Radio Introduces Seller to Buyer

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

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

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

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

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

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

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

And your loquaciousness bespeaks your vacant mind. Being verbose or wordy—the long-winded person in conversation, in writing or in commercials, repels rather than attracts the buyer.

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

Verbs are gold nuggets of sales language. Cultivate the verb habit.

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

Successful business men think, act and speak positives!

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

WHO
for IOWA PLUS!

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

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

Five new studios, elaborate audience, audition and office facilities will be completed in the BROADCAST BUILDING by January 1st. We want you to visit us then, to see the new manifestations of WSPD's 21-year-old story: "success through service".
They buy the same cigarettes, the same clothes, the same cars, but one buys over $100,000,000.00 worth of farm equipment each year.

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

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

The Sugar Bowl...

and

WWL
NEW ORLEANS

50,000 WATTS
(CLEAR CHANNEL)

The greatest selling POWER in the South's greatest city

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

Page 4 • December 8, 1941
As distinctive as a fingerprint is the service which WTIC renders to the people of Southern New England. Distinctive, too, is the manner in which the 2,600,000 listeners in this important industrial area rely upon WTIC's facilities for entertainment and information.

Wise national advertisers have found that this audience loyalty makes WTIC a natural advertising medium. So, you're missing a bet if your plans for Southern New England fail to include WTIC. There's not another like it!
One of the things, we know, that make advertising men tired and cynical before their time—that give them that “distinguished touch of gray about the temples!”—is the constant defense they must maintain against silly and insincere “selling raids” on their advertising budgets. Sometimes it seems that more people are soliciting for junk than for legitimate propositions.

In most cases, however, these silly and illegitimate solicitations are not actual second-story, or “henhouse”, operations. Mostly they’re just the work of beginners or second-raters who don’t exactly know better.

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

Drops Exclusivity; Woods, Kobak Slated

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

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

Officers Mentioned

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

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

Treasurer of the new company, under the plan now being considered, would be Lunsford P. Yandell, assistant treasurer of RCA, who has been working on the separation of Blue and Red networks. The plan, as have all predecessors, may "go up in thin air". One reliable official declared. Moreover, it was presumed that before anything conclusive is done a general meeting of Blue network officials will be called in New York. Assuming no serious complications develop, this meeting may be called within the next few weeks in the hope of consummating the separation as early as possible after the first of the year.

Presaging changes in the NBC programs. You may deem this letter a modification of your contract of network affiliation with us to the extent that such contract may be inconsistent with the foregoing. All other provisions of the contract, so far as they concern network optional time, remain unchanged.

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

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

"As you know, we have instituted suit against the FCC for the purpose of securing a judicial determination of the Commission's power to regulate business practices as attempted by it in its Network Broadcasting Order of May 2, 1941. Although it is the firm position of NBC that the Order is wholly outside the Commission's jurisdiction, NBC does not believe that its position upon this point of law should prevent it from making its own decisions of business policy. "During these times of emergency all of our efforts should be devoted to the maintenance and improvement of our nationwide network broadcasting services which play such an important part in sustaining national morale. NBC has consistently maintained that radio's vital contribution to the national defense will be strengthened by setting aside all disputes not essential to the existence of the industry. This has direct application to our present situation. "The Commission and others have criticized several provisions of our network affiliation contracts. While we believe that all of these provisions are desirable for network operation in the public interest, both from the station's standpoint and our own, we do not believe that all of them are indispensable. Last summer, you will recall, we deleted some of these provisions from our contracts. "Now we are writing to inform you that NBC has decided to eliminate as a term of network affiliation any obligation pursuant to which an NBC affiliate may not broadcast the programs of another network at such times as do not conflict with the station's obligation to broadcast.
structure was the announcement by Mr. Trammell last Monday that Sidney Strotz, NBC vice-president in charge of programs with headquarters in New York, has been assigned to assume direction of the entire Pacific Coast NBC operations, with headquarters in Hollywood. He joined NBC in 1935, became vice-president in charge of the Chicago Division in December, 1939, succeeding Mr. Trammell, and a year later came to New York as vice-president in charge of the program department.

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

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

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

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

Capital Situation

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

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

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

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

Hedges' Notice

A maze of loose ends will have to be tied before the overall separation of the FCC's post example, complications develop in connection with a half-dozen markets which have combination Red and Blue outlets. Such situations, for instance, exist in Syracuse, Rochester, and Portland. In this connection, Mr. Hedges' letter announcing abandonment of exclusivity was viewed as significant.

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

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

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

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

Barroll Affidavit

MBS, which has intervened in support of the FCC's post-example, is expected to file an affidavit of Fred Weber, general manager, taking issue with the claims of CBS and NBC, WOW, Omaha, and WHAM, Rochester, that the regulations, if invoked, would disrupt network broadcasting as it now exists. It also has been indicated that Hope Barroll, executive vice-president of WFBF, Baltimore, MBS outlet, but formerly on the Red, would file an affidavit in opposition.

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

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

Emphasis was given the fact that all other provisions of the contract, including that relating to network affiliation, were not changed. "We firmly believe," he said, "that the indispensable element in every network affiliation contract is a provision giving the network an exclusive amount of time, exercisable on reasonable notice."

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

Mr. Woods, who turns 40 on Dec. 27, is one of NBC's original employees and has been active in radio since Jan. 1, 1922, when he began setting up an accounting system for the radio department which he assisted in 1901, spending his boyhood in Jacksonville, where he attended public schools and got his first business training with his father, custodian of the American Naval Stores Co., during summer vacations.

Learns Accounting

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

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

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

On Nov. 1, 1926 when the AT&T broadcast operations were turned over to NBC which made its debut on that day, Mr. Woods became assistant treasurer for NBC, assistant secretary and office manager. A year later he became treasurer of NBC, retaining that post until April, 1934, when he was
Filene's Success Brings Wide Reaction

Worcester Store Draws Retail, Agency and Radio Praise

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

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

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

Proposed by Mr. Shumaker was a nationwide plan of radio promotion for department stores, operated on a syndicated basis. The basic ideas of the plan have been tested in the Filene's Worcester store.

Deeply interested in the idea is the Associated Merchandising Corp., New York buying organization for a powerful group of department stores and specialty shops. AMC's research, operating, sales and publicity adjutant Retail Research Assn., has been studying the project.

Demand for Reprints

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

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

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

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

"Those stores that have used it and claimed it is unsuccessful have not spent much time and effort in developing their own ideas on how to use radio. The article also proves that radio is not a costly medium when compared to results.

"In the past there has not been a meeting of the minds between retailers and radio. Most department stores have made an effort to understand radio technique and radio in turn has not understood the retailer's technique. Department stores don't get together they are both missing out on considerable revenue.

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

"Technical advances in radio including television will likewise open up a tremendous field for the retailer. Filene's has worked out a successful formula and as a result of this excellent article by Mr. Shumaker I look forward to much wider use of radio by retailers."
Hearing Recessed
By Commission
To Jan. 8

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

Admission of about 50 different exhibits filled most of the big gaps in the record and provided revised version of original exhibits which has been challenged by the Newspaper-Radio Committee on the FCC’s revised exhibits to await study of the exhibits by committee and a scheme to precede the development of an affirmative case by the committee.

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

“As shown by these tables?” Mr. Sutton queried.

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

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

At this Judge Thomas D. Thacher, general counsel of the Newspaper-Radio Committee, who was preparing to cross-examine, commented to the bench: “I think in view of that answer I shall not cross-examine.”

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

“If we elaborate economic studies and the pages and pages of exhibits prove, as the Commission experts stated today, just what our committee has always contended—that is, that there is no reason of mere fact of ownership, whether owned by newspapers or anybody else. Stations differ according to how they are run, and we’re willing to be judged by that test.

Frog in a Well

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

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

The financial data, explained by Mr. Sutton, indicated 1940 time sales for 765 stations aggregating $110,500,549, along with a corresponding “broadcast service income”, exclusive of Federal taxes, of $42,784,648. Parallel figures for 237 stations listed as newspaper-associated indicated time sales of $30,688,918 and broadcast income aggregating $6,577,302. The FCC exhibits showed also that newspaper-associated stations represented 31% of the 765 covered, with time sales accounting for 27.8% of all time sales and income accounting for 26.4% of all broadcast income for the 765 stations.

The Thursday and Friday sessions marked the first appearance of Eugene Cotton, newly appointed by Judge Thacher, and his “broadcast service inquiry section, who succeeded David D. Lloyd, resigned. Judge Thacher was flanked by Sydney M. Kay and A. M. Herman, associate Committee counsel, and A. D. Ring, former FCC assistant chief engi-
The music of the internationally famous Cleveland Orchestra and its conductor, Dr. Artur Rodzinski, now is heard weekly in an exclusive series of Saturday evening radio concerts arranged by WGAR.

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

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

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

WGAR
THE FRIENDLY STATION
Cleveland
BASIC STATION...COLUMBIA BROADCASTING SYSTEM
Edward Petry & Co., Inc., National Representative

Tune in
THE CLEVELAND ORCHESTRA
SATURDAYS
5:00 TO 6:00 P.M.—E. S. T.
WGAR and stations of the
Columbia Broadcasting
System
CBS Reporter on "London, Guest Of Palace"

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

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

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

President's Note

In his telegram Mr. Roosevelt said:

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

"Ed Murrow has lived in the war since its beginning. But what is said and written about him by friends and enemies on both sides of the Atlantic has not changed. His unflinching honesty and integrity are unimpeachable."

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

Freedom of Speech

In his introductory remarks Mr. Paley said:

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

"To us in radio, its immediate name is freedom of the air. To some very distinguished men here tonight, its freedom of the press. To all of us, it is freedom of speech."

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

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

New Kind of War

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

"We have been trying to report a new kind of war; a war that is twisting and tearing the social, political, and economic fabric of this country, and we are tempted to give you the hard news of com-munions and official statements as well as the climate in which the news has flourished, the humor, the crying, the howling, the confusion which serves as a backdrop for the more dramatic news of the action of war."

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

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

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

How Censorship Works

"Since returning home a week ago, many people have been asking me about the censorship. Censorship is bad, from the cor-respondent’s point of view, but that imposed by the British authorities is not designed to keep up our securities and to prevent the dissemination of information that might be useful to the enemy. A measure of the freedom of writing and speaking from London, I found in the small amount of im-portant new material divulged by returning correspondents who are supposed to be full of suppressed information. I have often seen Brit-ish censorship stupid, but seldom sinister."

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

Among those attending were:

The entire membership of the FCC, Chairman Frank B. Tichenor of the SBC, J. J. O’Hare of WBAL, Robert H. Jordan of WJAC, Charles A. Carpenter of WOR, Charles A. Parker of WLS, H. H. H. Mitchell of WJAR, and J. B. H. of WNEW.

Among the performers:

Frank Braucher, former WOR vice-presi-dent; Walter J. Spencer, WOR-C, and the band of the Wall Street Journal; Yardley J. B. N. of WOR, Roger B. Brown, WSPA, and John L. Conley, WOR.

Mr. Murrow’s Tour

ALTHOUGH the full schedule of cities and dates has not been an-nounced for the lecture tour planned in January by Edward R. Murrow to Europe, the CBS bureau now in this country on vaca-tion, the first booking is set for Jan. 7, 1942, in Hartford. Music critic, John Kenyon, who recently bought Columbia Records, states that Mr. Murrow will speak in about 25 cities, the schedule to be released the end of this week.

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BROADCASTING • Broadcast Advertising
In Nature it is Instinct
In Business it is Experience
Our experience is a constant asset to our clients

W E E D
AND COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK • DETROIT • CHICAGO • SAN FRANCISCO
Dies May Summon Fly on Watson Post

Claims Complete File Of Data Against Educator

THE Dies Committee either will subpoena FCC Chairman James Lawrence Fly to explain the recent appointment of Dr. Goodwin Watson as chief analyst of the Foreign Broadcast Information Service. The committee will make public its complete file of documentary evidence, which Chairman Martin Dies, of the committee, allegedly proves Dr. Watson to be a member of a record of Communist pro-Communism and the Soviet Union" and an advocate of public-owned radio and press.

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

Criticizes Chairman

Emphasizing his dissatisfaction at Chairman Fly's answer to a Nov. 26 letter protesting the appointment of Dr. Watson, a special committee of 30 members of the House's responsible FMBS post [BROADCASTING, Nov. 24], Rep. Dies pointed out that the committee has gathered "evidence in documents which establish beyond any reasonable doubt the truth of the charges which I made to Chairman Fly concerning his subordinate, Goodwin Watson." He sharply contrasted Chairman Fly's failure to take advantage of the committee's offer to furnish these documents for inspection "to judge for himself the nature and value of the evidence in our possession".

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

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

"Neither my secretary nor I could find in our files or memories any basis for the alleged connection with the other organizations mentioned," Dr. Watson declared in the Times. "Perhaps I have been on their mailing lists, or made a speech at a meeting they assisted in running. In any event, no petition they were circulating for which seemed to me to be one which was a possibility. Certainly, I have been much more active in some other organizations which, in this unusual view of the Dies Committee, might be thought to be subversive because committed with a "boor or crook type of cooperation. It is not surprising, although it is unfair, that Mr. Dies passed over all the criticism of the USSR in my work."

The examination of Dies Committee records revealed numerous printed documents, such as magazine articles and letterheads in the name of "Dr. Goodwin Watson," which mold public opinion, and other fronts or to another various "front Organizations", according to the committee's interpretation. One exhibit, a letter to the editor of the New York Daily Worker of March 5, 1941, listed among some 200 signers of a statement in defense of the Committee against the name of "Good-wyn Watson."

Speech to Educators

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

"Before 3,000 cheering delegates in the Astor, Dr. Goodwin Watson, professor of education at Teachers College, beged the teachers of the nation to use their profession to educate children to overthrow "conservative reactionary" directing the government and the country. He charged that these "plutocrats" were choking the United States by Fascism and war instead of trying to preserve democracy and world peace. The teachers applauded him vigorously although he castigated them for failing to mobilize the energies against "manufacturing interests, plutocrats and Mr. Million-bucks whom he charged were ignoring and opposing the picturesque desires of the masses for progressive social and political democracy and world peace."

Among the principal assertions of Dr. Watson are that a socialist-front or left-group of educators, believing that Soviet Russia has achieved the "most notable inter- national achievements of our genera-tion," should be heeded only if newspaper and the radio, like schools, are taken from private owners into the hands of the "masses." The New York World's Fair promises to be the only "ballyhoo for business" despite its claim of education.

Dr. Watson said that "we can't make government more democratic so long as economic power, and the power of the press and the movement of public opinion, are concentrated in the hands of the few". He said that government and that of France and England may pretend to be democracy, in truth only nationalities are the "true important and real democracy and political democracy and world peace."

Others had been more democratic than "the foreign policies of plutocrats will seldom advance this country's national independence."

"This predication," he said, "de-fines our educational task. To get re-sults a publisher must learn to mean to change social relations in this country. But we can do nothing for the masses of mankind."

Another item drawing attention of Dies Committee is a statement published in July 1939 in Common Sense, described as a left-ward organ:

"Since its inception, New Amer-ica has profited by the services and leadership of such men as Dr. Thomas H. Wright, Richard Storrs Childs, Thomas R. Amlie, Goodwin Watson, professor of psychology at Teachers College, and Ed-ward F. Ward, chairman of the American Civil Liberties Union."

Explaining that New America was "an organization," organized in the early 30's to substitute a new social order in this country, the committee spokesman called attention to New America's published "goal and pro-gram."

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

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

"To win the masses to this goal and to accomplish it against the complacency, at uniting the farmers, the industrial and distributive workers. It is a goal of common enemy, the profit system which molds public opinion, and the destruction that removes the profit system it justifies the abolition of the profit system, only to abolish it."

DIES SPEECH IN HOUSE

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

On Nov. 18 I wrote a letter to the Hon. James Lawrence Fly, Chair-man of the FCC, and apprehend him of certain facts and evidence in the possession of the Special Commit-tee. In reviewing the facts, I sent to him a copy of the minutes of the committee had documentary evidence to establish two facts:

1. That Goodwin Watson, chief broadcast analyst of the FCC, had accused himself of being a member of a number of front organizations of the Communist Party, and second, that Goodwin Watson had for years been a propagandist for Communism and the Soviet Union.

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

Chairman Fly wrote to me that Good-wyn Watson is a man "of truth and gen-erous American ancestry." It is my understanding that Earl Browder also disavowed the American ancestry of some such qualitative terms. I am not concerned about the ancestry of Goodwin Watson or Earl Browder. I have never brought any charges against any of them on the ground of their forebears.

I charged categorically that Good-wyn Watson holds the Bolshevik view of a large number of Communist and the Soviet Union. I have that charge at this time. I intend to have a showdown with the chairman of the FCC as to the truth or utter falsehood of this charge.

I further charged, and I now re-iterate, that Mr. Watson has for years been a propagandist for Com-munism and the Soviet Union. I have Watson's undisputed writings to prove that charge, and I intend to have a showdown with the chairman of the FCC as to the truth or utter falsehood of this charge.

Instead of giving one moment's con sideration to the evidence in our pos session, Chairman Fly replied to me that Goodwin Watson holds the degree of doctor of philosophy from Columbia. He has been a propagandist for Com munism and the Soviet Union."

NATIVE SWIMMER carries bike to ships entering Honolulu harbor for Kachipups. The mike is connected to remote equalizer on the shore. Recorded play backs are heard later in the evening or sometime the next day. When Sarnoff, RCA president, was interviewed on the CBS affiliate, he com mented on the "privilege of being invited to speak over a Columbia station. It's all right, the announcement said, "this is a RCA microphone."

Flamm Asks N. Y. CP

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

JOHN HAMMOND, exclusive of Columbia Recording Corp., New York, is going on a temporary leave of absence to take a wide tour of the country in the interest of Negro musicians and talent. 
...he's there to help you all he can!

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

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

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

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

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

Western Electric

Educators, Federal Officials Praise Radio’s Role in Defense

ANNUAL CHICAGO CONFERENCE DISCUSSES MEANS OF USING BROADCASTS IN SCHOOL CURRICULA

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

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

Praise for Radio

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

“September alone,” he said, “two radio companies donated $2,250,000 in unrestricted newscast transcriptions of two Government enterprises—defense bonds, and enlistment of men for the various services. Through radio, the American people are better informed than any people have ever been in the history of the world. Radio has kept the confidence of the people through forum, through special programs, through reports of Governmental activities, and through on-the-spot foreign news coverage. Thus radio has more firmly entrenched the democratic process.”

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

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

“If we vote to go to war, then we shall go to war, and that means in terms of radio political debate, having reached a conclusion as to our enemy and his location, we shall no longer debate on the air who is the aggressor and how we purpose to pursue that enemy effectively.”

The only imposed restrictions on the broadcaster’s function, he explained, are that no military sentiment be expressed, no propaganda of troop movements or news tending to endanger the lives of American soldiers be broadcast.

Brig. Gen. Frederic Osborn, chief of the Army Morale Division, described the work of his division while Osgood Hobart, director of women’s activities of the War Department’s Bureau of Public Relations, spoke on her department.

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

Discs In Classroom

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


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

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

Child Programs

Dorothy Lewis, vice-president of the Radio Council on Children’s Programs, was chairman of a panel at which the speakers included William Levenson of WBOE; Cleveland; and Dr. Alfred Bonomo, WWL, New Orleans.

Joseph Hightower, director of AFRA, discussed the value of radio as a means of building better children’s programs. Thomas Rishworth, assistant director of public service programs, NBC eastern division, was chairman of a panel on the education and entertainment at which “Cavalcade of America” was heard on transcription.

At the conference banquet, Ed. NO FAKE professors are these be-capped and gownned lads. They are Henry Burke, press officer for the project manager of WOW, Omaha and Soren Munkhof, assistant news manager of the station both of whom teach courses at Omaha educational institutions. Program Manager Burke does his pedagogy at the Municipal U with Munkhof expounds at Creighton U.

