“And there, but for UNCLE DON, am I!”

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

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

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

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

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

**WOR Continuing Study of Radio Listening in Greater-New York”, prepared by Crossley, Inc.
WLS Offered a War Map
... and 40,000 Wrote!

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

Here's another indication that people in Chicago and Mid-West America listen to WLS... listen and respond. For further proof, ask any John Blair man.
You can't get New England sales dollars by guesswork. You need the combination that has been continuously demonstrated as correct.

In radio that means the key station WNAC and the eighteen other stations of The Yankee Network. Like proper numbers on the dials of a safe, every one is essential for successful results in opening the door to this wealth of consumer buying power, now increased and broadened by New England's greatest era of industrial activity.

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

THE YANKEE NETWORK, INC.
21 BROOKLINE AVENUE, BOSTON, MASSACHUSETTS
EDWARD PETRY & CO., INC., Exclusive National Sales Representatives
CHICKENS:
Giddy, feathered nitwits, which is why Nebraska farmers don't mind selling them at today's record high prices.

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

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

MONEY
Defined as coin, currency, wealth.

Nebraska farmers are trading their products for an enormous quantity of money. And they'll trade their money for your products, if you tell them what you have. Tell them over KFAB! You need KFAB, to reach the farm areas of Nebraska and her neighbors.

BROADCASTING
The Weekly News Magazine of Radio
Broadcast Advertising

December 1, 1941

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FLORIDA Vacationists LISTEN TO
"IT'S ON 930 Kc.
WFLA RED
TAMPA (full time)
MILLIONS of EXTRA LISTENERS
during the WINTER MONTHS
IT'S Programs That Pull The Listeners

Page 4 • December 1, 1941
WFIL
PHILADELPHIA

announces the appointment of

THE KATZ AGENCY, INC.

as its exclusive national representatives

effective

DECEMBER 18, 1941
The story of defense needs is being thoroughly told to the Middle West over WDAF. There is no defense bottleneck on WDAF.

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

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

WDAF
KANSAS CITY
Today
WHN
50,000 WATTS

plus
1050 KC. CLEAR CHANNEL
In the heart of the dial, the only full-time U.S. station on that frequency.

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

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

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

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

<table>
<thead>
<tr>
<th>Los Angeles County</th>
<th>Average for U.S.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Income Tax Returns (per 1000 pop.)</td>
<td>66</td>
</tr>
<tr>
<td>Passenger Car Reg. (per 1000 pop.)</td>
<td>1374</td>
</tr>
<tr>
<td>Electric Meters (per 1000 pop.)</td>
<td>1000</td>
</tr>
<tr>
<td>Radio Sets (per 1000 pop.)</td>
<td>1060</td>
</tr>
</tbody>
</table>

With complete coverage of Los Angeles County AND six adjacent counties, Station KECA at Los Angeles has, within its 3/4 mv/m area, nearly half the radio families in California. And because KECA has the most elaborate local production and publicity setup in Southern California—the most publicity-conscious community in the world—KECA has certain advantages even over its biggest and most powerful competitor (which, incidentally, is owned by the same operating company) . . .

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

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

FREE & PETERS, INC.

Pioneer Radio Station Representatives
Since May, 1932
Filene’s Discovers the Power of Radio

New Technique for Department Stores

Basis to Syndicated Air Series

By BROOKS SHUMAKER

General Manager
Wm. Filene’s Sons Co., Worcester, Mass.

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

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

Those 1927 Days

Back in the good old days of 1927, when AT&T was selling at 300 and economists were talking "new era", the road to success lay in expansion. Wm. Filene’s Sons Co., Boston, the world’s largest specialty ready-to-wear and accessories shop, with a volume approximating 30 million dollars under one roof, caught the prevailing fever of the day and age. Aided and abetted by the youthful enthusiasm of the author, they contracted a long-term, step-rate lease for a three-story and basement store in Worcester, Mass., Worcester, a city of 200,000, best identified by the beams of WTAG, is half-way between Boston and Springfield. Its well-diversified industrial life provide a payroll of near 1000 proportions in good times, but leave it highly vulnerable to a depression.

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

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

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

March 10, 1928, was the grand opening. A new Filene store in Worcester had been big news for months and Worcester and Worces- ter County flocked in by thousands to look us over. First day sales were satisfactory, but Worcesterite reaction was variable. Summing it all up, Worcester was a bit disappointed. Thousands of dollars worth of free and paid advance publicity had oversold her. Through a telescope she had visualized Filene’s mammoth plan in Boston transplanted direct to Worcester. Not reversing the telescope, she came to the shocked realization that Filene’s Worcester was merely a miniature with all of the handicaps attendant.

A Sorry Start

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

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

But almost from the start it became evident that our problem was volume; that the heavy traffic of the opening days had been predicted upon the illusion of a Boston Filene’s in Worcester, that our problem was to re-sell Worcester on a new type of Filene Store—a store which could be operated and merchandised profitably in a city of 200,000. As the momentum of the initial publicity slowed, traffic dropped off and sales volume took a nose dive. The 50-foot breadth of Main Street intervened like the English Channel.

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

And Then the Slump

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

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

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

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

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

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

Quick Reaction

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

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

We faced the alternative of withdrawal from Shopping News and capitulation, or continuing the struggle and readjusting our advertising schedule to offset the impaired force of our newspaper advertising. We elected the latter course, began to scale down our newspaper advertising and develop intensively other publicity mediums.

Up to that time our radio efforts had been of the "spot" item variety, with variable results, but now began to receive serious attention.

In contrast to the newspaper situation, Worcester has two radio stations—but the stronger, WTAG, is owned by a chain. Fortunately, the newspaper-radio ownership worked on the theory of not letting the right hand know what the left hand was doing and offset the loss in one medium with the gain in radio time. In marked contrast to the icy attitude of the newspaper staff from composing room to editorial desk, the entire personnel of WTAG received us with open arms.

Coming up for air, after the first shock of the newspaper ultimatum, we took inventory of promotions ahead. Our biggest spokesman, the Semi-Anual Sale of Men's Clothing, among the successful sales events have been the radio campaigns for easy credit to children. Here is a window of Me-Do garments, with microphone.

AMONG FILENE'S successful sales events have been the radio campaigns for easy credit to children. Here is a window of Me-Do garments, with microphone.

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

Tieing in with a Ripley "believe it or state cartoon" of our famous Automatic Bargain Basement in Boston (which appeared in the Boston Record of Sept. 9, 1940) we developed the $13.90 Men's Clothing Sale. The cartoon of our Boston Basement depicted such unbelievable as "FILENE'S has sold enough clothing in one year to completely outfit every man, woman and child in Metropolitan Boston, believe it or not!"—"babies are not born fast enough in Boston to use all the infant's clothing sold in FILENE'S Basement in a year, believe it or not!"

Hard To Believe

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

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

Thirty minutes before the opening bell, men began lining out front and at 9:30 some 250 men rushed down those basement stairs in the first nine minutes—more than 600 garments were sold the first hour, and more than 700 during the day, believe it or not. Making due allowance for better business conditions, 550 of radio time to the usual $150 of newspaper space, had doubled the sales of any preceding year.

A New Power

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

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

Cold facts might sell the man but the approach to a woman's heart and pocketbook lay by a subtler route. We wove a tape of days of yore, of love and intrigue, framing and backing it with songs and music. We wove a romance of silk stockings so named in the 16th century because knut with "stick-
to the possibility of selling $1.65 and $2 shirts for 88c, Tony quitted his doubts by explaining Bargain Basement operation in seconds, Irregulars and discounters—4 million soldiers became accustomed to the comfort of soft-collar-attached shirts and refused to go back to the slavery of starched neck-harness of the stiff collar lost out and manufacturers changed over to soft-collar-attached shirts which shrank 5-10%.

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

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

Up Goes the Price

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

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

Then Del dramatizes against an orchestra background of "Elegie"—the story of Egyptian cotton—a romance of three continents and the seven seas—a romance of the land of Pharaohs and the ageless Nile—a romance of Old England and New England—a romance of the heroism of the British Navy—the romance of Britain's Battle for Trade, England's economic life-line." Against "Ballet Egyptian" thousands of black clad women plant and gather the cotton on the banks of the Nile—donkeys and camels bear it to Alexandria.

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

Safe in Boston

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

In closing, the announcer explains, "the slogan, Britain Delivers the Goods' now appears on British shipments of goods coming through customs, serving to publicize the incredibly difficult and heroic task of the British navy in safeguarding its transport, and bringing home to the American people the urgent need of a mighty Britain. Britain goes great lengths to purchase American plans and munitions—synchronized national defense and radio display provides motif for this window at Filene's Worcester store. Filene's successful campaign in with the display of defense products made in the city by local manufacturers—England's first line of defense, may carry on." Following 14 minutes of dramatic commentary, music and sound, a hundred-word commercial notes that "Filene's Men's Shop proudly presents just 2,400 regular $3.50 shirt aristocrats made from Hindle English Broadcloth, at $2.29 each."

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

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

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

RRA Takes Note

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

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

Barbara Lee and Britain Delivers the Goods were reproduced for the Publicity and Advertising world in their meetings January 11, 1941, and were favorably received. Britain Delivers the Goods was considered pretty "hot" for certain sections of the country, and Barbara Lee, a brand carried by practically all AMC stores, was selected for an experimental recorded program; this program to be recorded so that stores may send messages and prices could be filled in locally.

Cutting a Disc

The job of preparing the new AMC experimental Barbara Lee record was delegated to Filene's Worcester. A new script, sufficiently broad in scope to meet the needs of a group of stores, was written and the entire resources (Continued on page 58)
RCA-NBC Plan for Separate Networks

Independent Units Would Follow FCC Edict

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

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

Would Drop 'Red' Name

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

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

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

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

Whether the new network will headquarter in New York or move to the former NBC headquarters at 711 Fifth Ave., still under lease to NBC, apparently has not yet been determined. It was thought that possibly a full separation of duties of all employees might be worked out, with separate staffs for the operating entities all down the line.

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

Deadline Problems

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

Whether the Jan. 1 deadline can be met also is problematical. There are many details of operation and mechanics to be worked out, and continuing studies have been in progress for several months, it was said when the separations were effected, complete executive staffs for each operating unit will be provided, it was indicated. Moreover, shifts in sustaining programs, most of which now are segregated on the Blue, will be entailed to effect a balance in that respect.

First movement toward separating the Red and Blue occurred in the fall of 1938, when A. E. Nelson, who had been manager of KDKA, Pittsburgh, was transferred to New York as the Blue sales manager, operating as a special division of the NBC sales department. Step was taken at the installation of Blue after advertisers were dissatisfied with the small amount of business on the Blue.

That November NBC instituted a special scale of discounts for advertisers using Blue regional groups in addition to the Basic Blue, running as high as 20% for advertisers using Blue coast-to-coast hook-ups.

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

Sales Separated

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

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

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

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

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

MBS Supporting FCC

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

MBS, which has filed an appearance in the case, also is expected to offer dismissal motions, supporting the FCC's contentions. It likewise is expected to file affidavits in support of its motion, probably by Fred Weber, MBS general manager, and Alfred J. McCosker, chairman of the board, and W. E. Macfarlane, president.

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

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

Meanwhile, there has been no further word from Department of Justice quarters regarding possible antitrust litigation, either civil or criminal, against the major networks, other industry entities and equipment manufacturing companies. It was assumed the Anti-Trust Division would not delay in rejoining the matter. When Attorney General Thurman Arnold, is awaiting action of the three-judge court on the summary motions before it decides on its course.

