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

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

We're in the Army* now

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

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

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

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

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

BIG NAMES, THESE...

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

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

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

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

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

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

Largest List of Active Subscribers!

PROOF OF LEADERSHIP...IN OUR DAILY MAIL

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

"Are Your Transcriptions Up to Standard?"

Standard Radio
HOLLYWOOD
CHICAGO

When you think of

New Orleans

you think of:

Fine duck shooting...

and

WWL

NEW ORLEANS

50,000 WATTS
(CLEAR CHANNEL)

The greatest selling POWER in the South's greatest city

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

November 24, 1941

CONTENTS

Net Affiliates Form NAI ........................................ 7
ASCAP Revises Disc Clearance .......................... 7
Washington State Fee Claims Settled .................. 8
High Officials Ease Doubts of Industry ............... 9
Radio Priorities Committee Named.................... 10
ASCAP Gives Football Clearance Individually .... 14
BMI Cuts Fee 25% ........................................... 14
WOY, WNEW Shift ........................................... 16
NAB District Meeting at Memphis .................... 16
Challenge To Grid Guessers .............................. 18
Tall Tales Jump Tall Shoes Sales ...................... 20
NBC Studies 15-Year Growth .......................... 22
RCA Dedicates New Laboratories ..................... 22
Navy Reveals New Detector ............................ 24
KDKA's 21 Technical Years ................................ 24
WMCA and New York Times To Cooperate .......... 28
Uncle Don, An Institution ............................. 50
Pep Boys 5,000 Hours ...................................... 56
BMI Sends Out Third Quarter Checks ............... 61
Fly Denies FCC Communist Influence ............... 62

DEPARTMENTS

Agencies ......................................................... 48
Agency Appointments ..................................... 29
Behind the Mike ............................................ 36
Buyers of Time .............................................. 58
Classified Advertisements ................................. 45
Control Room ............................................... 54
Editorials .................................................... 34
FCC Actions .................................................. 60
Meet the Ladies ............................................. 37
Hix Cartoon .................................................. 62

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

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

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

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

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

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

Pulliam President; Superpower Is Opposed

DESCRIBED as a militant success to Independent Radio Network Affiliates, rather than as the full-scale trade association designed to supplant NAB, Network Affiliates Inc. was formally organized at Indianapolis, was "dominated" by the major trade unit.

Foremost on the new organization's list of objectives is its reiterated opposition to superpower.

A new organization will repeat in addition to the problems of superpower, in the establishment and maintenance of healthy and mutually beneficial relations between its members and national networks with which they are associated.

The new organization pledged itself to present to the FCC its views and experience on current problems affecting the industry, and to cooperate with the commission in formulating regulations which will stimulate the growth and development of American system of broadcasting.

At the outset of the closed meeting, Mr. Pulliam, who has been acting as temporary chairman, read a letter to the group from Commission Chairman, Mr. Fly extending best wishes and greetings to the group. Mr. Fly outlined in his letter the status of the monopoly rules which have been suspended until the courts render a decision on the temporary injunction sought by NBC and CBS.

One of the broadcasters whose station competes with a nearby 50,000-watt station, said he has been "supplanting" the larger station with superior programming, and by organizing other stations in his area into a network and interchanging programs. Another broadcaster who operated a 50-kw. clear-channel station expressed his opposition to power so-called superpower stating that although his station was on a clear channel, he wanted to go on record as opposing granting of licenses in excess of 50,000 watts as an nan's statement that it was convinced that power in excess of 50,000 watts "would create a dangerous monopoly of broadcasting power in the hands of a very few, and concentrate the outlets moulding public opinion and policy, while at the same time weakening regional and local outlets to a point where they would be unable to serve properly their own communities."

Sandra Bill Discussed

One of the broadcasters whose station competes with a nearby 50,000-watt station, said he has been "supplanting" the larger station with superior programming, and by organizing other stations in his area into a network and interchanging programs. Another broadcaster who operated a 50-kw. clear-channel station expressed his opposition to power so-called superpower stating that although his station was on a clear channel, he wanted to go on record as opposing granting of licenses in excess of 50,000 watts as an

Disc Clearance Is Revised by ASCAP

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

MODIFICATION of procedure in handling clearance at the source on commercial transcriptions, at the request of the newly-organized Network Affiliates Inc., was announced last Friday by ASCAP after action of its board of directors. The new method, however, was not construed as wholly in accord with the understanding of broadcasters and transcription companies as to requirements of the Department of Justice consent decree entered into by ASCAP last March.

The NAI copyright committee, at a 12-hour session in Chicago last Monday with interest intact, approved of the leading transcription companies and ASCAP, BMI, SESAC and AMP, sought to clarify the clearance at the source issue, resulting in the request to ASCAP. Originally, ASCAP had taken the position that sponsored transcribed programs would be cleared at the source for all station broadcasting them, irrespective of whether these stations had ASCAP licenses.

As modified, however, the ASCAP procedure will be to clear at the source only for stations for whom the transcription companies request such clearance. Stations with blanket ASCAP licenses can, under the terms of those licenses, play transcriptions without the necessity for clearance at the source. The broadcasters thus will have been paid for by their 2% blanket license fee. Stations for which clearance at the source is required will be charged at the per program rate of 8%.

Per Program Fee

In its Friday announcement, ASCAP emphasized that under the modified procedure, the individual station now has "sole and complete determination" as to whether any sponsored transcription including ASCAP music shall be cleared at the source. It pointed out that some stations having ASCAP licenses which seek clearance at the source are unwilling to assume the responsibility for performing music on such recordings. In such cases, it stated, the transcription companies will be charged 5% of the station rate for clearances.

Meanwhile, it was ascertained that the Department of Justice had been asked to look into the transcription clearance matter, because of the conflict as to consent decree requirements. Mr. Crane, KGIR, Butte, Mont., is understood to have broached this matter to the Department last Wednesday. The Department's view, it is presumed, will support the position taken by the industry, rather than by certain of ASCAP's spokesmen. Mr. Crane was in New York last Friday to confer with ASCAP on final phases of the transcription clearance.

The NAI group supported the BMI method of optional clearance, but scored ASCAP "all-or-nothing" method, whereby it is not possible for an advertiser using a number of stations to clear the music on a clearance-at-the-source basis for... (Continued on page 57)
unwise precedent for small and large stations alike.

The Sanders bill, (HR-5497) now in the House, came in for a share of the discussion. Whilsh it was felt some of the provisions of the bill are acceptable—namely that part providing for a clarification of the Commission's powers, the measure in its present form is not endorsed because it contains a joke which acts to the advantage of the clear-channel stations, it was asserted. This joke, it was said, is the clause which, in effect, provides for freezing of broadcasting facilities at present operation—with the exception of the clear-channel stations.

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

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

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

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

Music Problems

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

Mr. Pulliam who has been one of the prime movers in the new organization will serve as president until the first part of April when the first annual meeting is scheduled tentatively in Chicago. A board of 12 directors and three affiliates with each of the four networks was selected as follows: NBC-Red affiliates—Ed Craney, KGHR, Butte; W. J. Scripps, WWJ, Detroit; Eugene C. Pulliam, WIRL, Indianapolis; John E. Wooden, WRC, Peoria; Arthur E. Hill, WOR, New York; Leonard H. Kapner, WCAE, Cincinnati; Leonard H. Kapner, WCAE, Pittsburgh.

A show of hands indicated that all but two present at the meeting intend to become permanent members. Mr. Pulliam received about 20 telegrams from persons unable to attend but expressing a desire to join the organization.

In addition to those mentioned, among others present at the meeting were: Don Searle, KOIL-KFAB, Omaha; Harold Dewing, WCB, Springfield, Ill.; Harold Dahl, WKBH, LaCross, Wis.; Benedict Gimbel Jr., WIP, Philadelphia; John A. Slavin, WOC, Des Moines; John A. Slavin, WRC, Des Moines; E. E. Hill, WTAG, Worcester; E. L. Hayek, KATE, Albert Lea, Minn.; John A. Slavin, WOC, Des Moines; Glen V. Stalik, WCM, Memphis; William Gillespie, KTUL-KOMA, Tulsa-Oklahoma City; Bill O'Neill, WJW, Akron; Arthur B. Church, KMBC, Kansas City; Stanley Hubbard, KSTP, St. Paul; W. J. Hamm, WMJ, Milwaukee; Wiley P. Harris, WJAX, Jackson, Miss.; Campbell Armoux, WATN, Norfolk; Forrest P. Wallace, WWJ, Detroit.

Others at the meeting included: Veril Bratton, WKBW, Rochester, N. Y.; Gordon Gray, WLS, Winona, Minn.; Warren F. Williamson, Jr., WKBW, Youngstown, Ohio; Martin Leich, WBBW, Terra Haute, Ind.; F. C. Eighmy, KGLO, Mason City, Iowa; Glenn DeJ. Snyder, WLS, Chicago, KOGY, Phoenix; Haydn Evans, WTAG, Green Bay, Wis.; Harold M. Leeb, WWFD, Flint, Mich.; R. H. Swinze, WSBT, South Bend; Dorrance Roderick, KROD, El Paso; Leslie C. Johnson, WHBF, Rock Island, Ill.; Jack M. Draughon, WSIX, Nashville; J. D. Johnson, Williams B. Traun, WROK, Rockford, Ill.; Owen Sager, KMA, Shenandoah, Iowa; Lester Landon, WFMB, Indianapolis; E. F. Cargill, WMAT, Mason; Ed Yoem, KGHL, Billings, Mont.; Jack Price, WBNS, Columbus; S. E. Adcock, WROL, Knoxville; George Colman, WGBI, Scranton; F. E. Fitzsimmons, WKRF, Bismarck, N. D.; L. But, WIBW, Topeka; Ed Allen, WLVA, Lynchburg; Joe Maldon, WHO, Des Moines; Roger Clip, WPIL, Philadelphia; Arthur Bright, WFPK, Spokane.

**RUTHRAUFF & RYAN NAMED BY LIFEBOUY**


Since 1940, when Esty was in charge of Lifebuoy, Lever Bros. spent $250,000 to promote the soap on CBS, a 9-hour station hookup weekly for the half-hour program, Meet Mr. Meek. The series vacationed during the summer of 1941 for six weeks, returning to CBS Oct. 8 in its present period, Wednesday, 7:30-8 p.m. Also for Lifebuoy, Lever Bros. sponsors Hollywood Premier, with Louella Parsons and guest stars, on 71 CBS stations, Friday, 10-10:30 p.m.

**Standard to BBDO**

STANDARD OIL Co. of California, San Francisco, placing advertising through McCann-Erickson, that city, for 28 years, has appointed BBDO as its agency, effective Jan. 1943. R. L. Hurst will be the BBDO San Francisco account executive. Firm currently sponsors the weekly half-hour standard School of the Air Lady 32 Pacific Coast Don Lee stations, Thursday, 11:30-12 p.m. (PST), as well as the one-hour Lucky-Stars Symphony Hour on that same list of stations, Thursday, 8-9 p.m. (PST).

**WHEB, Portsmouth, N. H. has installed a new 6,000 volt DC Collins transformer, purchased from Collins Mfg. Co., Cedar Rapids, Iowa.**

**Washington State Fee Claims Settled**

Over $250,000 is involved in back royalty charges. ASCAP claims amounting to approximately $250,000, accumulated during the last four years during which the series of stations in Washington State paid no royalties, were dropped with the amicable settlement of the anti-ASCAP litigation in the State a few months ago.

It was learned authoritatively that ASCAP had agreed to drop these claims against stations in the State which negotiate performance contracts proffered since the 1937 network agreements last month. Presumably those that do not take licenses will be called upon to adjust past payments due.

**Card Index Accepted**

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

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

Renew Confidence Of Government In Medium

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

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

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

Executive Praise

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

While NBC anniversary broadcast, Mr. Patterson not only paid high tribute to broadcasting but in unvarnished language said it was the Government’s intention to keep broadcasting “exactly as it is”. His remarks carried weight because the War Department, under existing statutes, assumes full control of all domestic communications in time of national emergency. Broadcasting, under these blueprints, falls directly under the aegis of the Army. Col. Patterson, as second in rank in the War Department, is the top operations official of the Army.

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

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

Col. Patterson commended radio for having performed “one of the most brilliant public services in its history in reporting the developments, the training and the achievements of the new Army of the United States”. The importance of radio in the national scene was emphasized by the Army chieftain. It has made every American citizen a listener “in the highest councils of the nation” and has “given him a voice in those councils which he did not have before. Radio has helped to make this the best-informed nation in the world.”

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

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

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

Then came his assurance to the industry. He said:

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

Tribute From Knox

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

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

“}
OPM Names Radio Advisory Group

New Group Consists of 29 Representatives of the Industry

APPOINTMENT of a 29-member radio industry advisory committee within the Office of Production Management, or OPM, to represent manufacturers covering the whole range of radio production, was announced last Friday by Sidney J. Weinberg, chief of the OPM Bureau of Advisory Committees. Committee appointments made by OPM were based on recommendations offered at an OPM-New England firms forum on strategic questions.
"POWER IS ONLY 
HALF OF IT!"

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

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

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

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

WHO for IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . National Representatives
People in metropolitan Philadelphia are hearing your program much better these days—if you are using WCAU—because, now we can't even whisper below a shout.

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

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

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

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

50,000 watts in all directions

Philadelphia • WCAU Building, 1622 Chestnut Street... New York City • CBS Building, 485 Madison Avenue... Chicago, Ill. • Virgil Reiter, 400 North Michigan Avenue... Boston, Mass. • Bertha Bannon, 538 Little Building... Pacific Coast • Paul H. Raymer Company
Cut of 25% in Fees of BMI Ordered Under New Licenses

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

A GENERAL reduction of 25% in BMI license fees will go into effect next March for stations accepting the new eight-year blanket licenses, BMI announced last week.

Contract, approved the week previous
by the BMI board of directors [BROADCASTING, Nov. 17], runs from March 12, 1942, after the expiration of the current one-year licenses, to March 11, 1950, overlapping the ASCAP contracts by several months.

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

Varying Fees

Fees currently range from 1% for Class A stations to 1.66% for Class S stations, which under the new contracts will be reduced to 0.75% for Class A stations and 1.2% for Class S, with proportionate reductions for the other classes of stations.

New contracts will include clearance at the station for all network programs, both national and regional, with network fees the same as the maximum station fees, 1.2%.

All percentages are to be calculated on the basis of gross income, which is defined by BMI as gross revenue less deductions of time discounts, agency commissions and allowance of 5% for stations expenses. The same deductions and percentages will be used in the ASCAP blanket license contracts before the percentages are calculated.