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

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

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

Lever Drops ‘Premier’

Mass. after a series of meetings with its new agency for Lifebuoy, Ruprathra & Ryan, New York (Broadcasting, Dec. 1), has decided not to resume Hollywood Premier after Christmas but to retain Mr. Meek on the CBS stations. Wednesdays at 7:30 p.m. when R&R takes over the account Jan. 1. Hollywood Premier, which was broadcast for many weeks last year starting Fridays 10:30-11 p.m., went off the air Nov. 28 for a four-week layoff during the Christmas season.

Wrigley Defense Activity in Radio Programs Cited

SPEAKING before an assembly of the public relations offices of the U.S. Army gathered at the Congress Hotel Dec. 3, in conjunction with the School Broadcast Conference, Arthur Meyerhoff, of Meyerhoff & Adney Agency, Chicago, announced to his audience in this critical period radio programs, aside from providing entertainment, should have some objective associated with the national defense.

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

Attending were 64 public relations officers. Capt. S. P. Smith, Commandant, Intelligence Officers Training School, presided. Also present to comment on the War Department were Ed Kirby, chairman; Maj. Harold W. Kendall, liaison officer; Frank Rishworth, assistant news and special events, and Jack Joy, chief of the program department.

160,000 FM SETS IN NATION CLAIMED

NATIONAL total of FM receivers in actual use on Dec. 1 is estimated at a minimum of 180,000, according to latest figures compiled by FM Broadcasters Inc., with more than 35,000 radio brands of the War Department were Ed Kirby, chairman; Maj. Harold W. Kendall, liaison officer; Frank Rishworth, assistant news and special events, and Jack Joy, chief of the program department.

New York City still leads the nation in number of FM receivers in use, some 35,000 having been sold within that service area up to Dec. 1, the survey reveals (BROADCASTING, Dec. 1). Chicago still holds second place, with about 19,000 sets. New England is a very close third, having approximately 10,000 in its various cities, 5,500 of them in Boston. The Philadelphia total is approaching 9,000. The service island wholesales only last month in that city.

Los Angeles has 10,000 sets; Detroit, about 9,000. The Milwaukee tally is 5,000; Pittsburgh, 5,000.

Douglas Oil Spots

DOUGLAS OIL & REFINING Co., Los Angeles, recently revamped its radio campaign and is sponsoring the five-weekly quarter-hour newscast “Let’s Talk to the News,” on KMPC, Beverly Hills, Cal., and the six-weekly program, Douglas News Notes, on KABC and KLOS Los Angeles.

In addition, firm is using a heavy spot announcement schedule on a group of California stations. List includes: KDKA, Pittsburgh; KFXM, KTKC, KARK, as well as KEVE, Everett, Wash., and KZTV, Tia Juana, Agency is H. W. Kastor & Sons, Chicago.

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

THEN ADD THE REST...

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

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

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

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

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

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

Columbia PACIFIC Network

A DIVISION OF THE COLUMBIA BROADCASTING SYSTEM

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

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

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

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

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

No waste circulation
Continental Divide isolates radio coverage, too.

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

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

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

Economy
One-tenth the time-cost of full nationwide network.
Consolidated Drug Offer to Sell Time Arouses Criticism
Agency Claims It Applies to Consolidated Drug Clients

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

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

Block Time Purchase

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

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

Dooley Denies Resale

Mr. Dooley, however, denied that the agency was reselling the time which they had purchased. "It has been an established fact," he said, "that for years our client has been acting as exclusive national distributors for a number of drug products which includes MEMBERS of Uncle Sam's armed forces in Alaska will receive top local and network programs transcribed by Seattle stations and sent to Alaskan stations for rebroadcast as a result of arrangements just completed. Capt. Gordon A. Hittenmark, of the radio section of the War Department morale branch and WRC, Washington announcer, points out Alaska camp sites to: (1 to r.) Roy Grandy, KOL, Seattle; Major Fred P. Andrew, in charge of Alaska Communication System; Maury Rider, KIRO, Seattle, program director; Bill Warren, KOMO, Seattle program director. Major Andrews will serve as "Traffic Manager" directing the cooperative efforts to obtain the maximum coverage.

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

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

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

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

Political Angles

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

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

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

A short time later Mr. Arnall charged that Mr. McClure had "defaulled his case" and jeopardized Georgia Tech's license, then made a motion that he be allowed to appear to represent the State of Georgia rather than Mr. McClure. Mr. Hyatt made a ruling on the motion, and Mr. Arnall returned to Atlanta in the middle of the week.

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

Southern Broadcasting Stations Inc., with George B. Porter as counsel, appeared in the proceedings as intervener on grounds that its contract with Georgia School of Technology, dating originally from 1921, cannot be broken by the school to enter into an allegedly "more favorable" agreement with Arthur Lucas and William Jenkins, Georgia Tech's present operators, prospective lessees of WGST.

Good Return for School

Dr. Brittain indicated on the stand that the school has received payments of about $30,000 from the station operators during the last year. Under the offer received from Mr. Jenkins, the school would receive a $30,000 annual guarantee, plus 25% of the station's net income, with the privilege of canceling the contract in five years for less than $50,000 a year, it is understood.

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

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

N. Y. Set Tax-Dropped

FOLLOWING a conference with James Lawrence Fly, FCC chairman, Mayor Fiorello La Guardia of New York City has ordered the discontinuance of a $2 monthly tax on all receivers and transmitters. City had started a test suit to collect the tax on one such receiver, basing its claim on the statute covering motion picture projectors.
DENVER'S
STAND OUT
STATION
KLZ
368 Kc.—C.B.S.
Affiliated with Management with the
CALIFORNIA PUBLISHING COMPANY and
OKLAHOMA CITY—Represented
RATIONAL BY THE KATZ AGENCY INC.
R.K. White and Larry Holcomb Join Staff of Wright-Sonovsky

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

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

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

Wright's Remain Active

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

Mr. Holcomb has been identified with radio in various capaci- ties for 12 years. He was producer with Young & Rubicam, New York; radio di- rector of Joseph Katz Co., New York; and currently editor of the NBC central division.

Mr. White, the new general man-ager, has a wide background in sales promotion and advertising work. For over 20 years he has been associated with General Motors Corp., Detroit, in various execu- tive capacities. He pioneered the sales distribution and marketing of Deco-Light as well as the sales promotion of Frigidaire when it first appeared on the market.

Under his direction as advertising manager of Chevrolet Chevrolet Chronicles, one of the most widely broadcast transcribed strip pro- grams and one of the initial radio efforts by an individual motor car manufacturer, were produced and released by World Broadcasting System.

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

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

GOING QUIETLY MAD, and loy- ing it, on his first day as a notary p ublic is George (Affadavit) Chance, sales representative of KILO, Grand Forks, N. D. Staring out from behind stacks of records and business trivia, he goes on rec- ommendations in a manner best describable as "busiest sales- man-notary in the business" and an assertion that he is prepared to fight any claim to the contrary.

UNUSING HERO

Gets Army 'Jeep' Ride to
Network Dinner

JOHN SHEPARD 3d, Yankee-Co- market's network head, whose sym- pathy for unsung heroes of the na- tion's collegiate gridiron teams was put into direct effect last year, gave his second "King For a Day" dinner, aired over WAAB and 20 stations of the Colonial network, the task of picking this year's choice among the varsity- torn bench-warming forgotten men was almost a chore for the gridironer Francis E. Jones, who missed his "Y" after three years' service with the Bulldogs, was found to be serving Uncle Sam's Army, having been inducted a week after the Yale-Harvard game.

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

Soap Firm's Renewals

LOS ANGELES SOAP Co., Los Angeles (White King soap), on Dec. 29 renews for 52 weeks the five-weekly quarter-hour program, News With Knoll Manning on 17 CBS West Coast and Mountain group stations. Monday through Friday, 12:15-12:30 p.m. (PST).

Firm on that date also renews for 52 weeks, News With Norman Nes- bitt, on 31 Pacific Coast Don Lee stations, Monday through Friday, 7:7:15 a.m. (PST). In addition, company will continue its policy of utilizing local newscasts and par- ticipation programs in selected cities, and will continue to list now be- ing rechecked for renewals. Agen- cy is Raymond R. Morgan Co., Hollywood.

WOR Photo Contract

ALL PHOTOGRAPHIC assignments for the publicity department of WOR, New York, heretofore filled by various photographers, will be handled on an exclusive basis by Walter Engel Inc., New York. The department has an- nounced.

Peabody Entries To Close Jan. 10

Public Service Aspects to Be Stressed in Awards

ANNOUNCEMENT of Jan. 10, 1942, as the closing date for en- tries in the 1941 George Foster Pea- body Award competition was made by Dean John R. Drewry, of the Henry W. Grady School of Journalism at Georgia U, which sponsors the awards in con- junction with the ABA.

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

Public Service

Emphasis this year again will be on public service, Dean Drewry indi- cated, although bases of measure- ment are to be more specific than in 1940. Winners of awards for 1940, and finalists in the an- nual competition, were CBS, for the networks; WLW, Cincinnati, for large stations; WGR, Cleve- land; WOR, New York; KFRC, San Francisco; and GBM, Columbia, Mo., small stations; El- mer Davis, CBS news commentator, individual performance.

The 1941 awards will be made for best entertainment in drama, news, and education in music; best educational pro- gram, including forums, quizzes, literature, art, conservation, forest protection, etc.; best educational program, most distinc- tive innovation by a station or individual. Station managers, ad- vertising agencies, radio editors and others in the radio field are in- vited to submit nominations for the awards to Henry W. Grady School of Journalism, U of Georgia, Athens. Winners will be chosen by an advisory board from data sub- mitted.

Members of the advisory board are Dr. S. V. Sanford, chancellor, University System of Georgia; Bruce C. Corson, dean of BS M; John H. Benson, AAAA president; Virginius Dabney, editor, Richmond Times Dispatch; Norman H. Davis, chairman, American Red Cross; Jonathan Daniels, editor, Raleigh News & Observer; Mark Ethridge, vice-president and general man-ager, Louisville Courier-Journal and Times; R. T. Waldemar Kaempfert, science editor, New York Times; Alfred A. Knopf, publisher; Grace Moore, Metropolitan Opera star; Dr. John W. Stude- bow, U. S. Commissioner of Edu- cation; Mrs. Marjorie Peabody Waite, daughter of George Foster Peabody and president, "Yaddo". Additions are Announced

Peabody Award winners, December 1940, will be announced January 10.

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

Mr. White

Mr. Holcomb

Page 20 • December 8, 1941

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

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

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

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

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

WGBI
SCRANTON, PA.

SCRANTON BROADCASTERS, Inc.

JOHN BLAIR & COMPANY
National Representatives

Frank Megargee, Pres.
Lang-Worth Adds ASCAP Numbers

Change of Policy Is Effect by Transcription Firm

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

Lang-Worth has been one of the pioneers in advocating copyright independence through creation of a music pool by the industry and introduction of competition into the music field. Instituted Aug. 30, 1925, as a subsidiary of Langlois & Wentworth, Inc., who, up until that time handled only radio advertising accounts, the new firm of Lang-Worth started broadcasting only non-ASCAP music to broadcasters.

CAKE AND CONTRACT go together on the occasion of the 2,812th consecutive broadcast of Concert Gems by Ashley C. Dixon, broadcasting dean of KALE, Portland, Ore., who founded the 15-minute series nine years ago, sponsored all the way by the Powers Furniture Co., Portland, who renewed their contract as the show entered its 10th year. Seated are (1 to r) Edward F. Casey, president, Powers Furniture Co., and Cake-taster Ashley C. Dixon. Standing are J. T. Agar, Powers' vice-president; Ted Kooreman, KALE general manager; George R. Walker, Powers treasurer; Charles W. Meyers, KOIN-KALE head; R. T. Callahan, Powers secretary.

RADIO MAKES THEM SELL

Over 100 BMI Songs Rose to Peak Popularity

More Than 100 BMI Songs Reached the pinnacle of national popularity, and some 40 of these broke into the golden circle of best sellers during the last year, according to Dave Silverman, music librarian of WJR, Detroit. Radio’s plugging of the tunes is what makes them best-sellers, Mr. Silverman has concluded.

Switch to BMI

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

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

"It’s been a great year for unknowns and for newcomers," Mr. Silverman observed. "For instance, look at the record for ‘Daddy.’ If memory serves me right, this was Bob Troup’s first published work, and it had 65,885 performances on radio alone during the third quarter. Forgets manuscripts have been dusted off, given the radio treatment and have burst into the circle of best-sellers. A notable example of this is ‘Amapola,’ which was written back in 1924, but lay virtually dormant until radio started pushing it, and soon it was right at the top.”

NRC Guards Posted

GEORGE MONAHAN, private detective and expert in “industrial protection,” has been employed by the general service department of NRC to work under B. J. Gilhure, manager of that division. Montgomery was the second in line to head a "protective management division," as it is technically called, to post guards in vital sections of NRC’s Radio City headquarters.

Writer Files Suit

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

Music Log Form Aroused Criticism

NAT Tells Members KGIR Plan Is Not Suitable

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

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

Called Cumberose

In its special bulletin, NAT said the program log and accounting system which was proposed for stations use "is not acceptable" to NAT, "because it is cumbersome, requires unnecessary bookkeeping for stations, is more complicated to use, and does not give stations adequate protection against copyright infringement suits, in cases where the station is threatened with or faces such action."

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

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

Norma Gibbs Enlists

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

KOHN MANNING, Hollywood commentator, has been signed by Warner Bros., to narrate the two-reel national defense film, ‘Soldiers in White.’
As the 1941 Football Season Closes
WKZO KICKS A GOAL

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

The Strongest Selling Force in the Great Western Michigan Market!

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

FREE & PETERS, INC., NATIONAL REPRESENTATIVES
TELEPHONE SPOTS PLACED ON COAST

PACIFIC TELEPHONE & Telegraph Co., Northern California and Nevada division, San Francisco, is using a radio campaign to warn the public about a possible holiday traffic jam on long-distance calls. The announcements will appear on the network to be heard on telephone company if their calls are delayed and at the same time suggest that it is possible to send telephone in another time, earlier in the week.

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

The station list: KSBK KJBS KYA KFRC KGO KFPO KPR KPRK KRN KRE KRSI KJL KRM KXK KXT LKX KHD KLS KROW KCV KKF KROY KVCV KXGK KKGW KSGT KTO.

Serutan Expansion SERUTAN Co., Jersey City (health food) has been placed, coincident with the return on Jan. 5, 1942, of the Journal of Living portion of its account from Rutruff & Ryan, New York, to Raymond Spector Co., that city, is planning extensive expansion in both spot and network. After the first of the year, Victor H. Lindahl’s Journal of Living, half-hour transcribed talks on health, which have been aired three times weekly, on 12 stations, will be cut to a quarter-hour but will go on five times weekly and go to ten markets will be added. At the same time the talks will be changed to deal only with menus and recipes of certain foods which will tie in with the Government’s nutrition defense plans, and will feature an interview with some artist. Journal of Living was with Spector four years previous to Jan. 1, 1940, when it went to R. & R. E. In addition, Serutan will add 16 NBC-Blue stations to the 34 carrying Pearson & Allen Sundays, 8:30-8:45 p.m.

THE ABC OF COMMUNICATIONS

Louis Ruppell Turns Publicity Man Loose to
Answer a Little Girl’s Query

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

All Kinds of Signals

Something new in radio promotion, with a million-dollar industry pausing to answer at length the inquiry of a child listener, follows: "Dear Erma: Your teacher probably has told you quite a bit about communications. You communicate with a person when you speak to him. You communicate with a person when you write a letter, send a telegram, or use a telephone. Indians used to communicate with each other by building smoky fires. These they covered with blankets, and by lifting the blankets every few seconds, they could send small and large smoke clouds into the air. One Indian on a hill could communicate with another Indian on another hill by sending these smoke signals.

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

"These dot and dash sounds go through a machine which sends them out on a wire like the aerial wires that carry electricity to houses. These wires send the sound to a loudspeaker where the sounds are put on the air. If somebody has his radio tuned in, he can hear these sounds, and through the sending machine, or transmitter. Then they fly out in the air, looking for radio wires like the one outside your house. When they hit these wires, or through the air, they come down into your radio set. The radio set then changes the vibrations back into sound. This comes out of your radio loudspeaker less than a second after it was spoken into the microphone.

Like a Mad Dog

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

"The reason they use telephone lines is that some things like thunderstorms make a thing called static. Static is like a lot of runaways electrical impulses. When a nice, well-behaved radio wave is going around looking for wires to bring in the music, sometimes children in the school yard do exercises. Then a thunderstorm static comes along and behaves like a mad dog running among the children in the schoolyard, and scatters them all over the place.

"Static in your radio sounds like eggs frying and scatters all the music and words around so you can’t hear them. To prevent a lot of this, the airlines use telephone lines from one city to another. They use the same idea to bring messages from Europe to America. Either a man sends his voice from a radio transmitter or he talks over the telephone. If he sends it over a telephone, it goes to New York or Chicago or wherever. Then the telephone line in New York gets it on a radio set and makes it louder.

"It then goes over all over America. If the man in Europe talks over a telephone, they send it out the same way, by radio from coast to coast. There are telephone lines along the bottom of the ocean, between Cuba and Florida, and Arizona and California, that you want to know about communications. If it is not enough, please write and ask some more questions.

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

State Group Organized By New Jersey Stations

OFFICIALS of a majority of the stations in New Jersey, meeting Nov. 28 in Trenton, decided to establish a broadcast communications policies regarding defense, government, charitable and other programs, and eventually set up a statewide registry. Harry M. Willet, president of WFPG, Atlantic City, was elected president of the association of Jersey Broadcasters Assn. Edward Codell, general manager of WAT, and Walter Patrick Kelly, of WAGA, were elected vice-presidents.

Celanese Music

OPERATIC MUSIC will be featured on the New Celanese Corp. of America show to start Jan. 7 on 51 CBS stations, Wednesday, 10:15-10:45, New York time (11, 10:45, Dec. 11) according to Young & Rubicon, agency handling the account. Jean Tennyson will direct, trucked by Dreyfus, head of the Celanese Corp., and formerly a member of the Chicago Opera Co., will be co-star in the performance, of the Metropolitan Opera Co. Geo. Sebastian, one of the conductors of the Metropolitan, will direct the opera music. An operatic cast, yet to be chosen, will also be featured.

NRC-RED program Ma Perkins, which came to NBC in 1933, celebrated its ninth year on the air Dec. 4 as a part of its through-Friday special. Program is sponsored by Fositer & Gamble Co., Cincinnati, for Oxydol, and agency is Blackett-Sample-Humert, Chicago.
No one likes to be "left out"...third man on a double-date, fifth at Bridge, low man on a totem pole. You can't sell 'em by forgetting about 'em. When you want to sell the Pacific Coast, sell the entire coast. Don't forget the important one million families living outside the four major markets. These people are good customers...they don't want to be left out...they have money to spend—barrels of it. Last year their retail sales were over a billion and a half dollars. Incidentally you can reach all these people only on Don Lee. A Hooper survey taken in ten representative cities in this area* showed the total ratings of Don Lee were nearly twice those of all the other networks combined. In one-third of the areas, 94% of the listeners were tuned to Don Lee. Why?...because reliable long range reception is impossible on the Pacific Coast due to the high mountains surrounding nearly every primary market. Don Lee stations are located in the towns themselves. Make this a Happy New Year for these folks...let them hear your radio program...buy Don Lee and no one will be left out.

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

Thomas S. Lee, President  •  Lewis Allen Weiss, Vice-Pres. & Gen. Mgr.
DON LEE STUDIOS—5515 MELROSE AVE., HOLLYWOOD, CALIF.
XAVIER GRIDDEERS had their last drill before the game with Georgetown U at a session held in the studios of WKRC, Cincinnati. Coach Jim Crowe (at mike), former Notre Dame football great, staged a blackboard drill that must have been effective as much as Xavier beat the more famous Georgetown club, 14-6. Dick Nesbitt, WKRC-MBS sportscaster, is standing next to Crowe in foreground.