ALL DECKED OUT in lei's is David Sarnoff, president of RCA and chairman of the board of NBC, shortly after his arrival in Hawaii in mid-November for a two-week visit to the islands. In the society days along the Hawaiian islands he received the traditional welcome in the form of flower garlands. En route on the Matsonia Mr. Sarnoff participated via short-wave in the NBC 15th birthday party and the ceremonies at coronet-stone-laying of the new RCA Laboratories building at Princeton, N. J.
The Year's Most Important Public Service Announcement

Beginning Monday, December 1

Last-minute news gathered by The New York Times will be broadcast every hour on the hour* by WMCA NEW YORK America's Leading Independent Station

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

In NAI Washington Bulletin

Net Independents Explain Transcription Steps and Means of Offsetting Copyright Fees

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

Signed by William J. Scripps, secretary-treasurer, the letter covering the initial bulletin brought out that NAI now has some 15,000 member stations, whose representatives attended the Chicago organizational meeting Nov. 18 [BROADCASTING, Nov. 24]. The Washington office is in the Munsey Bldg., in quarters adjacent to those of Paul D. P. Spearman, Washington attorney who has been retained as NAI counsel. The executive secretary of the NAI under James E. Wilson, Jr., treasurer, will hold the Washington office and probably will not be until NAI holds its regular meeting in Chicago in nearly April.

ASCAP Agreements

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

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

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

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

Transcription manufacturers will arrange a method of indicating the copyright licensor whose music is used, on each label, said the bulletin. This is for the protection of all stations accepting the programs under their blanket license.

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

Library Method

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

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

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

IRNA Spurns Dissolution Plan, Will Remain Quiet Until May

INDEPENDENT Radio Network Affiliates, original network outlet group, has decided to remain prospective until its annual convention in Cleveland next May, coindented with the NAB session, "unless an emergency should arise," the bulletin reported. A 12-man board announced last Friday following a meeting in Chicago.

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

Dissolution Rejected

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

Signers of the circular letter were, in addition to Messrs. Rosenbaum and Morency, Martin B. Campbell, WFAA-WBAP-KGO; Edward W. C. Cranes, KGIR, Butte; Ethridge, WHAS; Don S. Elias, WNNC; John A. Kenneth, WCWH; I. R. Lounsberry, WGR-WKBW; C. W. Myers, KOIN; George W. Pulliam, WIRE; and L. B. Wilson, WCKY.

Net Negotiations

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

IRNA procured a reduction of the local blanket commercial fee from 2% to 2½% from ASCAP, it was held, and also procured an allowance of 15% which every station could bill itself from its gross business before applying the ASCAP tax. It is these two decretions, it was said, based on industry statistics, that have resulted in what amounted to $600,000 to more than $600,000, assuming the blanket license basis for all stations.

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

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

NEW 15c CIGARETTE FOR AXTON-FISHER

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

If these preliminary tests are successful, the product will be groomed as a potential competitor to the "Big Five" with a sizable national campaign. Cigarette of the same name has been as yet unnamed, and test cities have not been revealed, but account will be directed by Blackett-Sporke-Humert, Chicago, which also handles Spuds.

Meanwhile, Axton-Fisher announced the appointment of Ray Thompson Co., New York, and previous advertising manager of Texas Co., New York.

Early Decision Is Seen On CBS-ABTU Wages

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

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

Appearing for CBS were Melford Runyon, vice-president; H. Leslie Atlas, Chicago, vice president; James Seward, assistant treasurer; Frank Falknor, chief engineer; and Frank Moore and Charles P. Schwartz, Chicago, and Kenneth Raine, New York, all attorneys; Dr. Theodore Yntema, U. of Chicago, Dr. Robert Price and Russ Renmaker, national business manager; Lawson Wimbler, international representative; Charles Scrivener, president Local 1220, Chicago.
The oboe sounds its "a"...
...and a New Century of Music begins

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

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

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

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

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

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

100th Anniversary of the Philharmonic-Symphony Society of New York
Broadcast exclusively for the past 12 years over THE COLUMBIA BROADCASTING SYSTEM
FCC Definition of Candidate For Political Offices Revised

Commission Clarifies Regulations to Relieve Delicate Situations at Election Time

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

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

New Definition

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

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

A "legally qualified candidate"

Keresy Named V-P

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

Regent Eyes MBS

RIGGIO TOBACCO Corp., Brooklyn (Regent cigarettes), is negotiating for the MBS, Tuesday, Dec. 30, between 10:30-10:45 p.m. on network. The program is expected to debut about Jan. 5. M. H. Hackett Inc., New York, handles the account.
Intermittently for a decade, local advertisers, agencies, radio stations, research organizations and others have been laying yardsticks on listening in Oklahoma City. With no known exception, WKY has emerged from such tests with a commanding lead.

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

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

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

... THAT ONE WITH STATION RATINGS!

WKY
OKLAHOMA CITY
OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.
THE DAILY OKLAHOMAN AND TIMES*THE FARMER-STOCKMAN
KVOR, COLORADO SPRINGS * KLZ, DENVER (Affiliated Mgmt.)
REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC
ALL THIS
and Sioux City- Yankton, Too—
WITH WNAX

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

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

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

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

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

* 3,903,636 people

It’s Economical to Buy WNAX
the BIG Station!

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

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

The FCC announced extension of the authorization to KOB, New Mexico, to operate full-time under a special service authorization on the 770 kc. clear channel, and reconsideration, protesting the original Oct. 4 action granting KOB the special authorization.

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

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

Lorillard Renewals

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

CBY Goes Commercial

CBY, Toronto, second station of the Canadian Broadcasting Corp., in that city, has been changed from a non-commercial to a commercial station and will in future carry sponsored programs. CBY has carried occasional sponsored shows, but at Dec. 31, becomes a commercial station. It will be NBC-St. Louis outlet at Toronto, and will not as in the past duplicate programs carried on CBL, the other CBC Toronto station. It will become more a community station than CBL, which is the regional CBC station.

Text of Handout

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

Clark in Missouri

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

**Graphic Content:**

- **First Regional** to acquire news service of Reuters Ltd., British semi-official news agency, is said to be WAT, Miami Beach, 1,000-watt station, which started the Reuters report Nov. 24. A Frank Katsenine (left), WAT owner, receives congratulations from Michael Robb, British vice-consul at Miami.

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

**NBC Appeal Seen in Grant to KOB**

**Newly-Distinctive Post-Dispatch Building**

**ST. LOUIS NBC RED Network**

**First in St. Louis in "Firsts"**

On National Popularity Polls

**A Distinguished Broadcasting Station**

Station KSD - The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES

**BroadCasting • Broadcast Advertising**

December 1, 1941 • Page 21
Bob Hope Heads Survey in Cleveland; Kate Smith, Crosby, Bergen, Fibber Next

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

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

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

The first 11 variety shows also were chosen by reader voters: Kraft Music Hall, Kate Smith Hour, Edgar Bergen—Charlie McCarthy, Fibber McGee & Molly, Millions for Defense, The Jello Show, Major Bowes' Amateur Hour, Maxwell House Coffee Time, Breakfast Club, Penthouse Party, Kay Kyser's College of Musical Knowledge.

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

Complete Poll
A complete list of results of the Plain Dealer poll follows:

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


Things most typically CHICAGO

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

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

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

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

MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 E. 42nd Street, New York, N.Y.  
PAUL H. RAYMER CO., Los Angeles, Cal., San Francisco, Cal.

CANADA'S WAR EFFORT in the radio communications field is inspected by W. J. Scripps of WWJ, Detroit. Mr. Scripps (left), is shown with Mr. Harold A. Braddock, general manager of the Canadian Marconi Co., and former stations manager of NBC, as they looked over the CBC's Montreal facilities, which is turning out radio equipment for every branch of the British armed forces. Canadian Marconi operates CFCF, Montreal.

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

Master of Ceremonies—Bing Crosby, Don Ameche, Clifton Fadiman, John Conte, Al D'Allesandro, Don McNeill, Milton Cross.

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

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

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


Commentators—Lowell Thomas, H. V. Kaltenborn, Raymond Gram Swing, Walter Winchell, B. B. Bereovitz, Burke Carter, Elmer Davis.

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


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


Holiday Savings Drive
CHRISTMAS CLUB Corp., New York, an independent organization which originated the Christmas savings plan and sells its services to various banks handling the savings, has announced its annual holiday radio campaign. Transcriptions featuring an interview between Lowell Thomas and Herbert Hawil, president of the corporation, who discuss the club and its contributions to thrift, will be played one to five times during the week, Dec. 23th, R. 45-50 stations. In past years, Gabriel Heatter, Ford Gibbons and Edwin C. Hill were featured guests. World Broadcasting System cut the disc. Agency is Brooke, Smith, French & Dorrance, New York.
On October 22nd, WSYR went to 5000 watts at 570 kc. Thus began "The Perfect Combination."

"Perfect" because: 5000 watts at 570 kc. will send a strong signal the same distance as 340,000 watts at 1400 kc.

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

Here is an audience worth careful cultivation. And it can now be reached, effectively and thoroughly, by a single advertising medium – radio station WSYR.
Industry Leaders Keep Up Schedules

Advertising Will Continue; Recall World War Lesson

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

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

Sound Policy

One manufacturer stated that "while advertising and sales promotional effort is obviously not required to maintain sales volume now or in the immediate future, we are convinced that it is sound to maintain our promotional activity at full scale." Another said "effective advertising, sound promotional activity are the very bedrock on which selling efficiency depends, and must be carried on at all times."

An official of Armstrong Cork Co. stated, "We have not curtailed our advertising activities. As a matter of fact, we recently started a new network program to promote sales over a hook-up of 105 stations, which represents a substantial increase in the advertising effort we are putting behind this portion of our line."

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

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

BERGEN, BENNY, FIBBER
Three Leaders Continue Their High CAB Ranking

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

The 13 shows, according to CAB, in current order are: Edgar Bergen; Jack Benny; Fibber McGee & Molly; Aldrich Family; Bob Hope; Maxwell House Coffee Time; One Man's Family; Fitch Bandwagon; Mr. District Attorney; Time to Smile; Burns & Allen; Rudy Vallee, and Truth & Consequences. The fourteenth was CBS' Big Town. The 18th also was NBC-Red, namely Red Skelton.

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

Case Against Deferred EXAMINATION before trial of Niles Trammell, president of NBC, was postponed from Nov. 24 to Dec. 1 in New York Supreme Court, according to Robert Darm of Darse & Winter, counsel for the ASCAP-net music war.

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

WSAI Cincinnati's Own Station

Page 24 • December 1, 1941 • BROADCASTING • Broadcast Advertising
WFIL FIRST Commercial FM STATION opens Philadelphia's NOW ON THE AIR!

Another FIRST for WFIL
UNDER CONSTRUCTION, and expected to be ready for use about Feb. 1, 1942, is this new studio-transmitter building of KTUC, Tucson, Ariz. Hailed as one of the most modern broadcasting structures in the Southwest, the new $55,000 plant incorporates a 250-watt Western Electric transmitter, 180-foot Allison vertical tower and RCA speech input equipment. Studios will be acoustically treated by Johns-Manville, with fluorescent lighting and electronic heating and air conditioning. Designed by Architect Frederick Eastman, whose drawing of the building appears here, the structure also provides office space for all KTUC departments, with a fully equipped technical workshop. KTUC is owned by Tucson Broadcasting Co., of which Ralph W. Bilby is president and Manager John Merino vice-president.

Newspaper Probe Is Further Extended As FCC Completes Revising Exhibits

EXTENDING the between-session hiatus to six weeks, the FCC last Wednesday announced further postponement of the newspaper-radio hearing, scheduled to resume last Thursday, until Dec. 5. This was the second postponement granted by the FCC since the press-radio proceeding was recessed Oct. 23 for three weeks.