Per program licenses, which BMI will offer as of next March, follow the same sliding scale as that used in figuring the blanket licenses, with Class A stations paying 3.33% of their gross income from commercial programs using BMI music and Class S stations paying 5.55%. Other classes of stations adopting per program arrangements with BMI will pay fees between these minimum and maximum amounts. This procedure is at variance with the ASCAP per program plan, which provides a 3% fee for all commercial programs regardless of the annual gross income of the station.

Programs using BMI music only as a theme, signature or bridge, with less than one complete chorus being used; programs using BMI arrangements of public domain selections and broadcasts of sport-

ing and other public events in which BMI music is used incidentally will, under the BMI per program plan, be charged fees ranging from 0.5% to 1% of the revenue from such commercial programs, the rate varying according to the classification of the station.

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

BMI estimates that even with the reductions its new plan will give the music company an income in excess of $1,000,000 a year. Both NBC and CBS have pledged themselves to sign the eight-year contracts, subject to the same provision which they made in their preliminary agreement with ASCAP, that their affiliates agree to rebate to the networks a proportionate amount of their revenue from network commercial programs, in this case, 1.2%, as the stations share of the cost of clearance at the source.

Unanimous resolutions of support for BMI, adopted at recent NAB district meetings, indicate that the broadcasting industry is going solidly behind the driving source of supply it has created, BMI reports, stating that the broadcasters included in the districts where meetings have already been held account for a major part of the BMI income.

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

Board also clarified the ASCAP stand regarding the use of its music in connection with the broadcasting of football games. From the beginning of the season until the signing of the contracts with NBC and CBS, the Society had granted blanket licenses for such performances to all stations and networks, each week voting to permit these broadcasts without payment or penalty for the coming week-end games.

Time to Study

On Nov. 7, however, this policy was changed and no such general permission granted, occasioning considerable criticism from the broadcasting industry, which held that the action was too precipitate since ASCAP had not given the

BACKED UP several deep during an airport pause by members of the Detroit Lions football team are as long as possible for the team's radio success (foreground, 1 to r) Lloyd Buhs, vice-president and general manager of Pfeiffer Brewing Co., Detroit, sponsoring Lions games on Michiganan Radio Network; Fred L. Mandel Jr., owner of the team and department store executive; Harry Wissmer, advertising executive of Detroit, agency handling the account. Mr. Wissmer also handles the play-by-play accounts of the games for WXYZ and MRN.

Football Clearance Given Individually To Stations Under New ASCAP Policy

AS AN AID to programming by broadcasters, Broadcast Music Inc. the latter part of November will issue a Directory of Records, containing all the records in its Consolidated Record List of January, 1941, and in supplements, except those controlled by Associated Music Publishers and SESAC. The Directory comprises the work of 42 record-makers and 91 publishers, with 300 Polish records not previously issued. In addition, the Native Russian music, composed, arranged and edited by Basil Fomeen, is now available to ASCAP subscribers through the Am-Russ Music Corp., new BMI affiliate.

Knox Spots

KNOX Co., Hollywood (Cystex), in an eight-week campaign, on Nov. 23 standard sponsoring the quarterly hour transcribed series, Newsaper Adventures, once weekly on stations located in seven major cities of the U.S. List includes WOC, KROD, KGKO, WROL, WINN, KOIL. Agency is Barton A. Stebbins Adv., Los Angeles.

Page 14 • November 24, 1941

BROADCASTING • Broadcast Advertising
TURN MORE "TIME" INTO MONEY!

Through These EXTRA Selling Features of NBC Thesaurus!

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

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

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

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

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

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

NBC Thesaurus (A Treasure House of Recorded Programs)
RADIO RECORDING DIVISION, NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service
RCA Bldg., Radio City, New York • Merchandise Mart, Chicago • Trans-Lux Bldg., Washington, D.C. • Sunset & Vine, Hollywood

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

Buleova Expected to Enter the Regional Net Field Shortly

EXCHANGE of power, call letters and transmitting equipment between WOV and WNEW, New York, recently authorized by the FCC [broadcasting, Nov. 17], will take place at 12:01 a.m. Dec. 1, it was announced last week. With the transfer, Greater New York Broadcasting Corp., present owner of WOV, begins operating WNEW, which will retain its headquarters at 501 Madison Ave., New York, and its present program schedule, but which will then operate a full-time, 10 kw. power, using the present WOV transmitter at Kearney, N. J., Wedsam Corp., now operating WNEW, will take over the WOV call and will operate on 1280 kw. with 5 kw. from the WNEW transmitter at Carlstadt, N. J.

Same Studies

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

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

Lady Esther Looking

LADY ESTHER Ltd., Chicago (cosmetics) is understood to be seeking a 7:30 p.m. spot on NBC Blue for a second network show, to feature Freddy Martin's Orchestra, both NBC and Pedlar & Ryan, New York, will admit negotiations have been taking place, with the network seeking to secure the desired time. It is also understood that CBE, NBC, is interested in bid for the new show. Company sponsored Freddy Martin on that network a few weeks last summer preceding to the NBC's "Orson Welles" on 63 stations, Monday 10-10:30 p.m.

MEMBERS OF NAB'S DISTRICT 6 dined during this week at Memphis last Monday and Tuesday. Lined up in rows at table are (first row, left to right) Frank E. Chizinski, WCN, Nashville; Fred K. Tracey, KLJG, Joseph A. Gannon, WMSL; M. L. Medley, WHUB; William Reeves, WHUB; Leonard Goe, KLRA; Carl Haverlin, BMI.

NAB District Meetings Score Federal ‘Compulsion’, Purchase of Defense Ads

ACTING on a report of industry problems presented by NAB President Neville Miller, members of NAB District 6, meeting in Memphis last Monday and Tuesday, indicated unanimous support of long-term BMI licenses, opposition to the FCC's new network regulation, and support for revisions to the Communications Act so that it would be accomplished through some legislation as the Sanders Bill. Similar action developed at the District 6 meeting last Wednesday and Thursday at Dallas. With 69 registrants, the District 6 meeting was presided over by Ed W. Craig, executive vice-president of National Life & Accident Insurance Co, licensee of WSM, and an NAB board. Group sessions were held Tuesday by sales managers and program directors. The latter session, a feature of the all district meetings in this fall, was conducted by Bill Bailey, of the radio branch of the War Department Bureau of Public Relations, and NAB's public relations officer in charge of the Civilian head of the radio branch, attended the Dallas meeting.

Reaffirming industry policy for cooperation in the national defense effort, on a gratis basis, the District 6 delegates scored the practice of "certain (government) agencies in requesting from stations detailed reports concerning programs and announcements used by stations, believing such requests to be in dictation and compulsion." Also adopted by the membership was a resolution "expressing opposition to the discriminatory purchase of paid advertising campaigns by Governmental agencies in competing media for the promotion of the national defense effort."

The attendance list at the District 6 meeting in Memphis included: H. W. Anderson, WDJO; C. F. Beavers, KARK; Carl Haverlin, WCN, Nashville; F. E. Boll; Herbert Denny, WBN; John McCormack, WKKH; Jack Nides, WROL; F. E. Pellegrin, NAB; Fred P. Pfahler, WHBQ; Harry Nides, WBOI; John Reese, WRL; W. A. Wilson, WPII; Standing (1 to r) are Roy Wooten, WRE; Neville Miller, WJDX; Carl Hay; and Fred Martin, WJDX.

Sunkist on 10

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

Third Row: John J. Pepper, WJPR; Hollis Wooten, WRE; F. C. Sowell Jr., WLAC; George Porter, Washington radio attorney; John McCormack, WKKH-KTBS; Jacob F. Weint, Fide Magazine; Rev. F. A. Cavey, S. J., WWL; W. H. Summerville, WWL; Fourth Row: O. W. Jones, WQBC; Mrs. Frank F. Cashman, WQBC; E. A. Albury, WHBQ; Fred P. Pfahler, WBOI; Harry Nides, WBOI; John Reese, WRL; W. A. Wilson, WPII. Standing (1 to r) are Roy Wooten, WRE; Neville Miller, WJDX; Carl Hay; WSM; James C. Harrison, WMSL; P. Brown, WME; Sheldon B. Hickox Jr., NBC; Birney Barrere, WCN, Nashville; Jack Johnson, WQCB; J. C. Liner, WJPR; S. W. Kirby, WKKH; E. B. Jernigan, WCN; W. L. Medley, WHUB; Neville Miller, WJDX; John McCormack, WKKH-KTBS; Brian Nides, WBOI; Fred P. Pfahler, WHBQ; Harry Nides, WBOI; John Reese, WRL; Violette, WBOI; Fred Rodgers, Raymond Storey Adv. Agency; John A. Schneider, WIP; M. S. Sennett, WCM; Hugh H. Smith, WSM; Fred J. Wright, WLAC; Harry Stone, WSM; E. H. Summerville, WWL; C. F. Tracey, KLJA; M. K. Vickers, WMSL; Storm Whaley; KUOA; F. E. Wilkerson Jr., WELI; A. W. Wilson, WOPI; Hollis Wooten, WBOI; W. E. Brown, WCMW; George Porter, Washington, D. C.; Thomas Cox, J. F. Beard, KBTM.

WHAS Signs New Pact; ABTU Wins FMD Vote

Providing wage increases of 30 to 50%, WHAS, Louisville, has announced a new employment agreement with Associated Broadcast Technicians Unit of IBEW (AFJL) on Tuesday last, it was announced by the group's local 1286, succeeds an expiring agreement with an independent association of WHAS engineers under which they have worked for several years. While the old agreement required 15-year service to qualify for top wages, the new contract requires only 2 years. It is estimated that about 86% of the technicians now employed will qualify immediately for top salary. Negotiations for the station were handled by Mark F. Bridge and Lisle Baker Jr., and Mr. Rennaker and William Blanton, president of the local, for the union. Announcement was made by ABTU that an election conducted last Friday by the 5th regional office of NLRB, covering technicians employed by WFMD, Frederick, resulted in victory for the union. Conducted by secret ballot, the election was one of the most speedily conducted by the NLRB. Stipulation for a consent election was signed by Edward F. Knight, international representative of ABTU, and Laurence Leonard, WFMD, president.

KRAFT CHEESE Co., Chicago, through J. Walter Thompson Co., Hollywood, has signed Mary Martin, film actress and singer, as a permanent, $500-a-week, "Kraft Youth Music Hall," effective with broadcast of Jan. 1. She replaces Connie Boswell who leaves the tour for a personal appearance tour.
One of America's greatest local programs

The 920 CLUB
WORL
BOSTON, MASS
OPENING of W3SPH, Philadelphia, was attended by notables as the FM outlet of WFIL took the air. Among prominent guests were (! to r) Samuel R. Rosenbaum, WFIL and W3SPH president; Robert L. Johnson, president of Temple U; Roger W. Clipp, vice-president and general manager of W3SPJ; and George H. Johnson, chairman of the WFIL board; Maj. Edwin H. Armstrong, FM inventor.

CHALLENGE TO GRID GUESSERS

KDFN Proposes Naming Best Prognosticator on Basis of Bowl Game Selections

EDITOR, BROADCASTING:

In a spirit of good fun, we'd like to throw a challenge through the columns of BROADCASTING, on behalf of the KDFN Football Board, onliest for the KDFN football team presenting its prognostications by radio, to meet our Monday Morning Quarterbacks at the year's end, in a Brain Bowl contest to determine which board may be entitled to the title of U. S. Radio Monday Morning Forecast Champions for the year.

Our plan is this: The KDFN Football Board will huddle around its Crystal Ball sometime around the middle of December, after the schedules have been completed for the various bowl games, and will come up with its predictions on the outcome of these games. These predictions will be mailed to BROADCASTING to reach you by Dec. 28.

Picking the Champ

Any other forecast group which cares to accept the challenge is invited to do the same, with any entry received after noon (EST) Dec. 28 ineligible.

Then, if we may presume on your generosity, we will leave it to BROADCASTING to determine which forecast sheet is the most accurate, on the basis of predicting the winners, and the scores. Whichever forecast group has the best average, is entitled to the Brain Bowl Championship, as the No. 1 Radio Football Forecast Board in the nation. The only requirements are these: The forecast list for the Brain Bowl contest must include the names of the forecasted winners, and the scores, and it must be submitted by a forecast group which has been regularly presenting its forecasts by radio during this 1941 football season.

And, of course, something about the KDFN Football Forecast Board. It was organized four years ago, by this station, to give Casper football experts and Monday Morning Quarterbacks an opportunity to display their ability as prognosticators. An 11-man team of experts is organized at the beginning of the season. Early each week, each judge on the board is provided with a list of the 50 outstanding football games coming up each weekend. He returns his predictions to the station by mid-week, and KDFN tabulators tally the forecast sheets, naming the winner in each game on a majority basis. The team getting the greatest number of votes is declared to be the winner of the weekend. Predictions are presented on a Thursday evening—quarter-hour show, in which three or four judges take speaking parts each time, to present, in mock court fashion, the board's predictions on the outstanding games of the week. So far this season, the board has scored an average, including the week ended Nov. 5, of 82.57%, which we believe is one of the outstanding football aver ages in the country, and we believe will stand comparison with that of any other group competing on a national scale on the 50 outstanding games each weekend.

The board has been organized four years, and is sponsored this year by the Casper Brewing Company, and Kietler's sportsman's headquarters in Wyoming, both of Casper. Board membership includes Dr. T. J. Drew, Alfred Clowry, W. H. (Post) McGrath, A. V. Crater, C. H. Thompson, Glen Richey, Ray Dame, Louis Keefe, Perry Luellen, and C. M. Crowell. One is a dentist, another a lawyer, four are connected with oil companies, one is a florist, another is in the grocery business, one is employed by a big trucking company, and one is a pharmacist.

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

In the meantime, with an 82.57% average for the 1941 season, up to and including the week of Nov. 8, the KDFN Football Forecast Board challenges any similar group to produce a better average for the season.

MURROW HONORED

EDWARD R. MURROW, ace CBS foreign correspondent, was honored yesterday by the Kappa Sigma letter fraternity, Kappa Sigma as "Man of the Year."
In Sports, as in all programming, KLZ is Denver's STANDOUT station. Capped by Denver's First Annual Sportsman's Show—which had all Colorado talking!—KLZ's 1941 Sports schedule hits a new high in variety and completeness ... keeps the attention of free-spending sports-lovers constantly fixed on this station.

Affiliated in Management With The Oklahoma Publishing Company and WKY — Represented Nationally By The Katz Agency, Inc.
Tall Shoes and Still Taller Tales

Morgan's Mutterings
Proving Effective Sales Medium

By CHARLES L. ROTHCHILD
President
Consolidated Adv. Agency

IN OUR NEWSPAPER advertising for Adler Elevator Shoes, we have always stressed the appeal, "Now you can be almost 2 inches taller in the morning than you were the night before." Morgan paraphrases it, "Now you can be almost 2 inches taller the instant you put them on ... if you stand up in them."