**Stahlman's Appeal Is Heard by Court**

Decision on Subpoena May Be Issued Within Month

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

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

Authority of FCC

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

Holding that the FCC has no authority to consider or lay down any general policy or rule placing newspaper-applicants for radio facilities in a general class, Mr. Hanson declared he would challenge such an inquiry, even if it were authorized by Congress, as violating constitutional rights. He added that the FCC's indication that a principal purpose of the proceeding was to gather material for recommendations to Congress in regard to newspaper ownership and operation of radio stations was "something they dragged in when they found they were going to be challenged on their order (Order 79)." He held that if the FCC had no authority to lay down such policy or rules, it cannot legally hold a proceeding of the nature of the newspaper-ownership inquiry looking toward such rules.

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

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


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

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


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

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

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

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

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


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

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

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


NO COMMERCIALS

Textile Firm Bases Show on
—Goodwill Theme—

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

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

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

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

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

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

THE VOICE OF ST. LOUIS • 50,000 WATTS

Owned and operated by CBS. Represented nationally by Radio Sales: New York, Chicago, Charlotte, San Francisco, Los Angeles
ASSIGNED to the radio division of the public relations office at district headquarters in Boston, Colton G. Morris (right), since 1938 special events director and news editor of WBZ-WBZA, Boston-Springfield, is sworn in as a lieutenant (j.g.) in the Naval Reserve by Commander J. H. Keffe, assistant personnel officer of the First Naval District in Boston.

Federal Life Test

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

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

Scores of messages were received by General Manager Franklin M. Doolittle, founder of WDRC. The station, founded Dec. 10, 1922, joined CBS in 1926.

Veteran Employees

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

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

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

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

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

Philadelphia Video Count

CHECK-UP of television sets in use in the Philadelphia area by Philco reveals there are about 500 sets in actual operation in the city and suburban areas. Philco engineers estimated there were only 350 sets in operation when the company's WPTZ started commercial television Sept. 1. It is also estimated the 500 sets represent an audience in excess of 2,000.

EMILY HOLT VISITS WEST COAST AFRA

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

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

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

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

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George A. Burns Named As Manager of KXFM

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

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

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

Perfume Campaign

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

Wait WPBO KFBK KYY KGHL WPEN WMIN KPVD WPIC WHAL WAWN WWIN KGW WORL WBVA WCFL KLX WHAS KSL KMA KKA KNY KXK KXK KVB KFBK KJBS KGGF KBEI KWJZ KBOO KXOK WDEL WGAN KIRO.

Gillette Pro Grid

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

Sponsor Transfers

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

How to Listen

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

KPAS Appoints King and Akerman to Posts

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

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

Radio Club Moving

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

Key-Point Broadcast System, transcribed network service has moved its Hollywood program division to 6331 Hollywood Blvd., that city. Telephone is Hemiestead 0480. Sidney J. Wolf, Chicago secretary-treasurer, was on the West Coast during early December.
Radio Monitoring Test
For FCC Announced

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

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

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Armco Structure

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SYNONYMS FOR SERVICE

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

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Advertising Deadline December 23
keep your eye
on these stations
For new light on today's 50,000-watt transmitters, look at WBAL, WPTF, WKBW, KDKA, or WBZ.
In each of these stations you'll find a Westinghouse 50-HG. This is the broadcast transmitter, introduced by Westinghouse in 1940, that brought about a drastic revision in the standards by which this type of equipment is judged.

What happened?
Westinghouse, applying knowledge accumulated over many years of radio and diversified electrical experience, brought a fresh viewpoint to bear on transmitter design. Out went the clutter of tanks, pumps, piping, and coils required for water cooling. In came air-cooled tubes for all stages. Down went operating costs, with 115 kw input for average modulation as against 135 kw and 143 kw respectively for previous types of 50 kw transmitters. And along with these operating advantages came a new attractive streamline design of seven matched cubicles housing the various units of the complete 50,000-watt set.
That's why we say "Keep an eye on these stations."

OPERATING ADVANTAGES
OF THE 50-HG TRANSMITTER

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

ANY IDEA THAT FM development would be stopped in its tracks by the war emergency certainly has been dispelled by events of the last few weeks. There have been a half-dozen dedications of FM stations during the last several weeks, topped off last week by the inauguration of service by New York’s first fulltime commercial FM station, W1NY, under the ownership auspices of WOR, one of the nation’s prominent broadcast institutions.

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

Today there are a score of FM stations in full commercial operation in 15 cities. Another 40 are under construction. Some 60 applications are pending. There would be still other stations on the air were it not for Order No. 79 of the FCC, which has relegated two-dozen applications to the pending file because their sponsors are identified in one way or another with newspapers.

Real impetus was given FM by the W1NY dedication. It marked also the establishment of a special commercial network, linking seven eastern stations, with four accounts sponsoring the program on a one-time basis. Of greater future significance was the fact that the hookup was effected by direct radio pickup, foregoing use of wire-lines. It was done without noticeable impairment of quality.

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

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

This year some 10,000,000 standard broadcast receivers have been sold. Even if OPM knocks down the 1942 output some 30% there will still be in the neighborhood of 3,000,000 sets manufactured. Manufacturers, it seems likely, will be disposed to produce combination FM-AM receivers because of increasing demand and because of the greater (though not inordinately higher) retail cost per unit. Even if only one-third of the 1942 models are adapted for FM, there would be a 1,000,000 set production.

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

Hang That Hang-Over

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

The Sanders Bill pending before the committee will serve as the vehicle for what is destined to be a full-scale industry into the industry, the FCC and all things pertaining to radio. This bill already has drawn fire in industry quarters. Some groups see in it a “joker” here and a veiled treatment. No one contends—not even Rep. Sanders himself—that the bill is perfect. There never was a piece of major legislation introduced, within our knowledge, that ran the legislative gauntlet without substantial change. Radio’s legislative history in recent years has been anything but tranquil, and it’s safe to predict that the Sanders Bill will get the fine-tooth-comb treatment.

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

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

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

The Political Gong

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

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

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

The new political definition opens the doors wider than ever before. Yet most broadcasters, if precedent means anything, won’t realize what has happened until the “announced candidates” begin clamoring for time. They should prepare now, by establishing policies.
BERNICE JUDIS came to radio "cold." Her first and only job has been with WNEW, which she joined in 1934, at the station’s start, as general assistant, a position brought about through a family friendship with the owners of WNEW.

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

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

Not handicapped with a previous knowledge of the radio business, Bernice Judis started with some ideas of her own. Having been a listener at home she felt that the greatest audience of home women were sated with the "tune in again tomorrow and listen if you don’t really mean it with your best girl’s friend" soap operas of daytime radio. Against the verbiage of the network script serial shows Manager Judis tossed music and a new music, and suddenly the ratings of WNEW’s record shows of lively popular music began to climb upward.

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

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

Possessor of imagination, showmanship and dollar sound business instinct, and attractive in appearance, Bernice Judis was born Dec. 2, 1917.* She attended private schools in New York City before entering the business world at WNEW.

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

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

EDWARD McALLUM has resigned as president (and member of the Board of Directors) of KMYC, Radio Facilities, Toronto. The firm has been given to Snyder-McCallus, which he organized.

CARL CRONIN, formerly with the Oakland (Cal.) Tribune, has joined the staff of KMYC, the successor of KLX, through the kindness of E. J. Edsall, the present owner, to whom the firm is indebted.

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

ROBERT KELLY, formerly program manager of WLIM, Richmond, Va., has been named national publicity director of both WWJ and W450 by W. J. Scrippa, general manager of radio for the Detroit News.

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

THOMAS F. JOYCE, vice-president of WJZ, New York, which was brought to the Camden County Defense Savings Committee.

REHARD, long known as Uncle Ben, the Radio Schoolmaster, has been named publicity relations director of the Fifth Civilian Defense Region, headquarters in Columbus, Ohio, to which he was appointed by WPS, Chicago, and WIBN, Buffalo, to the recent provincial broadcast, Radio Trailblazing (Rycroft Press, Aurora, N. Y.).

OLYMPUS, C. H. WILDER, president of WSYR, Syracuse, recently addressed a luncheon meeting of the Syracuse University Club, attended by 150 members, on "Radio in Defense".

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

Network officers

WILLIAM E. HUFFMAN, manager of WFIR, Wisconsin Rapids, Wis., was named president of the Wisconsin Network Inc., at a recent meeting of the network's sales and managers. James F. Kyler, WCLO Janesville, was elected vice-president; Rev. J. M. Wagner, WTAQ, Green Bay, secretary; Hiram H. Born, WHBL, Sheboygan, treasurer. The network is carried in the complete schedule of the University of Wisconsin basketball games, daily market reports, news and special events.

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

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

HARRISON HOLLWAY, vice-president and director of KECA, Los Angeles, has been appointed to the national committee for the President’s Silver Anniversary.

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

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

EDWARD W. FOX, formerly with the Marion Star, has joined the commercial staff of WMPR, Marion, O., as manager of radio.

P. H. EVANS, comptroller, and Gerald Fields, promotion manager, are representatives of the new扭曲 WCBS, Charleston, W. Va.

J. A. MORTON, sales manager of KIRO, Seattle, is the father of a boy born Dec. 12.

GEORGE H. MOORE, of WCKY, Cincinnati sales staff has been elected to the board of the Cincinnati and District Association of Manufacturer Representatives.

ARNOLD C. BOONE, for 11 years head of the sales department of KFKW, St. Louis, has joined the sales staff of WCKY, Cincinnati.

Navy Appoints Hartley

As Radio Section Head

J. HARRISON HARTLEY, formerly special events director of NBC, has been named chief of the radio section, public relations branch of the Navy Department. Mr. Hartley succeeds Lieut. Commr. Second Class Robert G. Thompson, who has been assigned to the Bureau of Navigation.

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

KFBF Staff Changes

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

Leaves Post at Philco

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

Chester A. S’Becket

FUNERAL SERVICES were held Dec. 5 for Chester ‘Abby’ S’Becket, 61, of Slavens Manor, 35 Dec. 4. Mr. S’Becket was an officer of Chester A. S’Becket.

The staff of WYBE, at Philco in 1951, continuing until his death.

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

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

AL SNYDER, formerly newsmen and announcer of WHKC, Columbus, Ohio, is now newscaster and announcer of WSPD, Toledo.

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


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

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

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

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

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

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

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

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

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

BLAINE CORNWALL, formerly program director of KXOK, Star Times outlets, has been asked to the production staff of KNOX, St. Louis.

BOB CARTER, moving from WMCA, New York, after six years has joined the announcing staff of WXYZ, Detroit, key station of the Michigan Radio Network. Henry M. Norton, who joined the announcing staff of CKLW, Windsor-Detroit.

DORIAN ST. GEORGE, of WRC-WMAL, Washington, announcer, has been made Eastern Regional Director of the Committee for the Celebra

MARY MASON, director of women's activities for NBC, Washington, has been placed in charge of the Emergency Feeding Program under the District’s Civilian Plan by Commissioner Russell Young, U. S. Coordinator of Defense for the Metrop

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

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

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

Here They Are Again!

Those Aristocrats of the Range

THE SONS OF THE PIONEERS

With Their SYMPHONIES OF THE SAGE

200 New Tunes

Produced and Distributed By

ROY ROGERS, INC., HOLLYWOOD, CAL.
CAROLINE CABOT

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

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

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

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

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

WARREN HITE, announcer and musical director of WATW, Ashland, Wis., married June 9th, Nov. 15.

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

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

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

Ewald Kockritz Given WSAI Promotion Post

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

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

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

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

ORVILLE J. NEUWEILTH, former producer of the Radio Council of the Chicago Board of Education, and George Hooven, formerly writer of Septemather for Sherman & Marquette, Chicago, have joined the production staff of CBS, Chicago.

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

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

PHIL MCKERNAN, announcer, formerly of KBSL, Chico, Cal., has joined the staff of KRE, Berkeley, Cal.

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

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

ALFRED TAYLOR, formerly of WITI, Milwaukee, and Fred Wood, of WSNJ, Bridgeport, N. J., have joined the announcing staff of WJSR, WPIL's FM station in Philadelphia.

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

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

WALTER BRINE, formerly of WSSA, Salem, Mass., has joined the announcing staff of WCPM, Boston.

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

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

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

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

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

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

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

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

WHO, Des Moines, will receive the cooperation of four hybrid seed corn syndicates—Pine, Delta, Redfield and Hanks—in the fifth annual Radio Corn Festival Dec. 13, to be directed by Herb Plambeck, WHO farm news editor. Exhibitor winning the greatest number of high awards will be crowned “Corncob King”.

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

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

A TYPICAL Spanish-American family will theoretically tour the United States and report their adventures each week to Mexico, Central and South America via KGEI General Electric international station in San Francisco. In an unique all-Spanish series of travels, the Las Familia Anda-deo, consisting of Mr. and Mrs. Amadeo and their son, Roberto, will visit a different state capital each week. The series is scheduled to run for 40 weeks, says E. T. (Buck) Harris, KGEI manager.

LUNCHEON for the 25 Lynchburg, Va., charitable committee leaders was given by Edward A. Allen and Philip P. Allen, owners of WLYA, Lynchburg, to start the station’s drive for its seventh annual Christmas Party. Continuously broadcast for six hours on Sunday preceding Christmas, the drive is designed to collect $5,000 to provide over 1,500 baskets, each containing a Christmas dinner for needy families.

KMOX, St. Louis, cooperating with the Missouri Teachers’ College convention held in St. Louis, staged “The First Men in Space” radio program. “Can Be Used in the Classrooms” on Dec. 5 under supervision of Raymond T. (Buck) Harris, director of education for the Missouri State Department of Education. As an added attraction, the KMOX Playhouse program demonstrated how best the educational programs of the national Space Science Network over KMOX, can be utilized for elementary and high school students.

WYKY, Detroit, has begun a series 10:30-10:45 a.m. Monday-Friday featuring O. P. Stearns, “The Food Magic” series. Sponsored by Bronte Winters Stearns, who appeared on west coast networks for six years, this program with narration woven into romantic-story form, based on research and travel.

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

KIRO, Seattle, made available to Alaskan radio the educational material of the CBS School of the Air series, each month ships a complete set of recordings prepared from KIRO’s daily broadcasts of the features to KFAB, Fairbanks, for rebroadcast. Similar trasmissions are offered by KIRO to schools in its listening area.

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

CHARTERING a plane, Herb Hilscher, KINY, Juneau, Alaska, flew to Auke Bay, Alaska, analyzed, flew 500 miles to cover the réseau distance of a million-dollar fire at Newport. There he interviewed fireless residents as Army officials were attending to care for them in Army Barracks.

Camel Signs New Quiz Revisions Network Lineup

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Came cigarettes), has signed Bob Hawk as master of ceremonies for a new company quiz show, titled “How Am I Doing,” featuring Vaughan Monroe’s Orchestra and Bert Parks as announcer, to debut Jan. 1 on CBS networks, 7:30-8 p.m. Hawk, now m.c. for Eversharp’s “Take It or Leave It” on CBS, is to be succeeded on the program by Phil Baker.

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

Power Increase Action in Canada Is Foreseen

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

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

Wisconsin U Sports Series

WISCONSIN U basketball games, a schedule of 20, will be brought to Badger fans via the Wisconsin Network Inc., sponsored by the Plankinton Packing Co., Milwaukee. This second contract with the network— the first covered the Wisconsin U football schedule—will be broadcast over WEMP, Milwaukee; WIBU, Madison; Poppystreet; WSLO, Janesville; WIBU, Fond du Lac; WSAU, Wausau; WTAQ, Green Bay; WFRH, Wisconsin Rapids; WIBK, De Pere; WIRE, Sheboygan. Allen Walz, former NBC sports announcer and Wisconsin U crew coach, will do play by play. The plan to cover the first game between Carroll College and Wisconsin U
A CONTEST WHICH will culminate in the selection of the best art or poster expressing the place of radio in the widely-heralded “Freedom of Speech” is being sponsored by KYW, Philadelphia, under direction of Harold M. Coulter, promotion head. The only restrictions are on size and the understanding that there is to be no caption, slogan or lettering of any kind.

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

* * *

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

* * *

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

* * *

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

* * *

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

How to Bring Home the Bacon

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

Get Results!—Use....

WMCA
FIRST ON NEW YORK’S DIAL

BROADCASTING • Broadcast Advertising
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KDKA, Pittsburgh
Noxema Chemical Co., Baltimore (skin cream), sp thru Howard & Ryan, N. Y.

Bestway Luggage, St. Louis (4-Way cold tablets) 5 sp weekly, 20 sp weekly, thru W. S. Kaster & Sons, Chicago.
Sanforized Shrink, Div. Cluett Peabody & Co., New York, 6 sp weekly, 12 sp weekly, thru Young & Rubicam, N. Y.

Primest, Cincinnati (Chinese), 5 sp weekly, 82 sp weeks, thru Petlar & Ryan, N. Y., Little Crown Milling Co., Warsaw, Ind. (Coco Wheatu) sp weekly, 13 sp weekly, thru Rogers & Smith, Chicago.


Royal Redding Co., Pittsburgh (mattock), 5 sp thru I. A. Goldman & Co., Pittsburgh.


Camping Cellar Co., Minneapolis (Mattel-Head), 6 sp weekly, thru Work, Kaster & Sons Adv., Chicago.

American Chicle Co., New York (Beeman's gum), 68 sp thru Badger & Brown, Boston.


Household Finance Corp., Chicago (loans), 104 sp thru BBDG, O. B. D., Minneapolis.

Potter Drug & Chemical Corp., Malden, Mass. (Cash pets. & soap & c.), 12 sp weekly, thru Attchson & Greshel, H. N.

Pleigue Inc., Memphis (St. Joseph aspirin), as weekly, 25 sp weekly, thru Lake-Spiro-Shrum, Memphis.

Nebi Corp., Columbus (Royal Crown Cola), 6 sp weekly, thru BBDG, Chicago.

Quantum Oats Co., Chicago (Aunt Jemima pancake & buckwheat floor), 6 sp weekly, thru Sherman, Kelleher & Co., N. Y.


WPTF, Raleigh, N. C.

Block Drug Co., Joplin, Mo., 166 sp thru Raymond Spector Co., N. Y.

Thomas Leening Co., New York (Baume- Bengreen), 85 sp thru Will, Son & Co., N. Y.

Lynne E. Pinkham Medicine Co., Lynn, Mass. 8 sp weekly, thru Erwin, Wasey & Co., N. Y.

Utilities Engineering Institute, Chicago, 8 sp thru First United Broadcasters, Chicago.

Yager Linentm Co., Baltimore, 100 sp thru Harvey-Massengale & Co., Durham, N. C.

Dixie Dew Syrup, Charlotte, N. C., 13 sp, direct.

WROK, Rockford, Ill.


Dixie Dew Syrup, Charlotte, N. C., 13 sp, direct.

WKZO, Grand Rapids

American Chicle Co., New York (Chicleta), 6 sp weekly, thru Badger, Browning & Harvey, N. Y.

Block Drug Co., New York (Gold Medal Cansule), 3 weekly thru Raymond Spector Co., N. Y.

Dr. W. W. Calwell, Inc., Monticello, Ill., 5 sp, thru Sherman & Marquette, Chicago.

Fox Deluxe Brewing Co., Grand Rapids, 18 sp, thru Schwimmer & Scott, Chicago.

Household Finance Corp., Chicago, 6 sp weekly thru ZZDDO, Chicago.

Morton Salt Company, Chicago, 3 t week thru Ansco, Inc., Chicago.

Maxwell House, Chicago, 3 t weekly thru Lynn Baker Co., Chicago.

Willard Tablet Co., Chicago, 3 sp weekly, thru First United Broadcasters, Chicago.

IKSF, San Francisco


Axtion-Fisher Tobacco Co., Louisville (Spud), as thru Blackett-Sampson & Hummill, Chicago.

George S. Butler Co., Los Angeles (men's hats), as thru Lee Ringer, Los Angeles.


Axtion-Fisher Tobacco Co., Louisville, 2 sp weekly thru McCann-Erickson, Chicago.


WOR, New York

Orion Rug Co., Chicago, 3 sp weekly thru Frelsoll, Fellers & Frelsoll, Chicago.

Corona Products Inc., Los Angeles (Liver Pils), 6 sp weekly thru Street & Finner, N. Y. 


Cigar Institute of America, New York, 2 sp thru McCormick & Son, N. Y.

Kirkman & Sons, New York (soap), weekly, thru Maxon Inc., N. Y.


