the meticulous murder in room four

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

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

Sneering, he eyed us coldly and aloof.

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

Wearily his gaze escaped us.

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

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

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

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

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

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

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

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

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

**THE YANKEE NETWORK, INC.**

21 BROOKLINE AVENUE, BOSTON, MASSACHUSETTS

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

"As you may have noticed, I don't acknowledge every evidence of KOIL's 7-point plus Merchandising activities that crosses my desk. And the reason is that if I tried to do so, I'd soon run out of superlatives! Your cooperation is consistently excellent, and we certainly appreciate every bit of it."
American Radio
Is Democracy

All over America democracy is on the air. Twirl your dial. Pick your own station.


That's democracy!

Interested in music? Possibly you prefer Wagner to Sibelius or Gershwin to Greig. Hear the rhythm of that rhumba. Now it's a plaintive old mountain tune, an oriental chant, the swing of Benny Goodman.

Music in America knows no national or racial boundaries. It's as free as the air, as varied as the weather.

That's democracy!

You live on a farm. Your tractor radio picks up the butter and egg markets, the hog report. Or maybe you listen to Ma Perkins while you churn butter.

The kids in the one-room radio-equipped schoolhouse are taught geography by a high school teacher at the county seat. You go to church, you learn things, you enjoy life on the farm today. You enjoy it by radio.

That's democracy!

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

That's democracy!

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

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

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

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

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

"I'm rushed to death!"
Crisis in Materials Threat to Broadcasters

Low Priority Status Brings Shortages; Defense Board to Conduct Study

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

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

Economic Angles

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

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

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

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

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

Defense Requirements

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

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

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

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

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

"Auxiliaries, such as antennas, transmission lines, STL relay units, power generating equipment and higher power transmitters," he reported, "will probably require priority."

Mr. Henyan added that GE has the plant facilities to manufacture FM commercial requirements, as they constitute a very small part of their total, but he added that his company will "probably need fairly high priority to secure necessary critical materials to meet 1942 requirements."

Priority Problems

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

Reporting that his present delivery condition is still good because of foresightedness of his purchasing department, Mr. Gates added that the replacement of diminishing stock does not equal the outflow "which cannot be caught up with us and all manufacturers of broadcast equipment until a fair priority is placed on broadcast equipment, which, in our

Networks Prepare for Hearing As FCC Order Lifts Tension

Participants Delay the Time for Sept. 12 Oral Argument Nears

RELIED of the immediate need of revising contracts with affiliates because of indefinite postponement of the chain-monopoly rules, the major networks are whipping into final shape their plans to present oral arguments Friday before the FCC sitting en banc.

While there was some doubt that the Sept. 12 oral argument date might be postponed, there was no indication from the three major participants — NBC, CBS and MBS—that they would seek an adjournment of the oral arguments. Last weekend not a single appearance had been filed for the oral arguments, but it was pointed out that the Commission's public notice did not require their submission until Sept. 10, with briefs to be filed on or before arguments occur Sept. 7.

Tension that had been apparent throughout the industry since the FCC announced its proposed punitive rules last May, immediately was relieved with the action Aug. 28 indefinitely postponing the regulations and calling for the oral arguments. This developed after the collapse of conversations between network officials and FCC Chairman James Lawrence Fly [Broadcasting, Sept. 1].

As Broadcasting went to press, no hearing room had been designated for the arguments, to begin at 10 a.m. Friday, unless there is a sudden postponement.

Meanwhile, the acting general counsel, Thomas E. Harris, had called a conference of attorneys representing the major networks for Sept. 10, presumably to discuss in detail any plans that NBC, CBS or MBS may have in connection with a court test of the FCC's jurisdiction to issue regulations relating to contractual relations between

(Continued on page 50)
opinion, is as important a defense medium as any phase of our vast defense policy.

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

Substitute Items

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

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

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

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

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

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

Tube Crisis

Aside from these observable observations, several manufacturers admitted they either are not now or soon will not be in a position to supply power tubes in the 6 to 50 kw. classes, due to lack of materials, as well as a serious shortage of skilled labor. Glass blowers, for example, are tied up largely on government work, as is the bulk of machinery used for this production.

The average life of a power tube, the heart of the broadcast transmitter operation, is from 6,000 to 8,000 hours. A full-time station normally operates 5,500 hours a year.

In the current rush of tube manufacturers, the average life has been dropped due to lack of production time as well as materials. Thus more tubes must be produced to do less work—a striking example of defeating itself.

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

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

How effective the new Priorities Liaison Committee of DBC will be, in assigning priorities, was an important question in defense procedure. After its membership of nine is drawn from the nine industry subcommittees of DBC [see 1942 Broadcasting Yearbook], the unit will select its own chairman.

Like other DBC subordinate units, the new committee will be limited in its scope to studies for the bulk of production, and the production portion will be handled by the main coordinating committee headed by Lieut. E. K. Jett, FCC chief engineer, a strong advocate of prompt action. When organized about a fortnight hence, the new committee probably will be asked to plan, study and report on particular situations involving priorities so that OPM and the new SPAB—super defense steering agency headed by Vice-President Wallace—can be advised through OCB of minimum requirements.

Preference Ratings

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

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

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

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

More for Marlin

MARLIN FIREARMS Co., New Haven (Marlin rifle blasters), during the month of September is adding eight stations to its schedule of participations and live and transistorized announcements making a total of 50 stations now being used. Contracts run for 13 weeks. Additions include: WJZ KNX WBT WTW WEEJ WCR W负债 KTOO. Agency is Craven & Hedrick, New York.

Pall Mall on 47

AMERICAN CIGAR & CIGARETTE Co., New York (Pall Mall cigarettes), has recently added 22 stations to its schedule of transcribed "moderator" "fringe" advertisements making a total of 47 stations now being used in 13 cities. Ruthrauff & Ryan, New York, handles the account.

Refining Series

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

Effect of New Impost On Leased Wires Considered

WITH THE Senate-House confer- ence committee the sole hurdle re- maining before final deletion of the controverted 5-15% Federal tax on radio's net time sales in the 1941 Revenue Act, the prospect of a franchise tax on radio and communications facilities continues a major topic in radio regulatory circles.

Just when studies of the franchise tax provision, presumably on a "cost of regulation" basis, may actually get rolling is problematical. It is not thought Congress is disposed to take up recommenda- tions during the present ses- sion.

Although the Senate last Wed- nesday accepted the Senate Fi- nance Committee recommendation that the discriminatory radio and billboard tax provisions be stricken from the Senate's version of the Revenue Act, other developments emerged that the radio inus- try's tax troubles are far from over.

Leased Wire Tax

The Senate version of the tax bill contained one section of interest to broadcasters—a new 10% tax on the amount paid for leased wire, teletypewriter, or talking circuit special service—on which con- flicting interpretations were given to Broadcasting by Treasury, Joint Committee, FCC and Internal Revenue officials. The concen- sus was that long-line facilities were exempt from the tax, "so long as the facilities are necessary to the operation of the business" of a common carrier, telephone or tele- graph company, or a radio broad- casting station or network. This explanation was provided in the bill, although some ob- servers interpreted the provision to mean exemption only for such facilities as monitors and cue lines, with broadcast lines subject to the tax. With stations and networks paying an estimated $8,000,000 annually for wireline facilities, the 10% tax would add an appreciable item of operating expense.

Demonstrating his intention to follow through on his suggestion to the Senate committee for a "cost of regulation" tax of some kind on radio and communications facili- ties, FCC Chairman James Law- rence Fly at his press confer- ence last Tuesday indicated he may call industry representatives to partici- pate in an informal roundtable dis- cussion of the franchise tax propos- ition. He did not say when this meeting might be held, but indi- cated there was "no rush".

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

At the moment the franchise tax idea has been shunted aside in Con- gress, pending final action on the Revenue Bill. Members of the Sen- ate Finance Committee, such as the House Ways & Means Commit- tee, have indicated interest in the proposition but seem to be content to turn the matter over to Treas- ury Department officials and the Joint Committee on Internal Rev- enue for study.

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

House Approval Seen

Treasury officials have indicat- ed they probably will work with the FCC on the franchise tax plan, if and when they undertake to pre- pare one. It is known that Treas- ury and Joint Committee repre- sentatives worked closely with the FCC accounting department in de- veloping statistics for the proposed time sales tax, and presumably FCC figures would form the basis for most of the franchise tax com- putations.

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

In view of the direct Senate ac- tion, it became increasingly prob- able that House conferees would agree to the Senate action in de- leting the radio and billboard tax and would not press for their in- clusion in the general tax measure. The prospect of a future levy on broadcasters and communications companies was regarded as a molly- fying influence on the proponents of the radio tax in the House.

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

Senate Committee Report

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

"The reasons in consideration of which the Senate Ways & Means Commit- tee recommended and the House adopted the tax on broadcasting stations and networks are recog- nized to have considerable force, but it is believed that the peculiar characteristics of this possible source of revenue require careful study before either the proper basis or rate of tax can be satisfactorily determined. It is the opin- ion of the committee also that the tax imposed by the House bill would operate with some unjusti- fied discrimination against the particular form of advertising."

English Continue Their Advertising

Protecting Brand Names and Good-Will, Says Fergusson

PRACTICALLY all clients of Lord & Thomas, Ltd., London, are advertising not to sell their goods now but to preserve the good-will of their brand names, according to Mr. W. B. Fergusson, managing direc- tor, in a letter to the agency's New York office.

However, Mr. Fergusson states, there is a much more important reason why advertising should con- tinue. Advertising, he believes, is a symbol of the economic freedom for which Great Britain is fight- ing.

"It is generally admitted," he says, "that the capitulation of France was largely due to the col- lapse of French morale. If we no longer believed we had a cause to fight for and determined to take up arms, we would be -3:16" from New York."

Press Freedom

Turning to the British Govern- ment's attitude toward advertising in wartime, Mr. Fergusson believes that British officialdom subscribes to his theory and thinks that news- papers must continue to function throughout the war. But, he points out, if advertising ceased, the news- papers would have to cease, too, or else be subsidized by the Govern- ment which would, of course, mean a press more or less subservient to the Government.

"Very wisely," Mr. Fergusson says, "the authorities are per- mitting advertising to continue in moderation. The money for this may, in many instances, come out of excess profits. Nevertheless, it is making possible for the people to keep in being. In other words, the press is being indirectly subsidized by the Government, but in a man- ner which does not impair its freedom."

Vick's Big Plans

VICK CHEMICAL Co., New York, on Sept. 9 will inaugurate a new dramatic show on a coast-to-coast NBC-Network, Sundays 8:30-9 p.m. (EST). Details as to name of the show, format, stars and num- ber of stations were not available as BROADCASTING went to press. The show will be an addi- tion to the extensive wide- range spot campaign which Vick is to launch during the last week in September. Company is also sponsor- ing News for Women with Andre Baruch, Monday, Wednes- day, Sunday. At 9 p.m. (EST) 15 CBS stations Morse International, New York, handles the account.

ARCHITECT'S scale model of the much-heralded NBC building in San Francisco showing the building costing over a million dollars which will house studios and technical equipment for KGO and KPO. Five stories high, it is constructed of reinforced concrete, trimmed with bands of trans- parent glass windows, the structure being air conditioned throughout. The building will provide 52,800 square feet of floor space, more than double the present quarters.
NAB Group to Make Decision As Music Contract is Revised

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

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

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

Double Sanction

If the committee agrees that the contracts by a majority of the) of the payment they receive from handling network commercial programs and so enable NBC to get ASCAP and restore that to the Red and Blue Networks.

Armed with the double sanction of the NAB and IRNA committees (IRNA having sent letters to NBC affiliates in latter August), NBC then will solicit affiliates which have not already ratified the contract to accept it, or reject it, with NBC and ASCAP and any attempt to get contracts without ASCAP's approval as rapidly as possible. NBC officials last weekend expressed an optimistic view of the situation and stated they expected to obtain quick ratification of their affiliates without undue delay.

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

S. A. Cisler, general manager of WGR, Louisville, last Tuesday wrote NAB President Miller, IRA Chairman Robert Meinecke and John Elmer, president of WCBM, Baltimore, and NAB Executive Committee member, protest- ing NAB's implied approval and urging that the trade association survey its membership "to ascertaining the true feeling of the association toward a settlement with ASCAP."

Mr. Cisler said he thought the NAB and IRA owed apologies to MBS for the remarks made at St. Louis about the MBS-ASCAP deal, declaring that the NAB "had been strangely silent about the demerits of the NBC proposal". He said the NBC deal is only 1/2 of 1/2 better on the blanket than MBS and that it perpetuates the "evils of a percentage deal on both blanket and individual station licenses".

Agencies Seek Speed

No official deadline has been set, but NBC executives are making others the return of ASCAP music back on the air by the end of daylight saving time. This date, which marks a resumption of the normal winter/summer scheduling with prac- tically all major commercial programs back on the air after summer lay-offs or substitutions, would be good time to have the radio music problem settled as well.

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

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

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

"In effect we are drafting a con- tract for the entire industry," he stated, "and not one contract, but several, covering networks and indi- vidual stations, covering blanket licenses and per program arrange- ments, covering commercial programs and sustaining shows. A clause or two changed in any part of the whole has to be checked through all the other parts to make sure that in closing one hole we have not opened a number of others. It's a complicated job and complicated takes time."

Industry Pattern

Although technically the contracts under discussion have ap- plied only to the NBC networks and M & O stations, the considera- tion of the deal by the NAB commitee and the presence of Mr. Miller at recent conferences be- tween NBC and ASCAP at the lat- est NAB Executive Committee meeting, has sent strong suggestions to the belief that when completed these contracts will be the basis for a resumption of ASCAP music by additional networks.

Attendance of CBS officials at the NAB executive committee ses- sions further strengthens this opinion and, while officially there has been no discussion of negotiations between CBS and ASCAP, it was learned that ASCAP has ap- proached CBS with a suggestion that it get together as well and that the NBC contracts are ratified. In going to CBS, ASCAP has elimi- nated a potential impasse which might have been caused by a mu- tual reluctance to make the first move and there is a growing be- lief that affairs may be so arranged that ASCAP music may be re- turned simultaneously to NBC and CBS.

College Catalog

The network contracts with ASCAP, while dependent on the affili- ation contracts and the idea of getting a percentage of payment for network commercial programs to the networks, are independent of any action the affiliates may take regarding sining individual ASCAP contracts for the use of the society's music on local pro- grams. For that reason it might be expected that the closing of station contracts might string out for some time, since the networks can ob- viously put no pressure on their affiliates regarding their local broadcasting practices.