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

Caustic and Cryptic

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

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

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

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

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

Frequent Conks

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

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

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

Piquant Plugs

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

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

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

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

Mr. ROTHCHILD simply by changing your shoes ... ."

If these are radio commercials, I'll take spinach. But based on results, they're broccoli ... so who is going to cast asparagus? Morgan may want to know, "If it's colder in Alaska than it is in the winter?" but we know that his type of humor pays dividends. That's why we expect to be "back on the old corner in front of the cigar store" where Morgan claims his program originates just as long as there's a wooden Indian there to give some semblance of sanity to the assemblage.

Burns & Allen Adding Keystone Disc Outlets

LEVER BROS., Co., Cambridge, Mass. (Swan Soap), last Friday added 120 stations of the Keystone Broadcasting System, a transcription network consisting of smaller stations in secondary markets throughout the country, to carry via transcription the Burns & Allen show, originally aired Tuesday 7:30-8:30 p.m. on 117 NBC Red stations.

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

Coast Wine Test

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

OPEN to both men and women, a station-sponsored course in radio operating will be started Nov. 19 by WOCH, West Yarmouth, Mass. Course will be conducted by Rodney A. Merrill, chief engineer, 7:30-9:30 p.m. Wednesdays and Fridays for 13 weeks. Tuition charge for the course will be $7.50.
From the desk of—
F. C. Sowell

MEMO

To the Time Buyer:

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

WLAC*
Nashville, Tenn.

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

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

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

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

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

Blue Sponsors in 1926

<table>
<thead>
<tr>
<th>Sponsor</th>
<th>Program</th>
<th>Number of Stations</th>
<th>Cost of Stations</th>
<th>Facilities</th>
</tr>
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<tbody>
<tr>
<td>Willys Overland Motor Co.</td>
<td>Willys Overland Hour</td>
<td>2</td>
<td>$580</td>
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<tr>
<td>Champion Tyre Plug Co.</td>
<td>Champion Tyre</td>
<td>1</td>
<td>580</td>
<td></td>
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<tr>
<td>Pennsylvania Railroad</td>
<td>Pennsylvania</td>
<td>2</td>
<td>720</td>
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<tr>
<td>Thos. Cook &amp; Sons</td>
<td>Travel Talks</td>
<td>3</td>
<td>615</td>
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<tr>
<td>First National Pictures</td>
<td>Voice of Silent Drama</td>
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<td>405</td>
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<td>Royal Typewriter Co.</td>
<td>Royal Typewriter</td>
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<td>1,230</td>
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<tr>
<td>Breyer Ice Cream Co.</td>
<td>Breyer Ice Cream</td>
<td>4</td>
<td>880</td>
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<tr>
<td>Baldwin Piano House</td>
<td>Baldwin Piano</td>
<td>4</td>
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<tr>
<td>Maxwell House Coffee Co.</td>
<td>Concert Series</td>
<td>5</td>
<td>1,530</td>
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TOTAL FOR ONE WEEK $8,380

Red Sponsors in 1926

<table>
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<tr>
<th>Sponsor</th>
<th>Program</th>
<th>Number of Stations</th>
<th>Cost of Stations</th>
<th>Facilities</th>
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<td>Great A&amp;P Co.</td>
<td>Great A&amp;P</td>
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<tr>
<td>Dennison Mfg. Co.</td>
<td>Dorothy Wright</td>
<td>4</td>
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<td>Scott G. Brown Co.</td>
<td>Paradise</td>
<td>12</td>
<td>2,120</td>
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<td>Brothers Brok Co.</td>
<td>Jolly Buckeye Bakers</td>
<td>1</td>
<td>1,430</td>
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<tr>
<td>National Cash Silv Co.</td>
<td>National Cash</td>
<td>1</td>
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<tr>
<td>U. S. Playing Card Co.</td>
<td>Union Bridge Games</td>
<td>15</td>
<td>2,560</td>
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<tr>
<td>Davies Baking Powder</td>
<td>Davies Saxophone</td>
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<td>Brubaker-Myers Co.</td>
<td>Brubaker-Myers</td>
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<td>Smith Bros.</td>
<td>Trade &amp; Mark</td>
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<td>Smithers &amp; Sons</td>
<td>Smolensky Crystal Gardens</td>
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<tr>
<td>Cline Club Co.</td>
<td>Cline Club Eskimo</td>
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<td>Goddard Rubber Co.</td>
<td>Goddard &amp; Goddard</td>
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<td>LeFrance Mfg. Co.</td>
<td>LeFrance Orch.</td>
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<tr>
<td>Whitman M. Assoc.</td>
<td>Whitman Anglo Persians</td>
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<td>Faneuil Prod. Co.</td>
<td>Faneuil House</td>
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<td>3,035</td>
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</table>

TOTAL COST ONE WEEK $35,755

New Laboratories Dedicated by RCA

Princeton Project Under Way

On NBC's 15th Birthday

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

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

Defense Function

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

Otto S. Schairer, vice-president in charge of RCA Laboratories, presiding, introduced Gano Dunn, member of the RCA board of directors, who discussed the significance of the laboratories in opening new frontiers for industrial activity. In conclusion Mr. Schairer paid special tribute to the scientists and engineers "who will give life" to the buildings, which are to be constructed this winter and completed in the summer of 1943.

Preliminary costs of the main building, T-shaped three story structure to be erected first, will exceed $1,000,000 for some 250,000 square feet of floor space. The addition to be made later will be Y-shaped with a wide approach in front to the Lincoln Highway.

STARS AT THE BREAKS
Teaser Announcements on WNEW Programs

WNEW, New York, has developed a new teaser technique for its station breaks. The station, one of the first users of musical call letters, now presents its identification calls through the transcribed voices of well-known WNEW artists.

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

P&G GIVING TIME TO DEFENSE CAUSE

PROCTOR & GAMBLE Co., Cincinnati, one of the nation's heaviest users of radio, will now devote some 24 hours per week to music, while NBC devotes to music programs has grown from 149 per week in 1926 to 3,709 in 1941. In the same period the Blue average has increased from 24 hours per week to 1,448. In 1926 15% of broadcast time was devoted to commercial programs; today sponsored broadcasts use 27% of the total.

A program analysis of the number of hours for the week 15 years ago for both the Red and Blue networks, develops the following:

<table>
<thead>
<tr>
<th>Type of Program</th>
<th>1926</th>
<th>1941</th>
</tr>
</thead>
<tbody>
<tr>
<td>Music</td>
<td>90</td>
<td>27</td>
</tr>
<tr>
<td>Talk and Discussions</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>News and Special Events</td>
<td>0</td>
<td>34</td>
</tr>
<tr>
<td>Drama</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Variety</td>
<td>6</td>
<td>26</td>
</tr>
<tr>
<td>Music</td>
<td>6</td>
<td>25</td>
</tr>
<tr>
<td>Sports Events and News</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>Women and Children</td>
<td>7</td>
<td>4</td>
</tr>
<tr>
<td>Religion</td>
<td>10</td>
<td>4</td>
</tr>
<tr>
<td>Farm Service</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>Physical Training</td>
<td>6</td>
<td>5</td>
</tr>
</tbody>
</table>

Total Program Hours per 5:30 Week | 156  | 371  |

Breakdown of Blue and Red sponsors and their facilities charges per week as of 15 years ago shows:

<table>
<thead>
<tr>
<th>Sponsor</th>
<th>Program</th>
<th>Number of Stations</th>
<th>Cost of Stations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prize All Blacks</td>
<td>Prize All Blacks</td>
<td>2</td>
<td>$2,580</td>
</tr>
<tr>
<td>Davies Baking Powder</td>
<td>Davies Saxophone</td>
<td>8</td>
<td>1,145</td>
</tr>
<tr>
<td>Brubaker-Myers Co.</td>
<td>Brubaker-Myers</td>
<td>1</td>
<td>1,435</td>
</tr>
<tr>
<td>Smith Bros.</td>
<td>Trade &amp; Mark</td>
<td>11</td>
<td>1,700</td>
</tr>
<tr>
<td>Smithers &amp; Sons</td>
<td>Smolensky Crystal Gardens</td>
<td>11</td>
<td>2,120</td>
</tr>
<tr>
<td>Cline Club Co.</td>
<td>Cline Club Eskimo</td>
<td>1</td>
<td>2,885</td>
</tr>
<tr>
<td>Goddard Rubber Co.</td>
<td>Goddard &amp; Goddard</td>
<td>1</td>
<td>2,885</td>
</tr>
<tr>
<td>LeFrance Mfg. Co.</td>
<td>LeFrance Orch.</td>
<td>10</td>
<td>1,520</td>
</tr>
<tr>
<td>Whitman M. Assoc.</td>
<td>Whitman Anglo Persians</td>
<td>1</td>
<td>2,475</td>
</tr>
<tr>
<td>Faneuil Prod. Co.</td>
<td>Faneuil House</td>
<td>11</td>
<td>3,035</td>
</tr>
</tbody>
</table>

TOTAL COST ONE WEEK $35,755

Drawing of RCA Princeton Laboratory and Proposed Additions (inset)
Prosperous farmers in the Lubbock, Texas area are busy gathering an 800,000 bale cotton crop! Gins are humming! Everybody's busy! There's money to spend here on the South Plains because cotton means cash, and plenty of it, at present high prices. There's other money, too. Money from oil, from cattle, from a 4½ million dollar national defense project, from industrial sources. Here's a pip of a market for you, easily accessible through the area's dominating station—

Get The Attractive Combination Rate
On These Four Close-knit Stations.

The Taylor-Howe-Snowden Group

KGNC
AMARILLO
KFYO
LUBBOCK
KTSA
SAN ANTONIO
KRGV
WESLACO

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

Technical Pioneering of Pittsburgh Station in the Last 21 Years

By DWIGHT A. MYER
Chief Engineer, KDKA, Pittsburgh

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

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

1,000 Volts, Really!

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

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

Incidentally, resistance coupling and not transformer known to be the best method of amplification, is as much as it afforded the highest form of fidelity and distortion-free transmission. At this point we have KDKA transmitting on 500 watts, or a wavelength of 362 meters. 360 meters was the wavelength assigned to broadcast stations in those days and many other stations which had sprung up throughout the country were required to use the same wavelength.

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

Ah! 4,000 Volts!

KDKA finally lit upon 326 meters and by more or less gentlemen’s agreement other stations adopted this spot and sought other points of vantage from which to do their broadcast, all of course in the general neighborhood. A 500-watt tube—meter was used by KDKA to pick its “spot” and this was the first form of frequency or wavelength indicators used.

Nearer satisfied with the present state of conditions, Westinghouse engineers sought further improvements, and in the latter part of 1922, remodeled the transmitter. Two direct current generators were hooked up in series. Each generator delivered 2,000 volts DC, and by putting them in series their voltages added, giving a total of 4,000 volts available for the oscillator and modulator tube plates. This was not only a great advantage in the high-voltage direct current supply presented many difficulties, but was absolutely necessary for the increasing power of KDKA.

These may not have been the first generators of this voltage to have been built, but they certainly were among the very first, and the Westinghouse Motor Generator Division was extremely proud of them. The chief difficulty in building a 2,000 volt generator was the matter of insulation, and internal breakdowns from this cause were our greatest worry. On some occasions we actually prayed that they would keep running until a program was over. The fact was that these generators not only stood up extremely well, but even took twice the voltage for which they had been designed, when we counted our troubles.

The transmitter itself had its tubes in the oscillator changed from two to four 250-watt tubes, while the modulator had installed five 500-watt tubes. This transmitter was the start of a race for superpower. At this time we called KDKA a 4,000-watt station. Whether it should be rated at 4,000 watts by present day standards is another matter, but it was considered as 4,000 watts in 1921–1922 and 4,000 watts it will remain in radio history.

Refinements in the technical side of broadcasting were being made rapidly. Research on tubes was being pushed. The making of the 500-watt tube was a noteworthy advancement; perhaps higher power could be reached. Experiments were being contemplated using water for cooling the tubes. Other experiments included sand-blasting of plates for increased power dispersion, larger spaced elements, and better choice of materials going into the tubes.

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

And FM Too!

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

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

Since there was no automatic alarm system at that time to indicate when some trouble occurred to put the transmitter off the air, a double system of receiving sets was employed. Each operator on duty wore headphones connected to a small portable crystal receiver. This receiver he carried about with him constantly. If he stopped hearings because of the usual method of broadcasting. Time meant nothing.

NAVY HAS NEW RADIO DETECTOR

Trained Personnel Sought for Enlistment—For Maintenance of “Radar”

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

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

Applicants with amateur or commercial radio backgrounds, or who hold FCC licenses and who are high school graduates in good physical condition, will be accepted for enlistment as radiomen second class in the Naval Reserve, and trained for specialized service, the Navy Department stated. Men who qualify will be given the special designation for six or eight months for instruction in ultra-high frequency radio. Upon completion of the course, they may be advanced in rating up to and including chief radioman and assigned to duty where needed. Pay during training is $72 a month and keep, with pay increases paralleling advances to higher ratings.
Wig; CASH INCOME AND GOVT. PAYMENTS
Source: Department of Agriculture, 1940

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

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

NORTH CAROLINA
$22.8 (MILLIONS)
AVERAGE OF NINE OTHER SOUTHERN STATES

NORTH CAROLINA
$133.3 (MILLIONS)
AVERAGE OF NINE OTHER SOUTHERN STATES

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

680 KC NBC Red
50,000 WATTS

FREE & PETERS, INC. National Representatives
BROADCASTING • Broadcast Advertising
POWER PLANTS INFANTRY

An output plant second schedule. Casting went the modulation meter which in whether anything was going on in the studio on such occasions, the engineers would glance hastily at the modulation meter which of course shows no signs of life, and then rush off in all directions to find the "trouble". Their worries were finally over only when broadcasting went on a regular split-second schedule.

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

Out On the Pike

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

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

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

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

Shorter Are Better

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

Continuing the work with shortwaves, it was found waves of shorter length were sometimes more successful than longer wavelengths. Operating with KDKA were a number of shortwave transmitters located in the same building, these being tuned to operate on different wavelengths. Wave lengths of extremely short length were investigated as early as 1926, and by 1927 there was installed and operating a 10-meter transmitter. This employed two 861-type tubes with a power of approximately 500 watts. Ultra shortwaves of this nature are still being investigated for use in connection with television and other services. The work done with this 10 meter installation was certainly pioneering in the full meaning of the word.

