and talent sales department in New York, who has been granted a leave of absence to assist Mr. Lewis in OFF. Other personnel appointments are expected soon, although it has been indicated that in comparison with other defense agencies OFF will have a small staff.

At the time OFF was authorized by President Roosevelt it was emphasized that although its operation would be designed to provide more intelligent information to the American public, it would not operate in any phase propaganda. Rather, it was explained, it would cooperate with established Government press and radio departments to see that they presented a complete and undistorted picture to readers and listeners, as contrasted to incomplete reports or repetitions of effort often resulting from lack of a coordinating body.
"POWER IS ONLY HALF OF IT!"

- Maybe we’re just a little idealistic, or something, but somehow it doesn’t give us much of a kick to be chosen from among other Middle-Western stations just because we "have more power than all other Iowa stations combined".

Sure, that point about power is true. But almost all our friends who’ve investigated further, are apparently convinced that head-work is at least half the reason for WHO’s popularity with Mid-Western listeners.

For instance, no other station out this way does so much good-will-building work among state, civic, charitable and public-service organizations. No other station gives so much activity. And no other station offers anything like as much top-notch entertainment, both national and local.

Even if we had small power, WHO would still be a stand-out station. So thanks for remembering that we have a lot of power—but, in addition, please sort of watch the way we call our plays!

WHO
+ for IOWA PLUS! +

DES MOINES . . . 50,000 WATTS
J. O. MALAND, MANAGER
FREE & PETERS, INC. . . . National Representatives
People in metropolitan Philadelphia are hearing your program much better these days—if you are using WCAU—because, now we can’t even whisper below a shout.

We’ve just built a complete new transmitter on a new site near Moorestown, N.J., at a cost of $250,000. And, ever since we started talking with this new giant’s voice, our programs have been booming into the nation’s third largest market, as much as 25 times louder, richer and clearer.

The new WCAU transmitter is only 3.7 miles from Philadelphia, 6 miles nearer than the old one. This proximity... plus a new 420 foot tower... and the latest RCA high-fidelity 50,000 watt transmitter, enables WCAU to spray 25 mv. or better over the entire city. Translated, this news means that your program on WCAU is getting better reception than ever.

WCAU has long been Philadelphia’s most popular station. For more Philadelphians it’s the station that’s easiest to listen to, because, now... we can’t even whisper below a shout.

* The Only 1-A Clear Channel Station in Eastern Pennsylvania, Delaware, Maryland or New Jersey

WCAU
50,000 watts in all directions
Cut of 25% in Fees of BMI Ordered Under New Licenses

General Slash Effective in March for 8-Year Blanket Contract; All Programs Are Covered

A GENERAL reduction of 25% in BMI license fees will go into effect next March for stations accepting the new eight-year blanket licenses, BMI announced last week. The contract, approved the week previously by the BMI board of directors (BROADCASTING, Nov. 17), runs from March 12, 1942, after the expiration of the current one-year licenses, to March 11, 1950, overlapping the ASCAP contracts by several months.

Unlike the ASCAP blanket contracts, which cover all commercial and sustaining programs in separate individual licenses, the BMI blanket agreement covers all programs broadcast by the station, both commercial and sustaining. Stations are classified into 19 categories according to income, ranging from Class A stations, with annual incomes of over $15,000, by $5,000 gradations, to Class S stations, with annual incomes in excess of $100,000.

Varying Fees

Fees currently range from 1% for Class A stations to 1.66% for Class S stations, which under the new contracts will be reduced to 0.75% for Class A stations and 1.25% for Class S, with proportionate reductions for the other classes of stations.

New contracts will include clearances at the Pro-Rate for all network programs, both national and regional, with network fees the same as the maximum station fees, 1.25%. All percentages are to be calculated on the basis of gross income, which is defined by BMI as gross revenue less deductions of time discounts, agency commissions and allowance of 1% for fees expenses. The same deductions are to be made in computing the ASCAP blanket license contracts before the percentages are calculated.

Per program licenses, which BMI will offer as of next March, follow the same sliding scale as that used in figuring the blanket licenses, with Class A stations paying 3.33% of their gross income from commercial programs using BMI music and Class S stations paying 5.66%. Other classes of stations adopting per program arrangements with BMI will pay fees between these minimum and maximum amounts. This procedure is at variance with the ASCAP per program plan which imposes a 3% flat fee for all commercial programs regardless of the annual gross income of the station.

Programs using BMI music only as a theme, signature, bridge, with less than one complete chorus being used; programs using BMI arrangements of public domain selections and broadcasts of sport events and other public events in which BMI music is used incidentally will, under the BMI per program plan, be charged fees ranging from 0.5% to 1% of the revenue from such commercial programs, the rate varying according to the classification of the station.

The same sliding scale, from 0.5% to 1%, will also be applied to sustaining programs under this plan of license, the fees in this case being calculated on the highest rate card rate for the time of the broadcast. Since these per program fees were established some months ago, it is possible that there may be reduced in line with the broad reductions when the actual contracts are prepared, but this is one of the numerous details which has not as yet been fully worked out.

BMI estimates that even with the reductions its new plan will give the music company an income in excess of $1,000,000 a year.

Both NBC and CBS have pledged themselves to sign the eight-year contracts, subject to the same provision which they made in their preliminary agreement with ASCAP, that their affiliates agree to rebate to the networks a proportionate amount of their revenue from network commercial programs, in this case, 1.25%, as the stations share of the cost of clearance at the source.

Unanimous resolutions of support for BMI, adopted at recent NAB district meetings, indicate that the broadcasting industry is supporting BMI’s successful drive for revenue from the sale of its music, ASCAP contracts. BMI reports, stating that the broadcasters included in the districts where meetings have already been held account for a major part of the BMI income.

Football Clearance Given Individually
To Stations Under New ASCAP Policy

AT A SPECIAL meeting last Wednesday, the ASCAP board of directors voted to extend the terms of all officers until April 1, 1942, when the next annual election will be held. The Society's executive committee, explained the election of officers is usually held about that time each year, but this year the election was postponed because of the controversy with the broadcasting industry.

Board also clarified the ASCAP stand regarding the use of its music in television. It explained the election of officers is usually held about that time each year, but this year the election was postponed because of the controversy with the broadcasting industry.

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TURN MORE "TIME" INTO MONEY!
Through These EXTRA Selling Features of NBC Thesaurus!

If you want to sign up sponsors fast, of course you have to give them "names"—names such as Allen Roth, Sammy Kaye, Horace Heidt, Carson Robison, Harry Hurllick, and the host of other top-ranking stars in NBC Thesaurus.

But remember, it takes more than name talent alone to sell a sales-wise sponsor! . . . and to catch the ears of radio-wise listeners.

Variety of Music
For one thing, your program offerings need scope. You get it in NBC Thesaurus. The range of Thesaurus music includes swing and sweet, military-band, symphonic, hillbilly, sacred and novelty selections—close to 2,500 selections in the basic library today. New releases add 75 to 80 selections monthly. From them are built balanced, unified, musical programs of every variety—written and produced with the skill that you expect from "The Program Center of Radio." They help the most modest budget blossom out into a well-rounded, highly-rated station schedule.

Skillfully-Produced Programs
What's more, NBC Thesaurus now provides sparkling continuity for 71 program periods (approximately 23 hours) each week—26 outstanding shows! And NBC helps you sell these features, by providing a colorful, dramatic presentation in portfolio form for each of your salesmen, a sales manual and a complete publicity kit.

Finest Reproduction
And wait until you hear the quality of NBC Thesaurus recordings. NBC ORTHACOUSTIC puts your shows on the air with all the flavor and character of live sound.

Yes, it takes more than just "names" to build a listener-pulling schedule and to sell a sponsor—and Thesaurus has what it takes. So if you want to sell to sponsors and for them as well, get aboard the NBC Thesaurus bandwagon now. Write today for presentation, availability, rates and audition records.

NBC Thesaurus
(A Treasure House of Recorded Programs)

RADIO RECORDING DIVISION, NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service

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

Broadcasting • Broadcast Advertising
November 24, 1941 • Page 15
Facilities Swapped By WOV, WNEW

BULOVA Expected to Enter the Regional Net Field Shortly

EXCHANGE of power, call letters and transmitting equipment between WOV and WNEW, New York, recently authorized by FCC (Broadcasting, Nov. 17), will take place at 12:01 a.m. Dec. 1, it was announced last week. With the transfer, Greater New York Broadcasting Corp., present operator of WOV, begins operating WNEW, which will retain its headquarters at 501 Madison Ave., New York, and its present program schedule, but will then be used full time on 1300 kc. with 10 kw. power, using the present WOV transmitter at Kearney, N. J. Wodam Corp., now operating WNEW, will take over the WOV call and will operate on 1280 kc. with 8 kw. from the WNEW transmitter at Carlstadt, N. J.

Same Studios

WOV under the new arrangement will continue to broadcast from studios at 730 Fifth Ave., New York. New WOV schedule will comprise a program designed to appeal especially to the Italian-American audience from 7 a.m. to 5 p.m. From then until midnight, WOV will broadcast an elaborate musical variety program, including all types of music from opera to swing and featuring both live and recorded music.

Following this exchange in New York, it is anticipated that Arde Bulova, owner of Greater New York Broadcasting Corp. and a stockholder in Wodam Corp., will shortly enter the regional network field with his American Broadcasting Corp. With WNEW as the key station, programs will be fed to ABC stations WCOP, Boston; WNBX, New York; WNEW, New Haven, and WPEN, Philadelphia. It is understood, although no definite details were available last week, that all full time operations of WOCP, which is currently testing its new transmitter, are expected to begin about Dec. 1, after which the new regional network will be ready for service.

Lady Esther Looking

LADY ESTHER Ltd., Chicago (cosmetics) is understood to be seeking a 7-7:30 p.m. spot on NBC Blue for a second network show, to feature Freddy Martin's Orchestra. Both NBC and Pedlar & Ryan, New York, are admit negotiations are having take place, with the network seeking to clear the desired time. It is also understood that NBC is considering an offer for the new show. Company sponsored Freddy Martin on that network a few weeks last summer previous to Ordway Welles on 63 stations, Monday 10-10:30 p.m.

MEMBERS of NAB's DISTRICT 6 dined during the national meeting in Memphis Thursday and Tuesday. Lined up in rows at table are (first row, left front to back) Frank E. Chizinsky, WCBI, New York; John C. Marshall, WCOP, New York; W. O. Jones, WCBC, Nashville; Jack A. Carney, WSM, Nashville; and W. O. Jones, WSM, Nashville.

NAB District Meetings Score Federal "Compulsion", Purchase of Defense Ads

ACTING on a report of industry problems presented by NAB President Neilville Miller, members of NAB's District 6, meeting in Memphis last Monday and Tuesday, indicated unanimous support of long-term BMI licenses, opposition to the FCC's new network regulations, and support for revisions to the Communications Act as would be accomplished through such legislation as the Sanders Bill. Similar action developed at the District 13 meeting last Wednesday and Thursday in Dallas.

With 69 registrants, the District 6 meeting was presided over by Edwin W. Craig, executive vice-president of National Life & Accident Insurance Co., licensee of WSM, and an NAB director. Group sessions were held Tuesday by sales managers and program directors.

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Sunkist on 10

CALIFORNIA FRUIT Growers Exchange, Los Angeles (Sunkist lemons), in a four-week campaign which begins Dec. 24, will use two spot announcements daily, seven days per week, on a group of stations in 15 major markets. Agency is Lord & Thomas, Los Angeles.

第三版：

WHAS Signs New Pact: ABTU Wins FMD Vote

PROVIDING wage increases of 30 to 75%, WHAS, Louisville, has completed an employment agreement with Associated Broadcast Technicians Unit of IBEW ( AFL), according to an announcement last Friday by Russ Rennaker, ABTU business manager. The agreement, with Local Union 1286, succeeds an expiring agreement with an independent association of WHAS engineers under which they have worked for several years. While the old agreement required 15-year service to qualify for top wages, the new contract requires only 5 years. It is estimated that about 85% of the technicians now employed will qualify immediately for top salary. Negotiations for the station were handled by Mark Fairbridge and Lisle Baker, Jr., and Mr. Rennaker and William Blanton, president of the local, for the union. Announcement also was made by ABTU that an election conducted last Friday by the 5th regional office of NLRB, covering technicians employed by WMJF, Frederick, resulted in victory for the union. Conducted by secret ballot, the election was one of the most speedy conducted by the NLRB. Stipulation for consent election was signed by Edward T. Knight, national representative of ABTU, and Laurence Leonard, WMJF, president.

KRAFT CHEESE Co., Chicago, through J. Walter Thompson Co., Hollywood, has signed Mary Martin, film actress and singer, as a permanent television personality for its Kraft Music Hall, effective with broadcast of Jan. 1. She replaces Constance Boveil who leaves the show for a personal appearance tour.
One of America's greatest local programs

The 920 CLUB
WORL
BOSTON, MASS
Price Sees Press In Improved Role

Warna Newspaper That Radio Has Public Acceptance

SPEAKING of the relations of press and radio, executive news editor of the Associated Press, told the national convention of Sigma Delta Chi, professional journalistic fraternity, in New Orleans Nov. 16 that the newspaper of the future, if it is to stand as high as newspapers have stood in this country for a century, will lift its pen in print more carefully and leave "the field of fidgety reporting and hasty conclusion to its newer and less experienced compatriot."

Mr. Price said that the public has found a use for radio, that publishers could not afford to discount the importance of radio or be blind to its progress, that the radio was not likely to replace the newspaper at the family fireside.

The convention at its last meeting named Palmer Hoyt, publisher of the Portland (Ore.) Oregonian, executive news editor of KEX-KGW, as president, and Barry Farris, editor of INS, as vice-president, and made district chairman of the new group Brown, CBS foreign reporter, and Dr. Paul Lazarsfeld, director of radio research, Columbia U.

Prize for Cairo Pickup

Mr. Brown was the recipient of the fraternity's radio news writing award for his broadcast from Cairo of the German parachute invasion of Greece and how King George of Greece escaped from his besieged capital. Dr. Lazarsfeld received his award in recognition of the research in journalism in his book Radio & the Printed Page.

Mr. Price, speaking at the fraternity's annual banquet, said,

"We still turn to the newspaper pages, over and over again, for confirmation and reassurance, satisfying conviction which somehow is inherent in the arrangement of printer's ink on paper, and somehow is only faintly imitated by words which come from nowhere and vanish into nothingness before we can be sure we have understood them."

"There is something fundamental in the reliance of the American public on newspapers for authentic news," Mr. Price said. "In these times, of all times, the great majority of readers want a place of sure refuge. They want protection from propaganda, and from false alarms which travel the wave of international communications and come rolling into our midst on the wings of rumor, surmise and wishful thinking."

As for newspapers themselves, Mr. Price said better writing, better photography, better, public relations and a better public education in the art of reading newspapers were prime needs today.

OPENING of W3SPH, Philadelphia, was attended by notables as the FM outlet of WFIL took the air. Among part-time owners (1 to r) Samuel R. Rosenbaum, WFIL and W3SPH president; Robert L. Johnson, president of Temple U.; Roger W. Clipp, vice-president and general manager of WFIL, and W3SPH; George H. Johnson, chairman of the WFIL board; Maj. Edwin H. Armstrong, FM inventor.

FOOTBALL LIKERS

WOR Survey Shows Both Men—And Women Listen—

DIVISION of men and women listeners to football broadcasts is almost equal, according to the latest findings of WOR's Continuing Study of Radio Listening in Greater New York, which revealed that in every 10 homes checked, 32 persons were listening to the radio, consisting individually of 17 men, 12 women and 3 children. Sunday seems to be "top sports period" of the week, the study reported, with set-in-use on that day proportionately greater than during many of the so-called dominant weekday evening listening periods.

Programs slanted towards low-income groups do not always pull low income listeners. WOR discovered, while the same thing is apparent in shows slanted at high-income audiences, there uncovered was data proving that of the top New York favorite programs in quarter-hour and half-hour categories, one to four locally produced and slanted shows are leaders.

Further analysis by WOR of specialized programs suggests that, superficial, tends to minimize long-established belief that any one time period can be predicted by any one popular show. If likes and dislikes in the varied income groups are studied, therefore, program builders can now pattern shows to successfully compete with current big show audience accumulations.

Italian Block Out

ARRANGEMENTS made between NBC, Brooklyn, and II Progresso Broadcasting System Inc., New York, whereby IPBS on Dec. 1 would start daily presentation of a six-hour daily series of Italian programs on the station were cancelled last week, with no reason given for calling off the prospective program. Given by WBYN officials, IPBS, started by Generoso Pope, publisher of II Progresso Italiano-Americano, a language daily newspaper, was incorporated some weeks ago as an independent company.

average for the 1941 season, up to and including the week of Nov. 8, the KDFN Football Forecast Board challenges any similar group to produce a better average for the season.

HARRISON BREWER, FREDERICK HOFFMANN, Head Coaches

The KDFN Football Forecast Board is composed of Brewer and Hoffman, both of whom are members of the Casper Brewing Co., and KDFN Football Fore- cast board membership includes T. J. Drew, Alfred Clowry, W. H. (Post) McGrath, A. V. Crater, C. H. Thompson, Glen Richey, Ray Dame, Louis Keefe, Perry Luellen, and C. M. Crowell.

One is a dentist, another a lawyer, four are connected with oil companies, one is a florist, another is in the grocery business, one is employed by a big trucking company, and one is a pharmacist.

The KDFN Board includes four seniors, and the rest juniors and sophomores chosen from the ranks of Casper's business and professional men who are students of football. Our freshman squad this year was very disappointing, inasmuch as the board is not yet old enough to have an active alumni group able to send us outstanding freshman talent each year.

In the meantime, with an 82.57%
In Sports, as in all programming, KLZ is Denver's STANDOUT station. Capped by Denver's First Annual Sportsman's Show—which had all Colorado talking!—KLZ's 1941 Sports schedule hits a new high in variety and completeness...keeps the attention of free-spending sports-lovers constantly fixed on this station.
Tall Shoes and Still Taller Tales

Morgan's Mutterings
Proving Effective
Sales Medium

By CHARLES L. ROTHSCILD
President
 Consolidated Adv. Agency

IN OUR NEWSPAPER advertising for Adler Elevator Shoes, we have always stressed the appeal, "Now you can be almost 2 inches taller!" But the newspapers put it that way. Morgan paraphrases it, "Now you can be almost 2 inches taller the instant you put them on . . . if you stand up in them."

And that's the tip-off on the kind of a job Morgan (Here's Morgan, WOR, New York, 6:45 to 7:00 p.m., Monday to Saturday) does for Adler Shoes for men. We submit carefully conceived copy, authorize them to office-response, go over them word for word with our client . . . and then tune in hesitantly and fearfully (and hopefully) to see if what Morgan is going to do to them.

Caustic and Cryptic

Sometimes he claims a script is too innocuous to rate air time and viciously and audibly tears it up, substituting his own cock-eyed version of a sales talk. He has expressed caustic but definite opinions regarding the probable habits and origin of men who would wear bright colored shoes (Adler knows about shoes in ten colors). He has told listeners that it bores him to read store addresses . . . "Get a bloodhound and locate an Adler store for yourself!"

But no matter what he does . . . no matter whom he insults—including listeners, our commercial script department or the sponsor, to whom he refers as Old Man Adler—Morgan tells Adler Shoes. Which makes him the white haired boy with everybody concerned.

After a year of increasingly successful newspaper advertising had demonstrated the existence of a definite market for a shoe that would make men "almost 2 inches taller", we decided to enlist the mass appeal of radio with an appropriation equalling our newspaper budget. After weeks of discussion and consideration of various programs, a two-week trial of Here's Morgan was decided upon.

An instant response was noted in every one of Adler's stores throughout the New York metropolitan area. The expression, "Morgan sent me" became a buy-word among customers. Mall inquiries were received from remote corners of the Eastern section of the country. It was apparent that what was used to be referred to as the 12-year-old intelligence of the radio public had matured to a point where it clammed for Morgan mania . . . a sophisticated, satiric, subtle type of humor.

The diversity of this radio-born customer group is amazing. A colored porter who previously had been refused a job that was "in the bag" because he was too short. (P. S. He got the job when he bought Elevators.) The man whose girl was showing signs of wandering because he was too short. The professional dancer whose act was marred only by the fact that his partner was taller than he was. Men from every walk of life walked into Adler stores, said, "Morgan sent me", slapped down $12.50 (now $12.95) and walked out in a blaze of glory and self-confidence inspired by a couple of inches of added height.

Frequent Conks

As "Old Man Adler" himself—Jesse Adler, president of Adler Shoes for Men—expresses it, "I am trying to locate the nurse who dropped Henry on his head when he was a baby. She deserves a medal. Except for her inspired carelessness, Morgan may have grown to normal manhood. In that event, we wouldn't have had to expand our production facilities to accommodate the faithful followers of his gospel. It is a little known fact that WOR employs a little man with a green beard and a big hammer to shadow Morgan 24 hours a day. Every time Henry shows the slightest sign of returning sanity, little old green-beard puts him with the sledge."

We recently offered a football booklet via Morgan. "Don't send any money", he said. "Don't send a reasonable facsimile. Don't send a box top. Just write the name Adler on a penny post card and mail it to Morgan, WOR, New York!" A week later Henry was tearfully pleading with his audience to stop asking for football books, "because Old Man Adler is getting a sore arm from signing postage checks!"

And post cards were in the minority! Most of the requests were in the form of letters—running as long as four typewritten pages. Some were embellished with ornate drawings . . . others tried to out-Morgan Morgan. "We don't like football, but if it will make Old Man Adler happy and feel better, send one along". "Send a football book and I'll tear it up and listen to you anyway". "Your program is the only one my folks listen to regularly!" "Do you think Adler Elevators will ever replace the old-fashioned fish bowl; and what do you feed them?".

Piquant Plugs

Here are a few excerpts from typical Morgan commercials. Maybe you can figure out what makes them click. We just accept them silently as blessings from the air in the form of increased sales.

"A man walked up to an Adler Elevator Shoe and said, 'What kind of a heel are you, anyway?' And the Shoe said, 'I'm an ordinary heel and proud of it!' The heels are no higher . . ."

"If any of you men listening to me (always presuming, of course, that someone is listening to me) are of short or medium height and would like to be taller—as who wouldn't (except a six-foot soldier in a five-foot trench) here are two suggestions: (1) You can place a rope around your neck, throw the end of it over a convenient tree and pull away. In this way, you can become as tall as you want to, but it isn't quite cricket because there's several feet of space between your feet and the ground. Besides, you may wrinkle your collar. The other way—and I can assure you, it's your best change to Adler Elevator Shoes!"

"A guy's dame give him a fast brush on account she's taller than he is. Well, he deserves it. Any guy who's dumb enough to take the height Nature gave him in a short-changing mood don't deserve nothin' better. Listen, chum. Now you can be taller than she is . . ."

MR. ROTHSCILD

simply by changing your shoes . . .

If these are radio commercials, I'll take spinach. But based on results, they're broccoli . . . so who are we to cast asparagus?

Morgan may want to know, "if it's colder in Alaska than it is in the winter?" but we know that his type of humor pays dividends. That's why we expect to be "back on the old corner in front of the cigar store" where Morgan claims his program originates just as long as there's a wooden Indian there to give some semblance of sanity to the assemblage!

Burns & Allen Adding Keystone Disc Outlets

LEVER BROS. Co., Cambridge, Mass. (Swan Soap), last Friday added 129 stations of the Keystone Broadcasting System, a transcription network consisting of smaller stations in secondary markets throughout the country, to carry via transcription the Burns & Allen show, originally aired Tuesday 7:30-8 p.m. on 117 NBC-Red stations.