The advertisers who are plan- ning to sponsor broadcasts of foot- ball games this fall, however, are finding the music situation a major factor. In an attempt to nego- tiate the situation, BMI has just signed a contract with Allen Col- legiate Music for exclusive per- mission to use the Society's catalog of college songs, said to be the most complete in the country and com- prising more than 90 songs.

Mr. Allen also agreed to supply 25 additional collegiate numbers (Continued on page 51)
Farmers in Oklahoma, as elsewhere, are normal everyday people. In their dress-up clothes you probably couldn't tell them from urbanites.

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

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

TELL 'EM AND SELL 'EM OVER

WKY
OKLAHOMA CITY
Atlantic Football Covers 83 Stations

Professional, College And High School Games Listed

A T L A N T I C R E F I N I N G Co., which again will sponsor a comprehensive series of football broadcasts this season despite Federal restrictions on gas and oil consumption in most of its distribution territory (Broadcasting, Aug. 11), has announced its complete 1941 schedule through its agency, N. W. Ayer & Son.

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

The high school schedule includes all games of the Haslet-West, Williamsport and Wilkes-Barre (Pa.) and Watertown (N. Y.) high schools, which will be carried over WAZL, WRAK, WBRD and WNYW, respectively. Five Allen-town high school games will be broadcast on WSAN.

The College Schedule

The college schedule and stations to carry the games follows [asterisks indicate night games]:

SEPT. 26
Syracuse vs. Temple.
Temple vs. Kansas, WIP.

SEPT. 27
Tulane vs. Boston College.
Wor WEEI WMAS WOCB
Brown vs. Wesleyan.
WPBO
Lehigh vs. Dickinson.
WBEB
Delaware vs. Juniata.
WDEL
Muhlenberg vs. WBOI.
WSSB
Carnegie Tech vs. Westminster.
WWSW
Ohio State vs. Western Reserve.
WABO
Mississippi State vs. Florida.
WJAX
Delaware vs. Bucknell.
WPIT

OCT. 3
Temple vs. V. M. I., WIP.

OCT. 10
Temple vs. Georgetown.

OCT. 11
Yale vs. Pennsylvania.
WMAC WICC

OCT. 17

*Villanova vs. Baylor.
YPH

*Moravian vs. F. & M., WGAL.

OCT. 18

Yale vs. Army.
WMAC WICC WSR

OCT. 23

South Carolina vs. Clemson.

OCT. 24

Temple vs. Bucknell.
WPIT

OCT. 25

Yale vs. Dartmouth.
WMAC WICC WSR

OCT. 31

Temple vs. Penn State.

N. Y. U. vs. Saint Peter.

SCOTTISH WHISKEY

TV

1941

Atlantic Football

Broadcasting

Public Service Program

PUBLIC service programs and talks by such dignitaries as Winston Churchill or the Pope which NFC has been feeding to any independent station wishing to carry the broadcast, will now cost the stations $50 an hour in addition to their regular charges, before the only expense. NFC, in announcing the fee last week, stated that its schedules had not been released in advance because commitments were so strenuous.姬 Kyser, currently in Hollywood, goes on tour in October.

Kleenex Series

INTERNATIONAL Cellulose Products Co., Chicago (Kleenex), through Lord & Thomas, that agency, on Sept. 19 starts sponsoring Ginny Simms, vocalist, with orchestras on CBS stations, Friday, Saturday, Sunday, Sept. 19, 20, 21, 10 p.m. (EDT). Miss Simms, the popular vocalist with Kay Kyser's band, on Oct. 1 makes her final appearance on the NBC Colgate Radio Guide and subsequent Musical Knowledge, sponsored by American Tobacco Co. Under a three-year picture contract to RKO studios, Miss Simms is working on this program because current commitments are too strenuous.姬 Kyser, currently in Hollywood, goes on tour in October.

Florida vs. U. C. L. A., WJAX, WBDO

Page 13  September 8, 1941  BROADCASTING  Telephone Advertising
Good sales management requires that Sheaffer Pen advertising should deliver a special advertising impact directed at every gift occasion. That's why Spot Broadcasting is so important in Sheaffer plans. Its flexibility assures effectiveness in every market and precise timing to reach biggest audiences on selected stations... with budgets always adjustable to local conditions and sales potentials.

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

SAYS G. F. OLSON for SHEAFFER PENS
WIBW Prepares for Any Emergency

Everything in Duplicate so Station Will Not Be Thrown Off Air

By BEN LUDY
General Manager, WIBW, Topeka

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

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

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

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

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

Studio Auxiliary Power

This studio auxiliary power equipment supply consists of a standard Universal Motor Co., 6000W plant which is capable of delivering 5000 watts of power. It is a 120 volt 60 cycle AC plant. The machine is equipped with a mechanical governor as well as a Burlington voltage regulator. It has a 6-volt ignition system and has mounted on its frame a 10-gallon gasoline tank. The machine operates at 1200 rpm. The entire unit is mounted on four Firestone machine mounts. The location of the machine is in the basement of our studio building. Power from this machine is supplied to the control room, two studios, lobby, and announcers’ and newsroom.

Operation of Machine: Upon the failure of the main source of supply, that is, a drop of 70% of normal voltage or less, the transfer relay drops out causing the machine to start and supply power to its connected load. Interruption under these conditions is only four seconds. Should a failure be anticipated (supply is erratic over a period of time) the machine can be started without load and switched manually with no interruption in service.

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

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

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

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

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

Total installation cost was $850. This transmitter plant auxiliary power equipment was built by the Universal Motor Co., Oshkosh, Wis., according to certain specifications by the WIBW engineering department. The machine consists of a Marble-Card alternator and a Waukesha Motors Co. motor. This motor is equipped with mechanical governor. A Burlington voltage regulator is used. The automatic transfer switch is built by the Automatic Switch Co., New York. The plant is in a 20x10 room on the end of the building. A 250-gallon gas tank is buried outside of this room.

The machine is designed to deliver 30 kw. at 80% power factor, being rated at 37.5 kva. Its speed is also 1200 rpm. The output is three-phase 220 volts, 60 cycles AC.

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

MR. LUDY

WIRESTONE machine mounts are available, however, and could be used as well. A 12 volt ignition system assures easier starting.

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

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

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

After proper adjustment of the (Continued on page 27)

Radio Advertising

Page 14 • September 8, 1941 · BROADCASTING • Broadcast Advertising
5000 WATTS
DAY and NIGHT
New Site • New Equipment
New Directional Antenna

"Tailor Made" to the Great
Western New York Market

WBEN
BUFFALO, N. Y.

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

Represented by
EDWARD PETRY & CO.
New York and Chicago

“The Preference of the Audience Is the Choice of the Advertiser”
Output Uncertain, Auto Buying Drops

Spot Adaptability May Bring Improvement During Season

By Special Correspondent

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

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

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

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

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

On the one hand, OPM-OPACS set up allotments for the 1942 model year which will result in about a 60% diminution in comparative figures of the 1941 span. These vary with different companies, smaller ones absorbing the smallest cuts, as follows:

<table>
<thead>
<tr>
<th>1942</th>
<th>1941</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gen. Motors</td>
<td>922,000</td>
</tr>
<tr>
<td>Chrysler</td>
<td>696,000</td>
</tr>
<tr>
<td>Ford</td>
<td>896,000</td>
</tr>
<tr>
<td>Studebaker</td>
<td>92,400</td>
</tr>
<tr>
<td>Nash</td>
<td>38,000</td>
</tr>
<tr>
<td>Willys</td>
<td>21,500</td>
</tr>
<tr>
<td>TOTALS</td>
<td>2,148,800</td>
</tr>
</tbody>
</table>

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

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

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

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

Supply Problem

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

The entire picture was said by one radio man close to the industry to be shaping up as favorably to radio as anything else—perhaps more. He explained by declaring that with production plans moving down to two-week, initial, short runs, the flexibility of spot announcing had very important advantages over the comparative rigidity of newspaper and magazine schedules. Programs already made by Plymouth, Hudson, Packard and Willys, the first two of which offered cooperative arrangements to dealers seeking to use introductory radio.

Other introduction dates are roughly shaping up this way:

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

Ford Trucks to Maxon

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

Weaver Aids Francisco

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

Big List for Series

FOR THE THIRD consecutive year, Gillette Safety Razor Co., Boston, has selected Red Barber of WOR, New York, and Bob Elson of WGN, Chicago, to describe the World Series, broadcast again this fall exclusively on MBS. Nearly 500 stations will carry the series, which also will be shortwaved around the world, with broadcasts to South America in Spanish. The schedule and dates of the games will be announced by Judge Kenesaw M. Landis, high commissioner of baseball.
U.S. Congressmen Star on New Radio Show

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

AT LAST smart showmanship has created a "different" quiz-type show that combines all the elements necessary to provide a high-interest audience that will make an unparalleled vehicle for the promotion of any product with national distribution.

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

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

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

Headline Congressmen Participate

Thirty-nine Congressmen have given the public a wide variety of lingo ranging from the soft drawl of Georgia's Robert Ramspeck and New Mexico's Bill Overton to the clipped Harvard diction of Massachusetts' brilliant young Tom Eliot. Tennessee's Percy Priest had the public alternately laughing and crying with his hillbilly recitations and songs. Washington's Coffee had the listeners gasping over his freakish facility for recalling dates.... Ohio's Brown York, looking at a merry pace with his

UNUSUAL RESULTS from 13-week spring sustaining series on CBS forecasts tremendous possibilities for commercial sponsors. Congressmen prove real "box office" as their natural showmanship, ready wit and wide range of knowledge carried them through rigid Saturday noon test-airing of this novel question and answer show.

THE PANEL OF EXPERTS. Two new Congressmen are brought in the program each week, a Democrat and a Republican being retained from former panels. By this routine every state in the Union is represented. Shown here, "off the hill" and "on the spot" are Congressmen Thomas Halph, Calif.; Jennings Randolph, W. Va.; Thomas Eliot, Mass.; and Clarence J. Brown, Ohio.

Ernest Lindley "Speaker of House"

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

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

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

Audition Recordings Available

Every performance of "NO POLITICS" was recorded during the regular broadcasts and the platters are available to any agency or prospective sponsor for audition purposes. In any cases where inquiries are forthcoming from recognized agencies they will be protected to the fullest extent.

Henry J. Kaufman, Advertising, Home Building, Washington, D. C., appears in such situations, purely in the role of producer.

"NO POLITICS" . . . but SALES!

NOW AVAILABLE FOR IMMEDIATE SPONSORSHIP ON ANY NETWORK

Proven Entertainment

"Natural" for Publicity

Easily Merchandised

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

Wire or Write at Once for Audition Platters

Henry J. Kaufman Advertising
Homer Blg., Washington, D. C.
Deletion of Brinkley Outlet Shown by Mexico’s New Log

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

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

Since the Continental reallocation of standard broadcast stations effected last March 29, XERA has been off the air, but the station was carried on the Mexican log as slated for assignment to XE 900 kc. with 500,000 watts power. Conversations between the FCC and the Mexican Communications Ministry, carried on through the State Department, yielded the report that early this year that the Brinkley station would not again take the air. The August list, received in Washington Sept. 3, however, for the first time failed to show the call letters of the former Brinkley station.

Assignments Changes

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

XEQ, Mexico City, formerly assigned to 940 kc. with 500 watts, was shifted to 730 kc.

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

The new log reveals that XEB, 5,000 watts, at Guadalajara, Jal., has been assigned to 1010 kc. XEBG, 500-watt station at Tijuana, was deleted from 1010 kc. and was moved to 1450 kc. with 1,000 watts.

XENT, 50,000-watt station formerly licensed to Norman T. Baker, of Muscatine, Ia., remains on 1370 kc. with 1640 kc. in Laredo, a change from Laredo, Tex., with 50,000 watts. The new log shows that XEON, with 2,000 watts, at Tijuana, has been shifted from 1140 kc. to 1420 kc.

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

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

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

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

XEF, Ciudad Juarez, Chih., was shifted from 1420 kc. to 1480 kc. XEKJ, Acapulco, Gro., was assigned to 1400 kc. with 250 watts. XETU, Tampico, was newly assigned to 1480 kc. with 1,000 watts.

Boost in Facilities For Four Stations

WOWO Gets Special Grant; Awards to KMP, WNBF

AT ITS FIRST regular meeting in several weeks, the FCC last Wednesday authorized improved facilities for four standard broadcast stations.

WOWO, Fort Wayne, was given a special service authorization to operate on 1130 kc. with 10,000 watts fulltime, for the period ending Feb. 1, 1942. The station is slated for ultimate 50,000-watt operation.

KMP, Beverly Hills, Cal., was granted a modification of construction permit to install a new transmitter and increase its power to 10,000 watts on 710 kc., with a directional for day and night use. The station now operates on 710 kc. with 5,000 watts day and 1,000 watts night, unlimited time, but has held a construction permit for 5,000 watts at night.

WNBF Transfer

WNBF, Binghamton, N. Y., was authorized to shift its frequency from 1490 to 1290 kc. and increase its power from 250 watts unlimited time to 5,000 watts day and night. It will install a new transmitter, shift its location and use a directional antenna at night.

WIAO, San Juan, Puerto Rico, was granted a modification of construction permit, subject to installation of a directional antenna if objectionable interference is caused, to increase its night power from 1,000 watts to 5,000 watts on 580 kc. The directional was specified to avoid objectionable interference with WDBO, Orland.

WCAU Staff Changed

STAFF CHANGES at WCAU, Philadelphia, brought about by the resignation of Harry Marble, assistant program director, necessitated the revamping of the production and program departments. Mr. Marble left Sept. 1 to join CBS in New York. Wally Sheldon was moved up to fill the vacated post.

Harry McCall, another announcer, was also assigned to the production department. Vacancies in the announcing staff were filled by Joe Bolton, formerly of CBS in New York, and Jim Newell, of WEEI, Boston.

In the engineering department, where Technical Director John G. Leitch was called up for naval duty, Dave Gillette was named assistant to George Lewis, now acting technical director.