Experiments of 20's

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

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

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

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

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

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

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

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

And that pattern is made to order for the streamlined Blue Network of NBC because the Blue costs from 11-56% less per thousand listeners... for four very good reasons:

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

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

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

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

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

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

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

NATIONAL BROADCASTING CO.
A Radio Corporation of America Service

THE Blue NETWORK OF NBC

Sales thru the air with the greatest of ease.

November 24, 1941 • Page 27
Craven, Horn, Stahlan
Are Named Commanders

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

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

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

WMCA, NEW YORK, and The
New York Times on Dec. 1 will
start a cooperative series of three-
minute news bulletins, broadcast
on the hour each hour from 8 a.m.
to 11 p.m. weekdays and at 9 a.m.
and 1, 5 and 11 p.m. on Sundays.

These bulletins will be prepared
by a special Times staff under the
direction of the paper’s news edi-
tors and will originate in the Times
newsroom. In announcing the serv-
vice, first news broadcasting ever
undertaken by the Times, its pub-
lisher, Arthur Hays Sulzberger,

stated: “The decision of The New York
Times to establish a radio bulletin
service every hour on the hour is
due primarily to a desire to keep
the Times reader in particular
and the newspaper reader in general
up to the minute with the news. It is
our belief that no radio news pro-
gram can take the place of the
newspaper, because the perspective
and completeness of coverage
that mark the newspaper are impossible
to attain over the radio. Yet for
bulletin purposes, the radio has be-
come indispensable, and so we de-
cided to embark on this supple-
mentary news service.

Radio Feeds Into Paper

“We have always found that ra-
dio feeds into the newspaper. The
greater the interest in news events,
the greater is the interest of our
readers to get a full noncommissioned
statement of these events. We be-
lieve that our readers will welcome
the opportunity to hear the news
at stated times from a source that
they have learned to trust. We will
not try to make the news any more
exciting than it is. It will reach the
listening public unsponsored and
that’s why no one save the station
and The New York Times.”

Edward J. Noble, owner of
WMCA, made the following state-
ment. “The agreement with The
New York Times for a news broad-
cast service is the latest in a series
of public service broadcasts inaugu-
rated by WMCA this year. We feel
that in these critical days a pri-
mary responsibility of radio is to
educate public opinion through un-
biased information. The place in
such a program of a news broad-
cast service such as that now being
inaugurated is obvious.

“It has long been demonstrated
that factual, unbiased and impar-
tial news dissemination is an im-
portant factor to the welfare of
this city. The responsibility of man-
agement in radio during these try-
ing days is clearly one of expand-
ing its facilities to make this
information readily available. We
at WMCA recognize that responsi-
bility as an obligation of an inde-
pendent station geared to the needs
of metropolitan New York as dis-
tinguished from a network with
nationwide interests.

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

“In the field of education we have
brought to the air debates and pub-
lic questions engaging the atten-
tion of metropolitan New York.
For these reasons, we regard this
arrangement with The New York
Times as one of the most impor-
tant contributions to education by ra-
dio.”

DEEP IN CONCENTRATION are
these chess players representing
KFI-KECA, Los Angeles, and NBC
Hollywood, as they match wits.

Monthly contest is held at the for-
mer station’s studios. Players are
(left row, top to bottom), Walter
Lonner, NBC traffic department;
Gene Dewegeli, KFI-KECA main-
tenance staff; H. L. Blattman,
KFI-KECA engineer; Alce Petry,
NBC music rights; Wilson Ed-
wards, Pete Delano, Anthony Fre-
nel, Ernest Wilmshurst, of KFI-
KECA announcing, writing, main-
tenance and technical staffs, re-
spectively. (Right row, top to bot-
tom), Seymour Johnson, KFI-
KECA chief operator; Max Hun-
tte, NBC assistant night manager;
Bill Andrews, NBC guest rela-
tions director; Jose Rodriguez, KFI-KECA
commentator; A. Wilson Leften,
NBC traffic division; Floyd Caton,
NBC sound effects; Seward Spen-
cer, NBC traffic.

Insurance Counsel

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

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

Population, WCAE Service Area

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

*Population, WCAE Service Area

PITTSBURGH NETWORK

WCAE MUTUAL

The KATZ AGENCY

National Representatives
500 Fifth Ave. • New York, N.Y.
Shouse Adds Languages To WLWO's Programs

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

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

WGEO and WGEA, international stations of the General Electric Co., Schenectady, N. Y., have started shortwave world news to Europe 10 a.m.-4 p.m. six days a week. WGEA's broadcasts are in French, Portuguese, and Spanish; WGEA in Spanish, French and English, also continuing its six-day, 15-minute news program in Czech and its Sunday afternoon Greek news broadcast.

Electron Microscope Wins

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

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

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

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

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

150 COUNTIES AROUND SHENANDOAH, IOWA

FREE & PETERS, INC., Exclusive National Representatives
When you see this-

Only then you’ll see a lower cost than WTAM’s $0.000073 per family

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

KDKA’s Tale

(Continued from page 26)

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

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

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

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

Some of Each

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

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

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

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

New WHN Transmitter To Be Dedicated Nov. 28

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

Located at East Rutherford, N. J., the new transmitter has been under construction since April 16 under the direction of Paul Fuelling, WHN chief engineer. WHNS FM station, W6SN, whose transmitter is located at Cliffside, N. J., will start operations with 1 kw. about the first of the year.

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

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

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

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

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

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

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

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

Four Roses is a blend of straight whiskies—90 proof. Frankfort Distilleries, Inc., Louisville & Baltimore.
What About It!

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

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

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

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

In Plain English

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

Fittingly, the unequivocal assurance came the other day on NBC's observance of its 15th anniversary as the first network. It came from the Undersecretary of War, Robert P. Patterson, in his report to Congress. There are his words:

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

On the same occasion, high tribute was paid NBC, as the pioneer network, and radio generally, for its phenomenal development, and its work during the emergency. The President himself, in a letter to NBC President Niles Trammell, called attention to the increasingly important role radio will be called upon to play in domestic and world affairs.

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

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

Advertising's Pledge

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

There was no hesitancy, no fingers-crossed duplicity in the offers of these advertiser, agency and media leaders as they heeded the calls of the nation.
against his will, the radio director of Marschalk & Pratt was talked into the broadcasting business. But after 15 years...it would have been a polite image for the NBC sales staff of the NBC-Blue station manager, who asked them how quickly they could get down to 42d St. "In ten minutes," gulped Curt...and made it.

There was no vacant woman to be found, so Curt Peterson walked right into this madhouse...and loved it.

Soon NBC was organized and WJZ moved to what seemed magnificently new quarters at Fifth Ave. By 1928 this accidental recruit was supervisor of all announcers...then NBC promoted him to assistant program manager. This post he held until 1935 when he joined Marschalk & Pratt.

His first agency assignment was Lombardo Road, a network series for the Standard Oil Co. of New Jersey. Then he worked on Eros, Bred and the Debutante...until the NBC moved to newly sponsored United Press news programs and the first five-minute periods ever sold by the NBC. Incidentally, that program established a formula for five-minute news summaries. Five years later, Curt supervised the first series of sponsored television news programs operated by the NBC.

Though he has contributed much to this industry and helped spend millions of dollars with radio stations, he is still completely unimpressed by his own importance. This characteristic...plus a quiet smile and ready wit...explain why he has so many friends.

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

David Davidson, for the last two years in the promotion and advertising field of KPFW, Hollywood, has been appointed to the newly created post of CBS exploitations manager, in that city.

Armand Lapointe, formerly part-time announcer and sales representative of WBIZ, Portsmouth, N. H., has been assigned full-time duty on the New Hampshire station.

Norton Cotterill, vice-president of World Broadcasting Synden, addressing 150 students of New York University radio classes Nov. 1st, directed an encore by T. C. Colesphinkin, explaining the uses of a complete transcription service in modern advertising and selling. Sound movie and a demonstration of transcription facilities were shown at the company's studios.

Bob McRaney, general manager of WCMH, Columbus, Ohio, has been transferred to the executive committee of the recently organized Mississipi Valley Broadcasting Association.

William H. McCumber, former station manager of WJHH, Midland, Tex., has been added to the sales staff of WJZ, the New York City station.

Paul McClure, red network sales manager of NBC, New York City, and William Weddel, Red network announcer, were guests at the Nov. 19 meeting of the Minneapolis Advertising Club. Principal speaker was William C. Connolly, advertising manager of WGN, Chicago.

Ray Barrett, chief announcer of WMC, Hartford, Conn., has been promoted to become assistant to Commercial Manager William M. Langston in charge of commercial program production.

Bob Reny, former member of the NBC-Chicago sales promotion staff, is now heading the sales promotion department of WGN, Chicago.

Maury Tompkins, formerly with the sales staff of WOR, New York, recently joined Life magazine's staff as New England representative.

Bill Seth is now assistant manager of the New York office of WOR, Providence, R.I., leaving WTHQ, Cumberland, Md.

Thomas S. Tinsley, president of WITI, Milwaukee, recently received a plaque from the Maryland American Legion Auxiliary in recognition of WITI's cooperation in auxiliary projects.

George F. Lyman, for several years manager of the traffic department of KZIO, San Francisco, has been appointed sales manager of a network service in St. Louis, his former assistant, succeeds him as traffic department head.

Edward R. Murrow, CBS European chief of staff, will make his first public appearance following his return from a six-month absence at a meeting to be given for him by William S. Paley, CBS president, at the Hotel Astoria, New York, Dec. 2. Following this, which will be broadcast on CBS, Mr. Murrow will outline the conditions abroad, especially in London, where he has maintained headquarters.

David E. Tolman, Washington radio attorney in the offices of Paul M. Sneed, and Mrs. Tolman, 650 Locust, is engaged in the work of the Clinton Library.

WJZ room, the NBC-Chicago news promotion staff, is now heading the sales promotion division department of WGN, Chicago.

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**BONUS NO. 1—**Here are 250,000 winter vacationists who spend $40,000,000 here every year.

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

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**The BASIC TEST**

The best yardstick for measuring our worth as radio station representatives is the steady progress in the national field of every radio station we represent.

The average increase during 1940 was 42% over 1939 in business contracted through our office. This year the gain will be even greater.

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**BEHIND the MIKE**

**ELAINE CARRINGTON,** author of *Pepper Young's Family and Wife A Girl Marries* daytime serial on NBC, has been appointed consultant on the preparation of five-minute dramatic transcriptions to promote the sale of defense bonds and stamps, for the radio division of the Treasury Department.

**HAL McINTYRE,** chief announcer of WGN, Chicago, recently became the father of a baby girl, Heather Ann Mcintyre.

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

**JIMMY HALE,** formerly in charge of CBS Hollywood mailing department, has been promoted to the publicity staff, replacing Earl Wennergren. Designed Wayne Tweeves takes over Hale’s former duties.

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

**C. R. SMITH,** formerly program director of WAVY, Norfolk, Va., has joined KYW, Philadelphia, in the same capacity.

**LODDY ALIAS,** new to radio, has joined the announcing staff of CKRN, Reno, Nev.

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

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**Defense Game**

**NEW GAME** now being played by staff members of WBFL, Syracuse, is "A Quarter for Defense." Under the scheme, originated by General Manager Samuel Woodward, each employee can buy one 25-cent ticket each week in the station’s "defense pool." Each Monday at 6 p.m. a ticket is drawn and the lucky employee gets a $25 defense bond. With 45 employees participating, a total of $11.25 is collected weekly. The station adds the difference between this amount and the $18.75 cost of the bond.

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

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

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

**JACK MCCARTHY,** announcer for the NBC Chamber Music Society of Chicago, has joined WOR, New York, on Nov. 14 became the father of a girl, Joan Eileen.

**RAY SENTNER,** formerly of Salem, N. Dak. Ann. Agency, Chicago, has joined WOR as continuity staff of RSL, Chicago.

**RAYMOND MARCUS,** former member of the NBC Chicago guide staff, has joined WTAQ, Green Bay, Wis., as announcer. A student at the NBC Chicago announcing school, Marcus is the 38th member of the school to graduate into a regular announcing job in the last four years.

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

**JACK HOWARD SLATTERY Jr.,** KPPI, Hollywood, announcer, and Marjorie Boro, vocalist, were married on Nov. 15 in Glendale, Cal.

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

**BILL JOHNSON,** formerly of WMIS, Mishes, Miss., has joined WGCMI, Gulfport, Miss., as program director and chief announcer.

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

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

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

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

**LEN STERLING,** WGR, New York announcer, is the father of a baby girl, Ingrid, born Nov. 10.

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

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**Harry Clippard,** engineer, and Moody McElveen, announcer, of WCOS, Columbia, S. C., have enrolled at South Carolina U this fall.

**Frank Hardin,** formerly of WKG, Griswold, N. C., now doing publicity work with the local Naval Recruiting office, is announcing evenings and weekends for WCOS Columbia, S. C., replacing Fred Maness, recently induced into the Army at Fort Jackson, S. C.

**Eddie Baume,** musical director of KGNQ, Amarillo, Tex., is the father of a boy born Nov. 7.

**Robert L. Langdale,** new to radio, has joined the NBC Chicago guide staff.

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

**Dick Ballou,** assistant music director of WHN, New York, has been named musical consultant for OPM.

**George Combs,** WHN, New York, commentator currently has two articles appearing on the newstands, one titled "News Makes the Commentator" in Liberty and "Universal Priests in War."**

**Richard F. Close,** NBC local sales traffic supervisor in New York, on Nov. 15 married Mary Margaret Pollock.

**Eddie Chase,** m. of the Mythical Ballroom on WAAF, Chicago, has formed a music publishing firm, Chase Music Co., with offices in the Wrigley building, Chicago. First song released on "No Need to Wonder," lyrics written by Alan Surgal, radio script writer, and Eddie Chase, and music by Kenneth Nelson, musical director of WAAF.

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

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

**Ken Craig,** production manager of KRSO, San Francisco, recently resigned.

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

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**The Friendly Voice of the Central**

**Juneau-Alaska**

**Joseph Hershey McGilvray**

**National Representatives**

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**BROADCASTING • Broadcast Advertising**

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Page 36 • November 24, 1941
LEONARD CLEARY, organist, and Priscilla Holbrook and Julianne Peletier, pianists, have joined the talent staff of WJJD, Chicago.

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

HARVEY OLSON, announcer, WBDC, Hartford, is the father of a second son, Ralph, born recently.

ARTHUR MARTIN, announcer at the Toronto studios of the Canadian Broadcasting Corp., on Nov. 20 married Melba McDonald, of Ottawa, secretary in the CBC treasurer.