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

Revised Exhibits

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

Principal Committee witnesses slated for this phase of the proceeding are Dr. Herman S. Hettinger, well-known radio economist and associate professor of economics at the Wharton School of Finance, U of Pennsylvania, and Paul F. Lazarsfeld, Columbia U professor and former head of the Princeton Radio Research Project.

The committee presentation will be handled by Judge Thomas D. Thacher, chief counsel, and Sydney M. Kaye and A. M. Herman, associate counsel of the committee.

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

More Colleges Offering Radio Technical Courses

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

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

The SMU course, which started Oct. 1 for 12 weeks, is being taken by 46 students, who spend nine hours weekly in class. The class is to continue the training with advanced courses, as well as to add other courses in radio, according to SMU officials. Under the arrangements made by the Office of Education, enrollles receive special technical training, with the Government paying tuition expenses and student paying his own living costs.

ANNUAL broadcast by CBS, NBC and Mutual of the Christmas tree lighting from the Capitol Nov. 26. House again will be heard Dec. 24 with President Roosevelt officiating and giving his Christmas message from the ceremonies, 5-5:30 p.m.
1st in the HEART OF AMERICA

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

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

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

KMBC of Kansas City
Free & Peters, Inc. • CBS Basic Network

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

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

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

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

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

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

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

GE FM Disc Campaign

On 8 Stations Extended

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

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

WISH, too, joins the J-M “NETWORK”

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

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

Studio by JOHNS-MANVILLE

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

12 FACTORIES BACK PROGRAM ON WSAI

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

The show is conducted by a staff announcer, who introduces musical numbers and a recorded message from the Office of Production Management, outlines one sponsor’s activities and achievements, reports pertinent defense news flashes, and reads personal items about Cincinnati boys at camp. The feature is heard Sundays at 2:30 p.m. and Mondays and Tuesdays at 9:30 p.m.

Velvet Discs

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

Radio Staff Appointed For President’s Birthday

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

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

FROSTING CRUNCHERS had a field day in the middle of the main drag of Phoenix, Ariz., on Nov. 12 when KOY held a birthday party that really stopped traffic. Celebrating the station’s fifth anniversary under the presidency of Donald W. Thornburgh, CBS Pacific Coast vice-Presdient; Burridge D. Butler, chairman of KOY and president of WLS, Chicago; Fox Case, CBS West Coast special events director; W. A. Baldwin, KOY president.
TAKE A LOOK AT THIS: WHN steps out in the big-time, big-league crowd. It’s some job for any station to increase from 5 to 50 KW— but in New York, it’s terrific!

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

Western Electric-equipped for 20 years—with 500 watt, 1000 watt, then 5000 watt transmitters that served it faithfully and well—WHN naturally chose Western Electric for this big-time job.
Foreign Monitoring Service Dispatches Personnel to Set Up Branch in London

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

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

General Survey

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

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

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

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

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

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

FIRESIDE CHATS by Mayor Vincent J. Murphy of Newark are being featured by WAAT, Jersey City, in a once-monthly new series titled Newark's State of Progress. Mayor Murphy (left), is being interviewed in his office by Harold John Adonis, goodwill commissioner of New Jersey. "Gold" car Photograph was presented to the Mayor in a ceremony preceding the first broadcast as a symbol of WAAT's continued in-run in the City of Newark since the days when carbon mikes were A-1 equipment.

STANDARD • Broadcast Advertising

BROADCASTING • Broadcast Advertising

December 1, 1941 • Page 31
NBC BASIC BLUE NETWORK • ST. LOUIS • REPRESENTED BY WEED & CO., NEW YORK, CHICAGO, DETROIT, SAN FRANCISCO • AFFILI.
If America were Attacked

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

KXOK

30 KC. 5000 WATTS DAY AND NIGHT

D WITH KFRU, COLUMBIA, MO., • OWNED AND OPERATED BY ST. LOUIS STAR-TIMES
**Take It From Filene's**

In its 21-year history, the broadcast medium has often heard: "Radio is all right for some lines, but not us!"

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

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

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

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

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

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

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

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

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**Great Britain**

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

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

But through this fog come ominous signs of new pressures. There is talk of superpower on the one hand; no superpower on the other. A report has been drafted by the FCC Engineering Department spotting 26 clear-channel stations geographically to saturate the country, but without regard to economic considerations. The government is ordering huge quantities of radio equipment, adapted for broadcast purposes. And the industry again finds itself divided on fundamental issues.

What does it all mean? From where we sit, we cannot banish the thought that those promoters of an all-channel high-power structure, designed to blanket the country, have in mind that Uncle Sam should operate the system. They contend it would give too much power to altogether too few men to permit private operation of such a system. Perhaps a majority of the FCC harbingers that view.

Regardless of the withering volley of complaints already has been broached at the White House during recent conferences of the President with FCC Chairman James Lawrence Fly.

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

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

It's getting later than most of the industry thinks. The industry itself should draw up a voluntary plan of operation under war conditions. The next NAB convention in May perhaps will be too late.

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

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**The Times Joins Radio**

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

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

There is no ownership or sponsorship tieup between WMCA, which changed hands early in the postwar period, and The Times, no recognition by The Times, as its publisher, Arthur Hays Sulzberger said, that for bulletin news purposes "radio has become indispensable".

Edward J. Noble, owner of WMCA, described the agreement with the newspaper as the latest in a series of "public service broadcasts" inaugurated by the station this year.

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

Manifestly, The Times would not permit any consideration to impair the quality of its news service. It's editorial integrity through the years has been such as to merit highest public confidence. With rare exceptions, that same tradition epitomizes American journalism, and is finding its counterpart in radio, which is nothing more nor less than audible journalism.
IF YOU BELIEVED half of what's printed about broadcasting, you couldn't escape the conclusion that here's a business that makes a nice dent in the national income, is housed in modernistic chromium-plated temples from coast-to-coast, and has more glamor than New York and Hollywood combined.

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

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

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

After doing chores on farms near his Iowa home until he was 22, Bill or "W. I." as he is best known, packed his portmanteau and set out, like many other Iowa-ans, on their way to fame, fortune, and the far-off West. In that Nebraska town he worked as a carpenter on the Trans-Mississippi Exposition and when his hammering and sawing was finished, took a fling as attendent and guide at a refrigerator car exhibit. Part of his job was to extol the merits of the refrigerator car and the "captivating creation" inside, a young lady who mold ed butter behind a special glass front.

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

Eating was his business until 1918 when he succumbed to an old Wyoming habit — cattle raising. Taking some of the profits from the Le Baron Cafe, he invested them in a sizable cattle property near North Platte, Neb. known as the Pawnee Springs Ranch. It was the same Pawnee Springs in the Valley of the Platte where the Conestoga wagons stopped for water on the Oregon Trail — a grassing land steeped in the lore of the Old West. A year later he assumed active management of the 18,000-acre property and its 3,000 head of Herefords. And he was "boss" for the next seven years, when he sold his interest in Pawnee Springs and accepted a position as traveling representative for an oil paint company, with south central and southwestern Nebraska his territory until 1925.

After a隐身 drummer, near-smoking W. I. Le Baron was a welcome caller on the hundreds of ranches and farms on his sales beat.

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

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

Radio, according to Bill Le Baron, is the daily companion of the cat and the dog, the listeners depend on it for their weather, markets, news and entertainment. "Neighboring contact is the key point of our service," he says not without pride.

To prove his point he cites two of the station's features. One, the Swapper's Program, is just what the name implies — you can trade any small item around the place. In addition, this half-hour show carries jobs and help wanted, and informal and employment announcements at North Platte rates. It's nine years old and going strong.

Then there's the Swap, a program in which the folks around North Platte like it and it's money that talks. And somehow or other the Swapper's Program, through a unique feature, is actually building up the community. Instead of taking the money out of circulation, it returns it with interest.

Then there's KGNF's fire department bulletin. North Platte, like most small towns, doesn't have official fire engines. However, the fire department found that the well-wishing spectators caused a severe traffic situation and approached Bill Le Baron for help. This resulted in a unique tioup. When the fire siren blows now, you can tune in KGNF and hear within seconds the location of the fire BUT you also hear a quick reread of the emergency alarm.

Another thing that makes the KGNF operation different is the husband-wife partnership. The for-mer of Nebraska, Frank Le Baron, Smithfield, Neb., who became Mrs. Le Baron in 1928, doubles in brass with her husband as producer and direc-tion, conductor of the Swapper program and office manager.

Active in Nebraska radio circles, Bill Le Baron is a director of the Nebraska Broadcasters Assn. and a past president of the organization. Other activities include past director of the Platte Valley Rotary club, a Mason, Scottish Rite, and the Tehama Shrine. In addition, he is a member of the Christian Science Church. His hobby, besides KGNF, is gardening, as the landscaped property of the station, once in a while, lightly reminds us of the western outskirts of North Platte testifies.
SANDY BAKER, formerly an announcer of WWRL, New York, has joined the announcing staff of WPT, affiliate of CBS in Charleston, N. C.

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

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

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

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

Michael Dowd, formerly with NBC in Chicago as a singer, has joined WXY, Oklahoma City, succeeding Lee Norton, now in New York.

Chuck Norman, formerly of the announcing staff of WHWS, Champlain, N.Y., has joined WKBH, La Crosse, Wis., as sports announcer.

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

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

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

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

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

Joe Brennen, recent St. Louis U graduate, formerly on the staff of NEW, has joined the announcing staff of NKOX, St. Louis, replacing Bob Hille, who enlisted in the Army.

Alex Liossoff has been appointed to the news staff of WROX, St. Louis, as reporter to cover the City Hall run, police headquarters and special assignments.

Jack Cowing, Hamilton, Ont., has joined the announcing staff of CKGB, Timmins, Ont.

Robby Horner, formerly of WCED, Dubois, Pa., has joined the announcing staff of WLAX, Lynchburg, Va.

Paul Snider, former freelance announcer, has joined WCAF, Chicago, and announces under the name of Paul Raye. Douglas Critter, former announcer of WALA, Mobile, and recently of WCAF, has been called to military service.

Lyle Flanagan, formerly continuity director of WHO, Des Moines, has joined KSO-KIT, Des Moines, as assistant program director in charge of public service.

Bill Wigginton, announcer of WQO, Minneapolis, now enlisted in the Navy, and will be stationed in Minneapolis, where he will continue active in the station.

John Murray, of Reading, Pa., has joined the announcing staff of WCAK, Pittsburgh.

Don't Get In A Ferment About Brewers (Ky.)!

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

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John Murray, of Reading, Pa., has joined the announcing staff of WCAK, Pittsburgh.
For fifteen years WEEI's Caroline Cabot Shopping Service has been paying out big returns to its participating sponsors.

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

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

Columbia's Friendly Voice in Boston

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

Meet the LADIES

HARRIET HESTER

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

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

KDKA Names Tooke

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

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

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

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

Facilities are now being arranged for the newscasts over stations in Caracas, Venezuela; Havana, Cuba; San Juan, Puerto Rico; Cuidad de Trujillo, Dominica; Republic; leading Swedish Panama; Manhattan, Nicaragua; San Jose, Costa Rica; San Salvador, El Salvador, and Guatemala City, Guatemala.

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

FOREIGN SALES OFFICES
Are Expanded by NBC

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

Most recent additions are Tage Paape, Oslo, and F. Meyer, Copenhagen, representing two half-year periods of news and comment in Swedish to Europe five times weekly on WRCA and WNBL, NBC's international news service. Mr. Palm was Swedish Commissioner of the Chicago World's Fair, in charge of the Swedish Arts Ex-
hibit at the New York World's Fair, and served as consultant to the President's Committee to study Swedish-American, cooperative efforts. Mr. Thuilin has lived in this country since 1928 serving as foreign correspondents for Swedish publications, NBC international is now broadcasting in seven languages—English, Spanish, German, Portuguese, Hungarian, French, Swedish—during a total of 17 hours daily.