Iceland Lingo

THE FCC's new Foreign Broadcast Monitoring Service is staffed with translators capable of dissecting almost any foreign language broadcast. However, when Berlin recently started to shortwave to Iceland in Icelandic, Uncle Sam's propaganda analysts were stumped. FBMS was about to send an SOS to the State Department when one of the FBMS staff translators, Miss Donna Westman, mentioned that she talked Icelandic with her parents in their home. So now German "bombcasts" to Iceland are being threshed out as they come.
THE ARMY CAPTURES A STATION

KELD, El Dorado, Taken Over by Second Army
And Operated for an Entire Day

The Army has taken over the KELD radio station in El Dorado, Kansas, and is operating it for an entire day. The station was previously owned and operated by a private company, but the Army has taken over the station and is now running it as one of its own.

EYE-FILLING ASSIGNMENT for WSOO, Sault Ste. Marie, Mich., was undertaken with apparent relish by Carl Jampel, production manager of the station, when WSOO broadcast the entire floor show from the Grand Hotel Casino on Mackinac Island, swank summer resort in the Mackinac Straits. Here he gave a word picture of the wild dances by Gail Taylor.

New York Club Resumes RADIO EXECUTIVES CLUB of New York will resume its weekly Broadcasters' Club Luncheons for the winter season on Oct. 1. Officers for the 1941-42 season are: John Hynes, president; u. H. Tolles, vice-president; Alman Dyer, treasurer; and Robert A. Nelson, secretary.

1. IF YOU WANT BOTH DALLAS AND FORT WORTH MARKETS...
You must bear in mind the extreme rivalry between these cities. It's a situation unique in American broadcasting—each city being fanatically loyal to its own station and its own marketing area. The solution? Simple as ABC—use both WRR, Dallas and KFJZ, Fort Worth! And here is the important thing...

2. COVER BOTH MARKETS FOR THE PRICE OF ONE!
Yes—you can use both WRR, Dallas and KFJZ, Fort Worth at the price you would expect to pay for one station of equal power in this market. Two full-time, 5,000 watt stations—day and night—on two different frequencies (WRR — 1310 K.C., KFJZ — 1270 K.C.) for the price of one!
IF NOT BOMBED out of existence, then 'gleichgeschaltet' or brought into conformity with the plans and ideology of the Nazi conqueror—that's what has happened to most of Europe's broadcasting systems and plans, including some of the finest installations in the world. Mr. Rosen, onetime representative in Berlin and Paris of various American transcription and program producers, recently arrived in this country and has re-established his Radio Press Service in New York. Here he reviews the effects of the war on European broadcasting in general and certain of the more important stations in particular.
Southeast Outside Normal Time Zone

Other Regions Will Return to Standard Zone Sept. 28

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

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

Committee Delay

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

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

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

BC’s Five in New York

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

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

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

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

"KNX makes them ask for it"

Says Druggist Heying

KNX LOS ANGELES
50,000 WATTS

COLUMBIA’S STATION FOR ALL SOUTHERN CALIFORNIA
OWNED AND OPERATED BY THE COLUMBIA BROADCASTING SYSTEM
REPRESENTED BY RADIO SALES: New York, Chicago, Detroit, St. Louis, Charlotte, and San Francisco

BROADCASTING • Broadcast Advertising  September 8, 1941 • Page 21
A Glass Base Recording Disc With Two Holes

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

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

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

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

IMPORTANT NOTICE: If you are using Presto recoated aluminum discs as well as glass discs, ask your distributor for our new thin rubber turntable mat. The thin mat compensates exactly for the difference in thickness of the discs, keeps the adjustment of your cutting mechanism and needle angle correct for both types. You will receive a thin mat without charge with your first order for Presto Glass Discs.

**GLEICHGESCHALTEL** *(Continued from page 20)*

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

Heroism in Poland

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

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

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

No Voice But Germany's

Principally all radio stations are "gleichgeschaltet" and there is actually—except for Great Britain—no voice in Europe but Germany's.

That is shown very clearly in longwave transmission, which exists in Europe along with short and medium waves. Before the war there were 12 stations: Droitwich (England), Zeessen (Germany), Hilversum (Holland), Karlsruhe (Denmark), Lahti (Finland), Leningrad (USSR), Moscow (USSR), Motala (Sweden), Oslo (Norway), Radio Paris (France), Radio Roumanie and Radio Luxembourg. Of these stations, Hilversum, Karlsruhe, Luxembourg, Oslo and Radio Paris (are now in German-occupied territory and broadcast the same program as Zeessen, whereas Lahti, Motala and Radio Roumanie are completely under German influence. Thus there are nine stations over which Germany broadcasts its propaganda day and night which number completely the British Droitwich and the two Russian senders.

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

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

**Paquins on Coast**

**Paquins Inc.** Los Angeles (hand cream), on Sept. 28 starts sponsoring the twice-weekly quarter-hour program, *Speaking of Glamour*, on 3 Pacific Blue stations (KEA KGO KBK KWG KERN KOH), Sunday, 11:15-11:30 a.m.; Wednesday, 5-5:15 p.m. (PST). Contract is for 22 weeks. Frances Scully, commentator, beside relating true life love stories of film and radio stars, will also discuss current Hollywood fashions. Hal Gibney, NBC announcer, is to give the male's slant on fashion trends. Agency is Wm. Eady & Co., Hollywood.

**Kilo** M. Howard, formerly executive and promotion director of KOAM, Pittsburg, Kan., has joined KFBI, Wichita, in a similar capacity.

Bob Gailberry, also formerly of KOAM, has joined KFBI as sports- caster.

**Kilo** are the call letters assigned to the new regional in Grant Parks. N. D., authorized Aug. 22 to Dalton E. LaMassour (Broadcasting, Sept. 1).

**Here's Indiana**

**WIBC** Full-time WIBC offers statewide coverage to the alert advertiser who wants to sell Hoosierland. You get it in one convenient package as the map shows.

Largest shaded area daytime 0.5 MW. Line 5000 watts—non-directional. Inside area 0.5 MV. nights 1000 watts.

Indiana's Friendly Station Serves Hoosierland

**WIBC** Mutual Broadcasting System Represented by HOWARD H. WILSON CO. New York, Chicago, Kansas City
Effective Point-of-Sale Merchandising Lauded as Means of Stimulating Sales

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

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

Citations of Success

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

Albert Dane, sales manager of John E. Cain Co., Boston, manufacturers of mayonnaise products, related two-week check-up of sales in New England territory in connection with participations on the Yankee network Marjorie Mills program, showed a 7% increase over the preceding two weeks. Two weeks later, Mr. Dane said, when the company tied-in their radio program at point-of-sale, using window stickers, counter and floor displays, their sales increased 51%. Another example cited of the effectiveness of store displays, when tied-in with radio advertising, was the NBC-Red Fibber McGee & Molly program by S. C. Johnson & Son, Racine. The sale of Johnson’s wax in a group of test stores was checked for a three-week period—results showing a normal increase. The following three weeks, when large life-size cut-out displays of Fibber and Molly on a bicycle on which a wire basket had been attached to hold a considerable number of cans of the product were displayed in a prominent position in a hardware store, the resulting increase of sales in the store in which the test was being made amounted to 100% over the previous three weeks.

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

Wurlitzer Placing

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

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

JANET McHERIE, editor of the NBC continuity acceptance department, is author of an article on "Premium Offers" in the July Premium Practice magazine, reprints of which are available from the NBC promotion department.

Annual Lutheran Series To Exceed 300 Stations

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

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

LATE EVENING NEWS

Most listened to during these critical times, are news programs (as proved by a recent radio poll). Therefore, WHEC has made available a late evening news period—particularly valuable because times that face many important news flashes to come through during the evening hours.

Bill Despard and Ross Woodbridge, popular WHEC announcers, alternate evenings in the presentation of this program, making use of WHEC’s excellent news-gathering facilities, both locally and INS.

10:45 TO 11:00 EACH WEEKDAY NIGHT

MERRY-GO-ROUND—

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

11:15 TO 12:00 EACH WEEKDAY NIGHT

THREE MEALS A DAY—

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

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

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

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

WHEC ROCHESTER N.Y. BASIC CBS

BROADCASTING • Broadcast Advertising
Transmitters Delivered Eight Stations by WE

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

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

Eichenberger Named

JACK EICHENBERGER, for the last 17 months assistant news editor of KGW-KEK, Portland, Ore., on Aug. 25 was named manager of public relations and research for the two NBC outlets by Managing Director Arden X. Pangborn. In addition to his new duties, Mr. Eichenberger for several months has handled public relations work for the stations.

Radioitems Appointments

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

Harrell Joins WBEN

CHARLES T. HARRELL, formerly of the University of Minnesota radio station, WLB, and more recently with the Library of Congress in research and radio production work, is now a member of the staff of WBEN, Buffalo, in charge of public service programs. Mr. Harrell is the originator of the NBC-Blue Hidden History and wrote, directed and produced Books and the News now being presented via transcription over 300 stations under the auspices of the Library of Congress. Another Harrell production is Our Town, Its Story, two of the first public Health defense shows sponsored by the U. S. Public Health Service now on numerous stations in Army camp areas.

HAVING dropped his application for a new 1,000-watt station on 1600 kc in Ann Arbor, Mich., James P. Hopkins, operator of WJAR, Detroit, has resubmitted the FGC for a 1,000-watt daytime outlet on 1650 kc. in that community.

License Renewal For WGST Asked

Georgia Tech Files Petition; Lucas-Jenkins Proposal

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

WGST since 1930 has been operated by Sam Pickard, former Federal radio commissioner and one-time CBS vice-president, and Clarence Calhoun, Atlanta attorney, under a contract dated to run until 1958 whereby they pay the university 10% of the station's receipts. Negotiations between Georgia Tech representatives and the management have been under way for some time looking toward adherence to the FCC's requirement that the license be restored to control of the station. The station, it is stated, has been earning a net profit of $150,000 annually in recent years.

Lucas-Jenkins Offer

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

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

AT REQUEST of applicant, the FCC has dismissed without prejudice the application for the proposed sale of KSAM, Huntsville, Tex., to J. C. Rothwell, manager, and W. J. Harpole, commercial manager [Broadcasting, Aug. 29].

WHAT about WATTS?

5,000 is 5,000 say some. But, those familiar with radio engineering know that 5,000 at 570 kc. can match theoretical 100,000 to 490,000 watt stations at higher frequencies. In New York the low 570 frequency is occupied by WMCA with enough power (5,000 watts) to reach 12,500,000 people. That's why WMCA is New York's buy.
Propaganda Probe
In Senate Delayed
Movies to Take Stand First; Radio May Await November

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Gentlemen’s Agreements

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

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

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

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

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

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

How They Feel

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

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

A FANCY PLANT is that of KYOS, Merced, Cal., with two of its three sound wagons parked out front. The station wagons carry the latest RCA portable recording equipment, the KYOS portable transmitter, KRMS, frequency monitoring equipment, and about $3,000 worth of testing apparatus. The ears are in active use daily by KYOS, KHSV, Chico, and KVYC, Redding—all McClung broadcasting stations. The back of the KYOS sign is silhouette illuminated by fluorescent lights shining against the top structure of the building.

Now They’re Easy!

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

BLANKETS 84% OF WASHINGTON’S POPULATION

(Largest audience of any Pacific Northwest station)

Don’t miss this radio buy! KIRO’s new directional antenna, operating on 710 kilocycles and 30,000 watts, actually sends approximately 112,000 watts over salt water towards the major population centers—adding thousands of new listeners. See for yourself why KIRO is the most economical buy... the outstanding station of the Pacific Northwest!

KIRO
50,000 WATTS • SEATTLE

Represented Nationally by FREE & PETERS, Inc.

INTERNATIONAL NEWS SERVICE

Don Martin, KOA, Denver, writes: “Happy to inform you that this week we have added three more commercial necessits to our schedule, using INS reports exclusively.”

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WIBW Prepares
(Continued from page 11)

mechanized governor and the voltage regulator, very good voltage regulation is possible. In fact, under normal operating conditions, the auxiliary supply produces a more constant voltage than does the normal source of supply.

Maintenance routine is the same as used at the studio.

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

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

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

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

Sunway Test

SUNWAY FRUIT PRODUCTS, Chicago (Vitamin B complex), through its newly-appointed agency, Schwimmer & Scott, Chicago, is testing a quarter-hour three-weekly program on WLW, Cincinnati, and a five-minute six-weekly program on WJJJ, Chicago.
Can a leopard change his spots?

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

KXOK

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

... ...

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

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

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

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

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

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

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

Without belaboring the pros and cons of a franchise tax, it nevertheless is interesting to note that the same technique being employed in evolving the plan. Chairman Fly indicated the other day that he was planning to call in industry representatives for a roundtable discussion of the proposition, and that he thought something in the nature of a "cost-of-regulation" levy could be worked out.

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

Radio's Bottleneck

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

Priority rating is the core of this predicament. A telegraphic survey made by Broadcasting returned yields in same story—manufacturers cannot get materials and as a consequence men and machinery are being diverted to other defense pursuits favored with essential priority ratings. When present meager stocks are used up, broadcast operation will be in for a siege of gradual deterioration unless remedial steps are taken. Six months ago [Broadcasting, May 5] we undertook our first manufacturers' survey. The situation then was serious. The result was an improved priority rating (from B-7 to B-3) for broadcast equipment. But that hasn't meant a thing, because practically no materials have been allotted outside the Class A ratings reserved exclusively for defense pursuits.

Almost every day there appears new evidence of the reliance placed upon broadcasting by the Government as an essential arm of defense. More and more time on the air is being used by Government agencies to further the defense program. The Defense Communications Board has evolved plans to use the entire structure for air-raid warnings, morale-building, handling of communications and announcements in the event of military emergency. Plans are under way for power increases to assure maximum coverage both day and night. The FCC is granting construction permits for new stations, the new networks, and regular commercial advertising. The Army and Navy are flying new equipment, and have occupied the backbone and secondary systems of commercial broadcasting.

The degree to which we seek and find a satisfaction (Continued on page 80)
CHARLES LAWTON CAMPBELL

MENTION the name of Charles Lawton Campbell in theatrical circles, and it's a two-to-one bet that someone in a shop will immediately begin talking about the time he appeared in "Solid South", best-known of Campbell's dramatic works. He authored another Broadway success, "Isabella", in which Frances Starr played the title role of Madame Melissia.

Paradoxically, his present position as vice-president in charge of radio of Ruthrauff & Ryan was achieved not through his success as a dramatist but by the more prosaic path of advertising and selling.

Despite the plaudits reaped from his playwriting labors, Campbell pursued them strictly as an avocation and never allowed them to interfere with his Monday-to-Friday work as an advertising man. In fact, when he found that his radio responsibilities could no longer be shut up in a desk drawer and forgotten from Friday afternoon to Monday morning, he cheerfully chuckled his playwriting out of the window. Well, not cheerfully, perhaps, but anyway out the window it went.