TIM O'SULLIVAN, formerly of WLIC, Muskegon, Mich., has joined the announcing staff of WWO-WGL, Fort Wayne.

FRANCIS C. OWEN, formerly of WHIO, Miami, and WHEC, Rochester, has joined WITH, Baltimore, to handle an early morning show. He was named David Ross Jr., son of the well-known network announcer. David Ross has joined WITH, coming from WBBM, Chicago. He announces under the name of David Allen.

RWG Asks Payment for Charity Show Writers

RESOLUTION demanding that writers contributing material to charity radio programs be compensated for services, the same as talent and announcers, was passed by Western Region of Radio Writers Guild in Hollywood on Nov. 10.

CONCURRING ELECTIONS HELD IN HOLLYWOOD AND NEW YORK ELECTED HENRY FISK CARLTON OF THE LATTER CITY, NATIONAL PRESIDENT OF RADIO WRITERS GUILD. JOHN BOYLAN OF HOLLYWOOD WAS NAMED WESTERN REGION VICE-PRESIDENT, WITH FORREST BARNES, HECTOR CHEWING, PAUL FRANKLIN AND TRUE BOORMAN, HOLLYWOOD, AS REPRESENTATIVES TO AUTHORS LEAGUE COUNCIL.

FIRST 1942 HEAVYWEIGHT LOUT TO BE SPONSORED BY GILLETTE SAFETY RAZOR CO., BOSTON, ON WBS WILL BE THE JOS LOUIS-JUDD BEER CHAMPIONSHIP MATCH IN NEW YORK JAN. 9, FOR THE BENEFIT OF THE NEW YORK AUXILIARY OF THE NAVY RELIEF SOCIETY.

In WIBW's daytime half-millivolt area, OUR FAMILY consists of 4,811,511 husky, hungry people . . . active, out-of-doors folks who spent $305,936,000 last year for food alone.*

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

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

*U. S. Census 1940.

Winnipeg Listens

WINNIPEG listeners have their radios turned on more than the citizens of any other Canadian city, it was shown in a 12-month survey conducted by a Toronto statistical agency. Over 2 million interviews with Canadian householders regarding their listening habits were made in the 12 months ending Sept. 30. Winnipeg figures showed that in daytime 33.1% of the radio receivers are being used, and in the evening 44.6% of the sets are on. The average percentage for the four largest Canadian cities, Montreal, Toronto, Winnipeg and Vancouver, showed a daytime listening audience of 20.6% of all radio sets, and an evening audience with 33.5% of the radios in use.

Meet the LADIES

RUTH BARNARD

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

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

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

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

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

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

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

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

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

WIBBW's daytime half-millivolt area, OUR FAMILY consists of 4,811,511 husky, hungry people . . . active, out-of-doors folks who spent $305,936,000 last year for food alone.**

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

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

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

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Clubwomen's Ideas

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

* * *

New York Reports

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

* * *

Aggie Takes Charge

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

KSO

NBC BLUE AND MUTUAL 5000 WATTS
BASIC COLUMBIA 5000 WATTS
The Cowles Stations in
DESMOINES

Represented by The Katz Agency

L. L. LALLY,
Pres.
Lally Service

L. L. Lally has never heard of Crossley. He may never know a program-rating from a stock-quotation. But he knows a lot about radio—most of it learned from his sales records.

Mr. Lally runs a large auto-supply and service unit in Des Moines. Last spring, he selected Gene Shumate's "Behind Home Plate" on KSO as the backbone of his advertising, because "lots of men listen to Gene, and I want their business."

Response surprised even Mr. Lally. Customers drove more than 100 miles to take advantage of his special offers. The increase in his business has made him a 52-week advertiser—and added another chapter to the Success Story of KSO and KRNT—Success in serving listeners AND advertisers.

"Customers drive over 100 miles in response to our offers on KSO"

"Purely Programs"

Official Interviews

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

* * *

Comedy Show

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

* * *

Good Neighbors

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

* * *

Defense & Dollars

HELPING listeners spend and save wisely during the nation's all-out defense program is the theme of new weekly series, Defense & Your Dollar, which will make its bow Dec. 6, 3-5:16 p.m. on NBC-Red. Series features interviews with economic authorities, as well as illustrative dramatizations.

* * *

Peeves Encouraged

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

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

* * *

Fantasy

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

* * *

Morning Answers

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

* * *

Guessing & Second Guessing

UNREHEarsed discussions about football—past games and future ones—are on each Monday night on WDNC, Durham, N. C., as the Quarterback Club. Participants are "alleged" football experts consisting of staff members, newspapermen and college publicity directors.

IN PHILADELPHIA

WEFIL

SELL THROUGH WEFIL

IN FRIENDS INFLUENCE LISTENERS

Page 38 • November 24, 1941

BROADCASTING • Broadcast Advertising
WAIT, Chicago

UTILITIES ENGINEERING, Chicago (trade school), 156 ap, thru First United Broadcasters, Chicago.

Consolidated Drug Co., Chicago (proprietary), 825 ap, thru Benson & Dal, Chicago.


Pizza Co., Chicago (cold remedy), 6 1/2 and 12 ta, thru Russell M. Seeds Co., Chicago.


The Morning Newspaper, Chicago, 18 ap weekly, thru Schwimmer & Scott, Chicago.

Hollywood Film Studios, Hollywood, 6 ap weekly, thru Phil Gordon Agency, Chicago.

Martha-Kesse Co., Clinton, 11, (Mucus remedy), 24 ap weekly, placed direct.

KFI, Los Angeles
Wilson Packing Co., Chicago (hams), 52 weekly, thru Turner, Davis & Staff, Los Angeles.

Kellogg Co., Battle Creek, Mich. (All-Bran cereal), 10 ta weekly, thru Kenyon & Eckhardt, New York.

Bookhouse for Children, Chicago, 2 ta weekly, thru Time Inc., Chicago.

Elusive Products Corp., Los Angeles (Solene liquid cleaner), weekly, thru the Edwin Morrow Drug Store, Los Angeles.


Boeckman Food Products (Purdon coarse beef hash), 2 weekly, thru Chambers & Wassell, Boston.

Ben Hur Products Inc., Los Angeles (soups), 42 weekly, thru Turner, Davis & Staff, Los Angeles.

Cramer Adv., Los Angeles.


KSF0, San Francisco
Morton Salt Co., Chicago (salt), 3 weekly, thru Kian-Van-Pieterson-Dunlop Assoc., Minneapolis.

Perry Hatchety, Hayward, Cal. (baby clothes), 5 ap weekly, thru Tomschek-Elliot, Oakland.

Pacific Guano Co., Berkeley, Cal. (fertilizer), 6 weekly, thru Tomschek-Elliot, Oakland.

Italian Swiss Colony, Asti, Cal. (wine), 6 ap and 460 weekly, thru Leon Livingston Adv., San Francisco.

Lever Bros., Cambridge (Swan), 6 weekly, thru Lever Brothers & Bullock, Chicago.

Pope Labs. (Joint-ease), 3 weekly, thru Street & Power, New York.

Calise Labs., Oakland, Cal. (flower pre., 6 weekly, thru Leon D'Oppe & Assoc. Oakland.

WIND, Gary, Ind.

New Morning Newspaper, Chicago, 72 ap, thru Schwimmer & Scott, Chicago.

Joy Candy Shops, Chicago (chocolate), 18 ap, thru Malcolm-Howard, Chicago.


WMAQ, Chicago
Cigar Institute of America, New York (indirect promotion of cigars), 8 ap, thru Lambert & Feasey, N. Y.

Pepperidge Farm, Chicago (dental products), 18 ap, thru Lord & Thomas, Chicago.

KFRC, San Francisco
Junket Brand Food Products, Little Falls, Minn., 3 ap weekly, thru Michael-East Adv., Chicago.

Dr. A. L. Convey, San Francisco (health food products), weekly, thru Rufus Putnam & Co., San Francisco.

Underwood Elliot Fisher Co., New York (Indian Corona portly), 57 ta, thru Bill, thru Bissinger, Davis & Staff, San Francisco.

A. W. Croy & Co., San Francisco (coffee), thru Bissinger, Davis & Staff, San Francisco.

Astox-Fisher Tobacco Co., Louisville (Sine), 2 weekly, thru Blackett-Humphreys, Chicago.


Wm. Lake, Chicago (froth), 3 ap, thru H. W. Kastor & Sons, Chicago.

 представляют собой ежедневные блюда из лука, 206 ap, thru California Packing Co., San Francisco.

THOR, New York
Duffy-Mott Co., New York (apple juice and cider), 2 ap weekly, thru Parker & Trokeys, Chicago.

Pepsi-Cola Co., Long Island City, N. Y. (soda), 3 ap weekly, thru Newell Emmett Co., N. Y.


Tayton Co., Hollywood (cosmetics), thru ERBO, N. Y.

Conti Products Corp., New York (shampoo, face cream and soaps), weekly, thru Berkeley, California.

United Drug Co., Boston (Rexall), 4 ap, thru Emee & Fein, New York.


Allco Co., New Brunswick, N. J. (Frem-O-Lyn), 3 ap weekly, thru Redfield-Johnstone, N. Y.

WBDB, Chicago
Bunte Bros., Chicago, 166 ap, thru Chicago (cigarettes), 8 weekly, thru Richfield Oil Co., Chicago.

Consolidated Drue Trade Products, Chicago (France Tobacco), 825 ap, thru Richfield Oil Co., Dallas.

Carnation Packing Corp., San Francisco (Del Monte coffee), 114 ap thru McCann-Erickson, San Francisco.


WENR, Chicago
Cigar Institute of America, New York (indirect promotion of cigars), 8 ap, thru Lambert & Feasey, N.Y.

KFCQ, Los Angeles
Provision Loan Assn., Los Angeles (inventions), 24 weekly, thru Lloyd’s Adv., Los Angeles.

KOA, Denver
Lever Bros., Cambridge, Mass. (Swan bread), 1 ap weekly, thru Young & Rubicam, N. Y.

Beaumont Labs., St. Louis (4-Way cold tablets), 6 ap weekly, thru H. W. Kastor & Sons, Chicago.

Dwight’s, Council Bluffs, la. (cereal), 5 ap weekly, thru Buchanan-Thomas Adv., Boston.

Welch Grape Juice Co., Westfield, N. Y. (grape juice), thru Bissinger, Davis & Staff, San Francisco.

Seven-Up Bottling Co., Denver (soft drink), 8 weekly, thru Raymond Kane Adv. Agency, Denver.


Lehn & Fink Products Co., New York (Hind’s honey & almond cream), 5 ap thru Wm. Esty & Co., N. Y.

KHH, Hollywood
California Mission-Pack Co., Los Angeles (dried, candied, fruits), 10 to 10 ap weekly, thru Allied Adv., Los Angeles.

A. Senzenbrenner Sons, Los Angeles (Kante Fe cigarettes), weekly, thru Erwin, Wasey & Co., Los Angeles.

California Packing Corp., San Francisco (canned foods), thru McCann-Erickson, San Francisco.

Bolva Watch Co., New York (watch), 51 weekly, thru McCann-Erickson, San Francisco.


WOWO-WGL, Fort Wayne
Block Drug Co., Jersey City (Gold Medal Capsules), 312 ap thru Raymond Spector Co., N. Y.

Nehl Corp., Columbus, Ga. (Royal Crown Cola), 156 ap thru BBDO, N. Y.

Romaer Co., Denver, thru McCann-Erickson, Denver.

CKRN, Rouyn, Que.

Martin-Senour Co., Toronto (paints), 29 thru McCann-Erickson, Toronto.

Lever Bros. Toronto (soap), thru McCann-Erickson, Toronto.

KXK, Hollywood
California Packing Corp., San Francisco (canned foods), thru McCann-Erickson, San Francisco.

Lehn & Fink Products Co., New York (Hind’s honey & almond cream), 5 ap thru Wm. Esty & Co., N. Y.

Sullivan for ‘Liberty’
MACFADDEN PUBLICATIONS Inc, New York (Liberty Magazine), on Nov. 18 will begin spon- soring a series of 52 full-page news items on a CBS network of 17 stations, with additions to be made from time to time. Thursdays and Thursdays, 6-6:10 p.m. Sullivan’s news, last sponsored by Brown & Wil- liams Tobacco Corp. in the segments of Raleigh Cigarettes on the same network, was discontinued Sept. 18 [Broadcasting, Sept. 1]. A new sponsor, Erwin, Wasey & Co., New York.

BURTON BUNCH, headquartered in Des Moines, has been promoted to west sales manager of Fred C. Mer- tens & Associates, Los Angeles produc- er of the Fred C. Merten’s Fish旭 trans- cibed series. Kenneth M. Foote has taken over the New England States, New York and Pennsylvania, with Stuart S. Shackelton in charge of mid- continent states, headquartered in Grand Rapids, Mich.
MUTIER WINE Co., San Francisco, using radio for the first time, recently started a spot announcement campaign on KFRC, San Francisco. It is probable that the account may expand to other markets at a later date, according to the agency handling the account, Yoemans & Foote, San Francisco.

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

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

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

E. HALLMAN Co., Toronto (Land O'Clover honey), has started threeweekly spot announcements on CFRB and CKCL, Toronto, and weekly transcribed program Streamlined Fairy Tales on CKOC, Hamilton, Ont. Account was placed by A. McKinnon Ltd., Toronto.

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

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

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

SEARS, ROEBUCK & Co., Chicago (mail order house), on Nov. 10 started a weekly dramatic program, The Sears Story Hour, on WJJD, Chicago, supplementing its current schedule of half-hour broadcasts six weekdays featuring Ruth Howard.

FRESH FRUIT & VEGETABLES Institute, Los Angeles, on Nov. 11 increased sponsorship schedule of the quarter-hour program, Here's to the Ladies, on KECA, that city, from three to five times weekly. Renewed contract is for 26 weeks. Series features Helen Sawyer, commentator, assisted by Tom Dale, Scholz Adv. Service, Los Angeles, has the account.

PHILCO DISTRIBUTORS, Chicago, has started a nightly quarter-hour of recorded popular music titled Rhythm Rendezvous on W59C, FM adjunct of WGN, Chicago. Program will advertise Philco FM receivers. Sternfeld-Godley, New York, is agency.

WANTED!

In any one of 48 States... an opportunity to do a whole of a big job for you as Master of Ceremonies and announcer for your show or shows.

Now employed MCing successful show for busy midwestern station. Don't have to move (Thank goodness) but believe I can do bigger job elsewhere.

Years of radio experience (I'm still not an old man, either), plenty of A-1-A references from radio exec you know.

Salary: not as important as the job.

Location: Don't care.

Available: soon as replacement can be made here.