To be played Friday evenings 10 days after they are broadcast, the discs cut directly from the original show are heard at 9 p.m. in the EST zone; 8 p.m. in the CST zone; 7 p.m. in the MST zone and 8 p.m. in the PST zone. Deal was set by Young & Rubicam, New York, agency in charge, and Alvin Austin, sales representative, and Michael M. Sillerman, president of KBS.

Coast Wine Test

ITALIAN SWISS COLONY, Asti, Calif. (wine), recently started a test campaign on KSFO, San Francisco, using five-minute new periods and 260 transcribed announcements. According to Ed Landsdale, account executive of Leon Livingston Adv., agency handling the account, the sponsor may expand to other stations at the conclusion of the test.

OPEN to both men and women, a station-sponsored course in radio operating will be started Nov. 19 by WOCH, West Yarmouth, Mass. Course will be conducted by Rodney A. Merrill, chief engineer, 7:30-9:30 p.m. Wednesdays and Fridays for 15 weeks. Tuition charge for the course will be $7.50.
MEMO

To the Time Buyer:

We believe it would be worth your while to know that 12 ½ minute announcements on our station at 6:30 A.M. brought 3,400 replies from listeners in 834 towns scattered over 18 states. The offer was on nothing more than a "free picture". That's pretty good, but just watch our smoke when we step up to 50,000 Watts!

WLAC*
Nashville, Tenn.

* WLAC is represented nationally by the Paul H. Raymer Company
Commercial Growth of NBC is Shown in 15th Year Study

Production on Red and Blue Networks Triples in Period; More Time Devoted to Public Service

TOTAL production on NBC's Red and Blue networks has nearly tripled during the last 15 years, the research division revealed last week, after compiling figures from old-time files for release in conjunction with the network's celebration of its 15th anniversary. Chief reason for the increase seems to be the expansion of the broadcasting day to 18 hours, the addition of split network programs and regional production on the Pacific Coast.

Music, which constituted nearly two-thirds of all program time in 1926, now represents about half the total broadcast time, although actually there are twice as many hours devoted to music now as in November, 1926. At that time NBC's schedule did not include a single news or special events broadcast, while now NBC devotes some 34 hours a week to news and commentaries, foreign pickups and special events. Because of daytime serials, dramatic programs have grown from 3 hours a week in 1926 to approximately 65 hours a week now.

Public Service
Fifteen years ago, five hours weekly were devoted by the network to talks and discussions of public questions, while today 27 hours a week are given over to such broadcasts. Such daily series of health exercises as sponsored by the Metropolitan Life Insurance Co. in 1926 have disappeared from NBC schedules, with the quiz type of program, not established until 1937, now a dominant form in broadcast of 1941.

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<th>Blue Sponsors in 1926</th>
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<tr>
<td>Advertising</td>
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<td>Willys Overland Motor Co.</td>
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<td>Champion Airplane Plug Co.</td>
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<td>Pennsylvania Railroad</td>
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<td>Thos. Cook &amp; Sons</td>
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<td>First National Pictures</td>
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<td>Royal Typewriter Co.</td>
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<td>Breyer Ice Cream Co.</td>
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<td>Bandini-Perkins</td>
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<td>Maxwell House Coffee Co.</td>
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TOTAL FOR ONE WEEK $8,380

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<td>Met. L/Js Ins. Co.</td>
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<td>Great A&amp;P Co.</td>
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<td>Dennison Mfg. Co.</td>
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<td>Scott &amp; Benzinger</td>
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<td>Bridge Brok. Co.</td>
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<td>New York City Cable Co.</td>
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<td>U. S. Playing Card Co.</td>
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<td>Davie Baking Powder</td>
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<td>Bratet-Myers Co.</td>
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<td>Smith Bros.</td>
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<td>Schickert Bros.</td>
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<td>Clicquot Club Co.</td>
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<td>Goodrich Rubber Co.</td>
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<td>LeFranc Mfg. Co.</td>
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<td>Whitall M. Assoc.</td>
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<td>Faneuil Prod. Co.</td>
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<td>Atwater Kent Mfg. Co.</td>
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TOTAL COST FOR ONE WEEK $35,755

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<th>STARS AT THE BREAKS</th>
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<td>Teaser Announcements on WNEW Programs</td>
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WNEW, New York, has developed a new teaser technique for its station breaks. The station, one of the first users of musical call letter jingles, now presents its identification calls through the transcribed voices of well-known WNEW artists.

Every hour on the hour WNEW stars will call listeners' attention to their individual programs and at the same time announce WNEW's position on the dial, along with the station's 24-hour slogan, i.e., Martin Block's trailer states: "This is Martin Block reminding you that it is Make Believe Ballroom time every weekday morning at 10 and each evening at 5:30 over WNEW, New York, serving New York and New Jersey 24 hours a day."

P&G GIVING TIME TO DEFENSE CAUSE

PROCTOR & GAMBLE CO., Cincinnati, one of the nation's heaviest users of radio, will increase the time from its various sponsored programs to the Office of Emergency Management for defense purposes.

According to announcement from Bernard C. Schoenfeld, chief of the radio section of O.E.M., arrangements have been completed with W. H. Ramsay, advertising manager of P&G, for dramatized spot announcements to be used to inform the public of defense information emanating from the Office of Emergency Management, Office of Production Management, Office of Price Administration and the Office of Civilian Defense.

The O.E.M. announcement said the central characters in P&G day-time serials show will also discuss defense information. All of the material will be from one to one-and-a-half minutes in length, and will be written by the radio section of O.E.M.

According to Mr. Schoenfeld programs using the O.E.M. material will include Vic & Sade; Against the Storm; Ma Perkins; The Goldbergs.

WILL, Philadelphia, has entered into a contract with Katz Agency to act as national sales representative for the station in all markets outside of Philadelphia. The contract becomes effective Dec. 15.

New Laboratorie Dedicated to RCA

Princeton Project Under Way

On NBC's 15th Birthday

On the same day NBC celebrated the conclusion of 15 years of broadcasting, RCA laid the cornerstone of its new RCA Laboratories at Princeton, N. J., a fact brought out by David Sarnoff, chairman of the board of NBC and president of RCA, speaking at the ceremony Nov. 15 via radio from the SS Meteor in mid-Pacific.

Paying tribute to radio scientists in outlining the objectives of the new laboratories, Mr. Sarnoff declared that "both research and broadcasting are dedicated to public service . . . with those in radio finding a deep satisfaction in helping to make the talent and genius of the scientist and artist of benefit to people everywhere."

Defense Function

Obligating at the ceremonies was Maj. Gen. J. G. Harbord, chairman of the board of RCA, who spoke of the importance of scientific research to national defense as well as industrial application during the peace-time to come. In laying the cornerstone, Gen. Harbord sealed into place an airtight lead box containing radio and electronic devices including an iconoscope, kinescope, cathode-ray tube, microphone, loudspeaker and small personal RCA radio; also literature representative of current developments in radio.

Otto S. Schaier, vice-president in charge of RCA Laboratories, president, introduced Gano Dunn, member of the RCA board of directors, who discussed the significance of the laboratories in opening new frontiers for industrial activity. In conclusion Mr. Schaier paid special tribute to the scientists and engineers "who will give life" to the buildings, which are to be constructed this winter and completed in the summer of 1942.

Preliminary costs of the main building, T-shaped, three story structure to be erected first, will exceed $1,000,000 for some 250,000 square feet of floor space. The addition to be made later will be Y-shaped with a wide approach in front to the Lincoln Highway.
Prosperous farmers in the Lubbock, Texas area are busy gathering an 800,000 bale cotton crop! Gins are humming! Everybody's busy! There's money to spend here on the South Plains because cotton means cash, and plenty of it, at present high prices. There's other money, too. Money from oil, from cattle, from a 4½ million dollar national defense project, from industrial sources. Here's a pip of a market for you, easily accessible through the area's dominating station—

Get The Attractive Combination Rate
On These Four Close-knit Stations..... The Taylor-Howe-Snowden Group

KGNC AMARILLO KFYO LUBBOCK KTSA SAN ANTONIO KRGV WESLACO

CENTRAL SALES OFFICE—805-6 Tower Petroleum Bldg., Dallas, Texas
Telephone Riverside 5663   Ken L. Sibson, General Sales Mgr.   TWX Dls 297
Up From a Bread-Board---KDKA's Tale

Technical Pioneering of Pittsburgh Station in the Last 21 Years

By DWIGHT A. MYER
Chief Engineer, KDKA, Pittsburgh

FOR SOME curious reason we are apt to assume a smug air of amused tolerance when looking back over the work of the early radio experimenters. In the light shed by the engineering advancement of later years, we lose sight of the fact that knowledge of the science then was limited.

The first broadcast of KDKA, Pittsburgh, took place using the equipment formerly employed by Dr. Frank Conrad in broadcasting from his home in Wilkinsburg. This transmitter was a bread-board layout with 50-watt tubes being used in the oscillator. A six-wire flat top antenna was strung between a pole and a steel smoke stack, with the lead-in wire going down to a room in the penthouse top of the K building, East Pittsburgh Works of Westinghouse E. & M. Co.

1,000 Volts, Really!

A little transmitter was built to replace that loaned by Dr. Conrad. This new transmitter was more commercial in appearance, and used 50-watt tubes in both the modulator and oscillator circuits. These 50-watt tubes, it can be remembered, had the plate leads coming out on top of the tube. On 50 volts in those days was relatively high power and proper insulation had to be provided in tube construction. Furthermore the transmitter was obtained from a direct current generator, the output voltage being in the neighborhood of 1,000 volts—out of the ordinary at that time.

In the following year, 1921, a new and larger transmitter was constructed and the radio service to the KDKA listeners further improved. This installation consisted of two 250-watt tubes in the radio frequency stage and modulated by three 250-watt air-cooled tubes of the same type. The modulator itself was driven by a 50-watt audio amplifier in turn fed by a two stage amplifier, all audio amplifiers being resistance coupled.

Incidentally, resistance coupling and that tube known to be the best method of amplification, inasmuch as it afforded the highest form of fidelity and distortion-free transmission. At this point we have KDKA transmitting on 500 watts, or a wavelength of 362 meters. 360 meters was the wavelength assigned to broadcast stations in those days and many other stations which had sprung up throughout the country were required to use the same wavelength.

Radio listeners' troubles started early, and as might be expected there was considerable interference at times, due to all stations being on the same point on the dial, and jamming of each others' broadcast often happened as a result. While 360 meters was the wavelength assigned, KDKA and other early stations took the liberty to deviate a bit and occasionally wandered around the dial searching to find a clear place to sit down.

Ah! 4,000 Volts!

KDKA finally lit upon 326 meters and by more or less gentlemen's agreement other stations followed this spot and sought other points of vantage from which to do their broadcast, all of course in the general vicinity. The 326 meter wavelength was used by KDKA to pick its "spot" and this was the first form of frequency or wavelength indicators used.

Nearer satisfied with the present state of conditions, Westinghouse engineers sought further improvements, and in the latter part of 1922, remodeled the transmitter. Two direct current generators were hooked up in series. Each generator delivered 2,000 volts DC, and by putting them in series their voltages added, giving a total of 4,000 volts available for the oscillator and modulator tube plate. This was a notable step as it advanced the high-voltage direct current supply presented many difficulties, but was absolutely necessary for the increasing power of KDKA.

These may not have been the first generators of this voltage to have been built, but they certainly were among the very first, and the Westinghouse Motor Generator Division was extremely proud of them. The chief difficulty in building a 2,000 volt generator was the matter of insulation, and internal breakdowns from this cause were our greatest worry. On some occasions we actually prayed that they would keep running until a program was over. The fact was that these generators not only stood up extremely well, but even took twice the voltage for which they had been designed, when we needed them. The transmitter itself had its tubes in the oscillator changed from two to four 250-watt tubes, while the modulator had installed five 500-watt tubes. This transmitter was the start of a race for superpower. At this time we called KDKA a 4,000-watt station. Whether it will be rated at 4,000 watts by present day standards is another matter, but it was considered as 4,000 watts in 1921-1922 and 4,000 watts it will remain in radio history.

Refinements in the technical side of broadcasting were being made rapidly. Research on tubes was being pushed. The making of the 500-volt tubes was the last of this development; perhaps higher power could be reached. Experiments were being contemplated using water for cooling the tubes. Other experiments included sand-blasting of plates for increased power dissipation, larger spacing of elements and better choice of materials going into the tubes.

Attention was turned to the development of vacuum rectifiers, and in May, 1922, the first vacuum tube rectifier for transmitting was employed at KDKA. This was another milestone.

And FM Too!

The first rectifier actually produced the same amount of current as did the direct current generators, but did away with their insulation troubles. And with this new source of power supply, the way was opened for KDKA's next transmitter.

We were beginning to watch closely the frequency drift of the transmitter and for this purpose employed a Kolster decimeter at first, and later a frequency meter especially devised to read and indicate the transmitter frequency, or wavelength as we said at that time. A modulation meter had been installed. This gave a visual indication of the percentage of modulation, or, we might say, efficiency at which the transmitter was operating. The unit of measurement was the fore-runner of the volume indicator or volume unit meter as used today in all radio stations.

Since there was no automatic alarm system at that time to indicate when some trouble occurred to put the transmitter off the air, a double system of receiving sets was used. Each operator on duty wore headphones connected to a small portable crystal receiver. This receiver he carried about with him constantly. If he stopped hearing into it, he knew the station was off the air.

Headphones had to be taken off, however, on some occasions. To cover these periods another receiver was installed, equipped with what was certainly one of the first loudspeakers in history. To operate the loudspeaker a Fleming valve was employed. This was a predecessor of the modern vacuum tube. Placed close to the transmitter, it picked up enough energy to actuate a large headphone. The headphone, in turn, was driven by one of the spiraling automobile horn of the old "boop-boop" variety from which the rubber bulb had been removed. This was a 1922 version of the loud-speaker.

This whole system of checks and precautions was sometimes valueless because of the casual method of broadcasting. Time meant nothing.

NAVY HAS NEW RADIO DETECTOR

Trained Personnel Sought for Enrollment—for Maintenance of "Radar"

REVEALING development of a new radio device, the Radar, to locate ships and aircraft hidden from human view by fog, darkness or distance, the Navy Department last Monday announced that it is seeking enlistments of trained personnel to operate the new instruments. The device was thought to parallel development of the radio locator being used by the Army and Great Britain, for which recruiting drives for operators have been going on for several months.

In a letter issued to the Recruiting Service, Rear Admiral C. W. Nimitz, chief of the Bureau of Navigation, emphasized the need for new and skilled personnel for the Navy. Owners of private radio for the work will be used as maintenance men, it was indicated. To qualify they must have had experience in the design, construction and operation of amateur or commercial high and ultra-high frequency radio transmitting and receiving equipment, with experience in television and cathode ray equipment.

Applicants with amateur or commercial radio backgrounds, or who hold FCC licenses and who are high school graduates in good physical condition, will be accepted for enlistment as radiomen second class in the Naval Reserve and trained for specialized service, the Navy Department stated. Men who qualify will be sent to special training for six or eight months for instruction in ultra-high frequency radio. Upon completion of the course, they may be advanced in rating up to and including chief radioman and assigned to duty where needed. Pay during the rating up to $72 a month and keep, with pay increases paralleling advance to higher ratings.

This was the first time the Navy had to think of skilful radio men, says Rear Admiral Nimitz. This is the first time the Navy has ever had to think of skilful radio men.
Wig

CASH INCOME AND GOVT. PAYMENTS
Source: Department of Agriculture, 1940

IN AGRICULTURE
CASH INCOME AND GOVT. PAYMENTS
Source: Department of Agriculture, 1940

IN INDUSTRY
VALUE OF MANUFACTURED PRODUCTS
Source: Census of Manufacture, 1939

NORTH CAROLINA
$221.8
(MILLIONS)

AVERAGE OF NINE OTHER SOUTHERN STATES
$333.3
(MILLIONS)

NORTH CAROLINA
$1,420.6
(MILLIONS)

AVERAGE OF NINE OTHER SOUTHERN STATES
$536.5
(MILLIONS)

WPTF in RALEIGH is
NORTH CAROLINA'S NO.1 SALES MAN!

680 KC NBC Red
50,000 WATTS

FREE & PETERS, INC. National Representatives

BROADCASTING • Broadcast Advertising

November 24, 1941 • Page 25
ing to announcers in those days. When a selection was finished there might be a period of dead silence for several minutes before the next was announced. Unable to see whether anything was going on in the studio on such occasions, the engineers would glance hastily at the modulation meter which of course shows no signs of life, and then rush off in all directions to find the "trouble". Their worries were finally over only when broad-casting went on a regular split-second schedule.

Plans were under way for a new and truly superpower transmitting plant for KDKA. This was to have an output of 25 kw., employing water cooled tubes and many other innovations and appurtenances which would go to make up a high powered plant. Two type WO-41 water cooled tubes were used in the output or oscillator stage, this being modulated by four water cooled tubes of the same type. The transmitter was a self-excited job and tuned with a hinged turn extending from its large helix tank coil, with white marble panels on the front of each of its four power frames.

Out On the Pike
It took the air during the midsummer of 1923. Its service for KDKA was doomed to be of short duration. Our design engineers had turned their minds toward the development of a transmitter of even greater power. For this installation they found it necessary to seek a location outside of the plant, and a site on top of a hill on the Greensburg Pike overlooking East Pittsburgh was chosen.

Direct current power was to be obtained entirely from high voltage tube rectifiers. An increase in the number of water cooled tubes in both the oscillator and modulator was called for in increasing the power to an available 50,000 watts. An antenna was erected of diamond shape, using cage antennas to form the diamond. A cooling pond was placed in the open air to cool the water flowing through the high power tubes.

The Hill Station was completed in early August of 1924, and on Aug. 13 went on the air for the first time. The "marble set" in the old K building location was dismantled and shipped to Chicago where it operated under the call letters of KYW, another Westinghouse station located in that city (now in Philadelphia).

About this period there began an era of rapid development and general advancement in the radio science. In 1922, Dr. Conrad constructed and put into operation an experimental shortwave transmitter, 8XS, operating on 100 meters. Thus began the first experimental work of the Westinghouse company using short waves. The first set, 8XS, was located on the K building in the East Pittsburgh Works, but in 1924 it was moved to the new Hill Station site.

Shorter Are Better
By 1926 the engineers had investigated the properties of various piezo-electric crystals and in this year the KDKA transmitter was changed from a self-excited circuit to one using a master oscillator. The master oscillator was arranged to operate with a quartz crystal for carrier frequency stabilization. According to some station records still available, crystal control was first used at KDKA for regular broadcast service Sept. 5, 1926.

Continuing the work with shortwaves, it was found waves of shorter length were sometimes more successful than longer wavelengths. Operating with KDKA were a number of shortwave transmitters located in the same building, these being tuned to operate on different wavelengths. Wave-lengths of extremely short length were investigated as early as 1926, and by 1927 there was installed and operating a 10-meter transmitter. This employed two 8R-type tubes with a power of approximately 500 watts. Ultra shortwaves of this nature are still being investigated for use in connection with television and other services. The work done with this 10 meter installation was certainly pioneering in the full meaning of the word.

Experiments of 20's
During 1926 experiments with facsimile or picture transmission were taking place, and in 1928 television using the scanning disc was in regular operation from KDKA. The television transmitter in use at the time operated on approximately 10 kw. with the television picture signal being broadcast on 150 meters. Slides, silent films and talking animated films were used for broadcast material. One picture went out on 150 meters,

(Continued on page 80)
THERE'S NOTHING "ETERNAL" ABOUT THIS TRIANGLE!
It's strictly a here-and-now problem, with many a good business man caught in the middle

1 "DON'T BLAME ME, BOSS!" says the production chief, "but rising prices of raw materials and higher hourly wages sent your cost of production way up this year."

2 "NOTHING DOING, SHIPPER!" insists the sales manager. "You can't pass that increase onto the consumer. If you raise prices, sales take a dive!"

3 "RED INK AHEAD!" warns the treasurer. "With rising costs of production and virtually static prices, your margin of profit is disappearing fast."

AND THERE IS A WAY OUT—
Lower Your Cost of Distribution . . . By Buying Blue!

Trapped in a triangle? Don't be discouraged! Harder working advertising dollars can lower your cost of distribution and eliminate the necessity of raising prices.

Today's unique economic pattern calls for greater efficiency in advertising expenditures, even in radio, admittedly the most economical of mediums.

And that pattern is made to order for the streamlined Blue Network of NBC because the Blue costs from 11-36% less per thousand listeners . . . for four very good reasons:

1 Blue stations are located where the buying power is heaviest, strategically placed to cover markets, not areas.

2 Blue power is allocated to conserve your budget, by employing costly high power stations only where such power is necessary.

3 "Blueplate" discounts enable you to expand your network with your budget and receive savings up to 20% of your total time cost.

4 Blue evening commercials have reached a CAB average of over 10, yet their average talent expenditure per quarter hour is 44% less than their major network competition.

The moral—reach more ears per dollar: buy Blue!

WE HAIL: 4 more new Blue advertisers who have signed with us since last month's ad was published:

SMITH BROS. AP News Broadcasts
P. BALLANTINE & SONS Three Ring Time
P. LORILLARD & CO. The New "Old Gold" Show
CREAM OF WHEAT Digital Breakfast Club

NATIONAL BROADCASTING CO.
A Radio Corporation of America Service
Craven, Horn, Stahlman Are Named Commanders

T. A. M. CRAVEN, member of the FCC; Charles W. Horn, director of development and research of NBC, and James W. Stahlman, publisher of the Nashville Banner, were among Naval Reserve officers selected for promotion from lieutenant commander to commander by a recent Navy Board.

Commissioner Craven resigned from the Navy in 1930 as a lieutenant commander, and is a Naval Academy graduate. He returned to Federal service in 1935 as chief engineer of the FCC, being elevated to a commissionship in 1937.

**WMCA and New York Times Cooperate In Series of 3-Minute News Bulletins**

WMCA, NEW YORK, and The New York Times on Dec. 1 will start a cooperative series of three-minute news bulletins, broadcast on the hour each hour from 8 a.m. to 11 p.m. weekdays and at 9 a.m. and 1, 5 and 11 p.m. on Sundays. These casts will be prepared by a special Times staff under the direction of the paper's news editors and will originate in the Times newsroom. In announcing the service, first news broadcasting ever undertaken by the Times, its publisher, Arthur Hays Sulzberger, stated:

"The decision of The New York Times to establish a radio bulletin service every hour on the hour is due primarily to a desire to keep the Times reader in particular and the newspaper reader in general up to the minute with the news. It is our belief that no radio news program can take the place of the newspaper, because the perspective and completeness of coverage that mark the newspaper are impossible to attain over the radio. Yet for bulletin purposes, the radio has become indispensable, and so we decided to embark on this supplementary news service."

Radio Feeds Into Paper

"We have always found that radio feeds into the newspaper. The greater the interest in news events, the greater is the interest of our readers to get a full non sensational statement of these events. We believe that our readers will welcome the opportunity to hear the news at stated times from a source that they have learned to trust. We will not try to make the news any more exciting than it is. It will reach the listening public unsponsored and thank God no one save the station and The New York Times."

Edward J. Noble, owner of WMCA, made the following statement, "The agreement with The New York Times for a news broadcast service is the latest in a series of public service broadcasts inaugurated by WMCA this year. We feel that in these critical days a primary responsibility of radio is to educate public opinion through unbiased information. The place in such a program of a news broadcast service such as that now being inaugurated is obvious."

"It has long been demonstrated that factual, unbiased and impartial news dissemination is an important factor to the welfare of this city. The responsibility of management in radio during these trying days is clearly one of expanding its facilities to make this information readily available. We at WMCA recognize that responsibility as an obligation of an independent station geared to the needs of metropolitan New York as distinguished from a network with nationwide interests."