Then, having turned his back on fame to pursue his chosen career of radio, he found himself at another cross-roads and unfalteringly abandoned his security to continue his work with the medium which he believed then—and still does—offers the greatest opportunity for growth and development.

Lawton Campbell—he long ago cut the Charles to a mere initial—was born in Montgomery, Ala., April 17, 1896. Twenty years later he left Princeton, where he had begun his dramatic career with the Triangle Club and had also contributed to the literary magazine, and headed for Manhattan. For the next six months he was a reporter on the city news staff of the Journal of Commerce.

Deciding that writing advertisements would (a) entail less leg work and (b) produce more income than chasing news, in January Lawton joined the Van Cleve Adv. Agency as a copywriter, chief for the United States Rubber Co. But this was 1917 and in April the country and Lawton entered the World War simultaneously. For the next two years he served with the 27th Division of the A.E.F., spending 11 months overseas, six months under fire.

After the war he returned to writing copy for U. S. Rubber, this time as a member of the company's most important advertising department, for the next seven years, during the last few as director of all footwear advertising. In January, 1921, he joined the Postum Co. as advertising assistant to Ralph Starr Butler. He was employed by this company, now General Foods, for 11 years, progressing from an assistant to vice-president in charge of merchandising of Jell-O, Swans Down Cake Flour, Minute Tapioca and other products.

One of Campbell's chief functions at General Foods was supervision of the company's radio program and promotion department, of which he was the Jack Benny series for Jell-O. Benny had been on the air little more than two years, and was only fairly well known when he started for Jell-O in the fall of 1934. Five months later, under Campbell's supervision, the Jell-O program was the top show on the air, remaining in first or second place in the popularity surveys during the four years that Campbell had charge of the program.

For General Foods, Campbell also supervised the Kate Smith Hour for Swans Down Cake Flour and Calumet Baking Powder, the Stoopnagle & Budd series for Minute Tapioca and the Mary Margaret McBride series for that product, first single-product daytime program ever sponsored by General Foods, to select only a few of his more outstanding series. With such an enviable list of top-ranking programs, Campbell might have been considered to occupy an almost perfect position in radio.

Yet in 1938, disregarding the arguments of his friends, he left his secure berth with General Foods to join Ruthrauff & Ryan because the agency offered him a chance to develop his full talents to energies toward radio, a medium to work with all kinds of programs for all types of products.

During his regime as radio chief, Ruthrauff & Ryan's radio department has become one of the largest in the country, keeping pace with the agency's radio billings, which last year totaled more than $6,000,000 for network time alone, a sum topped by only three other agencies.

"Our greatest point of pride at Ruthrauff & Ryan", Campbell explains, "is the fact that we have never specialized on any particular type of radio presentation. Our present program roster includes everything from 50-word announcements to full-length programs on nationwide networks, including daytime serials, musicals, news, comedy and variety programs, quiz shows, dramatic programs and such unclassified novelty—if programs which have so ably proved their value can be described as Major Bowes Hour, Amos 'n Andy, Amateur Hour, Vop Pop, Quiz of Two Cities and The Court of Miss America.

"At the present time we have 17 coast-to-coast programs on the air, in addition to many local and regional shows, including five Canadian programs of which three are broadcast in French, and a myriad of spot announcements. For the past nine years I have been a man assigned to keep abreast of developments in television and when this new medium began its commercial career on July 1, a Ruthrauff & Ryan client, Lever Bros., was one of the opening day's television sponsors."

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

Unmarried and a resident of midtown Manhattan, "to be handy to the theatres although I seldom find time to attend one," Campbell admits to no hobbies outside of radio. "When, as on Tuesday, we have given programs on the air in New York between 6:45 and 10 p.m., and when I have to hear them all so I can discuss them in detail with the sponsors the following morning, I don't have much time left for other activities," he states, "and I don't tell you anything else that would be half as interesting to occupy my time."

JOHN C. JESSUP, formerly of KPQ, Wenatchee, Wash., has joined WTHQ, Quincy, Ill., as assistant sales manager.

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

LOREN STONE has been promoted to assistant manager of KHIQ, Seattle, with Mr. Morton becoming sales manager handling both national and local accounts.

WALTER P. DOWNS, Montreal correspondent, Receiving & Broadcasting Corp., has moved to new quarters in the Dominion Square Bldg., Montreal.

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

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

Kenyon M. Douglass

KENYON M. DOUGLASS, 32, recent manager of KTOK, Oklahoma City, and former announcer and production manager of WBAP, Fort Worth, in Austin, Tex., after an illness of four months. Douglass began his radio career in 1927 when he went to WBAP in 1924 where he became program director and production manager. He was appointed manager of KTOK and the Oklahoma Network in 1938 and remained in that position until illness forced him to resign. He is survived by his wife, Ruby Mae Douglass; a daughter, Lynne; 4, two brothers and a sister. Funeral services were conducted Aug. 20, at Rockdale, Tex.
JOHN SWALLOW, NBC West Coast program director, is in New York for a series of conferences with network executives on fall shows to originate from Hollywood.

TOm STEWART, program director of W4TV in Nashville, is father of a baby girl born Aug. 27.

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

MADELINE CHACE, formerly di-rector of women's activities of WJSB, Atlanta, on Sept. 1 left the station employ to become the Penelope Penn radio voice of the local Rich's Department Store. She will be heard each weekday morning for Rich's on WSH.

EDDIE ALBRIGHT, KIJL, Hollywood, commentator, has been appoint-ed education director.

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

SUSAN TAYLOR, formerly of WAX, Yakounton, S. D., is now heard on her own program "Tips by Taylor" on WL1, Minneapolis.

RAY OVIINGTON, formerly of K200, Seattle, has joined the announcing staff of KOMA-ALB, Portland, Ore.

BOB RINGHAM, formerly of WEW, Buffalo, WEMF, Birmingham, WMA, New York and WUWA, Ashville, N. C., has joined WITH, Balti-more.

FRED BARR, formerly announcer of Radio Lyons, France, where he conducted a two-hour nightly recorded program of American dance music, and more recently as announcer of WBYN, Brooklyn, has been named M.C. of the 1990 Swing Session, Saturday night show on WWRL, Woodside, N. Y.

GERTRUDE T. PORTER, formerly promotion manager and manager of the radio script and advertising department of Associated Broadcast Ad. Co., New York, handling feature programs for WPAS, White Plains, N. Y., and WBRC, Brooklyn (now part of WBYN), has joined the Stanann National Bank of New York. Woodside, N. Y. as head of a business extension research and development.

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

BENEDICT HARDMAN has been named news editor of WLOL, Minneapolis. He will continue also as news editor of the North Central Broad-casting System program in Chicago.

ROY NEAL, announcer of WRGB, Glenside, Pa., recently married Win-sified English.

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

PAUL McALISTER, formerly of KYSP, Santa Fe, N. M., and KOGM, Albuquerque, has joined KFDF, Abilene, Texas, as musical director and production manager.

PAT FLAHERTY, for the last five years announcer, sports commentator and program director of WOAI, San Antonio, has resigned to join KFIR, Honolulu.

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

VERNE HATCHETT, of the continuing department of K1OK, St. Louis, has resigned.

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


TOM MCKNIGHT, Hollywood pro-ducer, has been engaged in that capacity for the weekly NBC Sherlock Holmes series which renews Oct. 5 under continued sponsorship of Grove Labs, St. Louis.

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

DAVE ELTON, NBC Hollywood producer, has been assigned by Rus-sell M. Seeds Co. to produce the weekly NBC Captain Flagg and Sergeant Quiet, which starts Sept. 28 under sponsorship of Menen Co. He will also continue to handle NBC staff assignments.

M. ASHMAN, announcer, formerly with stations in Hawaii, has joined KBAY, San Francisco, as night relief announcer.

BURT BARTON, producer at KXAN, San Francisco, recently became the father of a baby girl.

LENN CURLEY, announcer of KYA, San Francisco, recently became the father of a girl.

LYNNY TOWNSEND, staff pianist of CKLW, Windsor, Ont., is the father of a boy born recently.

ROY DRUSHL, formerly with stations on the Pacific Coast, has joined KPYL, Salt Lake City.

ROR LEE, announcer of WTAU, Quincy, Ill., has adopted a two-year-old boy.

RALPH LEWIS, announcer of WTAU, Quincy, Ill., was inducted into the Army Aug. 27. Don Norman, formerly of KFIR, Marshalltown, Ia., has succeeded him. Verne Boesler, former of WBBM, St. Louis, has joined the WTAU announcing staff.

SANDY SPILLMAN has resigned from the announcing staff of KFRO, San Francisco, to attend the U. of California to train for naval aviation.

STANLEY DAVIS and Marvin Fischer, Hollywood writers on NBC Signal Carnival, sponsored by Signal Oil Co. have resigned to join the production staff of the weekly CBS "Armstrong Brown" as KJFR, Los Angeles.

"TELL 'EM OVER WJBC AND SELL 'EM" BLOOMINGTON, ILLINOIS

PEACH OF A STORY

THE C. H. PAYNE SUPER-MARKET ... (local grocer) SOLD 1800 BUSHELS OF PEACHES THE PAST TWO WEEKS ... ON HIS DAILY PROGRAM OVER WJBC ... 10:45 to 11:00 AM

"TELL 'EM OVER WJBC AND SELL 'EM"

BLOOMINGTON, ILLINOIS

Represented by International Radio Sales
KWJJ Promotions

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

Mr. Amplistat’s Air

THE MYTHICAL Mr. Amplistat, radio clouche expert extraordinary, whose imagined dialogue with a sportscaster as written by Maurice Condon of WGAR, Cleveland, appeared in the Aug. 25 Broadcasting, turned up recently as guest star of Mike Roy’s Rhythm at Random program on WNEW, New York. Mr. Roy’s adaptation, in the person of J. Weeden Whapp, was broadcast with permission of the author and BROADCASTING.

Tom Slater Honored

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

Robert Connidine, sports columnist for “On the Line”, daily feature syndicated in 83 newspapers, on Sept. 2 started a six-weekly sportscast program on WNEW, New York, immediately following John B. Kennedy’s news at 7:45 p.m.

CBS Names Tucci

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

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

WOR Staff Changes

EXPANDING its production supervision, WOR, New York, has shifted Gene King and Terry Bier from announcing to the production staff of the station. King produces WOR’s travelling show, Cab Calloway’s Quiz- zieole, while Bier, also farm editor of WOR, will eventually cover his announcing duties to the early morning Farmer’s Digest. To fill the vacancies caused by King’s transfer and the resignation of Sidney Paul, two announcers have joined the station—Robert Shepard and Bruce Elliot, both with announcing experience in out-of-town stations.

WHAM

Rochester, N.Y.

“The Stromberg-Carlson Station”

National Reps.: George P. Hollingbery Co.

50,000 Watts . . . Clear Channel . . .

Full time . . . NBC Blue and Red Networks
CATELLI FOOD PRODUCTS, Montreal (Carrefour), on Sept. 1 started *Creamy Dollar-a-Minute* quarter-hour live shows, with scrambled words prize game, weekly on CJOK, Vancouver; CFGN, Calgary; CJCA, Edmonton; and CHBY, Regina. CFGU, Saskatoon. Same sponsor on Sept. 1 also started transcription spot announcements three times and four times weekly on various Ontario stations. Accounts were placed by W. W. Reynolds & Co., Toronto.


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

SHIPSTAD & JOHNSON, Chicago, for Los Angeles premiere of Ice Folies of 1942, in a 7-day exploitation campaign ending Sept. 12, is using a total of 11 transcribed announcements featuring Ken Carpenter on 10 stations in Southern California. List includes KFAC KMTR KFWB KMGP KFAR KMYD KFMB KFAM KFMB KFLO. Ice Folies started Sept. 4 for four weeks at Los Angeles Pan-Pacific Auditorium. Allied Adv. Agencies, Los Angeles, has the account. Walter McCreary is executive in charge.

McNAMAR FURNITURE Co., Seattle (Three Mountains, retil 1 chain), through Ad Carpenter Adv. Agency, that city, has renewed for 52 weeks, its weekly quarter-hour announcements on KECA, Los Angeles. Firm also sponsors the commentaries in a similar series nine times weekly on KFW, that city. In addition transcribed versions are sponsored six times weekly on KEIN, Ingersfield and KMJ, Fresno.

HOWARD TAYLOR was recently appointed general sales manager of Trifidg Flouring Mills Co., Seattle. He succeeds William H. Burri, retired.

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

GENERAL PETROLEUM Corp., Los Angeles (Holmes, Mobile), on Sept. 17 starts for 13 weeks sponsoring a weekly quarter-hour football program, *Sports Broadcast* with Sam Hayes, on CBS West Coast stations (KNX KARN KFWO KOIN KIRO KROY KTUU). Firm is currently sponsoring the weekly program, *I Was There*, on the same list of stations, Sunday 9-9:30 p.m. (PST). Account is Smith & Drum, Los Angeles.

NEBBITT FRUIT PRODUCTS, Los Angeles (Cal. orange drink division), on Sept. 1 added KGFU, Roswell, N.M.; KEUN, Price, Utah; KOMA, Oklahoma City, to stations currently releasing the transcribed quarter-hour, *Farmer's Facts*, with John Nebbitt. Contracts are for 13 weeks. Series has been renewed for a similar length of time on KECA, Los Angeles, with a spot announcements schedule on KFW, that city. Account is Walter K. Neill Inc., Los Angeles.

UNIFIED DRUG Co., Toronto, on Nov. 1 starts a spot announcement campaign for Christmas sale on 37 Canadian stations. Account is placed by Romola Adv. Agency, Toronto.

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

F. LAWSON & Co., London, England (amount) has started a weekly quarter-hour program with melody title song on CFBI, Toronto, and plans to extend to other stations in Canada. Account is placed through Norris-Patterson, Toronto.

CAMPBELL SOUP Co., New Toronto, Ont. (French-American canned mawan and spaghetti) has renewed its daily transcriptions on a number of Canadian stations and *Soupless Roses* five times weekly on CBS Canadian outlets, CRAG, Montreal, and CFIB, Toronto. Same sponsor has also added WMFO, Montreal, daily on CFIB, Toronto. Account was placed by Ruthrauff & Lyon, New York, and Ward Wheeler Co., Philadelphia, in conjunction with Cockfield Brown & Co., Toronto.