What Have you?
Address Box 162A, Broadcasting.
WE GIVE THANKS

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

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

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

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

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

EDITOR, BROADCASTING:
Dear Sir:

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

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

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

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

Second Hookup

The largest network is LR1—Radio El Mundo of Buenos Aires and its 11 stations with more than 35 quarter-hours a day in constant chain. This network is composed of the following stations: LR1 Radio El Mundo; LT1 Radio Buenos Aires; LV3 Radio Bahia Blanca, Bahia Blanca; LV4 Radio Cr Rivadavia, C. Rivadavia; LV2 Radio Central, Cordoba; LV10 Radio Cuyo, Mendoza; LT6 Radio Chaco, Resistencia; LV12 Radio Salta, Sansibar; LV3 Radio Cordoba, Cordoba; LT3 Radio Sociedad Rural de Cerealistas, Rosario; LV9 Radio Provincia, Santa; LV5 Radio Los Andes, San Juan; LT7 Radio Roca, Santa Fe; LV7 Radio Tucuman, Tucuman.

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

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

LR1 Radio El Mundo has been using a local promotion, in cooperation with the daily newspaper El Mundo, Argentina's largest circulation newspaper with 500,000 copies.

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

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

Nov. 14, 1941.

USO Shortwave Station Started in New London

FIRST United Service Organization shortwave station, which will allow service men to communicate anywhere in the United States or possessions without charge, was dedicated Nov. 14 at the National Catholic Community Service club in New London, Conn.

Among those participating in the ceremonies dedicating the station, which is a part of the Army Amator Radio System and the American Radio Educational League, were Rear Admiral Clark R. Woodward, of the Office of Civilian Defense; Brig. Gen. Donald M. Smith, chief Signal Officer of the Army, who spoke from WOL, Washington; USO President Harper Sibley; Gov. Robert Huyler of Connecticut; Most Rev. Maurice McAuliffe, Bishop of Hartford; and Dr. Berg, New England's executive director of the NCCS, and former director of religious broadcasts for NBC.

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

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

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

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

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

Judgment Against ERPI In Copyright Stipulation

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

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

Song Judges Are Picked For Coffee Competition

JUDGES for the "coffee song" contest sponsored by the Pan-American Coffee Bureau, New York, the winners of which will be announced on the company's NBC-Blue program featuring Mrs. Eleanor Roosevelt, have been announced as follows: Merritt E. Tompkins, vice-president and general manager of BMI; Leonard Joy, manager of RCA-Victor records; Emanuel Sachs, manager, Popular Recording Service, Columbia Records; Paul Laval, orchestra conductor on NBC programs; Dinah Shore, radio singer, and orchestra leaders Benny Goodman, Tommy Tucker, Sammy Kaye, Shep Fields and Vincent Lopez.

The winning song, to be announced Jan. 15, 1942, will be published by, or with the cooperation of, BMI under the standard music publishers contract. Purpose of the contest is to obtain a song about coffee which the Bureau can use as an advertising theme.

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

**W DAY FARGO. N. D. 5000 WATTS-NBC**

**Affiliated With The Fargo Forum**

**FREE & PETERS, INC. NATIONAL REPRESENTATIVES**

**BROADCASTING • Broadcast Advertising**

November 24, 1941 • Page 43
The strength of Blaw-Knox towers shows up under severe conditions. It is revealed in low maintenance cost, and — ultimately — in much longer life. And what the structural engineer has done to make these towers sound and strong, the electrical engineer has done to give them the extra efficiency that means wider radio coverage. Add pleasing appearance due to correct designing — and you have the three extra values of Blaw-Knox towers. We'll gladly discuss your antenna problem with you. Write or wire.

**BLAW-KNOX DIVISION**

OF BLAW-KNOX COMPANY

FARMERS BANK BLDG. PITTSBURGH, PA.

Offices in Principal Cities

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

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

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

W58TH, FM station of WFIL, Philadelphia, which went on the air Nov. 10 with seven commercial sponsors, will release a regular rate card the week of Nov. 24. The card provides for a basic hourly rate of $60 with the same schedule of discounts that applies to WFIL.

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**REL**

FM'S PIONEER MANUFACTURER

NEWS! NEWS! NEWS!

The REL DL line of FM transmitters employs the NEW Armstrong phase shift modulator.

Only REL FM broadcast transmitters give you the advantages of this latest Armstrong development.

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RADIO ENGINEERING LABS., INC.

Long Island City, N.Y.
WANTED Immediately the Assn. out. commercials each day more weeks in consecutive news restaurant. Assn., and Tucson on three different types recently climaxed the RA-

WANTED Program Director

BROADCASTING

nouncer and employed. confidential. to create and produce shows which sell Southeastern established gram- production manager.

Give experience and some sales and contacts. Help wanted and Situations for Minnesota.

Help wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance.

Situations Wanted (Continued)

Early Morning M.C.—Farm show. Farm copy. Straight commercial announcing. Must have large and small account experience. Box 166A, BROADCASTING.

Wanted Position As Radio Announcer—By married man. Four years' experience. Especially qualified news and sports announcing. Transcription and reference on request. Box 166A, BROADCASTING.


Advertising Executive Available—As commercial manager, assistant manager. College graduate with ten years successful record as local advertising manager. Large newspaper chain. Two years advertising manager metropolitan daily; six months salesman Blue Network station getting radio experience. Available in two weeks. Willing to go anywhere. Qualified to handle in small markets. Excellent references. Box 166A, BROADCASTING.

Wanted To Buy

Used 50 Kw Transmitter— Preferably RCA 50-B. Also one and five kw transmitters. Send full information to Radio Commercial Broadcasting Equipment, P. O. Box 2521, Mexico City, Mexico.

For Sale

RCA 200-E Transmitter Complete—Trouble free. Economical. Details on request. Terms to responsible party. KOKO, La Junta, Colorado.

Situation Wanted

STATION MANAGER

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

Box 161A, BROADCASTING.


PAUL F. GODLEY Consulting Radio Engineer Phone: Montclair (N. J.) 7-8739

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

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

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

PAUL DAVIS Consulting Radio Engineers Munsey Bldg. District 8446 Washington, D. C.

H. T. KERR腦 pads

WANTED Position in Broadcasting

Operator—First Class telephone, now employed, considering change, state salary. Box 166A, BROADCASTING.

Gag Writer—Soliciting offers for all around radio writing job. Welcome inquiries. Box 167A, BROADCASTING.

Sports Announcer And Special Events Man—Now employed, desires change. Excellent background, outstanding record. Box 168A, BROADCASTING.

Program Director—Talent Manager, Writer—With some sales and merchandising experience. Draft deferred! Best references! Box 122A, BROADCASTING.

RAYMOND M. WILMOTTE Consulting Radio Engineer Designed of First Directional Antenna Controlling Interference

BROADCASTING • Broadcast Advertising November 24, 1941 • Page 45
Merchandising & Promotion

Cost allocating—Spot Folio—Civil Service—Ring That Shines—Stamp Albums

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

Window Displays

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

Civil Service Tieup

RECOGNIZING the great interest on the part of job seekers in Civil Service and defense positions, WWRL, New York, has entered into a mutual promotion agreement with the Civil Service Leader, a weekly newspaper devoted to Civil Service news. The reciprocal pact calls for WWRL to broadcast the latest Civil Service news and announcements of new tests during the 7x14-inch time each evening. In return, the station receives a display in the Leader.

DEFENSE STAMPS offered for questions which stump announcer-engineers provides a source of exposure to groups of college and high school students in the studios of WWL, New Orleans. They so far have stumpéd the experts on radio questions only three times.

March' Tieup

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

REPRESENTING SPONSOR, station and agency, smiling approval is registered to new poster used to merchandise three-weekly quarter-hour newscast, Bob Garred, News, KNX, Hollywood. Looking at poster, one of 1000 distributed to dealers throughout the Southern California area, are: Seated (1 to r) Bob Garred, J. E. Coberly, board of director chairman of Ford Dealers Adv. Assoc., Los Angeles, sponsoring the series; standing (1 to r), Edwin Buckalew, CBS Pacific Coast sales manager; Vinton Hall, account executive of McCann Erickson Inc., Los Angeles agency servicing the account.

Shop Talk

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

Shadow's Ring

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

Quiz Column

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

Rose Bowl Trips

FEATURING as grand prize two all-expense trips to the Rose Bowl game on New Year's Day, Unique Pick the Winners contest is being conducted by KELO, Sioux Falls, S. D., together with Mid-Continent Airlines and four local sponsors. Weekly ballots listing 24 major college football games to be played the following Saturday are distributed by the sponsors with contestants rated according to the winners picked. Contest is divided into a men's and women's divisions. Contest promotion includes two weekly Rose Bowl Programs conducted by Marie Horpen and Russ Van-Syke of the KELO sports department andspecial window displays.

KWHK 50,000 WATTS
SHREVEPORT, LA.

CBS

Dominant in sales, results, public service, and interest

WTRG

TROY, N. Y.
1000W
Basic N B C Blue
An H. C Wilder Station Represented by Raymer

WISH
the new Merchandising Station
NBC • 5000-1000 Watts

INDIANAPOLIS

FREED & PETERS, Inc., National Representatives

Page 46 • November 24, 1941

BROADCASTING • Broadcast Advertising
NBC Birthday

(Continued from page 9)

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

Fly's Tribute

He cited RCA as "born of a national emergency and growing, better to serve in this, another period of great national stress;" and NBC, "who just 16 years ago demonstrated the vision and the initiative to inaugurate the first national network."

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

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

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

Berlin Ban

He pointed out that word had only today been received from Berlin that NBC no longer could broadcast from the Axis metropolis.

"That decision by Hitler came because we refused to submit to an unwarranted restriction on our reporting of factual news. Of course we recognized the necessities of MONOPOLY rules evidently were forgotten as NBC observed its 15th anniversary. Here's President Niles Trammel of the network and FCC Chairman Fly, whose divergent views on broadcasting have been well publicized, smilingly greet each other with a hearty handshake. Picture was made in the NBC Washington studios Nov. 15.

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

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

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

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

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

Texaco Resumes Met

METROPOLITAN OPERA, under sponsorship of the Texas Co., New York, for the second successive season will return to NBC-Blue Nov. 29 at 2 p.m., with the performance of "La Traviata" on 146 stations. This year, beginning with the Dec. 6 program, the series will be shortwaved to Latin America over NBC stations WRA and WNML. A new intermission feature, "Music in America," designed to show the march of musical progress in U. S. will be discussed by prominent speaker and the Opera Question Forum," last year's quiz feature with well-known guests answering questions sent in by listeners, will again be part of the broadcasts, as will the intermission feature "At Home With the Metropolitan Opera Guild" with officials discussing various phases of opera production. Buchanan & Co., New York, is the agency.

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

March of Time

THE FORTY-FIFTH ANNIVERSARY OF THE MARCH OF TIME TV SHOW

The 45th anniversary of the television program March of Time is being observed this year. The program was created in 1936 by Walter Lippmann and was later taken over by Texaco. It has been broadcast on Texaco television stations since its inception. The program has been a popular feature on Texaco television stations throughout the years and has been broadcast in many countries around the world. The 45th anniversary of the program was celebrated with a special broadcast on November 24, 1941. The broadcast featured a variety of segments, including interviews with prominent figures in the history of television. The program was carried on NBC and other networks, reaching millions of viewers around the world. The March of Time program has been a staple of Texaco television programming for over 45 years, and has been a major force in the development of television as a medium of news and entertainment. The program continues to be broadcast on Texaco television stations today.

THE DAYTON STATION

BUY WING — GET WIZE
5000 WATTS NIGHT
WMMN
FAIRMONT W.VA.

BROADCASTING • Broadcast Advertising

November 24, 1941 • Page 47
A TESTIMONIAL dinner was given by Harry Feigenbaum, head of the Harry Feigenbaum Adv. Agency, Philadelphia, at the Embassy Club on Nov. 13. More than 75 friends and business associates attended. Feigenbaum was presented with a silver service.

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

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

OLIVER TRETZ, formerly of WINS, Bethlehem, Pennsylvania, Syracuse, has joined the radio department of BBDO, New York.

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

MARY GREENE has been appointed production manager of Cerman & Howard, replacing Lurleen Hunt, resigned. Miss Greene was formerly in the production staff of Western Family Publishing Co., Los Angeles (magazine).

CARL WEBSTER PIERCE, radio director of WLS, Chicago, and Elec- hines, has written a series of radio adaptations for one act plays to be published by Drann Guild Publications, Boston.

KYW Fetes Agencies

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

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

Bundles Campaign

STATIONS throughout the country will be asked this week by Bundles for Britain to carry daily announcements. During December promoting the Christmas cards the organization is distributing through large companies. Each card carries space for 59 signatures, each person to make a contribution as he signs. Bundles for Britain will send a bound volume of the cards with a draft for the total amount to Queen Elizabeth of England, who will in turn distribute the money as she sees fit for presents to children in bombed areas.

Bivens Named

WILLIAM C. BIVENS, announcer of WBT, Charlotte, N. C., who has been acting as official announcer for the Vox Pop program on CBS when it originated south of the Mason & Dixon line, has been named announcer and advance man for the show, which is sponsored by Penick Drug Co., Baltimore. Bivens will travel ahead of Parks Johnson and Wally Butterworth lining up prospects for interviews and collecting local color about the origin point.

Young to Gruen

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

BOARD OF DIRECTORS of Philco Corp., Philadelphia, on Nov. 17 declared a dividend of 25 cents per share, payable Dec. 12 to stockholders of record Nov. 28. This is the fourth dividend of 25 cents per share declared this year and the 12th cash dividend since the radio and television company was established.
Service Radio Programs Freed of Bans by CBC

RESTRICTIONS have been lifted by Canadian Broadcasting Corp., the national broadcasting service, for the armistice services, according to a circular letter sent to all stations and advertising agencies by J. W. Basinger, CBC supervisor of station relations at Toronto Nov. 13. The policy "prohibiting commercial exploitation, either directly or indirectly, of Canada's armed forces either here or abroad" was laid down May 31, 1940.

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

Utility Campaign

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

Malone's Contest

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

Vermouth Feeler

WINE SHIPPERS IMPORT CORP., New York (Vermouth), is conducting a 12-week test campaign of six participating announcements weekly on WINS, New York. If the test proves successful, more stations may be added, according to Frederick Johnstone, New York, agency in charge.

Canadian CP's

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

Cooper Song Featured

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

These factors—and unprecedented business activity in the Pittsburgh Tri-State Area—add up to an all-time high value for Radio Advertisers on....

