"THEY SURE PLUGGED WHO'S PLOWING CONTEST!"

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

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

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

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

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

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

1000 Watts on 550 Kilocycles
"That explains the coverage"

CBS Affiliate PHOENIX, ARIZONA
Alike?

They are all fighters, but neither one is a complete armed force

Here are three men of modern warfare. Naval aviator, tank driver and paratroop. Each one a “powerhouse” of fight and destruction and each one important and necessary for a well balanced, efficient fighting force. Yet neither branch of service is a complete armed force in itself. It takes the combination of all branches to make an effective war machine.

The same is true with WSM.

New highs in sales records for clients ... 5 showmanship awards ... seven currently popular network shows. This is not the work of any one “genius.” It’s the close cooperation of a well knit organization and a talent staff in excess of 250 versatile artists.

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

Fine duck shooting...

and

WWL NEW ORLEANS
50,000 WATTS
(CLEAR CHANNEL)
The greatest selling POWER in the South's greatest city

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

*Persons in KOIL's 0.5 Millivolt Area

KOIL OMAHA, NEBR.
90 MILLION $$
Federal Defense Appropriation

LARGEST SUBMARINE BASE IN THE WORLD

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

PLUS: Primary in 7 out of 10 Counties in N. H. Plus: 8 out of 16 in Maine

The New
WHEB

"The Listening Habit of Central New England"

Exclusive National Representation:
JOSEPH HERSHEY McGILLVRA
NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO
BERTHA BANNAN
Special Exclusive Boston Representative

BERT GEORGES, General Manager    DAVID CARPENTER, Sales Manager
If you heard those Sonovox radio plugs—a real Buick horn, saying “Better Buy Buick” in actual words—then you already know why thousands of people now involuntarily THINK “Better Buy Buick”, every time they hear a Buick horn!* Sonovox, you see, is the revolutionary acoustic development that permits radio advertisers to put words into the “voice” of any sound—permits cows to talk, bells to speak, noises to articulate!

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

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

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

High Level of Recent Months Reduces
Usual Upward Trend of Season

THE 1941 holiday season looms as the best in radio's history. But the Christmas ratio of increase over late fall time sales is not likely to show the marked peak customary in past years. In a survey of broadcast stations, networks, agencies and advertisers throughout the United States and Canada, BROADCASTING staff representatives have sifted replies from a large number of executives. These replies in general indicate a moderate upward trend during the holiday season, following record autumn business.

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

Heavy Items Down

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

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

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

Year-Round Users

An encouraging factor is the increasing interest in radio shown by department stores all over the country. Station managers report more inquiries from the larger retail outlets than in any past season. In some cases the stores are taking their time until they can analyze Christmas buying habits of the public. But it is indicated that warehouse stocks of merchandise are all set on the level with those of the record 1929 season.

One reason for the easing of the usual holiday boom is the fact that many advertisers who used local radio in past years have become converted to the medium on a year-round basis. Others, moreover, place their campaigns in the late summer or early fall to insure availability of desired time.

While business is booming for most stations, considerable nervousness is felt over the business prospects for the coming year. This perhaps is due more to uncertainty than to any actual indications of a letdown in time buying.

Many executives believe that non-priority products will take up the slack caused by a shortage of heavy goods.

The survey by BROADCASTING staff members follows:

NEW YORK

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

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

As his personal secretary he has brought from the RFC Mrs. Madge Warner. Also he has appointed as his assistant J. Radcliffe Maumenee, formerly assistant to Commissioner Thompson, who will serve until he leaves for active Army duty.

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

Elgin's Drive

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

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

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

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

Although most of the agencies interviewed were optimistic on the local time to be purchased during November and December, one executive of an agency handling a large amount of spot radio reported that local advertisers would definitely use less radio than previously, feeling that a normal course of Christmas...
TRANSCRIPTION GROUPS ADOPT PROPOSED COMMITTEE STANDARD

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

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

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

Coincident with the Columbia announcement, made by William A. Smeby, Jr., manager of the CRC transcription division, it was stated on behalf of NBC Radio Recording Corp. and Associated Music publishers that their transcribed products are in accord with all RRSC technical specifications.

Word of Warning

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

“The recording and reproducing standards committee was formed at Detroit on June 26, 1941,” Mr. Smeby explained. “Work on standards was started at that time and has progressed very satisfactorily. The committee at the last meeting on Oct. 23 adopted 15 standards and referred nine important items to subcommittees for further study.

“The work of standardizing has not been completed. RRSC found that in some cases good standards had been formed by usage, and these were adopted formally by the committee. There are nine items still to be considered, and it is hoped that these can be resolved by the first of the year.

After RRSC has finished its work, the standards must be adopted by NAB before they can be carried a designation that indicates that NAB approves them. It is unlikely that NAB will not approve verbatim the final work of such a distinguished group of recording experts.

However, the formality of approval must be gone through.

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

World’s Pioneering

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

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

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

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

Commenting on the CRC announcement, J. P. Roisman, CRC director of engineering and development, revealed that the lateral characteristic accepted by RRSC had been in use by CRC’s transcription division for two years.

“For the last two years CRC’s transcription division has used this lateral characteristic because it represents the maximum in quality together with the minimum in sub-cliff noise,” Mr. Roisman declared.

“The fact that the NAB has adopted this characteristic justifies the judgment of our engineers, who put the CRC characteristic into operation in January, 1940.”

NEW $350,000 PLANT of Buffalo Broadcasting Corp., accommodating both WGR and WKBW, was formerly dedicated Oct. 30. Power of WKBW now is 50,000 watts and the station has carried CBS programs since Sept. 28. WGR is an MBS outlet. The WKBW transmitter panels (top left) extend 30 feet, with the WGR transmitter in background (right).

ASCAP RECEIVING STATIONS’ PACTS

CONTRACTS sent last week by ASCAP to all stations following the settlement of the ASCAP-CBS-NBC dispute, are being returned by the stations, with more than 100 forms already received, ASCAP reported last Friday. Present ASCAP licensees as well as stations not licensed by ASCAP have received the forms, which cover blanket and per program arrangements for both commercial and sustaining programs. Stations with ASCAP licenses may now change over to the contracts, reducing their fees from 3 to 2 1/2% for blanket licenses and from 10 to 8% under the per program plan.

At its Thursday meeting by ASCAP board decided that as contracts were now available to stations, there was no reason to continue its blanket permission for use of ASCAP music at football games over last weekend.

AT&T-Union Dickering

HOPE for settlement of the wage dispute between AT&T and the Federation of Long Lines Telephone Workers brightened as conferences between the groups resumed Nov. 7 and will be continued Nov. 10 before a panel of the U. S. Labor Dept. Conciliation Service. The union had threatened a Nov. 14 strike of 15,000 employees, tying up long-distance communications. Conciliation officials are understood to have objected to the alleged union violation of the rule barring the controversy in the press.

Together with the minimum in sub-cliff noise,” Mr. Roisman declared.

“The fact that the NAB has adopted this characteristic justifies the judgment of our engineers, who put the CRC characteristic into operation in January, 1940.”
Delay of Month in Monopoly Rules Ordered

Stipulation Ready; Hearing Set Dec. 15

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

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

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

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

FCC Motion Ready

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

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

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

Whether the FCC will follow its motions directly with a motion for summary judgment, which would be in the nature of a rarely invoked demurrer to throw out the network suits, was understood to be a matter of necessity. It is steadfastly supporting the regulations, is expected to join in the FCC motions directly or through separate proceedings.

Counsel Negotiating

NBC announced last Friday that Judge Goddard had set 2:15 p.m. on Dec. 15 as the time for the preliminary hearing on motions in the suits recently commenced by NBC and by its co-plaintiff, WOW, Omaha, and WHAM, Rochester. Similar action was taken immediately with the separate CBS suit.

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

All during last week, counsel for the FCC and the networks conferred regarding the nature of the stipulation on the temporary restraining order. Without the stipulation, the court would have "sustained the motions," but in order to give the parties an opportunity to be heard, it went on, "It is necessary that the understanding was reached that the parties would agree at least on this phase of the postponement. But it was just as clear that the Government and CBS; John T. Cahill, chief counsel for NBC; Telford Taylor, FCC general counsel, and Thomas E. Harris, chief counsel for ABC and CBS, conferred in New York on procedure taking into account the crowded court docket.

The Commission, at a meeting Monday (Nov. 21), decided on the stipulation on postponement of the effective date of the rules, pending consideration of the motions for a preliminary injunction and the drafting of the dismissal motions by the Government.

Counter Claims

It was clear that the FCC desires to argue its motion to dismiss the entire proceedings at the time argument is heard on the temporary injunction. While there was some opposition to this from network counsel, the ground that the issues were different, it was expected this course would be followed. The Government has 60 days in which to answer the actual complaints, or until about the first of the year.

It is expected also that counter-affidavits will be filed both by the Government and by MBS, opposing the contentions of irreparable injury and going to the jurisdictional phases filed on behalf of the plaintiffs. Affidavits were filed by Niles Trammell, NBC president; John J. Gillin Jr., general manager of WOW, Omaha, on behalf of the Red Network outlet, and Edward A. Hanover, vice-president, WHAM, Rochester, on behalf of the Blue Network outlet.

CBS affidavits were filed by William S. Paley, president, and Herbert A. Akerman, vice-president in charge of corporate relations (Broadcasting, Nov. 3).

The FCC counter-affidavit, if that course is decided upon, presumably will be signed by Chairman James Lawrence Fly, who has been the moving spirit in the proceedings, and possibly of other staff members. Mr. Weber, for MBS, probably would rely on the network's main affiliate, with supplementary pleadings by Alfred J. McCosker, MBS board chairman, or W. E. Macfarlane, president.

Because the proceeding is before a statutory three-judge court under the urgent deficiencies act, the way is paved for ultimate Supreme Court review. Even were there no case on the merits, it is expected in seeking to secure a Supreme Court review the FCC grants the networks' plea for a temporary injunction, it is entirely possible and regarded as likely that the Government would secure a Supreme Court ruling on the lower court's jurisdiction to issue the interlocutory decree.

Because of the nature of the proceedings, Supreme Court review would be expected, it was thought. On the other hand, should the statutory three-judge court deny the temporary injunction and grant the motion for dismissal, the FCC might then decide upon a possible motion for summary judgment, it was expected the networks promptly would seek a Supreme Court review.

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

With briefs to be filed by the Government by early January, it (Continued on page 57)
Food Marketers Dissect Radio Selling

Low Income Class Gets Increased Attention

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

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

4.24 Hours Per Day

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

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

Mr. Neilson also advised advertisers to check their types of radio programs to see whether they appeal to the income groups that are entering the market for their products for the first time. He pointed out that, from the standpoint of nationally advertised food brands, the distribution problem is not so much to increase buying by upper income groups because they always have money to spend on these products, but the idea now is for each distributor of advertised brands to see that he gets his share of the lower income group customers who are able to buy his products for the first time.

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

British Food Copy

He analyzed British food copy appeals as follows: Eight percent institutional, apologies for shortages, etc.; 22% health appeals; 33% conventional, and 37% price appeal; with only a negligible amount devoted to price appeal. He pointed to the new emphasis on the health and conservation appeal, and said he has noted a definite trend in the U. S. toward stressing of the health and nutrition appeal. He indicated the food industry is entering into a battle with the drug industry over vitamin sales—whether consumers should continue the current trend of getting vitamins through concentrates, or through foods bought from the grocery shelf.

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

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

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

Defense Angles

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

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

Too Much Vitamin

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

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

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

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

No Rationing Likely

While the food industry has certain defense problems, the position of the U. S. food industry in general probably never will be as bad as that of the food industry in England, according to Dr. M. L. Wilson, Agriculture Department (Continued on page 54)
... It takes more than being pretty or having a dimple in our knee to gain acceptance like this among advertisers in the FIRST THIRTEEN WEEKS of station operation.

- 102 LOCAL ACCOUNTS
- 73 NATIONAL ACCOUNTS

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

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

Indianapolis, Indiana
Net Independents to Meet on Nov. 18

Permanent Setup Will Be Developed at Meeting

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

Music Problems

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

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

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

Six Main Points

"You are invited to attend this meeting and participate in the discussions without any obligation to join Independent Broadcasters Inc."

Mr. Klein

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

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

Two for Sanka

GENERAL FOODS Corp., New York, has announced that next year's advertising plans for Sanka Coffee call for a continuation of its two network shows, We, the People, on 79 CBS stations, Tuesday, 9-9:30 and William L. Shirer on 42 CBS stations, 5:45-6 p.m., to continue in space in 11 national magazines with a combined circulation of 25,000,000. Agency is Young & Rubicam, New York.

Medical Spots

AMERICAN MEDICAL ASSN., Chicago (Hygeia magazine), using that is believed to be its first paid commercial radio, on Nov. 10 starts a six-day test campaign on KNX, Hollywood, utilizing daily participation of doctors, 5:45-6 p.m., to air in six spot broadcasts. "Your Salute and Housewives Protective League programs conducted by Galen Drake, Placement is through Ivan Hilt. Adv. Agency, Chicago.

Technicians Strike Cuts Off WDWS

Picket at Newspaper Building Causes Six-Hour Silence

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

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

Building Picketed

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

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

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

Pompeian Plans

POMPEIAN Co., Bloomfield, N. J., an olive oil and soap manufacturer, is working out plans for an extensive campaign of one-minute transcribed announcements to get under way on an undisclosed number of stations about the middle of November. Agency is Joseph Katz Co., Baltimore.
AIR-MINDED advertising executives know that the Hartford Market is booming. Defense activity here is widespread, with United Aircraft alone employing more than 25,000 workers. This rich compact area, which is Connecticut’s Major Market, is now more than ever a “must” on advertising schedules.

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

BASIC CBS FOR CONNECTICUT

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

RCA Income Also Shows Gain For the Current Year

GROSS income of CBS and subsidiaries for nine months (40 weeks) ended Oct. 4, 1941, from sale of facilities, talent, records, etc., was $44,049,683, according to a statement Nov. 5 by Frank K. White, treasurer. Less time discount and agency commissions, record returns, and discounts, the net income amounted to $31,334,850.

For the nine months of 1940 (39 weeks) the figures were, respectively, $30,890,612, $10,689,948 and $20,770,665.

Deducting operating expenses and cost of goods sold, $17,744,350 along with selling, general and administrative expenses of $6,385,400, $7,206,099 for taxes and less $52,266 interest and $558,286 depreciation and amortization, the net income amounted to $9,297,397, as compared to a net of $6,038,749 for the 39 weeks of 1940. To the 1941 net income is added a miscellaneous item of $247,867, which is developed from $299,116 preference from sale of former subsidiary corporations engaged in artist management.

Dividend Declared

Cash dividend of 65 cents per share on Class A and Class B stock of $1.25 per share on Class C stock, payable Dec. 5 to stockholders of record at close of business Nov. 21, 1941.

RCA and subsidiary companies for the first nine months of 1941 showed consolidated net profit of $7,370,186, after providing $9,469,900 for taxes, compared to $5,209,043 for the same period in 1940. Gross for 1941 was $115,891,792 compared to $99,204,219 in 1940. RCA figures are not broken down to reveal income of NBC, 100% subsidiary.

Networks, Stations Plan Armistice Day Activity

PRESIDENT ROOSEVELT’S speech from Arlington Cemetery, starting at 11 a.m., after a minute’s silence, will highlight Armistice Day plans, set for Tuesday, Nov. 11, by networks and local stations. NBC and ABC are among the lines that have already declared Nov. 5 by the CBS board, payable Dec. 5 to stockholders of record at close of business Nov. 21, 1941.

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FULL NEWS report will be heard in Latin America as Radio Belgrano crafts after facilities in the Radio Belgrano (Argentine) network department are (1 to r) Oscar Ferri, press chief; Carlos A. Iglesias, Jorge Saruba, Jesus Lorenzo.