"Since last January, the policy of this station has been directed toward reflecting the diverse interests of metropolitan New York. Of necessity, this policy must be as flexible as the character of this great city. We move gradually toward that objective with respect for the problems involved in such a policy. The emphasis on public service is a cumulative one. Its effect has been felt in many fields of programming. We have, for instance, sought the elimination of recorded programs and wider use of live talent. We have barred the sale of time to propagandist groups and confined controversial issues to free time where all sides may be fairly represented. We have extended our facilities to worthy charitable, civic and fraternal movements."

"In the field of education we have brought to the air debates and public questions engaging the attention of metropolitan New York. For these reasons, we regard this arrangement with The New York Times as one of the most important contributions to education by radio."

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**WCAE has a slightly terrific lady screwball, name of Irene. So we built a show around her. Packed it with music, laughs and sales oomph. And it's becoming a quiet sensation among Pittsburgh's "4 million."**

One, two or three quarter-hour strips of Irene's colossus (4 to 4:45 p.m.) are now available to any sponsor with a sense of humor and a few (sales) records to break. Grab your phone or your secretary and tell us where to send complete information.

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**DEEP IN CONCENTRATION are these chess players representing KFI-KECA, Los Angeles, and NBC Hollywood, as they match wits. Monthly contest is held at the former station's studios. Players are (left row, top to bottom), Walter Lonner, NBC traffic department; Gene Dewegewil, KFI-KECA maintenance staff; H. L. Blatterman, KFI-KECA engineer; Alex Petry, NBC music rights; Wilson Edwards, Pete DeLuna, Anthony Fer- nal, Ernest Wilmshurst, of KFI- KECA announcing, writing, maintenance and technical staffs, respectively. (Right row, top to bottom), Seymour Johnson, KFI- KECA chief operator; Max Hutte, NBC assistant night manager; Bill Andrews, NBC guest relations director; Jose Rodriguez, KFI-KECA commentator: A. Wilson Leften, NBC traffic division; Floyd Caton, NBC sound effects; Seward Spenser, NBC traffic.**

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**Insurance Counsel**

JOSEPH PATRICK LEE Assoc., New York (insurance counselor), which has been conducting quarter-hour question-box quiz programs on WAAT, Jersey City, and WEVD and WMCA, New York, last week added three additional quarter-hours to the latter station, Mon., Wed., Fri., 11:45-12 noon. In addition, company on Nov. 17 is to start a series of six one-minute live announcements weekly for 52 weeks on WBYN, New York, and WHOM, Jersey City. Agency is Furman Peiner Inc., New York.
Shouse Adds Languages To WLWO's Programs

AUGMENTING the service of WLWO, Crosley international shortwave outlet in Cincinnati, James D. Shouse, Crosley Corp. vice-president in charge of broadcasting, has announced the addition of Swedish, Finnish and Italian-language features to WLWO's schedule of German, Spanish, French and English programs. Operating with 75 kw. from 10 a.m. to midnight daily, WLWO now is transmitting a total of 20 news programs each day, supplemented by music, educational and informational features, according to Mr. Shouse.

Until July, 1941, the station broadcast exclusively to Latin America in Spanish and Portuguese, but additional equipment has been installed for European transmissions. Wilfred Guenther, WLWO general manager, who recently was appointed a consultant to the Office of the Coordinator of Information, headed by Col. William J. Donovan, has been active in assisting the entire shortwave industry in improving broadcast schedules to Europe.

WGEO and WGEA, international stations of the General Electric Co., Schenectady, N. Y., have started shortwave world news to Europe 10 a.m.-6 p.m. six days a week. WGEA's broadcasts are in French, Portuguese, and Spanish; WGEO in Spanish, French and English, also continuing its six-day, 15-minute news program in Czech and its Sunday afternoon Greek news broadcast.

Electron Microscope Wins

WINNER In a product design contest conducted by Electrical Manufacturing Magazine among American manufacturers has been announced as the RCA electron microscope on the basis of its basic design, external appearance, and a descriptive "award paper" prepared by Theodore A. Smith of the RCA Engineering Products division.

In the seventh annual product design number of the magazine, the microscope is pictured with Dr. V. K. Zworykin, Dr. James Hillier, A. W. Vance, C. J. Young and John Vassos, who designed and developed the instrument in the RCA Laboratories.

KMA is "edited" for FARMERS—not chorus girls!

KMA is as different from most radio stations as a farm paper is from a debutante's magazine. It's edited for farm people—talks their language and their problems without Oxford accents, gives them what they want, when and how they want it.

That's why farm people both near and far outside a 5000-watt's "normal" radius, listen to KMA as they listen to no other station in the world—respond to KMA farm commercials as they respond to no other farm commercials in the world. Make us prove it—write for the amazing story of KMA programming, mail returns and advertising results. You'll have to agree you've never seen anything like it.

150 COUNTIES AROUND SHENANDOAH, IOWA

FREE & PETERS, INC., Exclusive National Representatives

ENZO JEL Co. (dessert, soft drinks), to Snr., 38 E. Sweeney, N. Y.


STANDARD OIL Co. of Cal. (San Francisco), to BBOO, that city, effective Jan. 1. Plans to be formulated.

BEST-O-BUY, Los Angeles (national shopping guide), to Davis, Harrison & Simmonds, that city. Spot radio campaign now being formulated. Joe Miller is account executive.

For the seventh annual product design number of the magazine, the microscope is pictured with Dr. V. K. Zworykin, Dr. James Hillier, A. W. Vance, C. J. Young and John Vassos, who designed and developed the instrument in the RCA Laboratories.

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WHEN YOU SEE this—

Only then YOU'LL SEE A LOWER COST THAN WTAM'S $0.000073 PER FAMILY

Compare WTAM's cost per family with each and every station or combination of stations in the Cleveland Area. First, divide the 15 minute daytime rate of each station by the number of radio families each claims in its Primary Area. Then, check the Surveys for actual listeners. WTAM leads. All day . . . all night . . . all week. First in coverage but lowest in cost. That's why smart buyers of local, spot and network time make WTAM their first choice.

KDKA's Tale
(Continued from page 26)

the synchronizing tone on 90 meters and the speech accompanying the film on 63 meters.

Another activity being considered at this period was the matter of synchronizing two or more stations on the same wavelength. Out of the developments at Pittsburgh came the system of synchronization used between WBZ, Springfield, Mass., and WBZA, Boston. This scheme was first put into service in June, 1926.

Another early achievement which certainly should not go unmentioned was the investigation of what Westinghouse engineers referred to as "shifter modulation," now gradually becoming known as frequency modulation. This was being studied by KDKA engineers, and as a matter of record this type of modulation was used on KDKA from April, 1927, through to the first months of 1928.

Only a few listeners, of course, had equipment or were in such a location as would enable them to hear these frequency modulated broadcasts. Such experiments were discontinued on the broadcast long waves and used thereafter in connection with short wave experiments. For many months shifter modulation was employed as a means of keying or modulating telegraph transmitters on the Westinghouse inter-plant radio telegraph circuit.

Some of Each

In the spring of 1928 a short-wave broadcast transmitter operating on 63 meters was so arranged that it was modulated by both amplitude and frequency modulation simultaneously with the regular program being broadcast on amplitude modulation and a special program going out by means of "shifter" modulation.

Methods of operation quite satisfactory in 1925 were outmoded in 1928. Chain broadcasting had started, more stations had sprung up and the belief in superpower as an answer to improved broadcast reception was firmly fixed in the minds of certain engineering authorities.

To provide means of carrying on still further development work, especially along the lines of higher power broadcasting, KDKA was again moved, this time to a site some 22 miles north of Pittsburgh, near Saxonburg, Pa. Here ample facilities were provided for carrying on the researches in high power broadcasting.

At this location much development was done on the 100,000 watt AW-220 tube—the tube which had both plate and grids cooled by water. A 12-phase mercury arc rectifier (pool type rectifier) was installed for ultra-high power operation. A license 8XR was granted permitting broadcast experiments up to 400 kw. in power. Class "B" modulation, now in common use, was developed at Saxonburg as well as many other per-

BLITZKRIEGED was Hilton Hodges, newsman of WIBB, Topeka, when the Second Cavalry on Armistice Day made a successful motorized attack on Topeka. Reporter Hodges (center), one of the many hostages taken in the simulated attack, was escorted to the state House by the apparent corporal and sergeant, armed to the teeth. Meantime Art Holbrook, also of WIBW, was broadcasting eyewitness accounts of the attack. The WIBW transmitter and studios were two of the first objectives of the invaders, commanded by Brig. Gen. Harry Chamberlain, of Fort Riley, Kan. Some 1,300 officers and men participated in the successful maneuver.

New WHN Transmitter
To Be Dedicated Nov. 28

OPENING of the new 50,000-watt transmitter of WHN, New York, will take place the morning of Nov. 28 as WHN starts operations for the day, while the actual dedication ceremonies and broadcasts will not be held until Dec. 1. It was announced last week by Herbert L. Petee, director of the station.

Located at East Rutherford, N. J., the new transmitter has been under construction since April 16 under the direction of Paul Fuelling, WHN chief engineer. WHNS FM station, W68NY, whose transmitter is located at Cliffside, N. J., will start operations with 1 kw. about the first of the year.

NICHOLAS VEIRONICO, formerly of the Chicago editorial staff of Movie & Radio Guide, has joined the Chicago Tribune as assistant to Larry Walters, radio editor.
A long-suffering executive speaks his mind

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

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

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

"Most of the gorgeous gadgets people give me cost too darn much money just to throw them away. And besides, only an ungrateful heel would do a thing like that. But brother, I'm getting desperate! I'll either have to build a Gadget Annex to my office or—say! I've got a better idea...

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

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

"Boy, wouldn't it be great if I could jiggle just some of the packages that land on my desk this Christmas and hear 'em gurgle!"
What About It!

IS ASCAP acting up again, now that it has the networks anchored to contracts until 1960? That question is cropping up at NAB district meetings, and there seems to be ample cause.

Broadcasters who have contacted ASCAP since the network peace pact of last month, have detected an unwillingness to clean up tag ends. Clearance at the source for transcriptions is allowed to lag; there’s no waiver for football pickups on tailor-made networks; a form of contract meant only for 18 network-managed and operated stations, covering the right to switch at the end of any year from blanket license to per program license, or vice versa, was sent to the entire list of some 800 unlicensed stations. ASCAP continues to dilapidally on publication of a catalog of its works—a sort of telephone directory giving basic information. BMI got out a catalog nearly a year ago.

Small wonder, then, that independent broadcasters are beginning to lift their eyebrows. Refusal to waive the football music pickup by unlicensed stations, as it has done since the season began, has caused serious concern. Could it be, broadcasters are asking, that ASCAP is building up another “reservoir” of innocent infringements, the better to deal with unlicensed stations?

After these last ten months of turmoil for ASCAP, and its admission of abject defeat, it seems to us the Society would do well promptly to dispel this questioning of good faith. Peace in music can reign only when there is fair play. That goes for both sides.

In Plain English

EVER SINCE the war emergency began, broadcasters have been wary of its effect upon their operations. Despite official protestations that operations would not be unduly disturbed, there nevertheless has been an undercurrent of doubt. There had been no clear cut, conclusive, flat statement that broadcasting “by the American Plan” would not be disrupted. Indeed, the regulatory drift has been in an opposite direction. And there is Section 606 (e) of the Communications Act, authorizing the President to take over all communications, broadcasting included, under a national emergency.

Fittingly, the unequivocal assurance came the other day on NBC’s observance of its 15th anniversary as the first network. It came from the Undersecretary of War, Robert P. Patterson, the operations chief of that branch of Government which controls all internal communications (broadcasting included) in time of war. Here are his words:

“And so on this anniversary of the founding of the National Broadcasting Co., we underline the importance of the priceless gift each and every one of us has when he turns on his radio and is instantly in touch with what is going on in his Government, what is going on in his Army. That is one of the things we believe in keeping exactly as it is. And we are going to keep it that way.”

On the same occasion, high tribute was paid NBC, as the pioneer network, and radio generally, for its phenomenal development, and its work during the emergency. The President himself, in a letter to NBC President Niles Trammell, called attention to the increasingly important role radio will be called upon to play in domestic and world affairs. And once again he expressed confidence that broadcasters will meet their responsibility “by rededicating their vast resources to the maintenance of our democratic traditions, while at the same time they work with redoubled zeal to make our American system of broadcasting the best in the world.”

From Secretary of the Navy Frank Knox and from FCC Chairman James Lawrence Fly also came expressions of gratitude for the job radio has done, and commendation to NBC for its vision and initiative. Together these public officials, from the President down, praised radio for its contribution during the present emergency, and pointed to the job ahead.

But every man and woman who does his stint in radio—from page-boy to president—is grateful especially to Undersecretary Patterson, who has dispelled fear and doubt and has inspired them to greater deeds in this critical hour.

Advertising’s Pledge

ALMOST the entire advertising industry, represented at the ANA-AAAA joint emergency convention held recently at Hot Springs, Va., offered pledges to federal officials—pledges to forget petty bickerings and to join the all-out battle to preserve America.

There was no hesitancy, no fingers-crossed duplicity in the offers of these advertisers, agency and media leaders as they heeded the

The RADIO BOOK SHELF

POINTING OUT the means for investigating the effectiveness of educational and propaganda devices, and for gauging the influence of advertising campaigns upon audiences, Radio Listeners Panels, new 47-page booklet issued by the Federal Radio Education Committee with the cooperation of the U. S. Office of Education, Federal Security Agency, gives a comprehensive picture of methods used to obtain the best possible results in conducting a radio panel.

Written by Hazel Gaudet and Cuthbert Daniel, the booklet emphasizes the distinctive features of the radio panel and its important advantages in the study of an audience turn-over.

Also issued by the Office of Education, Federal Security Agency, Radio Bibliography suggests references for the study of the general broadcasting, educational, technical and vocational aspects of radio listed under the various headings embracing these fields.

LATEST EDITION of American Cookery is edited by Imogene Wolcott, who conducts the Dear Imogene woman’s program six times weekly on WOR, New York. Book contains recipe suggestions and articles on household problems.

pleas of two major defense officials. A demonstration unprecedented in ANA and AAAA history greeted Leon Henderson, OPM official. And those whose enthusiasm may have cooled off a bit overnight got an even stiffer hour of plain talk from a man whose language they knew and whose achievements they have recognized for many years—William L. Batt, Director of Materials Division BPM and president of SKF industries.

As delegates rode homeward they thought of the steps they could make, the sacrifices they could offer to cause. Their collective thoughts must have been of happy labor relations at their places of air-conditioned buildings; of two-week vacations with pay; of group insurance systems; of annual Christmas bonuses; of contented employees and foremen.

They must have thought of the recent inroads of labor unions; of employees allegedly threatened with bodily harm if they didn’t join; of veteran employees who asked their foremen for help, only to be told that not a word could be uttered by any company official; of employees who charged overtime for hours spent in organizing efforts.

From labor, their thoughts must have turned to Washington commissions, and the challenging of age-long advertising of the usual sales-puffery variety; of anti-trust threats; of consent decree tactics which side-step the courts; of radio timebuying worries caused by what they deemed the fantastic outrages of ambitious bureaucrats; of runaround from priorities people.

And they must have recalled the statement by a network official that the radio industry is Exhibit A of what happens to an industry when Washington regulators get their fingers in it.

But they rode homeward, determined to cooperate with Washington in every possible way. America, declared or not, is at war.
AGAINST his will, the radio di-
rector of Marschall & Pratt was
talked into the broadcasting busi-
ness. But after 15 years . . . 15
years that saw the passing of crys-
tal sets and the beginning of televi-
sion . . . it would take a Federal
order to keep Curt Peterson out of
this unpredictable business.

Curt Peterson was born Feb.
12, 1898, in Albert Lea, Minn. When he was 7, the Petersens went
to Tacoma, Washington, finally re-
locating in Eugene, Ore., By high
school age, his vocal talents had
won him a place on the debating
team . . . and a silver cup for
elocution.

The local fame of his baritone
voice earned him a spot on the U.
Oregon Glee Club . . . where he
also doubled as soloist, president
and business manager.

World War I was near a climax
when Curt emerged from an Offi-
cers’ Training Camp in San Fran-
sisco. With a commission as an
enlisted lieutenant, Infantry, he was
sent to Seattle to train new
recruits.

After the war he returned to the
U of Oregon and obtained his de-
gree. But Eugene, Ore., seemed too
tranquil, so he trekked across the
continent to New York where he
studied voice under private tutors
and worked as soloist with the Uni-
versity Glee Club in New York.
As a sideline he sang in church
choirs. One of his companions was
Tom Dewey. Later Curt handled
his radio campaign for District At-
torney of New York City and Gov-
ernor of New York State for Mars-
chall & Pratt.

One June afternoon, in 1920, Curt
was walking across 42d St. He
didn’t own a radio but he had
heard that WJZ operated from
studios in old Aeolian Hall. He
trudged upstairs and into the tiny
reception room, then mostly occu-
pied by a telephone switchboard.
Rebuffed when he asked to speak
with the manager, he was brusquely advised to write a letter of application to Miss Bertha
Brainard.

This he did . . . and was sur-
prised to receive a polite refusal,
directed to Miss Peterson, say-
ing there were no openings on the
WJZ staff for a woman.

Thoroughly outraged that any-
one could find his hand writing so
terrible, he immediately phoned
Miss Brainard and explained that
he wasn’t a she. Chuckling, she
transferred his call to Keith Mc-
Cloud, studio manager who asked
how quickly he could get down to
42d St. “In ten minutes”, gulped
Curt . . . and made it.

There he was asked to sing a
couple of songs and was given a
script to read. After repeating the
audition for Miss Brainard she
asked the question, “How soon can
you start?”

“Start what?” he asked.

“As an announcer,” answered Curt. “I want to be a singer.”

So Curt Peterson walked right
into this madhouse . . . and loved
it.

Soon NBC was organized and
WJZ moved to what seemed
mag-
ificent new quarters at 17th and
Fifth Ave. By 1928 this acciden-
tal recruit was supervisor of all
announcers . . . then NBC promoted
him to assistant program manager.

This post he held until 1935, when
he joined Marschall & Pratt.

His first agency assignment was
Lombardo Road, a network series
for the Standard Oil Co. of New
Jersey. Then he worked on Eos-
IN Reporter broadcasts . . . the first
sponsored United Press news pro-
rgrams and the first five-minute
periods ever sold by the NBC.
Incidentally, that program estab-
lished a formula for five-minute
news summaries. Five years later,
Curt supervised the first series of
sponsored television news programs
at NBC, again for Eos.

Though he has contributed much
to this industry and helped spend
millions of dollars with radio sta-
tions, he is still completely unim-
pressed by his own importance.

This characteristic . . . plus a quiet
smile and ready wit . . . explain
why he has so many friends.

That golden baritone voice? Now
he uses it only in social gatherings
. . . and bathrooms.

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PERSONAL NOTES

DAVID DAVIDSON, for the last two years
and promotion director of KPW.
Hollywood, has been ap-
pointed to the newly created post of
CBS exploitation manager, in that
city.

ARMAND LEPOINTE, formerly part-
time announcer for WOR and
sales manager of
WBNZ, Pomfleat, N. Y., has been
assigned full-time duty on the
protection of ABC.

NORTON COTTERILL, vice-presi-
dent of World Broadcasting Syd-
ney, addressing 150 students of
New York University radio classes
Nov. 5, directed by
T. C. Ruskindon, explained the uses
of a complete transcription service in
modern advertising and selling, Sound
movie and a demonstration of trans-
cription facilities were shown at the
company’s studios.

ROB MCRAE, general manager of
WCΗ, Columbus, Miss., has been
transferred to St. Louis to head the execu-
tive committee of the recently organized Missis-
ippi Radio Network.

WILLIAM H. McCOBB, former
station manager of KRLH, Midland,
Tex., has been added to the sales staff of
WABC, New York City.

PAUL MCCLURE, Red network
sales manager, from NBC Central Sales,
and William Weldon, Red network
salesmen, were guests at the Nov.
19 meeting of the Minneapolis Ad-
vertising Club. Principal speaker was
William N. Connolly, advertising manager
of the Minnesota Sports & Outfit, speaker of
Fibber McGee and Molly on NBC.

RAY BARRETT, chief announcer
of WIBC, Hartford, Conn., has been
promoted to become assistant to Con-
mmercial Manager William F. Myer.

But will be in charge of commercial
program production.

ROB VENY, formerly a member of
the NBC-Chicago sales promotion
staff, is now heading the sales promo-
tion department of WGN, Birmingham.

MAURY TOPKINS, formerly with
the sales staff of WGBI, Bellingham,
joined Life magazine’s staff as New
England representative.

BILLY SETH is now assistant
residing with WCAU Channel.

THOMAS G. TINSLEY, president of
WITI, Milwaukee, recently received a
plaque from the Maryland American
League Auxiliary in recognition of
WITI’s cooperation in auxiliary
projects.

GEORGE PIERCE, for several years
manager of the traffic department of
KI-WO, San Francisco, has been
selected as general manager of
KSTD, St. Louis, Missouri, his former assistant,
succeeds him as traffic department head.

EDWARD R. MURROW, CBS Euro-
pean chief of staff, will make his first
public appearance following his return
from Europe at a meeting to be given for
him by William S. Paley, CBS presi-
dent, at the Waldorf-Astoria, New
York, Dec. 2. Following this
week, which will be broadcast on CBS,
Mr. Murrow will attend meetings and
speeches. The New York City meeting
will be attended by CBS.

DAVID E. TOLMAN, Washington
radio attorney in the offices of
Paul M. Smeal, and Mrs. Tolman,
has been appointed counsel for
the Corporation of KCMG, the
radio station which is scheduled to
enter the air after New Year’s Day.

GEORGE SEVERN SMITH, Washin-
gton radio attorney in the offices of
Paul M. Smeal, on Nov. 13 married Alden Van Deelen.

EXECUTIVE STAFF OF WLDS
IS ANNOUNCED

THE NEW WLDS, Jacksonville,
III., which is scheduled to begin
operations about Dec. 1, has virtual-
ly completed its executive staff,
according to Edgar Parsons, general
manager. John O’Connor, formerly
radio director of special activities
for Fox Theatres, has been named
production manager. Halloran,
former radio director of KFAM, St.
Cloud, Minn., commercial department; Gerald Cas-
sens, from WSOY, Decatur, Ill.,
chief engineer.

The station is owned by Stephen-
son, Edge & Koramsy, all of
Jacksonville, and will operate on
1180 kc. with 250 watts daytime
only. Gates transmitter and speech
input equipment have been pur-
chased, together with a 215-foot
Wincharger tower. It will occupy
2500 square feet of space in the
Fox Illinois Theatre Bldg.

The WLDS construction permit
cumulates a four-year battle for
facilities. The equipment contract
firm was selected by the FCC
over a competitive application in-
cluding the bids of a number of
radio equipment companies.

GE Names Sawyer

WILLIAM E. SAWYER, formerly
associate advertising manager for
division of General Electric Co.’s
appliance and merchandising depart-
ment, has been named to take charge
of advertising, promotion and related activities of the GE
Home Bureau, Bridgeport, Conn.,
taking over the duties of F. A. Par-
nell and Paul E. Whitney, resigned.

Mr. Sawyer was former advertising
editor of the Bendix Radio
Magazine in 1934 soon after he joined the GE radio advertising
section.

George H. Lucius

GEORGE HENRY LUCIUS, 69, ad-
vertising manager of the Old
Gold division of P. Lorillard
Co., New York, on Nov. 16 died at his
home in East Orange, N. J., after a
six-month illness. Formerly with the
American Tobacco Co., Mr. Lucius
became affiliated with Lorill-
dard in advertising capacity
some years ago.

Hodgkinson a Prisoner

Sgt. PILOt BRIAN G. HODGI-
KINSON, of the Royal
Canadian Air Force, an announcer at
C’KY, Winnipeg, has been reported as
missing. His plane, wound up follow-
ing bombing operations Oct. 27.
A cable to his parents in Winnipeg
from London, England, announced his
whereabouts after he had earlier been
reported missing.