CHIBERS' ALASKAN FANS

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

50,000 Watts

RED NETWORK

PITTSBURGH

ALLEGHENY COUNTY & TRI-STATE AREA

1 1/4 Million Radio Families

Showmanship

WINS, Pittsburgh, the CBC's Allegheny County and Tri-State Area station, has signed up 175,000 radio families in the past six months, and is the station's 250,000th. The station is also affiliated with the local radio network.

WESTINGHOUSE RADIO STATIONS INC. KD KA KYW WBZ WBZA

WOWO WGL • REPRESENTED NATIONALLY BY NBC SPOT SALES

BROADCASTING • Broadcast Advertising

November 24, 1941 • Page 49
UNCLE DON'S AN INSTITUTION
Youngsters Wash Their Ears and Parents Buy
From His Sponsors, Says WOR

Sometimes this month a large and not quite portly gentleman named Don Carney will lean back in his piano at a WOR studio and discuss the virtues of the Greenwich Savings Bank for the exact three-thousandth time.

Mr. Carney (the small fry of the population would never refer to him by any other name than "Uncle Don") is not certain just when this historic event will occur. During the 11 years he has been talking to children over WOR, he has twice taken a short vacation and cannot recall whether on the second of these occasions he took two days off or three. Thus the actual date of the celebration is in doubt.

This failure to mark a milestone for the benefit of posterity does not matter very much to Uncle Don, whose posterity is forever growing up and getting all out of hand anyhow. Besides, Don thinks that to be perfectly fair you would have to count the number of times he has talked about the Greenwich Savings Bank in his sleep.

The bank was Don's first sponsor way back in 1930 when he began his program over WOR, and it has stuck right with him ever since.

Don has a habit of holding on to sponsors. For example, the Maltex Co., makers of the cereal of the same name, is now going into its fourth year on Don's program. His other backer, the National Shoe Stores, hasn't really cut its eye teeth yet, having been with him only eight weeks.

Mutually Pleased

All three of these sponsors stand on equal ground, however, in that they are all pretty happy about Uncle Don. For the benefit of the Greenwich Savings Bank, Uncle Don has found a subsidiary corporation known as the "Earnest Savers Club." Earnest Savers have written a quarter-of-a-million letters to Uncle Don and have opened a total of 25,000 new accounts at the bank, not to mention the transferers of the past 11 years which have occurred when Earnest Savers grew up and bore children who in turn became Earnest Savers. You can see how this sort of thing just goes on forever.

For Maltex, Uncle Don has also been organization conscious. Under his aegis a group of about 10,000 young citizens have banded themselves together under the title, "Quits Biting Nails"

Altogether Don has had, in his 11 years on WOR, something over 90 sponsors, for whom he has sold everything from blankets to vitamin pills. And the mail—the mail would be imposible if it weren't true. Listen to this:

"The children are writing for their banks now and so will take advantage of this opportunity to tell you that as a result of your broadcasting the boy has ceased biting his nails and his mother and I are amazed at how quickly he eats his Maltex. He has promised to eat and do whatever you tell him to."

You would not think that just sitting down to a piano and finger-

WAT, WHEC Contracts Are Claimed by AFRA

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

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

HELLO, POLKS

4th Army Corps Gets WBT
'Midnight Party' Time

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

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

TURNER Co., Cedar Rapids, Ia., has developed a new Model 21 dynamic microphone for broadcasting, as well as public address systems, hand and others requiring a high-frequency range microphone. According to the manufacturer, the new model utilizes a new type magnet structure and an acoustic network, using it with one hand while you tell a bedtime story or two and admonish Johnny not to touch his little baby brother with those dirty, dirty hands would have much to do with the marts of trade and high finance. But Uncle Don has proved that an answer is that in his larger self, Don Carney is no man all, but an institution.

To Get All There is in Central New England

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

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

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

NBC BASIC RED AND YANK$ NETWORKS
EDWARD PETTY & CO. INC—NATIONAL REPRESENTATIVE
OWNED AND OPERATED BY THE WOR AM ESTABLISH.

WHERE THEY'LL DO THE MOST GOOD!
TEXAS BOOMING GOLF COAST INDUSTRIAL AREA
1040 WATTS 50,000 KG 1000 KG FULL TIME NBC BLUE

US DEPARTMENT OF LABOR

BROADCASTING • Broadcast Advertising

Page 50 • November 24, 1941
TUNNEL RECEPTION
Claimed After Long Tests
By KDKA, Pittsburgh

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

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

To counteract loss of strength suffered in transmission Kenney then moved the outside antenna and amplifier from the hill to the Pittsburgh end of the tunnels where signals from all five Pittsburgh stations could be picked up without reflection from the hill. This jumped the signal strength from .5 mv. to almost 60 mv. at the end of the tunnels, decreasing to 20 mv. at other end of tunnels.

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

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

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

Radio in Blackout Drill

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

Two Serials Created

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

(At right) Watsonville, Cal., has appointed Walter Biddick Co., Los Angeles, as exclusive Pacific Coast representative.

LAST MONTH 7,600 PEOPLE MOVED INTO WASHINGTON

This month most of them are listening to WJSV!

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

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

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

WJSV COLUMBIA'S STATION FOR THE NATION'S CAPITAL

Owned and operated by CBS. Represented nationally by Radio Sales with offices in New York, Chicago, St. Louis, Charlotte, Los Angeles, San Francisco.
to add sales in the wealthy SHREVEPORT market ... add

KTBS
1000 WATTS • NBC RED
SHREVEPORT, LA.

The pivot city of the Central Southwest
Branham Co. • Representatives

WHEC
BASIC CBS

CHECKING RESULTS of recent match with scorekeeper, Hal Damon, charming members of CBS Hollywood women's bowling team are (front row, l-r), Marlene Anderson Damron, Berneice Anderson (standing); rear row, Jean Kerr, Hazel Miller, Anita Harryman, Kay Schaffer, Eva Weigold, Muriel Horner.

Studio Notes

TABULATING defense cooperation of WTRY, Troy-Albany, N. Y., Woodbury, N. Y., and Muskegon, Mich., has resulted in a total of 700 one-minute spots and 30 five-minute programs. The 700 total does not include time contributed for the Petroleum Coordinator, Office of Production Management, and regular weekly programs of Army, Navy, Marine Corps and Women's Committee for Home Defense of Troy. In addition, WTRY has used three-weekly quarter-hour programs National Defense & You, using announcements from the Employment Service, Army and Navy recruiting offices in Troy and Albany. Civil Aeronautics Authority, Civil Service, and defense work and other defense programs.

WHEB, Portsmouth, N. H., now carries original plays thrice-weekly of Mask and Dagger, dramatic society of New Hampshire U., produced, written, and directed by student talent. WHEB maintains remote studios on the campus in Durham.

KPAC, Port Arthur, Tex., has appointed Hurn-Smith Co., that city representatives to work with Charles E. Bush Jr. sales promotion and publicity director of the studio.

WROK, Rockford, Ill., has been awarded a plaque by the American Legion Auxiliary, Department of Ill., in appreciation and recognition of faithful, cooperative and meritorious services of the citizens of the Rockford community." The award bears the signatures of state department officials.

KLZ, Denver, Square Dance Party, after only five programs in seeking larger quarters to accommodate large crowds of square dance fans. Original program staged in a studio at the station.

WQXR, New York, has chosen their nine West Virginia alumni for their lives on the Reshet Jones, Staff-written script was built around Gov. Mondy, who appeared on the program.

West Coast FM station, recently inaugurated a new symphony program, "Young Hall," to be heard daily 4:3 p.m.

WIRE, Indianapolis, on Nov. 21 broadcast direct from Newport News, Va., the launching of the Navy's newest battleship, U.S.S. Indiana, and addresses by Gov. Henry F. Schricker and Secretary of Navy Frank Knox. Eugene S. Pulliam, WIRE news editor, described the ceremonies and Engineer Eugene F. Alden, both engaged in Navy Reserve, made the trip aboard a special train with the Governor and party. Program was also carried 99 WHB, Anderson; WBAA, Lafayette; WLB, Muncie; WERN, Greencastle; Wl'-1, Vincennes.

LICA SERGIO, WQXR, New York, commentator, has inaugurated a Christmas drive to provide toys and warm clothing for 25,000 Appalachian Mountain youngsters, none of whom are able to attend school this winter for lack of shoes and clothes. She has already sent 10 dozen woolen sweaters bought with money contributed by listeners. WQXR's staff plans to fill several dozen candy boxes and New York school children are sending lollipops to the unfortunate.

WBM, Nashville, reached back into history; for a pre-game broadcast in connection with the 50th meeting of Vanderbilt U. and U. of the South on the gridiron Nov. 8. Having played 50 games, this is the longest series of uninterrupted games between any two schools for a round of reminiscing, included was Elliott Jones, who founded football at Vanderbilt and was captain of its team in 1890-91.

WCHS, Charleston and the West Virginia Network, Nov. 12 honored the nine West Virginia men who lost their lives on the Reshet Jones. Staff-written script was built around Gov. Mondy, who appeared on the program.

WGH, Hartford FM station, recently inaugurated a new symphony program, "Young Hall," to be heard daily 4:3 p.m.

Studio in Grand Rapids
Is Projected by WKZO

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

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

Big WJVS Account

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

SPEECH by President Roosevelt Dec. 9 in observance of the 150th anniversary of the ratification of the bill.

WJLV-WLWA-WSAL, Cincinnati, engineering Nov. 9 by the agricultural department of WJLV, it is expected to provide land and water for the University of Cincinnati's members on both WJLV and its FM station, WJSV. SPJEC. The signing of the WAP contract, which includes a take-over of the WJLV contract, and negotiations for an additional station along the entire line, has been set for a February or March date.

KMI, Fresno, and six California Radio System stations have started the fifth year of Radio Forum of Better Understanding, designed to stimulate better understanding of the narrow-mindedness among people of various religious faiths. The forum features highlights of broadcast discussions by the three ministers of different faiths—Catholic, Protestant and Jew.

Page 52 • November 24, 1941 • BROADCASTING • Broadcast Advertising
JEWISH PROGRAMS IN ENGLISH

New York Broadcasts Prove Successful in Selling Specialized Markets

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

New York

DRAMATISTS who experiment with Shakespeare's modern-day versions have nothing on us. In December, 1938, we put a swing orchestra and variety show into a theater on 34th Street, New York, after a Sunday afternoon, and presented a half-hour of popular and traditional Jewish folk melodies in the lilting style of the modern musical manner.

Requests for tickets came in by the thousands, and Yiddish Swing moved into the Grand Ballroom of the Capitol Hotel to play to capacity audiences of 2,600 and many more in the afternoons on Saturdays. The two sponsors, Our Tuxedo and Tichon, rooted in the home or at the broadcast, reminded the sponsor—and bought!

Will It Work?

It was with a pioneering spirit that Edelstein Dairy Co. undertook to sponsor Yiddish Swing from its first broadcast. Would such a program, rooted in the ancient traditions of folk melodies set to a modern tempo, be acceptable to the Jewish listening public? More broadly, could any Jewish program set in an American background, using only English commercials and continuity, have selling appeal?

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

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

Matzos Sales, Too

Our second sponsor, too, has found gratifying results. On Nov. 3, 1940, the B. Manischewitz Co. took over sponsorship with Edelstein’s continuing with participating spot announcements at the end of the program. Immediately the company sales graphs showed a definite rise. Fan mail and ticket requests kept coming in. Old folks as well as youngsters set their appeal to our program.

That they bought as well as listened is demonstrated by the fact that Yiddish Swing was the only medium used during the period to introduce a new cracker product—Tam Tam—to the metropolitan market. Within four weeks, our sales for this product had risen to amazing and unexpected heights”, according to Max Manischewitz, treasurer. A recent survey showed, after a few months on the air, Manischewitz toppped all others in the matzos field, with a sales record of 61.3%.

After the original 15-week con-tract expired, the company immediately extended it to 62 weeks. A recent survey showed that 80.1% of those canvassed listened to our programs in the English idiom, while 34.3% listened to all Yiddish-language programs on all other New York stations combined (six stations carry about three hours of Yiddish daily).

News Success

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

The crowning quality of the American-Jewish Hour is that its features are concentrated into a big period unit in which each of the individual programs enhances interest and listening attention for the next show. The net results of the American-Jewish Hour, heard Sundays, 1:30-2:30 p.m., are shown in a Hooper Survey of May and June (the beginning of the slow summer months), which provides a rating of 1.9% for the period, followed by WABC and WOR, which were tied for first place with a rating of 2.5%.

WABC on All Night

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

Canada Shortwave Post Busy Production Center

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

The CBC shortwave receiving station uses two Canadian Marconi diversity receivers with a range from 5 to 25 mc. Because practically all broadcasts received from Great Britain for rebroadcasting in Canada come from Daventry, England, the two rhombic antennae atop four 90-foot wooden masts are oriented to Daventry. Programs received for rebroadcasting over CBC networks are fed through a master control and then through a specially balanced telephone line to CBO, Ottawa, and piped by telephone line to other CBC network stations throughout the Dominion. Foreign propaganda broadcasts are recorded for study.

Bought by Caldwell

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

Labor Series Extended

CALIFORNIA State Federation of Labor, Los Angeles, sponsoring the weekly half-hour program, This, Our America, on KFWB, Hollywood, on Nov. 24 extends station list to include KFOX KWO and 16 Don Lee California stations, Monday, 8-8:30 p.m. (PST). Series, featuring a dramatized film adaptation with weekly guest orchestra and singer, will continue to emanate from and also be released on KFWB. John Boylan is producer-director. Allied Adv. Agencies, Los Angeles, has the account. Walter McCreery and W. F. Gardner are account executives.

November 24, 1941 • Page 53
Katz Drug Chain Finds Spot Campaign Successful in Short Promotion Drive

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

Directed by M. H. (Mouse) Strait, of Ferry-Hanly Agency, Kansas City, and Mr. Gerling, freelance actors and local announcers have made 45 different one-minute transcriptions, with 16 more planned. Twenty-two times daily the transcriptions are carried on WDAF, KMBC, WHB and KCKX. It was indicated that if the spots continue to show results credited to them during initial weeks, the company may use them as a permanent advertising medium.

Katz Drug Co. also has sponsored two big Six football broadcasts on WDAF. The transmissions were made in the recording studio of Vic Damon. Participating in the transcription process were Brownie Ben and Mabel Deutsch, freelance radio artists; Dick Smith, Gene Crum and Lou Kemper, WHB announcers, and Eddie Edwards, KMBS producer.