KOY, Phoenix

Plough Inc., Memphis (Penetro & St. Joe aspirin), 6 sp weekly, thru Lake-Spiro-Shrum, Memphis.


KUO, Silicon Springs, Ark.

Peter Fox Sons Co., Chicago, 6 sp, direct. Hamilton Fulton Pen Co., Chicago, 6 sp.

KROW, Oakland, Cal.

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

KGO, San Francisco

O'Brien Candy Co., San Jose, Cal., weekly sp, thru Barlascher, Davis & Staff, San Francisco.

Frozen Food Distributors Oakland, Cal., 3 sp, weekly thru Tomassack-Ellitto, Oakland.

Acme Bakersies, San Francisco, weekly sp thru Crossen, Davis & Staff, San Francisco.


California Growers Sugar Group, San Francisco, 5 sp, thru McCann-Erickson, San Francisco.


WJJD, Chicago


Monarch Camera Co., Chicago, 78 sp, placed direct.


WBMM, Chicago

Onslow Rug Co., Chicago (floor coverings), sp weekly, thru Frelsoll, Fellers & Frelsoll, Chicago.

General Foods Corp., New York (Maxwell House coffee), 5 sp and thru Benton & Bowles, N. Y.

Consolidated cig. Trade Products, Chicago, 104 sp thru Benson & Tall, Chicago.


WIND, Gary, Ind.

Axtion-Fisher Tobacco Co., Louisville (Spud cigarettes), 78 sp renewal thru Blackett-Sampson-Hummel, Chicago.


Good Housekeeping Shops, Chicago (home furniture chain), 146 sp thru Sternfield-Godley, N. Y.

WAAT, Jersey City


Royal Crown Bottling Co., Newark, 4 sp weekly thru First United Broadcasters, Chicago.

KNX, Hollywood


Luden's Inc., Reading, Pa. (cough drops), 4 sp weekly thru J. M. Mathies Inc., N. Y.

"Anything you want to tell Montana...tell us!" Adv.
Radio Advertisers

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

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

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

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

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

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

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


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

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

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

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

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

FIRST IN ST. LOUIS

IN COMBINED LOCAL AND NATIONAL SPOT COMMERCIAL QUARTER HOUR VOLUME.

ST. LOUIS

KWK - MUTUAL - Represented by Raymer

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CONSOLIDATED HAT STORES, Los Angeles, in late November started for 32 weeks sponsoring quarter-hour early and late evening newsmakers five times per week on KMPC, Beverly Hills, with Cutes Roberts and Owen Bobbe as commentators. Agency is Lloyd Inc., that city.

BLUE MOON FOODS Inc. Thorp, Wis. (chain agencies), has added transcribed single announcements on WFLO, Minneapolis, and paired announcements on the station's half-hour Talk of the Towns and quarter-hour Tunes by Taylor program for five days weekly for 13 weeks. Copy features Scottish supervision of various package units in holiday printed cellophone. Agency is Reinick-Elle-Younggreen & Finn, Chicago.

JEWSH, International Broadcasting Co., Los Angeles, on Nov. 22 started a new, six half-hour, Jewsh theme program, American-Jewish Hour, on KMPC, Beverly Hills, Calif. Contract is for 22 weeks. Conducted by Jacob Melts, weekly program features recorded music, guest artists and speakers. Agency is The Mayer Co., Los Angeles.

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

FOUR SPONSORS of Italian programs on WHOM, Jersey City, have renewed their contracts for 32-week periods, while one, Ronan Wine Co., has added 10 spot announcements daily in other foreign languages. Other renewals, each laying six quarters-weekly, are Cerbelli & Co. (Brussel); Chicago Macaroni Co. and Roman Macaroni.

WINTER Inc., Los Angeles (Camera & Photographic Supply), new to radio, in a three-month local campaign ending Dec. 20 is using daily spot announcements on KFAC KECA KNX, in addition to thrice-weekly participation in the Mornings News, on the latter station. The Mayer Co., Los Angeles, has the account.

GRAYSON'S Inc., Los Angeles (women's apparel chain stores) through Milton Weinberg Adv. Co., that city, in a 30-day campaign which started Nov. 7 is using a series of daily spot announcements on Southern California stations.

AMERICAN TOBACCO Co., New York (Latah Striers), on Nov. 5 will undertake a special promotion campaign for the New York market with 34 transcribed announcements weekly for 18 weeks, on WMCA, New York. Discs will be placed immediately following the New York Times news broadcasts, on the hour every hour (Broadcasting, Nov. 24). Agency is Lord & Thomas, that city.

F. G. VOGT & SONS, Philadelphia (men's suit) has renewed the Betty Jordan program on KNX, Philadelphia, heard each Friday morning at 9:30. The program features interviews on menus with prominent visitors to the city. Agency is Clements Adv., Philadelphia.


D. J. JACKSON FOODS, Toronto (cereals), has started its Woman's World weekly half-hour quiz show on CFRH, Toronto. Account was placed by Tandy Adv. Agency, Toronto.

NEW YORK TUBERCULOSIS & Health Assn., from Nov. 20 through Dec. is conducting an intensive radio campaign for its annual Christmas seal drive, using WQXR WOR WNIT WABC WNBC WOR WWIN WEDY WHOM.

FATHER and chee-lld are doing nicely in Research Hospital, Kansas City. Clutching a synthetic off-spring named Enza, Sam H. Ben nett, KMBC sales director, poses for the station's camera. His all-new nine-month old Alsatian is not merely a pet to the newsman, but a talent apparently inclusive of hereditary aptitudes.

UP War Discs

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

First Brewery on FM

REPORTED to be the first brewery in the country to buy time on an FM station, the Miller Brewing Co., Milwaukee, recently purchased a news- cast series to run daily, except Sunday, over W5M, the Milwaukee Journal FM outlet. Charles Kennedy, W5M station manager, closed the 52-week schedule through H. C. Mullberger Inc. with Carl A. Toepfer as account executive.

W69PH Goes to 10 kw.
On Commercial Basis

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

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

FM for Baltimore

BALTIMORE's first commercial FM station was authorized last Wednesday when the FCC issued a construction permit for high-frequency facilities in the Monumental City to The Baltimore Radio Show, Inc. Permittee is also licensee of standard station WBFR. Grant specified use of the 45.0 mc. channel to serve an area of 5,500 square miles. The FCC to date has authorized a total of 61 FM stations.

New Opera Line

W5GC, Chicago FM station, has arranged with Illinois Bell Telephone Co. for a new type of transmission using special wave and amplification equalizers so the station can carry MBS Chicago Opera broadcasts from a remote pickup. New equipment permits transmission of tones ranging from 20 to 15,000 vibrations per second.

KATZ AGENCY has been appointed representative for WTAQ, Quincy, Ill. Station operates on 980 kc. with 3,000 watts.
"Gosh-a-mighty! Who thinks 'em up?"

A long-suffering executive speaks his mind

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

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

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

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

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

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

"Boy, wouldn't it be great if I could jiggle just some of the packages that land on my desk this Christmas and hear 'em gurgle!"
Mock Senate
BROADCAST by WKBN special events department of the Third Annual Student Congress, sponsored by the National Forensic League, attended by students of 16 high schools of Eastern Ohio in Youngstown, O. has resulted in a regular series under the title, Student Congress. "Senators" from five local high schools will air their sentiments on mock bills based upon current topics and problems, the mock Congress sessions to be presented over by Jack Jury, outstanding young orator as "President" of the "Senate".

**Why is WMBD Specified for NETWORK PROGRAMS?**

**THE HEART OF ILLINOIS**
(FROM CBS BASIC SUPPLEMENTARY GROUP)

By PHILIP MORRIS & CO.

PHILIP MORRIS & CO. has two outstanding CBS Network programs—and WMBD carries both of them. It started back in February, 1937, when PHILIP MORRIS sponsored WMBD for their program, "Holiday Presents", advertising PHILIP MORRIS CIGARETTES—in addition to a nearby metropolitan station. Now, WMBD is an outlet in addition to CBS Basic—for...

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

**Here's why...**

In "Peoriaire" (covered effectively by WMBD only) 89.3% of a total of 154,300 families own radios. Family buyers spend $37,282,000 annually in 2,057 local food stores. Every one of the population in Peoria County alone spends $69,00 more in retail stores than the average Illinoisan. And "Peoriaire"s population is balanced almost 50-50—urban and rural. So why not specify WMBD as an outlet to get your message—for WMBD is the favorite of "Peoriaire"s" listeners!

**Purely PROGRAMS**

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

- Jobs and Faces
MEMBERS of the studio audience are told what vocations they should pursue according to their facial anatomy on The Job Detectives, weekly half-hour series on WMCB, New York, conducted by Bernadine Haldance, vocational counselor and personnel consultant, who reports a better than 75% record of accuracy in placing job-seekers according to "face readings".

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

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

- Santa Interviews
CHRISTMAS PARTY for youngsters is being held every Sat. of the 12:45 - 1:15 p.m. over WROK, Rockford, Ill., sponsored by Olsen's Jewelry store, E. Olsen & Co., and sponsors of "Man on the Street" show. Program is heard from jewelry store front where St. Nick distributes candy and popcorn to throngs.

- March of Truth
PROFICIENT speakers representing various religious denominations appear on a sustaining quarterly public service program, Truth Messages On, weekly on WAAF, Chicago, starting Dec. 5, Program, a roundtable discussion, is to be devoted as a "national conference of Christians and Jews".

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

- CAMPAIGN REPORTS
- The 1941 campaign has been the most expensive in the history of American politics. The candidates have spent millions of dollars on advertising, and the total cost of the campaign is estimated to be over $1 billion. The election results were heavily influenced by the economy, with the unemployment rate being a major issue.

**In PHILADELPHIA**
**SELL THROUGH WIL**

**The Big Idea** in this case is to reduce, and WMIN, St. Paul, calls its game Reedoos. The program is heard 8:45-9:05 mornings a week, sponsored by Zinnsmaster Baking Co. It is played with an ordinary deck of cards and is fashion a Pick-up, old poker game. Announcer Connors drives direction to the ladies, perhaps telling them to drop a pack of cards on the floor and pick up the Queen, a King, etc. The girls are supposed to bend from the hips, with knees straight.

**Servicemen's News**
DISCOVERING that the station's new 50,000 watt antenna was making programs receivable in such far-off spots as the Aleutian Islands, Hawaii, Alaska, British Columbia and Samoa, KSTP Minneapolis, has launched a news program, News From Home, directed to Minnesota servicemen stationed in distant camps. Inspired by telephone calls and letters from mothers of the boys in St. Paul and Minneapolis, the informal, gossipy program enables the boys to get home news six days earlier than by mail.

**Choice of Answers**
LISTENERS have a choice of answers on Take Your Pick, new quiz series sponsored by Kay Jewelers Co. on KLZ, Denver, W. A Batterssea telephones listeners, poses a question and then reads several possible answers. Listeners choose one of the answers, with merchandise from sponsor's store as a prize for correct answers. With the new thrice-weekly show, Kay's new sponsors 10 quarter-hours weekly on KLZ.

**Child Artist**
A CHILD ventriloquist and her dummy, Judy Splinters, made their bow on a four times weekly commercial radio program on KGO, San Francisco recently. She is 14 years old Shirley Dinadale, a high school student, sponsored by O'Connor, Moffatt & Co., large department store. Agency is Ruthauff & Ryan, San Francisco.
458 Stations Used To Promote Book

Huge List Is Signed to Push Volume on Income Taxes

SO SUCCESSFUL has been the campaign started in September by Simon & Schuster, New York, for its book 'Your Income Tax' that the original list of 100 stations has been increased to 468. Five and 15-minute programs are used daily and will continue until Feb. 28, 1942. Edwin A. Kraft, manager of Northwest Radio Ad. Co., Seattle, which has handled the campaign, states:

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

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SOCONY NEWS on WOWO was discussed at the Fort Wayne station recently by station, sponsor and agency officials. Lined up in front of the set were: (1) F. E. George, president of Southwestern Broadcasting, secretary of J. Sterling Getchell Inc.; C. A. Snyder, Getchell radio director in New York: Franklin Tooke, former WOWO-WGL program director; Roy B. Dill, advertising manager of Socony Vacuum Oil Co.

CKLW Is Given Right To Handle Swing Series

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

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

Treasury Tribute

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

Gardner in 1942

GARDNER NURSERY Co., Osage, Ia., on Dec. 15 will start its 11th radio year with the first of a series of new transcriptions featuring new plants for spring delivery. About 150 stations will be used and this number will be gradually increased to 600 during the peak of the spring shipping season. According to Edwin A. Kraft, manager of Northwest, which handles the account, approximately $300,000 will be spent on advertising by Gardner during 1942, the bulk of it going to radio.

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

NO BIG WHOOPPEE IN JAMBOREE (Ky.)!

No mon. no fun—so if you're fixing to go on a sales spree, you can overlook Jamboree, Picnic and Hot Time (Ky.). But don't pass up the Louisville Trading Area, where you can have a whee of a time every day of the year! This Area, for instance, has 25% more effective buying income! And it's covered completely by you can WAVE—at a cost so low you can carouse continuously! Shall we start the bawl rolling?
THOMAS H. HUTCHINSON, formerly with the Rockefeller Committee on American Cultural Relations and previously program director in NBC's television division, has joined the West Coast division of Buhnauff & Ryan, New York.

STANLEY HOLT, New York account executive of Wn. Esty & Co., was in New York last week in an effort to line up key West Coast stations for the weekly CBS Christmas series, Shirley Temple Playhouse, sponsored by Elgin National Watch Co.

W. B. RICHARD PEARSON, formerly account executive of Osana & Asa, Hollywood, has joined Erin, Wasey & Co., that city, in a similar capacity.

CONNOR Co., San Francisco, recently moved from the Russ Building, to 110 New Montgomery St., doubling its city quarters.

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

ELMER NEILSEN, formerly with the San Rafael (Cal.) Independent, has joined the San Francisco Chronicle.

LARRY GRISWOLD, formerly advertising manager for Vine Street Amusement Co., St. Louis, has opened the Griswold Adv. Agency in that city, with offices in Capitol National Bank Building.

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

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

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

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

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

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

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

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

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


H. V. KALZENBORN, NBC news analyst, recently signed for a series of newscast features for release in Tele-news theatre.

Mrs. Murphy Is Named Long Agency Radio Head

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

Mrs. Murphy, a Mount Holyoke College graduate, and member of Phi Beta Kappa honorarian fraternity, joined the agency in 1941, specializing in radio. For nearly five years she has written scripts for commercials for an outstanding network show. Earlier experience included the position of advertising manager of one of San Francisco's important women's stores. Her radio experience dates from 1928 when as "Dorothy Dean" she initiated a series of daily broadcasts over KQW, San Jose.

2% For Advertising

APPROXIMATELY $1,700,000 or 2% of the national income will be spent in advertising in 1941, according to Dr. L. D. Halsey, director of research of McCann-Erickson, New York, in a talk on "The Importance of Advertising," recently broadcast on CBS. Advertising expenditures, he pointed out, are only about 1% of the final price of all goods and services in the sale of which advertising is used, and will amount this year to only about $13 per capita, against $19 per capita in 1929 and compared to Federal Government taxes this year of about $67.50 per capita.

Canada's Radio Fund

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

Spots for New Book


SUIT for $150,000 claiming alleged breach of contract brought by Alphonso Deep Cole against Phillips & Segers production agency, came to an end Friday after the week-long trial in New York Supreme Court when the jury, after five hours' deliberation could reach no agreement.

SHAKEUP PLANNED FOR P&G SERIALS

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

Guiding Light, on NBC-Red, 3:30-3:45 p.m., will be dropped after the broadcast of Dec. 26. Handled by Pedlar & Ryan, New York, for Camay soap, the serial, according to an earlier announcement by P & G, was to have been shifted to Compton Adv. for White Naphtha soap [BROADCASTING, Nov. 17]. As of the same date P & G will drop its special six-station hookup for The O'Neill on NBC-Red, 12:15-12:30 p.m. but continue the series on its 5:30-5:45 p.m. spot on 34 CBS stations, for Ivory soap through Compton. P & G will shift its Right to Happiness on 46 CBS stations, 1:30-1:45 p.m. from Crisco to White Naphtha and move it the same day now occupied by Pepper Young's Family, on 57 NBC-Red stations, 11:15-11:30 a.m. for the latter product. Pepper takes over the Guiding Light spot, changing over to Pedlar & Ryan for McCall-Erickson, starting Dec. 3, 5-5:44 p.m. on NBC-Red. Both Crisco and White Naphtha are handled by Compton.

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

To Launch P&G Show

GILBERT RALSTON, program manager of Compton Adv., New York, will leave in two weeks for the West Coast to supervise production of the agency's new show for Procter & Gamble Co., Cincinnati. The show, Hap Hazard, starts Dec. 30 for a three-week period on West Coast CBS stations, and on Jan. 2 goes to a full CBS network [BROADCASTING, Dec. 1]. John McMullen, radio director, of William Ramsay, radio director of P&G, also are planning to go to the Coast the end of the month.

AAA Councils to Meet

AMERICAN ASSN. of Advertising Agencies has announced that the 1941 convention for its eastern division will be held Dec. 9 at the Hotel Waldorf-Astoria, New York, while the Central Council convention will be held at the Lake Shore Athletic Club, Chicago.
DISCUSSING PROGRAMS before opening of the NAB district meeting in San Francisco were (1 to r): Charles Morin, CBS, San Francisco; Paul R. Bruntin, KQW-KGW, San Mateo; Art Kemp, CBS, San Francisco, and Will Thompson Jr., KROY, Sacramento.

NAB Districts on Coast Hold Meetings To Discuss Current Industry Problems

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

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

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

Others to be Held

The only remaining district meetings scheduled are District 14, Dec. 6-9, Albany Hotel, Denver; District 11, Dec. 11-12, Hotel Nicollet, Minneapolis; District 9, Dec. 15-16, Palmer House, Chicago. The District 3 meeting is not to be held until after the first of the year.

Attending the Portland one-day session were:

S. W. McCready, KVAN; Sheldon Fred Sackett, KVAN-KOOS; Elroy McCaw, KEKA; Frank L. Hill, KOR; H. S. Jacobson, KKL; C. W. Myers, KALE; Paul H. Connet, KQW-KEX; Ted Roongman, KALE; James C. Wallace, KAST; Ben E. Stone, KOOD-KVAN, KELM; Harry H. Buckenkohl, KOOL-KALE; Cleve C. Means, KVAN; Carl Phillips, KKL; Johnnie Walker, KALE; Walter L. Read, KINY; Charles E. Couch, KIN-KALE; Fred H. Loggan, KBRD; Harris Ellsworth, KRRN;

“Poor Jock! If only he’d used WDFD Flint Michigan, he could have afforded Florida.”

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

At San Francisco

Attending the San Francisco meeting were:

George F. Harringer, KHUR; Paul R. Bartlett, KFRC; John Brunton, KQW; Mott G. Brunton, KJBS-KGW; Ralph R. Brunton, KQW; Sherwood Brunton, KJFS; Eddie Carlson, KHUR; Clyde Coonrad, KARL; Glenn R. Dolber, KGO-KPO; Bob Dunn, KSFO, Emil L. Finley, KFSO; Ed Franklin, KJBS; H. O. Furtick, KQW; Max Gunnsendorf, KSF; C. S. Harper, KQW; Keith Kehoe, KROW, Howard Lane, KFUK; Philip G. Lackey, KROW, Charles Lloyd, KKL; C. L. McCarthy, KGW; Harold H. Merer, KKA; A. E. Nelson, KPO; J. G. Paltridge, KGO-KPO; S. H. Patterson, KSAN; Les O. Ricketts, KFRR; J. E. Rodman, KFRE; W. B. Ryan, KPO; Charles E. Schaller, KTKC; William B. Smullin, KIEM; Don H. Telford, KUN; H. E. Thomas, KMVC; William Thompson, KROY; Han J. Tyler, KFSF; Howard V. Walters, KDQ; Eugene N. Warner, KSL; Art Westlund, KRE; Jack Winston, KGH; Bill Benson, KSRD; David H. Schaefer, KFRR, Arthur J. Kemp, CBS; Jennings Pierce, NBC, and Robert S. Scothor, NBC.