Radio Belgrano Subscribes to the UP

As Service Expands Its Latin Facilities

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

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

Esoo Using 14

Arrangements for UP news in ice was made last two months after Esoo Marketers, through its South American outlets and in cooperation with UP, had introduced its five-minute Esoo Reporter broadcasts to 14 stations in Chile, Argentina, Uruguay and Brazil.

Express Using 14

Arrangements for UP news in South America were handled in that country by Mr. Yankelevich, who has managed Radio Belgrano, now the largest Argentine network, since 1925. In ensuing years, he toured Europe studying European broadcasts, visited the United States 1933-1935 to learn broadcasting developments in this country and introduced them in South America.


Canada News Session

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

The present regulation does not allow for a commercial on sponsored news, merely an announcement giving the name of the sponsor. With Press News established as a subsidiary of the Canadian Press to sell news for broadcast sponsorship, the CBC Board has been requested to change the regulations to allow commercials before and after the news, but not in the body of the newcast.

13 Red Programs Use More Outlets

Sales of Saturday Morning Time Also Increasing

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

Programs adding these stations during September and October were: "Petticoat Lane" (Macomber Clark & Stone Tire & Rubber Co.); Kraft Music Hall (Kraft Cheese Corp.); Chase & Sanborn Hour (Standard Brands); Red Skelton (Bro. & Williamson Tobacco Co.); The Aldrich Family (General Foods Corp.); Pepper Young’s Family (Procter & Gamble Co. for White Nail Clipper Company); U.S. Dept. of Agriculture (J. Morrisey & Co.); Fred Waring (Liggitt & Myers Tobacco Co.); We’re Five in the Family (Vichy Chemical Corp.); Fibber McGee & Molly (S. C. Johnson & Son); "Love Letters" (C. R. Reynolds Tobacco Co.), and Quiz and Kids and National Barn Dance (Miles Laboratories).

Saturday Gains

Major increase in the sale of Saturday morning time on NBC-Red this year was announced by Mr. Win Proctor, who stated that this year’s schedule consists of six quarter-hours, as compared with three-quarter-hour units in the fall of 1940. New clients starting on the Red in 1941 include Anacin Co. with America the Free, 10:30-11 a.m.; Lever Brothers Co. with Vaudville Theatre, 11:30-12 noon, and F. W. Pitch Co. with Musical Tone, 12-1 p.m. One client, Hecker Products resumed its Lincoln Highway program on the Red Saturday morning, adding 12 stations to its list while two seasonal advertisers returned to the network for 1941, namely Benjamin Moore Paint Co., and Acme White Lead and Color Co., with Betty Moore and Smithe Ed McConnell, respectively.

Langendorf Comment

LANGENDORF UNITED BAK-KRACKLE, (biscuit) announced Oct. 27, 1941, that its Dubai network is a division of the Leonard-Madison Mutual network. Agency is Leon Livingston, Adv., San Francisco. The station list: KXRC, KELA KRKO KWLR, KYU ROL KMO KGF KGW KIWI KALE KPCML KSLL KXO XIHE HJJ KYHC KXYS KXO VINNY KKF KBF KFRK KVEG KFOX KDB KTHC.
NOW

50,001

WATTS

Most In America!

Count 'em! 50,001 Count 'em!

NEW DAYTIME POWER . . . . . . . 50,000 Watts
OLD RELIABLE, CHIEF ENGINEER
SINCE 1928, MR. WATT STINSON. . . . . . . 1 Watt

TOTAL (See for yourself)... 50,001 Watts

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

BLANKETS OKLAHOMA'S RICHEST MARKET

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

NO INCREASE
IN RATES

N. B. C. RED NETWORK

EDWARD PETRY & CO. Inc.

National Representatives

Watt Stinson, KVOO Chief Engineer
FIRM BELIEF that BMI will continue operation on a permanent basis despite the return of ASCAP music to the networks was expressed by M. E. Tempkins, vice-president and general manager of BMI. last week in a letter sent to all affiliates of the music group. While a final settlement is in the offing, Mr. Tempkins predicted that quality music would get proper recognition. There will be no discrimination against BMI anywhere but in the marketplace, he said, and the goodwill built up during the break with ASCAP will not be dissipated.

Increased in Competition

Mr. Tempkins' letter follows in full text:

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

There is no doubt of the fact that all of us are suffering greatly increased competition. There is no doubt of the fact that for a period of weeks it is likely that this problem, which swung so greatly our way for a time, may swing the other way. What I do want you to know, however, is that the closing of the ASCAP deal has added BMI's market and it is more likely than ever that BMI will continue to be an important force in this business.

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

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

Songwriters Plan To Push Litigation

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

SELTMENT of the ASCAP-radio dispute Oct. 30 "will in no way affect the plans" of the 14 songwriters, 12 of whom are ASCAP members, who are suing BMI for its suit of $1,287,000 damages against the NAB, CBS, NBC and BMI, according to Robert Daru of Daru & Winter, the songwriters' group.

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

Asks Congress Probe

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

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

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

Closing of ASCAP Deal by Networks Insures BMI's Future, Says Tompkins

BROADCASTING • Broadcast Advertising

Page 16 • November 10, 1941
WITH Canada engaged in an "all out" war effort, Canadians are carrying on as always, despite war-time conditions. Industry is operating at capacity, new factories are coming into production, employment is at a peak, retail sales show steady gains. The average Canadian is sharing in these improved conditions.

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

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

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

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

Need of Unity

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

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

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

Reviewing other industry problems, Mr. Miller cited shortages of material and personnel resulting from national defense demands, noting that special courses for technical training are being instituted at schools throughout the country, as well as through National Youth Administration and the Civilian Conservation Corps. Excesses of Government publicity releases also were discussed by Mr. Miller, along with the purchase of newspaper space by defense agencies using free radio time.

Commenting on consumer movements and efforts to eliminate radio advertising, Mr. Miller declared, "The basis for radio's doing its job is that it can pay its way, and it can pay its way because it has been a successful advertising medium." He added that radio has done a splendid job for national defense and will continue to do so under the American system of broadcasting.

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

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

Pix of Jeannie

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

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

Other Meetings

Remaining meetings in the schedule for this fall and winter are:

District 2—Oct. 26, 17, Peabody Hotel, Memphis.
District 9—Dec. 10-12, Palmer House, Chicago.
District 11—Dec. 11, 12, Hotel Niolet, Minneapolis.
District 15—Nov. 19-20, Baker Hotel, Dallas.
District 14—Dec. 5-6, Albany Hotel, Denver.
District 16—Nov. 22-23, Palace Hotel, San Francisco.
District 16—Nov. 24-25, Biltmore Hotel, Los Angeles.
District 17—Nov. 1, Heathman Hotel, Portland.
(Continued on page 53)

Labor Committee Of NAB to Meet

Threats to Operation During Emergency on Agenda

With LABOR activities constituting a major threat to maintenance of operations during the emergency, the Labor Executive Committee of the NAB meets Nov. 14 at the Drake Hotel in Chicago to take inventory of the situation and develop means of coping with problems that may arise.

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

Strike Threats

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

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

Lever Looks Around

LEVER BROS. CO., Cambridge, Mass., is reported to be considering a change in agency for its Lifebuoy Soap account which runs until Dec. 31 with William Esty & Co. It is understood that at least three other agencies are seeking the account. Other accountors are Hollywood Premiere on 71 CBS stations, Friday, 10:10 p.m. and Meet Mr. Meek, on 69 CBS stations, Wednesday, 7:30-8 p.m., for Lifebuoy through Esty.

Holiday Series

BELK-GALLANT STORES, retail chain with outlets in three Georgia cities, has signed with WLAG- Enid, Grange, Ga., for half-hour daily Santa Claus broadcasts starting Nov. 15 and running until Christmas. This company also is sponsoring 65 spot announcements weekly on the station. The station believes the contract is one of the largest of its kind sold in that area.
One great natural resource of Colorado lies in its big game and fish reserves. KLZ, which has consistently campaigned for conservation and exploitation, hit a high spot in its public service career on September 25th. At Denver's Phipps Auditorium, KLZ staged a STANDOUT Sportsman's Show before a thousand invited notables. First such show ever seen in Denver, it was enthusiastically received by sportsmen and public officials... created widespread goodwill and loud clamor for continuance on an annual basis.

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

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

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

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


ALL OVER the place, but only for exhibition purposes, is this carpet of commercial manufacturers' work, getting the scrutinizing glances of William Forbes (left) and Paul Pierce, CBS Holly- wood network sales service and continuity directors, respectively.

Arnold Says Editorial Attacks Convince Public That Advertising Costs Are High

REEMPHASIZING his stand that the Justice Department Antitrust Division, which he heads, has nothing against advertising per se, Assistant Attorney General Thurman Arnold, speaking last Wednesday before a luncheon meeting of the Washington Advertising Club, declared that editorial attacks on the Division's alleged unfriendly attitude toward advertising would do more harm than good. He suggested also that advertisers and agencies "would do well to clean their own house of hokum."

Three Big Cases

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

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

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

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

Stikes at Editorials

Taking a poke at editorial attacks, Mr. Arnold said, "Editorials might well recognize the peculiar motivation for editorials which bob up only when big advertisers are attacked". Citing the case of Quaker Oats, he said, "It was perhaps an error to publish in Collier's magazine, his said he mailed was 15 to 1 in favor of stopping the hokum in advertising, with writers saying "go ahead and stop it some more". He argued that the effect of these attacks was to make consumers believe that advertising was indeed harmful upon them, through increased selling prices, while in fact "the advertising costs are very low, but the people don't know it"."

U. S. Leads in Canada

AMERICAN network shows piped into Canada continue to lead in popularity in the Dominion, according to October ratings released by Canadian Facts Reg'd., Toronto. Jack Benny leads the list, followed closely by Charlie McCarthy, Lux Theatre, Fibber Meltze & Molly, and Henry Aldrich. Canadian network shows the most popular with Canada's listeners are headed by Quaker Oats' H a p p y Gang for Palmolive, followed by the Lamont Corliss show John & Judy for Pond's cream, which is tied with Colgate-Palmolive-Peet's Cashmere Bouquet program Musi- cal Review and the Canadian Broadcasting Corp.'s Theatre of the Air for Ironized Yeast is next on the list. Among French language network shows Lever Bros. Grande Sear leads, followed by Lamont Corliss program Cez Qu'on Aime, Procter & Gamble's La Rue Principale, Lux show C'est La Vie, Procter & Gamble's La Pen- sion Velder, Campbell Soup's Jeunesse Doree, and General Food's Le Cure de Village for Jello.

Advertising Group Selects Speakers
Henderson, Batt to Address ANA-AAAA Joint Session

IN ADDITION to the dramatized presentations of the influences threatening advertising to be given at the joint meeting in Hot Springs, Va., Nov. 13-15, by the American Assn. of Advertising Agencies and the Assn. of National Advertisers (Broadcasting, Nov. 3, speakers are now announced by the two associations.

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

What to Do

Telling what advertising as such has meant to particular lines, C. R. Palmer, president of Cluett Peabody & Co., and C. C. Conway, chairman of the board of Continental Can Co., will speak Nov. 13. Speaking Tuesday, James W. Young, recently director of the division of Foreign & Domestic Commerce of the U. S. Dept. of Commerce, and director of the Committee for Inter-American Affairs, will be in charge of the concluding section of the four-part program, dealing with "What Steps Should Be Taken by the Advertising Industry in Dealing With This Problem?"

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

Coast Officers

Also announced with the speakers at the joint meeting were officers of the Canadian Assn. of the AAAA, elected Oct. 23-24 at the council's annual convention at San Francisco; the chairman is Dan B. Miner, president of Dan B. Miner Co., Los Angeles; vice-chairman, Joseph R. Gerber, president of Joseph R. Gerber Co., Portland; secretary-treasurer, Terrell T. McCarty, president of the McCarty Co., Los Angeles; governors, Raymond P. Kelly, secretary of Syverson-Kelly, Spokane, and James C. Knollin, partner Gerth- ingelli-Clark Adv. Agency, San Fran- cisco.

An advisory committee of former council chairmen also was formed under the chairmanship of William H. Horsey, president of Pacific National Adv. Agency, Seattle. Members are David M. Botsford, president of Botsford Con- stable & Gardner, San Francisco, and August J. Bruhn, manager of Mc- Cann-Erickson, Los Angeles.
In America's No. 1 Market

Wise national advertisers know from experience that the opportunity to score with a product in Southern New England is not limited to a brief few weeks. Smart quarter backing combined with the exceptional hitting power of WTIC can score touchdowns for any product on a year-round basis. WTIC's team mates—2,573,810 friendly listeners with money to spend—should be all the incentive you need. You're bound to get results in this wealthy industrial area when you let WTIC carry the ball. So, make sure WTIC is in the line-up for your next campaign.

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation
Member of NBC Red Network and Yankee Network
Representatives: WEED & COMPANY, New York, Chicago, Detroit, San Francisco
Control of Prices May Affect Radio

Action Within a Few Weeks Now Considered Possible

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

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

Products Affected

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

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

INSULAR PICKUPS

AMENDED BY FCC

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

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

The Commission said that Section 308 (c) of its Rules Governing Standard and High Frequency Broadcast Stations had been amended to take care of such situations as where rebroadcasters are particularly in Alaska and Puerto Rico. It will apply generally to all insular and territorial stations, however.

Haskins Drive

HASKINS BROS. & Co., Omaha (Spark granulated soap and Blue Barrel bar soap), recently started a campaign on 14 networks with two announcements, using three transcribed one-minute announcements daily for Blue Barrel soap and three transcribed and live announcements for Spark soap. Agency is Sidney Garfinkel Adv., San Francisco.

The station list: KOIL, KOWH, WTM KRNT KSO KMA WHBF WIBW KFBI KANS WDGY KFEG KSOO.

Candy Bros. Spots

CANDY BROS. MFG. Co., St. Louis (Red Cross cough drops), on Oct. 27 started a spot campaign on the following stations: 13 one-minute announcements weekly on WTAM KYW WJR KMBC WFBA-WBAP WOAI KPRC; 17 on WCCO and KMOX; 12 on WHO and KNX; 10 on KDKA and WLW; 11 on KPO; 2 on KGO; 3 on WJAS, and 15 on WBBM. Agency is H. K. Kastor & Sons, Chicago.

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

MATERIAL DEARTH TAKES FIDLER OFF

SHORTAGE of essential materials due to the national defense program has forced one of its first major odd-job work toll last week when F. A. Durrant, president of the Tayton Co., Inc., Hollywood, cosmetic firm, announced that the company is discontinuing its MBS quarter-hourly weekday program featuring Jimmy Fidler, film gossipier and commentator, after his No. 27 broadcast.

Hope that the program would be renewed, however, was seen in a statement by Mr. Durrant to the effect that although the program continued to do good business being continued for an additional two weeks to determine if the material situation might ease enough to allow the firm to meet an increasing backlog of orders attributed to the war.

Cosmetic manufacturers are faced with a double shortage due to increasing use of industrial aluminum, paper, cardboard, and to a lesser extent on metals used for containers. Steps are already under way to allow priority to a certain extent in industrial alcohol shortage, while experiments are continuing in an effort to find a satisfactory substitute to replace metal containers. However, even if there is an increase in industrial alcohol production, demand has been expressed in Washington if an appreciable amount could be diverted to civilian manufacturing because of the recently increased demands of the defense program.

95,000 Defense Plugs

DURING October 95,000 one-minute announcements for Treasury Bonds and defense are all stations in the country, a new high. Previously spotted ran 80,000 to 90,000 since September 1, according to Bill Freeman, Marschak & Pratt, New York, who writes the plugs.

SEPTEMBER SPOTS

For National Defense Run To 228 Per Station

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

The NAB survey also showed that for the first time, a majority of stations weekly quarter-hourly transcribed Army recruiting program, with many repeats. In addition stations running 650 other Army shows each week, the NAB indicated. In announcing the survey results, the NAB pointed out that time devoted to informative and moral building programs on the national defense theme was not calculated, nor has the department of defense, its agencies, departments or bureaus, or defense items in news shows or other commercial programs.