Camera Spots

THE CAMERA MAN, Chicago (cameras and cases), has started a varied weekly schedule of local camera spots to the following stations: Live-quarter-hour program five days weekly on WJJD WNAS KSO KRNT WMT KFRA WAWL WAWL WCDK WCDK D six days weekly on WCAR and KICA; five-minute program six days weekly on XEG, Monterey; XENT, Alhambra, and XTCB, Austin, Texas; 10-minute 9:50 Club on WPEN, Philadelphia, and four announcements Mon. through Friday through FIUB, Topeka. Agency is Henry J. Handelman Jr., in Chicago.
Treasury Revises Plan For Check on Stations

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

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

Robert Blaylock Gets Post

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

Joseph Vershey McGillivra, Adv. representatives, have been appointed exclusive United States representatives for CHML, Hamilton, Ont. and CHIC, New Carlisle, Que.

SPOTCASTING BUILDS MORE SALES ... AT LOWER COST!

More money for the HOT SPOTS

Nothing wasted on the DEAD SPOTS

Special attention to the TOUGH SPOTS

JOHN R. BLAIR & COMPANY

WASHINGTON, D.C.  CHICAGO  NEW YORK  ST. LOUIS  CHICAGO  SAN FRANCISCO  DETROIT  LOS ANGELES

PREDOMINANT

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

HOOPER STATION LISTENING INDEX

MONTHS: Sept.-Oct., 1941

CITY: San Antonio

<table>
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<tr>
<th>MORNING INDEX</th>
<th>WOAI</th>
<th>Station</th>
<th>Others</th>
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<tr>
<td>Mon. thru Fri. 8:00—12:00 A. M.</td>
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<th>Station</th>
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</tbody>
</table>

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

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

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

WOAI
San Antonio

AFFILIATE NBC

MEMBER TQN

REPRESENTED NATIONALLY
BY EDWARD PETRY & CO.

NEW YORK
ST. LOUIS
CHICAGO
SAN FRANCISCO
DETROIT
LOS ANGELES

BROADCASTING • Broadcast Advertising December 1, 1941 • Page 39
Two New Locals Authorized by FCC

BRAINERD, Minn., CP Goes to North Central Officials

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

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

Bartlesville Group

Principals in the Bartlesville grant are 17 business and professional men from Bartlesville and surrounding areas with Norman Gast, former musician, president and 16.12% stockholder; J. Fred Case, onetime studio director of KEVR, Tulsa, vice-president and general manager, 9.67%; Earl H. Jackson, rancher and meat packer, 9.67%; John E. Landers, grocer, 8.67%; Charles W. Doornbos, banker and treasurer of the Foster Petroleum Co., 6.45%; J. A. Madux, furniture dealer, treasurer, 4.83%; Matthew J. Kane, attorney, 4.03%; and Alton H. Rowland, city attorney of Bartlesville, secretary and general counsel, 1.61%. Bartlesville has a population of approximately 16,000.

WKZO Granted Permit To Use 5 kw. Fulltime

WKZO, Kalamazoo, was granted a construction permit by the FCC last Tuesday to increase its night power from 1,000 to 5,000 watts and make changes in its directional antenna for fulltime 5,000-watt operation. The station is on 890 kc. KEVR, Seattle, was granted extension of a special service authorization to operate on 1090 kc. with 250 watts fulltime until expiration of its current license. Simultaneously, KRKO with which KEVR previously had shared, was granted a special service authorization to operate unlimited time on 1400 kc. with 250 watts for duration of its present license.

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

AT&T Labor Compact Averts Network Crisis

SETTLEMENT of the threatened nationwide strike of 15,000 members of the Federation of Long Line Workers was effected Nov. 25 at the Hotel Roosevelt, New York, with the agreement by AT&T to grant wage increases totaling $3,000,000 and other concessions. The strike, had it materialized Nov. 14, would have stopped all network radio programs.

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

ADDITIONS to the staffs of WCMJ, Ashland, Ky., include: Lota Segraves, program department; Erwin Berg-knoof, New York U graduate of Brooklyn, continuity director; Charlie Warren, formerly of WORC, Louisville, Huntington, W. Va., sports announcer, and Don Rodgers, formerly of WALA Mobile, WCPG, Cincinnati, and WSQY, Decatur, Ill., announcer.

Here They Are Again!
The SONS OF THE PIONEERS

With Their SYMPHONIES OF THE SAGE 200 New Tunes

Produced and Distributed By
ROY ROGERS, INC., HOLLYWOOD, CAL.
FUNCTIONS OF HOUSE ORGAN

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

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

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

10,000 Pay For It

Reviewing WOW's experience, Mr. Wiseman commented: "The Radio News Tower is WOW's black-and-white voice. Nearly 19,000 listeners pay 50 cents a year for it. It is also sent gratis to lists of more than 6,000 clients, agencies, educational, civic and radio industry leaders. It gives WOW a direct business contact monthly with a cream-crust list—great in numbers, or greater, than any single radio trade paper circulation.

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

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

In the CONTROL ROOM

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

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

WILLIAM G. TOKAR, KFI, Los Angeles, transmitter technician, and Mary Melaine Lapps of Pullerton, Cal., were married Nov. 15. It was just revealed.

CLIFF MILLER, transmitter engineer of KFI, Los Angeles, Ariz., is the father of a girl born Nov. 13.

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

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

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

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

JOSEPH HERSHEY McGILLIVRAY, advertising representatives, have been appointed exclusive national representatives of CRIB, Campbellton, New Brunswick, by Dr. Charles House, owner.

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

BROADCASTING • Broadcast Advertising December 1, 1941 • Page 41
Where other states talk in miles Texas talks in hundreds of miles; where others talk thousands Texas talks million. The concentration of Texas' vast spending power is along its Gulf Coast; and there's only one combination that blankets the heart of this section—the Twin Stations—KXYZ-KRIS. Buy yourself a market that's big in any man's language with one combination rate that offers double savings. Full information on request.

National Representatives
THE BRANHAM COMPANY

KXYZ*KRIS
HOUSTON
CORPUS CHRISTI
NBC - Blue
NBO - Red and Blue
Both Stations Mutual and Lone Star Chain affiliates

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

WHERE OTHER STATES TALK IN MILES TEXAS TALKS MILLIONS.

STATION KXYZ KRW
1,1941

WHERE OTHER STATES TALK IN MILES TEXAS TALKS MILLIONS.

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STATION KXYZ KRW
1,1941

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

**Technique and Tips**

GOOD WILL BUILDER invitation is being sent out by KFAG, Pottstown, Pa., to business men, inviting them to the station for lessons in public technique and the use of news in building a good will. Reservations are made and played back immediately to acquaint the "buyer" with the "ways and means" of the business. It is a program designed to help business men who are called upon frequently for radio and public address appearances.

**Expressing Thanks**

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

**News Card**

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

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

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

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

WHN'S 50

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

Uncle Don's Contest

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

In the Bag

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

Early Cards

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

WHIO IS THE DAYTON MARKET

BASIC CBS • 5000 WATTS

G. P. HOLLINGSBEY, CO. Representative

IT'S TRUE ALL OVER THE COUNTRY
WALTER ZIVI has been appointed to head the radio department of United Advertising Co., Chicago, and to serve as an account executive. Formerly manager of Golan Wines, Mr. Zivi has specialized in radio advertising for 12 years.

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

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

F. H. SEBERHAGEN announces the formation of a new advertising agency in Philadelphia to be known as Seberhagen, Inc., which will be located in the Hotel Bldg. Officers are F. H. Seberhagen, president; E. C. Fieger Jr., secretary; and D. Mahlon Corson, treasurer.


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

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

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

JIM LEPPER, former publicity director of WGN Concerts Inc., New York, and Arthur Devoos, former ad man for the editorial staff of Musical Digest, have formed their own talent agency in New York and are located at 657 F. Eighth Ave.

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

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

PAUL dePUR to the WLB, Cincinnati production staff, has joined the Grant Adv. Agency, Chicago. He has been with WLB for three years and produced the Boone County Jamboree and Scramble Amby shows.

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

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

SPONSORED BY WGAR, CBS affiliate, the Cleveland Orchestra on Saturday, Dec. 6, begins the first of a series of 10 weekly concerts over the CBS network. Outlets in Canada, South America and England also will pick up the series, originated in Cleveland's Severance Hall. Cost of the series is being underwritten by WGAR, and a 50-piece orchestra is being organized to fill in for the Cleveland Orchestra during its road tour of four weeks.

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

**New Order**

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

**New N. Y. Agency**

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

Rupard Heads KTSW

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

**Kaufman Changes**

**RECENT** staff changes and additions at the Harry Kaufman Agency, Washington, include: Paul Clark, formerly with the Washington Post, copy department; Miss Acy Glasser, Baltimore office; Thee Mandelstam, Baltimore office; and Harold White, formerly with Mr. Hixon to his former position; Helen Simmons, formerly of WOL, Washington, now in radio department of the agency; Norman Wolberg, production department. Charles deLorier, associated with the agency for several years, has taken a Government post.

**Perfume Spots**

**COMPAGNIE PARISIENNE Inc.,** San Antonio (perfumes) has added 50 stations to its current schedule. Five-minute programs are being used daily. Agency is Northwest Radio Adv Co., Seattle. The station list: WAIT WAAF WHO KMJ KWG KXX KIRO KNY WOV WPEN WCAG WPIE KMPK KJBS KXL KVI KSF KSL CKLW.

365,000 people make the Youngstown metropolitan district the third largest in Ohio.
TODAY, thanks to the calibre of the programs broadcast by America's radio networks day after day for 15 years, the people of the United States are firmly united in their enjoyment of one of the greatest of all man-made miracles.

It might easily have been otherwise...

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

Naturally, then, in marking our 15th anniversary, it is a matter of special pride to us that radio in general has adhered so closely to the high standards of those who founded the first national network, NBC Red...the network most people still listen to most!
WBBM 50,000 WATTS CHICAGO

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

A 3,844 Radio Sales office for more information about WBBM, Inc. (The Eighteen Gig 50,000 watt stations

WATTS CBS

WRIGLEY REVISIONING TWO NET PROGRAMS

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

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

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

Amateur Handbook

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

FROSTED EARS AND CAKE were the fare for Ray McClung, commercial manager of KSO-KRTN, Des Moines, and Tom Flanagan, Katz Agency, Kansas City, when they were marooned in a recent snowstorm while on the way to Des Moines. Finally arriving at the station's offices (Lawrence's birthday) they were greeted by members of the staff with a cake decorated with broken-down automobiles, the farmer's daughter and a tractor. In the cake-giving ceremonies were (1 to r) Bob Dillon, salesman; Craig Lawrence, Tom Flanagan; Jessie Axmear and Dorothy Miller, secretaries.

New MBS Series

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

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

Two Newspaper Cases Placed in Pending File

TWO ADDITIONAL applications of newspaper stations were relegated to the ever-growing "pending file" last week by the FCC under Order No., pertaining to newspaper ownership.

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

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

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

KINY

The Friendly Voice of the Capital

98% of Alaskan audiences products come from the States! KINY can develop this market for you.

Executive Officer

KINY 1000 WATTS - 5000 WATTS UNDER CONSTRUCTION

Juneau, Alaska
JOSEPH HERSHEY McGINLY
NATIONAL REPRESENTATIVES

Page 46 • December 1, 1941 • BROADCASTING • Broadcast Advertising
LOCAL NEWS gets the big breaks on "Michigan News-steam," five-weekly news round-up of WJBK, Detroit. Dig up and write a story by a local reporter, news on the program comes to listeners at 7 p.m. Monday through Friday, two hours ahead of the deadline of both local afternoon papers and shortly before the first editions of the morning paper hit the street. War news is played down, eliminated if necessary, to emphasize local happenings, on which several scoops have been claimed.