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

NEW CLEAR GROUP MEETING DEC. 18

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

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

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

Santly Heads MPPA

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

Your OWN Network

Create your own, CUSTOM-FITTED network with Electrical Transcriptions

May we explain?

December 8, 1941 • Page 47
Signal Corps Advisors Discuss Technical Plans

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


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

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

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

TRANSMITTER RAISED

But Engineer Didn’t Know

About ‘Maneuvers’

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

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

FCC Rules Relaxed

RELAXING requirements on a temporary basis for showing of service in connection with renewal of license, the FCC on late last Wednesday adopted Order No. 77-A, suspending from Jan. 1, 1942, until further order, but not beyond Jan. 1, 1943, Sections 12.25 and 12.50 of the rules governing amateur radio and Section 12.28 of the rules governing commercial radio operators.
Defense Savings Pay-Roll Allotment Plan

How company heads can help their country, their employees, and themselves.

Voluntary pay-roll allotment plan helps workers provide for the future. Voluntary pay-roll allotment plan helps build future buying power. Voluntary pay-roll allotment plan helps defend America today.

This is no charity plea. It is a sound business proposition that vitally concerns the present and future welfare of your company, your employees, and yourself.

During the post-war period of readjustment, you may be faced with the unpleasant necessity of turning employees out into a confused and cheerless world. But you, as an employer, can do something now to help shape the destinies of your people. Scores of business heads have adopted the Voluntary Pay-roll Allotment Plan as a simple and easy way for every worker in the land to start a systematic and continuous Defense Bond savings program.

Many benefits . . . present and future. It is more than a sensible step toward reducing the ranks of the post-war needy. It will help spread financial participation in National Defense among all of America's wage earners. The widespread use of this plan will materially retard inflation. It will "store" part of our pyramiding national income that would otherwise be spent as fast as it's earned, increasing the demand for our diminishing supply of consumer goods.

And don't overlook the immediate benefit . . . money for defense materials, quickly, continuously, willingly.

Let's do it the American way! America's talent for working out emergency problems, democratically, is being tested today. As always, we will work it out, without pressure or coercion . . . in that old American way; each businessman strengthening his own house; not waiting for his neighbor to do it. That custom has, throughout history, enabled America to get things done of its own free will.

In emergencies, America doesn't do things "hit-or-miss." We would get there eventually if we just left it to everybody's whim to buy Defense Bonds when they thought of it. But we're a nation of businessmen who understand that the way to get a thing done is to systematize the operation. That is why so many employers are getting back of this Voluntary Savings Plan.

Like most efficient systems, it is amazingly simple. All you have to do is offer your employees the convenience of having a fixed sum allotted, from each pay envelope, to the purchase of Defense Bonds. The employer holds these funds in a separate bank account, and delivers a Bond to the employee each time his allotment accumulates to a sufficient amount.

Each employee who chooses to start this savings plan decides for himself the denomination of the Bonds to be purchased and the amount to be allotted from his wages each pay day.

How big does a company have to be? From three employees on up. Size has nothing to do with it. It works equally well in stores, schools, publishing houses, factories, or banks. This whole idea of pay-roll allotment has been evolved by businessmen in cooperation with the Treasury Department. Each organization adopts its own simple, efficient application of the idea in accordance with the needs of its own set up.

No chore at all. The system is so simple that A. T. & T. uses exactly the same easy card system that is being used by hundreds of companies having fewer than 25 employees! It is simple enough to be handled by a check-mark on a card each pay day.

Plenty of help available. Although this is your plan when you put it into effect, the Treasury Department is ready and willing to give you all kinds of help. Local civilian committees in 48 States are set up to have experienced men work with you just as much as you want them to, and no more. Truly, about all you have to do is to indicate your willingness to get your organization started. We will supply most of the necessary material, and no end of help.

The first step is to take a closer look. Sending in the coupon in no way obligates you to install the Plan. It will simply give you a chance to scrutinize the available material and see what other companies are already doing. It will bring you samples of literature explaining the benefits to employees and describing the various denominations of Defense Savings Bonds that can be purchased through the Plan.

Sending the coupon does nothing more than signify that you are anxious to do something to help keep your people off relief when defense production sloughs off; something to enable all wage earners to participate in financing Defense; something to provide tomorrow's buying power for your products; something to get money right now for guns and tanks and planes and ships.

France left it to "hit-or-miss... and missed. Now is the time for you to act! Mail the coupon or write Treasury Department, Section A, 709 Twelfth St. NW., Washington, D. C.

FREE - NO OBLIGATION

Treasury Department, Section A, 709 Twelfth St. NW., Washington, D. C.

Please send me the free kit of material being used by companies that have installed the Voluntary Defense Savings Pay-Roll Allotment Plan.

Name __________________________

Position ________________________

Company ________________________

Address _________________________
FLIPPING the switch Nov. 28 on the first relaid broadcast of the Treasury of Music program, sponsored by Stromberg-Carlson Telephone Mfg. Co., Rochester, N. Y., is I. A. Martino, chief engineer of W6GH, FM station in Hartford, while other executives of the station assist. They are (1 to r): Walter Haase, program manager; Franklin M. Dojitite, general manager, and William F. Malo, commercial manager. The program, heard regularly on WQXR, New York, is now being sent five times weekly by special telephone line from W2XQR, FM station in New York owned by WQXR, to W5XMN, Alpine, N. J., which rebroadcasts the series to W6GH.

Advisory Group Voting
Is Announced by NBC
RESULTS of the runoff elections for certain districts of the Red and Blue network stations planning and advisory committees were announced last week by NBC, with the two groups representing seven districts scheduled to meet in New York Jan. 6 and 7, 1942, respectively [Broadcasting, Nov. 24, Dec. 1].

Runoffs in the three Red districts follow: Stanley Hubbard, KSTP, St. Paul, District 3; Harry Stone, WSM, Nashville, District 4, and Ed Yocum, KGHL, Billings, District 6. Blue Network: Allen Campbell, WXYZ, Detroit, District 2; Earl May, KMA, Shenandoah, i.a., District 3; Henry P. Johnston, WSGN, Birmingham, District 4. District 6 had not been announced Friday.

ROGER MCUELLER, former WGN (Chicago) announcer, is now program director of WHL, Appleton, Wisconsin, replacing Elwyn Owen who is now doing radio work in Ottumwa, Iowa.

PRESTO MAKES A RECORDING DISC
FOR EVERY RADIO STATION USE

Select your discs from these 3 types

GLASS BASE DISCS, for the highest quality recordings to be used on the air, made in the 12th and 16th sizes.

STEEL BASE DISCS, for artist auditions, spot announcements and out-of-studio recordings, made in the 10th and 12th sizes.

COMPOSITION BASE DISCS, economical for rehearsal of reference recordings, safe to mail anywhere, made in the 10th-, 12th and 16th sizes.

All 3 types are stocked regularly by 200 leading radio distributors who can give you immediate delivery. Write today for descriptive folder and the name of your nearest Presto distributor.

WHN to Carry Dodger Games Complete, Both Home and Away, for 1942 Season

AT THE time WHN, New York, was holding elaborate ceremonies Dec. 1 to dedicate its new 50,000-watt transmitter, the station announced it had signed a contract with P. Lorillard Co., New York (Old Gold cigarettes), for exclusive coverage of all next season’s games of the Brooklyn Dodgers baseball team, including home and away games.

All games, starting March 15 and continuing up to the 1942 World Series will be broadcast to a finish on WHN even if regularly scheduled commercial or sustaining programs have to be omitted on days when the games run overtime.

Red Barber to Announce
Red Barber, ace sports announcer of WQBR, New York, which aired the games last year for General Mills (Wheaties) and Lever Bros. (Lifebuoy), will handle the play-by-play description as in past years under the contract; he has with Larry McPhail, president of the Dodgers.

Assisting Barber will be Al Hel- fer, who has co-announced baseball games with Red for six years and is currently m.c. on the MBS Spotlight Bands program for Coca Cola Co.

WHN, on Dec. 1 broadcast an hour-and-a-half dedication program to its new transmitter, which makes it as powerful as any independent station in America. New-hold Morris, president of the New York City Council, acting for Mayor LaGuardia, welcomed more than 60 mayors of neighboring cities attending the ceremonies, held at the Baribon-Ruma Hotel. Bert Lytell and Frank Fay were masters of ceremonies, with other participants including Col. Stoop- ngale, Clarence Strood, John Frank, Dick Todd, Joan Edwards, Yvette and music by Dick Ballew and Don Albert’s Orchestra.

A highlight of the evening was the presentation of an original play “Announcement From the Admiralty” by the British War Relief, starring Burgess Meredith and Ruth Gordon. Members of the regular WHN staff who participated were A. L. Alexander, Adrienne Ames, George Hamilton Combs, Fulton Lewis Jr., Fulton Oursler, Glenn McCarley, Dick Fishell and Bert Lee. Herbert L. Petey, WHN director, gave an address.

The morning of Dec. 2 a special breakfast party was given by WHN in its studios as an “orchestral salute of the world to the station’s increase in power.” Present were leading orchestra conductors, who were presented with contracts to direct a Presto record program, the station’s first in a series of Presto records titled “Adventures of the Navy.”

WHN, New York, with its boost in power to 80,000 watts has announced the signing of nine new contracts and the renewing of three others. New clients include: Heckler Products Corp., New York (Force), three 10-minute programs a week titled “Adventure Club” featuring Captain Tim Healy; J. Rokeach & Sons, New York (condensed soup), three quarter-hours for serial “My Daughter Betty;” Simon Ackerman, New York (clothing), three quarter-hours of news and entertainment of Hamilton Combs Jr.; spot announcements by Railway Express Agency, New York; St. Louis, Missouri; St. Albans, N. C. (headache powders); Reader’s Digest Assn., Pleasantville, N. Y., Procter & Gamble Co., Cincinnati (Lava soap); Paragon Oil Co., New York; National Production Co., Detroit (jumper seats). Renewals were spots by Old Dutch Mills Inc., New York (coffee); Simon & Schuster, New York (Iconic Tax booklet); and Welch Grape Juice Co., Westfield, N. Y.

Amos ’n Andy
PRIVATE OFFICE of Freeman Gosden and Charles Correll, located in the Bank of America Building, Beverly Hills, Cal., have been converted into a broadcast studio for their five-weeks quarter-hour CBS series. Amos ’n Andy, sponsored by Campbell Soup Co., the program is remoted from the diminutive studio which is equipped with recording console, flip chart and reception rooms. Bill Hay, announcer, with Alexander Cogniat, work from the CBS Hollywood studios with the comedy team paying added line charge for the exclusives.

BROADCASTS of 12 important races from the winter meeting at Hialeah Park, Fla., will be presented exclusively on MBS in 1942, starting with the Hialeah Park Inaugural Jan. 14, and ending with the $50,000 Widener Stakes March 7. Track Authority Bryan Field will handle the events.
50 kw. in Waterloo
Sought by Dumond

Fetzer, Blair, Godley Among
Those Holding Interest

HEADED by Joe Dumond, general
manager of the new KBUR, Burlington, Ia., and listing among its stockholders such prominent radio figures as John E. Fetzer, operator of WKZO, Kalamaizo, Mich., and an NAB director; John Blair, Chicago station representative; Paul Godley, Upper Montclair, N. J., consulting engineer; and Dan T. Riley and Richard H. Plock, president and vice-presi-
dent, respectively, of KBUR, the Josh Higgins Broadcasting Co. has applied to the FCC for a new 50,-
000-watt station in Waterloo, Ia. A CP is asked for unlimited hours on 1640 kc., a clear channel at present unoccupied, with a direc-
tional antenna.

Stock Ownership
Mr. Dumond, who will relinquish his present position at KBUR if the station is authorized, is presi-
dent of the applicant with 50% of the common stock issued. Mr. Fetzer has an 11.6% interest, while Mr. Blair and Mr. Godley each have 5%. Messrs. Riley and Plock along with 13 other residents of Waterloo, Ia., all prominent busi-
nessmen hold the balance of the stock, with no one individual hav-
ing more than 2.5%.

Mr. Dumond was manager of the 100-watt WMT, then in Water-
loo, which he developed under the late Harry Shaw. Subsequently the station was sold to its present own-
ers and moved to Cedar Rapids. More recently Mr. Dumond was creator and principal in the NBC Josh Higgins of Finchville series out of Chicago, a daily feature which he relinquished last May 17 when he left NBC for his present position with KBUR.

SUIT SEEKING an injunction and damages was filed Dec. 1 in New York Supreme Court by Barney Gerard against NBC, Standard Brands, J. Walter Thompson Co., and the comedy team of Abbott & Costello. Gerard claims plagiarism of two scripts.

GIRLS who live in crowded capital rooming houses provide program material for the Federal Journal, sponsored on WJSV, Washington, by Jelleff's women's clothing store. Gunnar Bach (right) transcribes interviews at the girls' rooming houses. Taking part in a YWCA interview are (1 to r) Ruth Ohsion, advertising manager of Jelleff's; Ernie Johnston, account executive of Lewis Agency; four girls, Edith Smith, Mildred Crookston, Elmina Mayfield, Mary Alice Smith. Also taking part in the programs are Jerry Klutts, Washington Post columnist on Federal work-

WHEN World Broadcasting System a couple of months back put out its "Boomtown" study [BROAD-
casting, Sept. 29] presenting in stark statistical form the story of what the defense program has done to the markets in 231 cities, it pointed out to the buyers of adver-
tising that here were some new markets well worth cultivating and that spot radio was a good culti-

ator.

Selling an Airport

The logical expectation was that this promotion piece ought to cre-
ate some spot campaigns which would certainly benefit spot radio and which might even produce some business for World. But there were no expectations that this brochure, good as it was, would result in selling an airport to a city council.

Yet, as explained in the following letter from State Senator Bernard L. Glover, of the Seventh Missouri District, that's just what happened.

Gentlemen:

Mr. Russell C. Comer of the Russell C. Comer Adv. Co., loaned me his copy of the brochure, "Boomtown," a study taken over by the Department of Defense. I found much pertinent data on war defense activities. A glance at the study suggests its importance to every city which may be ambitious to attract new industry.

In this Missouri city, we found ourselves with an airport wholly in-
adequate to accommodate present air-
craft business, to say nothing of pro-
viding incentive for aircraft industry to locate here.

So the City Council of Kauas City was moved to consider the acquisi-
tion of additional airport sites, but was confronted with the charge that taxes would be increased, and that there was no assurance that aircraft industry would utilize the new airport.

All doubts were removed when the data from "Boomtown" was produced to show that large appropriations had been made for aircraft plants in other cities much smaller and not as favor-
ably situated.

The "Boomtown" data helped in-
spire the councilmen to quick action in acquiring a site immediately. The Council was convinced it was not only proper, but urgent, that action be taken now...therefore, the by "Boom-
town" for its convincing and stimulat-
ing information.

It would seem to me that advertisers, investing some time and effort in presenting the data, could get a good return from the fact that their investments are being made in ever increasing quantities.

Mr. Russell C. Comer, Russell C. Comer Adv. Co., 309 12th St., has furnished our city with this very stimulating and convincing book, and I sincerely hope that one day it will be furnished to all prospective city councils who are interested in attracting this industry.

SODIENNE AMES, of motion pic-
ture fame, will start this week a series of television reviews on WNBT, New York television station of NBC. Series, entitled for 10 minutes each Tuesday afternoon, discusses movies soon to be exhibited in New York, with clips of the pictures' highlights used to illustrate Miss Ames' descrip-
tions.

C'ALL LETTERS assigned for recent new station grants of the FCC are KWON, Bartlesville, Okla.; WINK, Louisville, Ky.; and KOBK, Brainerd, Minn.

90% INCREASE in 1941

California farmers reaped a harvest of dollars in 1941. They are ready to spend those dol-
ers now. Wise advertisers will take advantage of this tremendous increase in buying power by using the dominant stations in Califor-
ia's great interior valleys -- KFBK, Sacramento and KMJ, Fresno, the favorite stations of California rural families.
News Is Most Popular in Philippines

Many Native Dialects Used by Stations, Says Vogel

IN MANY respects broadcasting in the Philippines is much like that in the United States, according to George J. Vogel, production manager of KZRM and KZRF, Manila, who is now in New York for his first visit home in seven years. KZRM is a CBS affiliate and a subscriber to the Waist and Library service and United Press news.

Its most popular programs are news, popular music, Hollywood gossip, quiz shows and amateur hours. Its list of advertised products includes Kolynos, Listerine, Palmolive, Coca Cola, Eversharp, etc.

Many Tongues

But in other respects the Philippine broadcaster operates quite differently from his United States counterpart. His audience speaks a variety of languages and dialects, necessitating broadcasts in several tongues, although now about 70% of the natives understand English. Climatic and geographical conditions curtail longwave transmission to purely local coverage, so that every station operates both a longwave and a medium wave carrier and every program goes out over both frequencies simultaneously. Advertising of liquors and other products which are taboo for U. S. broadcasters is perfectly acceptable in the Philippines.

News is very important, since there are 7,083 islands in the Philippines, making newspaper distribution somewhat difficult and leaving a large part of the more than 16,000,000 population dependent on radio for news.

News Important

The importance of news broadcasts is now even greater than usual, since the Philippines are now a source of the only uncensored news for residents of the entire Asiatic area. Radio is also the sole commercial entertainment medium for most of the islanders. There are only about 300 picture theatres in the Philippines, of which about 200 are located in the Manila and Luzon areas.

A typical day's schedule at KZRM, as described by Mr. Vogel, starts at 5:30 a.m. with a quarter-hour of recorded band music, followed by a half hour of news. Following is the station broadcast news in Chinese; then the English news is repeated, followed by an hour of recorded music. At 7:45 comes a quarter-hour of news in French, followed by a Free French group and broadcast with permission of governmental officials, for the benefit of Frenchmen throughout Eastern Asia, particularly in French Indo-China. KZRM signs off at 8, returning at 11 with an hour of music and comedy designed for the entertainment of the American troops. A Musical Newspaper, combining items of society, travel, and other specialized news with appropriate music, runs from noon to 12:30, followed by a quarter-hour of world news and another 15 minutes of local news. From 1 to 1:45 is the Siesta Hour of soft music; then comes 15 minutes of dance tunes and the station signs off until 5. Tea music and perhaps a juvenile show are followed at 5:45 by a quarter-hour of news and dramatic bits from movies playing in Manila.

Sports, Too

A woman commentator, mixing homey philosophy with household hints, has the 6-6:25 period, a five-minute sports results program completing the half-hour. Another world news period is followed by five minutes devoted exclusively to jav-lai, chief native sport, and 10 minutes of local news.

Evenings are filled with varying types of entertainment—music, drama, quiz, etc. Many of the programs, both daytime and evening, are sponsored, as are the hourly time signals, presented in jingle form. Time is usually purchased by manufacturers' representatives, the Philippine distributors of a variety of American products, who buy a period across the board and use it to advertise a different product each day in rotation.

A few programs, such as Coca Cola's Pause That Refreshes on the Air, are shipped to Manila in transcribed form; a few more, such as Eversharp's Take It or Leave It, are built entirely on the pattern of the original, but most of the programs are built and produced by the station staff. The station also prepares practically all of the commercial copy for its clients, exercising particular care to avoid exaggerated or misleading claims for the products advertised.

Such precautions are necessary, Mr. Vogel explained, because the native audience is commercially unsophisticated and if the broadcaster is to retain his listeners' confidence he must not allow his advertisers to build up false hopes which the products will not fulfill. This caution policy has been paid for both by the station and its clients, he said, reporting that offers made on the air produce more than satisfactory returns in stocks or cash.

Citing a single example of program popularity, he said that the Amateur Hour, sponsored by List-erine on Thursday evenings, had changed the habits of keeping the population awake and listening until its sign-off at 9:45 p.m., whereas normally most Filipinos are asleep by 8, since they rise at daybreak to begin work in the fields. Once a month this program originates in the plaza of some city outside Manila, drawing an audience of from 15,000 to 25,000 people to watch the show, many of the spectators traveling all day from distant villages.