Construction of New Stations Slowed by Equipment Delays

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

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

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

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

Good Neighbors

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

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

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

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

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

Several requests for CAA aid have come from construction permittees, it is understood, all of whom have been advised to take the matter up through regular OPM priority channels.
Plowing a 1600-mile furrow

for Defense

"For almost a year, the Bell System has been working on one of the biggest jobs in its history — laying 1600 miles of cable between Omaha and Sacramento to unite the two vast telephone cable networks of the East and the West.

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

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

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

"Just another short 'progress report' on one of the Bell System's important defense activities."

This is a quotation from The Telephone Hour, a regular program heard each Monday night over the N. B. C. Red Network. It is interesting to note that this cable carries special wires for network transmission—in addition to wires for telephone, teletype and telephoto service.
BOILING FOR BUSINESS IN KETTLE (Ky.)?

Simmer down, fellers—there ain't enough business in Kettle (Ky.) to make it worthwhile to apply the heat! If you're in a stew for Kentucky sales, turn on the gas in the Louisville Trading Area, where effective buying income is 33½% greater than the rest of Kentucky. WAVE is the only station you need to cook up a potful of business—just one station with complete coverage at anywhere near your rates! Make us prove it!

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

Extolled and Ribbed WEEKLY 1½-hour musical variety program Three Round Jambo-ree, has been started on 9 NBC-Pacific Blue stations. Each Saturday at 3:30 p.m. three different artists in the group take over a full 30-minute origination of the program, with outstanding features and other advantages of his respective area as well as ribbing other participants. Program idea was originated by Bert F. Fisher, manager of KJRE, Seattle, with John Swallow, NBC Western division program manager, envisioning...

Illini Party CARRIED nightly from a different Illinois U sorority house, the new Robeson's House Party, half-hour on each WRE, has estab-lished itself as a favorite with Illini students. The broadcast, spin-sored by the Robeson Department Store, incorporates one-minute transcribed interviews with sorority girls with their choice of rec-orded selections. The interviews are cut ahead of time and played back later. Hank Miller is m.c. of the feature...

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

Oberlin Music FIRST in the 1941 series of Saturday morning musical programs will be titled Oberlin on the Air started Nov. 8 on MBS, presented from Oberlin U and featuring students and graduates of the Oberlin Conser-vatory of Music...

True Stories TRUE stories collected during the annual summer music camps are presented by Ben Alexander on the five-week quar-ter-hour program, Adventures in Hollywood, which started Nov. 3 on NBC-Pacific Blue stations.

Rural Forum in Canada BECAUSE of the increasing im-portance of the Canadian radio industry and the success of regional farm broadcasts last year by the Canadian Broadcasting Corp., a new National Farm Radio Forum takes the air from Toronto Nov. 10, to be heard each Monday evening. The forum will discuss current problems. First broadcast of the series will include a discussion of CBC radio's farm concentra-tories gathered at Toronto in conference.

Orrville Shugg is supervisor of farm broadcasts, Regional farm com-mittees are based on Fergus Mutrie for British Columbia, Hugh Boyd for the pacific region, Don Fairbairn for Ontario, Ralph Marver for the Maritime provinces, and Ernie Berube for the French language farm broadcasts of Quebec province. Farm listening groups are encouraged in rural areas throughout Canada.

Rocky Romances ROMANCE of Southwestern archae-oology is the basis of the Rocky Mountain Radio Council's newest program, which last week on KLZ, Denver, and KVOR, Colorado Springs Nov. 7. Titled Trails of the Past, the program offers a user-friendly version of a trip into Tabe-guache Canyon in the Uncon-querable National Forest in Western Colorado...

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

Pupils Take Over EACH FRIDAY night the staff of CKOC, Hamilton, Ont., puts on of the broadcasting business for a half-hour to let the pupils of one of Hamilton's high schools take over the program in aid of the current War Savings drive. Station positions — managerial, operation, switchboard—are filled during the 8:30-9:00 p.m. period by pupils...

College Capers COLLEGE variety show emanates from the campus of U of Delaware each week as the half-hour University On the Air of WDEL, Wil-mington, Del. Educational and en-tertaining aspects are combined in the half-hour with talks by members of the fac-ulty, presentations by students, and musing and music by student artists...

About Composers SHORT biographies of composers whose works appear on the program are presented on Musical Vo-ices new program on KFAR, Fairbanks, Alaska. Written by Brice Howard Jr., the half-hour is devoted to symphonic, opera-tive and concert music.

WHEN the new streaming line of the Robins & Reed will be in Dub-bard, N. C., on its first run, WDNC will be on hand to extend a radio greeting. Making a broadcast-tour of the train, H. E. Pond, assistant to the superin-tenant of motive power: J. B. W. McCall, program director for WDNC; and Frank Evans, WDNC an-nouncer.

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

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

Music by FM PAINLESS musical education is being offered school children five days a week on W93C, Chicago, in a series of quarter-hour recorded music programs, titled The Child-en's Symphony, started Oct. 27. Non-academic continuity features history and appreciation of music and composers...

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

News and Business HOW news of the day affects busi-ness and vice versa is reviewed in a new quarter-hour morning program carried by WCCO, Champaign, Ill., as part of the Robins & Reed program. Written by Lon Hughes, financial editor of the San Francisco Examiner, Hughes broadcasts Monday through Friday at 8 a.m.
GAY fabrics, foodstuffs, pottery fill the stalls of the city's market place. Commodities of a different sort fill the market place of the broadcasting industry—the Broadcasting Year Book Number.

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

The 1942 Year Book Number (8th annual edition) is in production. Advertising rates are $192 per page, $108 per half page, $60 per quarter page—subject to regular frequency discounts. For space reservation write Broadcasting, National Press Bldg., Washington, D. C.
PERSONAL APPEARANCES will be a major promotional activity in connection with the new three-weekly series started Nov. 5 on WCLE, Cleveland, by Van Camp's Inc. for Van Camp's pork and beans. The quarter-hour shows feature Dick O'Heren (left), popular WCLE singer, who will be accompanied by a three-piece instrumental group. Singer O'Heren here calmly strums his guitar at one of the Fisher Pools Master Markets of Cleveland. Gathered beside a big stack of the sponsor's product are (1 to r) Ray Peterson, Van Camp's advertising manager; C. H. Brewster, local Van Camp's distributor, and G. F. Thompson, account executive of Calkins & Holden, New York, the agency.

NBC INFORMATION
HEADED BY DALE

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

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

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

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

Census of Retail Trade
For 1939 Is Published

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

The book contains data previously issued in individual State reports, including a comparison of stores, sales, personnel and payrolls by major groups and principal kinds of business for 1930, 1935 and 1920 for each State and for cities over 500,000. It also lists stores, sales, personnel payroll and stocks by detailed kinds of business for 1939 by States and cities over 500,000.

WFIL-ASCAP Pact

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

Pro Playoff to Gillette

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

AUTOMOTIVE agencies in Detroit have begun a long-anticipated readjustment growing out of the extremely reduced volume of their accounts. The trend was signalized by decision of Geyer, Cornell & Newell, to close its good-sized Detroit office, servicing Nash-Kelvinator Corp. A handful of executives and others will be moved into quarters at the Kelvinator plant at Detroit to service the account; and production and placement work on the account will be handled in the firm’s New York office. The change was said to have been decided upon after the client set up advertising appropriations for the 1941-1942 season representing about half of its 1940-1941 budgets.

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

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

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

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

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

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

The contest, to last from Nov. 16 to Feb. 8, will be limited to maple-spilling aggregations with team total averages not exceeding 925. Over this period a total of $1,000 will be given in prizes by WHEC. This is broken down into weekly prizes of $90; semi-final prizes totaling $120; and the grand prizes in the finals amounting to $200. Entrance fee is free, with bowlers assuming only the cost of their games.

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

WANT OF WGN spL-9,1-C-A-G-O!

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

A Clear WGN Channel Station
50,000 WATTS 750 KILOCYCLES
MUTUAL BROADCASTING SYSTEM
EASTERN SALES OFFICE: 220 E. 42nd Street, New York, N.Y.
PAUL H. RAYNER CO., Los Angeles, Cal., San Francisco, Cal.


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

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

Walter S. Gifford, president of AT&T and head of the Bell System, will give a brief report on the progress of the Bell System, particularly in national defense work on the Telephone Hour broadcast of Monday, Nov. 10, 8-9:30 p.m. on NBC-Red. Account is handled by N. W. Ayer & Sons, N. Y.
Ewing Seeks New 50 kw. Station in New Orleans

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

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

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

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

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

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

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

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

NABC Anniversary Features Studios

New Facilities Dedicated as 15th Year Is Observed

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

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

Equipment Innovations

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

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

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

Soundproof clients' booths are located at the 7th floor level inserted into studio walls at an angle to give a clear view of the 36-foot stages. Non-parallel walls prevent reflection of sound back to the stage microphones as well as echoes which may listening. Both of the new studios are air-conditioned and constructed on the "floating" pattern used by NBC throughout Radio City.

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

Showmanship that wins intermountain audiences
SALES GAIN NOTED
AT WESTINGHOUSE

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

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

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

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

Far From WOR

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

Wheatena's Novel

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

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

WINX Transfer

ASSIGNMENT of the license of WINX, Washington, from Lawrence J. Heller as an individual to WINX Broadcasting Co., which Mr. Heller will control holding 1,857 1/4 of the 2,000 shares of stock issued, is sought in an application to the FCC. Balance will be held by Richard K. Lyon, of Washington, with 125 shares and Herbert Bratter with 37 1/4 shares.

Radio Educators Plan Conference in Chicago

OVER 1,500 radio educators are expected to attend the Fifth School Broadcast Conference, according to George Jennings of Radio Council of Chicago Board of Education, to be held Dec. 5-8 at the Congress Hotel, Chicago.

In attendance this year will be 250 Army public relations officers from Army camps throughout the United States. The major address will be delivered by Edward Tomlinson, NBC advisor on inter-American relations. One of the highlights will be a session on Radio and National Defense with Gen. Frederick Osborn, chief of Morale Division of U. S. War Dept.; Ed Kirby, director of radio branch of bureau of public relations, War Dept.; and Frank Kingdon, of New York.

Others who are to participate include James Rowland Angell, NBC public service counselor; Norman Corwin of CBS; Dorothy Lewis of NAB; Harriet Hester, WLS, Chicago; Hazel Kenyon, KIRO, Seattle; Grace Ingledue, WFIN, Findlay, O. Problems of FM broadcasting will be discussed by William Levenson, Cleveland; Linus Travers, Yankee Network; and Carl Meyers, W59C and WGN, Chicago.

Sessions on the Value of Radio Workshop, Radio Writing and How We Use Radio have been scheduled as well as classroom demonstrations, discussion panels, and work study groups.

FIRST IN ST. LOUIS

IN COMBINED LOCAL AND NATIONAL SPOT COMMERCIAL QUARTER HOUR VOLUME.

ST. LOUIS

KWK - MUTUAL - Represented by Raymer
WHY WLAC IS THE CHOICE

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

- First and Only Nashville Station To carry regular programs from Tennessee's Army Camp.
- Only Station To Broadcast From first plane (in flight) to come from New Vultee Aircraft Plant.
- First and Only Station To Broadcast harness races from the Tennessee State Fair.
- First and Only Station To carry daily 'Spelling Bee' from downtown sidewalk.
HE STATION THAT ALWAYS "GETS THERE FIRST" WHEN IMPORTANT EVENTS OCCUR

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

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

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

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

Watts

BIA PROGRAMS

Ed PRESS NEWS

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

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

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

A lively holiday season is foreseen by local merchants. They have their stock problems and their shortage of heavy goods, but gift and luxury items will move easily due to the swelling payrolls in most market areas.

Many stations are quietly contented with the lessened upsurge of Christmas timebuying for they are encountering a clock-stretching problem that involves careful operating technique.

BOTH ENDS OF THE MIKE

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

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

How efficient is that equipment? Unfortunately, a vast number of the receivers in use are cigar-box models, or midgets of ancient vintage in this fast moving radio age. They never function at their peak level. All must be re-tubed periodically.

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

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

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

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

FREE, WHITE & 21?

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

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

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

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

The first 21 years undoubtedly will go down in history as radio's hardest. Radio probably couldn't survive another siege like it.
HAPPen into an office on the top floor of Loew's State Theatre, Day, in New York about this radio page you'll likely see two columns of red light flashing on the distant Jersey hori-
zon. To the time he assumed to be the new 50,000 watt transmitter makes it as powerful as any inde-
pendent station in the country. Those gleaming towers are a monu-
mental tribute to Herbert L. Pet-
tey, managing director of WHN.

Herbert's first job out of the military service was to Pettet's entrance into the broad-
casting business. He had no burn-
ing ambition to get into radio, yet in a few short months he was des-
tined to hold one of its most im-
portant jobs in Washington. Short-
ly before the 1932 elections, Pet-
tey, then selling sound film projec-
tion equipment for RCA-Victor, walked into Democratic National Campaign headquarters bent upon selling the idea of mounting film equipment on trucks to be used in the Roosevelt campaign.

Col. Louis McHenry Howe, aide to Roosevelt, received Salesman Pettet and New York and New Jersey. All of Pettet's friends and associates were astonished to see him come out of the army and assume his old position. Pettet, however, has a story attached to his card. Assuming that anyone connected with RCA knew all about radio, he asked Pettet what time was open for campaign speeches on the networks. Pettet didn't know, but as one of those sales-
man who will do anything in the way of service to help put over a sale, he would glad to find out. From Howe's office, Pet-
tey approached the networks and could make no one there understand that he was the official representa-
tive of the President-to-be.

Accordingly, he purchased a copy of the Sunday New York Times, turned to the radio page and blocked out all the programs he knew to be commercial. All the rest of the day he spent in the office, a picture of the networks' schedules for the next day to the office of Col. Howe. He never sold the equipment; instead he found him-
self made radio director of the Democratic Club and before the campaign was over he won a
total of half a million dollars worth of time.

In March, 1933, Pettet was ap-
pointed secretary to the Federal Radio Commission by President Roosevelt. Since that had been a civil service post up until that time, the appointment required an Executive Order before it could be consummated. This was the second executive order issued by Roosevelt, the first having been the one de-
claring the bank holiday.

Pettet was born June 5, 1905 in Prospect, O., but he usually refers to himself as a Kansas City boy since he spent most of his boyhood and school days there. He attended

a Kansas, the school that has
produced such well-known radio figures as Sam Pickard, Paul
White, Leo Fitzpatrick, Don Davis and the Patt brothers. Pettet studied, of all things, medicine—
perhaps better to cope with the "headaches" confronting a station manager.

His first job out of K. U. was with the Crackerjack Company doing advertising and sales promo-
tion. His second was selling Metro-
Goldwyn-Mayer films throughout the Midwest. He was switched to RCA-Victor, representing that firm in Detroit before be-

ing transferred to Washington.

Pettet served as secretary to the FRC and to its successor, the FCC, from 1933 to 1936. In that time he also served on President Roose-
velt's Committee on National Com-
munications which prepared and presented to Congress the Communications

Act of 1934. He resigned all Washington duties May 1, 1936, to return to Loew's as director of sales of WHN. He became manag-
ing director in 1939 and under his direction the station has become known as one of the most success-
fully operated independent stations in the country.

Motivated by the early proponents of BF, he has secured two grants for the Loew organization for station

in New York and Los Ange-
les. The New York station, W3SNY, is to be on the air in another couple of months. Active in pub-
lic service, Pettet is one of the organizers and secretary-treasurer of the American Network (FM).