For the fifth consecutive season,
the NHC-Blue Great Plains series was
resumed Nov. 16 with a dramatization of "The Nightingale", fea-
turing Dennis King and Ruth Gordon. (Continued on page 36)

This he did . . . and was sur-
prised to receive a polite refusal,
directed to Miss Peterson, say-
ing there were no openings on the
WJZ staff for a woman.
BROADCASTING • Broadcast Advertising

Right in Your Hands
the
$100,000,000
St. Petersburg-Tampa Market
is YOURS
through
WTSP

WTSP, the Mutual Station, gives you the most economical coverage of this rich Florida market.

Added to the substantial St. Petersburg-Tampa area 'round market (Pinellas and Hillsborough counties, Florida's greatest population center) WTSP offers:

BONUS NO. 1—Here are 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
Represented by
JOSEPH HERSHEY McGILLIVRA
St. Petersburg Times Affiliate
R. S. STRATTON, Manager

ST. PETERSBURG, FLORIDA

BEHIND
the MIKE

ELAINE CARRINGTON, author of Pepper Young’s Family and Wise a Girl Marries daytime serials on NBC-Red, has been appointed consultant on the preparation of five-minute dramatic transcriptions to promote the sale of defense bonds and stamps, for the radio division of the Treasury Department.

HAT. McINTYRE, chief announcer of WGN, Chicago, recently became the father of a baby girl, Heather Ann McIntyre.

BOB BOYARD, announcer, formerly of RGBM and KGO, Honolulu, has joined KYA, San Francisco.

JIMMY HALE, formerly in charge of CBS Hollywood mailing department, has been promoted to the publicity staff, replacing Earl Wenner- grund. Wayne Heaves takes over Hale’s former duties.

JACK LITTLE, Hollywood announcer, is recovering from serious injuries received when struck by an automobile in early November.

C. R. SMITH, formerly program director at CJAT, Trail, B. C., has joined City of Victoria, B. C., in the same capacity.

LLOYD ALIAS, new to radio, has joined the announcing staff of CKKN, Rouyn, Que.

CAMPBELL RITCHIE, traffic manager of CKLW, Windsor, Ont., and Mrs. Elzada Ritchie, formerly bookkeeper at CKLW, on Nov. 10 became parents of an 8-pound boy.

Defense Game

NEW GAME currently being played by staff members of WFBK, Syracuse, is "A Quartet for Defense" and includes the scheme, originated by General Manager Samuel Woodworth, each evening each staff buy one 25-cent ticket each week in the station’s "defense pool". Each Monday at 6 p.m. a ticket is drawn, and the lucky employee gets a $25 defense bond. With 45 employees participating, a total of $112.50 is collected weekly. The station adds the difference between this amount and the $18.75 cost of the bond.

WALT NEWTON, announcer of WHN, Philadelphia, is the father of a girl born Nov. 13.

PHIL BUXBAUM Jr., sports announcer of WELI, New Haven, on Nov. 21 married Charlotte Beckley, of Jacksonville, Fla.

JAMES H. KNOX, assistant to Walter Johnstone, director of radio of the Democratic National Committee, on Nov. 14 became the father of a boy.

JACK McCArTHY, announcer for the NBC Chamber Music Society of New York, for "No Need of Street, horse racing events and other programs, on Nov. 14 became the father of a girl, Joan Eileen.

RAY SENTKEL, formerly of Salem, Ore., now in Denver, has been appointed to the regular announcing job in the last four years.

WILLIAM F. MOLLOY, Hollywood commentator and syndicate writer, is author of a new book of verse titled Gold Dust.

JACK HOWARD SLATTERY Jr., KPQK, Hollywood announcer, and Marjorie Ross, vocalist, were married Nov. 15 in Glendale, Cal.

HOOPER WHITE, formerly with WTMV, East St. Louis, and more recently with WCWI, Chicago, where he was continuity editor, has been appointed to the same post at WKZO, Kalamazoo, Mich.

BILL JOHNSON, formerly of WMIS, Natchez, Miss., has joined WGCJ, Gulfport, Miss., as program director and chief announcer.

DICK KEPLER, WEBC, Duluth announcer, on Nov. 13 married Phyllis Van Hooven, daughter of a Duluth railroad executive.

ROB SMITH has been appointed to the continuity staff of WKZO, Kalamazoo, Mich., part-time.

JOHN RUSHTHORTH, head of WEML, Boston, sound effects department, will leave Dec. 1 to join the CBS staff in New York. He will be succeeded by Robert Freeman, formerly in continuity and production departments.

BESSIE BEATTY, woman’s commentator, WOR, New York, has been designated radio chairman of the annual Xmas sale for the blind in New York State.

LEN STERLING, WOR, New York announcer, is the father of a baby girl, Jeannette, born Nov. 10.

TOM DOWNING has been added to the announcing staff of WSB, Atlanta, Ga.

HARRY CLIFFORD, engineer, and Moody McElveen, announcer, of WCSS, Columbia, S. C., have enrolled at South Carolina U this fall.

FRANK HARDIN, formerly of WGBG, Greensboro, N. C., now doing publicity work with the local Naval Recruiting office, is announcing evenings and weekends for WCSS Columbia, S. C., replacing Fred Manes, recently inactivated into the Army at Fort Jackson, S. C.

EDDIE BAUMEL, musical director of KGNC, Amarillo, Tex., is the father of a boy born Nov. 13.

ROBERT L. LAGDALE, new to radio, has joined the NBC Chicago guide staff.

JERRY WAYNE, baritone, formerly featured vocalist with Bobby Byrne’s Orchestra, has joined CBS as a member of the New York musical staff.

DICK BALLOU, assistant music director of WHN, New York, has been named musical consultant for OPM.

GEORGE COMBS, WHN, New York, commentator currently has two articles appearing on the newstands, one titled "News Makes the Commentator" in Liberty and "Universal Pitches in War".

RICHARD E. CLOSE, NBC local sales traffic supervisor in New York, on Nov. 15 married Mary Margaret Bradstreet, of Sleepy Hollow, N. Y.

EDDIE CHASE, m.c. of the Mythical Ballroom on WAFF, Chicago, has formed a music publishing firm, Chase Music Co., with offices in the Wrigley building, Chicago. First song released is "No Need of Tears", lyrics written by Alan Surgal, radio script writer, and Eddie Chase, and music by Kennedy Nelson, musical director of WPAF.

Pierre Andre, veteran announcer of WRGB, Chicago, has been appointed teacher in radio technique with the Catholic Youth Organization by Bishop Bernard J. Sheil, auxiliary bishop of Chicago.

BOBBY BROWN, program director of WBMB, Chicago, has been granted a temporary leave of absence to handle a special radio assignment for Wm. Wrigley Jr. Co., Chicago, Walter Preston, of the WBMB production staff, has been named acting program director.

KEN CRAIG, production manager of WSPU, San Francisco, recently resigned.

ALICE DANNENBERG, writer in the magazine division of CBS and in the network’s public relations department for five years, on Nov. 17 resigned to join the New York office of the U. S. Coordinator of Information on the staff of Eld Johnson, formerly in charge of the CBS shortwave listening post and now chief of shortwave intelligence with the coordinator.

"Hey Fellows!"

No advertising program for the West Coast is complete without KINY to cover the important market of Alaska.

Executive Office

Juneau-Alaska
Joseph Hershey McGillivra
National Representatives

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Meet the LADIES

RUTH BARNARD

ONE OF FEW women in a job as demanding as hers is Ruth Barnard, traffic manager of Don Lee Broadcasting System in Hollywood. Something like two million corrections, a half-million pieces of mail and great stacks of telephone communications flow across her desk annually as she keeps traffic moving for the 33 Don Lee stations.

Born in Bensonhurst, N. Y., and educated in Winchendon, Mass., Miss Barnard took a commercial course at the Sawyer School of Business upon arriving in Los Angeles late in the 20's. This training landed her a job in 1930 as part-time secretary to Agnes White, KHJ home economist. Following in swift succession came publicity assignments from men who now are leading radio figures.

Her traffic training was launched when she became secretary to Van C. Newkirk, Don Lee network traffic manager. He taught her the intricate details of the job, so when KHJ joined MBS and Mr. Newkirk became West Coast program coordinator, she continued as assistant to the new traffic manager, Herbert Witherspoon. Then on May 16, 1934, she became official traffic manager of Don Lee Miss Barnard makes her home with her mother in Glendale, Cal., and spends her vacations dude ranching.

HARRY BRIGHT, WGBR, Goldsboro, N. C., is the father of a baby girl, Carole Price, his first, born Nov. 10. Name for the baby was supplied by one of the station listeners invited to suggest a name.

JIMMY BARBER, former program director of KGVO, Missoula, Mont., has been named assistant manager.

BOB WALKER, graduate of Montana State U School of Journalism, formerly on the staff of the Livingston, Mont. Enterprise, has been appointed news editor of KGVO, Missoula, Mont.

PAUL ROSCOE, program manager and sports director of KGFW, Kearney, Neb., is the father of a baby girl, Paula Lu, born Nov. 7.

LOUIS HOWARD EMICH, former WHAM, Rochester, program director, has joined the announcing staff of WHBF, Rock Island, Ill., wherever he will assist Van Patrick with sports activities.

HERBERT BATARD SWOPE, Jr., copy-writer in the CBS sales promotion department leaves at the end of November to become an ensign in the Navy Reserve.

LEONARD CLEARY, organist, and Precilla Holbrook and Julianne Peltier, pianists, have joined the staff of WJJD, Chicago.

BILL BRADLEY, continuity editor of WHER, Portsmouth, N. H., has been named Portsmouth Chapter Red Cross radio representative.

HERBERT KIRK, when leading radio KHJ landed course situations. And situations, a ONE copy, will WHBF, WHAM, Rochester, program director, LOUIS HOWARD EMICH, Paula DeNicola radio news editor formerly on WHBI, Fort Wayne.

TOM O'SULLIVAN, formerly of WLIC, Munee, Ind., has joined the announcing staff of WOWO-WGL, Fort Wayne.

FRANCIS C. OWEN, formerly of WHOD, Middletown, and WHEC, Rochester, has joined WITH, Baltimore, to handle an early evening show, still unsigned. David Ross Jr., son of the well-known network announcer, David Ross, has joined WITH, coming from WBBM, Chicago. He announces under the name of David Allen.

RWG Asks Payment for Charity Show Writers

RESOLUTION demanding that writers contributing material to charity radio programs be compensated for services, the same as talent and announcers, was passed by Western Region of Radio Writers Guild in Hollywood on Nov. 10. Concurrent elections held in Hollywood and New York elected Henry Fisk Carlton of the latter city, national president of Radio Writers Guild. John Boylan of Hollywood was named Western region vice-president, with Forrest Barnes, Hector Chevigny, Paul Franklin and True Boardman, Hollywood, as representatives to Authors League Council.

FIRST 1942 heavyweight bout to be sponsored by Gillette Safety Razor Co. Boston, on WIBW will be the Joe Louis-Jimmy Basque championship match in New York Jan. 9, for the benefit of the New York Auxiliary of the Navy Relief Society.

Winipeg listens

WINNEBAGO listeners have their radios turned on more than the citizens of any other Canadian city, it was shown in a 12-month survey conducted by a Toronto statistical agency. Over 2 million interviews with Canadian householders regarding their listening habits were made in the 12 months ending Sept. 30. Winnipeg figures showed that in daytime 33.1% of the radio receivers are being used, and in the evening 44.6% of the sets are on. The average percentage for the four largest Canadian cities, Montreal, Toronto, Winnipeg and Vancouver, showed a daytime listening audience of 20.6% of all radio sets, and an evening audience with 33.9% of the radios in use.

In WIBW's daytime half-millivolt area, OUR FAMILY consists of 4,811,511 husky, hungry people . . . active, out-of-doors folks who spent $305,936,600.00 last year for food alone.

Brother, that's concentrated coverage! Daytime domination of 206 counties in five states. That's what our 5,000 watts does—grounded in America's most conductive soil and backed by our 580 kc. "reach-out" frequency.

Now—add to that our friendly, neighborly personalities and it's easy to see why we can so easily influence OUR FAMILY to purchase your product.

* U. S. Census 1940.
F OR THE SECOND year, WLAW, Lawrence, Mass., will broadcast a series of Saturday morning Fairy Stories from the reception room in the Lawrence Public Library. Dan MacDonnell is narrator of the program. Varied in nature, it starts with a series of songs by the entire group followed by the fairy tales and is concluded by a period of questions and answers in which the participants receive a pin showing their membership. Trustees of the Lawrence Public Library are high in praise of the program.

* * *

Clubwomen's Ideas INTERVIEWING a prominent male executive, engaged in some major defense industry located in Lawrence, is the central feature of each program to be presented each Tuesday 10:15-10:30 a.m. on the new Clubwoman's Forum over WXYZ, Detroit, and the Michigan Radio Network. Governor Murray D. Van Wagoner was presented as first guest speaker Nov. 11. Problems facing the executive, especially regarding personnel, are discussed with four prominent club women who seek means of overcoming the industrial bottle-necks.

* * *

New York Reports PROGRESS of New York State in its contribution to national defense is reported in a new monthly series, New York State Reports, which was inaugurated by Gov. Lehman last Sunday, on WMCA, New York. Presented in cooperation with the New York State Defense Information Committee, the program is aimed at providing citizens with adequate information on defense phases. Speakers are recruited from associated branches of the State Government and are heard each month.

* * *

Aggie Takes Charge A SWASHBUCKLING, breezy lady, fresh from Montana, comes into the big city to put the slickers in their rightful places in a new serial, In Care of Aggie Horn, which started Nov. 17 on NBC-Blue. Written by Eugenia Price, new to the business, and Fritz Blockl, well-known Chicago playwright, story centers about a country girl from the hills who visits snobbish city relatives and immediately sets out to brighten their conventional, urban lives.

CHNS
THE KEY STATION OF THE MARITIMES
Is as much a part of Halifax as the Citadel Hill.
Located as it is in the Capital City, it commands the largest near at hand audience in the Maritimes.
Ask JOE WEED 350 Madison Ave. New York

KSO
N BC BLUE AND MUTUAL 5000 WATTS
BASIC COLUMBIA 5000 WATTS
The Cowles Stations in DES MOINES
Represented by The Katz Agency

KRON

THE PURELY PROGRAMS

Official Interviews NEW SERIES of radio interviews with top government officials was started on MBS Nov. 14 by Theodore Granik, lawyer and conductor of the American Forum of the Air. Interviews will be "down to earth" variety, with interviewers answering questions submitted by listening audience and will cover current phases of national defense. Listeners, who are invited to submit questions, may obtain complete printed copies of the interviews without charge by writing to Theodore Granik, WOL, Washington, D.C.

* * *

Comedy Show SERIES of comedy shows, Here's Paar, to enliven late evening schedule has been added at WGR, Cleveland, with Jack Paar, young comedian, as writer and m.c. Premises show had Sally Rand as guest star under arrangement with RKO Palace theatre to furnish weekly guest attractions. Walberg Brown's staff orchestra and Mary Davis, formerly with Horace Heidt's orchestra are regularly featured on the 10:45-11 p.m. Monday evening program.

* * *

Good Neighbors HELP YOUR NEIGHBOR is title and theme of a new half-hour weekly program sponsored by Hirsch Clothing Co., Chicago, placed through Schwimmer & Scott on WGN, Chicago. Program features Verne Smith and Betty Hanna, who interview people in need of things listeners may be able to supply. A telephone in the studio permits direct response from listeners.

* * *

Defense & Dollars HELPING listeners spend and save wisely during the nation's all-out defense program is the theme of a new weekly series, Defense & Your Dollar, which will make its bow Dec. 6, 3-5:15 p.m. on NBC-Red. Series features interviews with economic authorities, as well as illustrative dramatizations.

* * *

Peeves Encouraged GRIPPING has come into its own in a new program launched by WHP, Harrisburg, titled Your Pet Peeves. Heard every Wednesday evening 7:30-8 the program, created and conducted by Lee Cronican, invites listeners to participate. Four guests appear weekly to air universal pet peeves.

INTERVIEWS are Glen LePard's business as stage manager-man of the Butterfield Theaters over WOOD-WASH, Grand Rapids, Mich. But this was the first time he was ever called on to question a lion, King Tarz of MGM, who was in the Furniture City to publicize a Tarzan picture. The microphone was kept on the outside of the cage but it looks like Announcer LePard went inside at least long enough to have his picture snapped.

* * *

Fantasy HIGHLY IMAGINARY, the first of a once-weekly series of programs based on newspapers headlines was started last Thursday at 11 p.m. at WFFA-WBAP, Dallas-Fort Worth. Who Is Homer Finch, title of first offering, was written by Orval Anderson, announcer. Series is an experiment in home show production and is aimed at late night sustaining dance bands.

* * *

Morning Answers QUESTIONS on various subjects sent in by listeners to Your Morning Reporter on WBBM, Chicago, are answered on the early morning newscast during a newly-invented feature called "Your Reference File." Most of the queries concern information on the current foreign situation.

* * *

Guessing & Second Guessing UNREHEARSED discussions about football—past games and future ones—are the Mon- day night on WDNC, Durham, N. C., as the Quarterback Club. Participants are "alleged" football experts consisting of staff members, newspapermen and college publicity directors.

IN PHILADELPHIA
FRIENDS INFLUENCE LISTENERS
SELL THROUGH WFIL

Page 38 - November 24, 1941
The Business of Broadcasting

STATION ACCOUNTS

KFRC, San Francisco
Junket Brand Food Products, Little Falls, Minn., 2 days a week, thru Mitchell-Puell Adv., Chicago.

KOFI, Denver
Lever Bros., Cambridge, Mass. (Swan candles), 3 days a week, thru Young & Rubicam, N. Y.

KFWB, Hollywood
California Mining-Pak Co., Los Angeles (dried, candied fruits), 10 a.m. to 10 p.m. weekly, thru Allied Adv., Los Angeles.

KOAI, Denver
Lever Bros., Cambridge, Mass., (Swan candles), 3 days a week, thru Young & Rubicam, N. Y.

KOAF, Hollywood
California Mining-Pak Co., Los Angeles (dried, candied fruits), 10 a.m. to 10 p.m. weekly, thru Allied Adv., Los Angeles.

KURL, New York
World Book of Knowledge, 10 a.m. to 2 p.m. weekly, thru Russell M. Seeds Co., Chicago.

KOVR, Sacramento
California Mining-Pak Co., Los Angeles (dried, candied fruits), 10 a.m. to 10 p.m. weekly, thru Allied Adv., Los Angeles.

KTPU, San Francisco
Lever Bros., Cambridge, Mass., (Swan candles), 3 days a week, thru Young & Rubicam, N. Y.

KCBS, San Francisco
Nestle Co., Battle Creek, Mich. (All-Bran cereal), 10 a.m. to 2 p.m. weekly, thru Kenyon & Eckhardt, N. Y.

KBME, Houston
Bookhouse for Children, 2 to 2:30 p.m. weekly, thru Walter Weatherly, Los Angeles.

KBAY, San Francisco

KOAA, Albuquerque
Boese's Big Food Products (Procured corned beef hash), 2 a.m. weekly, thru Chambers & Wassel, Bos.

KBTV, San Antonio
Ben Hur Products Inc., Los Angeles (Georgia honey), 45 days a week, thru Francador Adv., Los Angeles.

KSL, Salt Lake City
Yellow Rabbit melasses, 3 days a week, thru W. F. Thompson, Salt Lake City.

KSFQ, San Francisco
Morton Salt Co., Chicago (salt), 3 days a week, thru Klun-Van-Petersen-Dunlop Assoc., Milwaukee.

KPTV, Portland
Perry Hatchery, Hayward, Cal., (baby chicks), 3 a.m. to 8 a.m. weekly, thru Tomashke-Elliott, Oakland.

KTVN, Portland
Pacific Guano Co., Berkeley, Calif. (fertilizer), 6 days a week, thru Tomashke-Elliott, Oakland.

KTVZ, Redding
Italian Swiss Colony, Asti, Cal. (wine), 6 a.m. and 6 p.m. and 6:30 p.m. thru Leon Livingston, San Francisco.

LA, Los Angeles
Lever Bros., Cambridge, Mass. (Swan candles), 5 to 6 a.m. weekly, thru Young & Rubicam, N. Y.

LBSA, Long Beach
Pope Labs. (Joint ease), 2 days weekly, thru W. B. Semlyen, San Francisco.

WIND, Gary, Ind.
Ward Baking Co., Chicago (Tip-top bread), 166 a.m. thru W. E. Long Co., Chicago.

WINM, Chicago
New Morning Newspaper, Chicago, 72 a.m. thru Schwimmer & Seltz, Chicago.

WJGD, Chicago
Joy Candy Shops, Chicago (candy), 18 a.m. thru Malcolm-Howard & Assoc., Chicago.


WMAQ, Chicago
Cigar Institute of America, New York (industry promotion of cigars), 8 a.m. thru Lambert & Fiesler, N. Y.

Pepperidge Farm, Chicago (dental products), 10 a.m., thru Lord & Thomas, Chicago.

WQAM, Miami
 "That's very pretty ... but as long as I don't HAVE to have it, an' can have a lower rate without it \SKIP it, huh?"

Ad"
MUTHER WINE Co., San Francisco, using radio for the first time, recently started a spot announcement campaign on KFRC, San Francisco. It is probable that the account may expand to other markets at a later date, according to the agency handling the account, Yeomans & Foote, San Francisco.

JOHN LABATT Ltd., London, Ont. (brewers), has started Last We For-get five times weekly on CFCF, Montreal, and Les Amours de Ti-Jos weekly on CKAC, Montreal. Account was placed by J. Walter Thompson Co., Toronto.

S. S. KRESGE Co., Toronto (variety chain store), has started Christmas program three-weekly on CKCL, Toronto. Account was placed direct.

McLARENS Ltd., Hamilton, Ont. (desserts) has started a test program McLaren’s Club Corner twice weekly on CKCW, Moncton, N. B. Account was placed by Russell T. Kelley Ltd., Hamilton, Ont.

E. HALLMAN Co., Toronto (Land O’Clove honey), has started three-weekly spot announcements on CFRB and CKCL, Toronto, and weekly transmitted program Streamlined Fairy Tales on CKOC, Hamilton, Ont. Account was placed by A. McKim Ltd., Toronto.

PIioneer SOAP Co., San Francisco, has taken over Queen Lily Soap, well known West Coast brand, and is planning an extensive merchandising campaign.

MORE NEWS on the CBS Vox Pop origination from Winner, S. D. Last week we heard how the Indians made a lot of radio folks who made the trip members of the tribe; now we have a trio of microphone mimics, all part of the safari west. There’s Parks Johnson, Vox Pop interviewer on the left, Stuart Dawson, producer from CBS Chicago, and Nate Tufts Jr., Vox Pop producer of Ruthrauff & Ryan, New York, holding what the blurb accompanying the picture says was their day’s haul—five birds. That’s the legal limit, too. Program is sponsored by Emerson Drug Co. of Baltimore for Bromo-Seltzer.

U. S. WHOLESAVERS OUTLET Co., Los Angeles (clothing), in a 13-week local campaign which started in mid-November is currently sponsoring the five-weekly quarter-hour sportscast, Sports Page, with Jack Stafford, commentator, on KNOC, as well as a weekly 15-minute program of recorded semi-classical music on that station. Firm has also contracted for six times weekly sponsorship of a quarter-hour newscast on KFAC. Agency is Lloyd’s Adv., Los Angeles.

SEARS, ROEBUCK & Co., Chicago (mail order house), on Nov. 10 started a weekly dramatic program, The Sears Story Hour, on WJJD, Chicago, supplementing its current schedule of half-hour broadcasts six weeklys featuring Ruth Howard. FRESH FRUIT & VEGETABLES Institute, Los Angeles, on Nov. 11 increased sponsorship schedule of the quarter-hour program, Here’s to the Ladies, on KBOA, that city, from three to five times weekly. Renewed contract is for 26 weeks. Series features Helen Sawyer, commentator, assisted by Tom Dale, Scholz Adv. Service, Los Angeles, has the account.