Native Dialect

While KZRM maintains a schedule chiefly in English, KZRF is programmed for the non-English-speaking population. Its programs are broadcast mainly in Tagalog, chief native dialect, but also includes a number of programs in Spanish and Chinese. There is no regular network program service from the United States, he said, but special events like the Army-Navy game and Presidential speeches are sent to the Island by RCA Communications for rebroadcast by all Philippine stations.

The Philippines, deprived of their former European sources of supplies, are now offered by American manufacturers an unusual opportunity to develop a new market. Mr. Vogel stated, adding that in addition to introducing his 18-months-old son to his relatives, main purpose of the trip, he hoped to take back with him a number of new American accounts.

JAIL BROADCAST

But 'Bossy's Fails to Win

Majority Post

FUTILE APPEAL to voters was made by thrice-Mayor Andrew J. "Bossy" Check, of Newportport, Mass., who made the first claimed radio appeal from a jail. Confined to the Middleton Mass. Industrial Farm for nine months, charged with criminal libel, the ex-mayor was granted permission by Essex County Judges J. Fred Manning and C. F. Nelson Pratt to appeal to the voters via a recording made at the industrial farm. supervised by Chief Engineer Dick Hammond of the New York Events Announcer Tom Carr of WESX, Salem, Mass.

Despite "Bossy's" radio appeal, broadcast the evening before election, and the evening of his wife, the office went to a local dance hall proprietor.
KEEPING POSTED
Ex-Announcer in Touch With Industry in Camp

Official Army Photo

EDITOR'S BROADCASTING

Here is Private Will Dougherty, shown keeping in touch with the radio world through his subscription to BROADCASTING. He is a selectee at Duncan Field, which is near San Antonio. Prior to his Army days, Dougherty was known as 'Will Douglas.' He formerly announced for many of the nation's top names over CBS from WKBN, Youngstown. He also announced at WRBL, Columbus, Georgia; WMBO, Auburn, New York; WCPO, Cincinnati; and over WHTO, Cumberland, Md. Dougherty, who is a former orchestra leader, is now conductor of the Duncan Field orchestra and has appeared over WOAI, San Antonio. Duncan is the nation's largest air depot.

DARNELL
Duncan Field, San Antonio.

CBC Booklet Issued

TITLED We Have Been There, a compilation of 21 talks given over Canadian Broadcasting Corp. network under the same title, has been published. Inspired by listener requests the booklet gives eyewitness accounts of the overseas conflict by such observers as William L. Shirer, Ralph Ingersoll, Col. William J. Donovan, Rt. Hon. Malcolm MacDonald and other American, Canadian and English experts.

First Edition Aired

FIRST RUN of the Chicago Sun, a half-hour on-the-scene description of activities in the city room, composing room and press room of the new Chicago morning newspaper as it went to press for Vol. 1, No. 1, was broadcast Dec. 3 on WMAQ, Chicago. Program featured brief interviews with Marshall Field III, owner; Silliman Evans, publisher; Rex Smith, editor, and Mayor Edward J. Kelly of Chicago.

SUCCESS STORIES?
JUST ASK—
Joseph Hershey McGillivra
NATL. REP.
Bertha Bannan
BOSTON, MASS.
OR WRITE TO

WHEB
PORTSMOUTH, N. H.

"The Listening Habit of Central New England"

1000 Watts on 750 Kc.

LOOK TO LINGO FOR AM-FM

Lingo AM and FM radiators are creating new performance records throughout the broadcasting field. Improved designs and exclusive features are responsible for their high efficiency, uncannily stable and low maintenance cost.

New Music Firm

A NEW Hollywood music publishing company, which will supply the growing number of film producers with music for motion picture scores, has been organized by two ASCAP writers, Mort Greene and Harry Revel, in cooperation with BMI. Stock is owned jointly by the writers and BMI, with BMI holding the majority. Offices will be opened in New York, Chicago and Hollywood. All music will be available for use on the air by all broadcasters, BMI stated. Stations holding ASCAP licenses will get the writers' performing rights through ASCAP and the publishers' rights will be issued directly as provided for in the consent decree. Stations without ASCAP licenses will receive their performance rights from the publishing company. Music written by non-ASCAP members which the firm may publish will be licensed through BMI.

WOWO Staff Changes

ELDON CAMPBELL, formerly production director of WOWO, Fort Wayne, has been appointed production director of WOWO-WGL, Fort Wayne effective Dec. 1. He succeeds Franklin Tooke, recently made program director of KDIX, Pittsburgh. Carl Windham, formerly production director of WGL, is now assistant program director of the new station, and Bob Wilson is news commentator.

BOASTING the greatest number of sponsored newscasts in the station's history, WTIC, Hartford, now has a weekly total of 25 10-minute news programs, four of which are unsponsored.

CAST FOR SALES where they are!

Sales are running in Western Canada . . . capacity demands on her vast resources of Timber, Fish, Minerals, Oil, Wheat, Fruit and Cattle are yielding money to buy your goods. The ears of Western listeners are tuned in preference to the All-Canada Network, to stations scattered from Winnipeg to Victoria. Cast your sales message over this line of stations and feel the welcome pull of SALES.

THE ALL-CANADA 'WESTERN GROUP'

British Columbia
Edmonton ——-
Edmonton ——-
Montreal
Manitoba
Fredericton
Saskatchewan
Regina
Victoria
Winnipeg ——-

U.S.A.-WEED and COMPANY

CANADA — All-Canada Radio Facilities Limited

Ask your agency or All-Canada representative for details and costs

THE ALL-CANADA 'WESTERN GROUP'

British Columbia
Edmonton ——-
Edmonton ——-
Montreal
Manitoba
Fredericton
Saskatchewan
Regina
Victoria
Winnipeg ——-

U.S.A.-WEED and COMPANY

CANADA — All-Canada Radio Facilities Limited
Home Folksy is the term by which WMV, E. St. Louis, and the staff dresses the part. Announcers, writers, engineers, newsmen and musicians are garbed in plaid woolen shirts and blue denim jackets. The new get-up have doubled the number of stories handled. Department (1 to Top row, Ted Randall, production manager; AL Marcus, musician; Dick Wall, sports announcer; Harry Coleman, program director; Larry Fay, announcer; Erle White, engineer. Center row, Cliff Mason, musician; Thomas R. McLean, chief engineer; Jack Norwine, announcer.

DEFENSE PLUGS ARE GROUPED

Stations Adopt Means to Dramatize Various
—Announcements for Uncle Sam

It was inevitable!

First, there was the Army, then the Navy, then came the Bond drive, then the Maritime Commission, next the Civilian Pilot Training course, and the Civil Service Commission all seeking free announcements as well as programs on the nation's stations. And they all got them.

From sign-on to sign-off at the beginning of programs, in the middle, at the end you heard, "The Army needs—" "The Navy wants—" "Learn to fly—" "Skilled tradesmen—"

In one Program

It was inevitable, therefore, that some station would take the lead and coordinate them in one program, in the interest of good radio. Two stations recently announced such moves. WMDB, Peoria, III., said it was setting aside a 10-minute period twice a week at 7:45 p.m. for a dramatized program using all defense announcements. The program is written by Freeman Sherman who, with Bobly W e a v e r of the station sta f f, presents it. Any special defense promotion that needs additional time for effectiveness is still scheduled for spot presentation or other special programs. In addition a 15-minute period is turned over to the local representatives of the Army, Navy and Marine Corps for their exclusive use each Saturday afternoon.

WMDB officials point out that the new program has done much to add dignity to the defense spots and also eases scheduling difficulties.

Syracuse, WOLF has depurized the station's news staff to handle all defense announcements and to determine how much emphasis should be placed on each in view of news developments. The news staff edits the announcements as well as schedules them for the most advantageous spot both from the standpoint of the station and the agency involved. Known as the Defense Announcement section of the news department, the staff is also responsible for tying in the announcements with news stories and proper programs.

WOLF submits the following as an example of the work of the new division which appeared during a period of Hawaiian music recently:

"The United States Army offers exceptional opportunity for advancement at its stations in Panama and Hawaii. These posts are tropical paradises. No wintry gales, no icy winds. If you like sunshine, adventure and travel, see the Army Recruiting Officer nearest your home."

The announcer paused and then:

"And now we'll say Aloha. Oh—means farewell to Thee."

RCA Color Video is Shown to FCC

A demonstration of advantages and disadvantages of color television was viewed by the full membership of the FCC and a half-dozen members of its staff at a private demonstration in New York last Monday under the auspices of RCA-NBC. Alfred H. Morton, vice-president of NBC in charge of television, and Dr. C. B. Jolliffe, RCA chief engineer and former chief engineer of the FCC, directed the technical demonstration, with Niles Trammell, NBC president, as host.

Both black-and-white and color images were shown the official group, with a picture about 84 by 11 inches employed. There was also a demonstration on the new RCA receivers with images projected on screens about 14 by 18 inches.

The official group was shown, it is understood, how detail is lost through use of color as against black and white. On the other hand, color had advantages on closeups but not in the handling of fast moving events. Electronic color conditioning is not yet so perfected, according to RCA views, as against a mechanical "spinning wheel" device now employed.

Present, in addition to the seven members of the FCC, were E. R. Jeff, NBC engineer; Gerald C. Gross, assistant chief engineer in charge of broadcasting; William H. Bauer, television and FM station group in charge of staff, and Wally senior broadcast artist; William J. Norfleet, chief accountant; Dr. L. P. Wheelock, chief of technical information, and George O. Gillingham, public relations di-rector.

St. John to Leave

Robert St. John, NBC newscaster currently handling the six-week 6:15-6:30 p.m. news on WEAF, New York, under sponsorship of Peter Paul chocolate, has decided to leave the NBC network. He will leave on Dec. 15. Audi is now in progress at NBC for his successor on the Peter Paul program.

Humphrey's Spots

Humphrey's Homeopathic Medicine Co., New York, through Atherton & Currier, New York, which recently took over the entire accounts, is holding a portion of it for several years, last week launched a campaign of live announcements and participations 3-10 times weekly, on WEAN WBF R WCAU WMCA and WEAF.

Building for the "Texas" Navy

It was inevitable that Texas would one day build ships for its sons of her—more and more Navy vessels are being built in Texas' Gulf Coast industrial area.

FULL TIME 560 KC 1000 WATTS

We are building for the Navy. We are building with the greatest of pride, using the best of all American materials. The Navy guns the United States needs, are being made in Dallas, Texas. This is the job that comes first, and we are doing it. We are building for the Navy because the Navy protects our country, and that is the job that comes first. We are building for the Navy because the Navy is ours, and that is the job that comes first. We are building for the Navy because the Navy is the only way we can protect our country. We are building for the Navy because the Navy is the only way we can protect our country.
ABC Alters Network Contracts
(Continued from page 8)

placed in charge of all network operations as assistant executive vice-president, reporting to Richard C. Patterson, then executive vice-president.

In December, 1936, following an internal reorganization at NBC, Mr. Woods became vice-president and treasurer, among other duties. He has been in the forefront of negotiations with ASCAP during the last two years. He has also supervised NBC’s labor relations.

Mr. Woods lives at Short Hills, N. J. His wife is the former Edith Carolyn Dittrich.

Kobak’s Career

Mr. Kobak has twice been with NBC. One of the foremost figures in national advertising and the trade journal publishing field, he joined NBC initially in March, 1934, as vice-president in charge of sales. He left two years later to become a vice-president of Lord & Thomas, and then was enticed to return to NBC by Mr. Trammell in June, 1940, as vice-president in charge of Blue Network sales. He has served in that capacity continuously since.

A former president of the Advertising Federation of America and a leader in advertising generally, Mr. Kobak joined NBC in 1934 after having served in executive capacities with the McGraw-Hill Publishing Co. He was manager-head of the publishing business when M. H. Aylesworth and Maj. Patterson offered him the NBC job in 1934.

Born in Chicago on April 18, 1895, Mr. Kobak went to St. Edwards Hall of Notre Dame for his grammar school education and then to Lane Technical High School of Chicago. He has electrical engineering background from Georgia Tech. His first job was with an outside crew of the Georgia Power Co., to which he returned after attending college. In 1921 he married Evelyn Hubert of Atlanta. They have two sons, 23 and 21.

Mr. Yandell, an assistant treasurer of RCA, is understood to have been assigned the Blue Network reorganization project by David Sarnoff, RCA president and NBC board chairman, more than a year ago. It was his basic plan, as revised by other NBC executives, that now is understood to be under consideration.

Mr. Kiggins, a native of Boise, Idaho, in 1927 formed the investment house of Kiggins & Vidal in New York. He joined the NBC station relations department several years later and was named manager of station relations in 1937. In 1939, he was appointed Blue Network director of coordinate sales, programs, promotion, stations and other activities.

Mr. Kiggins was educated in the public schools of Portland, Ore., and later attended the U of Oregon school of Business Administration. During the war he served 18 months overseas in the Army ordnance service. In 1920 he entered the banking business in Portland and went to New York in the same business seven years later.

Ray, Bock to New York
For NBC Conferences

WILLIAM B. RAY, NBC manager and chairman of the board of NBC Hal Bock, occupying the same position in Hollywood, are due in New York Dec. 8 for a three-day discussion of network publicity policies and practices with Albert E. Dale, recently appointed director of NBC’s department of information, and John McKay, manager of the network’s press department. The two men are attending the U. S. Press procedure, to take place about Dec. 15, will be a return to the micrographed releases and a discontinuance of the printed clip sheets.

All NBC news out of New York will be wired to Chicago and Hollywood twice daily for immediate micrographed distribution. NBC is planning to enlarge its photographic department.

Mrs. Lena Sarnoff Fox

MRS. LENA SARNOFF FOX, 73, mother of David Sarnoff, president of RCA and executive vice-president of NBC, died Dec. 4 at her home in New York. Born in Uzlian, Minsk, Russia, Mrs. Fox came to the country 41 years ago, and during the past years has been active in philanthropic work. She is survived by her husband, Jacob Fox, a daughter, Mrs. Ida Baer, and four sons, David, Lew, Morris and Irving Sarnoff. Mr. Abraham Sarnoff, her first husband and father of the president of RCA, died 30 years ago.

BILLOWS OF MBS
RECORD BIG GAIN

CUMULATIVE gross billings of MBS for the first 11 months of 1941, as well as for November this year, are the highest ever reached since the network was organized in 1934, MBS reported last week.

The billings for November 1941 are $494,966, an increase of 29.8% over November 1940, when the total was $271,802 including political billings. Without these, the 1940 figure was $248,338, making this year’s figure an actual increase of 85.7%.

MBS’ gross for the year to date, $6,352,457, represents an increase of 58.1% over the $4,121,189 gross for the first 11 months of 1940. If 1940 political billings are deleted, the 11-month total is $3,905,965, making the actual increase this year 62.6%.

Mutual also stated that the 1941 gross for 11 months exceeds the entire year 1940, when the figure was $4,776,604, by $1,585,458.

Crowd for Santa

SURPRISE of the season came to WMAN, Mansfield, O., recently when it promoted and covered the arrival of Santa Claus at the local airport. Because of bad weather, only a few expected to watch Old Nick climb out of his plane. So the State Highway Patrol was not notified of the event. But to the surprise of everyone, including WMAN and the patrol, which had been caught flat-footed with one of the worst traffic jams in years, about 20,000 persons flocked to the airport, blocking the single road between town and the field along its full three-mile length.

AMERICAN RADIO RELAY LEAGUE, national non-commercial amateur organization, has announced that copies of the new edition of "The Radio Amateur's Handbook" will be used in schools throughout the country. Designed primarily as a reference and construction manual for use in amateur-stations, the handbook is recognized as an outstanding authority on short-wave radio. Previous editions have been used as texts in schools and colleges, including translation for South American use.

ILLINOIS

This exhibit told the story of WHO, Des Moines, at the recent Iowa Farm Bureau Exposition.

CHUTISH INVASION
Beat Scored at Fort Bragg
by WFCN Staff

IMMEDIATELY tying in with the Radio Production section of the Fort Bragg, N. C., Public Relations office when the Army radio announcer spotted the first parachutist making a surprise descent on Pope Field, Fort Bragg, a beat was scored by WFCN, Fayetteville, N. C. in broadcasting the event at the recent Army games.

WFNC’s radio production section composed of Charles Batson, Lloyd Shearer (Charlotte), and George Bristol, from atop a water tower, gave an exclusive account of the invasion of 602 ‘chutists, witnessed by such high-ranking Army officers as Chief of Staff Gen. George C. Marshall, Gen. Henry Arnold, chief of the air force; Gen. Delores Emmons, commander of the air force combat squadron; Gen. Kreuger, commander of the Third Army; General Clark, General Strong and General McNair.

Nashville Promotion

PUBLIC interest in radio programs reached a new high in Nashville Nov. 29 when Mrs. Dorothy Lewis, vice-president of the Radio Council on Childrens Programs, directed a discussion on present-day broadcasting. All these local stations participated in the program, with discussions led by F. C. Sowell, general manager of WLC, on "Radio and the Community"; Jack Stapp, of WSM, Nashville, on "Women in Radio"; and Jack Wolover, of WSIX, who discussed "Children’s Programs".

Reaching a big chunk of ILLINOIS...do your testing thru the DECATOR station

WE SN
MILWAUKEE
5,000
WATTS
DAY & NIGHT
COLUMBIA
International Radio Sales - Representatives

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Broadcast Advertising
Printers Crusade
(Continued from page 9)

primaries and election of 32 United States Senators are only a few months away.” Without any effort to cover up on lobbying, he said those seeking office “will seek your support. They will support your legislative proposals and thus protect your work opportunities provided the printing trade organizations and workers make these demands strong enough.”

Waste of Power

Mr. Haggerty said while certain types of paper and other essential supplies necessary for continued publication of periodicals, magazines and newspapers are to be “substantially curtailed,” possibly as much as 30 or 40%, there has been no curtailment of power necessary for broadcasting. He said it was common knowledge that there is a shortage of electrical power (a statement refuted in official circles). Yet, he added, the “soap dramas” and other programs can be heard in many sections over a multiplicity of stations at the same time. Branding this as an “economic waste,” he said that a great part of the energy usually “in duplicating of radio broadcast programs could be put to better use.”

Claiming that jobs of many thousands of printing trade workers are being jeopardized through lack of necessary supplies, the union head said that stations are being permitted to increase the amount of power they use some 16 hours per day. The letter talked disparagingly of “radio moguls” and attacked purported monopoly.

The franchise tax crusade of Mr. Haggerty’s union earlier this year provoked internal strife among AFL unions. Unions representing employees engaged in broadcasting such as AFRA and AFTU, strongly resisted the printing trades group, since undermining of radio would seriously affect the employment status of their members.

The tax was beaten in the Senate, after having been spirited through the House by the printers’ lobby, because of its palpable dis- criminatory aspects. All advertising media joined in the opposition, despite the claim of the Haggerty group that publications were being seriously affected by radio’s inroads.

FIRST in a series of three Young People’s Concerts by the New York Philharmonic-Symphony will be aired Dec. 15 on CBS, 3:40-4:40 p.m. Rubinstein and Dvorak are featured. Soprano Sylvan Zarembs, pianist, is soloist. Remaining two concerts which originate at New York will be heard Jan. 19 and Feb. 26.


NEW LIGHT ON AN OLD STATION
WHB Staff Party Quiz Yields Interesting Facts About Kansas City Outlet

A UNANIMOUS vote to form a permanent organization to work exclusively for the benefit of all songwriters was given by a group of some 75 songwriters meeting in New York last Thursday. They were heard to report the committee appointed at the group’s first session a month earlier.

The “qualified songwriter” occasioned considerable debate, resulting in a decision that the committee should draw up qualifications. The major debate, however, was over a motion that the new organization apply for a charter from the American Federation of Labor. The motion was defeated and the committee authorized to continue their discussions with representatives of the Songwriters Protective Assn., comprised chiefly of ASCAP writers, and the American Federation of Songwriters, another new organization, with the goal of merging their work into a single organization to include all songwriters. Hy Zaref, chairman of the committee, presided.