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

Herb is one of those affable fel-
loved in any group be-
cause of his sense of humor and wealth of good stories. His contri-

butions toward a better radio in-
dustry were recently exemplified in the role he played in the trans-

fers of contractual differences between the NAB and AAAA.

Pettet commutes between New

York and Los Angeles, 28

months, has been in the news in the past few months when he has watched the skyward growth of the new WHN.

GEORGE CLAPP, formerly assistant to Adolph Opfinger, MDS program co-
ordinator, has been transferred to the MDS sales department where he will deal chiefly with out-of-town broadcast of Spotlight Bash, sponsored by the Coca-Cola Co.

HUGH RADER, announcer of KGVO, Missoula, Mont., on Oct. 15

married Mary Jane Mooby, daughter of Mr. and Mrs. Mosby, general manager of KGVO.

SID BETTS, formerly of the Edmon-
ton station, Canada, has joined

the sales staff of CKGB, Timmins, Ont., have joined the sales staff of CKWV, Vancouver, B. C.

JERRY AKERS, formerly general manager of KYUM, Yuma, Ariz., and more recently with KSAN, San Fran-
isco, has joined the sales staff of KRON, San Francisco, as account executive.

TOM FOXWORTHY, account execu-
tive, formerly of KMTC, Marysville, Wash., has been named as

sales promotion manager of

KJRO, Oakland, is the father of a girl born Oct. 30.

DAVE WARD, special events director of WKRC, Cincinnati, has been named in charge of sales promotion under Ken Church, director of national sales and promotion. He has been with the station nearly a year, coming from

Premier Radio Enterprises. Prior to that he had been with RFD, St. Louis, and West Coast stations.

TED EKNS, national sales manager of

the Cowles Group stations, is recov-
ying from an operation.

JESSE L. HIDE has been named as

assistant general advertising manager of the Westinghouse Electric and

Manufacturing Co. He was formerly assistant advertising manager of the Westinghouse merchandising division in Mansfield, O.

EASTON C. WOOLLEY, manager of the service division of NBC's station services, later last month married Christine Poley of Forest Hills, Long Island.

W. C. ALCORN, general manager of WNBN, New York, is to receive a special citation from the American Association from Ford Post No. 95, Veterans of Foreign Wars, in recognition of his many voluntary services in broadcasting over the station, Monday, Nov. 10, 8-8:30 p.m. Citation was de-

livered to show unanimous approval of the WFW of the program policies of WNBN, carried out under Alcorn's direction.

AUSTRIN FRIGON, assistant gen-
eral manager of the Canadian Broad-
casting Corp., has been added to the faculty of the American School of the Air of the Americas, representing Canada.

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

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

Staff Changes Effective By KMOX, in St. Louis

MERLE S. JONES, manager of KMOX, St. Louis, in a general re-
organization of the station's sales staff will assume the additional duties of traffic and sales promotion. Con-
tact while J. Soulard Johnson, sales promotion director, has been named as assistant to the local sales manager who res-
sides in Edwardsville.

Mr. Johnson replaces Kenneth

W. Church, who recently joined

WKRC, Cincinnati, as director of sales and promotion. Corner

Ringle, formerly of KMBC, Kansas City, has joined KMOX as manager of sales and promotion.

Mr. Ringle has been

in the sales staff

of Radio

Here, Rollie

Williams and Robert Carpenter remain as account executives.

Tom Rooney, formerly with Ruthrauff & Ryan in St. Louis, becomes acting sales promotion di-


or and director of merchandising

with Margaret Hart as his as-

sistant as a result of the reorgani-

zation. Fred Mueller, formerly a-

sistant to the general sales manager, has been named as assistant director.

Val Lawrence Is Named As Manager of KROD

VAL LAWRENCE, vice-president of the El Paso Times Co., has been named as manager of KROD, El Paso, it was announced Nov. 1 by Dorrance D. Roderick, president of the station. Mr. Lawrence has been advertising di-


ector of the Newspaper Printing Co., El Paso, since it was formed in 1939.

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

Mr. Lawrence, a 32 year member of Masons and Shriner's, has been in the newspaper business for 28 years. He, along with El Paso Bulletin and El Paso Times, was a founder of the El Paso Herald and Times, and he had been associated with newspapers in Arkansas, Kansas, Louisiana and Pennsy-

nia.
Sings Again

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

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

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

DIXON GATER, local music critic and columnist, has joined the KROW, Oakland, Calif., as publicity director, succeeding Bob Melkel, resigned.

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

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

HARRY KRONMAN and Jess Oppenheimer, Hollywood writers, have been signed to turn out scripts for Shirley Temple Time, which starts Dec. 16 under sponsorship of Elgin Watch Co., on 71 CBS stations for four weeks. Tom McNabt will produce for WM, Kitty Co., agency servicing the account.

MARION HARMAN, formerly of WAFS, Atlanta, Ga., has been named station director and program director of WOUG, Valdosta, Ga.

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

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

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

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

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

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

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

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

JACK RUSSELL, CKGB, Timmins, Ont., program director, is now in the Canadian army.

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

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

FAT HALVERSON, formerly of KGNC, Amarillo, has joined the announcing staff of WJDX, Jackson, Miss.

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

LOUIS CUCOL, traffic manager of WNN, New York, and Jane Mengroom, former press agent, have announced themselves engaged. They plan to marry early next year.

DAN HUGHES has joined KRVG, Weslaco, Tex., replacing Kyle Grace who has gone to KBSA, San Antonio.

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

MARVIN APPLE and Bob Beckett, both new to radio, have joined the announcing staff of KCKN, Kansas City.

How to Bring Home the Bacon

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

Get Results! -- Use...

WWNC
ASHVILLE, N. C.

Page 34 • November 10, 1941
Staff Employes of CBC Listed in War Service

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

WSAZ Staff Changes

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

Gus Mack

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

Joy Saves Day

IT WAS LUCKY for the audience in the John Wannemaker Store in Philadelphia, last week when at the eleventh hour they were trying to fill a part in the Mikado, that Leslie Joy, general manager of KYW, Philadelphia, was an old hand at Gilbert and Sullivan singing. The regular artist who was to take the part of Koko was suddenly called away. Someone noticed Mr. Joy and recalled that his forte a decade or two ago was Koko in productions of the Savoy Opera Co. With only 20 minutes rehearsal he stepped before the footlights to save the day.
Spend less...get more on WCOP

Before you buy Boston radio time be sure you get today's facts. The Boston radio picture is changing fast. WCOP is giving advertisers more for their radio dollar each day. So, check up on how you can make fewer dollars do more on WCOP.

Going Full Time Soon!

WCOP Boston's
Star Radio Salesman

Merchandising & Promotion

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

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

Whodunit Hats

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

Belt That Glows

SOMETHING new in give-aways for children is the "Luminous Safety Belt" which takes on a glowing finish when exposed to the light. Offered by General Mills on its Lone Ranger series on MBS starting Nov. 5 the belt can be obtained for 10 cents and a box-top from a package of Corn Kix, which the program advertises.

Holmes & Druggists

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

Air Conditioner

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

Sponsors' Blotters

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

WCCO's Organ

FIRST appearance of the new house organ of WCCO, Minneapolis, Station Breaks, is scheduled for Nov. 15. Miss Gillis of the publicity and promotion department is editor with a staff of seven. Format of the four-page paper will be editorials, gossip, features, oddities, birthdays, a groan and gripe department and one feature story.

Brochures

W51C, Chicago—Booklet titled "Frequency Modulation Radio Programs" listing music in all programs one month ahead; also lists FM receivers built by Zenith Radio Corp., owner of the station.

WAIT, Chicago—Blue-and-white 12-page booklet introducing pacificist "Mike Wait" in a horizontal striped sweater and derby hat, those "tough guy" patters plug the station's market and coverage.

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

WLV—Four-fold yellow brochure featuring the station's new premium testing service, intended to trade and advertising agencies.

HAD WONDERFUL TIME says Charlotte Scott, Kull, 13-year-old student who won one of the monthly trips to New York awarded by WLW, Lawrence, Pa. Participating in a special broadcast are Ann Michael (left), of WLW, and Announcer Richard Hickox.

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

Ducks for Doddlers

TO ENCOURAGE doddling and perhaps uncover some latent artistic talent, WDAS, Philadelphia, is sponsoring a Dodler's Contest. Listeners must make their drawings on a milk bottle cap and in sending it to the station, must indicate the particular time they heard the announcement made relative to the content. The best 60 caricatures will be given free passes to the Stanley-Warner theatres.

Drug Spots

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

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CLEVELAND LISTS SYMPHONY SERIES

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

Defense industries in Cleveland will sponsor a series of Saturday concerts, 8:30-9:30 p.m. on WHK-WCLE, general manager of the station.

The idea was worked out in cooperation with the Ordnance Division of the Army to foster closer relations between workers and the Government, it was stated.

WGAR will present a series of 20 Saturday broadcasts, 6-6 p.m., starting Dec. 6 and continuing through April 15. They will be fed to CBS.

The series was arranged after several months of negotiations between John F. Patt, WGAR general manager; Carl Vosburgh, orchestra manager, and Thomas F. Slocum, president of the Cleveland Musical Arts Assn.

WGAR will assume the cost of the orchestra and special facilities at Severance Hall in Cleveland. During four Saturdays when the orchestra is on tour, one of its conductors will direct the Cleveland Orchestra. Wayne K. William L. Forman at the microphone.

Two Venezuela Stations Join CBS Latin Chain

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

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

Radio's Role

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

300 School Programs

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

CLEVELAND WAR BROADCASTS

are now in progress as a part of the 1941-1942 season. Featured are hour-long nightly symphony series, Education and Commerce and Industry. Each series consists of two broadcasts, one on the arts, one on the sciences and industry.

Signal's Sixth Year

SIGNAL OIL Co., Los Angeles, for the sixth consecutive year, through Barton A. Stalbs, Adv., that city, on Nov. 9 renewed for 52 weeks, the weekly half-hour Signal Carnival on 14 NBC Pacific Red stations, Sunday, 8-30 p.m. (PST). Starring Barbara Jo Allen, comedienne, in the role of Vera Vague, program includes Jack Carson as m.c., with Martha Tilton, vocalist. Featured also is the Signaleers Quartet. Gordon Jenkins is musical director.

For complete information contact our National Representatives or write KFSD San Diego, California.
THE BUSINESS OF BROADCASTING

STATION ACCOUNTS

- studio programs
- advertisements
- transcription announcements

WBXN, Utica, N. Y.
Krueger Brewing Co., Newark, N. J., 8 weeks.

WLB, New York, N. Y.
Howe, J. E., 5 weeks.

Ludmer & Sons, Chicago, I17.

Piso, Ludens, Thomas Learning.

Krueger Brewing,

act. tor

sa weekly,

N.

N. Y.

NY.

Mass.,

weekly,

through

weeks,

Co.,

& Co.,

thru

months,

Gamble

thru

6

U. S.

Iowa Soap

thru

Oct.

6

2

BROADCASTING

13 NBC Stations Get Higher Rates

Increased Coverage Basis of New Scale for Outlets

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

Fees for operating any of the eight stations for Blue programs, prior to that date will revert to the original rates, while all new schedules booked and accepted after Dec. 3 will be based on the new evening hour rates.

The Red stations, and new evening hour rates are:

WSYR, Syracuse, from $220 to $240;

WHAM, Rochester, $595 to $400;

WTEN, Minneapolis, St. Paul, $180 to $220;

WSGN, Birmingham, $120 to $140;

WXYT, Detroit, $360 to $400;

WJOY, New Brunswick, $140 to $160;

KECA, Los Angeles, $240 to $300, and WENR-WLS Chicago, $720 to $750.

Red Evening Rates

New evening hour rates for the five Red stations are: KARK, Little Rock, from $120 to $140; KTOO, Juneau, Alaska, to $750; WTAR, Norfolk, $140 to $160; WAVE, Louisville, $200 to $220, and WJMJ, Kansas City, $200 to $400.

Rates for cut-in announcements vary from $12, daytime from $5 to $6, and Sunday $7 to $8; $50, evening to $75 to $100, and $50, daytime $5 to $7; $50, evening $790 to $810.

KFCR, San Francisco

Make their Co., Avery Is., La. (mature) 52 sp., to Aubrey, Moore & Wallace, Chi.

Holmes Bakers, San Francisco (American meal bread), weekly sp., to Leon Liv.

inaging, San Francisco

Majestic Bottling Co., San Francisco (Stevens-Varvel beverage), 5 sp., weekly dis.

KOA, Denver

American Cigarettes & Cigar Co., New (Full line) 21 weeks, thru Routh & Ryan, 

Cameron Co., Inc., Fort Collins, Minn. (Malt-O-Meal), 12 weeks, thru H. W. Hartman.

WJJD, Chicago


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

WPTF, Raleigh, N. C.

Philco, Chicago, (refrigerators and radios), 6 sp., thru, Procter & Gamble Co., Cincinnati.

Esty & Co., thru Arthur Kuder Inc., N. Y.


Bennion's Lab., Atlanta, 8 sp., thru Harry N. Mathis Inc., N. Y.

British-Myers Co., New York (Mint-Ruba.), 5 sp., thru Young & Rubicam, N. Y.

Chamblin Mig. Co., Winston-Salem, N. C., 3 sp., thru, Cahm, Miller & Nyberg, Baltimore.

Robertson C. Chemical Co., Norfolk Va., 6 sp., thru.


Utilities Engineering Institute, Chicago, 3 sp., thru First United Broadcasters, Chicago.

KRGY, Walsaco, Tex.
Duncan Tobacco Co., Houston, 5 sp., thru Steel Adv., Houston.

Stokely Bros. & Co., Indianapolis (Van Camps), 5 sp., thru, Calkins & Holdren, N. Y.

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


Lambert Co., Reading (cough drops), 3 sp., thru, J. M. Mathis Inc., N. Y.


Wm. Rigler Jr., Chicago, 6 sp., thru Arthur Meyerhoff & Co., Chicago.

WFL, Philadelphia

Dr. D. Jayne & Sons, Philadelphia (expectorants), 5 sp., thru Courtland D. Chalmers, Baltimore.

Original Cracker Co., Trenton (crackers), 2 sp., thru John Falk & Holdren, N. Y.


KROW, Oakland, Cal.
Gas Appliance Society of California, San Francisco (ranges), 5 sp., thru Jean Scott Frickleton, San Francisco.


WLS, Chicago
Iowa Soap Co., Burlington, Ia. (Magic Washer soap), 50 sp., thru Western Bar-


WINS, New York
Gillette Safety Razor Co., Boston, 8 sp., thru Young & Rubicam, N. Y.


WENR, Chicago
Lairgreen Co., Chicago (drug chain), 104 hours.

Lairgreen & Sons Co., Chicago.

Lohn & Pfintz Corp., New York (Holsum), 60 sp., thru Wm. Esty & Co., N. Y.

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

New York Mayor Tickets

Use 64½ Hours of Time

A TOTAL OF 64 hours and 30 minutes of time was purchased by political party committees to cover 12 of the nine New York stations during the New York mayoralty campaign which ended with the election of Mayor LaGuardia last Tuesday. Leading the field by many hours was WMCA which had 22 hours and 40 minutes accounted for one-third of the time sold.

A survey of the station showed that following WMCA in order, in number of hours sold was WOR with 11 hours, 30 minutes; WHN, 10 hours; WVO, 7½ hours, WIN, 4 hours, 20 minutes; WNEW, 4 hours, 20 minutes; WEAF and WJZ (combined), 4 hours and 15 minutes, and WABC, 1 hour and 45 minutes.

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

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

REID MURDOCH & Co., Chicago (Monarch Finer Foods), on Nov. 3 started a 52-week campaign of 13 station breaks for five announcements weekly on W59C, FM station operated by WGN, Chicago. The campaign is being executed by the first sponsor to buy spot time on this station, Rogers & Smith, Chicago, placed the account.