PHILCO DISTRIBUTORS, Chicago, has started a nightly quarter-hour of recorded popular music titled Rhythm Rendezvous on W56C, FM adjunct of WGN, Chicago. Program will advertise Philco FM receivers. Sternfeld-Godley, New York, is agency.

WANTED!
☆ In any one of 48 States... an opportunity to do a whole of a big job for you as Master of Ceremonies and announcer for your show or shows.
☆ Now employed M.C.ing successful show for busy Midwest station. Don’t have to move (Thank goodness) but believe I can do bigger job elsewhere.
☆ Years of radio experience (I’m still not an old man, either), plenty of A-1-A references from radio exec you know.
☆ Salary: not as important as the job
☆ Location: Don’t care.
☆ Availability: soon as replacement can be made here.
☆ What Have you? Address Box 162A, Broadcasting.

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

FIRST IN ST. LOUIS
IN COMBINED LOCAL AND NATIONAL SPOT COMMERCIAL QUARTER HOUR VOLUME.

ST. LOUIS
KWK - MUTUAL - Represented by Raymer
WE GIVE THANKS

The management and staff of WHOM have much to be thankful for this year.

We are fortunate in the job we have to do. That job is to bring the message of "Democracy" to millions of foreign-language speaking peoples.

Our programs are designed to give happiness and hope to millions of foreign born, and to place before them the advantages of the American Way of Life.

Many have sought asylum here from the horrors of ravaged homelands. They have turned to us and found in their own language and music some measure of comfort to ease a great sorrow.

WE ARE GLAD TO HAVE BEEN ABLE TO DO THIS— THEREFORE WE GIVE THANKS!

EDITOR, BROADCASTING:
Dear Sir:
I have read with a great deal of interest many of the items which appear in BROADCASTING, particularly those relating to the activities of American advertisers and radio stations in South America.

On page 14 of your Nov. 10 issue it appears some news about LR3— ready Belgrano of Buenos Aires, Argentina and UP news for the BSR Reporter. Knowing the radio situation in Argentina and South American countries, I know there are some misstatements in the story.

First, Radio Belgrano and its network is not the largest Argentine Network as it is made up of nine stations in all, namely: LR3 Radio Belgrano, Buenos Aires; LT1 Radio Litoral, Rosario; LV3 Radio Cordoba, Cordoba; LV12 Radio Aconcagua, Tucuman; LV11 Radio del Norte, Santiago del Estero; LT7 Radio General San Martin, Bahia Blanca; LV1 Radio Grafinga, San Juan; LT7 Radio Provincia, Cordoba; LV4 Radio San Rafael, San Rafael.

The news item lists "Radio Cuyo" of Mendoza but since Jan. 1, 1941, this station has not been part of the network.

Second Hookup

The largest network is LR1-Radio El Mundo of Buenos Aires and its 11 stations with more than 35 quarter-hours a day in constant chain. This network is composed of the following stations: LR1 Radio El Mundo; LT1 Radio Buenos Aires; LU2 Radio Bahia Blanca, Bahia Blanca; LU4 Radio C. Rivadavia, C. Rivadavia; LV2 Radio Central, Cordoba; LV10 Radio Cuyo, Mendoza; LT6 Radio Chaco, Resistencia; LU2 Radio E. Gallegos, E. Gallegos; LT3 Radio Sociedad Rural de Cerealistas, Rosario; LV9 Radio Provincia, Santa; LV6 Radio Los Andes, San Juan; LT9 Radio Roca, Santa Fe; LV7 Radio Tucuman, Tucuman.

In addition, the Blue and White network has two shortwave transmitters with 7,500 watts each, namely LRU and LRD which are constantly in use with LR1-Radio El Mundo at no charge to the advertisers. These two shortwave transmitters are the only ones operated commercially in Argentina, so that actually, the network is made up of 12 stations, the broadcasting band and two shortwave transmitters or a total of 14 stations.

The idea of foreign advertisers programs is an old one with LR1-Radio El Mundo and its network since there have been five such news programs on the network for some years. Recently a new one was added for Philco Radios. This is in addition to the 15-minute news programs of long standing.

LR1-Radio El Mundo has been using the Madison Square Garden in New York, in cooperation with the daily newspaper El Mundo, Argentina’s largest circulation newspaper with 500,000 copies.

LR1 Radio El Mundo has the largest studio with a seating capacity of 700 persons in which they have the largest organ ever used by radio stations. It also has a radio playhouse, namely the Radio Casino with 1,500 seats.

A. M. Martinez, Melvin Guzman Co., New York.

Nov. 13, 1941.

USO Shortwave Station

Started in New London

FIRST United Service Organization shortwave station, which will allow service men to communicate with each other in all parts of the world, is expected to be in operation early in the coming year. The station, assigned to the United Nations Cooperative Service Club in New London, Conn., is an outgrowth of the religious broadcasts for the overseas troops, which have been in operation since 1940.

Among those participating in the ceremonies dedicating the station, which is a part of the Armed Forces Radio Service, will be Rear Admiral Clark R. Woodward, of the Office of Civilian Defense; Brig. Gen. David L. Branch, chief Signal Officer of the Army, who spoke from WOL, Washington; USO President Harper Sibley; Gov. Robert Hurley of Connecticut; Most Rev. Maurice McAliffe, Bishop of Hartford; and Dr. F. L. Dunham of the Radio Committee of the NCCS, and former director of religious broadcasts for NBC.

WCAE, Pittsburgh, to publicize programs to be heard on succeeding hours, is now available on station breaks and within the hour courtesy announcements.

What about WOL... it hits hard
Washington's $52,000,000 Buying Power!

Get the Facts from WOL—Washington D.C.
Affiliated with Mutual Broadcasting System
National Representatives: International Radio Sales

"Poor Jones! He wants to hear the U. of M. football game on WDFD Flint Michigan, but his mother-in-law likes sweet music."
Radio’s News Handling Upheld in FCC Survey

AMERICAN broadcasters have done a good, impartial job of covering war news, and there can be no legitimate criticism of radio’s handling of the news problems arising from World War II, it was indicated by FCC Chairman James Lawrence Fly last Monday at his weekly press conference.

Asked about the progress of the FCC's exhaustive survey of news and commentator scripts, undertaken at the request of the Senate Interstate Commerce Committee, Chairman Fly declared that although he could make no forecast as to when the studies may be completed, enough had been observed from the examined material to indicate that the analysis would show no decisive result and no valid criticism of radio’s war coverage.

He pointed out that the study was a long and involved process, entailing scrutiny of thousands of separate scripts. The survey was started several months ago upon the request of Senator Tobey (R.-N.H.), after charges that the majority of radio newscasts and commentaries were flavored with the pro-intervention viewpoint.

Judgment Against ERPI

In Copyright Stipulation

JUDGMENT in the amount of $57,277 was handed down Nov. 10 in New York Federal Court by Judge John C. Knox against Electrical Research Products Inc., and in favor of John G. Paine, ASCAP general manager, and former agent and trustee for 40 music publishing houses when he filed the original suit in 1936.

The judgment was handed down in answer to a stipulation by both sides agreeing on the sum, originally set at $149,948. ERPI, recently dissolved to form Electrical Research Products division of Western Electric Co., was charged in the original suit with the distribution in foreign countries of recordings of musical numbers upon which American copyrights were held by the plaintiff publishing firms. The suit is the last of many claims and counter-claims brought against ERPI since it acted as a non-profit “go-between” agent for publishing houses and producers of motion pictures using sound recording tracks.

McCORMACK HONORED

KWKH Manager Is Acclaimed—By College Alumni

OUTSTANDING tribute was paid Nov. 8 to John C. McCormack, general manager of KWKH, Shreveport, when he was named “Alumnus of the Year” by the Centenary College Alumni Council at the college’s annual homecoming ceremonies.

It was the first such designation by the college and now becomes an annual custom. It is based not merely on work for the college but on general qualifications. Mr. McCormack (left in photo) accepted the award from K. K. Kellam, president of the alumni council.

The accompanying scroll says: “For excellence in achievement; for manifestation of manhood; for leadership in the affairs of men: his companions in the Centenary Alumni Council acclaim John Caston McCormack, member of the class of 1914, Alumnus of the Year, Homecoming, 1941.”

WTAG Power Boost

WTAG, Worcester, Mass., will start operating with 5,000-watt fulltime power about Dec. 1, according to E. E. Hill, managing director. After FCC authorization of the power boost last spring, two new Blaw-Knox towers, 327 and 375 feet high, were constructed as part of the five-tower antenna system used in the 5 kw. operation.

Contraction was supervised by Jansky & Bailey, Washington consulting engineer firm, Prof. Hubert H. Newell, WTAG consulting engineer, and Elliot Browning, WTAG associate engineer. Program tests started Nov. 10.

11 Sign With Lang-Worth

ELEVEN stations subscribing last month to the transcribed library service of Lang-Worth Feature Programs Inc., New York, according to Ralph Wentworth, include: WNAB, Bridgeport; WFIN, Findlay, Ohio; WDZ, Tuscola, Ill.; KRLK, Midland, Tex.; WEIM, Fitchburg, Mass.; WCAU, Philadelphia; WPAY, Portsmouth, Ohio; WURN, Warren, Ohio; WQTE, Lake Worth, Fla.; WAYS, Charlotte; and WIZE, Springfield, Ohio.

Song Judges Are Picked

For Coffee Competition

JUDGES for the “coffee song” contest sponsored by the Pan-American Coffee Bureau, New York, the winners of which will be announced on the company’s NBC-Blue program featuring Mrs. Eleanor Roosevelt, have been announced as follows: Merrill E. Tompkins, vice-president and general manager of BMI; Leonard Joy, manager of RCA-Victor records; Emanuel Sacks, manager, Popular Recording Service, Columbia Records; Paul Laval, orchestra conductor on NBC programs; Dinah Shore, radio singer, and orchestra leaders Benny Goodman, Tommy Tucker, Sammy Kaye, Shep Fields and Vincent Lopez. The winning song, to be announced Jan. 15, 1942, will be published by, or with the cooperation of, BMI under the standard music publishers contract. Purpose of the contest is to obtain a song about coffee which the Bureau can use as an advertising theme.

WCHI, Columbus, Miss., now has its own short wave listening post. Installing a Hallicraftser SX-25 receiver the station picks up the British Broadcast Corporation’s nightly news broadcasts at 7 p.m. each evening and presents the newscasts three weekly. Later the station expects to add a later night schedule giving it two nightly pickups direct from London.

“HAVE Y’HEARD HOW SALES ARE SCOOTIN’ FER SMART ADVERTISERS USIN’ WDAY? BETTER WRITE FER THE WHOLE STORY—NOW!”

By Jan Handy Organization

New York producers of commercial pictures, recently made a film in the WNET, NBC television studios, explaining the intricate processes of picture. Title of picture titled “Magic in the Air” is for release about Jan. 1 by Chevrolet Motor Co., through Manu- gram Film Exchange, New York.
The strength of Blaw-Knox towers shows up under severe conditions. It is revealed in low maintenance cost, and — ultimately — in much longer life. And what the structural engineer has done to make these towers sound and strong, the electrical engineer has done to give them the extra efficiency that means wider radio coverage. Add pleasing appearance due to correct designing — and you have the three extra values of Blaw-Knox towers. We'll gladly discuss your antenna problem with you. Write or wire.

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
FARMERS BANK BLDG. PITTSBURGH, PA.
Offices in Principal Cities

**W71NY TO BOOST POWER TO 10 KW.**

W71NY, New York, FM adjunct of WOR, on Nov. 30 will start operating with power raised from 1,000 to 10,000 watts. The first broadcast employing the new 10 kw. Western Electric transmitter will include a special dedicatory ceremony at the transmitter, 444 Madison Ave., with Mayor Fiorello LaGuardia, Maj. E. H. Armstrong, inventor of the Armstrong wide-swing FM system, and representatives of the Army and Navy attending.

A feature of the opening ceremony also will be transmission of a part of the program via an electric light beam in place of land wire. Charles Singer, WOR transmitter supervisor, and WOR Chief Engineer J. R. Poppele have been testing light beam transmission for some time to determine its effectiveness as an emergency alternative for land-wire transmission. WOR started its FM broadcasting in March, 1940, with an experimental station, W2XOR. W71NY currently has a daily independent-program operating schedule of 8 a.m. to 11:30 p.m.

W5PH, FM station of WFIL, Philadelphia, which went on the air Nov. 10 with seven commercial sponsors, will release a regular rate card the week of Nov. 24. The card provides for a basic hourly rate of $60 with the same schedule of discounts that applies to WFIL.

**FM'S PIONEER MANUFACTURER**

**NEWS! NEWS! NEWS!**

The REL DL line of FM transmitters employs the NEW Armstrong phase shift modulator. Only REL FM broadcast transmitters give you the advantages of this latest Armstrong development.

RADIO ENGINEERING LABS., INC.
Long Island City, N.Y.
DEPARTMENT STORE RENews
And Expands Its Radio Schedule, Too, After
Successful Promotion; Others Renew

RENEWALS on a 52-week basis recently climaxd the success of three different types of sponsors on KYOA, Tucson, Ariz. Renewal contracts recently were signed with Steinfeld's Department Store, claimed as Arizona's largest, Tucson Federal Savings & Loan Assn., and Bill & Ivan Anderson's restaurant.

A Bank's Story
Steinfeld's signed its third consecutive news contract, reserving also the option to extend for 25 more weeks in 1942, after a crucial test of radio advertising. Every day for a month the store ran two commercials each news cast on merchandising that had not been in newspaper ads for weeks, if at all — such unrelated items as razor blades and black plastic plugs for the program. All such items were sold out. After this trial, the news program was contracted for across the board.

Tucson Federal Savings & Loan Assn. originally signed with KVOA last year. The new contract doubles the appropriation — the last year's campaign has raised bank assets from a quarter-million to a million dollars. A. F. Kerr, manager of the bank, attributes the major share of credit for this increase to its KYOA program, Builders of Tucson, quarter-hour dramatized history of pioneer citizens.

For eight years the restaurant of the Anderson brothers has sponsored One's a Meal on KVOA. In signing for their ninth successive year, the Andersons pointed out that, due to their radio advertising, their business has risen from a two-by-four hamburger stand to sales leader in their highly competitive field in Tucson.

CRC Adds Units
TO HANDLE the increased volume of advertising agency work, including spot announcements, dramatizations, air trailers and special transcribed features, Columbia Recording Corp. has installed four additional recording units in its New York transcrip-

tion studios. With these four channels extra, CRC will be able to "double its current volume without reaching peak load," according to William A. Schut Jr., general manager.

Situation Wanted
STATION MANAGER
Live, aggressive, unusually versatile. Twelve years' complete management experience, covering all departments, including FCC and industrial phases. Demonstrated local and national sales ability.

Box 161A, BROADCASTING.

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

GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.,
Washington, D. C.

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and
Allocation Engineering
Earle Building, Washington, D. C.

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

CLIFFORD I. WYDEWALL
Empire State Bldg.
NEW YORK CITY

An Accounting Service Particularly Adapted to Radio

McNARY & CHAMBERS
Radio Engineers
National Press Bldg.
Washington, D. C.

P A U L F. G O D L E Y
Consulting Radio Engineer
Phone: Montclair [N. J.] 2-7859

PAGE & DAVIS
Consulting Radio Engineers
Munsey Bldg.
District 8456
Washington, D. C.

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

McNARY & CHAMBERS
Radio Engineers
National Press Bldg.
Washington, D. C.

RING & CLARK
Consulting Radio Engineer
WASHINGTON, D. C.

Munsey Bldg. • Republic 2347

Frequency Measuring
Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R. C. A. Communications, Inc.
66 Broad St., New York, N. Y.

Radio Engineering Consultants
Frequency Monitoring
Silver Spring Md.
(Suburb, Wash., D. C.)
Main Office:
7134 Main St.
Kansas City, Mo.

R.AYMOND M. WILMOTTE
Consulting Radio Engineer
Designer of First Directional
Antenna Controlling
Interference
Brown Bldg. • WASH., D. C. • NA. 6718

ADVERTISE in
BROADCASTING
for Results

BROADCASTING • Broadcast Advertising
November 24, 1941 • Page 45
ANTICIPATING possible times when the honeymoon won't be so sweet for radio or for any advertising, WLW, Cincinnati, is using space in national magazines, including Fortune and Broadcasting, to promote its Cost Allocation Plan. The initial page of the campaign was published in the November issue of Fortune. WLW has pointed out as significant the fact that it is launching the promotion to send advertisers on a greater use of WLW when station revenue is at an all-time high.

Window Displays

LATEST merchandising wrinkle developed by WHK-WCLE, Cleveland, which some time back started merchandising spot announcements through distributing six-inch recordings, is built around 7x14-inch window cards carrying pertinent information about station, sponsor and program, which are placed in store windows around the city. Each card is accompanied by a display of the sponsored product—point of sale—and aids consumers in associating the product with the program. The cards have been so successful the Weinberger Drug Co., Cleveland chain, has arranged to build special displays around the cards in several of its store windows.

Civil Service Tieup

RECOGNIZING the great interest on the part of job seekers in Civil Service and defense positions, WWRL, New York, has entered into a mutual promotion agreement with the Civil Service Leader, a weekly newspaper devoted to Civil Service news. The reciprocal plan calls for WWRL to broadcast the latest Civil Service news and announcements of new tests during the 10 evening news. In return, the station receives a display in the Leader.

DEFENSE STAMPS offered for questions which stumped announcer-engineer Jones is attracted to groups of college and high school students in the studios of WWL, New Orleans. They so far have stumbled the experts on radio questions only three times.

March Tieup

A MOVIE trailer deal has been arranged by WLS, Chicago, with theatres in the Chicago area that exhibit the monthly "March of Time" feature. The station is furnishing the trailers with advance trailers plugging the movie feature, and at the same time, calling attention to the weekly March of Time half-hour broadcast on WLS.

REPRESENTING SPONSOR, station and agency, smiling approval is registered to new poster used to merchandise three-weekly quarter-hour newscast, Bob Garred, News, KNX, Hollywood. Looking at poster, one of 3,000 distributed to dealers throughout the Southern California area, are: Seated (1 to r) Bob Garred, J. E. Coberly, board of director chairman of Ford Dealers Adv. Assoc., Los Angeles; sponsoring the series: standing (1 to r), Edwin Buckalew, CBS Pacific Coast sales service manager; Vinton Hall, account executive of McCann Erickson Inc., Los Angeles agency servicing the account.

Shop Talk

TO STIMULATE Christmas shopping, three participants on the WQXR, New York, Let's Talk Shop program are offering weekly prizes of $50 in merchandise and services for the best letters written on assigned topics. On Nov. 24 the subject will be "My Idea of a Beautiful Woman" with Charles of the Bilt offering the prize. Hamburger Schlemmer will award prizes for "My Idea of a Well-Equipped Household" the week of Dec. 1, and W. J. Sloan conducts the contest on "My Idea of Attractive Home" on Dec. 8.

Shadow's Ring

A LUMINOUS ring, which glows in the dark, by which The Shadow solved one of his most difficult cases on the MBS show for D. L. & W. Coal Co.'s Blue Coal, is being offered to listeners. The ring is a plastic product which is treated so that it will shine in the dark, with an eerie glow. Ruthrauff & Ryan, New York, handles the account.

Quiz Column

WEEKLY FEATURE titled "Brain Teasers of Quiz Question Fans", based on NBC-Blue Auction Quiz sponsored by Standard Oil Co. of Indiana, is appearing in 160 newspapers. Questions submitted to the program from the basis of the feature column of questions and answers.
NBC Birthday

(Continued from page 9)

Chairman Fly, despite the current finish fight with the major networks over the chain-monopoly regulations, nevertheless extolled the contributions of RCA and its subsidiary, NBC, to development of radio. He recalled the laboratory network of eminent scientists in development of radio, mentioning by name such figures as Alexander, Fee, and Armstrong.

Fly's Tribute

He cited RCA as "born of a national emergency and growing, better to serve in this another period of great national stress;" and NBC, "who just 15 years ago demonstrated the vision and the initiative to inaugurate the first nation-wide network."

"Marked ability was theirs, and a perseverance born of faith."

He extended to NBC, its officers and staff, a "well-earned Happy Birthday," and urged that all Americans seize this significant moment again to resolve that the achievement of all these men in radio shall be brought to serve the common good. Thus can we realize the benefits implicit in radio, and thus can we repay in some measure our debt to the men who have made broadcasts like this possible."

In concluding the formal portion of the mammoth broadcast from Washington and in acknowledging the congratulatory statements of the President and his aides, Mr. Trammell pointed out that what was a dream 15 years ago "is a stirring reality today, and we can be very thankful this evening that we now have a free radio, the only country in the world today that retains this essential arm of democracy."

Berlin Ban

He pointed out that word had only today been received from Berlin that NBC no longer could broadcast from the Axis metropolis. "That decision by Hitler came because we refused to submit to an unwarranted restriction on our reporting of factual news. Of course we recognized the necessities of MONOPOLY rules evidently were forgotten as NBC observed its 15th anniversary. Here's President Niles Trammell of the network and FCC Chairman Fly, whose divergent views on broadcasting have been well publicized, smilingly greet each other with a hearty handclasp. Picture was made in the NBC Washington studios Nov. 15.

military censorship. But American radio cannot be made a tool of the European dictatorships. We have a free radio and it shall remain free."

Mr. Trammell cited NBC's operation as "one of the most striking examples of business cooperation in American industry." In the anniversary broadcast, he said, more than 200 independently owned stations joined together to broadcast the birthday party. He expressed his appreciation for the "loyal and intelligent support which this company has received from its 2,300 employees scattered throughout the world."

Two thousand top-ranking artists from every field of entertainment participated in the broadcast from 11:15 p.m. to 2 a.m., marking the greatest array of talent ever before assembled in the history of radio for a single broadcast. The program was carried by the 243 stations affiliated with the Red and Blue coast-to-coast networks and more than 100 affiliated stations of NBC's Pan American network. There was also a special hook-up linking all four corners of the world, establishing the most extensive field hook-up ever attempted by NBC.

In addition to the formal addresses from Washington, David Sarnoff, RCA president and chairman of the board of NBC, greeted the world-wide audience.

There were pick-ups from capitals of embattled Europe throughout the evening, with NBC's news commentators in this country carrying on two-way conversations. Included in the broadcast were some 60 of the nation's top bands, along with practically all of NBC's headline talent.

Texaco Resumes Met

METROPOLITAN OPERA, under sponsorship of the Texas Co., New York, for the second successive season will return to NBC-Blue Nov. 29 at 2 p.m., with the performance of "La Traviata" on 145 stations. This year, beginning with the Dec. 6 program, the series will be shorted to Latin America and NBC stations WRC and WNB, A new intermission feature, "Music in America," designed to show the march of musical progress in U. S. will be discussed by a prominent speaker and the "Opera Question Forum," last year's quiz feature with well-known guests answering questions sent in by listeners, will again be part of the broadcasts, as will the intermission feature "At Home With the Metropolitan Opera Guild" with officials discussing various phases of opera production. Buchanan & Co., New York, is the agency.

WCCO, Minneapolis, recently tested all staff, engineers, production men and announcers with an Audimeter to determine individual frequency responses.

March of Time

Treasury Hour

Gang Busters

AND OTHERS EQUALLY EXCELLENT

WING THE DAYTON STATION

BUY WING — GET WIZE

5000 WATTS • NBC RED & BLUE

Paul H. Raymer, Representative

FORUM

A Fort Industry Market

WMMN has a constant, day-to-day survey in progress that PROVES the station's popularity. Uncle Sam does the job. Every day his mailmen gather hundreds and hundreds of letters into a big bundle consigned to WMMN. They're letters from listeners — scores of them just friendly letters greeting members of the staff, many of them letters containing cash for the purchase of products advertised on WMMN. The worth of such a survey can't be denied. The proof of our audience is available in the daily "mail count."