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

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

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

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

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

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

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

OFFICIAL OPENING of the new transmitter of W71NY, FM station owned by New York, was held Nov. 30 at the station's headquarters at 44 Madison Ave., with the first salute to W71NY broadcast at 7:30 p.m. on a network of FM stations by an orchestra from W65H, Hartford.

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

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

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

Ohio's First FM

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

Vick Names Serial

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

Radio Periodical

DEVOTED to Pan American broadcast problems, a new monthly magazine, Pan American Radio, made its bow last week with publication of the December edition. Published and edited by Herbert Rosen, the slick-paper magazine carries articles in three languages—English, Spanish and Portuguese. Pan American Radio is edited at 45 West 46th St., New York.

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

Threat to Hats

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

UP

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

United Press

CRYSTALS by
HIPOWER

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

HIPOWER CRYSTAL CO.
Sales Division—205 W. Wacker Drive, Chicago Firm—2035 Charleston Street, Chicago, III.
CONGRATULATIONS TO PHILADELPHIA’S FIRST COMMERCIAL FM STATION ... W53PH (WFIL)

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

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

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

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

Sixth Outlet for the Area
Is Granted by the FCC

LOS ANGELES’ sixth commercial FM station was authorized last Tuesday when the FCC issued a construction permit for high-frequency facilities in the California metropolis to Hughes Productions, Division of Hughes Tool Co. Permit, owned by Howard Hughes, millionaire sportsman-flier-movie director, is also holder of a construction permit for the K4SF, commercial FM station to be located in San Mateo County, Cal., to serve San Francisco.

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

Others in Area

The other five FM stations in Los Angeles are: Don Lee Broadcasting System’s K4SLA, already on the air commercially under a special authorization of the Commission; Metro-Goldwyn-Mayer’s K5LLA, under construction; Standard Broadcasting Co.’s K4SLA, under construction; K37LA of Earle C. Anthony Inc., under construction; and the CBS K4IL, Hollywood, also under construction. Grant brings the total number of commercial FM authorizations to 61.

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

Radio Educators Meet

Radio Educators Meet

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

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

FCC Staff to Inspect
RCA Video Progress

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

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

Colgate Shows Interest
In ‘Junior Miss’ Stories

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

Earlier last week, it was reported that Lever Bros., Co., Cambridge, Mass., also was interested in sponsoring the series in view of the current deal Lever has with the Max Gordon office, producer of the stage play "Junior Miss," whereby the script of the play calls for a plug for Lux soap. J. Walter Thompson Co., New York, Lux agency, stated that Lever Bros. has not yet sent in the radio program of the same name. Production agency for the radio series is Ed Wolf Associates, New York.

GENERAL FOODS Corp., New York, last week, renewed Eddie Dowling as m.c. of We, the People for another 18 weeks. Young & Rubicam, New York, handles the account.
EVERSHARP DOUBLES BY RADIO

High-Prized Line of Pens and Pencils Enjoy Easy -Boom Because of Broadcasts

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

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

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

Everybody

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

Station line-up for the program when it started on CBS April 21, 1940, was 27, where it remained set up as a clearing-house in the OPM Division of Civilian Supply. At present, telephone and telegraph priorities matters clear through the Power & Communications Branch of the Division of Civilian Supply. It is thought the blanket of all communications considerations under a single section would greatly aid in coordinating the supply-and-demand picture.

Blanket Ratings

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

The government representative of the changeover from the present priority application procedure to allocations, is looked upon to simplify the complicated priorities process. It is slated to become effective Jan. 1, 1942.

With the DBC organization limited to advice and recommendation, it leaves the CB branch of the operating agency, handling the detail work of final approval of priority ratings or allocations of material, under the proposed OPM-DBC operation.

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

WEBSHORE Region of Radio Writers Guild has negotiated a new two-year contract covering CBS for staff writers of KSN, Hollywood. Agreed was the higher weekly wage for all writers, retroactive to Oct. 12. New minimum for senior writers has been set at $50 per week, with juniors receiving $33.

IN THIS CROSLEY car Clair Shadwell, program director of WSAI, Cincinnati, made a 990-mile tour of the South, getting as far as St. Petersburg. The lady, a night club singer, was "drafted to appear in this picture with Shad merely for decoration", according to WSAI.

WDZ, Tuscola, Off Air

FIVE-DAY strike at WDZ, Tuscola, Ill., by Associated Broadcast Technicians unit, of IBEW, forcing the station off the air during the period, was settled last Wednesday night and Thursday morning when the five technicians employed by the station returned to work after having been out since the preceding Friday.

Six-month agreement signed by Clair Hull, WDZ manager, and Freeman Hurst, ABTU field representative, climaxing the longest strike in ABTU history, provides for a compromise wage scale and closed shop.

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

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

Arthur Tracy Back

EX-LAX Inc., Brooklyn, on Jan. 5 will start Arthur Tracy, The Street Singer, on 25 NBC-Blue stations, Monday, Wednesday and Friday, 4:45-15 p.m. for 52 weeks. Tracy's last network contract was five years ago. He has been living in England. Agency is Joseph Katz Co., New York.

St. John To London

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

BROADCASTING • Broadcast Advertising

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Filene’s Discovers That Radio Is Best

Devises Technique for Department Store Broadcasts
(Continued from page 11)

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

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

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

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

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

Appeal to NAB

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

In the early days of radio, commercial copy crowded the air to such a degree that a high percentage of the radio audience of any one station was lost as the listeners tuned it out and dialed for entertainment. To regulate properly the amount of commercial copy, and so conserve the radio audience, was one of the purposes for organizing the Code Committee of the NAB.

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

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

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

Pellegrin’s Opinion

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

So recent is this opinion, that as yet it has not been brought before the publicity directors of the RRA. This interpretation of the Code will make possible another, and it is hoped, more representative experiment in cooperative, group radio promotion on the part of this
powerful group of stores. However, during the weeks and months this decision has been pending, Filene's Worcester Store has been using radio advertising more and more—over WTAG, and WORC as well.

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

Full Me-Do's

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

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

Lest you get the impression that our radio obituaries have an entirely "off-price" complex, our most pretentious program to date was one hundred percent institutional in character—a 30-minute broadcast March 14 1941 dramatizing "Worcester's Part in National Defense." Three commentators, March-of-Time style, against full orchestra background and sound effects, trace the national and international events of three history-making years and synchronize Worcester's participation as one of the key defense cities of America.

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

CONTINUATION of the Metropoli
tan Opera broadcasts on NBC-Blue sponsored by The Texas Co. for the second successive season starting Nov. 29 was assured by this con-
tract signed by W. S. S. Rodgers (left, president of the Texas Co and M. A. Trammell, president of NBC.

products of the very manufacturers referred to in this broadcast.

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

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

The Syndicate Idea

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

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

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

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

A typical spot broadcast runs "Did you know that corns and bunions were once considered he-
reditary? Well, Thomas Beard, New England's first shoemaker, made his first pair of shoes in 1629 in Salem, Massachusetts. The shoes were made of corns and bunions. But the good New Englanders would soap their heel and toe and lower them into the shoes, and if a corn or bunion caused a rough spot two at the foot was an ancestor and not Thomas Beard. Consequently, corns and bunions were then considered hereditary, or perhaps due to the careless witches who were specially thick in early New England, and who cared little about God's folk's feet—But today smart women have eliminated the foot discomfort of our New England an-
ectors and wear Selby Styl-Eez Shoes. Styled for beauty, built for ease, Styl-Eez Shoes have the additional advantages of a proper, built-in support, light-weight steel shank, and soft metatarsal cushion. Selby Styl-Eez, exclusive to Filene's in Worcester, are moderately priced at $6.75."

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

But... if you want to get the most for it in the prosperous El Paso Southwest, use

KROD

1000 Watts (day) • 500 Watts (night)

Columbia’s Outlet to the El Paso Southwest

Dorothy D. Reddick, Owner
Val Lawrence, Manager

KROD

114,966 152,000 200,000

WICHITA, KANSAS IS BOOMING • WICHITA, KANSAS IS BOOMING

WICHITA, KANSAS IS BOOMING • WICHITA, KANSAS IS BOOMING

What can a time-buyer do in these rough-and-tumble days of Defense-made markets? Well, there's a spot we ain't in, but we'd advise—"Get off the data-and-ride the skewers!" Wichita, Kansas is a skewer. Wichita is America's Number Two Boomtown—and in Wichita, they buy KFH!

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

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

Buy KFH because Sedgwick County is the "groovy train county" of Kansas. Only KFH can give you real Sedgwick County counts. (The great survey mentioned above says 95% of the population "listens to KFH regularly." 57% of the population "listens to KFH most.")

Buy KFH because you'll soon be reaching nearly twice as many people as you reached last year—without any increase in rate. Skyrocket-riders, let's go!

KFH

Call any Edward Petry Office • CBS • 5000 Watts Day & Night

WCHS Santas

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

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

Pioneering in the field of radio advertising which now gets less than 2% of the retail advertising dollar will prove costly in effect but productive in results, but the direct costs can be sharply reduced by subsidy. Forward thinking manufacturers will contribute to the costs of experimentation in a field so potentially productive. In our case one nationally advertised line paid the entire cost of the radio copies; regarding this a laboratory test of a new advertising medium and planning to use similar broadcasts later in key accounts.

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

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

A Special Division

Our experience in applying radio to department store advertising has not been all "smooth-sailing." Our attempts to dramatize the commonplace have afforded troubles from complaints of technical troubles, troubles of script, troubles of production, and troubles of merchandising. Our success has not been flawless. Some programs have flopped; but in retrospect the answer has usually been clear. Script writing is a tough assignment, and beyond the ability of the copy-writer who thinks in terms of placing a "still" picture before you on the printed page.

The script writer, on the other hand, sketches a moving picture, conjured up in his mind's eye.
ASCAP Issues Reply to an Editorial Criticising Some Phases of Its Activity

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

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

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

Item No. 2. "There's no waiver for football pickups on tailor-made networks." Wherever requests have been made for the release of ASCAP music for football pickup, tailor-made networks have always found ASCAP willing to work out clearance for that network's own incidental use.

Item No. 3. "A form of contract meant only for network-managed and operated stations, covering the right to switch at the end of any year from blanket license to per program license, or vice versa, was sent to the entire list of some 800 unlicensed stations." The facts are that letters accompanying these contracts contained modifying and explanatory paragraphs covering everything requested by both the NAB and Network Affiliates Inc. More than 100 new stations have signed ASCAP contracts this month.

Item No. 4. "ASCAP continues to dilly-dally on publication of a catalog of its works—a sort of telephone directory giving basic information. n.m.I. got out a catalog nearly a year ago." The facts are that ASCAP has issued a catalog for years in card catalog form. Many stations have not wanted it in that form because of its bulk. Our catalog department has been working on a card catalog form for this purpose day and night until the end of the year so that we can circulate this card catalog and reduce the bulk. A printed catalog would be out of date before the stations received same. This is obvious. Anyone desiring a printed catalog can obtain some very easily in the form of the "Catalog of Copyright Entries, Part 5, Musical Compositions," issued monthly by the Government Compilations would be in paperback books.

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

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

New York City, Nov. 26, 1941.

MEREDITH WILLSON, Hollywood, California, director of the weekly NBC "Coffee Time," sponsored by General Foods Corp., is composing a series of 30- and 60-second radio news spots for ten of the NBC stations. First in the series is titled "To Fly".