HENDY K. WAMPOLLE & Co., Perth, Ont. (medicinal) has started three-weekly transcribed spot announcements on a number of Canadian stations. Account was placed by J. J. Gibbons Ltd., Toronto.

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

HUDSON SALES Corp., Los Angeles, represents 22 auto distributors in the Southwest, in a 30-day or more campaign which started Sept. 2 is using from four to nine announcements, daily, seven times per week, on 12 Nevada and Southern California stations. List includes KMIN KFWH KDKD KPAS KVOD KXV KIYR KMTR KFJX KFOQ KXV KJN KXN. Mayers Co., Los Angeles, has the account. Henry Mayers is account executive.

SEARS ROEBUCK & Co., Los Angeles (merchandise), for its 50th anniversary sale, in a ten-day campaign ending Sept. 20, will use two to six spot announcements daily on 11 Southern California stations. List includes KXNO KKJH KPAG KPKD KVPR KMTX KFJX KFPP. Agency is the Mayers Co., Los Angeles, with Henry Mayers account executive.

FAST LAWN MEMORIAL PARK, Sacramento, Cal. (cemetery), placing direct, on Sept. 29 starts for 26 weeks, sponsoring the five-minute transcription program, *Miracles of Faith* three-weekly on KROY, that city, Pichter Mortuary, Tucson, Ariz., on Oct. 1 starts sponsoring that program three-weekly on KTUC. Series is originated and is currently sponsored by Forrest Lynn Memorial Park, Glendale, Cal., on KJH, Los Angeles, and Southern California stations. List includes KFMY KKFC KFWO KFST KFXS KFMF KFUE KJUK KFUC. Account is the Mayers Co., Los Angeles, with Henry Mayers, account executive.

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

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

BLOCH DRUG Co., Jersey City (Hibbel's Hairimento Oil Capsules), on Sept. 1 started a series of clinibreak announcements on WHN, New York, and picketings Monday through Friday on The Farmer's Digest, 1 a.m. program on WOR, New York through Raymond Spec- tor Co., New York.

Briggs Placing C.A. BRIGGS Co., Cambridge, Mass. (H-B Cough Drops) is planning use of spot announcements in various stations. Company, through its agency, Horton-Noyes Co., Providence, R. L., has sent letters to station representatives seeking information on available spots on specific stations in desired markets.
CERTIFICATE OF MERIT of the American Legion was recently awarded to J. M. Mayes, Fresno, Calif. It was presented by the unit where he served, in grateful consideration of the service rendered to this community and for having aided in the promotion of patriotism, loyalty, good citizenship and the welfare of the veterans who have served under arms of the United States. Presentation was made by Annabel Rainie, radio chairman of American Legion auxiliary district No. 4, to Dr. Carl Weegar, program director, on behalf of KARM.

MAYES AND MOORE AT HEAD OF KBWD

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

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

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

New Shortwave Programs

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

GUESTITORIAL

(Continued from page 30)

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

And the answer is not overly difficult to find. It lies in the promotion of the sale of a multiplicity of consumer goods and services which hitherto have been restricted in their appeal owing to high prices, limited markets, or just plain lack of sales promotion.

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

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

Crosse & Blackwell make a fine line of packaged foods. Have you heard them on the air in recent years? I could carry on this indefinitely, but I'm sure you get the idea.

The point is that the country today has millions of men, working over machines or at production lines who are making from $50 to $150 weekly, and who never made that kind of money before. Most of them have never had the opportunity of enjoying the good things of life, and have looked longingly at fine merchandise, yearning to possess it.

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

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

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

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

Higgins to WRC-WMAL

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

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

A **UNIQUE tie between motion pictures and a radio sponsor marketing farm products** started Sept. 6 when the first of the Saddle Mountain Roundup series went on the air, Des Moines, Ia. The program, sponsored by Consolidated Products Co., of Danville, Ill., for its Semi-Solid Buttermilk Feed Products, was aired at the same time as the film, "Saddle Mountain Roundup" in Marshalltown, Ia. The radio-program, announced as a two-day elaboration of Saddle Mountain Roundup Days, featuring residents of Marshalltown parading in pioneer cost-dressed costumes, furnished a means by which you can scientifically check almost all your advertising plans in this section.

Write for it. No cost or obligation.

*Address Dept. B*

**STATION WHO**

**DES MOINES, IOWA**

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

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**Reserve Your Copy of 1941 Iowa Radio Audience Survey**

**NOW**

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

Write for it. No cost or obligation.

*Address Dept. B*

**STATION WHO**

**DES MOINES, IOWA**

"The key to the large radio audience in Nova Scotia is held by—"

**CHNS**

**HALIFAX, N. S.**

The Key Station of the Maritimes

Representatives

WEED & COMPANY

350 Madison Ave., N. Y.

You can dominate the Omaha Great Plains Market with **WOW”**

OMAHA, NEBRASKA

On the RED Network

590 KC. 5000 WATTS DAY & NIGHT

JOHN J. GILLIN, JR., MGR.

John Blair & Co. Representatives

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**Baseball Contest**

KWK, St. Louis, is conducting the second annual baseball popularity contest, sponsored by the Falstaff Brewing Corp., to select the two popular papers between the American and National Leagues. The contest, started Aug. 25 and running to Sept. 19, is based on the volume of mail to "Saddle Mountain Roundup" in Marshalltown, Ia. The radio-program, announced as a two-day elaboration of Saddle Mountain Roundup Days, featuring residents of Marshalltown parading in pioneer costume, furnished a means by which you can scientifically check almost all your advertising plans in this section.

Write for it. No cost or obligation.

*Address Dept. B*

**STATION WHO**

**DES MOINES, IOWA**

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On the RED Network

590 KC. 5000 WATTS DAY & NIGHT

JOHN J. GILLIN, JR., MGR.

John Blair & Co. Representatives

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**More Victory**

WPID, Petersburg, Va., has started a campaign of its own based on the V for Victory theme, using colorful window stickers displaying the WPID call letters above a large "V". Listeners are invited to write or call for free stickers for their homes, stores, or cars. Stickers have been placed in various store windows throughout the city.

**Success Stories**

A TABLOID success journal has been published by WMJ, Milwaukee, with the front page bearing the title "Results, in Black on White." Reproduced are letters from "satisfied advertisers," with comment on their successful use of the station.

**BROCHURES**

KXX, Hollywood—Four-page, pen and ink illustrated folder titled All Over Southern California, which relates briefly market covered by that station, complete with all the money created by defense work program.

UNITED PRESS—Folder entitled "For your own profit—your football prophet" offering a program of NFL editor Ralph Palmer predicting football scores.

WMT, Cedar Rapids, Ia.—Four-page orange colored piece modeled after sheet music promoting station’s Magic Airwaves program.

GEORGETOWN U.—Illustrated booklet published by foreign service school featuring radio series titled New World Diplomacy.

WBT, Charlotte—Folder, telling how "WBT helped crack 320,000 eggs," or the sales success story of Leonard’s Hatchery.

WOR, New York—Spiral-bound brochure, A Tale of 4 Cities, on survey of all-night listening.

KDLG, Duluth—Two-color brochure announcing shift to 610 kc. and increase to 1,000 watts.

NBC Hollywood—Accord foil pleures giving Pacific Coast market statistics and new programs.

**18,000 Employed in WICHITA**

**Aircraft Plants**

A new high of 18,000 employees in Wichita’s aircraft factories is expected to be reached by October 1st of this year.

Additional thousands will be added as new plant facilities now being constructed are completed. Now is the time for you to start getting your sales message across to this vast army of well-paid labor.

And there’s no better way to do this than to use the “Pioneer Voice of Kansas,” KFBF. START NOW!
AFRA Donates Talent For Shortwave Program

AN OFFER by the Cincinnati local of AFRA to supply the services of its membership talent for programs broadcast to England on WLW, Crosley international shortwave outlet was announced last Friday by Wilfred Guenther, WLW manager. The offer was made by James Leonard, president of the local. Tentative arrangement call for AFRA members' gratis appearances on the Great Britain broadcasts at least once a week.

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

ROMANCES FOR SAVOY
Coffee Firm Again Renewes
From License Bureau

CREDITED with bringing a 100% increase in turnover for many Savoy Coffee dealers, Quin Ryan’s Marriage License bureau renews Sept. 8 on WGN, Chicago, for 13 more weeks under sponsorship of Strother Martin. The threeweekly feature returns to the air after a three-week vacation interval, and will be heard Monday, Wednesday and Friday at 1:30 p.m.

The series was launched by Steele-Wedel Co., Feb. 17 for 24 weeks. During this period Savoy Coffee sales have shown a decided increase, according to Evin, Wasey & Co., Chicago agency handling the account.

More Canadian Music

DESpite the war Canadian composers are increasing their contributions to the music library of the Canadian Broadcasting Corp., according to a report of the CBC. With an ever increasing number of programs with a war theme originating in Canada, more Canadian music is being used. Such CBC programs as Carry On, Canada use a tremendous amount of Canadian material. The theme song, in fact, being the work of the Canadian composer, Ernest Dainty. Frequently special compositions are being commissioned to fit special programs. Composers whose music has been heard recently on CBC programs include Godfrey Ridout, John Weinzeig, Robert Farnum, Ernest Selig, John W. Rushston, Reg. Hinchey, Wal- tery Huang, Riv. Ernest MacMillan, Capt. J. Gagad, Capt. J. Shattier, Ruth Low and Sair Lee.

Purely PROGRAMES

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

Local Insights

INTIMATE sidelights on local affairs form the basis of City Editor, new series on WSAI, Cincinnati, conducted by William Dowdell, WLW-WSAI news editor. Where the mayor gets his free cigars, why certain cops are sent to the sticks and similar tales are aired every Sunday at noon.

Poets Honored

LIVING western poets are saluted in a new series of weekly programs on KYA, San Francisco, titled Singing West. An outstanding verse writer is presented on each program. He is interviewed and in most instances reads some of his own works or reviews another writer’s book of poems.

Adventurers’ Adventures

TRUE ADVENTURES of members of the Explorers Club on their trips to far-off places are dramatized on Adventure in the Unknown, weekly half-hour series on WNYC, New York municipal station, in cooperation with the American Museum of Natural History and the Club.

Defiant People

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

Defense Drama

DESIGNED to portray the part the Midwest plays in National De- fence, the Midwest Mobilizes program, a weekly feature of WBBM, Chicago, under the auspices of the Illinois State Council of Defense, dramatizes operation of defense contracts with broadcasts from factories working on defense orders.

For Traffic Safety

TRAFFIC ACCIDENTS that have occurred during the week are analyzed by Srgt. Roland J. Schumacher, head of the traffic education division of the St. Louis police department, on the So It Can’t Happen to You program of KXOK. Srgt. Schumacher offers advice to prevent recurrencse of such accidents and also presents members of various safety organizations.

Mr. and Mrs. Critic

WMCA, New York, has started a new series of theatre reviews, employing a man and wife as critics. The reviews, heard the same night as the play opens, are presented by Mr. and Mrs. Julius Colby, both drama critics on New York newspapers. It is planned to ex- tend the reviews to motion pictures later.

From Hangar Four

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

In Shadow of Guns

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

Small Town Stuff

HUMOROUS story of life in a suburban town is told on Jones & I, half-hour weekly program on CBS, Hill, roles played by Sammie Hill and Scott Farnsworth, also author of the series. Stuart Buchanan produces and directs the program, which are autobiographi- cal, incorporating much of the life of the writer.

Safety Talks

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

THE BEST EVER

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

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

5000 WATTS WGEN 860 ON THE DIAL

“The Station That Sells”
SMOOTH GOING!

JOHN ALDEN, formerly assistant advertising manager of Norwich Phar- 
maceutical Co., Norwich, N. Y., user of spot radio, has been appointed adver-
tising manager of the company.

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

J. C. BRIDGWATER, formerly copy director of H. W. Kasor & Sons, 
Chicago, and previously of Hinckett-Semple-Hanauer and Newell-Dawson 
Co., New York, has been appointed manager of the copy department of the 
Chicago office of Sherman K. Wil-
liams & Co., effective Sept. 15.

RAY MOUNT ROGERS, for two and 

a half years copy chief of Gerth-Kudlin 
Advertising Agency, San Francisco, 
has been promoted to account execu-
tive and transferred to the agency's 
Los Angeles office.

W. A. BREWER, president of Brew-
ery-Weeks Advertising Agency, San 
Francisco, a major in the Army re-
serves, has been called to active duty 
with the Civilian Defense Corps in 
Washington, where he is the assistant to Karl Schullinger, 
the agency's New York radio di-
rector of Lucile Strike shoes.

FLETCHER TURNER, assistant 
radio director of J. E. Mathes Inc., New 
York, died on Aug. 30 after a long illness.

North Appointed

JAMES D. NOETH, Assistant to Charles G. Mortimer, Advertising 
Manager of General Foods Corp., 
New York, has been appointed as 
assistant advertising manager of the 
company for Jell-O and Minute 
Sparrow, as of Sept. 1. Succeeding Mr. North as Mr. Mortimer's as-
sistant is John S. Allen, formerly advertising 
assistant for Jell-O and 
Minute Sparrow. Mr. North has also handled export advertising for 
the company and the Walker Baker account in the past five years.

Charles K. Kaufman

CHARLES K. KAUFMAN, 55, for more than 20 years with the Arthur 
Roseberg Adv. Agency, New York, 
died Aug. 30 at Montefiore Hospital 
after a six-month illness. He is sur-

vived by his wife, two daughters and two 
brothers.

AFA 10th Session

THE 10th District convention of the AFA will be held Oct. 16-18 in 
Tulsa, Okla., under sponsorship of 
The Tulsa Advertising Federation. 
Amos Parrish, retail consultant 
and fashion critic expert, will head the list of speakers. En-
tertainment will be furnished by 
the Newspaper Publishing Corp. 
and KVOO and KTVL. The 10th 
District comprises, Oklahoma, 
Arkansas, Louisiana and Texas.

THOMAS HARMSTORFF, formerly producer of WBG Chicago, has joined Russell M. 
Sellers Co., Chicago, as director and 
producer of the One-Step program sponsored by Brown & 
Williamson Tobacco Corp., Louisville.

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

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

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

REEFSON-POLLERREICHERT is 
the new name of the R. B. Reifse & 
Reich AGENCY, located in the 
San Francisco area. Officers are 
Reefson Reis, chairman of the 
board; John O. Munn, president; 
R. J. Fuller, vice-president; Arthur 
Reichert, vice-president; N. Red 
Sturgeon, secretary-treasurer.