Meeting of Songwriters
VOTES PERMANENT BODY

Women’s Resolution
RECOMMENDING that the FCC require stations on regular and emergency basis to carry programs of “clear channel radio stations, newspapers-owned stations and stations with affiliate relationships” prior to hearings before the Interstate Commerce Committee of the Senate. With little effort, the recent Southern District convention of the California Federation of Women’s Clubs at Coronado, Cal., passed a resolution to that effect. Resolution submitted by Mrs. Dorothy M. Lewis, New York vice-president of the Radio Council on Children’s Programs, declared that the regulations formed “possible encroachment upon our freedom of the air and freedom of speech.” It urged also that any new appointments to the FCC be made from among persons with radio experience.

Barry Heads Drive
CHARLES C. BARRY, assistant program manager of NBC-Blue, has again been appointed national radio director of the “Miller Biscuit/Dimes” Campaign for the President’s Diamond Jubilee Birthday. Clay Morgan, assistant to the president of NBC, will again direct the New York drive. Last year, under Mr. Barry’s direction, the national campaign collected approximately $200,000.

Barry Heads Drive

COLUMBUS’s Station for the SOUTHWEST

KHF

WINCHESTER, KANSAS

Call any Edward Petry Office
SUCCESS FOR TWO COSMETICS

Colonial Dames and Richard Hudnut Find Their
Cost Programs Increase Sales

BEHIND two recent program re-

newals on the CBS-Pacific network lie parallel success stories of cos-

metic advertisers who went into the Commercial market with the idea of

putting radio to an acid test. Contin-

uous and possible expansion after the expirations of the original

contracts they stated, would be

effected only if definite tangible

results were obtained. Now, one

year later, both have renewed for

longer periods and one is expand-

ing to coast-to-coast coverage.

Colonial Dames Inc., Los An-

gels, Ca. Gailey & Co., that city, con-

templating an advertising drive about a

year ago, made a search for a pro-

gram with the “right content and

facilities” to accomplish certain

ends. Client and agency agreed on

one-a-week, five-minute show Find the Woman, put it on an eigh-

testation CBS network and said “let’s see what it can do for us!”

Tangible Results

Boom sales are the result. In a

short time the show became so

solidly entrenched in the Coast

market that women’s organizations wrote to Colonial Dames to ask

their founders and leaders on

future broadcasts of the program. And as for those “tangible” re-

sults, the company reported when

renewing that after almost a year

of continuous broadcasting, the

sales graph has shown a marked

upward trend. In one leading de-

partment store, sales soared 100%

76% in an important drug chain;

61% in another drug chain and

68% in a third. With the increased

volume of business came increased

coverage; The Arizona of CBS

network was added last autumn

and further expansion is being

considered for the near future.

A similar story that of

Richard Hudnut, New York. Last

winter the firm decided to take over a pre-tested CBS program, Holly-

wood Showcase, which had gained

an established audience as a CBS-

Coast sustainer, put it through the

pace of a year-long cycle of broad-

casts, and check in every way pos-

sible its audience rating and sales

impact.

The program was to be used as a

“feeler” to pre-test coast-to-coast

operation. Recently after running

for 35 weeks Hudnut extended its

contract to complete a 52-week cycle and announced at the same

time that when its present contract expires, it expects to get a nation-

wide program under way on the

basis of the successful operation of

Hollywood Showcase on the Coast.

Agency is Benton & Bowles, New

York.

Priority Situation

Stands Unchanged

No Communications Action at

DCB Office During Week

ALTHOUGH it still was indicated

that plans to invest advisory pow-

ers in the Defense Communication

Board on the communications in-

dustry’s priorities problems were

developing, no action was taken

the last week. With the proposed opera-

tions favored by both the Office

Production Management and the

DCB, it was thought action would

come soon.

Other OPM Plans

The plan of the OCM staff organi-

zation (along with an outline of its

functions, which was transmitted

recently to OPM Priorities Direc-

tor Donald M. Nelson, is being con-

sidered by the OPM leadership. The

functional outlines developed by

DCB officials proposed only a small

staff, which would work closely

with OPM and Supply Priorities &

Allocations Board on priorities

matters for the entire communica-

tions industry, including broadcast-

ing.

Another proposition developing
during recent weeks, the establish-

ment of a Communications Indus-

trial Branch in the Civilian Serv-

ice Division of OPM, also remains in

suspense [Broadcasting, Nov. 24,

Dec. 1]. Some indication was seen

that such a branch might be lodged

in another Section of OPM, pos-

sibly the Materials Division, headed

by William L. Batt. Still another

possibility was the combining of

such a branch with other industry

in some division such as the Power

& Communications Branch, headed

by J. A. Krug, former Tennessee

Valley Authority official.

Last Wednesday the OPM Priori-

ties Division took a long step to-

ward the switch from the priority
applications method to a system

of allocations with announcement

of its long-heralded Production Re-

quirement Plan. The Plan provides

a standing preference rating for

three months at a time for defense

contractors, based on their needs

of strategic materials and materials

in the fulfillment of scheduled de-

fense contracts.

COVERING STOCK SHOW

Networks and Stations Give

Time to Exhibits

RADIO COVERAGE of the cur-

rent International Live Stock Ex-

position, great agricultural con-

gress held Nov. 29-Dec. 6 in Chi-

cago’s International Amphitheater

in the Union Stock Yards, was the

most widespread in its history, ac-


cording to W. E. Ogilvie, assistant

manager of the Amphitheater.

Special broadcasts originating at

the show were carried on all three

major networks, also on sev-

eral individual stations.

Network schedules included

NBC-Blue National Farm & Home

Hour; CBS Country Journal (regu-

larly from KMOX, St. Louis) and

three-quarter-hour CBS programs

directed by Chuck Logan, of

WWB, Chicago; three Mutual

broadcasts.

Broadcasts were carried on

WLW, Cincinnati; WHAS, Louis-

ville; WSB, Atlanta; WLS, Chi-

cago; WHO, Des Moines; WTMJ,

Milwaukee; WGN, Chicago.

WBNX NEW YORK

THE MOST INTIMATE AND EFFECTIVE

SALES APPROACH TO AMERICA’S

LARGEST MARKET.

5000 WATTS Directional

OVER METROPOLITAN NEW YORK

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listed, under the heading "Standard Broadcast Stations associated with Groups of Mutually Affiliated Newspapers ('Newspaper Chains')," 21 cases where only one station is associated with the newspapers; 11, where two or more stations are associated with the newspapers and each station is located in the same city as one or more of the newspapers; 6 cases where two or more stations are associated with the newspapers and one or more of the stations is located in a city where no associated newspaper is published.

**FM Statistics**

Another revised FCC exhibit showed 49 FM stations licensed, as of June 30, of which 11 were in the A category of newspaper association, with 43 construction permits, of which 11 also were in the A classification. Of 42 FM stations licensed and broadcast in the 22 cities, the exhibit indicated 10 were in the A classification, and of 36 FM licensees who also were standard broadcast licensees, 10 were in the A designation.

As for applications, of 61 FM applications, as of June 30, 27 were newspaper-associated, another exhibit showed, with 25 in the A classification and 2 B. Of 58 FM applicants, 25 were newspaper-associated, including 23 A and 2 B. Of 44 FM applications filed by standard broadcast licensees, 24 were newspaper-associated, 16 A and 2 B. And of 39 FM applicants who are also standard broadcast licensees 16 were newspaper-associated, 14 A and 2 B.

Another revised exhibit indicated that of 249 newspaper-associated stations in the United States, as of June 30, 11 were listed as individual stations, 9 to partnerships and 229 to corporations.

**Difference in Figures**

Difference of opinion developed over another FCC exhibit designed to compare the number of broadcast stations with newspapers that were affiliated. The figure of number of newspapers and their circulations from 1922-1941. After pointing to several inaccuracies resulting from lack of definite information in the figures, particularly from the viewpoint, Judge Thacher introduced the record a compilation of the facts concerning the newspapers and their circulations during the 20th century. The figures showed that the peak in number of daily English-language daily newspapers was reached in 1909—1,721. Of the 1,721, the number of newspapers with a circulation of 24,426,000—with a loss of 475 (1,988) by 1925, shortly after the start of radio, 15 years later, and a loss of only 56 (1,932) during the next 11 years ending Dec. 31, 1939, while circulation continued its trend upward.

Another FCC exhibit was a table listing 114 cities where the only standard broadcast stations are associated with the only newspaper publisher. The table included three cities—Springfield, Mo.; Lincoln, Neb.; and St. Paul, Minn.—where the only two local stations are affiliated with the only newspaper publisher, along with 13 other cities included within metropolitan districts. In addition to the 14, more than 200 additional cities in which standard broadcast stations are located.

**Deletions and Corrections**

Among the errors in the original exhibit, pointed out by Broadcasting in the July 28 and Aug. 4 issues, which have been corrected in the revised exhibits, are the following:

- **Three California stations—** KFYI, Los Angeles; K县, Merced; KXCV, Redding—have been deleted from the newspaper-associated list, since the Mcclung family, former publishers of the Merced Sun-Star, has sold all of the stations, sold the paper in March and are no longer identified with the publishing business.
- **Two Virginia stations—** WCHS, Charleston; WBLK, Clarksburg; WPAR, Parkersburg—have been deleted from the Charleston Telegram and Exponent, have been deleted from the list.
- **John A. Kennedy, owner of the stations, sold his family interest in the newspapers earlier in the year and is now engaged solely in operating radio stations.**
- **WSAN, Allentown, Pa., is included properly in the list, with WCBX deleted, since they were combined as WSNY by the FCC earlier this year.**
- **WHAT, Philadelphia, is included, with proper revision taking into account the sale last year by the David Stern interests of his New York Post holdings.**
- **WLW-WSAI Out**
- **WKIP, Poughkeepsie, is retained in the list with proper correction of the original Channel newspaper connection.**
- **WLW-WSAI, Cincinnati, are deleted from the list, since their only possible newspaper connection arose from the fact that Charles Sawyer, counsel for Crosley Corp. and director of that company, operating the stations, owns the Lancaster (Ohio) Eagle Gazette, in addition to WING, Dayton, and WIZE, Springfield, O.**
- **WTSP, St. Petersburg, Fla., is included through its connection with the St. Petersburg Times, with proper deletion of purported association with the Minneapolis Star-Journal and Columbus Citizen.**
- **KOB, Albuquerque, N. M., is properly identified as the Albuquerque Journal with a previous-ly noted Scripps-Howard association deleted.**
- **WHO, Des Moines, is deleted from the list; previously it had been listed as a B station affiliated with the Davenport Democrat and Leader-Times, an association resulting from the ownership of 12 of 28 shares of the stock by one of 1%-in Central Broadcasting Co., who licensee, persons owning stock in newspapers.**
- **Last statement, which included KMJJ, KMGN, and KCLE, have been deleted.**
- **Other deletions from the list included KMKF, KFAB, and KFQO, while the papers, KPLC, Lake Charles, La.; WISE, Asheville, N. C.; WJTN, Jamestown, N. Y.; WNEW, New York; SLB, Ogdenburg, N. Y.; WSLI, Jackson, Mich.; KFCN, Farmington, Mich.; KLBK, LaGrande, Ore.; KOME, Tulsa; WLS, Chicago; WKAT, Miami Beach; KATE, Albert Lea, Minn.; KFAB-KFOR, Lincoln, Neb., are included, but in a B classification rather than the original A.**
- **KVAN, Vancouver, Wash., is included, with proper correction of its newspaper connection.**

**Other Breakdowns**

Other FCC tables broke down newspaper association with radio stations by state, city, and type of station, based on the population, daytime pay, and major network affiliation. An engineering exhibit, identified by C. H. McGurn, Brandeis engineer, included 147 daily newspapers associated with 114 cities where only the standard broadcast stations afford primary service are associated with the only newspaper publisher. The FCC also included one station in DeQuincy, V. Sutton, FCC head accountant, the FCC also introduced a set of revised financial exhibits, based on annual financial reports filed with the Commission by commercial stations. Covering 765 standard broadcast stations of which 237 were newspaper-associated, the exhibits indicated that the newspapers associated stations outles in 1940 accounted for 27.8% of the aggregate time sales for the 765 stations and 26.4% of the broadcast service income of those stations.

The FCC exhibits credited the 237 newspaper-associated stations with 1940 time sales of $36,685,001, and broadcast service income of $70,577,562, compared with $110,600,549 in time sales and $24,784,648 in broadcast income for all 765 stations.

**Regional Outlets**

On the average, regardless of newspaper-association or individual preference, 18 stations in the group indicated $144,445 in time sales for each station, with broadcast income of $32,598, or 22.4 cents on each dollar of sales. The broadcast income figure, Mr. Sutton pointed out, is exclusive of Federal income tax payments. By comparison, newspaper stations averaged $129,405 time sales, $27,601 in broadcast income (21.1%), while the broadcast newspaper outlets averaged $151,196 and $34,562 (22.9%), respectively.

In the breakdown of station ownership by geographical area, the heaviest concentration point of newspaper ownership appeared among regional full-time stations in cities of 100,000-250,000 population. According to the FCC chart this category included 13 newspaper associated stations showing a profit and loss, of which the profit for the year ending Dec. 31, 1940, along with 22 non-newspaper stations operating profitably and 2 non-newspaper stations operating at a loss.

The profitable newspaper-associated stations in this group averaged $196,632 in time sales for 1940, $45,950 in broadcast income (27.8%), while the non-newspaper stations averaged $156,804 in time sales and $36,782 in broadcast income (23.5%). Among the stations operating at a loss, fulltime newspaper-associated regional stations were shown to have average time sales of $78,335, with an operating loss of $9,415; fulltime non-newspaper stations, average time sales of $126,277 and an operating loss of $13,808.

On an overall basis, in the $100,000-$250,000 bracket, 66 newspaper-associated stations operated profitably, with average time sales of $242,973 and income of $73,215 (30.1%), while 18 operated at a loss, with average time sales of $96,001 and average loss of $19,559. In this group, 120 non-newspaper stations operated profitably, with $219,112 in time sales and average income of $50,098 (22.5%) while 12 operated at a loss, with average time sales of $115,836 and average loss of $25,996. Considering all fulltime regional stations, 185 operated profitably, with $227,495 in time sales and $58,181 income (25.5%); 30 operated at a loss, with an average time sale of 105,954 and average loss of $92,354.

**KCNO, in Kansas City, Joined Blue on Dec. 1.**

IT WAS incorrectly reported in the Dec. 1 BROADCASTING that KCNO, Kansas City, would join NBC-Blue Jan. 7, 1942, instead of Dec. 1, as originally scheduled. KCNO joined the Blue network Dec. 1 as a supplementary station, and on Jan. 20 changed its call letters from KCMJ to a Basic Blue station. The article was based on data in an official NBC-Blue news release.
Films Dual Post

Dr. Stanton was graduated with a Bachelor of Arts degree from Ohio Wesleyan U in 1930, and received his Master of Arts and Doctor of Philosophy in 1932 and 1933 respectively from Ohio State U. From 1931 to 1935 he served on the faculty of Ohio State and in 1937 became the director of the Office of Radio Research of the University, serving until 1940. He became associated with CBS in 1939, leaving Ohio State and since the resignation of Victor Ratner, former CBS promotion director now with Lord & Thomas, he has been acting in the dual capacity of director of research and promotion.

Cosmetic Expands

COLONIAL DAMES Corp., Los Angeles (cosmetics), sponsoring the weekly serial narrative progam "Find the Woman" on 8 CBS West Coast stations, Fri., 9:55-10 p.m. (PST), on Dec. 8 started for 13 weeks using a transcribed version on WFAA, Dallas. Agency is Glaser-Galley & Co., Los Angeles.

Plane Silences KGKO

A NAVY plane circling for a landing snapped a nine-strand power line last week and forced KGKO, Fort Worth, off the air 30 minutes. The power line, carrying 12,000 volts, terminated at the station's transmitter house. Neither plane nor pilot was injured.

Gadget Genius

WILLIAM CRAWFORD EDDY, head of WXYZ in Detroit, a technical television station owned by Bauman & Katz, is the subject of a feature story titled "Gadget Genius" by Howard Whitman in last week's issue of The Saturday Evening Post. The story tells how Eddy was telecasting daily programs on the station less than five months after the station went on the air. The firm was founded, and describes the many gadgets he has invented for use on television programs.

WITHEROW HEADS NAM

In an election held at the Waldorf-Astoria Hotel, New York, last Thursday, the National Association of Manufacturers elected W. P. Witherow, president of Blaw-Know Co., Pittsburgh, as president of the organization for the forthcoming year. Mr. Witherow succeeds Walter D. Fuller, president of Curtis Publishing Co.

LINCOLN MEMORIAL 1st, HARVARD, Tenn., on Dec. 14 will start a 13-week Sunday series of half-hour programs featuring Dr. John L. Parkinson, Chicago publisher of historical material, based on the life of Abraham Lincoln, on WJJD, Chicago.

Dr. Stanton Named To OFF Position

CBS Research Head Studies Public Defense Knowledge

Dr. FRANK STANTON, director of research of CBS, has been named special consultant in the Office of Facts & Figures in Washington, it was announced last Friday. Dr. Stanton, who has been granted a leave of absence by President William S. Paley of CBS to accept the Government position, will be working on surveys to determine public knowledge of the civilian defense program.

At OFF he will join two other well-known broadcasting executives, William B. Lewis, vice-president in charge of programs for CBS, and Douglas McReynolds, assistant to Bertha Brainard, manager of NBC's program and talent sales department, both of whom are on leaves of absence from their companies [Broadcasting, Nov. 24].

Filene's Reaction

(Continued from page 9)

Tom Carson, timebuyer of Pedlar & Ryan, New York, which handles the Peck & Peck account, said he found the article "very stimulating. It ought to stir up a lot of retailers."

Excerpts from other comments follow:

Arthur L. Bright, vice-president and general manager, KFPY, Spokane: "Please consider this our order for 1,000 reprints Filene's article."

Nathan Lord, manager, WAVJ, Louisville: "Please send me either one half-dozen copies of your Dec. 1 issue or one half-dozen reprints of the Filene's article."

Leon Racuinas, sales department, WCFL, Chicago: "I know you will be glad to hear that your story regarding Filene's experiences with radio as an advertising medium was very interesting and worth many times your subscription price. I also think the author should be very much congratulated.

Simonds, manager, WJTN, Jamestown, N. Y.: "It is a most interesting dissertation and will certainly prove helpful to the many department stores and retailers throughout the country. We would appreciate receiving reprints if they are available."

A. W. Harlin, manager, WMAS, Springfield, Mass.: "It is articles of this type which make BROADCASTING particularly valuable to the radio industry. I would like about half-a-dozen reprints."

Other Comments

Gene Tanner, commercial director, WSIX, Nashville — "Please rush us ten copies of Dec. 1 issue of BROADCASTING containing medium, effective and valuable department store story."

Neil A. Smith, manager, WCOL, Columbus—"Will you please send me at your earliest convenience 10 additional copies of BROADCASTING Dec. 1 or 10 copies of a reprint of the article titled 'Filene's discovers the Power of Radio'."

E. E. Hill, director, WTAG, Worcester—"It will be interesting to note the repercussion both from the AMC and the NRPGA January meeting."

George H. Jaspert, commercial manager, WTM — "Please let me have 400 copies of the Filene's article by Mr. Shumaker in the Dec. 1 BROADCASTING."'

J. Jacob Young, WERC, Erie, Pa.—"Would you please forward a dozen or so extra copies of merchandising articles concerning Filene's."

More Gillette Fights

MBN on Dec. 12 will broadcast exclusively the welterweight bout between Ray Robinson and Kid Meoy, under sponsorship of American Razor Co., Boston, which also will sponsor the Dec. 19 lightweight championship bout between Charlie Owen and Sammy Angott. Dan Dunham handles the blow-by-blow description with Bill Corum doing the color.

Dr. Stanton

150TH ANNIVERSARY
Bill of Rights Celebration
Heard on Networks

SEVENTY - FIVE advertising agencies, promotion men and network sales officials have been invited by the Office of Facts & Figures to contribute to the promotion of the program honoring the 150th Anniversary of the Adoption of the Bill of Rights to be heard on NBC, WNBC, Blue, CBS and MBS Dec. 15, 10-11 p.m.