OFF-DUTY KNITTING and sewing by these feminine staff members of WCKY, Cincinnati, will benefit the American Red Cross. Shown at the WCKY Red Cross table, located in a storeroom on the ground floor of the Hotel Gibson building, are: standing (1 to r), Essie Topmiller, Sarah Jane Petty, Ollie Rackley, Ann LaHay and Sylvia Rhodes. Seated (1 to r), Jane Lee Forrest, Helen Rees, original of the unit, Rita Nauman, Billie Jean Murphy, Hazel Kerns and Irma Zwygart. Foreground, June Ammon.

TREMENDOUS ACCEPTANCE GREET'S WHO'S NEWS" Stations enthusiastic over new NBC Recorded Series that Presents 39 "Names in the News" in Person!

- "Who's News especially interesting. Will have commercial sponsor within ten days. Please send contracts."

- "Just the type of show we can sell. Have always been successful with five-minute features—and this one is a honey!"

- "Who's News is splendidly done. Quality outstanding...eminently saleable."

- "WHO'S NEWS SOLD STARTING TUESDAY."

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

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

Write for complete information today!
Song Writers and Composers Seek More of ASCAP Income

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

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

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

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

Plans for Unions

One songwriters union, the American Federation of Songwriters, has already been formed by a group whose membership includes a number of members of ASCAP and SPA.

Another organization, planned as an all-inclusive writers group, representing serious as well as popular composers and with members of ASCAP and BMI, SPA and AF, as well as writers with no other affiliation, is in the process of organization.

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

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

Committee members are: Mr. Zaret, Helen Blas, Redd Evans, Henry Katman, Hans Langfelder, Robert Sour, Norman Weiner, George Whiting, Fred Wise.

According to Robert Daru of Daru & Winter, counsel for the American Federation of Songwriters, it is designed to obtain the benefits of collective bargaining. Affiliation with a national labor organization is sought, Mr. Daru stated. Al Lewis and Nelson Ogane, both ASCAP members, were named temporary chairman and secretary, respectively.

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

Present Formula

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

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

ASCAP Reporter

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

WBRC, Hartford, is planning to hold its annual staff Christmas party on Dec. 10 at a local hotel. Entertainment committees are now being formed by the staff.

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

SIGNED BY ASCAP Society Reports 115 Affix Signatures in Month

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

These, said ASCAP, are all with commercial stations and exclude religious and educational stations which, not all, under ASCAP, music on a provisional basis, pending the completion of their consideration of the various forms of license available.

About 10 of these licenses are per-program contracts, ASCAP said, the remaining 95 being the blanket license forms. Stations which have signed to date include most of the country's major outlets, it was said, accounting for well over 50% of the broadcasting industry's dollar volume.

H. M. BYVILLE, head of the NBC research division, has been elected vice-president of the New York Chapter of the American Marketing Ass'n.

50,000 WATTS - CBS 425,683 Listening Families

KWKH SHREVEPORT LOUISIANA
Dominant Coverage in the Central Southwest
Branham Co. - Representatives
CBS Audit of Nighttime Coverage

Page 56 • December 1, 1941

BROADCASTING • Broadcast Advertising
FOR THE FOURTH consecutive year, Fred E. Coover, pioneer oil field equipment manufacturer, has signed to sponsor broadcasts of the Tulsa Ice Oilers hockey games over KVVO. Here, Mr. Cooper (left), discusses the latest series with Willard Egois, KVVO commercial manager, center, and Oscar Payne, of the Watts-Payne agency, handling the account.

WSPD, Toledo, introduces nationally prominent speakers who address the Toledo Town Hall each Saturday morning from its studios. The lectures are given in the Esquire Theatre but announcements from the station introduce the speakers via direct line. The system was adopted when the former moderator of the hall, Dr. Walton E. Cole, moved to Boston. The station broadcasts a quarter-hour program from the Town Hall luncheons immediately following the talks.

WLS, Chicago, through its annual Christmas Neighbors Club will this year purchase inhalators for distribution to children's hospitals, orphanages and similar institutions. Listeners' contributions to the club in past years total $32,676.

Natal Wood, the mayor of Lawrence, Mass., said Thursday that he would use the city's financial surplus to buy half a million dollars' worth of toys for city children.

FORMERLY heard from 10:30-11 p.m., Friday Night at Fort Bragg, glance and variety pick-up from the nation's largest Army post will be heard over WPTF, Raleigh, N. C., and WFNC, Fayetteville, N. C., each Friday from 9-10 p.m. Broadcast directly from the dance floor of the main post's service club, last week's program presented Voltaire (Jau Savitt's orchestra) and Private Jimmy Hunt of WPNC Band (Horses) and a comedy interview with Buddle Lewis, star infielder of the Washington Senators, a recent selection, and several visiting girl dancing partners from nearby Carolina towns. Script was written by Private Lloyd Shearer, WFNC, Fayetteville, and was announced by Private Charles Bacons (WFBC, Greensville, S. C.).

KDYL, Salt Lake City, starting last week, is providing a special news service for employees at Salt Lake City's 30-million dollar Small Arms Ammunition plant. Bulletins, prepared from UP reports, are about three minutes in length and sent in by telegraphic to the plant and there broadcast at frequent intervals over the PA system.

WXZ, Detroit, on Nov. 20 carried an exclusive play-by-play broadcast of the National Football League football classic for the city high school championship. Broadcasts were made by the Automobile Club of Michigan, who also presented Vocalists Corp. Dick Bennett, saxophone, and the group discussion. Among the sponsors were National News, Co.; John O. Moulton, Owner of the Detroit Tigers baseball team, providing free use of Briggs Stadium. The game attracted 30,715 fans.

WBB, Atlanta, weekly Parent-Teacher Association program, Saturday 10:15 a.m., now has listener groups formed throughout Georgia. A program is followed by a group discussion.
THE SERVICE RECORD OF 21,000 COMPRESSION CONES IS YOUR MARGIN OF SAFETY IN SPECIFYING LAPP FOR ANTENNA STRUCTURE INSULATORS

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

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

Network Accounts
All time EST unless otherwise indicated.

New Business

PROCTOR & GAMBLE Co., Cincinnati (Ivory soap flakes), on Dec. 30 starts 15-week test campaign using one minute transmitted spots five times weekly on WNKY.

RENEWAL ACCOUNTS

AMERICAN TOBACCO Co., New York (Virginia cigarettes), on Dec. 21 reports for 15 weeks Kay Kyser's College of Musical Knowledge on W8W. Agncy: Lord & Thomas, N. Y.


GENERAL FOODS Corp., New York (Sanka Coffee), on Jan. 1 reports for 62 weeks King & Berman, on 67 CBS stations, Sun., 5-45-6 p.m. Agncy: Young & Rubicam, N. Y.

ANDREW JERGENS Co., Cincinnati (Jergens Lotions), on Dec. 28 reports for 52 weeks Jergens Journal With Walter Winckell, on 72 NBC Blue stations, Sun., 9-30 to 10-30 p.m., rebrdcast on 21 Pacific Coast Red stations, 12-15 a.m. Agncy: Leennen & Mitchell, N. Y.

ANDREW JERGENS Co., Cincinnati (Woodbury soap), on Dec. 28 reports for 52 weeks Woodbury's Sunday Show, on NBC Blue stations, Sun., 9-30-9-30 p.m., rebrdcast on 21 Pacific Coast Red stations, 12-15 a.m. Agncy: Leennen & Mitchell, N. Y.

ANDREW JERGENS Co., Cincinnati (Woodbury face cream, powder), on Dec. 31 reports for 15 weeks Adventures of Thin Man on 46 NBC Red stations, Thurs., 5-15-15 p.m., rebrdcast Tues., 12-12-30 a.m. on 20 Pacific Coast Red stations. Agncy: Leennen & Mitchell, N. Y.

Network Changes


Beverage Test

YOSEMITE BEVERAGE Co., San Francisco (Cleo Cola), using radio for the first time, recently started a 15-week test campaign, using one minute transmitted spots five times weekly on WJBS and KFOA. If the campaign proves successful the sponsor probably will extend to other markets on the Coast. Agency is Lord & Thomas, San Francisco.

ARTURO TOSCANINI, making his initial appearance of the season with the NBC symphony orchestra on Dec. 6, will conduct his famous "Beautiful Blue Danube" for the first time. A Symphony Orchestra will conduct the NBC Symphony both Dec. 6 and 13, 9-30-10-30 p.m., on behalf of the Treasury bond campaign.
LEVER BROS., STROMBERG-CARLSON SPONSOR HOOKUPS ON COMMERCIAL FM STATIONS

SEVERAL commercial FM network programs were announced last week. Lever Bros., Cambridge, entered into the dedicatory ceremonies for the W71NY, New York FM station, on NBC-Red, originated at W71NY, which fed it to W2XMN, Alpine, for rebroadcast. The transmission from Alpine was picked up and rebroadcast by W3SPH, Philadelphia, and W66H, Hartford. The Hartford broadcast, in turn, was picked up by W45B, Boston, and this station's broadcast was snubbed to W39B, Mt. Washington, and W47A, Schenectady.

First FM commercial program to be carried by a relay of more than two stations, the new 10-kw. station from Young & Rubicam, New York, and was sold by American Network, sales organization for a number of FM stations.

STROMBERG SERIES

Stromberg-Carlson Telephone Mfg. Co., Rochester, on Nov. 28, started sponsoring on W65H, FM station WBBB, sponsored by the company's five-a-week series on WQXR, standard broadcast station in New York. Program, "Treasury of Music," broadcast 7:30-8 p.m. on WQXR, Monday through Friday, is now being sent by wire to W2XQR, FM station of WQXR, and to W2XMN, Alpine. The rebroadcast of the FM station is picked up and rebroadcast on W66H.

Since W2XQR and W2XMN are experimental stations, they are carrying the series without charge, the sponsor paying only for WQXR and W65H, one AM and one FM station.

Last Friday, McCann-Erickson, New York, agency for the sponsor, was negotiating with American Network, representative of the Shepard FM stations, W45B, Boston, and W39B, Mt. Washington, regarding inclusion of these stations in the FM hookup.

W2XQR already has a CP to become a 10 kw. commercial FM station after the first of the year when its call will become W80N. It will move its transmitter from Sherry Tower, Long Island City, to the Chanin Bldg., in mid-town Manhattan.

Zenith Radio Corp., Chicago, has bought the 8:30-8:45 period of the WOR dedication on a seven-station hookup for a musical program placed direct.

The Hat Style Council of New York is taking the 9:30-9:45 p.m. period of the W71NY dedication show on a seven station hookup. Program features Henry L. Jackson, men's fashion editor of Collier's, and was placed through Campbell-Ewald Co. of New York. The Socony-Vacuum Oil Corp., New York, has bought 9:45-10 p.m. on W71NY hookup through J. Sterling Getchell Inc., New York.

CBS announced last week that its New York FM station, W67NY, would begin regular operations Dec. 1, with broadcasts from 3 to 6 p.m. and from 7 to 10 p.m. scheduled Monday through Saturday. Each afternoon and evening three-hour period opens and closes with a quarter-hour newscast, the remainder of the programs being musical, chiefly recorded. No network programs are included in the FM schedule. Originating in the CBS Blue in New York and in WAVE in Los Angeles, the FM programs are carried by high fidelity wires to the network's transmitter atop the Saloon Tower at 500 Fifth Ave.

Kiggins in Hospital

KEITH KIGGINS, sales manager of NBC's Blue network, entered Massachusetts General Hospital, Boston, last week for observation for arthritis.

CORNELIUS W. VAN VOORHIS, who does the identifying voice on the NBC "March of Time," announced by Time Magazine, is narrator for a series of educational pictures of the U. S. Navy, released recently.

FIRST SPONSOR ON W67C, new FM outlet of WBBB, Chicago, G. T. Pushman Jr., sales promotion manager of Pushman Bros., Chicago, rug dealer, flips the switch that brings the station on the air while J. Kelly Smith, CBS radio sales manager, looks on.