WILLIAM VON ZALEY, formerly of R. N. WINS, New York, and previously 
with Consolidated Radio Corp., has 
been transferred to the radio department of Music Corp. of Ameri-
cs' Coast office.

Coutant Plans to Resign 
To Join Statistical Firm

FRANK R. COUTANT, vice-presi-
dent in charge of marketing of 
Pedar & Ryan, New York, in late 
September will resign to become vice-president and director of serv-
ices of Fact Finders Associates, 
New York, research affiliate of 
the Advertising Distributors of 
America.

A pioneer in the development of 
scientific marketing, Mr. Coutant is 
well known for his lectures and 
books on research, the latest being 
"A Study of the Analysis of 149 major markets 
in America in cooperation with the American Marketmg Assn. and 
the U. S. Bureau of Census. He will be 
associated with Dr. L. F. Rand-
fell, president of Fact Finders, 
to assist in broadening the scope of 
the company to include all types of 
marketing and research consul-
tations, planning, direction and 
interpretation of surveys, consumer 
testing of old and new products, 
and development of effective and 
media and advertising campaigns. 
Successor will be D. E. Robin-
son, formerly general man-
ger of Federal Adv. Agency, New 
York.

Parsons to Federal 

DON PARSONS, formerly direc-
tor of promotion of the McCall 
Corp., New York, has been named 
vice-president and director of re-
search of Pedar & Adv. Agency, 
New York, succeeding D. E. Robin-
son, general manager, who re-
signed to join Pedar & Ryan, New 
York, effective Oct. 29 [BROAD-
CASTING, Sept. 1]. Previous to join-
ing McCall in 1932, Mr. Parsons served as general sales manager of 
McGraw-Hill and in a general execu-
tive capacity for Curtis Publishing 
Co.

Parsons to Federal 

COAST BRANCH ENLARGED

NEEDHAM, LOUIS & BRORBY, 
the largest network show to 
originate from the West Coast, has 
sold its Hollywood radio produc-
tion office space at 1080 N. Vine St, 
Los Angeles, formerly producer of 
Himarich, Davis & Staff, San Fran-
cisco, has been added to the staff as 
production manager. The NBC ABC 
Hallmark program, sponsored by C. S. Johnson & 
Son, Cecil Underwood, West Coast manager of the agency, produces the 
weekly Great Gildersleeve, which started Aug. 31 under sponsorship of 
Kraft Cheese Co., (Paskay Maga-
rine), on 28 NBC-Red stations, Sun-
day, 6:30-7 p.m. (EDST). He will 
leave Aug. 31 for a tour of the 
weekly NBC Fibber McGee & Molly 
program, resuming Sept. 30 under 
contract sponsorship of C. S. John-
son & Son.
FTC GRANTS PLEA TO REVISE REPORT

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

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

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

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

La Palina Series

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

OEM Labor Salute

AS A TRIBUTE to labor's part in defense efforts, the Office for Emergency Management arranged a special salute to labor program on WRC Blue and Red Sept. 1, 1-2 p.m. In addition to a talk by President Roosevelt from Hyde Park, participating included American labor officials, Ernest Bevin, Great Britain's Minister of Labor, speaking from London, and Hollywood stars, Bernard C. Schouw, chief of the Office of War Information, contributed an original play to the program while Milton Douglas from Hollywood and Lowell Thomas in New York were m.c.'s.

KGA, Spokane, was silenced Aug. 26 nearly the entire day when a bolt of lightning struck the antenna, demolishing a transmitter line.

WCKY OBTAINS SCRAP

Steel Shortage is Eased by Station's Appeal

HELEN REES, promotion director of WCKY, Cincinnati, really started something when she found a serious shortage of steel scrap existed in the Ohio Valley area. Visiting Middletown, O., recently, Miss Rees interviewed steel and iron executives for her program, INDUSTRY ON THE MARSH, from C. R. Hook, president of American Foundry Mills Co., and other industrial leaders, she learned that steel and iron plants were facing shutdowns because the supply of scrap was short.

In Middletown and Ashland, Ky., she was informed, scrap iron drives were conducted and the Arco plants there were kept going. Miss Rees proposed a similar drive in Cincinnati. She telephoned officials and steel executives in the Greater Cincinnati area. They agreed to meet and plan a campaign to collect scrap steel and iron from homes and business houses.

Meanwhile, Mr. Hook phoned the Metals Conservation Division of the OFM for formal approval of the drive, and got it.

Taverns' Own 'Polka'

BMI reports that one of its songs, 'Friendly Tavern Polka,' has been chosen as the theme song for the national tavern industry, which will feature the number in a promotional campaign to build goodwill in taverns and will use it as a theme in whatever radio advertising the taverns use.

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

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

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

WEAKLY programs on MBS dealing with current events now total 84, or 16% program hours. Newscasters account for 630 minutes of program time; recorded BBC news, 140 minutes; news association editors, 100 minutes; foreign pickups, 80 minutes, and additional news programs, 455 minutes, including Parade of the U.S. Army and An Analysis of Propaganda.

ECONOMICAL COVERAGE of the rich BALTIMORE market

for instance:

- for afternoon hours: 2 to 5 a.m.
- 5 fifteen minute periods weekly $192

Subject to dollar volume AND weekly discount

GLOW OF A NEW DAY OCT. 1

WE BR

National Representative: Edward Petry & Co.
WSOC

NEW power
transmitter
radio
coverage

OLD listener loyalty
rates
organization
extra services

CHARLOTTE, N. C.

Headley-Reed Co., Nat’l Representatives

Try to Cover Too Much Territory? NOPE! Tried to Cover the Texas Gulf Coast without the Twins!

Try to Cover Too Much Territory? NOPE! Tried to Cover the Texas Gulf Coast without the Twins!

Jesse Topete

Jesse Topete, 35, Los Angeles radio stenographer, died at the Fresno (Cal.) County General Hospital on Aug. 26 as result of a near-drowning while swimming near Coolina two days before.

There are two ways to blanket the heart of the Texas Gulf Coast—the hard way—

with an unlimited budget and many media—or the easy way—with KXYZ-KRIS.

Millions are being made and spent down here this year. Will it be with you—or your competitor? Get the facts on how to cover the most territory for the least money.

National Representatives:

The Branhman Company

More for Your Money

KXYZ,KRIS

Houston Corpus Christi

NBC Red & Blue

Both Stations Mutual and Lone Star Chain affiliates

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Studio Notes

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

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

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

WHER, Portsmith, N. H., presents its program Let’s Join the Army at Camp Langdon from the harbor defense base on New Castle Island, N. H., each Tuesday. The show is written and produced by the station.

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

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

ANCA National Foreign Trade Convention, to be held in New York Oct. 6-8 will be given full coverage by WRCA and WNY, NBC’s international stations. With special attention to those phases of the convention dealing with efforts of the United States to aid Latin American countries in finding compensations for the loss of their European trade. Talks of Under Secretary of State Sumner Welles and Viscount Halifax, Ambassador from Great Britain, will be short-waved in six languages to Latin America along with messages from President Roosevelt and Winston Churchill.

ONE OF THE pioneer amateur programs in the West, Bobbo’s Amateur Hour, conducted by Dean Maddox weekly on KFRC, San Francisco, celebrated its seventh anniversary Aug. 23. Some 300 innured the studios and requests for 3,200 more studio tickets had to be turned down. The program has been sponsored almost since its inception by the Mario-Dell Milk Co. of San Francisco.

Major to Return

FOLLOWING an 11-week period during which neither Major Ed- bowes nor his Original Ame- taur Hour have been heard, the Major returned to the CBS Thursday evening spot, under sponsor- ship of Chrysler Corp., Detroit. During the Major’s hospitalization, while he recovered from an opera- tion, the CBS program time was filled with symphonic music under the direction of Morton Gould, young American conductor-composer.

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

STEE FOR DEFENSE was the keynote of the 500-foot trans- mission tower of WCAU, Philadel- phia, at Newtown Square, Pa., was felled to be dismantled and sold to defense industries. The 35-ton steel tower became obsolete a week previous when WCAU’s new 440- foot vertical radiator at Moorestown, N. J., was placed in opera- tion. Here John G. Leitch, WCAU technical director who was called into the Navy two days later as a lieutenant-commander in charge of communications at Cape May, N. J., examines the fallen structure.

WDRC Names Taylor

APPOINTMENT of Herman D. Taylor, chief engineer of WTIC, Hartford, Conn., to the position of plant manager succeeding the late J. Clayton Randall and the advancement of Edwin H. Sanders to chief engineer in charge of develop- ment and research, was announced last Thursday by Paul W. Morency, general manager of WTIC. Taylor, who at one time was an operator on a number of merchant vessels, and was with RCA, joined WTIC in October of 1924 aiding Mr. Randall in the original designing of studios and circuits for WTIC, as well as installation of new studios and transmit- ter in 1928 for 50,000 watt operation. Sanders, a graduate of Rensselaer Polytechnic Institute in 1931, has been with WTIC since that time.

Teachers’ Message

UTILIZING RADIO to convey their message, Superinten- dent Vierling Kersey and President John F. Dalton of the Los Angeles board of education on Sept. 6 were to address 11,000 teachers and students of 470 schools in that county during a half-hour morning broadcast released over KECA. All teachers were required to listen to the broadcast, which was the first time in the history of Los Angeles schools that such means had been taken to reach faculty members multaneously. Facilities of KECA were turned over to the board of education as a public service.

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LAURENCE ROBERT PANTRELL, KHBC, Eugene Goldrup, to Arthur Luedtke. Formerly of KXOK, St. Louis, has joined the engineering staff of KGHI, Little Rock, Ark. He is succeeded at KGFW by Jack Lewis of the engineering staff. Bill Harmon, transmitter engineer of WORC, Spartanburg, S. C., recently became the father of a baby girl.

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

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

RUDY IRENBORG, transmitter operator of KOKO, St. Louis, has been named transmitter supervisor.

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

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

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

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

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

J. M. HOLMIS, new to radio, has joined the engineering staff of WAGC, Augusta, Ga.

MERWIN PLANTING, transmitter engineer of KGEA, Spokane, recently married Rita Bridley of Spokane.

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

GEF Spots

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

HIS BROTHER'S PLACE

LESTER NAFZGER, transmitter operator of WBNS, Columbus, has been appointed transmitter operator of the FM transmitter, a 10-kw. No. 520DL REL model which Lester Nafzger, chief engineer of both WBNS and W45CM, ordered Aug. 29 from Radio Engineering Labs, and which is expected to be ready for use Sept. 28. An L-12 control room, audio facilities room and a new 75-kw. Diesel driven generator plant have also been added to the transmitter house, which has been paneled throughout with knotty pine and equipped with fluorescent lighting.

IRE Nominates Graham, Van Dyck to Presidency

VIRGIL M. GRAHAM, director of the Application Engineering Department of Hygrade Sylvania Corp., and A. F. Van Dyck, manager of the RCA License bureau, have been nominated for the 1942 presidency of the Institute of Radio Engineers. Ballots mailed to the membership for a vote to be concluded Oct. 25. Mr. Graham has been an IRE director since 1941, and Mr. Van Dyck was a director from 1930 to 1935 and from 1939 to 1941. The single nomination for vice-president, which usually goes to a distinguished foreigner, was tendered W. A. Rush, controller of radio of the Canadian Department of Transport.

Nominees for 1942-44 directorships, three of whom are to be elected, were: A. B. Chamberlain, CBS chief engineer; I. S. Cogge-shall, general cable supervisor, Western Union; W. L. Everett, professor of engineering, Ohio State; and R. N. Lock, specialty products division, Western Electric Co.; P. C. Sandretto, superintendent, Communications Laboratory, United States Air Forces in Europe; and R. A. Gregory, director of the Institute of Electrical and Electronic Engineers.

WBNS FM Tower Ready

WBNS, Columbus, has just completed the antenna support tower for its new FM station, whose call letters are W45CM, are blazoned in six-foot neon lights on the tower.

A new wing has been added to the WBNS transmitter building, raising the house the FM transmitter, a 10-kw. No. 520DL REL model which Lester Nafzger, chief engineer of both WBNS and W45CM, ordered Aug. 29 from Radio Engineering Labs, and which is expected to be ready for use Sept. 28. An L-12 control room, audio facilities room and a new 75-kw. Diesel driven generator plant have also been added to the transmitter house, which has been paneled throughout with knotty pine and equipped with fluorescent lighting.

CBS-AMF Hollywood Pact

CONTROVERSY between CBS Hollywood executives and Los Angeles Musicians' Local 47 has been settled, effective Sept. 1. Though conceding to union demands for a minimum of 18 playing musicians and conductor, on a Sunday swing, with a $25 week guarantee. CBS is releasing six music from the "X" or higher program brackets. Each can receive a minimum of $55 weekly. KFWB, Hollywood, is asking for reduction in number of musicians employed on the staff orchestra.

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

Page 42 • September 8, 1941
BROADCASTING

First who public morale will show.

Any business which given borrowing from Government station.

BROADCASTING.

CASTING.

KTOH, married, permanent or mid-south man. Must have good voice. $25.00 per word. All other classifications, 12¢ per word. Bold face triple, Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Situations Wanted (Continued)

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

Combination Man—Announcer-Producer. With educational and network experience. If you want a real program department built by a man who can earn his keep, let me send my story and audition record. Box 880, BROADCASTING.

Competent Announcer-Writer — Married. Draft your own desires positions with radio studio preferably in South or West Coast. Have written National network shows which were produced. An asset to any radio studio that appreciates ability and enthusiasm of job. Box 882, BROADCASTING.

Program Manager—With twelve years radio experience now available. Has network, regional and local station background. Associated major league baseball and football, pro and college, produced network shows. Excellent operation has conducted major city symphony orchestra of 72. Married. Box 880, BROADCASTING.

Commercial Manager-Salesman—Available October 1st. Good personality, mixer, proven sales ability. Experienced in fifteen years radio, newspaper, advertising experience. Family man. Clean habits. Exceptional recommendations past and present employers. Not looking for position but GOOD connection where ability pay dividends. CREDENTIAL reply. Box 881, BROADCASTING.

Station Manager — 11 years experience; draft exempt; married; 31 years old. For NE or small local or one that needs new blood. How about that 250 watter in the midst? Let’s talk it over. Your answer to this ad will bring me in for personal interview in hurry. Available immediately: young, best industry and character references. Box 887, BROADCASTING.