Working in conjunction with the Office of Civilian Defense, headed by Mayor F. H. LaGuardia and sponsoring the show, OFF stated that tentative plans, call for an address by President Roosevelt and a 45-minute dramatization, written and produced by Norman Corwin, featuring Hollywood stars with music by Bernard Herman to originate from CBS studios in Hollywood. The President's address from Washington will be followed by the playing of the National Anthem by the NBC Symphony led by Leopold Stokowski, from New York.

The program will be made available to stations not affiliated with any network from midnight to 1 a.m. when WNW, Cincinnati, through W8XO, its experimental 500,000-watt station will make a transcribed broadcast to be distributed to these stations. It was announced by James D. Shouse, vice-president in charge of broadcasting of the Crovas Company.

WNRL
ALWAYS THE BELL
IN RICHMOND, VIRGINIA
NBC BLUE • 1000 WATTS

December 8, 1941 • Page 59
Meetings of Stockholders

HELD BY AMERICAN NET

AMERICAN NETWORK, sales organization representing a group of FM stations, on Dec. 3 held its annual meeting of stockholders at the Hotel Waldorf-Astoria, New York, to elect officers. New board of directors, most of whom are said to include a second term, includes: John Shepard, 3d, Yankee Network (W43B, W30, Boston); Walter J. Damm, WTMJ (W533), Milwaukee; Gordon Gray, WJSJ (W41MM), Win-ton-Salem; Harry Bitter, WCAE, Pittsburgh; Harry Stone, WSM (W47NV), Nashville, and Jack Latham of the American Network, New York.

The three regular officers elected are Mr. Shepard, president; Jack Latham, executive vice-president, and Walter J. Damm, vice-president. Gordon Gray was named the executive secretary-treasurer, re-placing Herbert L. Petrey, WNY, New York.

Shift Talent Agencies

BARBARA JO ALLEN, Hollywood radio and film comedienne, formerly featured on NBC's National Barn Dance and Carnival, sponsored by Signal Oil Co., Los Angeles, has obtained a major contract release from NBC Artists Service, and switched over to A. & S. Lyons Inc., Beverly Hills, Calif., talent agency. Under the arrangement, NBC Artists Service will continue for approximately nine months more to collect 5% of her earnings from radio and film work. A similar settlement of Dorothy Lamour's contract with NBC Artists Service was effected last week, with terms requiring her to pay 5% of her earnings until June 24, 1945. Miss Lamour recently severed her connections with NBC Artists Service and has become associated with A. & S. Lyons Inc., Beverly Hills, Calif., talent agency. NBC Jack Benny Show, sponsored by General Foods Corp. (Jell-O), also obtained an organizational representation to that agency.

G. Walter Lindsey 11, WALTER LINSLEY, 68, founder and proprietor of the Trades Adv. Agency, has retired from the agency, 32 years ago, died Dec. 3.

Child Programs on the Blue

WITH A PLAN to broadcast nationally on its Blue Network some of the most interesting children's programs originating on NBC affiliate stations, the network Dec. 6 inaugurated the first program in its experiment, in the children's program line. First in the series, to be heard Saturdays, 11:30 a.m. to 12 noon, will be "Ask Young America," a program on current events broadcast from WLS, Chicago, followed by "Fables for Fun," fairy tale series heard from WJZ, New York. Other approved programs will follow in groups of two for 10-week periods. In addition to planning the production of this experimental series, NBC proposes an extensive survey on their reception and popularity among pupils of 4th to 8th grades in areas surrounding New York, Chicago and rural Kansas, who will be asked to listen to the programs and fill out questionnaires showing their reactions.

Plan for the series, including selection of programs and methods of listening to recordings, plans for surveys of juvenile listener reactions and for cooperation with the co-ordinating committee of Margaret Cuthbert, NBC director of women's and children's programs, and NBC's public service division.

School Awards

EXECUTIVE committee of the School Broadcast Network, consisting of KOFI, Portland, Ore., a special citation in recognition of the stations educational activity for the Portland public schools in connection with its program "Dutch Uncle." Special awards were made to individual teachers whose school broadcast classes have been coordinated into their classroom work: the educational programs of the following stations: KEPS, Portland, Ore.; WIBC, Indianapolis, WJJD, Chicago; WTLQ, Toledo, WBA, Madison, Wis., WGN, Chicago, WIND, Gary, and WAFT, Chicago.

New WINs Rate Card

FOR 50 kW. Operation WINs, New York, announced last week, it will issue a new rate card Jan. 1 in preparation for its increase in power to 50 kW, a change which was first of the year. The station carried 28 national accounts last year compared with only seven the prior year. The station's business has increased almost 300%, according to Cecil H. Hackett, WINS managing director. Class A evening hour rate on the new card will be $350, an increase of $125 over the same rate on WINS' present rate card issued Dec. 1. Minimum rate will be $210; quarter-hour, $140; five-minute announcements, $70, all on the basis of 1 to 12-week contracts.

The one-minute announcement rate will increase from 75 cents for 25 words to 50 cents for 50 words.

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Help Wanted

Wanted—Combination engineer announcer. Send transcript of particulars. KFBB, Great Falls, Montana.

Wanted At Once—Engineer—State draft status. Contact P. O. Box 1512, Muskogee, Oklahoma.

Transmitter Engineer—Wanted immediately by Eastern regional station. Give experience and salary requirement. Box 214A, BROADCASTING.

Announcer—With operator's license. Steady. Reliable. State experience, draft status, picture, voice recording. $80.00 weekly. KIUP, Duluth, Colorado.

Fine Opportunity—For combination operator established NBC affiliate in southern California. Send qualifications and wire Box 224A, BROADCASTING.

Announcer-Operator—Regional station Washington, D.C. Wanted immediately. State whether experience or not—availability—salary—exerted draft status. Box 211A, BROADCASTING.

Salesman Wanted—For Midwest CBS Regional, salary and commission. Please give complete qualifications and experience in first letter. Station WTAD, Quincy, Illinois.

Wanted Immediately—Two top-flight announcers for network affiliate in Southeastern market. State all details and draft status first letter. Box 203A, BROADCASTING.

Wanted—Experienced commercial announcer. Midwest station. Must be good salesman. Send complete details including draft status. Our staff knows of this opening. Box 228A, BROADCASTING.

Engineer—One experienced, handle upkeep 250-watt station, announcing help; $155 monthly. Two operators, $100 monthly, no experience necessary. Cars furnished. Write details to Box 212A, BROADCASTING.

Situations Wanted

Commercial Manager—Salesman. Now employed. Proven ability. Young, married, draft exempt. Box 219A, BROADCASTING.

Experienced—Continuity Writer-Program Specialist and Director of announcing. College education. Desires change. Box 206A, BROADCASTING.

Secretarial—Employed network outlet—experienced. Traffic, Music—Interested Virginia and Maryland vicinity. Box 225A, BROADCASTING.

Successful Salesman—Desires to make change. Salary no object. Let's discuss commission. Box 218A, BROADCASTING.

Sports Announcer and Special Events Man—Desires change with experience—now employed, desires change. Excellent background, outside letter record. Box 208A, BROADCASTING.

Top Ranking Sports and Special Events Man—Desires change—19 years experience. Draft exempt. Box 217A, BROADCASTING.

Program Director—With 8 years AM, 3 years FM program production, experience and announcing experience desires change. Progressive AM and FM you are contemplating FM outlet preferred. Married, draft exempt, young, references. Box 219A, BROADCASTING.

Do You Need A Top-notch Local Sales Manager—One proven, sales minded, able to sell them and direct salesmen. Now in radio business. Desires opportunity, familiarity with continuity, merchandising, sales promotion. Married, now employed, available 2 weeks notice. Box 296A, BROADCASTING.

Situations Wanted (Continued)

Transmitter Engineer—Experienced. Hold first-class Telephone-Telegraph license. Now employed, desires change. Married, draft exempt, and dependable. Box 299A, BROADCASTING.

Salesman—Over four years selling and promotion experience. At present promotional manager for two stations. Age 25. Best references. Box 207A, BROADCASTING.

Combination Or Announcing—Top-notch general announcer, major, minor network experience, now employed straight announcer $500. Have operator's license. Box 298A, BROADCASTING.

Transmitter Engineer—Graduate electrical radio engineering, 10 years experience including all broadcast operation maintenance and construction. Now employed NBC 3 kw. Box 212A, BROADCASTING.


Chief Engineer—Small station with record of ability and willingness for hard work desires opportunity with progressive organization. Experienced design, construction, installation of equipment. Box 219A, BROADCASTING.

University Graduate—5 years announcing, copy writing, Program Director. Display space sales experience. Now employed. Desires change. Box 210A, BROADCASTING while announcing. Box 212A, BROADCASTING.

Women's Feature Writer And Commentator—Single woman, 26 years of age, experienced, now employed; also admitted to practice before FCC—familiar with current radio problems. Will combine writing announcing with legal and secretarial duties. Box 221A, BROADCASTING.

Chief Engineer—Fifteen years practical experience. This is no pig-in-a-poke proposition. I am on a three-month trial basis and then, if mutually agreeable, I stay. Want permanent connection with a progressive organization. Box 228A, BROADCASTING.

Sold $80,000 This Year—As representative of 5,000 watt NBC Blue station in a Midwest market of 350,000 with base rate of $115. College graduate experienced in production and promotion; employed but seeking wider opportunity. Prefer drawing account against commissions. Box 229A, BROADCASTING.

Thoroughly Experienced, Selling Announcer—Wants job on local good or regional with commodity staff and professional management. Powerful commercial; Clear, active voice. Specialist on mail pull. Ad lib, Street shows and quiz programs. No drink or drugs. Will accept Program Director if authority would responsibility. Box 227A, BROADCASTING.

Wanted To Buy

Will Buy One Vertical Tower—Approximately 175 feet. WMFU, Flattsburg, New York.

For Sale

Two 160-270 ft. towers with insulated capacity lops, WHOI, Dayton, Ohio.

Modified RCA 1001-B Transmitter—Converted to ECM six years ago. Box 204A, BROADCASTING.

Western Electric 5 kw. Amplifier—Complete with 220-Tubes, high and low voltage supplies, antenna tuning units, power control panel, high voltage rectifier, and filament and bias supplies. Great few years. Excellent condition. KFIS, Wichita, Kansas.

Ellery for Emerson

EMERSON DRUG CO., Baltimore (Bromo-Seltzer), on Jan. 10 will start "Ellery Queen" mystery series on approximately 50 NBC-Red stations, Saturday, 7:30-8 p.m. Show, written by Frederic Dannay and Manfred B. Lee, was purchased last week by the company through its agency, Ruthrauff & Ryan, New York, and will be in addition to Fox, program sponsored by Emerson on 68 CBS stations, Monday-8:30 p.m. "Ellery Queen" was last sponsored by Gulf Refining Co. from April to September 1940 for a replacement for its Screen Guild on CBS.

CLASSIFIED

Advertisements

Help wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

PROFESSIONAL DIRECTORY

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

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ADVERTISE in
BROADCASTING
for Results

BROADCASTING • Broadcast Advertising
December 8, 1941 • Page 61
New ASCAP Fee Hits Regional Nets

Buck Stays in Position With Other Officers Until April

ALTHOUGH there had been rumors in musical circles that the work week, which would be the stormy membership meeting of ASCAP on Monday would close with the announcement of a new president, the board meeting on Friday took no action.

According to official sources, the board concerned itself with internal affairs, and no statement was issued. It is understood, however, that most of the four-hour session was devoted to a rehash of Mondas controversy, with a decision to continue the officers as at present until the regular election next April.

Votes Shepard Plan

Board approved the per program network license worked out at the request of John Shepard, president of Yankee and Colonial Networks, and it was understood that the terms would be offered to him without delay. Mr. Buck could not be secured on Friday, but it is understood that the per-program formula for network programs was worked out by applying the ratio between station and network license fee—2 1/2 %, which by applying the same formula as before, would become 2% for such programs on ASCAP.

Mr. Shepard had originally asked that the station per program rate be applied to regional networks, as well, but the ASCAP view was that under the terms of the consent decree it could not discriminate between networks, whether regional or national, and if ASCAP established a per-program license for networks, which none of the national networks had desired, it would have to be applicable to all networks, and therefore comparable with the net work blank licenses.

Writers Vote Confidence

Gene Buck, president of ASCAP, was given a vote of confidence by the approximately 500 writer members present at the semi-annual meeting of the Society, held last Monday at the Hotel Astor, New York, with the 50 publisher members not participating.

Vote was urged by Billy Rose after Mr. Buck had used his presidential report as an opportunity to vindicate his administration and to attack the group of publishers who had offered him a $50,000 pension to resign his post. Speaking for the publishers, Saul Bornstein, president of Irving Berlin Inc., pointed to the record as justification for their desire of a "business man's administration."

ASCAP members have received $2,700,000 for the first three quarters of 1941, Mr. Buck stated, which was a fourth quarter distribution estimated at about $700,000, will make the year's total royalty payments slightly over $1,000,000 less than the $4,500,000, received by ASCAP members in 1940, when the Society's income grossed approximately $7,000,000. Expenses were unusually high from the summer of 1940 to the spring of 1941, due to the "radio wave" explained, but ASCAP has now streamlined its overhead, cutting some $600,000 a year from its operating expenses and bringing them down to about 18% of the anticipated annual income. This curtailment, coupled with the rise in the Society's income from all sources except radio, should result in the distribution of about $4,000,000 to members in 1942, returning to the $4,500,000 figure in 1943, he stated.

Following discussion of the so-called "Edgar Leslie plan" for classifying writer members according to a rigid formula, based half on the value of their contributions to the ASCAP catalog and half on the radio performances of their tunes in place of the present system of classification, which lumps all factors together without weighting, [BROADCASTING, Dec. 1], Mr. Buck appointed two committees to study the proposal and to make recommendations to the board.

Other Proposals

The writers committee includes three board members, Otto Harbach, Geoffrey O'Hara and George W. Meyer, and also Edgar Leslie (who submitted the plan), John Redmond, Harvey Enders and Stanley Adams. The publishers' committee includes all 12 publisher board members plus Sam Fox, Buddy Morris and Carl T. Fischer.

Other amendments to the Society by-laws discussed at the meeting included a proposal to change the system of adopting amendments so that a 2/3 vote would be necessary in place of the present majority, and one prohibiting networks from regular membership meetings on the West Coast, at which the officers and executives could report to members in that part of the country on the state of ASCAP affairs. Proposed amendment will be printed and mailed to all members for their votes pro and con.

To encourage the use of more ASCAP music on the air and to show broadcasters with ASCAP licenses how to use the Society's music to advantage, ASCAP has started mailing "ASCAP-Program-Aids" to these stations each week.

Dealing with the life of a composer or "the story behind the song" and similar matters, each release gives background material which can be used as a basis for continuity and lists the songs, with the names of composers and publishers and the arrangements available, and the phonogram records of the numbers. A recent release lists more than 250 compositions suitable for Christmas programs.

A revision of the card catalog of music, which ASCAP has issued annually covering all music since 1900 at an annual expense of about $40,000, is under way, ASCAP executives report. The size of the cards, which have covered public domain music and compositions licensed by other organizations as well as by ASCAP, has been reduced against the use of the cards, it was stated, with only 160 broadcasters requesting them. In the future, only ASCAP numbers will be cataloged.

ADDITION of nine new subscribers brings the RMI list to 752 stations. The new names are: WNBC, WSPD, WOR and WOR-K, KFRC, WRC, WOR-K, WRASE and WOR-K.

The board approved the recommendation of the Remick Music Corporation that the fee charged for non-commercial performances be raised from 50c to 75c.

Before adjourning, the board told Mr. Buck that if the ASCAP board had been wise enough to have appointed a committee to study the record royalties in 1920, the Society would not have been caught in the net of the MPPA, and Mr. Buck, in turn, promised to appoint a committee to study the matter.

The board also approved the statement of Ben Selvin, controller of the National Broadcasting Company, that the NBC did not take an MPPA license at all, and has included in its library releases during the year no ASCAP music whatever.

Transmission companies would like to work out some equitable basis of payment for recording rights with ASCAP publishers. Recent withdrawal of the catalogs of Harms, Emick Music Corp., and M. Witmark & Sons, as well as the four publishing houses controlled by Warner Bros. pictures, from MPPA, will enable the recorders to deal directly with these companies for recording rights, although these rights will also still be available through MPPA as well.

Among the library services, those of ASCAP and the music publishers and World Broadcasting System are including some ASCAP music in their current releases, while the Lang-Worth, Standard and NBC Thesaurus did not take out an MPPA non-ASCAP music at present. Lloyd Eger, NBC vice-president, recently notified all Thesaurus subscribers that: "Until such time as NBC can obtain by negotiation or otherwise recording rights on a basis that we consider to be non-prohibitive in cost, we will not record such compositions."

Cly Langlois, of Lang-Worth Feature Programs, stated: "We have polled all our subscribers. . . . Their attitudes are apathetic to ASCAP.

Ben Selvin of AMP expressed confidence that the recording companies will reach an agreement with MPPA without an open break.

Disc Firms Seek MPPA Revisions

Consider United Stand for Contract Negotiations

WITH THE END of the year approaching, and with it the termination of the licenses issued to transcription companies by Music Publishers Protective Assn., which acts as agent for recording rights for most ASCAP publishers, the transcription makers are again considering the question of making a united bid for extension of the current MPPA recording fees, which some of the transcription companies have described as "excessive and prohibitive."

Attorneys representing a number of transcription manufacturers have been confering for a week in a preliminary discussion of the problem.

Few on Discs

During the last year, with not many stations having ASCAP licenses, there have not been many ASCAP numbers on transcriptions. NBC has obtained an MPPA license at all and has included in its library releases during the year no ASCAP music whatever.

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RCA On WXQR

RCA MFG, Co., Camden, has signed a year's contract with WXQR, New York, for special promotion of its Victor records utilizing programs as well as on a Monday-through-Friday basis starting Nov. 24. The show is titled The Record Album, which will feature the latest concert record releases.
Modern management demands that sales and advertising costs be controlled. Constantly growing competition, narrowing profit margins, make uncertainty about distribution costs a luxury few companies can afford. Since cost control involves media, the increasing use of radio has reflected the need for an accurate control technique. To meet this problem, WLW called on Dr. Richard R. Mead of the Wharton School of Finance and Commerce, University of Pennsylvania. The result is a scientific market study entitled “The Allocation of the WLW Radio Dollar in 345 Midwestern Counties.”

Dr. Mead’s study involved an analysis of 208,411 coincidental telephone survey calls in twenty-eight markets and 396,545 pieces of mail received from four offers broadcast at four different periods of the day over WLW.

Since its publication, a number of specific uses of the study have demonstrated that it has a practical application for many cost control problems, some of which undoubtedly confront you.

Investigate WLW’s Cost Allocation plan—it will show you how to control costs and increase sales in rich WLW Land.
Typical of RCA Tube values is the RCA-8005 Transmitting Triode de luxe, priced at only $7 net. Designed for use as a radio frequency amplifier and class B modulator, this tube is capable of handling 300 watts (ICAS) input at 5 meters.

**Production for Defense ... Cooperation for All!**

Defense production with RCA gets first call—and always will. Suffice to say that a tremendous quantity of RCA Transmitting Tubes is being supplied for a wide variety of defense needs. Meanwhile, although the 1941 total of RCA Transmitting Tubes supplied through our regular distribution channels will exceed that of last year, there is a scarcity of certain types. We know you will understand that this is unavoidable. We know, too, that we can count on your cooperation during these trying times—just as we want our countless friends in all branches of Radio to know that they can count on ours.

RCA Transmitting Tube quality is being rigidly maintained. RCA publications will be kept up-to-date. Ham Tips for amateurs will be continued. New data and construction material will be supplied. Inquiries about RCA Tubes and their applications will be answered promptly. Above all, research and development work is continuing as never before.

Thus, although it may not always be possible to supply the tubes you want during the National Emergency, RCA is still on the job to help wherever and whenever it can!

**Transmitting Tubes**

**RCA Manufacturing Co., Inc., Camden, N.J.**

A Service of The Radio Corporation of America • For Canadian prices write to RCA Victor Company Limited, Montreal