ERNIE SMITH, formerly of the sales staff of WBIG, Greensboro, N. C., has been appointed head of the commercial department of WBBB, Burlington, N. C., according to E. Z. Jones, managing director of the new 1,000-watt daytime station, which takes the air. Mr. Jones announced addition of Paul Huddleston, formerly of WGC, Louisville, as program director relieving Miss Paul Faulconere, new to radio, who will continue to be in charge of traffic, and the naming of William Sandefur, formerly in charge of interplant broadcasting at the Hercules Powder Plant in Radford, Va., as the chief of the WBBB announcing staff. WBBB operates on 920 kc.

MURPHY ADDS

MURPHY PRODUCTS Co., Burlington, Wis. (livestock feeds), sponsors of "Barnyard Jamboree," for WBBB, Chicago, during a one night National Barn Dance on WLS, Chicago, has added three Minnesota network stations to the program: KYSM, Mankato; KROC, Rochester; KFAM, St. Cloud. WBBB will add the chief of the WBBB announcing staff. WBBB operates on 920 kc.

Murphy Adds

MURPHY PRODUCTS Co., Burlington, Wis. (livestock feeds), sponsors of "Barnyard Jamboree," for WBBB, Chicago, during a one night National Barn Dance on WLS, Chicago, has added three Minnesota network stations to the program: KYSM, Mankato; KROC, Rochester; KFAM, St. Cloud. WBBB will add the chief of the WBBB announcing staff. WBBB operates on 920 kc.

Army Officers Talk

AN ADDRESS over WBT, Charlotte, N. C., was to be made Nov. 30 by Major General Oscar W. Griswold, commander of the 4th Army Corps and one is scheduled to be made by Lt. General Hugh A. Drum, commander of the 1st Army on Dec. 4. The high ranking officers were scheduled to broadcast following completion of the Carolina Maneuver activities.

Decca Signs Waring

FRED WARING last week signed a new contact with Decca Records, ending a 10-year period during which he refused to combine recordings with radio performances. Under the new agreement, Waring will make several albums of arrangements most requested by his radio listeners. When Waring first went on the air with his Pennsylvanians he stopped making recordings; feeling they would just put him in competition with himself as a radio attraction.

Bond Bonus

JOHN A. KENNEDY, president of West Virginia Network, has announced a special Christmas campaign bonus in the form of Defense Bonds and Stamps equal to a ten-day salary to employees of WCHS, Charleston, WPAR, Parkersburg, and WBLK, Clarksburg. An additional bonus, equal to one-twelth the salary paid during the calendar year up to Dec. 15, 1941.

WKRC Signs Waite Hoyt

FOR SPORTS PLAY-BY-PLAY

WAITE HOYT, former big league pitching star, with the New York Yankees, signed to broadcast for WKRC, Cincinnati, to handle play-by-play baseball broadcasts next spring, according to an announcement last Thursday by Hubert Taft Jr., WKRC general manager. Hoyt will come to WKRC after the first of the year, to start broadcasting a nightly sport show. Since retiring from baseball in 1937, he has been broadcasting sports in New York on WOR.

General Manager Taft also announced that Dick Nesbitt, former All-American and professional football star with the Chicago Bears, who has done play-by-play football broadcasting during the coming season and is featured on several other studio programs, will work with Mr. Hoyt in the broadcast booth during the coming baseball season.

CBS Video Applications

CBS has applied to the FCC for another 30-day extension of the license for program test operations, under which WCWB, the network's television station in New York, has been functioning since July 1, with regular 30-day extensions.

CBS also has asked the FCC for more time to investigate the new visions of its new construction permit, due to technical reasons in connection with WCWB's change in channel.

NBC Holiday Discs

IN ADDITION to the annual production by L. W. Theriault of Dickens' "Christmas Carol," station subscribers are also offered two holiday specialty discs of the "Christmas Carolers" series of 12 quarter-hours, designed for daily programming and offering either a participatory basis or exclusive sponsorship, and "Santa Claus Rides again" half-hour fantasy combining music and drama. First series, released by the NBC Radio Recording Division, combines Christmas music with holiday observations but helps as recipes and suggestions for parties.

Ziv in New York

NEW YORK offices of Frederic W. Ziv, Inc., have been opened at 480 Madison Ave., under the direction of Mr. Ziv, formerly with WDLW, Cincinnati, has been with the firm seven years. The new office will serve as production headquarters for Ziv programs and will handle eastern sales.
SCANNING LONG-TERM BMI contract at the 16th District meeting of the NAB held November 24 at the Los Angeles Biltmore Hotel, is this group of industry executives (1 to r): Tom Sharpe, owner of KFSD, San Diego, Cal.; Clyde Scott, sales manager of KPKE, Los Angeles, and acting chairman; Neville Miller, NAB president; Calvin T. Smith, manager of KPAC, Los Angeles; C. Merwin Dobyns, owner of KGER, Long Beach, Cal; Henry Maxfield, manager of KFWB, Hollywood; Charles A. Storke, manager of KTMS, Santa Barbara, Cal.

Defence and Disc Discussions Feature NAB District Meetings on West Coast

RADIO'S importance in national defense, as well as specific industry problems including Federal regulation and legislation, music copyright licensing and possible court action against ASCAP publishers by transcription production units, were discussed by representatives of the 16th District of NAB at a two-day meeting at Los Angeles' Biltmore Hotel Nov. 24-25.

The second Pacific Coast meeting, District 15, was held Friday and Saturday, Nov. 28-29, at the Fairmont Hotel, San Francisco. Remaining district meetings scheduled for December include: District 17, Dec. 1, Heathman Hotel, Portland, Ore., Dec. 2, Washington Athletic Club, Seattle; District 14, Dec. 8-9, Albany Hotel, Denver; District 11, Dec. 11-12, Hotel Nicollet, Minneapolis; District 9, Dec. 15-16, Palmer House, Chicago. The District 3 meeting, which would conclude the 17-meeting circuit, has not been scheduled, but is not to be held until after the first of the year.

Group Sessions

Neville Miller, NAB president, was principal speaker at the Los Angeles 16 general meeting. Clyde Scott, KPKE-KKEA, Los Angeles, sales manager, presided in the absence of Harrison Holloway, district director.

Group sessions were held Tuesday by sales managers and program directors-news editors. Latter session was conducted by Ed Kirby, NAB public relations director, now on leave as civilian head of the radio branch of the Army Bureau of Public Relations. Sales manager sales managers sessions was led by Charles A. Storke, manager of KTMS, Santa Barbara, Cal, with Frank E. Pellerbin, NAB director of broadcast advertising, as speaker.

Under fire was the mechanical rights clause in the ASCAP contract, providing licensing of music for recording on a one-year basis. Jerry King, co-owner of Standard Radio, Hollywood, warned against signing with the Society before this phase was settled in favor of a longer period. He insisted that transcription producers be given longer protection for their investment. C. P. MacGregor, Hollywood transcription producer, Ralph C. Wentworth, president of Langworth Feature Programs Inc., New York, and other transcription manufacturers backed up his views. Los Angeles Advertising Club,89 complimenting the industry representatives, staged its annual Radio Day luncheon at the Biltmore Hotel on Tuesday. Mr. Miller, as principal speaker, discussed "Radio and Advertising in the Present Emergency," and Mr. Pellegrin, "Radio as an Advertising Medium." Tracy Moore, NBC Western division Blue network sales manager, and president of the Ad Club, presided. Harry W. Wilt, CBS Southern California sales manager, was chairman of the day, with Calvin J. Smith, manager of KPAC, Los Angeles, host.

Attended by 73 broadcasters, the District 15 meeting in Dallas Nov. 19-20 took formal action supporting the pending Sanders Bill to revise the Communications Act, the proposed 8-year BMI licenses, and the stand of the Federation of Women's Clubs opposing the FCC chain-monopoly regulations, and renewed the industry policy of providing free time to promote national defense. The meeting also commended the work of Dorothy Lewis and the Radio Council of Children's Programs "for their outstanding accomplishments on behalf of the industry and the authorized creation of a 3-man committee within the district to arrange for more effective handling of national defense news and features from Army units in the district.

The attendance list at the District 16 meeting in Los Angeles included:

John Marino, KTOC; Burridge D. Butler, KOY-KTGUL-WLS; John A. Beatty, KOY, Austin, Tex.; W. McDonald, KFQD; John Austin Driscoll, Pearl Vornado and Glad Hall, KERR; Clyde Scott, Glen Heinrich, Ernest Feltz, Dorothy Roe and Bernard Smith, KPKE-KKEA; Harry Maxfield, Jack O. Gross, W. E. C. Britton, Don W. Thornsberry and Harry W. Wilt, KNX; Merwin Dobyns, John A. Beatty, Mrs. L. Tapp, KGER; Thomas Sharp and John Backman, KFBD; Ernest L. Spencer, KVOD.

Calvin J. Smith and Vera A. Lindblade, KFAC; Charles A. Storke, KTMS; Ken Thorson, KXO; Ben, S. McPherson and Dunham Kopp, KJXO; Don J. Gilman, D. H. Polite and Regular P. Marks, NBC; Louis F. Krock, KTMS; Roger Mayers, KFSD; John A. Beatty, KAS, Frank Burke, KVFD; J. C. Lee, Murray A. Veerman and John E. Fure, KFUM; L. Sigman and Robert O. Rone, KCXO.

Goodman Miller and Frank E. Pellerbin, NAB; Ed Kirby, War Department; Richard J. Powers, ASCAP; Leonard D. Callahan and E. J. Gough, SESAC; Harry Engle, Carl Maverin, BMI, Gerald King, Standard Radio; C. P. MacGregor; Ralph Wentworth, Langworth; Put Campbell, World Broadcasting System; Dan Rogers, Associated Picture Archives; Fern L. G. Earle, Ferris Associates; Hall Sparsis, U. of California; Kenneth Gurney, U. of Dept. of Agriculture; Robert F. Schouts, NIC; Ralph Stern, RBA; Calvin Covney, John Blair & Co.; Homer Griffin, Howard Wilson Co.; J. Leslie Fox, Paul R. Reymus Co.

The attendance list at the Nov. 19-20 District 13 meeting in Dallas included:

Jack Keeler, WQA; Burton Bishop, KTEM; E. F. Danlon, KGKB; Bert Mitchell Jr., Roosevelt Properties; Forrest...
SALES AND MERCHANDISING EXECUTIVE

Ten years with highly successful major network station in major market seeks greater responsibilities. 41, married, family, highest recommendations from national agency and advertising field. Broadcast experience. Can assume full responsibility. Full details on request. Box 197A, BROADCASTING.

SITUATION WANTED

STATION MANAGER

Live, aggressive, unusually versatile. Twelve years' complete management experience, covering all departments, including FCC and industrial phases. Demonstrated local and national sales ability. Box 161A, BROADCASTING.

CLASSIFIED

Advertisements

Help wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Boldface triple word rate. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted

Wanted Immediately—Combination announcer—operative salary. Apply, first letter, including availability first letter. Box 19A, BROADCASTING.

Wanted—First class announcer. State experience, references, salary expected first letter. Lister's Broadcasting Station, Monroe, La.

Wanted—Announcers, Engineers, Salesmen, for positions leading to staff of new 1600- watt station in East. Box 19A, BROADCASTING.

Wanted—Aggressive, high-type sober salesman for local station in moderately successful state. Fine opening, wonderful opportunity. Box 19A, BROADCASTING.

News Announcer—Must be experienced, accurate, and have outstanding, distinctive style. Tell whole story in first letter, including salary expected. Box 19A, BROADCASTING.