JOHN T. TROLL Co., Los Angeles (B-I candy mint), on Nov. 3 supplemented its Southern California schedule with six five-minute newscasts weekly on KOX, Hollywood. Contract is for 26 weeks. Firm also uses 14 spot announcements per week on KKRD, with a weekly spot on KHI, and six daily time signals on KIBY. In addition 42 spot announcements per week are sponsored on FM station, K-FRA, Hollywood. Lockwood & Schallert Adv. Agency, Los Angeles, has the account.

SMITH-DOUGLASS Co., Norfolk. Va. (fertilizer), seasona users of radio, on Nov. 3 started a new program directed to farmers in the area, five days weekly, 12:35-12:40 p.m., on two stations, WPTF, Raleigh, and WGTG, Greenville, N. C. Contract runs for 26 weeks. Agency is Lawrence Pettigrew & Co., New York.

WASHINGTON NORTHWEST INSURANCE Co., Los Angeles, is currently sponsoring a six-week series of radio programs in Portland, Ore., through Smith & Bull Adv., Los Angeles, is sponsoring a five-week quarter-hour break-to-the-talk show, "Oregon Land Man," on KMPC, Beverly Hills, Calif. Contract is for 52 weeks having started Oct. 13. Other West Coast radio is contemplated.

WASHINGTON MOTOR Co., Los Angeles (used cars), currently is sponsoring a six-week one-hour recorded program, "Music Box," on KMPC, Beverly Hills, Calif., and in addition a similar half-hour Sunday morning musical, "Peter Potter's Platter Parade," on that station. Agency is Smith & Bull Adv., Los Angeles.

SAMARITAN INSTITUTE, Los Angeles, is sponsoring a total of six 10-minute religious programs each seven days weekly, on KKRD and KFVY, placed through Smith & Bull Adv., that city.

O'KEEFE'S BEVERAGES, Toronto, started on Nov. 1 a Saturday night "Hunting Commentary" on CKCL, Toronto. Account was placed by A. McTimkin Ltd., Toronto.

PURE GOLD MFG. Co., Toronto (Blue Ribbon tea, coffee), have started Sunday newscasts on CKVD, Val d'Or, Que.; and CKIN, Rouyn, Que. Account was placed by Cockfield Brown & Co., Toronto.

MEN BEHIND THE SOAP OPERAS gather at the Treasury Department in Washington to discuss means of coordinating defense bond and savings stamp announcements. Around the green baize with facts and figures are (seated, 1 to r) Edwin G. Smith, radio program manager of General Mills; Vincent F. Callahan, chief of radio & press section, defense savings staff; Henry Allen, assistant to C. G. Mortimer, general advertising manager of General Foods; (standing), William Ramsey, advertising manager of Procter & Gamble; Philip C. Kenny, of Lever Bros.; Roy W. Peet, advertising manager of Colgate-Palmolive-Peet.

FEATURING recorded music and chatter, a new daily half-hour participating program, "Smile in the Morning," started Nov. 3 on KMPC, Beverly Hills, Calif., with Mark Breeman conducting. Participating agencies are Marney Food Co., Huntington Park, Calif., (Marro Dog food), through Ivar F. Callin of Jr. & Staff, Los Angeles; Ben Hur Products Inc., Los Angeles (coffee) through Theodore C. Cremer, that city; Los Angeles Soap Co., Los Angeles (soap), through Raymond H. Morgan Co., Hollywood; Durco Cleaners, Beverly Hills.

SMITH BROS., Toughkeesee, N. Y. (cough drops), recently started Knox Gum and William Winter, news analyst, weekly on S CBS stations in the West for 26 weeks. Account was closed at Art Kemp. CBS Pacific Coast sales manager. Agency is J. D. Taylor Co., New York. The station list: KNX, KSF, KRO, KOI, KOI, KOT, KUC.

LEWIS-HOWE Co., St. Louis (proprietary), has started dramatized musical spot announcements five time weekly on CFRB, Toronto; CKAC, Montreal; and CHRC, Quebec. Account was placed by R. C. Smith & Son, Toronto.

PIERCE BROS., Los Angeles (mortuary), on Nov. 3 started for 13 weeks a new half-hour quarter-hour program, "The Tall Philosopher," on KFBI, Hollywood, Agency is W. B. Ross & Assoc., Los Angeles.

REGAL AMBER BREWING Co., San Francisco, recently started "News Review" and the "Sports Review," presented by Don Glendon, football expert; whose articles appear daily in seven California newspapers, on KFPO and KARM, Tuesdays and Thursdays at 10:30 p.m. The "Sports Review" is heard at one station of the California stations. List includes KFPO, KFBI, KFBI, KKDF, KKDF, KFPO, KFBI, KKDF.

SANTAFE VINTAGE CO., Los Angeles (Three Crown wine), in a two-month holiday campaign which started Nov. 3, is using daily spot announcements six times per week on a group of Southern California stations. List includes KOJ, KFPO, KFBI, KKDF, KFPO, KKDF, KFPO磨KBB.

LAURA SHERWOOD CANDY SHOPS, Toronto (chocolate), on Nov. 4 started transcribed songs for Twenty Thursday and Thursday on CFRQ, Ottawa; CTSO, Sudbury, Ont.; CFCH, North Bay, Ont.; CFPL, London, Ont.; CFRC, Kingston, Ont. Account was placed by Cockfield Brown & Co., Toronto.

BUTAX PRODUCTS Inc., Los Angeles (Rain Drops water softener, bluing), on Nov. 3 started six-weekly program in the combined Housewives Protective League and Sunaire Satellite, featuring Glenn Drake, on KNX, Hollywood, as well as weekly participation in The Homemaker's Club on KHI, that city. Contracts are for 13 weeks. Glasse-Galley & Co., Los Angeles, has the account.

G. B. MUMM CHAMPAGNE, New York (Globe Vermont) recently started an spot announcement campaign on three stations, using transcribed announcements three times weekly. Agency is Brosch, Davis & Staff, San Francisco. The stations are KFRC, WMCA, WSB.

BUYERS SEE RED ... when they think of Richmond

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

WMBG offers you the Red Network audience—5,000 watts daytime—1,000 watts night and equal density of coverage at lower rates. Before you buy—get the WMBG story.
KATHERINE LONG, formerly copywriter of H. W. Kastor & Sons, Chicago, has been appointed midwestern editor of Macfayne-Zugman with headquarters in Chicago.

AL-SERVICE Co., San Francisco recently added Sam Niles, formerly with K&K, Berkeley, Calif., as account executive.

JOHN LO BUONO, formerly advertising manager of TWA and recently with Erwin, Wasey & Co., has joined the Los Angeles office of Brancher, Davis & Staff. He replaced Joseph Silt, who was called to active duty with the F-104.
Stone Gets KLBMB

SALE of KLBMB, LaGrande, Ore., by Harold M. Finlay, present licensee of the station, to Ben E. Stone, general manager of KOOS, Marshallfield, Ore., and secretary-treasurer of KVAN, Vancouver, Wash., was approved by the FCC last Tuesday. Deal, involving a total consideration of $10,000, was authorized with the FCC which stipulated that such action is not to be construed as an approval of any subsequent assignment or transfer of the license by reason of default on the part of the assignee or otherwise. Mr. Finlay, formerly publisher of the LaGrande Observer, has been manager of KLBMB since its inception in 1953.

Fleischmann’s on MBS

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

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

living bonus of 25 cents per week for each rise of one point in the cost-of-living index announced by Ottawa.

While the cost-of-living bonus is paid by a number of broadcasting stations and the Canadian Broadcasting Corp. to employees, few broadcasting stations will be affected immediately by the wage stabilization order. It will at first apply only to concerns employing more than 50 persons, which eliminates all but a few of the Canadian stations and broadcasting organizations, though including major advertising agencies and the CBC. Later smaller concerns will come within the wage stabilization order as the organization for controlling it becomes organized. The cost-of-living bonus if not already being paid, must be paid by all employers by Feb. 16, 1942.

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

5000 WATTS Directional
OVER METROPOLITAN NEW YORK

NAMES MAKE NEWS
...and News Makes Listeners LISTEN!

"WHO'S NEWS", new NBC-Recorded Series presents 39 "Names in the News" in Person!

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

In each program, George Romilly chats informally with one of America's leaders in the arts, sciences, business, sports, music or the entertainment world. Rube Goldberg, for instance, describes his invention for getting rid of olive pits at cocktail parties. B.urnet Hershey tells how he scooped the world on the terms of the Versailles Treaty. Alexander de Seversky tells of America's needs in aviation. John Robert Powers lists the requirements of a successful photographer's model. Admiral Richard E. Byrd—Leopold Stokowski—Alice Duer Miller—Walter Duranty—Dr. George Gallup... these are only a few of the personalities actually appearing in WHO'S NEWS. Write for complete information today!
KGEI, General Electric international short-wave station at San Francisco, recently augmented its news service by the purchase of Associated Press for its many newsmen to foreign lands. Manager Buck Harris states that both IPN and Associated Press are now used to send out news in English, Spanish, Dutch, French, and Chinese—both Mandarin and Cantonese dialects.

KGO, San Francisco, in mid-October carried a special pickup direct from the lobby of the Central Bank of Oakland when the institution celebrated its golden jubilee. Featured on the broadcast, highlighted by NBC stars in costume, were music and reminiscences of the 50's along with appearances by veteran employees and young depositors, and Mayor John F. Slavich, of Oakland.

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

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

KTBC, Vicksb., Miss., has established RCA-equipped remote studios on the mezzanine floor of Hotel Fresno.

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

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

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

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

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

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

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

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

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

WNAX, Yankton, S. D., on Nov. 3 originated the "Pop Program" of the Page Auditorium of Duke U before a capacity audience of several thousand students. The symphonic broadcast, entirely produced, announced and performed by the Duke students.

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Coordinating Group for Video Defense Proposed at Meeting Called by Waters

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

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

Met With Fly

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

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

Mr. Waters, a pioneer television program producer [Broadcasting, Oct. 27], late in October first made public his plans for a wider use of television in national defense. He Clubs of Television, through which owners of television receivers would open their homes and business places to a vastly increased television audience. Present at the meeting with Mr. Waters were Noran Kersta, representing NBC and RCA; Leonard Hole, CBS; Bert Harkins, WOR, New York; Dr. D. W. May, General Electric Co.; F. A. D. Andrea, Fada Radio Co.; Mortimer W. Loui, Allen B. Dunlop Labs., and Seymour Turner, Paramount Pictures.

FM DIRECTS TRAINS

Ordnance Plant Uses Radio

Instead of Blocks

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

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

License Modifications Granted to Four Locals

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

WCAZ, Carthage, III., was granted authority to change equipment and increase power from 100 to 250 watts, daytime only, on 1060 kc. KMYC, Marysville, Calif., was granted a modification to increase day and night power to 250 watts on 1450 kc. WFIG, Sumter, S. C., was granted a similar authorization on 1340 kc.

Coast Macaroni Test

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

FMG TELCO

... when coaxed by WHK.

Cleveland's South Side Federal Savings and Loan Association admits gains of $1,500 new savings accounts, $2,000,000 in savings, $3,000,000 in mortgage loans and increases of $1,500,000 in total resources. So says Allen C. Knowles, Executive Vice President.

WHK CLEVELAND, OHIO

Represented by: PAUL H. RAYMER CO.

At Last

A GOOD PAPER

BASE RECORDING BLANK

Many recording engineers have rejected the idea of using paper base discs for recording. You may feel that way about them, too. But we think you may change your mind when you see the new, improved Presto Monogram Disc. We sent samples of this disc to a few stations in July. In every case they started to use them immediately in quantity.

They are not as smooth as our glass or recolored aluminum discs and we don't recommend them for reproducing delayed broadcasts but they're ideal for reference recordings. They're lightweight, easy to file, safe to handle or mail anywhere and the price is 40% less than our standard discs.

The base of the Monogram disc is cardboard—the flattest, smoothest stock obtainable. The coating material is exactly the same as our highest grade discs. They cut with the same needle pressure and angle. Surface noise is nil.

The Monogram disc is made in all sizes up to 16 x. It's worth knowing about. Order a sample carton of 10 from your distributor today.

Presto

Recording Corp.

242 west 55th st. n.y.

World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs.

November 10, 1941 • Page 43

Broadcasting • Broadcast Advertising
W. H. Behrman Resigns
As Manager of WISH

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

Mr. Behrman announced he would assume policy direction of the station, with R. E. Bausman, commercial manager, taking over other managerial functions. Mr. McConnell is sales manager of Merchandise Brokers Inc., tobacco and candy wholesalers, which began 53% of the station. Mr. Bausman joined WISH with its inauguration, having served formerly as commercial manager of WIRE, Indianapolis, and afterward with WRAL, Raleigh.

Pressure Groups Still Protesting

MBS Latest to Be Subject of Complaint to the FCC

WITH the scene shifting between the America First Committee and Fight For Freedom Inc., broadcasters last week found themselves still in the midst of the continuous squabble among patriotic pressure groups about radio coverage.

Immediately after a protest by AFC, which was about wrung dry during an exchange of correspondence between NBC and CBS and FCC Chairman James Lawrence Fly, in which the networks denied alleged unfairness as between interventionist and non-interventionist groups [Broadcasting, Nov. 3], a storm arose from Fight For Freedom, which attacked MBS for not providing time to answer an AFC broadcast carried by that network.

Protest to Fly

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

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

Boadwalk Slump

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

GE Names Brewer

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

WTAG

COMPLETE CENTRAL NEW ENGLAND COVERAGE

WORCESTER

NBC BASIC RED AND YANKEE NETWORKS

EDWARD PETRY & CO., INC.—NATIONAL REPRESENTATIVE OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE

Page 44 • November 10, 1941
EDUCATIONAL RADIO Council, composed of five Connecticut Valley colleges and three cooperating New England stations, was formed early in November to improve the educational features currently carried by member stations and develop new ones. The group includes Amherst College, Massachusetts State College, Mount Holyoke College, Smith College, Springfield College, and WSPR Springfield, WHYN, Holyoke, and WHAI, Greenfield. WBKR, Pittsfield, also has been invited to cooperate and is expected to join the group.

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

Roundtable Returns
RETURNING TO CBS after a seven-week recess, Invitation to Learning, round table program featuring the literary classics, will start Nov. 16 with Mark Van Doren. Pulitzer Prize winner in poetry, serving again as informal chairman, Leon Levine, assistant CBS education director, will produce.

B E A U T I E S of the wide open spaces are the subject of the conversation among O. P. Soule (left), owner of KSEI, Pocatello, Idaho, and KTPI, Twin Falls, Mrs. Wythe Walker, and Wythe Walker, the stations' national sales representatives. The Walkers were making a tour of the West at the time.

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

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

Rides the Gain
WSM, Nashville, each week carries Fort Jackson on Parade, Army talent program originating at Fort Jackson, S. C., 400 miles away. A complete staff to handle the program has been recruited from soldiers at the fort. Recently, with the boys off on maneuvers, WSM discovered no engineer could be found at camp to monitor the program. But right on schedule the regular pickup came through. After the broadcast the WSM control room received a long distance call from Lieut. Col. Frank L. Whittaker, executive officer of Fort Jackson. Complimented for the fine emergency engineering job someone at the fort had done, Col. Whittaker replied: "Thanks. In the absence of an engineer I just took the bull by the horns and did the job myself."

Kentucky Air School
FIVE programs weekly are fed from the U of Kentucky to a nationwide MBN hookup, the largest audience of any university in the country. According to a release last week of the university's publicity department, The U of Kentucky maintains 17 programs that are originated each week through the school. Four are broadcast over the regional Southern Network while the other eight are carried by either WHAS, Louisville, or WLAP, Lexington, Ky.