National Representative

John Blair and Co.
A. E. McALFRESH, vice-president of Pedler & Ryan, has returned to his New York headquarters following a ten-day conference with William Lawrence, Hollywood agency manager on former changes of the Mystery Orson Welles Show, sponsored by Lady Esther Ltd.

RALPH L. POWER, head of the Los Angeles agency bearing his name, is recuperating from a major operation. Morse Peterman, formerly of the Power Agency, and now at Port Ord, Cal., is in the Army hospital with a broken bone.

JOHN B. SHAW Adv., Los Angeles agency, has changed its name to The Shaw Co., with headquarters continuing at 318 W. Fifth St.


JOSEPH H. CONN, formerly account executive of the Booy Co., New York, has been named advertising and sales manager, that city, in the same capacity.

ARTHUR JOHN DAILY, program director of WVL in Highland Park, Ill., is the father of a boy born recently.

BERNARD EARL SHARP, former special writer and account executive of KMOX, St. Louis, is now commercial writer and script supervisor for the Ralph H. Jones Co., Cincinnati.

ROY S. LONG, formerly account executive of Amsinger Adv. Agency, has been appointed Western branch office manager succeeding Ensign Richard L. Schindler, USNR, who has been called to active duty.

ON THE LINE for another 52 weeks of successful advertising on KOVA, Tucson, goes the signature of Harold Steinfeld, owner of Steinfeld's Department Store, Henry Schaffer, KOVA commercial manager, beams approval of the renewal contract.

ADCO ADV. CO., has been inactivated in Los Angeles to develop special fields in advertising, concentrating on accounts in the mail order, religious, drug, cosmetic, health foods and appliances, lectures industrial and technical fields. Media to be featured on a national scale include radio, direct mail, newspapers and magazines. Members of the firm include Faron Ray Moss, Edwin B. Newport, Eric H. Munsinger, Wallace Busse, Jo Hollebaugh and John T. Davies. Offices are located at 3212 Whipple Blvd., Los Angeles.

GLEN KING, formerly of KROW, Oakland, Cal., has joined Western Radio Productions, an Oakland agency.

A TESTIMONIAL dinner was given by Harry Feigenbaum, head of the Harry Feigenbaum Adv. Agency, Philadelphia, at the Embassy Club on Nov. 13. More than 75 friends and business associates turned out. Mr. Feigenbaum was presented with a silver service.

LARRY RHODES of Grant Adv. Inc., Chicago, writer of Doctor J. Q., on Nov. 1 married Mary Lou Wickard, who has just joined Free & Peters, Chicago.

BRUCE SMALL, formerly assistant to the time buyer of William Eddy & Co., New York, has joined Bogler & Browning & Hershey, that city, in a similar capacity. Roger O'Connor, of the Eddy staff, succeeds Small at that agency.

OLIVER TREY, formerly of West Broadcasting Station, WAGE, Syracuse, has joined the radio department of BBDO, New York.

WALLACE MAGILL, formerly of the NBC production department in New York, has joined the radio department of N. W. Ayer & Son, that city.

MARY GREENE has been appointed production manager of Cemen & Munn advertising agency, replacing P. Hunt, resigned. Miss Greene was formerly associated with the production staff of Western Family Publishing Co., Los Angeles (magazine).

CARL WEBSTER PIERCE, radio director of WGN, Chicago, has written a series of radio adaptations for one act plays to be published by Drexel Guild Publications, Boston.

KYW Fetes Agencies
MORE THAN 40 agency representatives from the Philadelphia area were guests of KYW, at an informal luncheon at Hotel Warwick Nov. 13. Leslie W. Joy, KYW director, and B. A. McDonald, sales manager, were hosts. The luncheon had a two-fold purpose, to express appreciation to the agencies for their friendly support of the station and its policies during lean years and good, and to introduce the members of the headquarters staff of Westinghouse Radio Stations Inc.

SAM HENRY, former director of radio advertising of NAB and later a member of the Washington staff of Vincent Tutching Associates, has been named advertising and sales promotion manager of the Briggs Clarifier Co., Washington, manufacturers of oil filters.

FAIRCHILD PORTABLE RECORDER
-Hundreds of Fairchild F-28 Portable Recorders are making double duty as portables and studio recorders. Sturdy ruggedness is built into the Fairchild F-28, brilliant tone-perfection is there, too. Fairchild are leading suppliers of radios built especially for radio broadcast stations.
Write for descriptive literature.

"...it is a great job with a magnificent fire circle..." - When Patty Jean program for the Franz Bakery, KEX has shown how well it can do a region-wide food merchandising job. This program, on KEX twice daily, oupsells anything else on the air in Portland on mail return, and the coverage story is amazing. Requests for the Patty Jean exercise chart are being consistently received from all parts of Oregon. Advertising Age story proved that KEX can do a really great job for any food advertiser. If you'd like details, write us about it.

Radio Planter
WITH AN increasing number of stations in film radio publicity releases for newcasts, Larry Ginsberg has been named Central Region Film Fox Film Corp., Hollywood planter of radio news. He was formerly assistant to John Mulcahey, the film studio's radio news coordinator.

Roberts Named
HALLOW P. ROBERTS, former sales and advertising manager of Pepsodent Co., Chicago, advertising and publicity director of Purity Bakersies Corp., Chicago, and recently radio buyer of Schlitz-Millerbeer, Chicago, joined Goodkind, Joice & Morris, Chicago, Nov. 15 as vice-president. Mr. Roberts will have charge of the agency's merchandising activities.

Bundles Campaign
STATIONS throughout the country will be asked this week by Bundles for Britain to carry daily announcements to remind listeners during December promoting the Christmas cards the organization is distributing through large companies. Each card carries space for 39 signatures, each person to make a contribution as he signs. Bundles for Britain will send a bound volume of all the cards with a draft for the total amount to Queen Elizabeth of England, who will in turn distribute the money as she sees fit for presents to children in bombed areas.

Bivens Named
WILLIAM C. BIVENS, announcer of WBT, Charlotte, N. C., who has been acting as official announcer for the Vox Pop program on CBS when it originated, has joined Western Bureau of McKinley Drug Co., Baltimore. Bivens will travel abroad to handle network promotion of Narragansett and Wally Butterworth lining up prospects for interviews and collecting local color about the origination point.

Young to Gruen
JOHN P. YOUNG, formerly advertising manager of the Armstrong Cork Co., Lancaster, Pa., where he spent 17 years, has been appointed director of advertising of the Gruen Watch Co., Cincinnati, according to Benjamin Katz, president of Gruen. Mr. Young will be in charge of the spring radio campaign for Gruen, which again next year will feature announcements on a large list of stations.

BOARD OF DIRECTORS of Philco Corp., Philadelphia, on Nov. 17 declared a four-cent cash dividend per share, payable Dec. 12 to stockholders of record Nov. 23. This is the fourth dividend of 25 cents per share declared this year and the 12th cash dividend since the radio and television company was established.
Service Radio Programs Freed of Bans by CBC

RESTRICTIONS have been lifted by Canadian Broadcasting Corp. on the commercial sponsoring of radio programs for the armed services, according to a circular letter sent to all stations and advertising agencies by Jewell Bassford, CBC supervisor of station relations at Toronto Nov. 13. The policy “prohibiting commercial exploitation—either directly or indirectly—of Canada’s armed forces either here or abroad” was laid down May 31, 1940.

At the recent meeting of the CBC Board of Governors in Ottawa this policy was again surveyed and it was felt developments justified easing the restrictions. The CBC Board of Governors decided that in the future it would sanction the use in commercially sponsored programs of material relating to war circumstances, provided such use does not involve any actual exploitation of the services here or abroad. This change has for some time been requested by Canadian advertisers who have watched the development of sponsored programs in the United States at various army training and recreational centers.

Utility Campaign

LOCAL electric power and light companies throughout the country which have been banding together for purposes of undertaking a cooperative institutional advertising campaign [Broadcasting, Sept. 1], in a few weeks will launch the first phase of the drive with space in several national weeklies. Group, which has been considering a radio adaptation of Mrs. North, book and Broadway play by Martin Gash and Howard Harris, for a net show, relinquished its option on the half-hour program when it could not make a specified starting date. N. W. Ayer & Son, agency in charge, indicated, however, that when radio plans are formulated by the first of the year, the North play would be given first consideration if still available.

Malone’s Contest

A ONE-YEAR scholarship to William Jewell College in Liberty, Mo., is being offered to the boy or girl eligible to enter college next fall who writes a prize interpretation of “American Youth & the American Way” in a contest sponsored by Ted Malone, poetry commentator of Between the Bookends on NBC-Blue. Contestants must be sponsored by a teacher, librarian, parent, guardian or friend who will receive $100 worth of books of his own choice if his candidate wins first prize. Entry blanks are obtainable from Ted Malone, care of NBC, New York.

Vermouth Feeler

WINE SHIPPERS IMPORT CORP., New York (Vermouth), is conducting a 13-week test campaign of six participating announcements weekly on WINS, New York. If the test proves successful, more stations may be added, according to Johnstone, New York, agency in charge.

Canadian CP’s

TWO CONSTRUCTION permits for stations in Ontario have been issued, but call letters have not as yet been assigned. D. A. Jones of Roslyn, Que., has been granted a license for a station at Pembroke, Ont., with power of 250 watts on 1340 kc., and Gordon E. Smith, of Brantford, Ont., has been granted a license for a station at Parry Sound, Ont., with power of 250 watts on 1450 kc., according to G. C. W. Browne, assistant controller of radio, Department of Transport, Ottawa.

Cooper Song Featured

KENT COOPER, general manager of Associated Press with a song-writing hobby, has written a new song, “Sunset,” which was to be a feature tune on the Nov. 24 For America We Sing broadcast on XHC-Blue. A special arrangement of the song has been made and played by Dr. Frank Black of the orchestra. Mr. Cooper also is the author of “Dixie Girl”, originally written in 1923, which was introduced to radio in the last year to become an immediate hit.

Chibears’ Alaskan Fans

MEMBERS of the United States Army stationed at Juneau, Alaska, aviation base are regular listeners to the broadcasts of the Chicago Bears’ professional football games on WENR, Chicago, according to a communication received by the station from Maj. John J. McNeill, infantry officer at the base, who wrote that the “reception is fine”. The games, broadcast each Sunday, are sponsored by Pabst Brewing Co., Chicago.

50,000 Watts

Red Network

Pittsburgh

Allegheny County & Tri-State Area

1 1/4 Million Radio Families

Showmanship

These factors—and unprecedented business activity in the Pittsburgh Tri-State Area—add up to an all-time high value for Radio Advertisers on....
To Get All There is in Central New England

Complete Central New England radio coverage hinges on one station—WTAG—the one radio station Central New Englanders tune to, the clock around, for their radio news and entertainment.

According to a special Crosley study, Worcester listeners say that their listening habits are outstandingly well compared with other cities surveyed.

According to a Hooper-Holmes independent study, station operators say that preferred for WTAG is outstandingly high throughout the Central New England Market.

NBC Basic Red and Yankee Networks
Edward Petroj, Jr. Co., Inc.—National Representative

ANNOUNCED BY THE PIONEER TELE-VU GAUGE

WAAT, WHEC Contracts Are Claimed by AFRA

AMERICAN Federation of Radio Artists reports that contracts have been signed and ratified with WAAT, Jersey City, and WHEC, Rochester. Both agreements are the standard AFRA forms, the WAAT contract running for one year and the WHEC agreement for two years.

In recent elections William P. Adams was elected president of the New York local of AFRA, and Sam Parker was again chosen to head the Miami local. Other New York officers include: Alex McKee, Eric Dressler, Ben Grauer, Walter Freto, Mark Smith, vice-presidents; Anne Seymour, recording secretary, and Ned Wever, treasurer. Miami officers, in addition to Mr. Parker, are: Don Butler, vice-president; Jack Ellsworth, secretary; Fred Habrich, treasurer.

HELLO, POLKS

4th Army Corps Gets WBT 'Midnight Party' Time

WBT, Charlotte, starting Nov. 11, turned the time for its daily 55-minute Midnight Dancing Party to the 4th Army Corps, now on maneuvers in the Carolinas, for a new series of programs designed to keep maneuvering troops in touch with their home-folks. The special series, to be conducted each night from 12:05 a.m. by Private George M. Monaghan, formerly of WBT, Hartford, Conn., will present interviews with boys in the Army, along with music dedicated by them to the folks at home.

The plan for this new service to the armed forces drew enthusiastic praise from Army officers. The program will be broadcast to an established audience, built up by Midnight Dancing Party, which has drawn regular fans from listeners in the 48 states.

TURNER Co., Cedar Rapids, Ia., has developed a new Model 21 dynamic microphone for broadcasting, as well as public address systems, leads and others requiring a high-frequency range microphone. According to the manufacturer, the new model utilizes a new type magnet structure and acoustic network.

ing it with one hand while you tell a bedtime story or two and admonish Johnny not to touch his little baby brother with those dirty, dirty hands would have much to do with the marts of trade and high finance. But Uncle Don has proved to the contrary. The answer is that in his larger self, Don Carney is no man at all, but an institution.
TUNNEL RECEPTION
Claimed After Long Tests
By KDKA, Pittsburgh

FIRST claimed radio reception in vehicular tunnels has been made by KDKA, Pittsburgh, engineering department after months of experiments in Pittsburgh's mile-long Liberty Tubes under Mount Washington. With the cooperation of Allegheny County Commissioners, work was begun at the suggestion of James B. Reck, KDKA general manager. T. C. Kenny, assistant chief engineer was in charge of the experiments.

Installation of temporary power lines in the tunnel led to the discovery that reception might be possible. In the course of repair work a wire was strung along the top of each tube and motorists with better-than-average sets found they could pick up a weak signal. Kenny installed permanent wires to act as antennas. Lead-in was to a pickup antenna at the top of Mount Washington.

To counteract loss of strength suffered in transmission Kenney then moved the outside antenna and amplifier from the hill to the Pittsburgh end of the tunnels where signals from all five Pittsburgh stations could be picked up without reflection from the hill. This jumped the signal strength from .5 mv. to almost 60 mv. at the end of the tunnels, decreasing to 26 mv. at other end of tunnels.

FOOTBALL COVERAGE is aided by these mechanical setups. The portable setup at left is used by Wil Pettigrew of WOSU, Ohio State U station. (left photo) to keep track of lineups and substitutions from the booth. A six-slotted revolving cylinder is used for each position on each of the teams. A quick flip brings a sub's name into position. The "identifier" is carried by a shoulder strap and was built by W. E. Eckenerode, Ohio State master mechanic.

At right is the studio setup used by KOA, Denver, to broadcast telegraphic play-by-play reports. Stav Yelland (hand at ear) handles play-by-play, and is aided by Bob Young (just behind him), who uses a pointer on a ruled backboard and reads commercials. Partly concealed is Don Martin, KOA news editor, who enables copy. Ed Sproule (foreground) checks substitutions for grid graph.

BRIEF opposing a review by the U. S. Supreme Court of a ruling handed down in early July by the U. S. Circuit Court of Appeals at Los Angeles, permitting the recording of a book or poem without payment of royalty to the author, has been filed by Frederick Laushner.

Radio in Blackout Drill

RADIO will be used to inform the public and to obtain volunteer recruits for various drills, as well as to instruct civilian population in its duties when and if blackouts become necessary in the United States, according to a new pamphlet prepared by the War Department for the Office of Civilian Defense. Titled Blackout, the 80-page pamphlet, bound in heavy black paper with a standout blue design, gives a complete survey of the problems involved in blackouts, how they can best be offset and the cooperation expected from public utilities and other facilities.

Two Serials Created

TWO NEW daytime radio serials have been created and will be written by Edward Longstreth, former director of radio for the Colgate-Palmolive-Per Co. and Bruce Chapman. The series is especially designed to incorporate the commercials within the framework of the dialogue. Serials will be handled by the William Morris Agency, New York.

KHJ, Los Angeles, has appointed Walter Biddick Co., Los Angeles, as exclusive Pacific Coast representative.

LAST MONTH 7,600 PEOPLE MOVED INTO WASHINGTON

(this month most of them are listening to WJSV)

Talk about "Boom Towns"! Washington, D. C. came through with a 1940 Census count of 663,000—a 35% gain over 1930! And more was yet to come. This year people have been pouring into the District of Columbia at an estimated rate of 7,600 every month!

And that's not counting visitors... the thousands who come every week to see—and to spend—in the nation's capital. It's based on the 91,200 people who are expected to take a permanent place this year in the highest per capita income and retail sales market in the country.

The best way to reach these 91,200 newcomers is the way the country's most astute advertisers reach Washington's 663,000 oldtimers. On 50,000-watt WJSV—Washington's best salesman!

WJSV COLUMBIA'S STATION FOR THE NATION'S CAPITAL

Owned and operated by CBS. Represented nationally by Radio Sales with offices in New York, Chicago, St. Louis, Charlotte, Los Angeles, San Francisco.

BROADCASTING • Broadcast Advertising
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CHECKING RESULTS of recent match with scorekeeper, Hal Damon, charming members of CBS Hollywood women's bowling team are (front row, left) Mary Jane Anderson, Damron, Bernice Armstrong (standing), Eleanor Ross, Virginia Damron, Bernice Armstrong (standing); rear row, Jean Kerr, Hazel Miller, Anita Harryman, Kay Schaffer, Eva Weigold, Muriel Horner.

Texan Singers

THE WAR has made the weekly audition day at CKLW, Windsor. One of the special programs for the program director John Gordon. So many boys from Texas are trying to enlist in the Royal Canadian Air Force at this border city, that to put in the time they are trying to crash radio in Windsor by singing those Texas ballads.

WWM, Nashville, reached back into history for a pre-game broadcast in connection with the 50th anniversary of Vanderbilt U. and U. of the South on the gridiron Nov. 8. Having played 50 games, this is the longest series of uninterrupted games between two schools, it is claimed by Tennesseans. WWM assembled past stars of the gridiron from the two schools for a round of reminiscing, included was Elliott Jones, who founded football at Vanderbilt and was captain of its team in 1890-91.

WCHS, Charleston and the West Virginia Network Nov. 12 honored the nine West Virginia men who lost their lives on the Reuben James. Staff-written script was built around Gover- nor Noyes, who appeared on the program.

WSGL, Hartford FM station, recently inaugurated a new symphony program, Classical Hall, to be heard daily 3:45 p.m.

WIRE, Indianapolis, on Nov. 21 broadcast direct from Newport News, Va., the launching of the Navy's newest battleship, USS Indiana, and addresses by Gov. Henry F. Schracker and Secretary of Navy Frank Knox.

Eugene S. Pulliam, WIRE news editor, who described the ceremonies and Engineer Eugene S. Alden, both natives of Newport, joined the trip aboard a special train with the Governor and party. Program was also carried by WHIB, Anderson.

WBAI LaFayette; WNBC, Muncie; WDLR, Weirton, West Virginia; WAOC, Vincennes.

Licia SERIO, WQXR, New York, commentator, has inaugurated a Christmas drama to provide toys and clothing for 25,000 Appalachian Mountain youth, none of whom are able to attend school this winter for lack of shoes and clothes. She has already sent 100 dozen woolen sweaters bought with money contributed by listeners. WQXR's staff plans to fill several dozen candy boxes and New York school children are sending hollipops to the unfortunate.

Studio in Grand Rapids Is Projected by WKZO

WKZO, Kalamazoo, has completed arrangements to open studios and offices in Grand Rapids, using quarters in the Herkules De- partment Store. Contracts for the studio facilities were signed last week by John E. Petzer, WKZO president, and Charles O. Ransford, for the store. The new Grand Rapids studios are expected to be ready for use in early December, it was indicated by Ray V. Hamilton, WKZO general manager.

Harry Caray has been named director of programs from the new studio by Paul H. Brandt, WKZO program director. Hal Forward also is to be sent to Grand Rapids as chief operator at the new setup.

Big WJXK Account

NATIONAL BREWING Co., Balti- more, has signed one of the largest accounts in its history of WJXK, Washington, with a 26- week schedule of six-weekly half-hour programs. Arch McDonald, WJXK sports commentator. McDonald will conduct a Moon Dial consisting of sports news, general items, and light music. Program takes the air Dec. 15. Contract was placed through D. Stuart Webb, Baltimore agency.

SPECIEST by President Roosevelt Dec. 15 in observance of the 196th anniversary of the ratification of the bill.

WLW - WLW - WSAL, Cincinnati, employed Nov. 9 by the agricultural department of WLW in its annual outing to Everybody's Farm, near Mason, O. An old-fashioned turkey shoot was held with executives and workers in competition with the 150th anniversary of the naming of the state. Trombones, drums and guitars were awarded as trophies and to some to the staff members and their families.

WPIL, Philadelphia, has signed a contract with the National Association of Performing Artists for the use of the radio station's studio space for a 10-week series of 20 programs. WPIL's contract is due to expire in 1957, follows by two weeks the signing of the ASCAP contract for both stations.

KJMI, Fresno, and six California Radio Systems stations have started the fifth year of Radio Forum Better Understanding, designed to promote better understanding among people of various religious faiths. The forum features discussions by the three ministers of different faiths—Catholic, Protestant and Jewish.
JEWISH PROGRAMS IN ENGLISH

New York Broadcasts Prove Successful in Selling Specialized Markets

By MAURICE RAPPEL
Vice-President and Producer
American Jewish Broadcasting Co.
New York

DRAMATISTS who experiment with modern speech without a Yiddish swing have nothing on us. In December, 1938, we put a swing orchestra and vaudeville show, called Yiddish Swing, into the Capitol Hotel to play to capacity audiences of 2,600 and more every Sunday afternoon, and presented a half-hour of popular and traditional Jewish folk melodies in the lilting style of the modern musical manner.

Requests for tickets came in by the thousands, and Yiddish Swing moved into the Grand Ballroom of the Capitol Hotel to play to capacity audiences of 2,600 and more every Sunday afternoon. Subway cars were packed. Subway stops at the hotel. At the broadcast, they remembered the sponsor—and bought!

Will It Work?

It was with a pioneering spirit that Edelstein Dairy Co. undertook to sponsor Yiddish Swing from its first broadcast. Would such a program, rooted in the time-honored traditions of folk melodies and continuity, have selling appeal?

The answer is a definite affirmative. The two sponsors who have used the Yiddish Swing formula have ample testimony to prove it. Edelstein's, the first sponsor, was an independent dairy publisher struggling to make headway against the large national dairy chains. Subway cars were the only advertising medium previously used, and these for but a short run.

After sponsoring the swing program for 45 weeks, Robert Edelstein stated: "The impetus gained directly through our program doubtless our success in Greater New York for two of our products—Tuxedo Brand Farmer Cheese and Cottage Cheese."

Matzo Sales, Too

Our second sponsor, too, has found gratifying results. On Nov. 3, 1940, the H. Manischewitz Co. took over sponsorship with Edelstein's continuing with participating spot announcements at the end of the program. Immediately the company sales graphs showed a definite rise. Fan mail and ticket requests kept coming in. Old folks as well as youngsters set their appeal to the hearers. That they bought as well as listened is demonstrated by the fact that Yiddish Swing was the only medium used by the manufacturer to introduce new cracker product—Tam Tam—to the metropolitan market. Within four weeks, the company's sales for this product had risen to amazing and unexpected heights", according to Max Manischewitz, treasurer.

A recent survey showed, after a few months on the air, Manischewitz topped all others in the matzo field, with a sales record of 61.3%. After the original 13-week contract expired, the company immediately extended it to 62 weeks.

A recent survey showed that 80.1% of those canvassed listened to our programs in the English idiom, while 34.3% listened to all Yiddish-language programs on all other New York stations combined (six stations carrying about three hours of Yiddish daily).