Wanted Immediately—Two top-flight announcers for network affiliate in Southwestern market. State all details and draft status first letter. Box 19A, BROADCASTING.

Announcer-Program Man—Capable of handling remote, news, commercials, daily log and scouting live talent programs. Non-network station in West. Include references, snapshot, experience, all details. Box 19A, BROADCASTING.

Record Men, Experienced And Assistants—Wax recordists, matrix electroformers, pressmen, and mill room positions open in Northern New Jersey and vicinity of Hoboken. Written only. Poinsettia, Inc., Pittman, N. J.

Best Operator-Announcer (Licensed)—That $1500 month (salary and overtime) 60 hr. week, will obtain. Must have good voice, small talk, great ear, good references and experience first letter. Box 19A, BROADCASTING.

Program Director-Production Manager—Network station in large Georgia city. Applicants must have creative ability. Good opportunities for man with efficient staff and not afraid of work himself. Should be able to give personal interview. Don't apply unless you credit A1 and can stand investigation. Box 19A, BROADCASTING.

Situations Wanted

Engineer—38, married, ten years' experience transmitter, studio equipment construction, operation and maintenance. Took radio announce. Box 19A, BROADCASTING.


Can You Use An Unusual Announcer?—Excellent experience and background. Now employed and serving notice. Qualified all phases in radio-news, sports, special events. Location in or near Baltimore or Washington, will consider worthwhile offer elsewhere. Will arrange for personal interview and live audition. Will prove asset to a real station. Box 19A, BROADCASTING.

Patriotic Gesture

AS A PATRIOTIC service to the Eighth Pursuit Squadron of the U. S. Air Force, at Lindley Field near Tuskegee, Ala., and other military groups in the area which are without a band, WHBO devotes two minutes daily, beginning one hour before sunset, to sound bugle and playing the national anthem.

SHERWOOD DURKIN, formerly with WCBY and WBNY, has been added to the news announcing staff of WMT, Cedar Rapids, Iowa.

JANSKY & BAILEY

An Organization of Qualified Radio Engineers Dedicated to the SERVICE OF BROADCASTING

National Press Bldg., Wash., D. C.

There is no substitute for experience.


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

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

CLIFFORD YEWBALL Empire State Bldg. NEW YORK CITY An Accounting Service Particularly Adaptable to Radio

Radio Engineering Consultants RCA Equipment Field Sales Eastern RCA Field Sales Eastern

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

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

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

ADVERTISE in BROADCASTING for Results
Renewed Activity In Radio Planned By Westinghouse

Defense Work Main Factor in Plans, Says Robertson

BECAUSE "the radio industry today is certain to gain by the use of a number of new principles and techniques that have been developed for defense requirements," Westinghouse Electric & Mfg. Co. plans to renew its activity in the field of radio, "particularly in the development of new uses for equipment which has grown out of the needs of national defense," according to A. W. Robertson, chairman of the company, in a report to the Westinghouse board of directors last week.

The company and its engineers, he said, are already devoting much thought to the future use of radio equipment for the benefit of civilians after this emergency period.

Military Orders

Pointing out that military secrecy forbids revealing details of these developments at present, Mr. Robertson reported that since the beginning of the emergency period, the Westinghouse radio factory at Baltimore has increased its manufacturing space 400%, and its production 800%, virtually all of which is for national defense. Every one of the company's 25 manufacturing plants is working on a three-shift basis, he stated, and unfinished orders in the radio division at Baltimore alone exceed $400,000.

Pioneering 25 years ago in the research and development of radio, Westinghouse later shared its results with business and its subsequent withdrawal from active leadership in radio development, except in the fields of commercial broadcasting equipment, shortwave and military equipment, Mr. Robertson said. Foreseeing greater military interest in radio in 1937, Westinghouse moved its radio factory from Chico-pee Falls, Mass., to Baltimore, "in order to be nearer the headquarters of Navy and Army officials sponsoring newer developments in the field," Mr. Robertson reported, adding that the company is making "excellent progress" in shifting over its peacetime production areas to National defense work.

M & M Plans Change

M & M CANDY Co., Newark, contemplating a network show for early next year, has issued cancellations effective Dec. 5 for its schedule of station-break announcements, currently running on approximately 15 stations [BROADCASTING, July 21]. Contests have been run in 26 states, and the winner of each is a new radio set as determined by audience-participation type. A limited network of eastern stations will be used.

Coast Agencies Seeking Repeat Ruling; Practical Problems Cited by Networks

A PLAN to relieve the problem of buying network radio time on the Pacific Coast is provided in a resolution adopted at the recent Pacific Coast Convention of the American Assn. of Advertising Agencies. In announcing the plan Dan B. Miner, chairman of the Pacific Council, said it was designed to spread the popular programs over an additional hour or two in the evenings. Benefits to be accomplished were listed as:

1. To give the public a chance "to do the things they want to do" and hear more of the programs they like;
2. Give national advertisers more good periods for their programs;
3. Give Pacific Coast advertisers better opportunity to secure favorable periods;
4. Give networks more hours to sell when a larger audience is available.

Equal Status

According to the Coast group, the resolution recommends "that a rebroadcast of a national program will have the same status as a Pacific Coast regional program in the selection of network time."

It is claimed that transcontinental network advertisers now have priority of time, larger discounts and lower cost-per-thousand. The transcontinental advertisers claim their big shows have "made" radio and they are big customers of the networks, thus meriting special consideration. Under the proposed plan, network rebroadcasts originating in Hollywood would be restricted to periods after 9 o'clock.

Network Reaction

Consensus of Hollywood network executives was that the effect of the resolution would unquestionably be advantageous to Pacific Coast advertisers but it would have several practical disadvantages from the standpoint of transcontinental network operations.

Don E. Gilman, NBC-Pacific Coast vice-president, said one of the problems involved arises from the additional line facilities required with programs coming in later. Further, musicians and artists would have to appear for the second broadcast at an unfavorable hour.

Practical problems also were cited by Dan E. Thompson, CBS Pacific Coast vice-president, including conflicting interests of the Mountain time zone. During daylight-saving months, he continued, the national network would have to employ talent at such hours as 1 to 4 a.m. New York time. He further mentioned that over 90% of national network business is placed by eastern advertisers and agencies, who might not approve such a plan.

Wilbur Eickelberg, sales manager of DeLuxe Broadcasting System, which is the West Coast outlet of MBS, declared, "We certainly believe that Western advertisers are entitled to some opportunity to reach the listeners during peak periods . . ."

Bickford Joins INS

LELAND BICKFORD, author of News While It Is News, formerly editor-in-chief of the Yankee and Colonial networks news services has joined the sales staff of INS. In the interim of his change to his present position, Mr. Bickford entered the mayoralty primaries at Medford, Mass., losing by 22 votes.

WFTL Joining MBS

WFTL, Fort Lauderdale, Fla., about Dec. 1 will begin a three-hour MBS station, keeping the network's total outlets at 192, due to WHDF, Calumet, Mich., being dropped from the network for failure to pay. Owned by R. A. Horton, the station operates on 250 watts, 1400 kc., unlimited.

KCMO, in Kansas City, To Join Blue on Jan. 20

KCMO, Kansas City, originally scheduled to become a basic NBC-Blue station Dec. 1, will join the network Jan. 20, 1942, shifting from its present status as a supplementary affiliate on that date. Evening hour rate is $200.

At the same time the evening rate for WREN, Lawrence, Kan., NBC Basic Blue station, will be reduced from $240 to $180 for advertisers ordering KCMO, all new business after Jan. 20 to include both rates. Cut-in announcement rates for WREN will be $15 evening, $7 daytime, and $11 Saturday nights.

Current advertisers using the Blue will not be required to add KCMO during their current contracts, with renewals of contracts effective after Feb. 20, 1942.

PA Plans New Program On Editors Assignments

PRESS ASSN., Associated Press subsidiary handling the preparation and sale of AP news for radio stations, plans to enter the program production field with Editor's Assignment, half-hour dramatic series giving experiences of American newspaper editors and writers. Oliver Gramling, assistant director of PA, will direct the series as m.c. on the series, and each program will have as its guest artist the editor whose experience is dramatized. Programs will open with an interview of the guest by Mr. Gramling, which will lead into a series of dramatizations of several minutes of news or news commentary, as the sponsor prefers. Editors will be asked to submit their stories for use on the air and those whose tales are used will be "handsomely paid" for their labor, PA stated.

Avocado Campaign

CALAVO GROWERS of California, Los Angeles, recently started a campaign which will run 16 weeks to acquaint consumers with the life of an avocado, by having it in each case buying participations in home economics programs. After Jan. 1, it plans to run an ad campaign to build up its radio schedule and may expand to other markets. Two participating stations were selected as the most cases. The agency is J. Walter Thompson Co., San Francisco. Stations are: KCOM KOGO KGO, KSL, KOMO KFRC KEX WOR WKBW WGBR WJZ WMJW KLZ KOA KFRC.

Video Engineers Sought

RADIO technicians with experience in television and cathode ray equipment, along with training in operating amateur and commercial equipment, are sought by the Navy in a recruiting circular. Qualified men will be accepted for enlistment as petty officers second class in the Naval Reserve and trained for specialized work. Training pay will be $72 a month. Pay will be increased and those who are advanced to higher ratings.

Magazines Merge

EFFECTIVE Jan. 2, 1942, Printers' Ink and Printers' Ink Monthly will be consolidated into one publication to carry the former title, with a new format of the so-called standard 8% x 11½ size.
For twelve years, the Lilly Clan descendants of Miles Standish have gathered at Flat Top for their annual get-together, undoubtedly the largest family reunion in the country. This year, August 16-17 over 81,000 attended this gala event in the hills of West Virginia.

Ed Mason, farm program director of the Nation's Station, accepted the invitation of the Lilly clan to speak before their relatives and friends. Their enthusiastic response to his discussion of WLW, its CLEAR CHANNEL FACILITIES and the service it is proud to render to the rural families of West Virginia, lends additional proof to the statement that people in RURAL AMERICA are "WLW-conscious." Fully cognizant of WLW's untiring efforts to help the farmers of West Virginia, their daily listening habits endorse the Nation's Station as their favorite. Liking the BEST—they listen to WLW most!
How to buy for the future... **TODAY!**

...WITH EXTREME SIMPLICITY OF CONVERSION

**250 WATTS TODAY**

**1000 WATTS TOMORROW**

**TODAY** is the time to look ahead...whether you start a new 250-watt station or modernize an old one. And the RCA 250-K transmitter is the way to look ahead...through an installation designed for maximum ease of conversion to higher power. That's one reason why 84 American broadcast stations, built or building, have chosen the 250-K in the past two years—an acceptance unequaled by any other transmitter.

Today, your 250-K feeds your antenna. Tomorrow, it excites the grids of the RCA Type M1-7185 amplifier unit. That's all there is to it. There's no expensive duplication; nothing to throw away; no complicated re-designing. Simply allow for a few extra cubic feet to house the amplifier and power supply. Remember, too, that either as an exciter unit or a complete transmitter, the 250-K gives true high-fidelity to your programs: frequency-response is flat within 1/4 dB, from 30 to 10,000 cycles, up to 95% modulation...with low harmonic content at all frequencies and levels. High-level, Class B Modulation and efficient RCA-engineered circuits keep down current costs; simplified tube complement lowers maintenance costs. Installation is simple and inexpensive; operation is simplicity itself.

Write for the complete story. Then compare the 250-K, feature by feature and dollar for dollar, with any other 250-watt transmitter on the market!

**Use RCA Radio Tubes in Your Station for Finer Performance**

**Broadcast Equipment**

RCA Manufacturing Co., Inc., Camden, N. J. • A Service of Radio Corporation of America • In Canada, RCA Victor Co., Ltd., Montreal