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

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

Cereal on 'Club'
CREAM OF WHEAT Corp., Minneapolis (cereal), through BBDO, Minneapolis, has purchased a twice-weekly quarter-hour on NBC-Blue Breakfast Club starting Nov. 14. Company will sponsor the program on 60 stations Fridays and Saturdays at 9-9:15 a.m. Program's other sponsor, Swift & Co., Chicago, has a quarter-hour period on Thursdays, Fridays and Saturdays.
Regular FM Service for Philadelphia Begun as W53PH, W69PH Make Debut

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

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

Previously WCAU had put its FM station, W69PH, on the air at Sunday noon, Nov. 2, to broadcast the first FM program in the Philadelphia area. Decision to rush W69PH into operation was taken Oct. 31, on which day permission was applied for. Approval came late Nov. 1, and transmission started the next day. Actually, the broadcast was made to test the 10,000-watt transmitter atop a center city building, which is to provide FM service for 6,800 square mile area. During the testing period, W69PH is broadcasting intermittently between noon and 8 p.m.

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

FOURTH FM GRANT IS GIVEN DETROIT

DETROIT’S fourth commercial FM station was authorized last Tuesday when the FCC issued a construction permit to the King-Trendle Broadcasting Corp. for high-frequency facilities in the Motor City. Permittee is also licensee of WXYZ, Detroit, NBC Blue outlet and key station of the Michigan Network. Grant covers use of the 47.3 mc. channel to cover a service area of 6,800 sq. mi. Stipulated also was the condition that the present antenna of WXYZ be changed to allow installation of an FM turnstile antenna on the west tower of the directional array. Call letters will probably be W721D.

Previously FM outlets had been authorized to three of the city’s other standard stations—WWJ (W46D), WJLB (W49D) and WJR (W53D)—while Detroit’s fifth station, W3JB, has submitted an application for an FM station. Non-commercial FM facilities were granted to the Board of Edu.

120,000 FM Sets In Homes Claimed

Philco Claims Most Sales of Sets in Recent Months

MORE THAN 120,000 FM sets are now installed in American homes as compared to the 15,000 sets in homes at the start of 1941, according to FM Broadcasters Inc., as compiled from figures reported by FM set manufacturers, now turning out about 1,500 receivers a day.

All set manufacturers are now producing 100 different FM models that the public may buy, the supply still lags noticeably behind demand in most cities where FM sets are chiefly found. Philco, as FM111 stated, added that distributors report their orders remain 20% to 50% ahead of shipments received from factories.

New York in Lead

Of the total sets in homes, New York has between 25,000 and 30,000; Chicago, over 15,000; New England more than 10,000; Detroit, 6,000; Los Angeles, 6,000; Philadelphia, 5,000; Milwaukee, 3,800; Pittsburgh 3,500; Hartford, 2,700; Seattle, 2,500; St. Louis with three stations building, 1,600 sets; Cleveland, 2,000; Kansas City, 1,600, and San Francisco, 1,700.

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

Philco’s Aim

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

Worcester FM Change

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

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

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

THE CBS College Broadcast Service, which started last year as the first public division exclusively for college students, is now receiving applications from all three major networks to 450 editors of university newspapers and magazines, Walter Murphy of CBS’ publicity staff.

AWARD FOR TRUTH

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

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Holiday Boom Not Up To Former Years

High Level of Recent Month Reduces Usual Swing

(Continued from Page 7)

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

This same view was expressed by several other agencies, which maintained that with priorities holding up delivery on certain products, too much "high-pressure" advertising this year would find advertisers unable to meet the public demand. Dealers feel that increased salaries due to expanding defense industries have "put people in the mood to spend" and that special holiday advertising might find companies unable to keep up with the potential dollar outlay.

Although the stations in the New York area all reported "no special Christmas business," the consensus of spokesmen interviewed showed "business better than ever before," "business 200% better than last year," with only 46 minutes a week still unsold," and "largest volume of business currently scheduled in the history of the station."

WOR, for instance, announced last week that sales for August, September and October of 1941 reached an all-time high, making the third quarter of this year the largest in the station's history.

Similar statements from transcription companies showed bookings many way above average, sales "nearly ahead of last year," "more programs sold locally than ever before," and, in a specific report from one company of a general increase of 40% over last year.

Through the general feeling of a profitable Christmas season and an upward trend in the volume of radio advertising, there seems to be some apprehension as to the effect on business early next year of the war in Europe and of the priority situation in the U. S. Counters to this are creeping up.

Some stations feel that non-defense or non-priority products will fill in as a check caused by the tightening up priorities of other products such as refrigerators, automobiles, etc. Others said that even among the commodities not affected by defense there was uncertainty as in the packaging problem, for instance, denting it difficult for companies to obtain corrugated boxes, tinfoil, or tubes for face cream.

On the whole, the outlook for the Christmas season just getting under way seems to be better than ever before from the standpoint of transmission campaigns for luxury gift items; general business from the point of view has reached an all-time high for the entire year of 1941, while the future, though still encouraging as at present, is viewed with rather a "can't tell yet" attitude.

CHICAGO

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

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

Seller's Market

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

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

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

Direct Sale Items

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

Manufacturers of men's furnishings—neckwear, shirts, hose, novelties—have never in the past been strong radio advertisers, and there is no indication that this will not be true again this year. Electrical appliances, toasters, mixers, waffle irons, electric irons, high on the Christmas gift list, are promoted through local utilities, and by manufacturers, for the greater part, through magazines. Radio will enjoy a merry Christmas as a result of an increase predicted in the number of Christmas holiday programs. Here again, however, a number of stations reported that they have not made any concerted effort to go after the Christmas business because of the tight schedule situation.

Los Angeles

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

With new money circulated by emergency defense workers and uniformed men stationed at some 82 Pacific Coast Army camps, forts and aviation bases, retailers and manufacturers, too, have their weather eye on opportunities offered by such a bonanza.

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

Columbia's Station for the
SOUTHWEST
KHF
WICHITA
KANSAS
Call Any Edward Petry Office

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

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

California reportedly has 500,000 of these new wage-earners. Airplane manufacturers in California are currently giving employment to more than 140,000 workers. Shipyards employ more than 55,000 persons and it is estimated that before the year is out will have increased that number by 12,000, bringing the total to 67,000.

Los Angeles alone has had a 200,000 population increase as result of the defense industry boom since 1940, thus adding an estimated $36,000,000 monthly to the industrial payroll. All are potential buyers. Monthly increase in the industrial payroll almost doubles that of last year and will bring the total for 1941 from $350,000,000 to $375,000,000.

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

BLACKOUT COMMITTEE of KEX, Portland, Ore., kept the station on the air 45 minutes during the city's practice blackouts against a mock air raid, with vivid descriptions of the proceedings. Here, (seated, 1 to r), Bill Mock, KEX director of public relations, and Hank Norton, who wrote the script for the broadcast, poured over the final plans. While in the background looking on are Phil Irwin, Bob Thomlinson, Chief Announcer Don Knauss and Bellel Truitt, all of KEX.

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

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

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

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

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

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

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

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

Agencies report that this turnover is heretofore turning deaf ears to planned campaigns, are now practically begging for space. The trend is not in any single direction, the boom of prosperity being enjoyed by all along the line—low-priced department stores and corner stores alike. Radio, station heads, admit, are getting more than their share.

**SALVADOR**

OPTIMISM held a wide edge over doubt in the minds of radio executives, timebuyers and advertisers in the San Francisco Bay area in regard to the holiday shopping and holiday time-buying. The doubt that the 1941 holiday air advertising would reach last year’s peak was expressed as an industry’s priority, which pointed out that due to National Defense priorities, advertising of such merchandise as home appliances, refrigerators, radios, cameras and numerous other articles, usually heavy at Christmas season, would be curtailed, if not completely shaved this year.

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

Better Than Roxy

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

Al Nelson, general manager of KPO-KGO said that the local billings for the two stations for October, November and December will be 80% better than the same three months in 1941. "We look for the greatest pre-holiday season in the history of our stations," Mr. Nelson stated, adding, "more retail stores are using radio now than ever before and the department stores are gradually breaking down and using the medium."

William Pabst, KFRC general manager, struck a similar optimistic note in his statement. He added however, that although present holiday radio advertising will be good, it could be better considering the prospects for a buying holiday during the pre-Christmas period. He concurred with Mr. Nelson that department stores will probably do more advertising and-radio than at any previous time.

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

**Time Is Scarce**

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

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

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

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

**Stores Interested**

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

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

**Agencies, Too**

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

**THANKSGIVING for WTSP ADVERTISERS**

There's no controversy on the date. Every day is Thanksgiving for those who use the "Double Bonus" Station for the most economical coverage of the rich St. Petersburg-Tampa metropol- itan area, a $1,000,000,000 market. Added to complete coverage of the St. Petersburg-Tampa market (Pinel- las and Hillsborough Counties, Flori- da's greatest population center) WTSP offers:

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

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

**WTSP**

The Mutual Station serving the Metropolitan St. Petersburg-Tampa Sales Territory A REGIONAL STATION St. Petersburg TIMES Affiliate R. S. STRATTON, Manager ST. PETERSBURG, FLORIDA

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

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

**LISTEN TO THE 'ALL-CANADA' STATIONS**

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

Check with your advertising agency or All-Canada representative

**THE ALL-CANADA 'WESTERN GROUP'**

British Columbia

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

CANADA — All-Canada Radio Facilities Limited

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

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

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

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

Output Down
At the present outlook, as a result, it is expected that advertising expenditures from the automobile, refrigerator, stove and other large-item producers centralized in the Detroit area will be down to about half their appropriations for the holiday season in 1940. Lightly publicized in the general consumers goods curtailment has been the fact that refrigerator and stove companies have also suffered formal output cuts and have also been unable to rise to maximum levels, even under reductions, due to materials and parts shortages. The refrigerator com-

CLASSIFIED
Advertisements
Help wanted and Situations Wanted, 7¢ per word. All other clas-

ifications, 15¢ per word. Bold, BOLLa, boldface, or caps, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Situations Wanted (Continued)

Youth, Lady Available—for engineering or continuity. Licenses and experience. Text or adjoining states. Box 111A, BROADCAST-

CASTING.

Commercial Manager—Now employed, five years’ experience all phases, married. Draft exempt. A-1 reference. Box 115A, BROADCAST-

CASTING.

Copywriter—Announcer—Strong commercial copy, saleable ideas, production and pro-

grams, personal, show. Box 109A, BROADCAST-

CASTING.

Fifteen Years Commercial Radio—Programmes, Salesman—writer—announcer, news specialist—desired change—moderate salary. Box 104A, BROADCAST-

CASTING.

Pregram, Production Or Special Events Director—Vast experience, now employed, married. Excellent background. Best of reference. Box 113A, BROADCAST-

CASTING.

Salesman—Well experienced, record of high sales, young, adjustable. Excellent temper, sales ability, sales change—give full details, Box 109A, BROADCAST-

CASTING.

Experienced Announcer And Control-Room Man—College training. Local and net-

work operating experience. Can produce. Available immediately. Box 112A, BROADCAST-

CASTING.

Copywriter—25, exceptional idea man, executive ability. Soap operas, children’s pro-

grams, production, continuity. Excellent training and references, Worth investigating. Box 114A, BROADCAST-

CASTING.

WANTED TO BUY
5 K.W. Amplifier—State age, make, condi-

tion, price and address of service. Box 106A, BROADCAST-

CASTING.

Wanted—Recorder, professional dual-speed 16” studio or portable, complete with amplifier, reasonable. P. Clock Co., 1542 South St., Philadelphia, Pa.

Wanted—2 R.C.A.—Western Electric or others, lateral or lateral-vertical pickups for 16” transcriptions, must be in good condi-

tion. J. Edwards Williams, 42 Main Street, Essex, Conn.

Wanted—One d.c. generator, rated 18 volts, 36 amperes, compound wound, speed 1760 r.p.m., of type used with W. E. S. transmit-

ter. Would like to buy units with same driver and generator set of same capacity. Also need three-inch relay switch, 69 inches long, from Scott Hilt. Station WIS, Columbus, South Carolina.

Page 50 • November 10, 1941
Cooperative Advertising

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

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

Heavy Bookings

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

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

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

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

CANADA

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

Instalment Curb

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

Minimum down payment on delivery is $10, at least one-third the purchase price of most commodities, 50% in the case of automobiles. Minimum monthly payments must be $5, with only one year to pay, except in the case of cars costing more than $500 when 18 months is allowed. Loan companies are similarly hit, as are charge account stores. Institutional programs are now used by some of the credit houses.

While there is no scarcity of goods as yet in the Dominion, a preliminary curtailment of 25% in

Buy

CHRISTMAS

SEALS

The National, State and Local Tuberculosis Associations in the United States

from the face of the earth. Since 1907 your Local Tuberculosis Association has helped reduce the toll of tuberculosis by 25%.

By buying Christmas Seals you will help us continue the fight and make this a safer world for yourself and your loved ones.
output of most electrical household appliances and durable goods has already been put into effect. There will not be as great a variety of holiday merchandise since the ban on exportation of non-essential consumer goods went into effect just before last year Christmas. Prior to that, the narrowing of the choice of merchandise, Automobile output for 1942, as an example, is down to 44% of the 1940 passenger car output.

Canadian stations will devote considerable pre-Christmas time to boosting the sale of war certificates and stamps, the government having recently launched another paid campaign and both stations are expected to use free time and commercials to the sale of these war financing investments. Many Christmas gifts made in this form this year, according to all signs.

Price Order

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

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

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

While Canadian business on Canadian stations is increasing, it is of interest to note that business originating in the United States is also up on a number of Canadian stations. One major station reports that its American billings at this time are about the same as in Canada. While the number of American stations are back on standard time while stations in Ontario and Quebec remain on daylight time is also playing a part in making increasingly valuable to Canadian advertisers the hour before the American-originating network shows are piped into Canada.

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

WIBC Appoints Rayner

PAUL H. RAYNER Co. has been ap-pointed national sales representative of WIBC, Indianapolis, effective im mediately, according to C. A. Mc Laughlin, general manager of WIBC.

New Local Granted

In New Bern, N. C.

Three Other Applications to Build Are Set for Hearing

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

The new construction permit was issued to the Coastal Broadcasting Co. Inc. to operate with 250 watts on 1450 kc. Principal owner in the permittee corporation is Philip Howard, local clothier, holding 47.5% of the stock, while his two sons, Louis N. and Howard H., who at present manage their father's clothing firm, each hold 22.2%. The balance is held in small blocks, by six other stockholders. Originally Jones Welland, operator of WFTC, Kinston, N. C., just 50 miles northwest of New Bern, had been listed as a stockholder, but later relinquished his interest.

Parties Affected

The new station applications set for hearing were those of Herman LeFever, a 1460 kc. daytime station in Fort Dearborn, Mich., on 680 kc.; Edward E. Reeder, applicant for a station in Seattle, Wash., 250 watts on 1590 kc. was to be heard jointly with the applications of KPMC, Bakersfield, Calif., and WSOY, Decatur, Ill., both seeking assignment to that frequency. Bob Hines Collection No. 2 is asking a 1000-watt daytime station on 550 kc. The last named application was to be heard jointly with the application of the Constitution Broadcasting Co. of Atlanta, Ga., for a new 5,000-watt day and 1,000-watt nighttime station on the same 550 kc.

AFRA Signs WBYN

AMERICAN Federation of Radio Artists reports that negotiations are underway between WBYN, Brooklyn, L. I., and WAAT, Jersey City, for contracts covering announcers and talent. Union also said that Vic Conners, AFRA field representa-tive, was expected to arrive in Dal-las-Fort Worth during the week to help him straighten out differences and establish cordial relations with the WPBA-KGEO. Em- ploying a national executive secretary of AFRA, said that during her recent visit to those cities [BROADCASTING, Oct. 15], she had been received by station officials and expressed the belief that the differ-ences existing between stations and AFRA would soon be ironed out and contracts signed.