News Success

Another convincing example is the Yiddish-American Hour newscast of William S. Galimore, commentator, sponsored by the Stuhmer Baking Co. This program followed immediately after Yiddish Swing, and together with another 15-minute period of classical music the 60 minutes is known as the American-Jewish Hour. So pleased was Stuhmer with results that, after repeated renewals, the company extended their contract to run on a 62-week basis.

The crowning glory of the American-Jewish Hour is that its features are concentrated into a big period unit in which each of the individual programs enhances interest and listening attention for the next show. The net results of the American-Jewish Hour, heard Sundays, 1:30-2:30 p.m., are shown in a Hooper Survey of May 1st, the beginning of the slow summer months), which provides a rating for the period, which behind WABC and WOR, were tied for first place with a rating of 2.5%.

WABC on All Night

ANOTHER STATION in the New York Metropolitan area to start an all-night program is WABC, CBS New York outlet, which on Nov. 14 began testing from 1:51 a.m. to 6:15 a.m. Friday, a record show with Arthur Godfrey. Last week WABC added an hour to the show, extending it to 6:15 a.m., and if the audience proves large enough, the station will extend its all-night operation throughout the week as a regular policy. Arthur Godfrey continues to do his regular daily hourly show, 6:30-7:45 a.m. broadcast on WABC, as well as the 7:45 a.m. program on WJSV, Washington, D.C.

Canada Shortwave Post Busy Production Center

WITH SEVEN daily and 17 weekly broadcasts from Great Britain being fed to the Canadian Broadcast Corp. network, the CBC shortwave listening post at Britannia Heights, outside Ottawa, has grown to be a busy production center since outbreak of war. A staff of four engineers is on the job 16 hours daily, while in another part of the building there is a staff of linguists picking up news and broadcasts from all parts of the world for the CBC news bureau.

The CBC shortwave receiving station uses two Canadian Marconi diversity receivers with a range from 3 to 25 mc. Because practically all broadcasts received from Great Britain for shortwave in Canada come from Daventry, England, the two rhombic antennae atop four-foot wooden masts are orientated to Daventry.

Programs received for rebroadcasting over CBC networks are fed through a master control and then through a specially balanced telephone line to CBO, Ottawa, and piped by telephone line to other CBC network stations throughout the Dominion. Foreign propaganda broadcasts are recorded for study.

Bought by Caldwell

Caldwell-Clements, New York, publisher of Radio Today and Radio Yearbook, has purchased Radio Retailing from the McGraw-Hill Publishing Co. and will bring out the first issue of the consolidated enlarged publication in January under the title Radio Retailing Combined With Radio Today. The purchase returns Retailing to the direction of O. H. Caldwell and M. Clements, who launched its first issue in 1925 and supervised its publication for many years under its former ownership. Mr. Caldwell was a member of the original Federal Radio Commission.

WAGF, Dothan, Ala., and KHAS, Hastings, Neb., have contracted for the special radio news wires of PA.

5 REASONS WHY THIS IS THE RADIO STATION FOR YOU IN BOSTON

1. Low daytime rates now in effect give you most results per radio dollar spent.
2. Going full time very soon.
3. Centrally located transmitter for concentrated Boston coverage.
4. New popular program structure.
5. An increasing record of advertiser successes.

Labor Series Extended

CALIFORNIA State Federation of Labor, Los Angeles, sponsoring the weekly half-hour program, This, Our America, on KFWB, Hollywood, on Nov. 24 extends station list to include KFXO, KVOY and 12 Don Lee California stations, Monday, 8:30 p.m. (PST). Series, featuring a dramatized film adaptation with weekly guest orchestra and singer, will continue to emanate from and also be released on KFWB. John Boylan is writer-producer. Allied Adv. Agencies, Los Angeles, has the account. Walter McCreery and W. F. Gardner are account executives.

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Katz Drug Chain Finds Spot Campaign Successful in Short Promotion Drive

SPOT ANNOUNCEMENTS have proved a successful advertising medium for Katz Drug Co., Kansas City, in an intensive campaign of several weeks, according to Henry Gerling, Katz advertising manager. The Kansas City company, a well-known retail drug advertiser, this year undertook an ambitious experiment in radio advertising by using 1,540 spots on four Kansas City stations during a 10-week pre-Christmas promotion.

Directed by M. H. (Mouse) Strait, of Ferrey-Hanly Agency, Kansas City, and Mr. Gerling, local announcers and local announcers have made 40 different one-minute transcriptions, with 16 more planned. Twenty-two times daily the transcriptions are carried on WDAF, KMBC, WHB and KCCK.

It was intended that the spots continue to show results credited to them during initial weeks, the company may use them as a permanent advertising medium.

Katz Drug Co. also has sponsored two Big Six football broadcasts on WDAF. The transcriptions were made in the recording studio of Vic Damon. Participating in the transcription process were Brown's son and Mabel Deutsch, freelance radio artists; Dick Smith, Gene Curtiss and Lou Kemper, WHB announcers, and Eddie Edwards, KMBS producer.

Three in a Bunch

IRYE TUNICK, former continuity director of WINS, New York, is currently writing public service programs through the radio division of the S. Office of Education, on Nov. 23 heard three of his half-hour spots on a four-hour period. From 12:30-1 p.m. Tunick's script on the contribution to the Negroes to American network an- nouncer, and will broadcast on NBC, the last lap of his 

FM Display Is Shown In Eaton Tower, Detroit

TO ACQUAIN Detroit listeners with FM broadcasting, W49D, FM adjunct of WJLB, is sponsoring an exhibition of frequency modulation which opened Nov. 3 and will continue until Dec. 13.

The exhibition, occupying the entire 24th floor of Detroit's Eaton Tower, location of the station's studios and transmitter, features sound movies in color, non-technical explanations of FM operation, lantern slides of Maj. Edwin H. Armstrong's experiments and competition demonstrations with AM. Space has been reserved for dealers and distributors to exhibit the latest models of FM receivers.

On the air since May 10, 1941, W49D expects to be operating with full power of 10,000 watts before the year ends. It now operates with 1,000 watts on a schedule of 64 hours of news, music, and variety weekly. Detroit now has four FM outlets authorized including W49D.

The others are to King Trendle Broadcasting Corp., operators of WXYZ; W49D, adjunct to WJLB; W53D, operated by WJR.

WDRG's 20th

WDRG, Hartford, to observe the start of its 20th year of broadcasting, has dedicated the entire week of Dec. 10 to Holiday Week. Special programs are to be carried throughout the week, with station personnel having the theme line: "WDRG, Hartford, now in its 20th year of broadcasting." General manager of the station is Franklin M. Doollittle, who founded the station in 1922.

WCKY's 70th

WCKY, Cincinnati, is marking its 70th birthday, having started its year in 1922. WCKY is one of the oldest stations still on the air.

WCKY's 70th

WCKY, Cincinnati, is marking its 70th birthday, having started its year in 1922. WCKY is one of the oldest stations still on the air.

WKNY Names Ackerly

OLIVE ACKLEY, for three years a "goodwill ambassador" of WCKY, Cincinnati, has transferred over a new post at the station Nov. 24 as director of women's programs, succeeding Ann La Hay, who resigned to become radio editor of the Chicago Sun. Miss Ackerly will take over the WCKY morning slot 8-10 a.m. on which Miss La Hay conducted her household program. She also will continue her speaking activities before clubs and conventions.

Today, as the earliest days of radio, the name CLARK on processed recordings is a symbol of sterling workmanship and quality materials. And today practically every important transcription producer is a CLARK client. So, today we say if you are interested in quality transcription processing you investigate CLARK.
WBIG and WCLE
Ask 50 kw on 640

Seven Applications Pending For KFI's Clear Channel

INDICATING a battle-royal for assignment on the 640 kc. clear channel, on which KFI, Los Angeles, is the dominant station, additional applications were filed last week for 50,000 watts on the channel, bringing to seven the total now pending.

WBIG, Greensboro, N. C., CBS outlet, filed an application last Monday for shift in frequency from 1470 kc. with 5,000 watts to 640 kc. with 50,000 watts, with changes in its directional antenna. WCLE, Cleveland, sister station of WHK, simultaneously filed a similar application, seeking a shift from 610 kc. with 500 watts daytime to 640 kc. with 50,000 watts using a directional day and night. WCLE amended its pending application for assignment to 600 kc.

The two new applications were filed by Loucks & Scharfeld, with the engineering for the Cleveland petition handled by McNary & Chambers and for the Greensboro application by Herbert L. Wilson.

Other applications now pending for assignment to 640 kc. include those of WCKY and WKRC, Cincinnati, WCHS, Charleston, and WJYF, Jacksonville, each seeking 50,000 watts; WOKO, Albany, N. Y., and WHCU, Ithaca, N. Y., with request for 5,000 watts full-time.

Book List Enlarged

SIMON & SCHUSTER, New York (Your Income Tax) has increased its spot announcement campaign to approximately 125 stations with the addition of 68 stations in the past few days [Broadcasting, Nov. 3]. Agency is Northwest Radio Adv. Co., Seattle. The station list:

KFOR KCFQ KFEL KGH L WDBO KTV
KSER KSOO KOB KCMO KFTR WDR
KGO KDA WATK KFTR WTOP WFPS
WPBR KFOX KFHD KFED WCOO
WNNK WNOO WNOO WNOO WNOO
WNNK WNOO WNOO WNOO WNOO
WNNK WNOO WNOO WNOO WNOO
WNNK WNOO WNOO WNOO WNOO

Weight Lifting

FACED WITH the problem of moving 3½ tons of FM equipment 42 floors to the top of 444 Madison Ave., New York, engineers and movers of the new 10 kw. FM transmitter of W7INY, owned by WOR, New York, required six hours to do the job. Special crates for the sections fitted doors and elevators, which only went to the 40th floor, after which trap-doors were used. The 30-foot antenna and transmission line pipe lengths were taken up on the tops of the elevator cars.

Ronson Drive

ART METAL WORKS, Newark (Ronson lighters), for the second successive year starting about Dec. 10 will conduct a two-week intensive pre-Christmas campaign of one-minute transcribed announcements and participations stressing the lighters as appropriate gifts. Stations have not yet been set up but the agency, Cecil & Presbrey, New York, indicated that they would try to be used: New York, Chicago, Boston, Detroit, Los Angeles, Washington, New Orleans, Cleveland and Dallas.

Toscancini First

FIRST concert broadcast by the NBC Symphony Orchestra under the direction of Arturo Toscanini without studio audience will be heard Dec. 6 and 13 on the NBC-Blue Treasury Hour program when the conductor leads the orchestra at the request of the Secretary of the Treasury. No reason for the decision was given by NBC officials, but it is understood that the expected overwhelming demand for tickets to the broadcasts is the cause.

Selznick in N. Y.

RADIO talent, guest star appearances and package program ideas all will be handled from the new radio department set up in the New York office of Myron Selznick Ltd., talent agency. Serving advertising agencies, the new department will be under the management of Bob Ferres, formerly in the CBS artists bureau.

Radio Is Leading Factor
In Filling 750,000 Jobs

THE ABILITY of radio to secure skilled workers for jobs in the national defense effort continues steadfast according to a statement made to NAB by Harry B. Mitchell, president of the Civil Service Commission, who stated: "The wholehearted, practical way in which radio has 'gone all the way' has been of first importance in our program."

Writing Nov. 18 he further stated: "As we pass the three-quarters of a million mark in placements in the War and Navy Departments in our 'all out' effort to supply workers for national defense, I again want to express my deep appreciation of the continuing help radio has given."

With the help of radio, since July 24, 1941, 250,000 placements have been made in the War and Navy departments. In the 12 months prior to that date the Commission stated that radio has been responsible for filling 500,000 jobs, all in the 'skilled worker' category.

WORDS OF ADVICE to prospective radio workers are presented in an academic discussion in the form of a monograph, "The Program Side of Radio," by George Jennings, programming director of the Radio Council of the Chicago Public Schools (Bellman Publishing Co., Boston, 50 cents). The monograph briefly reviews necessary qualifications, possibilities for development and pay for all types of program workers, from artists and announcers to stenographers and executives.

Lorillard Baseball

P. LORILLARD Co., New York (Old Gold cigarettes), is negotiating with the Brooklyn Dodger base-ball club and WOR, New York, for sponsorship of the Brooklyn games next year. Deal was still pending as Broadcasting went to press and will not be worked out until the return next week of Larry McPhail, Dodger president, now vacationing in Maryland. Last season Lever Bros. Co. (Lifebuoy), and General Mills (Wheaties) shared sponsorship of the games. Lorillard agency is J. Walter Thompson Co., New York.

Florida Fruit Drive

FLORIDA CITRUS Commission, Lakeland, Fla., about Dec. 1 will launch a radio campaign through its new agency, Blackett-Sample-Hummert, New York, using transcribed spot announcements and station breaks on 72 stations to advertise grapefruit, oranges and tangerines with copy stressing health angle. Starting date is flexible, depending on the date the fruit reaches the market. Contracts run 6 to 26 weeks.

Barbasol Placing

BARBASOL Co., Indianapolis (Shaving Cream), on Dec. 1 starts a 32-week schedule of 30-word announcements on WFAA-WBAP, Dallas- Ft. Worth. Company is now using a news period on WWJ, Detroit, and is sponsoring Gabriel Heatter on 13 MBS stations, six times weekly. Agency is Erwin, Wasey & Co., New York.

Now you can buy...

NBC Blue in Kansas City

Now, for the first time, there is a Blue Network station in the heart of the golden Kansas City market! And that station is the fast-growing, popular KCMO. No increase in rates. And KCMO's special merchandising service is at your service—a plus in value that assures plus results.

JACK STEWART
GENERAL MANAGER

Represented by: John E. Pearson
NBC Blue Network Affiliate

November 24, 1941 • Page 55
Canadian Music Tariffs Filed

Station's ASCAP Payments Are Practically Doubled

MUSIC COPYRIGHT tariffs for 1942 were filed in an extra number of the Canada Gazette dated Nov. 15, 1941, in Ottawa, and call for payment of Canadian stations to Canadian Performing Rights Society of $203,660, as against $107,612 in 1941. 

EMI Canada tariffs substantially as reported in Broadcasting Nov. 10, one-third of the total $116,377 collected for Canada on the basis of 8 cents per licensed receiving set, or such other amount as may be determined by the Copyright Appeal Board or pecentage to be established.

JPRS (Canada's ASCAP) has filed alternative schedules for fee payments, under which each station pays a proportion of the total $203,660 (which works out to about 14 cents per licensed receiver) at set out in a table, or on a complicated "per piece" schedule.

Rate Structure

This schedule calls for an annual fee, plus so much per piece or of each three minutes or part thereof, which may be placed in operation during 1942 will be charged in the tariff and includes power used, average daily, estimated number of receivers in area in which station operates and the proportion of the year remaining unexploited.

Kay Kyser in Syracuse

On WOLF's Facilities

SAID to be one of the few times an unaffiliated station in a city with basic NBC service has carried an NBC-Red program, WOLF, Syracuse, on Nov. 19, broadcast the regular Kay Kyser show "College of Musical Knowledge" under arrangement with NBC.

The program had been dropped early in October by WSYR, NBC affiliate in Syracuse, presumably because of conflict with basic Blue Network programs. It was reported the return of the program to Syracuse listeners brought press attention, the Syracuse Herald-Journal reporting its radio page to handle the news after its first edition was on the street. A heavy preannouncements schedule on WOLF tied up the station's switchboard.

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BROADCASTING • Broadcast Advertising
some, and under the individual blanket ASCAP licenses for those who have them.

Where a station has a blanket license, the cost of the music is therefore raised from 2% to 8%. The method was defended by John Paine, ASCAP general manager, and Herman Finkelstein, ASCAP attorney, who contended that to operate on an optional basis might be considered discriminatory.

During the conference, Mr. Paine called New York, where the ASCAP board was in session, and asked for a decision on the optional method of clearance, and the revised procedure resulted. The committee, of which Stanley Hubbard, of KSTP, St. Paul, is chairman, agreed to work out some feasible method of clearance-at-the-source with ASCAP and the transcription companies. Mr. Paine said they would take the matter up with the ASCAP board when he returned to New York later in the week.

It was revealed by one of the broadcasters, that at the NAB district meeting in Greensboro, N. C., two weeks ago [BROADCASTING, Nov. 10] that E. Claude Mills, chairman of the ASCAP executive committee, assured broadcasters they would not be charged more than 2% for music whether it was on a transcription or live. This was directly opposite Mr. Paine's original stand, and it indicated that either ASCAP was not sure of its own method of operation or that it was attempting to confuse the broadcasters.

A Legal Problem

It was described as a moot legal question whether the ASCAP method on clearances is not contrary to the language of the consent decree. The language in the decree states that "in respect to musical compositions recorded on especially constructed electrical transcriptions ASCAP shall not refuse to license a manufacturer, producer, distributor, advertiser or agency on a clearance at source basis."

If an advertiser wishes to place a transcription of ASCAP music on a station not licensed by ASCAP he must get clearance at the source and 8% of the card rate is paid for that music. If the advertiser is deterred from using an unlicensed station because of the 8% (although the station pays it), then, it is claimed, the station is being deprived of clearance-at-the-source.

The matter is a legal tangle and it is thought possibly the Department of Justice may be asked to clarify that provision of the consent decree. Not included in the 8%, of course, is the money paid to Music Publishing Protective Assn., for recording rights which in some cases amounts to more than the entire ASCAP fee. One of the transcription companies reveals that it had paid $70,000 to Music Publishers Protective Assn., last year for one widely distributed transcribed series.

There was considerable discussion on the legal aspects of the entire question. A number of broadcasters said that if ASCAP insisted on its present method of operation, transcription it would be the greatest argument for program contracts. Why, they asked, should a station have to take out a 2% blanket contract when they will be obliged to pay a total of 8% for the music on transcription?

Favor Per Program

A show of hands at the general meeting the following day revealed that those present were 10 to 1 in favor of a per program contract.

Those who attended the meeting were Messrs. Paine and Finkelstein for ASCAP; Charles Gaines and Read Wight, World Broadcasting System; Milt Blink, Standard Radio; C. M. Finney, Associated Music Publishers; Sydney M. Kaye, executive vice-president, BMI; C. Loyd Egger, NBC vice-president in charge of transcription department; Ralph Wentworth, Langlois & Wentworth; D. Leonard Callahan, SESAC.

Representatives of the stations were Eugene C. Pulliam, WRE, Indianapolis; Hubert Taft, WKRC, Cincinnati; Henry W. Slavick, WMC, Memphis; Ed Gitney, KGIR, Butte; John Shepard 3d, Yankee Network; Walter J. Damm, WTMJ, Milwaukee; William P. Scripps, WWJ, Detroit; Ronald Woodyard, WING, Dayton; Luther L. Hill, KRNT-KSO, Des Moines; John A. Kennedy, WCHS, Charleston; Campbell Arnoux, WATAR, Norfolk; John J. Gillin Jr., WOW, Omaha; Stanley Hubbard, KSTP, St. Paul; William Gillespie, KTUL, Tulsa; H. Dean Fitzger, WDAF, Kansas City; Hoyt Wooten, WRKC, Memphis.

Trophies are presented on each program of the So You Want To Be an Ammoscopes series on KRGV, Weslaco, Tex. Dick Watkins, production manager, sits behind a row of the trophies, as well as a grand trophy. Male students of high schools and junior colleges are eligible. They are required to sight-read spots, news and handle imagined situations. Listeners aid in selecting winners.

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

CORRAL YOUR SHARE OF CANADA'S WESTERN MARKETS WITH THE 'ALL-CANADA' STATIONS

In the West, 'All-Canada' stations talk to the money markets — the ones you want to reach. Tell them, sell them, through 'All-Canada' radio stations — the listener preferred stations in each locality.

Ask your advertising agency or All-Canada representative

THE ALL-CANADA 'WESTERN GROUP'

British Columbia
Trail CJA
Kamloops CJFC
Kelowna CKWX
Vancouver CFVR
Victoria CFIL

Edmonton CJCA
Grand Prairie CFOP
Lethbridge CJOC

Manitoba
Winnipeg CJCI

Saskatchewan
Moose Jaw CHAB
Prince Albert CKBI
Regina CECX

Alberta
Calgary CFAC

British Columbia
Trail CJA
Kamloops CJFC
Kelowna CKWX
Vancouver CFVR
Victoria CFIL

Edmonton CJCA
Grand Prairie CFOP
Lethbridge CJOC

Manitoba
Winnipeg CJCI

Saskatchewan
Moose Jaw CHAB
Prince Albert CKBI
Regina CECX

Alberta
Calgary CFAC

U.S.A.-WEED and COMPANY CANADA — All-Canada Radio Facilities Limited

Directors' Day

RADIO DIRECTORS came out from behind the scenes to tell of the lighter side of their jobs at last week's meeting of the Radio Executive's Club in New York. Lester O'Keefe of NBC, Earl McGill of CBS, Ira Ashley of Lambert & Feeley and Diana Bourbon of Ward-Wheeleoch spoke briefly of some of the humorous incidents they have experienced as directors. Dave Carpenter, WHEB, Portsmouth, N. H.; John Rivers, Charleston, S. C. and Bruff Olin, WKIP, Poughkeepsie were out-of-town guests. James C. Petriello, head of the American Federation of Musicians is tentatively scheduled as this week's speaker.

WHMA Reorganizes

In A GENERAL reorganization of station personnel, recently effected by WHMA, Anniston, Ala., Vernon Wray, formerly chief engineer with wide experience in Southern radio, has been named station director. A. Lynne Brannen, serving as chief engineer of the NBC-Blue affiliate since 1939 will continue at that post. Harold Russey will head the program department and Jerry Hunt will be chief engineer.
American Networks Cease Broadcasting
From Berlin Due to Undue Censorship

ALL BROADCASTS by American network reporters from Berlin ceased last week by "order" of the Reichurundfunk Gesellschaft (German State Radio setup), which scheduled New York head quarters of NBC, MBS and CBS that because of complaints "unjustifiably submitted" by their correspondents the Gesellschaft could no longer "cooperate with present representatives".

This order followed announcements the preceding week by NBC and MBS that they would not accept further broadcasts from Germany because of "undue censorship". Both networks had informed Berlin of the decision and had been told that German authorities "would give the situation their consideration and would confer on the matter".

Dreier's Ban

Trouble first arose Nov. 11 when Alex Dreier, NBC's correspondent, was banned from broadcasting his regular spot as a result of differences arising over the censorship of his broadcast material!. Although the Reich reinstated Dreier later, A. A. Schechter, NBC director of news and special events, notified them it would not accept further broadcasts. Again on Nov. 19 Dreier sent Mr. Schechter word that "the situation was under review with German authorities."

Mutual discontinued its reports from Germany also upon recommendation of its representative John Paul Dickson, who telephoned Adolph Opfinger, MBS program director, that "censorship has made broadcasts at the present time". During his conversation with Mr. Opfinger, Dickson told of the restrictions imposed on all broadcasts only on new material such as the current anti-Semitic drive and crisis in Czechoslovakia, but also on visits to the front.

In answer to the Reichurundfunk cable, Paul White, CBS director of Public Affairs, announced that CBS would accept no more broadcasts from Berlin under present conditions of censorship, and sent the following cable to Germany:

"The only complaints submitted to CBS by its correspondent, Howard K. Smith, related to what was transmitted after he had talked to Herr Kleindor of your shortwave department. Their validity may be considered unreasonably severe censorship. These complaints were judged by the fact that similar complaints have been made by every CBS correspondent who has brought his broadcast from Berlin since the beginning of the war."

"If your cablegram implies that you feel a correspondent has no right to inform his home office of his working conditions, then it is obvious that a correspondent does not have sufficient freedom of speech to enable him to work intelligently."