Wanted to Buy

Wanted—10 KW transmitter. Box 886, BROADCASTING.

Complete—Used equipment for local station. Write Box 882, BROADCASTING.

Buy Radio Station—If price is reasonable, strictly confidential. Box 888, BROADCASTING.

Wanted—General Radio Type S66 C RF Bridge in good condition. KARM, Fresno, California.

BROADCASTING • Broadcast Advertising September 8, 1941 • Page 43
REGULAR LICENSE IS GRANTED WWDc

DISREGARDING pending programming license for WCC, last Wednesday grantd WWDc, Washington's newest broadcast station, a regular license to operate on 1450 kc with 260 watts fulltime, along with its 100-watt booster station.

Operated by the Capital Broadcasting Co., the station's facilities have been applied for by Dyke Cullum, vice-president and one of the three stockholders. Mr. Cullum also has sought dissolution of the company in the Washington courts.

Mr. Cullum has been at loggerheads with his associates, Stanley & Horner, president, and Paul Miller, distributor in Washington, and Edwin M. Spence, secretary-treasurer and former NAB executive, virtually since the station began operation early this year. Last May he asked the court for an accounting and appointment of a receiver.

The FCC's action, granting Washington's newest regular license, was taken after perusal of the pending litigation and allegations of Mr. Cullum, it was reported. Mr. Cullum is general manager of WWDc.

FCC Gets Stipulation From KWK, St. Louis

KWK, St. Louis, operated by Thomas Patrick Inc., has stipulated in its license application in connection with the station being for Colonial Bread, a product of Colonial Baking Co., St. Louis, according to an FCC announcement.

The station entered into a stipulation following similar action by Colonial Baking Co. The FCC explained that in cases where a radio station participates in preparing copy broadcast on the station, the station is considered in the same class, subject to complaint for misleading advertising practices, as the first time an advertising medium had been called upon to stipulate against certain practices. It was regarded in some quarters that the FCC has departed from established policies and may be expected to require similar action of radio stations in the future.

Radio Census Delayed

FURTHER delay in the issuance of the radio census by the U. S. Census Bureau was forecast last week by bureau officials, who now estimate it will be early next year before the figures for the whole country are available. The bureau still plans to issue State figures, broken down by counties, as press releases, but these will not start until latter October. No order of releases by States has yet been fixed. Previously it had been announced that the State figures would start issuing in September. The Census Bureau's count of homes equipped with radios was taken as part of the decennial census of population of 1940.
PORTLAND, OREGON
KXL LAND extends north
including the following Counties in WASHINGTON:
- Clark
- Lewis
- Cowlitz
- Pacific
and south including the following Counties in OREGON:
- Yamhill
- Marion
- Polk
- Linn
- Benton
- Lincoln
- Lane
- Coos
- Multnomah
- Columbia
- Clatsop
- Washington
- Tillamook
- Clackamas
- Douglas

Serving Over
ONE MILLION PEOPLE
Who Have A Buying Power of
$419,127,000.00
Many Hear News in French

CBS Reports World-Wide Interest in Programs Broadcast
Twice Daily on Beam

French newscasts short-lived to Europe twice daily by CBS via its shortwave station WCXB, are heard with interest by large numbers of people in France and other parts of Europe and North Africa but throughout the Western hemisphere, as indicated by the dozens of letters received by CBS from all parts of the Americas where French-speaking people live.

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

Pleur of France

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

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

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

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

Most interesting are the letters from France — interesting and pathetic, too. They reveal the hopes of the French people live in the United States not only for impartial news of world events, but to express their sentiments of the ultimate savors.

Past the Censor

Travelers from France often drop into the CBS office to deliver messages the authors were afraid to write. A few weeks ago the entire French family recently arrived from Lisbon came to deliver a message of friendship and encouragement from what they said were thousands of fans in unoccupied France who are now afraid to write, because of the Gestapo and Vichy police. Many of the letters from unoccupied France bear the mark of the German censor.

Many French listeners seem to have a panic-stricken feeling that for some reason the American radio will cut out its French broadcasts now that France is beaten and cut off from the rest of the world. "Need to hear free and friendly voices. You are the hope of the world, Vive la France-Vive l'Amerique!" writes one.

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

Interesting Letter

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

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

Industrial History

The maker of WCBX, French Newscasts, is making plans to air a number of programs weekly in English over the Crosley shortwave station, WLWO, for American soldiers and sailors stationed in South America and at bases in Central America and the Caribbean.

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

One group of soldiers in the Panama area went so far as to hire an interpreter to broadcast a round-by-round summary in English over a local Panamanian station of a recent Louis fight. Plans now call for broadcasts twice-weekly especially designed for soldiers and sailors south of the border.

WRVA
50,000 Watts
Serving Richmond and Norfolk

CBS
Virginia's only
50,000 watt radio station
-night and day

WSYR
SYRACUSE

Where But

can you get
COMPLETE tie-in campaigns?

KOMA
5000 Watts
OKLAHOMA CITY'S CBS station

FREE & PETERS, Inc., National Representatives
NAB Starts Campaign Among Colleges
To Install Technician Training Courses

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

One of the first schools to announce the opening of a radio course was the University of Wa-.

Ray Linton Is Appointed To Head KFBI, Wichita

Promotion of Ray Linton to the post of general manager of KFBI, Wichita, was announced last Wednesday by Senator H. K. Lindsey, president of the Farmers and Bankers Broadcasting Corp. Mr. Linton, former New York and Chicago representative, joined KFBI three months ago as national sales manager. Mr. Linton has announced appointment of Ted Johnson as station director. He was formerly with KMMJ, Grand Island, Neb., as continuity director and announcer. Bob Gadberry, former sportscaster of KOAM, Pittsburg, Kan., has been named head of the sports department. Leo Howard, also formerly of KOAM, is director of publicity and merchandising. KMPG's ASCAP Pact

Bringing the number of Los Angeles area stations operating under an ASCAP contract to seven, KMPG, Beverly Hills, Cal., signed with the Society on a per-program basis on Sept. 2. Under agreement negotiated by Robert O. Reynolds, station manager and Richard Powers, ASCAP Western division supervisor, music is made available on payment of 10% of time sales, less agency commission where it obtains. On blanket deals contract calls for payment of 3% of time sales. Other local stations signed are KHJ KFWB KPAC KRKD KIEV KFVD.

Lanny Ross Composer

Lanny Ross, CBS singing star, is the composer of "Keep 'Em Flying," official recruiting song of the Army Air Forces, now being distributed to 650 stations throughout the country as a recording made by Ross with the 1st, S. Army Band. He is also composer of "Pots & Pans," song being used in the Government's aluminum drive.

Call Letters, WJPA, have been issued to the Washington Broadcasting Co., authorized to construct a new local in Washington, Pa. (Broadcasting, Aug. 25).
WAU Control Passes

CONTROL of WAU, Wausau, Wis., passed into the hands of W. E. Walker when the FCC Sept. 3 authorized the sale of five shares of common stock by M. F. Chapin to Mr. Walker for $1,500. Deal gives Mr. Walker 86 of the station's 160 shares, with Donald R. Burt holding the remaining 75 shares. The transaction also allows Mr. Walker to dispose of his entire interest in WAU, a procedure accomplished in gradual stages so he can devote his time to the operation of WMAM, Marinette, Wis., of which he is part owner. Mr. Walker also has an interest in WWAU, Madison, but devotes his time to the management of WAU.

KHMO Dedicated

FORMAL dedication of the new KHMO, Hannibal, Mo., which went into operation Aug. 22 was held Aug. 27 attended by many local dignitaries. On hand were the Program Rumbergers, WLS, Chicago, and Pappy Cheshire, entertainer of KOMX, St. Louis, as well as officials of the Lee Newspaper Syndicate, controllers of the Hannibal Courier-Post, operators of the station. The Courier-Post published a special 10-page radio edition. The KHMO staff of 14 is headed by Manager George Losey, formerly of WBS, Chicago, and WIZE, Springfield, O. Station operates 17 hours daily with 250 watts on 1340 kc.

A 2NV transmitting tube specially designed for high efficiency has been announced by General Electric Co. Designated GL-990, this water-cooled tube is similar to the GL-580, but has a six-pole terminal mount and can be used as a Class-B modulator, a radio frequency amplifier and an oscillator.
Sales increase over 100%

WORL ONLY RADIO STATION USED!

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

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

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

Buy a Participation in the 920 Club Now!

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

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

On a 13-week basis, the New York setup includes WENX with six spots daily; WNZW on Stan Shaw's program; WMCA; WINS; WAAT for 31 spots weekly; WHBI; WABC on Arthur Godfrey's programs, and WOV. Spots plug local phone number of special switchboards which dispatch collectors to pick up the waste paper upon receipt of messages from housewives. The entire drive is being handled by the Conservation Committee of the Paper and Paperboard Consuming Industries, with Davis-Lieber, New York, in charge of national publicity.

ROB 'CARTER, chief announcer of WMCA, New York, in cooperation with electric pluggers of the local area, served as coordinator of activities for the First National Defense Air 'Roundup' held Sept. 7 at Manhattan Beach under the auspices of the American Flying Services Foundation.

Networks Prepare For Hearing

(Continued from page 7)

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

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

Plans of Counsel

MBS inadvertently found itself in the position of the moving party on the oral arguments, since its petition proposing amendment of the regulations was the only pending pending when the oral arguments were ordered late last month. At no time during the protracted proceedings has MBS indicated it proposed to litigate the question of the FCC's jurisdiction. On the contrary, it has contended the FCC was within its legal rights throughout the proceedings. It is expected that Louis G. Caldwell, chief counsel for MBS, will argue his petition in the Sept. 12 proceedings. Former Judge John J. Burns, chief counsel for CBS during the entire network monopoly proceedings dating back to 1938, and John T. Cahill, former District Attorney of New York, head counsel for NBC since early this year, are expected to argue for their respective organizations.

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

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

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

Long-Term Credit Firms Expanding Use of Radio

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

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

Theo. S. Fettiger

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

World Series Plans

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

Under his individual licensing arrangement, Mr. Allen has notified broadcasters that the 25 tunes are available on the following basis: $3 for stations with a 1940 income of $50,000, or less; $5 for stations with 1940 incomes of between $60,000 and $150,000, and $7 for stations whose 1940 incomes exceeded $150,000. It is possible that other numbers in the Allen Co. and other catalogs may be made available on a similar basis, and BMI has requested broadcasters requiring the right to broadcast other college songs to communicate with BMI, which will endeavor to secure these rights for them.

Even if BMI is able to clear all college and university songs, the sponsors and broadcasters are not free from worry, however. In recent years collegiate bands, especially in the Southwest, have included swing units which go in for popular tunes as well as traditional alma mater and school songs. Furthermore, football games are not produced in studio stations, with every musical number scheduled and timed in advance. In addition to the between-the-halves music, which may follow a schedule to some extent, the bands are likely to go into action at any time to fill a time-out period or after a player has broken away with the ball and scored a touchdown.

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

Ward Names J-W-T  
WARD BAKING Co., New York, on Sept. 9 announced the appointment of J. Walter Thompson Co., New York, to handle its advertising. Plans have not been formulated.

HOTCAN Corp., Los Angeles (self-heated canned food products), new to radio, has started using daily participation in the weekly 40-minute audience program, Breakfast at Santa Fe, on KFWF, Hollywood. Contract is for 25 weeks. Agency is Dan H. Miner Co., Los Angeles.

BABIES IN THE WOODS are these four from WCHS, Charleston, W. Va., who during the annual picnic of the station's staff to wet their Whistles. They are (1 to r): Melva Chernoff, wife of Howard L. Chernoff, WCHS general manager; Carolyn Johnson, traffic manager of the station; Frances Robinson, wife of Odes Robinson, technical advisor for the West Virginia Network; Velva Williams, WCHS switchboard operator, whose photogenic physiognomy is partly concealed by a can of beer.

Matress Schedule  
SPRING-AIR Co, Holland, Mich., in a nationwide dealer promotion for Spring-Air mattresses has placed a varying schedule of one-minute spot announcements on WMAQ WGN WEBS WBBM KGA KHQ WMAZ WABY KVOA KIZ WWSW WDJO WBNB WREC WIR WTM WSPD WEEU WCBA WSGN WNAS.

Also, weekday quarter-hour on WOR, New York, and KSTP, St. Paul. Radio will also be used in Kansas City, St. Joseph, Joplin, Mo.; Wichita, Topeka, Lawrence, and Kansas City, Kan.; Tulsa, Oklahoma City. Ada, Ardmore, Enid, Okla.; and Lincoln, Neb., according to Robert K. Mason, advertising manager. Commission has sent out to dealers a large red-white-blue promotional piece, titled "Wake Up America Promotion," out-lining radio merchandising efforts. Wallace-Lindeman, Grand Rapids, is agency.

WNAS on Air  
WNAB, Bridgeport's newest station, went on the air Sept. 7 on 1450 kc with 250 watts. The station, owned by Harold Thomas who also owns WATR, Waterbury, has an 18-hour schedule and features Press Association news on the hour, plus the 150 Club patterned after WOR's 920 Club. John Montgomery, formerly of WBRY, Waterbury, will handle the announcing on the 150 Club. Ken Thomas is station manager.

Pinex on 71  
PINEX Co., Fort Wayne (Pinex cough remedy), on Oct. 1 will start 45 250-word spot announcements three to six times weekly on 88 U. S. and 13 Canadian stations. Russell M. Seeds Co., Chicago, is the agency.

Son's Surprise  
WHEN Myrtle Vail, writer and star of the Myrt & Marge serial on CBS wrote herself out of the script for several days to visit her son, George Daniel, announcer and singer of WNOX, Knoxville, she was surprised to find him waiting at the airport to interview her on WNOX, and Mayor Allen with an invitation to crown the queen of the city's Sesquicentennial pageant Aug. 29.

Canning Supplies  
Got Big Results!  
In the 11th week of daily canning-supply announce-ments required 35% above 70% week one-

SPERRY Placing  
SPERRY CANDY Co., Milwaukee (Chicken Dinner, Denver Sandwich candy), on Sept. 8 is starting one-minute spot announcements on 10 midwestern stations 6 to 8 times weekly. Arthur Meyerhoff & Co., Chicago, is agency.
ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION
AUGUST 30 TO SEPTEMBER 5, INCLUSIVE

Decisions . . .

SEPTEMBER 3

WIAE, San Juan, P. R.—Granted modification CP chain transmitter license 5 kw un.