Page 52 • November 10, 1941
The attendance list at the Greensboro meeting included:

Edward A. Allen, WLYA; Campbell Armstrong, John H. Crow; WTAR; Wilson Lane, Easy Jones, WBB; Gordon Gray, Melvin L. O'Bryan; Howard Logue, Jr., WCF; Frank V. Becker, WTB; James L. Hove, WDFM; E. C. T. Lowe, WTXI; Tom Laney, Jack Field, Joseph Abernathy, Richard H. Maxson, WFCP; Jack Johnson, 29; NBC; E. J. Neveskal, WTN; Walter Brown, W. J. Krippin, WSKA; William E. Bine, George W. Smith, WWTA; C. W. B. Fonoff, WYOB; Roy J. Jordan, Jack Weldon, WQBF; Fred Fletcher, WLGB; W. J. Kaohale, WLTV; L. Walters Milwaukee, WCGB; Major R. E. Hix, WHYN; Henry Sullivan, Mainly Roland, WBBQ.

A. D. Willard Jr., WJSY; Walter A. Bowrey Jr., WJTW; Frank E. Applewhite, James H. Moore, WJHE; Jack Trenery, WNB; R. C. M. WYRD; NBC; Don Isakson, WJW; George W. Evans, Roland D. Marshall, WPXR; Henry V. Diefenhach, John A. Kennedy, WBCH; Mike Lyman, WSZ; Howard Howard, WCNN; George C. Blackwell, WBKB; W. T. Hix, WHRY; Frank Jordon, WDJN.

W. H. Berkley, WRC-WMAI; Charles Barcham Sr., WHK; William H. Whiten, ENC; Will AR; C. R. Shaffer, WDSS; Dudley Saemigern, WID; Jerry Winters, WGR; Grover C. Criley, WJS; H. R. Rowh, WMV; Al. W. Nafzger, WJRM; L. M. Farley, WTC; L. A. Cook, WAV; Cross, WMAZ; John Fulton, Spector Standard; L. L. L. FIVE Broadcasting.

The attendance list at the Atlanta meeting included:

Frank King, WMFR; Jim Woodruff Jr., WRNL; J. M. Conner, Mr. Walton, WATL; Chad Woll, WAWWA; WJI; Jimmy Davenport, WRC; Vernon Story, WMG; W. H. K. G. M. WGR; Henry Johnston, WGG; G. W. Covington, John Hughes, WCOY; Ralph Westcott, WBR; Ralph Westminster, WRC, Standard Radio; Alex Sherwood; Standard Radio; Dan Rogers, Raymond Singer Co.; B. Niles Gates, MacGregor Advertising Co.

The attendance list at the Atlanta meeting included:

Edgar W. Whelan, WJDN; Walter Tichen, WRFA; Ralph Wentworth; Lang-Worth; John S. Robinson, WJRT; NBC; John Mayo, AMP; Leonard Callahan, SESAC; Carl Haverlin, BM; Ralph Westcott, WBR; LeRoxy Wadsworth, WCB; Ralph Westcott; Alex Sherwood, Standard Radio.

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The attendance list included in the announcement in Worcester Oct. 28 included:


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Food Marketers

(Continued from page 10)

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

Probably because this was a continuation of the leading radio advertisers in the nation, a number of promotional radio shows were originated from New York in honor of the convention, including the following:

Up From What—Participants, Austin Ingleheart, General Foods, Wilmot Rogers, California Packing Corp., (Del Monte), and Walter R. Barry, General Mills, MBS; Transatlantic radio conversation between Lord Woolton, British minister of supplies, Paul S. Willis, AGMA head, and FSA Administrator McNutt, CBS; John Daly's News Summaries, CBS; The Food Industry & National Defense, Paul Willis; Harry W. Flannery, CBS correspondent back for Berlin.

PETER PAUL NEWS

PLAN HITS SNAGS

A NUMBER of NBC-Red affiliates were reported last week as strenuously objecting to a plan which would place a 15-minute news comment on NBC stations for an hour, 6-7 p.m., Monday through Friday, immediately preceding the Esso Report on many stations. Under the proposal of Paul McGarraghy, Conn., (chewing gum, candy) would sponsor Robert St. John, former Associated Press war correspondent, now heard daily on WEAF, New York, in that period. Roy Wilmer, vice-president in charge of NBC-Red sales, had no comment on the contemplated program. Protests arose because of the conflict with Esso sponsored news, a fixture on many stations, and programs sponsored by local or regional concerns.

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

BANANAS!

FOR A SHIPYARD?

YES, CARLOADS OF THEM!

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

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

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

FULL TIME 560KC 1000 WATTS

BEAUMONT

Represented by HOWARD N. WILSON COMPANY

Gordon Eaton, formerly of WGST, Atlanta, has joined the announcing staff of WBT, Charlotte. He succeeds Russ Hodges, now with WOL, Washington, who is hospitalized with injuries received in an auto accident.

NEUTRALITY FORUM

Iowa Congress Participate In WHO Program

EACH Iowa Congressman was given a three-minute segment of a one-hour pickup from Washington fed direct to WHO, Des Moines, in a neutrality rally symposium, on Nov. 9, using 50 stations 6-7-8 p.m. After their talk a roundtable was conducted by Buhkhage, NBC commentator; Ralph Evans, publicity director for Palmer interests operating WHO, made the arrangements for Col. C. J. Palmer, Central Broadcasting Co. president, and J. O. Maland, WHO manager. Participated included Representatives Thomas, E. Martin, John W. Wynne, Henry O. Talle, K. M. Lecompte, Paul Cunningham, Ben F. Jensen, Vincent F. Harrington.

Ernest Gold Joins WEVD

ERVEST Gold, composer of "Frac- tion Makes Perfect," one of the unknown songwriter's to gain recognition in the music world, while with BMI, has been named musical director of the Story Shop, program on WEVD, New York, for which Mr. Gold has been composing and playing the music for the past four weeks.

WACR Staff Forum

WAAT, Jersey City, on Nov. 6 started a weekly broadcast called WACR's Forum, half-hour discussion period for announcers and other staff of radio. The sessions feature a 10-minute talk by a guest speaker and a 20-minute roundtable discussion of programming and other problems. First guest was Norman Kersten, manager of the NBC News department, and Walter Treadle, United Press promotion man. Kersten had the forum scheduled for the next appearance.

Center of Population

THE CENTER of population of the United States in 1940 was located 2 miles southeast of east of Carlisle, in Haddon County, Indiana, about 36 miles south of Trenton, New Jersey. In the 1930-40 decade the center moved westward 13 miles and southward 7.9 miles. Since 1970 the center has moved westward 602 miles from a point 23 miles east of Baltimore.

Bosco on WABC

Bosco Co., New York (milk amplifier), starting Nov. 14 will sponsor the Tuesday and Thursday broadcasts of the NBC Plays the News program. Report price was $100,000.

NATIONAL NEUTRALITY

A group of broadcasters organized to maintain a more efficient communication program between the American republics.

Members of Group

The committee membership includes DCB-FCC Chairman James Lawrence Fly, and Rear Admiral S. C. Hooper, in charge of radio liaison for the Chief of Naval Operations, for DBC; John Tomlinson, Economic Defense Board; Thomas C. Burke, chief of the Division of International Communications, State Department; Col. William J. Donovan, Coordinator of Information, and with Murry Brophy as alternate; James H. Edwards, chief of the Division of International Economy, Commerce Department; Will Clayton, deputy administrator, Federal Loan Agency. FCC Chief Engineer E. K. Jet has been named liaison official for DCB and FCC. A major consideration at the Nov. 4 organizational meeting. A secretariat for the group, to be established within the Radio Administration, will be headed by Ford Studebaker, formerly of American Export Airlines. No specific study programs were formulated at the meeting, although the range of such programs will be discussed at a coming meeting.

Esther Ralston, motion picture star, has succeeded Selena Davey in the leading role of Martha Jackson on Woman of Courage. Monday through Friday daily program was sponsored by Colgate-Palmolive-Peet Co.

KCMO Names Pearson

JOHN PEARSON has been named exclusive national representative of KCMO, Kansas City, effective immediately, as announced by Jack Stewart, manager. Station, which operates in 5,000 Watts daytime and 1,000 watts nighttime on 1480 kc., will join NBC-Blue on Dec. 1. Simultaneously, Mr. Pearson was appointed national representative of WEW, St. Louis, and KWQC, Poplar Bluff, Mo. Mr. Pearson now represents seven Missouri stations.

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

Committee Studies

Hemisphere Needs

Key Defense Agencies Look Over Policies, Facilities

ESTABLISHED by President Roosevelt to study communications facilities in the Western Hemisphere, a special Interdepartmental Committee on Inter-American Communications in its first meeting last Tuesday. The new body, headed by Nelson Rockefeller, Coordinator of Inter-American Affairs, includes representatives of key defense agencies.

In a letter to Mr. Rockefeller, President Roosevelt asked him to assume responsibility for the informal committee; to study the extent of existing communications facilities in the American republics; to determine the adequacy of present facilities and need for further development; and to establish policies governing the relationship of the Government in a program designed to establish a more efficient communication program between the American republics.
SOMETHING NEW in the way of defense defense programs to be undertaken by local business firms and manufacturers has been developed by Felix Hinkle, general manager of WHBC, Canton, O., with the Canton's new A Stamp a Day program. The feature, sponsored by local business firms and manufacturers six days weekly, is producing big results in sales of bonds and stamps and also has freed a substantial amount of spot time which can be used for other purposes. An outline of the "Hinkle Plan" has been sent to Commissioners by Arthur Stringer, NAB coordinator of national defense.

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

Free for Interviewee

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

On each of the six days the program is heard it is sponsored by a different local industry. The sponsor is identified on the program by placing his name on signs at the three-color booth. His name remains on the booth for 24 hours, and the signs are changed accordingly. Contracts were signed on a six-week basis, with each company answering a question posed by Mr. Dooley. The sponsors include Timken Roller Bearing Co., Hoover Mfg. Co., Diebold Safe & Lock Co., Ohio Power Co., Lunts Iron & Steel Co., and the Canton Repository.

Glad to Do It

Commenting on the sponsorship angle, Mr. Hinkle said: "These are large manufacturing concerns which ordinarily do not advertise locally. I might add that these commitments from these sponsors were obtained over the telephone by myself. There was no selling required whatsoever and they seemed to be very happy to do it. The original commitment by all of them was for six weeks. Just what happens after that remains to be seen, but I suspect that it will be extended, as the sale of defense stamps is being stimulated very rapidly, and they have now reached over $600 a day.

"I might add that the Timken Co. is making plans to greatly stimulate the interest in the pur- chase of defense stamps on the remaining days of their sponsor- ship. They are spending more for this additional promotion than their original commitment to us. "The incentive costs were figured in, including the amortization of the building over a six-week period, as well as the cost of the personnel required to sell the de- fense stamps. We have arrange- ment made, of course, with the local post office to keep savings stamps supplied to us, as well as arrangement for police protection. We have dubbed this plan a "Stamp a Day, and we open it with the slogan, 'A stamp a day keeps war away.'"

Vened to Petry

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

Heads 'Time' Radio

ROBERT FITZGERALD, of the Books-Arts section of Time maga- zine prior to his recent year's leave of absence, has been placed in charge of the publication's radio section, replacing John McGregor, transferred to the national defense and theatre divisions. Assisting Mr. Fitzgerald is Leora Aultman, successively with Claudia Bigman, who has been shifted to the March of Time program on NBC.

Gen. Van Deusen Named

BRIG. GEN. George L. Van Deusen has been named commandant of the Army Signal Corps School, Fort Monmouth, N. J., the War Department announced last Thursday. He succeeds Maj. Gen. Daw- son Olmstead, recently appointed Chief Signal Officer of the Army. Gen. Van Deusen since last Janu- ary has been in command of the Signal Corps Replacement Training Center at Fort Monmouth.

JAMES E. SAUTER, of Air Features, New York, has been appointed regional defense officer to handle press rela- tions, radio and newsway activities of the second defense region, New York.

Notice of Hearing Held Unnecessary

FCC Contends That Only the Applicant Must Be Told

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

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

Something New

Amazing legal practitioners, the novel interpretation of the FCC's legal department on the question of right to hearing appeared in the Commissioner's brief, which stated at one point:

Section 300 (a) [of the Communi- cations Act] not only does not pro- hibit the Commission from granting applications without a hearing, but actually makes it mandatory for it to do so if it can determine from the application that public interest, conveni- ence, and necessity would be served by a grant thereof. Thereby Congress sought to promote the full utilization of radio facilities in the public inter- est by having them assigned as prompt- ly as possible while at the same time affording to applicants the maximum protection against unwarranted de- nials of licenses to operate radio equip- ment.

The petition also points out that section 300 (a) requires that the Com- mission "shall notify the applicant thereof, shall give notice of a time and place for hearing thereof, and shall afford such applicant an oppor- tunity to be heard, to contest under the rules and regulations as it may pre- scribe." No such right of notice and hearing is conferred upon any person other than the applicant, and no duty rests upon the Commission to grant to any person other than the applicant a Right Just Misses

HAROLD TRUE, commentator of WXYZ, Detroit, Michigan, obtained a place on the Detroit Common Council in the elections Nov. 4. True placed eleventh in a field of 18 contesting for the nine council places. The last successful candidate of the nine polled 107,309 votes, according to complete unofficial canvasses. True obtained 95,564 votes, considerably bettering his position in the primaries, when he barely qualified at the tail-end of the 18 successful primary aspirants. A major share of True's campaigning was done by radio.

Radio Club Finds Jobs

RADIO EXECUTIVES' CLUB at its regular Wednesday luncheon- meeting in New York, was informed by its newly-formed employment committee that after one week, seven openings were found in agen- cies and stations. Visiting radio men included Bill Malo, WDR; James Fishbach, WOL, Frank Webb, WOR, and Bob Harrington, WSWA. It was announced that next week's gathering would be en- tertained by the cast of the ABC sustaining, Can You Top This? an opportunity to be heard.

It has been indicated that the KOA-WHDH case may come up for argument before the Court in December, although it is thought argument probably will not be heard until after the first of the year.

YOU DEPEND ON THE AIRLINES for speed

and the airplanes depend on Postal Telegraph

TO THIS STATION

½ Million People in Northeastern Wisconsin Listen Nearly 60% of the Time — The Only Big Station in This Rich Area. No Other CBS Station Can Be Heard Regularly.

DULUTH

KDAL

CBS • CP 1000 Watts • 610 KC

WTAQ

GREEN BAY, WISCONSIN

Postast Telegraph

Phone: DULUTH 1544

Charges appear on your phone bill

BROADCASTING • Broadcast Advertising

November 10, 1941 • Page 55
Decisions...

**NOVEMBER 4**

NEW. Board of Education of the Memphis City Schools, Memphis, Tenn.—Granted CP new station 1450 kw D in Charleston, W. Va., to Ben E. Stone for $15,000.

KWWB, Hutchinson, Kan.—Granted CP increase 250 w equipment changes.

KGLM, Lake City, Minn.—Granted voluntary assignment to Ben E. Stone for $15,000.

WCAZ, Carthage, Ill.—Granted CP increase 100 w equipment changes.

KMVC, Marysville, Cal.—Granted modification license increase 250 w unlimited.

WFIG, Sumter, S. C.—Granted modification license increase 250 w unlimited.

KFDA, Amarillo, Tex.—Granted petition reconsider and grant without hearing renewal license.

**DETECTED FOR HEARING—NEW.** Bennewitz, Inc., with Ten HEA, CP new station 550 kw 1 w D (consolidated hearing with application for Constitution Broadcasting Co., Atlanta, Ga.).—NEW. HEA, CP new station 680 kw 1 w D; KPMC, Bakersfield, Calif.—NEW. HEA, CP new station 10 kw 1 w D & N new transmitter antenna; NEW. Edward E. Shemin, Detroit, Mich.—CP new station 1540 kw 250 w unlimited (consolidated hearing with WWJB, Y.)—NEW. WUNB, New York—Modification license increase 1000, 9670, 11890, 16100, 21800, 50-100 kw unlimited & 1870 kw 56 kw operation on the others.