CBC News Change

RELAXATION of wartime regulations on commercially sponsored newscasters is understood to have been granted to CKLW, Windsor, Ont., only Canadian MBS outlet. Ten, following its receipt of a Canadian Broadcasting Corp. Board of Governors at Ottawa meeting, the station was notified that Gabriel Heatter and Raymond Gram Swing, MBS sponsored commentators, who had been on CKLW, subject to wartime censorship regulations being fulfilled. Canadian broadcasters have for some time been told the CBC Board of Governors for relaxation of the ban on sponsored news commentators and that it is expected the ban may be lifted entirely as a result of presentations made at the last CBC Board meeting with broadcasters. Sponsored news commentators were banned shortly after the outbreak of war.

Signal Oil Change

FEATURED for the past five years on the weekly NBC Signal Oil Commercials, Miss Penni, Signal Oil Co., Los Angeles, Barbara Jo Allen, comedienne, who portrayed Vera Vague, withdrew from the cast following broadcast of Nov. 16. Contract differences are not the reason for withdrawal. According to Miss Allen, Wyn Rosemaria of A. S. & Lyons Inc., Beverly Hills, Cal. talent agency representing Miss Allen, is negotiating with Buchanan & Co. and an unnamed sponsor, for her to head a new network show built around the comedy characterization. Miss Allen has featured a comedic role in the Warner Bros. film "Night Before Christmas," now in production, and also has contracts with Paramount and Republic studios.

Feed Firm Expands

CONSOLIDATED PRODUCTS Co., Danville, Ill. ("F Emulsion poultry feed), currently sponsor of "Here's Morn," on WLS, Chicago, and WEEI, Boston [BROADCASTING, Sept. 22], has added thrice-weekly half-hour program "3-Time" on WLS, Chicago, and half-hour "Sadle Mountain Roundup" on the Saturday night Barn Dance on WLS, Chicago, and half-hour "Sadle Mountain Roundup" on the Saturday night Barn Dance on WLS, Chicago.
**PUBLIC RELATIONS**

**TIPS GIVEN BY NAB**

General discussion on how broadcasters can improve their relations with the public & the public's conception of the industry & offers suggested points to be used in contacting the public.

Plans for an NAB public relations project are mentioned in the concluding paragraph: "When all of the ramifications of this revised problem are considered, it will be apparent that no single activity can possibly fulfill the requirements. There are many fronts upon which the fight must be carried.

NAB has examined a number of plans & suggestions with the view to making an effective approach & to developing a sound basis for continuing constructive activity. We hope soon to announce a definite program which will constitute a first step toward the accomplishment of our objective. The plan will be one which will offer to every station an opportunity to play an important individual role."

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**EQUALITY FOR BOTH**

Some Facilities Given Each Opponent by WBYN

**GOOD EXAMPLE** of how the democratic theory extends to American broadcasting by allowing two sides of a controversial issue equal time on the air was typified last week by WBYN, Brooklyn, when Norman Thomas, Socialist leader, and John F. Finerty of the Keep America Out of War Congress, claimed that one of the WBYN news commentators had described their remarks in an Armistice Day rally as "treasonable."

Thomas and Finerty were given equal time to air their own views followed by Griffith Thompson, WBYN manager, who stated that although "WBYN officially did not agree with their remarks, still the station advocated free speech and their privilege to speak as they believed."

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**MPPA Names Officers To Serve During Year**

ANNUAL meeting of Music Publishers Protective Assn., held in New York Nov. 18, elected the following directors for the coming year: Louis Bernstein, Saul Bornstein, Jack Bregman, Max Dreyfus, Jack Mills, Edwin H. Morris, Richard M. Alter, John J. O'Connor, Lester Santsky. Dreyfus is the sole new member, all other directors being reelected. MPPA officers will be elected at the first meeting of the new board this week.

Organization, which handles recordings for members, most of whom are also members of ASCAP, reports a big drop in transcription fees during 1941, due to the fact that the majority of stations were not licensed by ASCAP and hence the transcription companies made little use of ASCAP music. This was offset, however, by an increase in fees from phonograph records, which it was estimated will probably run 25% ahead of the 1940 total.

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**Philco NBC Pickups**

WPTZ, Philco television station in Philadelphia, is rebroadcasting several programs a week from the telecasts of WBBT, NBC video station in New York. Programs, chiefly sporting events or other outstanding program features, are picked up by special receiving antenna and fed to the WPTZ transmitter in much the same manner as was done by the General Electric video station in Schenectady, to which last spring also rebroadcast WBBT transmissions. Experiments are aimed at the eventual establishment of a television network, with stations linked by ultra-high frequency radio instead of wire.

ANNUAL AFRA Ball will be held Feb. 20, 1942, at the Waldorf-Astoria, New York. Betty Barde is chairman of the entertainment committee.

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**MPS-NCBS Drops WHDF**

WHDF, Calument, Mich., was discontinued as an outlet for programs of North Central Broadcasting System and other NBC stations as of midnight Nov. 16, according to information received at MBS headquarters from John W. Boier, NCBS president, who reported that the action was due to the failure of Michigan Bell Telephone Co., and AT&T to deliver adequate transmission lines between Ironwood, Mich., and Calument.

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**NLRB Hearings Ended**

In ACA-WOV Strike Case

HEARINGS before the National Labor Relations Board on the case brought by American Communications Assn. (CIO) against WOV, New York, were concluded Nov. 20 at the end of two months, the final decision to be rendered after summaries for both groups have submitted their briefs to Earl S. Bellman, trial examiner, who in turn recommends his decision to NLRB.

WOV employees went on strike Nov. 3, 1940, charging the station refused to bargain collectively. Points at stake, about which the hearings have been held, are the return of jobs to all employees involved in the strike action, back salaries, and collective bargaining with ACA. Attorneys, Henry Silverman and Sanford H. Cohen, for ACA, Leonard Boudin, and handling hearings for the NLRB was Millard Midnic.
November 15 to November 21 Inclusive

Decisions . . .

NOVEMBER 18

KLCN, Blytheville, Ark.—Granted modification Conditional that there be no operation between local sunset and sunrise.

WAOV, Vincennes, Ind.—Granted change in operation 250 w.

NBR, Oklahoma City, Okla.—Denied motion to change in operation.

December

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION

Knx on As Usual

Knx on As Usual Despite Tremors

Despite the recent California earthquake which caused a million dollar's damage and completely cut off electrical power, the transmitter of Knx at Torrence maintained unbroken service because of precautionary measures taken by the CBS engineers when the tower was constructed in 1937. A California law requires that school buildings be built to withstand a horizontal earth acceleration of 10% of that caused by the force of a powerful earthquake. CBS engineer went this one better, constructing the transmitter building to ride a shock of 25% of gravity.

Close Contest

Raymond Marcus and Jerry Kauffman, members of NBC Chicago guide staff and students in the announcing school conducted by Lynn Bunch, announced the finals of the National Invitational Radio Open at Fort Lauderdale, Fla., unaffiliated with Fort Lauderdale, and announced by Art Kaufman, members that both were equally good and that either announcement would be acceptable. The dilemma was solved by the flip of a coin and Marcus won the announcing job, heads up.

Knx on As Usual

Legs to See

First Hiory a film to try television as a medium is Gold Mark Hossy, Jr., New York, which on November 26 will start a series of four Wednesday programs on Wnbt, NBC's television station, to promote its contest to find "the new face of television." The comics and models will complete each week at 3:30 p.m. before a committee of judges from the fashion, art and beauty world, who will judge the finals on the Dec. 17 telecast. Prizes will be silk and nylon hosiery produced by the american Textile Manufacturers Institute, and the second will be the commercial television series produced by Norman D. Waters & Associates, New York, the first having been the Fashion Discoveries of Television series sponsored by the New York Department Stores Bloomingdale's and Abraham & Straus.

The Ladies Meet With Mary

Sewing Circle Idea Provides Talent as Well as

Sponsors of For the Ladies on WTCN, Minneapolis—the Hame

Pin Federal Savings & Loan Assn. of Minneapolis—believe they have a show which opens a new vista in broadcasting.

The unique part of the program started a few years ago during the Christmas season when Mary Proal Linkdee, who conducts the show, suggested that she would like to have an announcer join her. Instead of the expected turnout of a few dozen ladies, hundreds appeared.

Right there she decided to make it a regular feature. The women who had turned out were the "average" housewife, women whose interests outside the home are limited, and who are anxious for an opportunity to meet socially with others.

Satellite Groups

Once each month listeners attend a general meeting at which tea is served and a general "sewing circle" gabfest ensues. There is no charge, no compulsory attendance, and while shifting from meeting to meeting, is almost a thousand. From these monthly meetings have sprung five special interest groups. These meet either weekly or twice a week and consist of a Red Cross unit, a choir group, a writing group, a hobby group and a shrin

SPONSORS OF FOR THE LADIES

SPONSORS OF FOR THE LADIES ON WTCN, MINNEAPOLIS—THE HANCEPIN FEDERAL SAVINGS & LOAN ASSN. OF MINNEAPOLIS—BELIEVE THEY HAVE A SHOW WHICH OPENS A NEW VISTA IN BROADCASTING.

THE UNUSUAL FEATURE OF THE PROGRAM, STARTED A FEW YEARS AGO DURING THE CHRISTMAS SEASON WHEN MARY PROAL LINKDEE, WHO CONDUCTS THE SHOW, SUGGESTED THAT SHE WOULD LIKE TO HAVE AN ANNOUNCER JOIN HER. INSTEAD OF THE EXPECTED TURNOUT OF A FEW DOZEN LADIES, HUNDREDS APPEARED.

RIGHT THERE SHE DECIDED TO MAKE IT A REGULAR FEATURE. THE WOMEN WHO HAD TURNED OUT WERE THE "AVERAGE" HOUSEWIFE, WOMEN Whose INTERESTS OUTSIDE THE HOME ARE LIMITED, AND WHO ARE ANXIOUS FOR AN OPPORTUNITY TO MEET SOCALLY WITH OTHERS.

SATellite GROUPS

ONCE EACH MONTH LISTENERS ATTEND A GENERAL MEETING AT WHICH TEA IS SERVED AND A GENERAL "SEWING CIRCLE" GABFEST ENSUES. THERE IS NO CHARGE, NO COMPELLING ATTENDANCE, AND WHILE SHIFTING FROM MEETING TO MEETING, IS ALMOST A THOUSAND. FROM THESE MONTHLY MEETINGS HAVE SPRUNG FIVE SPECIAL INTEREST GROUPS. THESE MEET EITHER WEEKLY OR TWICE A WEEK AND CONSIST OF A RED CROSS UNIT, A CHORA GROUP, A WRITING GROUP, A HOBBY GROUP AND A SHRUN

EXPRESS Spots

Raiway Express Agency pany, New York (rail and air express), from Dec. 1 through Dec. 23 will conduct its annual profit Christmas campaign urging early holiday mailing by express. A special circular on the telegraphic announcement will be aired on approximately 75 stations during the three-week period. Last year the campaign used announcements on 65 stations over a three-month period, October-December. The Ceples Co., New York, handles the account.

Poslam Test

Emergency Lab, New York, through November is sponsoring a test campaign for Poslam ointment using 75 announcements daily in New York, Philadelphia, and six five-minute periods weekly on Dick Gilbert's program on WOV, New York, Agency is Redfield-Johnstone, New York.
GROUPED ABOUT BANQUET TABLE, members of the Northern California Broadcasters Assn. sit back for further discussion of local ASCAP licenses at Oakland, Calif., meeting Nov. 5. Clockwise (1 to 9) are: Harold H. Meyer, KYA manager, San Francisco; Lincoln Delar, KFSO manager, San Francisco; Charles Lloyd (against wall), KIX, Oakland; program director; S. H. Patterson, KSAN, San Francisco, owner; Philip G. Lasky, manager, KROW, Oakland; Wellington Morse, program director, KLS, Oakland; Arthur Westlund, manager, KRE, Berkeley; Preston Allen, manager, KKL, Oakland; C. L. McCarthy, manager, KQW, San Jose; David Sandberg, KFBR, Sacramento; Howard Willey, manager, KXT, Portland; Dick Heath, commercial manager, KFAB, Phoenix; Ward Ingrum, commercial manager, KFRC, San Francisco; Will Gunzendorger, manager, KSRO, Santa Rosa. In attendance, but not shown, were Keith Kerby, assistant manager of KROW, Oakland, and Glenn Dolberg, program director, KPO-KGO.

BMI Sends Out Third-Quarter Checks; More Than $200,000 for Performances

BMI last week mailed out checks of $200,000 to composers and publishers, covering performances of their music during the third quarter of 1941. Following previous BMI practice, payment was made at twice the agreed-upon scale with composers receiving two cents per broadcast per station, and publishers, who make their own payments to their writers, receiving four cents per broadcast per station.

During the quarter there were 64 tunes achieving totals of 10,000 performances or more, with "Daddy" leading the field with 65,835 performances, 33,777 on local programs and 32,058 on network shows. Count on the latter is made by crediting the song with one performance for each station included in the hookup carrying the broadcast. A total of 3,149,563 performances was tabulated for the quarter.

Increases over second quarter performances ranged from 13% to 200%, BMI stated. "They exceed generally the amounts paid in previous quarters," M. E. Tompkins, vice-president and general manager, wrote to publishers. "They are not in excess of the amounts that we confidently expect will be earned by our affiliated publishers in the future."

Mueller Expands

C. F. MUELLER Co., Jersey City (macaroni & spaghetti), further expanding its radio plans through its newly-appointed agency, Maxon Inc., New York, last Wednesday started a Wednesday, Thursday and Friday news period, 11:30-11:40 a.m., on WGBI, Scranton, Pa., for 25 weeks. In addition on Nov. 24 commercials to start a series of one-minute transcribed announcements five weekly, for 24 weeks on WGST, WJAX, WBT and WSYR. Two weeks ago Mueller started News With Mark Goddard on WEAP, New York, Wednesday, Thursday, Friday 4:45-5 p.m. and News With Ken Goddard on WGBI, New York, Thursday and Saturday 12:12-1 p.m. [Broadcasting Nov. 17].

Tourist-Bureau Plans

ONTARIO TOURIST BUREAU, Toronto, will sponsor a series of broadcasts on the NBC-Blue network next Spring and Summer to tell U.S. tourists of the vacation attractions of this Canadian province. The bureau, whose advertising is placed through Walsh Adv. Co., Toronto, in 1940 sponsored similar series, starring Ned Sparks, on CBS as a Sunday afternoon half-hour program. Details of the 1942 series have not been worked out as yet.

Storer's Flower

E. Y. FLANIGAN, commercial manager of WSPD, Toledo, was greeted when he walked to his desk Nov. 1, the day after recapitulation of Octuber business, by a cellophone - wrapped, purple orchid - floral accolade from George B. Storer, president of Fort Industry Co., operators of the Toledo station. The orchid was a Winchellian compliment to Mr. Flanigan's success in surpassing an October production quota set by Mr. Storer.

80 Teams to Compete in Sports Contest of WHEC

With applications for exceeding expectations WHEC, Rochester, without newspaper publicity, has been forced to increase the number of teams in its all-Winter $1,000 championship bowling tournament from sixty to eighty. Three of the city's outstanding teams, the Daw Drugs, combination, has made champions of Rochester and vicinity, the Judge Motors five and the Rivers Furniture team, present leaders in three of the city's outstanding leagues were eliminated Nov. 16, finishing behind the Brown Motor Five which won the first night's elimination to become the first team to qualify for the 12-team finals.

NAB-OCO Cooperation

COOPERATION of NAB will be given the Office of Civilian Defense in the national observance of the 150th Anniversary of the Bill of Rights, Dec. 15, 10-11 p.m. Plans are being considered to make it possible for stations without work affiliations to take the program off the air for simultaneous broadcast. President Roosevelt will be written into the show from Washington. Production of foreign language transcriptions to contain the translated main address of the program is also under consideration. Details will be mailed to all stations in the near future.

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.
Fly Denies Charges by Dies  
Dr. Watson Is Pro-Communist

**FCC Chairman Replies to Charges in House by Narrating Background of New Appointee**

A SECOND allegation within a few weeks that Communist influences are making themselves felt within the FCC organization was voiced last week by Rep. Dies (D-Tex.), chairman of the House Committee Investigating UnAmerican Activities, when he charged that one of the newly-appointed top officials of Foreign Broadcasting Monitoring Service, Dr. Goodwin Watson, had a record of pro-Communist activity.

**Thorough Inquiry**

Rep. Dies’ allegation, set out last Wednesday in a letter to FCC Chairman James Lawrence Fly, and read in full on the House floor the same day, drew an immediate denial from Chairman Fly, who indicated that the FCC and the Civil Service Commission are absolutely satisfied with Dr. Watson’s qualifications for his job as FBMS analyst and that he would be retained as previously announced. Several weeks ago Chairman Dies, at the request of Attorney General Francis Biddle, furnished the Justice Department a list of Government employees allegedly connected with Communist organizations, thus confusing the over-thow of the Government. The list included two unnamed FCC employees.

The charges by the chairman of the Dies Committee came a few days after the FCC had approved several appointments of top administrators, including Dr. Watson, FBMS analyst, who was chosen by the President, and Dr. Watson’s appointment was supported by the Committee.

Dr. Watson’s appointment was supported by the Committee, which is not the usual practice in the case of top administrators. The Committee also approved the appointment of Mr. Peter Biddle, chairman of the Civil Service Commission, who is a member of the Democratic Party.

**In Consumers’ Group**

Briefly tracing alleged communist activities of Dr. Watson, Rep. Dies listed 13 “party organizations” with which he said Dr. Watson has publicly associated himself. In addition to Consumers’ Union, the list included American Committee for Democracy & Intellectual Freedom, American Congress for Peace & Democracy, American League for Peace & Democracy, American Student Union, Conference on Pan-American Democracy, Coordinating Committee to Lift the Embargo, International Workers Order, League of American Writers, National Emergency Conference for Democratic Rights, North American Committee to Aid Spanish Democracy, Open Letter to Defense of the Communist Party, Social Today.

Of Dr. Watson’s alleged connections with these organizations Rep. Dies commented: “I am sure you will agree that Watson’s associations with Communist front organizations have been so numerous that it is impossible to account for them on the ground of his having been an innocent dupe of the Communist Party.”

He charged also that Dr. Watson had written “frequent editorials on the Soviet way of life”, frequently coupled with “emphatic disparagement of the American way of life”.

In his answering letter, framed late last Wednesday after consultation with FCC officials, Chairman Fly declared: “I need hardly tell you that I am wholly in sympathy with every effort to rid the Government of subversive influences, and I am confident that all the members of the FCC would join us in this position. I also agree with you where any question is raised as to the basic attitude of a Government employee, we would concern ourselves with the record and with the influences which brought about the appointment.”

“I have taken pains to make a full inquiry into this subject. As a result I can state unequivocally that at no time has Dr. Watson been a member of the Communist Party, or registered as a member of the Communist Party, or participated in any way in the activities of the Communist Party. And at no time has Dr. Watson indulged the Communist system.”

“I ought to make clear that Dr. Watson did not seek the position which he now occupies. He sought him. He is widely recognized as one of the outstanding social psychologists of the country, and I cannot but believe that the Government is fortunate to have his services in this emergency.”

“I might join in your apprehension were I to find that Dr. Watson is or has been connected with the 13 organizations listed in your letter. My inquiry has developed, however, that he has been a member of one of the organizations—that is the Consumers’ Union, in which he was a director. I am informed that Dr. Watson has been a member of or actively associated with any of the other organizations listed in your letter, nor has he ever endorsed such organizations.”

“I need only bring to your mind any question as to Dr. Watson’s basic attitudes, I believe you would be interested in some of the points in his educational and religious work which lie at the generation American ancestry. He has received degrees from American universities, including the degree of Doctor of Science from Columbia U. He also has studied substantially at the universities of Berlin and Vienna. He spent three years in the Union Theological Seminary, and is an ordained minister of the Methodist Church. He has had a guiding hand in religious education for the National Council of Churches and the Union Theological Seminary.”

Growing Activity

FBMS was set up last March, through cooperation of the FCC and the Defense Communications Board, to intercept, record and analyze foreign propaganda broadcasts reaching the United States. The agency since its inception has operated on an increasingly comprehensive 24-hour schedule, providing information to federal defense agencies and working closely with such agencies as the Office of Coordinator of Information. FBMS is headed by Lloyd A. Piper, dean of Columbia U. and Harold N. Graves Jr., assistant director.

Before joining FBMS several months ago, Mr. Grandin was Paris correspondent of the CBS. He has also covered European news for CBS from England, Belgium, Italy, Yugoslavia, Roumania and Turkey. He is the author of "The Political Un-American" and has just finished his first book to describe psychological warfare by shortwave radio. A native of Cleveland, Mr. Grandin was educated at K. Phillips, in Connecticut and Yale, taking post-graduate studies in France and Germany.

Dr. Watson, 42, a well-known social psychologist, for the last 16 years has been a member of the faculty of Teachers College, Columbia U., as a professor of education. He is a graduate of Wisconsin U and received his doctorate from Columbia. As chief analyst, Dr. Watson will head a section of psychologists in FBMS who will interpret and evaluate foreign broadcasts.

Mr. Rhodes, with UP since 1936, has covered World War II from its start, and was one of the few correspondents on the Scandinavian front during the German invasion of Norway. Returning to the United States last spring, he became director of public relations for United China Relief in New York. A graduate of Columbia U and Oxford in England, Mr. Rhodes is 29.

**O’Neills to Scrap**

**O'Neills to Scrap**

**RADIO SCRIPTS used in the past nine years for the serial The O'Neills, sponsored by Procter & Gamble Co., Cincinnati, on CBS, have been sold for $12,000 to the Government Wastepaper Drive for defense. Containing the story of a family's tribulations, one of radio's oldest serials, the heaps of scripts in CBS files will be transformed into boxes for defense materials.**
Just because I'm so small, doesn't mean I don't keep my ears open. I listen to "Boys Town" on WLW! And boy—does Father Flannigan ever help a lot of boys!

Dad isn't much to praise people but he sure gets in his two cents worth when we start talkin' about WLW. He said the other day that if he didn't get the price on hogs every day over WLW— he'd be sunk! He raises a lot of hogs and sells them to the packer in Portland, Indiana. Every morning Dad's right by the radio writin' down the reports. If he's awful busy— Mom does it for him.

Mary and Ann, they're my sisters, click the radio on for WLW's "Boone County Jamboree," and "Everybody's Farm Hour." They're the kind of shows that farm folks like. And that's the kind WLW gives us.

PROOF ENOUGH—THAT FARMERS OF RURAL AMERICA WHO LIKE THE BEST LISTEN TO WLW MOST!
It seems especially fitting that this newest and finest of RCA 5,000-watt broadcast transmitters should make its appearance this month—just 21 years since the beginning of American broadcasting! For the 5-E strikingly symbolizes the progress those 21 years have made possible in broadcast equipment, through the constant research and development work of RCA.

Here, for the first time, is complete push-button control of every adjustment an operator is called on to perform throughout the broadcasting day...there is virtually nothing to turn and twist! Tank-circuits are tuned by driving-motors under push-button control—meters are cut in and out by push-buttons—relays automatically apply correct time-delays to circuits when the transmitter is switched on at the touch of a single button!

Here is complete automatic protection of circuit components—not only in the plate of circuits, but in the grid-bias circuits as well. More efficient than the famous RCA Type 5-DX, the new 5-E is even more economical to operate—even more dependable—even more flexible! Yet it's a full panel smaller than the 5-DX ...and contains provision and space for changing to 10-KW. operation without adding to its overall dimensions. Even the extra tube-socket is already there!

Very probably, you didn't expect any manufacturer to announce a transmitter like this until after the present Emergency. Only the fact that RCA was working on the new 5-E before the Emergency began, makes it possible now. We honestly don't believe any other manufacturer can match it for a long time to come. Write for full data and specifications, and we think you'll agree with us!