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

WNR, Binghamton, N. Y.—Granted CP increase 5 kw un., change 1290 kc. new transmitter.

WSAU, Wausau, Wis.—Granted consent Enr, 5 shares common stock from M. P. Chapin to W. E. Walker for $1,000.

DESIGNATED FOR HEARING—NEW, Lackawanna City, Pa.—Resolution to incorporate.

MISSOURI—NEW, Kansas City Broadcasting Co., Inc., Kansas City, Mo.—Resolution to incorporate.


SEPTEMBER 5

MISSOURI—NEW, WTVY, West St. Louis, Ill.—Granted motion to dismiss application CP 1410 kc 500 w 1 kw D un., NEW, Fort Worth, Texas—Granted motion to withdraw application CP 570 kc 1 kw 5 kw D directional N; WTEL, Philadelphia, PA.—Granted continuance hearing to 11-12-41; KPRC, Houston, Texas.—Granted continuance hearing to 11-17-41; WMBR, Jacksonvile, Fla.—Granted continuance hearing to 11-18-41.

Applications . . .

AUGUST 30

WJPJ, Greeneville, Miss.—Amend application to 1420 kc 1 kw N 5 kw D, install new transmitter and move.

NEW, Board of Education of the Memph- City Schools, Memphis, Tenn.—NEW CP new 10 kw commercial educational station 421 kc 250 w 8 kw un., NEW, Fort Worth, Texas—Granted motion to withdraw application CP 570 kc 1 kw 5 kw D directional N.

WIBW, Topeka, Kansas—CP change condition, increase 5 kw N 10 kw D directional.

KFGQ, Boone, la.—CP change 1180 kc, increased range, change of location.

KGGC, Coffeyville, Kansas.—Amended application CP to use directional N and D.

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

KMYC, Maryville, Ill.—Modification of license to 2750 kc, move, change of station.

NEW, Edward E. Reed, Seattle—Amend CP new station to 1660 kc.

SEPTEMBER 3

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

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

KGBH, Battle, Mont.—CP new transmitter, antenna, increase 50 kc, change 460 kc.

KDYL, Salt Lake City—CP transmitter, directional changes, increase 10 kc, change 460 kc.

Tentative Calendar . . .

WTEL, Philadelphia, CP 1500 kc 250 w un.; oral argument on MBR petition for FCC to amend regulations re network operation time for station contracts (Sept. 15).

KFNP, Hammond, la.—license renewal (Oct. 21).

WAKX, Jacksonville, Fla., CP 500 kc 5 directional N un.; NEW, Scotts-Northwood Radio Inc., Houston, CP new station 1250 kc 1000 w.

NEW, Texas Star Broadcasting Co., Houston, same; NEW, Greater Houston Broadcasting Co., Houston, same (Oct. 30, last three contracts consolidated hearing).

NEW, Hawaiian Broadcasting System Lic., Honolulu, CP 1540 kc 250 w un.; KWK, St. Louis, CP 680 kc 50 kw D un., licensee renewal and modification to 1810 kc 500 w E/W, facilities of WTNJ; WCAP, Ashbury Park, N. J.—license renewal and modification to 1310 kc 500 w.

Hoges’ Spots

JOHNNY-ON-THE-SPOT was Gl Phil Hodges, special events director of WTAG, Worcester, while vacationing in Colorado. When a record breaking snowstorm fell, Hodges phoned first accounts to KLZ and KMYR, Denver, and later when arriving in Denver, where he was caught in one of the city’s greatest traffic tieups, he again phoned in the story in time for the evening newscasts.

Lang-Worth Pops

IN VIEW of the 20 name bands it now has lined up for recordings, Lang-Worth Feature Productions, New York, plans to enter the popular music publishing field, according to Ralph Wentworth, manager of the transcription company. Subscribers to the company’s library service now total 270 stations, which assures Lang-Worth of ample promotion for its published popular music.

To Honor Neil Vinick

NELL VINICK, beauty advisor who conducts the three-weekly five-minute Lemingtons in LoveIness program on WABC, New York, on Sept. 9 starts her 15 consecutive year on the air at which time WABC will present to her a plaque for meritorious radio work. Her current series is sponsored by Drexmas Inc., New York, in the interests of Drexmas cosmetics.

"2A knows all the angles"
says Chief Engineer

"Medicine Men at Western Electric take all poison out of lining up antenna arrays," says the Chief. "Even when array looks like trees in the forest, 2A Phase Monitor makes engineer's job easy. Have pow-wow with men at Graybar. They can tell you whole story."

Aylesworth Associated In NBC Talent Bidding

M. H. AYLESWORTH, first president of NBC, was revealed last week as an associate of Daniel Tuthill, assistant manager of NBC's program and talent sales division, in the formation of a new organization to take over the talent management functions of NBC. Deal has been reported as practically consummated for several weeks, but NBC officials deny that any contracts have yet been signed.

Neither Mr. Tuthill nor Mr. Aylesworth could be reached for comment regarding their association, but it is understood that Mr. Aylesworth was instrumental in securing financial backing for the new firm and that he will not take an active part in its operations. It is understood that Mr. Aylesworth is serving as head of the radio section of the office of the Coordinator of Inter-American Affairs.

WTCN Promotion

FRANCIS VAN KONYENBURG, of the sales staff of WTCN, Minneapolis, has been promoted to the post of sales manager for the station, according to an announcement last week. Mr. Van Konyenburg is sales manager of the U of Wisconsin, formerly was with the Minneapolis Tribune and the Madison (Wis.) Capital Times, prior to joining WTCN seven years ago. At one time he was connected with DDB and St. Paul advertising agency.

WOR Restricts Spots

BECAUSE of the interesting demand by advertisers and agencies for continuous announcements promoting their products, WOR, New York, is shutting down on the sale of such time, effective immediately.

The station has one contract running at present, but at its expiration will allow no further one-minute schedules to be broadcast during evening hours. Reason for the decision is that such contracts cut up the quarter-hour and half-hour periods and are not good from the audience standpoint.

Friz Fall Plans

ICE CREAM PRODUCTS, Chicago, subsidiary of American Maize-Products, New York, has set its winter schedule for Friz ice cream mix in the Chicago area with eight one-minute spots announcing weekly on WMAQ, Chicago, and weekly half-hour on WGN with Quin Ryan reading the comics. Schedule will be expanded nationally in the spring.

APPLICATION for a new 1,000-watt daytime station on 1050 kc. in Kalamazoo, Michigan, has been filed with the FCC by WKAL Inc., headed by Mayor Frank E. McAllister of Kalamazoo as president. Harry B. Halsted of Oldsmobile dealer, vice-president, and Marvin J. Schaefer, attorney, secretary-treasurer.
Network Accounts
All time EST unless otherwise indicated.

New Business
ST. LAWRENCE STARCH Co., Port Credit, Ont. (Beehive Corn Syrup, Durham Corn Starch) on Nov. 1 starts XTH, Talkers Players on 37 Canadian Broadcasting Corp. stations, Sat., 10:15-10:30 p.m. Agency: McConnell Eastman & Co., Toronto.

Renewal Accounts
E. I. du Pont de Nemours & Co., Wilmington, on Sept. 20 renewed for 22 weeks Usuality of America on 35 NBC-Red stations, 7:30-8 p.m. Agency: BBDO, N. Y.

PACIFIC GREYHOUND LINES, San Francisco, on Aug. 31 renewed for 22 weeks Usuality of America on 35 NBC-Red stations, 7:30-8 p.m. Agency: BBDO, N. Y.

WHITE LABORATORIES, New York (Peanumint), on Sept. 28 shifts Double or Nothing on 110 MBS stations from Fri., 9:30-10 p.m. to Sun. 9:30-10 p.m. Agency: Wm. Esty & Co., N. Y.

COLGATE-PALMOLIVE-Peet Co., Jersey City (shaving cream), on Oct. 4 shifts Sports Newsbreak of the Air from 32 NBC-Blue stations Sun. 9:30-10 p.m. to 50 NBC-Red stations, Sat. 10:00-11:00 p.m. Agency: Sher- man & Marquette, Chicago.

LIGGETT & MYERS TOBACCO Co., New York (Velvet Pipe & Cigarette Tobacco), on Sept. 24 the Professor Quiz on 50 GBS stations, Thurs., 10:15-10:45 p.m. Agency: Newell-Emmitt Co., N. Y.

CONGRESSMEN COOPERATING
WAGE and Representatives Provide Listeners With Information, Free Bulletins

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

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

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

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

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

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

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

150 UNDERPRIVILEGED BOYS were guests recently at a "Breakfast of Champions", co-sponsored by KROW, Oakland, General Mills and the Boys' Club. Baseball players were guests of honor. Among partici-
pants were (standing, l to r), Philip G. Laskey, KROW general manager; Verne L. Mishler, Ed Kuhiman, General Mills; John Verges, manager of ball team; Phil Riley, hotelman; Ira Blue, KROW sports announcer. Seated are Cliff Allen, Boys' Club president; Roy J. Feuchter, General Mills; Dean Maddox, KROW baseball announcer.

Chicago Operettas
REPLACING the Chicago Band, now heard on MBS Sundays at 10 p.m. will be the operetta series heard last year titled The Chicago Theatre of the Air, which will start on Oct. 4 on Mutual and be extended to 75 minutes. Col. Robert Sherrill, editor and publisher of The Chicago Tribune, will make a "television" talk each week immediately following the opening theme by Henry Weber and the WGN Symphony Orchestra. When A. Becher, WGN chief of programs and production, again will direct the series.

Only New Orleans Station With UP and AP News
WNOE
New Orleans' Greatest Radio Value
A Mutual Affiliate

BROADCASTING • Broadcast Advertising
September 8, 1941 • Page 53
Plan New Attack On 'Big Business'
Small-Business Section Begun
In Department of Justice

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

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

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

Conference Proposed

Senator Murray suggested last Wednesday, responding to Mr. Arnold's announcement, that the Justice Department "uncover and expose for Governmental action" the problems which have been resulting in the "gradual strangulation of small business". He also pledged that the special Senate committee would "cooperate with you in all your endeavors", and suggested a conference with Mr. Arnold upon his return to Washington from Butte, Mont.

"I am greatly interested in your action in setting up this small business section of the Antitrust Division," Senator Murray declared in a wire to Mr. Arnold, released last Wednesday. "I believe this movement to overcome the mounting difficulties confronting the small businessmen of the nation will be invaluable. A great deal of the Department of Justice staffed by eminent economists and experts on small business problems will effectively uncover and expose for Governmental action the problems which have been resulting in the gradual strangulation of small business.

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

FCC Busy Planning Newspaper Inquiry, Seeking Completion Within Six Weeks

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

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

Tentative Plans

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

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

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WMT in Cedar Rapids and, through a subsidiary, WNAX in Yankton, will be covered during the first days.

Particular attention, it is understood, has been given to the far-flung radio-related radiotelegram operations—operating WBAL, Baltimore; WCAE, Pittsburgh; WINS, New York; WISN, Milwaukee, and KYA, San Francisco—is expected to be covered during the earlier days. There appears no intention, however, of tying operations of Hearted-owned press association, International News Service, into the station ownership phase.

The FCC investigating staff is still in the field examining station correspondence and files, to ferret out data for the inquiry. This work is being carried on under the direction of David D. Lloyd, chief of the inquiry section of the FCC's law department. Mr. Lloyd, along with Mr. Harris, conducted all of the Commission's examination of witnesses during the five days of hearing in latter July and Aug. 1.

Meanwhile, there has been no refutation of the published report [BROADCASTING, Aug. 25] that the Commission has altered its course in the newspaper-divorcement proceedings and that its objective will be legislative recommendations to Congress, rather than any effort to invoke regulations under the existing law.

Official Reaction

This change in stance, it has been reported, grew out of reactions from high Administration sources and Congress that the Commission should not attempt to enforce regulations calculated to prrieve newspapers of station ownership until appropriate committees in Congress have examined the whole matter in formal legislative proceedings.

The Newspaper-Radio Committee, formed shortly after the FCC

ordered the inquiry last March, has no immediate plans, it is reported, for presentation of affirmative testimony at the hearings.

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

Miles to Extend

MILES LABS., Elkhart, Ind. (Alka-Seltzer), which currently sponsors Lumm & Aherm four times weekly on 7 NBC-Red Pacific Coast stations, on Sept. 25th plunes an entire quarter-hour series on an NBC-Blue coast-to-coast network. To be heard Monday, Tuesday, Thursday and Friday, the program is tentatively set for 4:30-4:45 p.m. (EST) and 10:30-10:45 p.m. (Central and Pacific). Agency is Wade Adv. Agency, Chicago.

Kostka Resigns

WILLIAM KOSTKA, manager of the NBC department of NBC, has resigned effective Sept. 26 to join the Institute of Public Relations. He has been named chairman of the NBC press department in September 1938, becoming manager in August 1939.

Poynter With Donovan

NELSON POYNTER, publisher of the St. Petersburg Times and owner of WTSP, who recently resigned as press director of the Office of the Coordinator of Inter-American Affairs (Rockefeller Committee), has joined Col. William Donovan, recently appointed by President Roosevelt as Coordinator of Information. He is serving at Washington heading a unit handling press and radio matters.

WABC Doubles

SINCE Sept. 1, 1940, WABC, New York, has doubled the number of its sponsors, and this fall is starting the best advertising season in its history, according to Arthur Hall, WABC manager. Throughout much of this time last year, WABC served seven clients, with nine more signed during the year, making a total of 16, while this September the station has 23 advertisers now on the air and nine about to start, for a total of 32.

A Senator Reports

SPEAKING each Friday night either from Washington to the home hearers at Havre de Grace, Md., Senator Millard Tydings of Maryland, reported a series of reports to his constituency over WBAL, Baltimore. Special and remote equipment is installed for each broadcast.
Above: Listening in the barn

DISTANCE CANNOT SEPARATE THESE FRIENDS

THE McCORMICK FAMILY and WLW

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

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

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

Says Mr. McCormick: "We stay tuned to WLW because we get the programs we like best." Proof enough . . . that WLW serves midwest RURAL AMERICA!
Research Triumph

-PROVED BY 18 MILLION FLIGHTS THROUGH SPACE!

In its 21 years of service to America and the world, the Radio Corporation of America has sent and received through space more than 18,000,000 radiograms since the first memorable "Marconigram" (left) was flashed across the Atlantic.

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

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

RCA LABORATORIES
A Service of the Radio Corporation of America

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