KGLU, Safford, Ariz.—Granted license renewal.

**NOVEMBER 5**

MISCELLANEOUS—WCAM, Camden, N. J.—Withdrew motion content continuance of WRGB, Glenside, Pa.—Granted petition dismisss applications for 1 kw D to railroad to WYEL, Philadelphia, granted continuance hearing to 1-9-42; KP, San Diego, Calif.—Granted hearing continuance hearing 12-14-41; KGLU, Safford, Ariz., dismissed petition hearing continuance; NEW, High McClung, Fresno, Calif., granted petition remon from hearing due to amount of power to 1 kw change location to Sacramento; NEW, Ralph L. Lewis, Greenville, N. C., granted petition dismiss application without prejudice.

**NOVEMBER 6**

MISCELLANEOUS—NEW High Point Broadcasting Co., High Point, N. C., placed in pending file under Order 76, cancelling Nov. 12 hearing.

**APPLICATIONS**

**NOVEMBER 3**

NEW, The Torrington Broadcasting Co., Torrington, Conn.—Amend CP new station 1340 kw 250 w unlimited (facilities of WRBC if and when vacated).

WERC, Erie, Pa.—Modification license 250 w unlimited.

WMVA, Martinsville, Va.—NEW CP new antenna increase 250 w D & N.

NEW, Medford Tribune Broadcasting Co., Medford, Pa.—CP new station 1540 kw 250 w unlimited.

NEW, Jacksonville Broadcasting Corp., Jacksonville, Fla.—NEW CP new station 1270 kw unlimited.

WTVM, East St. Louis, Ill.—Transfer control to newly formed WSKY, Inc., with WSMR, New Orleans, La., 314 shares stock (62.85%).

NEW, Columbia Gas Co., Richmond, Va.—Amend application CP new station re stock ownership.

NEW, John D. Embry, New Orleans—NEW CP new station 1060 kw 50 kw unlim. direction.


KOAM, Pittsburg, Kan.—Amend application CP change 800 kw 5 kw D & new transmitter directional changes.

KYOS, Merced, Cal.—Amend application CP 1440 kw 250 w.

**NOVEMBER 7**

WAAT, Jersey City, N. J.—CP increase 5 kw D & N new transmitter directional changes.

WWRL, Woodside, L. I., N. Y.—Modification license unlimited time continous on WCNW shift.

NEW, Metropolitan Television Inc., New York—CP new commercial television station (formerly WLEXTM) channel No. 4, 50 kw emission, unlimited w unlimited visual.

WRC, Cincinnati—CP change 460 kw 50 kw unlimited visual.

WIDB, Orlando, Fla.—CP new equipment changes 5 kw N 10 kw D.

KHG, Spokane, Wash.—CP new transmitter increase 5 kw N 10 kw D.

KSEC, Pocatello, Idaho—CP increase 500 w 5 kw D equipment changes.

**Tentative Calendar**

KWK, St. Louis, CP 680 kw 60 kw unlimited direction D & N (Nov. 10).

NEW, Dangerous Broadcasting Co., Butte, CP 1460 kw 250 w unlimited; NEW, Barclay Craighead, Butte, same (consolidated hearing, Nov. 12).

NEW, High Point Broadcasting Co., High Point, N. C., 1500 kw unlimited.

NEW, Ralph L. Lewis, Greensboro, N. C., granted petition dismiss application without prejudice.

**NEWSPRONSORED WORD**

**Favorite Mistakes Are Listed**

In Phoney Plug...

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

"Try Whozis Cough Syrup, made from a genuine old New England formula, and today recognized as one of the nation's leading cough medicines. Whozis Cough Syrup, enjoys a tremendous popularity, and is found in the drug stores that in their expert opinions it has no equal. The housewife going about her daily tasks, the dictator leading his army, the houseman even though warmly dressed in sweater and riding breeches, all have to fight off their cough. To get their much-needed respite and relief during an annoying cough ailment, try this new Whozis commercial. Ask your inquiries in response to this advertisement to Whozis, Winding Creek Road, Split Lip, Ohio. We will show him Monday for a similar program."
Monopoly Rules

(Continued from page 9)

might be February before the statu-
tory three-judge court could hear arguments. Because of the crowded
docket of the court and the de-
termination to handle the matter
swiftly, it was thought that taking of
testimony probably would be cut
short and that if normal pro-
cesses are pursued an opinion
might be forthcoming by Spring. This
all presupposes that the case will
do not get to the Supreme Court,
on way or the other, on the temporary
injunction issue.
Mr. Brodsky's appointment as
government counsel came after
Mathias F. Correa, U. S. Attorney
in New York, has disqualified him-
self, because he served as chief
assistant to NBC Counsel Cahill
when the latter was U. S. Attor-
ned. He had requested that the
Attorney General designate some-
one else to defend the Government.

MBS Appearance

MBS, on Nov. 5, filed with the
court an appearance as a party
defendant, "reserving the right to
challenge the jurisdiction" of the
court. It was unnecessary for MBS
to intervene as such, it was pointed
out, since it was a party in the
proceedings below and could join
issue as a matter of right. The
paper was filed by Emmanuel Dan-
nett, WOR-MBS attorney. Par-
icipating in the proceedings in MBS,
however, in addition to the Dan-
nett firm, will be Louis G. Cald-
well, MBS chief counsel, and mem-
bers of his staff, including Ham-
mond E. Chaffetz, Percy L. Russ-
sell and Donald Beelar. Also par-
icipating will be Thoby Schill the
sociated firm in New York of
Townley, Updike & Carter.
Mr. Weber, in his Nov. 1 memo-
randum letter to affiliates, stated
that notwithstanding the activities
of other elements in the broad-
casting industry, it is the intention
of Mutual "to scrupulously comply
with the spirit and letter of the
regulations". The network there-
fore is "revising our outstanding
affiliate contracts so that such con-
tracts will in all respects comply
with these regulations".

ELSA MAXWELL, the famed party-
giver, has been signed exclusively
by Telecast Productions, Inc., New
York, for sponsored television pro-
grams.

FOLLOWING a special dedication
ceremony, Fred Waber, MBS gen-
eral manager, and Diana Forbes-
Robertson, niece of the late Maxine
Elliot and wife of Vincent Sheean, admire the plaque which
will hang in the lobby of Mutual's
new theatre on W. 39th St., New
York. The plaque reads: "This the-
atre was originally named for Max-
ine Elliot, a great actress and a
beautiful woman. On Nov. 3, 1944,
it was converted into The Mutual
Theatre, for the presentation of
quality network broadcasts."

LIBEL INSURANCE POLICY DEVELOPED

AFTER protracted negotiations with
insurance firms, the NAB insur-
ance committee announced last
Friday that it had evolved a recom-
ended form of libel, slander and
copyright infringement insurance
policy which would be available to
broadcasters from Employers' Li-
ability Assurance Corp. Ltd. 3 an-
nouncing the successful negotia-
tions with this company, Roger W.
Clipp, chairman of the special NAB
committee, indicated that it is ex-
pected other companies will make
available similar protective policies.
According to an analysis by
Chairman Clipp, the new Employ-
ers' policy provides (1) broad cov-
erage in a single policy—libel,
slander, copyright infringement and
the infringement of dramatic and
literary rights; (2) no burdensome
provisions requiring performing
rights licenses and verification of
compositions for infringing ma-
terial; (3) reasonable rates.

Members of the insurance com-
mittee, which for six months has
investigated the insurance situa-
tion, include, in addition to Mr.
Clipp: Bill Moore, WBNX, New
York; C. R. Dean, CBS; Charlie
Wall, NBC, and Lynne Smeyb,
NAB, secretary.

The NAB stated that the new
policy may be purchased through
any agent of Employers' Liability
Assurance Corp. Ltd., or an
insurance broker.

General Marine Plans

GENERAL MARINE Corp., Chi-
ago, has named McJunkin Adv.
Co., Chicago, as agency. Radio
and sports magazines will be used.
E. A. Trivell is handling the budget for
McJunkin.

Chain Regulations

Formally Revised

Normal License Period for Stations Now Two Years
FORMALIZING its action of Oct.
11 in modifying the chain broad-
casting regulations as specified in
its supplemental report [BROAD-
CASTING, Oct. 13-20), the FCC last
Tuesday announced amendment of
those paragraphs of the rules and
regulations affected by the order.

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

Staggered Penalties

Licenses are staggered by fre-
quencies in six categories under the
existing system. These categories
will remain the same, it was de-
clarred. The new renewal dates are
Dec. 1, April 1, June 1, Aug. 1, Oct. 1,
and Dec. 1.

The Commission's public notice,
formalizing the chain-monopoly
regulations, follows:
Pursuant to its Supplemental Re-
port on Chain Broadcasting of Oct.
11, 1941, the Commission adopted
Sections 3.102, 3.103, and 3.104 (per-
taining thereto) and, at the same
time, amended Section 3.34, extend-
ing the normal license period of all
standard broadcast stations to two years, with expiration date of licenses on the vari-
ous frequencies listed, and Section 4.3 (re license period for broadcast
stations other than standard, and re-
newal of licenses).

Spots for Hope Book

PEPSODENT Co., Chicago (dental
products), is using 17 markets the
week of Nov. 10 to promote Bob
Hope's autobiography, They Got
Me Covered, in one-minute an-
ouncements plugging a new over-
counter deal in which the book
may be purchased for 10 cents plus
any Pepysdent product. Agency is
Lord & Thomas, Chicago.

KQP Joins Blue

KQP, Wenatchee, Wash., on
Nov. 10 joins NBC-Blue bringing
the total of Blue stations to 168.
Station is owned by the West Coast
Broadcasting Co., and operates with
250 watts on 1490 kc. unlimited, but
has a construction permit for 1,500
watts daytime and 500 night, on 560
kc.
Plans for Priorities Advisory Group For Communications Near Final Stage

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

It was understood that FCC and DBB Chairman Lawrence A. Fly would meet with Donald N. McNeil, Priority Division director, during the Nov. 10 week to renew discussions of the plan, under which DCB may receive broad power to recommend to the OPM Priorities Division on priorities matters for the entire communications industry, including broadcasting. It is expected such a plan, with the specialized knowledge of DCB experts dovetailing with the experience of the OPM organization, would greatly improve the position of the entire industry in priorities matters [BROADCASTING, Nov. 3].

Rationing Plan

Recommendation of communications priorities policies to SPAB, including the rationing of communications service according to relative importance, is an improper priority, it was felt, and should be a major power to be granted DCB under the plan OPM is known to be considering the proposition, regarding DCB and its Priority Division. OPM Chief Administrator would require it to make another report under the law, as a clearing house for priority problems. It is believed delay has arisen through the desire of the OPM Legal Division to clear up technical details.

Within the industry it is felt the plan will speed materials for operation and to set aside substitute materials not be granted DCB, but might be necessary, with fulltime paid personnel.

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

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

Hammond Dealers

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

Laco Soap Spots

LACO PRODUCTS INC., Waltham, Mass. (castle soap and shampoo), is planning a campaign of one-minute transcribed announcements to get under way within a week or two on an undisclosed number of stations. Joseph Katz Co., Baltimore, Md., the agency, is working out details.

Aveyard to MacFarland

A. E. AVEYARD, nationally known advertising figure, last Friday joined Hays MacFarland & Co., Chicago, as a partner and vice-president. He has acquired a stock interest. Name of the firm has been changed to MacFarland, Aveyard & Co. No change in executive personnel is planned. Mr. Aveyard entered advertising with Campbell-Ewald Co., Detroit, Michigan, Lord & Thomas in 1929 where he later became executive vice-president in the home office in Chicago as well as a member of the board of directors. He became vice-president, general manager and a director in the Chicago office of BBDO. Hays MacFarland & Co. was formed in 1929.

London Bells

ONE of the problems to be solved when John Gunther and Leslie Howard appear as guest experts while sitting in a BBC studio in London on Nov. 14 broadcast of American Tobacco Co.'s Information Please, is to code a substitute for the usual raising of hands, to be used by the guests 3,000 miles away. But Clifton Fadiman, m.c., came through with the solution: When Gunther wishes to answer, he will let Fadiman know by ringing a bell in the London studio. When Howard thinks he has the dope, he signifies by pressing a buzzer. Kieran and FPA from NBC studios will be the other members of the board of experts for the evening.

WGN and AFM Accord For Musicians Adopted

DETAILS of agreement reached between WGN, Chicago, and the Chicago Federation of Musicians, Local 10 setting up special scale and provisions for emergency announcements, were announced in the November issue of the Local's monthly organ, Intermezzo, as follows: Musicians, $60 a week, four hours work in a period of six consecutive hours, five days a week, with the conductor receiving $10 per week extra. Record turners, $60 a week, four hours consecutive employment, five days a week. All overtime to be paid at a rate of $4 per hour.

In consideration of the employment of nine staff musicians on WSGC only, the bulletin states, "the regular salaries of musicians now employed on WGN are permitted to play on WSGC within their basic hours." Although the scale is 50 per cent less than regular broadcast scale, there are possibilities for added employment since there are 10 broadcast hours and one telephone in the Chicago area, according to the bulletin.

KOB Contests Standing Of NBC In Its Appeal

DECLARING that NBC has no standing under the law to appeal the FCC's action in granting a "special service authorization" to KOB, Albuquerque, under which that station would operate with 50 kw. day and 25 kw. nighttime power on 770 kc., KOB Counsel W. Theodore Henderson, of Price Administration, made an opposition to the brief of NBC on behalf of WJZ, NBC's New York flagship, last week, explicitly enjoying a 1-A status on the 770 kc. clear channel.

The brief, which asked denial of the NBC petition, a few days after Counsel Pierson had filed an application to modify the KOB authorization, as a "straight 50 kw., night and day.

The KOB grant, which bears all the marks of a "straight 50 kw." breakdown, also drew protest from KQA, Seattle, whose counsel, T. P. Littlepage Jr., last Monday and Tuesday filed an opposition brief and an appending letter asking the FCC to set aside and rescind the Oct. 15 KOB order. Referring to the KOB grant, made without hearing or application by KOB, on the FCC's "most irregular proceeding," Counsel Littlepage in his letter cited engineering findings showing forced broadcast operation of KOB on 770 kw. would cause serious interference to KXA service. KXA also operates on 770 kc., limited to WJZ, the dominant station on that channel.

The Commission was asked not to extend such priorities to 50 kw., instead either assigning the station to a frequency other than 770 kc., with clear -channel protection KXA or by installing a directive antenna, reducing power, or both.

Two Television Images Synchronized by NBC

NEW TELEVISION development, called by NBC engineers "tying in two images of the same event on radio," was tried out for the first time Nov. 4 on WNBT, NBC's television station, so televiewers were able to follow election returns at the same time they watched professional wrestling matches from Ridgewood Grove, Brooklyn.

To accomplish this, it was necessary to join one image from mid-Manhattan—of election returns from Radio City—with another image, radioed from Brooklyn, a trick that required that the two units be in absolute synchronism. A running box-score of the mayoral race was faded in at the top of the wrestling image at frequent intervals giving the major part of the election returns during the hour.

The new development now makes it possible for engineers to switch from midtown's television studio spot to the mobile unit, without either a blank screen or an unstable image on the receiver. The sponsor's image could be superimposed on an image or the station's call letters can be shown without interrupting the telecast feature.

KFQD, Anchorage, Alaska, has appointed Homer Owen (Griffith of Hollywood as its national advertising representative.
Yes, sir—WLW’s Boone County Jamboree entertainers really pack ‘em in wherever they go in WLW land. Take the Ohio State Fair, for example. The huge Coliseum was completely sold out more than an hour before the show, and still long lines of people waited at the door, hoping to get in. It was an all-time record crowd.

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

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

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

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

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

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

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

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

Use RCA Radio Tubes in Your Station for Finer Performance

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