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

Three in a Bunch

IRVE TUNICK, former continuity director of WINS, New York, and currently writing public service programs through the radio division of the S. Office of Education, on Nov. 23 heard three of his half-hour shows in one-hour period. From 12:30-1 p.m. Tunick's script on the contribution of the Negroes to American Science, was heard on Freedom's People; 1:30-2 p.m., Tunick's 16th consecutive week broadcast of his program on The World Is Yours, while the 3:30-4 p.m. program, Law for Leisure, used Tunick's script on the part food and nutrition play in defense of its opening broadcast.

WDIR's 20th

WDIR, Hartford, to observe the start of its 20th year of broadcasting, has scheduled the entire week of Dec. 10 as a Special program. Special programs are to be carried throughout the week, with station's tag remaining the same: "WDIR, Hartford, now in its 20th year of broadcasting." General manager of the station is Franklin M. Doolland, who founded the station in 1922.

WCKY

OLIVE KACKLEY, for three years a "goodwill ambassador" of WCKY, Cincinnati, has joined the station's ad sales department as a new post at the station Nov. 24 as director of women's programs, succeeding Miss Ann La Hay, who resigned to become radio editor of the Chicago Sun. Miss Kackley will take over the WCKY morning spot 8:30-9 a.m. on which Miss La Hay conducted her household program. She also will continue her speaking activities before clubs and conventions.

FM Display Is Shown In Eaton Tower, Detroit

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

The exhibition, occupying the entire 26th floor of Detroit's Eaton Tower, location of the station's studios and transmitter, features sound movies in color, non-technical explanations of FM operation, lantern slides of Maj. Edwin H. Armstrong's experiments and comparison demonstrations with AM. Space has also been reserved for dealers and distributors to exhibit the latest model FM receivers."

On the air since May 10, 1941, W49D expects to be operating with full power of 10,000 watts before the year ends. It now operates with 1,000 watts on a schedule of 84 hours of music, news, and variety weekly. Detroit now has four FM outlets authorized including W24D. The others are to King Trendle Broadcasting Corp., operators of WXYZ; W45D, adjacent to WJLB; W53D, operated by WJR.

AMQ REESE, control operator of KSL, Salt Lake City, is hospitalized from a severe operation.

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WBIG and WCLE
Ask 50 kw on 640

Seven Applications Pending
For KFI’s Clear Channel

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

WBIG, Greenboro, N. C., CBS outlet, filed an application last Monday for shift in frequency from 1470 kc. with 5,000 watts to 640 kc. with 50,000 watts, with changes in its directional antenna. WTVN, Cleveland, sister station of WHK, simultaneously filed a similar application, seeking a shift from 610 kc. with 540 watts daytime to 640 kc. with 50,000 watts using a directional antenna and night. WCLE amended its pending application for assignment to 600 kc.

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

Other applications now pending for assignment to 560 kc. included those of WCKY and WKRC, Cincinnati, WCHS, Charleston, and WJHP, Jacksonville, each seeking 50,000 watts; WOKI, Albany, N. Y., and WHCU, Ithaca, N. Y., with request for 5,000 watts full-time.

Book List Enlarged
SIMON & SCHUSTER, New York (Your Income Tax*) has increased its spot announcement campaign to approximately 125 stations with the addition of 68 stations in the past few days [Broadcasting, Nov. 3]. Agency is Northwest Radio Adv., Co., Seattle. The station list: KVOR KGCO KFEL KGHL WDBO KTFI KSDI KSCO KOI KCMO KFIR WTMK WATO WTOP WTCG WDIV WDFW KFOX KJZB KFSD KMA WCOF WINA WIUO KWAI WJHC WJYR WAIK WHAS WSKY WHWU WOAI WOBM WOR WSB WHAM WOD WDCW WDCX WTHB WJZ

Weight Lifting
FACED WITH the problem of moving 3¼ tons of FM equipment 42 floors to the top of 444 Madison Ave., New York, engineers and mechanics of the new 10 kw. FM transmitter of W71NY, owned by WOR, New York, required six hours to do the job. Special crates for the sections fitted doors and elevators, which only went to the 40th floor, after which trap-doors were used. The 30-foot antenna and transmission line pipe lengths were taken up on the tops of the elevator cars.

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

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

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

Radio Is Leading Factor
In Filling 750,000 Jobs

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

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

With the help of radio, since July 24, 1941, 250,000 placements have been made in the War and Navy departments. In the 12 months prior to that date the Commission stated that radio has been responsible for filling 600,000 jobs, all in the "skilled worker" category.

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

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

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

Barbasol Placing
BARBASOL Co., Indianapolis (Shaving Cream), on Dec. 1 starts a 52-week schedule of 30-word announcements on WFAA-WBAP, Dallas-Ft. Worth. Company is now using a news period on WWJ, Detroit, in sponsoring Gabriel Heatter on 13 MBS stations, six times weekly. Agency is Erwin, Wasey & Co., New York.

Now you can buy...

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

JACK STEWART
GENERAL MANAGER

Represented by: John E. Pearson
NBC Blue Network Affiliate

November 24, 1941 • Page 55
Air Raid Signals

WBIRK, working with the chief warden, now issues special time announcements for all air raid precautions workers in the Pittsfield area on days when mock problems are worked out. Since it is necessary that all time pieces be accurately synchronized this method has been found satisfactory as all workers are notified of the exact time of day that the time check is given.

WANT MORE SALES in Central New York?

TRY THE PRE-SOLD AUDIENCE OF

WFBL
SYRACUSE, NEW YORK
FREE & PETROL NATIONAL REPRESENTATIVES


INTERNATIONAL NEWS SERVICE

PEP BOYS' 5,000 RADIO HOURS

Air Medium Plays Vital Role in Rapid Growth Of Auto Accessories Chain

By ADOLPH STRAUSS

Advertising Manager

Pep Boys (Manny, Moe & Jack), Phila.

AN ALL-TIME record will be set Nov. 17 when the all-night, Dawn Patrol, sponsored by the Pep Boys auto accessories chain stores, will mark its 5,000th hour of consecutively commercial broadcasting over WIP, Philadelphia. The Dawn Patrol began its career almost three years ago on the night of March 8, 1939, over WIP with the first all-night broadcast in Philadelphia.

The growth of the Pep Boys stores, in which radio played an integral part, coincides with that of the medium itself. From the very beginning of commercial broadcasting, the Pep Boys have been prominent on the air. Prior to sponsorship of the Dawn Patrol, features sponsored in former years were Bob Carter, Heywood Braun and Gen. Smedley D. Butler.

It was shortly after their release from service in the World War I that Manny, Moe and Jack opened their first auto accessory and radio store. This year they celebrate their 20th anniversary with 62 Pep Boys stores throughout the East in addition to 17 stores on the West Coast.

During the past two decades the Pep Boys have set many innovations in advertising technique that have influenced their influence in modern advertising. Their policy has always been a human and humorous tone, featuring in visual advertising the caricatures of Manny, Moe and Jack, who have always shown up in cartoon fashion depicting popular situations of the day.

Radio Booster

As advertising manager for the Pep Boys, I have always been an enthusiast for radio. In fact, I believe in any medium that reaches the public and can produce results. Moreover, I fully realize the value of institutional advertising and its ability to reach our prospects of today as well as to cultivate the potential customer of tomorrow.

In this long view, radio has proven to be a most excellent medium. Through the universal appeal of entertainment it reaches the immediate prospect of today and at the same time, includes the customer of tomorrow, which is a most important factor in business building for the long pull.

Our policy in advertising has always been to make the appeal as human and understandable as possible and we firmly believe radio to be that medium in the furtherance of that policy.

It is not easy for a station to convince a sponsor of the selling power of the radio during the early morning hours between 6 and 6:45 a.m. However, the far-sightedness of the Pep Boys and their flair for innovations in radio advertising motivated the move 5,000 hours ago, which has proven to be one of the most successful campaigns in all our advertising history.

I must say that we are most happy to be responsible in establishing this new record in the annals of America radio. However, this signal honor, as Neville Miller, NAB president, has pointed out in a letter to me, is one that can be justifiably shared by all commercial sponsors in America radio.

Canadian Music Tariffs Filed

Station's ASCAP Payments Are Practically Doubled

MUSIC COPYRIGHT tariffs for 1942 were filed in an extra number of the Canada Gazette dated Nov. 13, by CPRS, and call for payment of Canadian stations to Canadian Performing Rights Society of $205,600, as against $107,012 in 1941. BMI Canada tariffs substantially as reported in Broadcasting Nov. 10, one-third of the total $116,377 collected for Canada on the basis of 8 cents per licensed receiving set, or such other amount as may be determined by the Copyright Appeal Board or pecentage to be established.

CPRS (Canada's ASCAP) has filed alternative schedules for fee payments, under which each station pays a proportion of the total $205,600 (which works out to about 14 cents per licensed receiver) as set out in a table, or on a complicated "per piece" schedule.

Rate Structure

This schedule calls for an annual fee, plus so much per piece or of each three minutes or part thereof. Rates start at an annual fee of $25 and per piece rate of 3 cents for stations which would under the general schedule pay $200 or less per year, and goes up to an annual fee of $500 and $3 per piece for stations which would under the general license pay upwards of $20,000 per year. Under the piece schedule stations would have to make monthly returns showing amount of time and musical works performed in the preceding month and pay for the use of the music within 10 days of filing this accounting.

A formula on which stations not mentioned in the first schedule (any additional stations which may be placed in operation during 1942) will be charged is given in the tariff and includes power used, average daily audience, estimated number of receivers in area in which station operates and the proportion of the year remaining unelapsed.

Kay Kyser in Syracuse

On WOLF's Facilities

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

The program had been dropped early in October by WSYR, NBC affiliates in Syracuse, presumably because of conflict with basic Blue network programs. It was reported.

The return of the program to Syracuse listeners brought press attention, the Syracuse Herald-Journal reporting its radio audience to handle the news after its first edition was on the streets. A heavy preannouncements schedule on WOLF tied up the station's switchboard.

How to Bring Home the Bacon

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

Get Results! — Use....

WWNC
ASHEVILLE, N.C.

570 Kc.
CBS Affiliate

Page 56 • November 24, 1941

BROADCASTING • Broadcast Advertising
ASCAP Revises Disc Clearance

(Continued from page 7)

some, and under the individual blanket ASCAP licenses for those who have them.

Where a station has a blanket license, the cost of the music is therefore raised from 2 1/2% to 8%. The method was defended by John Paine, ASCAP general manager, and Herman Finkelstein, ASCAP attorney, who contended that to operate on an optional basis might be considered discriminatory.

During the two days in New York, Paine said they would take the matter up with the ASCAP board when they returned to New York later in the week.

It was revealed by one of the broadcasters, that at the NAB district meeting in Greensboro, N. C., during the two days [Broadcasting, Nov. 10] that E. Claude Mills, chairman of the ASCAP executive committee, assured broadcasters they would not be charged more than 2 1/2% for music whether it was on a transcription or live. This was directly opposite Mr. Paine's original stand, and it indicated that either ASCAP was not sure whether it was its own method of operation or that it was attempting to confuse the broadcasters.

A Legal Problem

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

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

The matter is a legal tangle and it is thought possibly the Department of Justice may be asked to clarify the provisions of the consent decree. Not included in the 8%, of course, is the money paid to Music Publishing Protective Assn. for recording rights which in some cases amounts to more than the entire ASCAP fee. One of the transcription companies reveals that it had paid $60,000 to Music Publishers Protective Assn. last year for one widely distributed transcribed series.

There was considerable discussion on the legal aspects of the entire question. A number of broadcasters said that if ASCAP insisted on its present method of operation on transcription it would be the greatest argument for program contracts. Why, they asked, should a station have to take out a 2 1/2% blanket contract when they will be obliged to pay a total of 8% for the music on transcription?

 Favor Per Program

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

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

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

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

Directors’ Day

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

WHMA Reorganizes

In A GENERAL reorganization of station personnel, recently effected by WHMA, Anniston, Ala., Vernon Meary, formerly chief engineer with wide experience in Southern radio, has been named station director. A. Lynne Brannen, serving as assistant manager of the NBC-Blue affiliate since 1939 will continue at that post. Harold Rusey will head the program department and Jerry Hunt will be chief engineer.

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

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

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

Ask your advertising agency or All-Canada representative

THE ALL-CANADA 'WESTERN GROUP'

British Columbia

Edmonton

Manitoba

Saskatchewan

Alberta

U.S.A.-WEED and COMPANY

Exclusive Representatives

CANADA — All-Canada Radio Facilities Limited

BROADCASTING • Broadcast Advertising  November 24, 1941 • Page 57

In Western Canada

400-500 Stations

100-125 listeners

15-20% Audience

3000-4000 people

8 hours

30 minutes

10 listeners

2% of the market

100-125 listeners

30 minutes

100 per cent

100-150 listeners

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American Networks Cease Broadcasting From Berlin Due to Undue Censorship

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

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

Dreier's Ban

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

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

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

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

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

Cable News Change

RELAXATION of wartime regulations on commercially sponsored news commentators is understood to have been granted to CKLW, Windsor, Ont., only Canadian MBS outlet, followed by Canadian Broadcasting Corp. Board of Governors at Ottawa meeting, following a complaint that Gabriel Heather and Raymond Gram Swing, MBS sponsored commentators, had been heard shortly on CKLW, subject to wartime censorship regulations being fulfilled. Canadian broadcasters have for some time withheld the CB Board of Governors for relaxation of the ban on sponsored news commentators. It is expected the ban may be lifted entirely as a result of presentations made at the last CB Board meeting with broadcasters. Sponsored news commentators were banned shortly after the outbreak of war.

Signal Oil Change

FEATURED for the past five years on the weekly NBC Signal Charter was censorship of Signal Oil Co., Los Angeles, Barbara Jo Allen, comedienne, who portrayed Vera Vague, withdrew from the cast following broadcast of Nov. 16. Contract differences are alleged. Replacing her is Miss Yvonne Wynn Rosenmarck of A & S Lyons Inc., Beverly Hills, Cal. talent agency representing Miss Allen, is negotiating with Buchanan & Co. and an unnamed sponsor, for her to head a new network show built around the comedy characterization. Miss Allen has a featured comic role in the Warner Bros. film "Night Before Christmas", now in production, and also has contracts with Paramount and Republic studios.

Feed Firm Expands

CONSOLIDATED PRODUCTS Co., Danville, Ill. ("E" Emulsion poultry feed), currently sponsor of "The Daily News" on WLS, Chicago, and WEEI, Boston [BROADCASTING, Sept. 22], has added three-weekly "Round-Up" of off-time on WLS, Chicago, and half-hour "Sadde Mountain Roundup" on the Saturday night Barn Dance on WDFN, Des Moines, Mace Adv. Agency, Feoria, Ill., placed the account.

Page 58 - November 24, 1941
PUBLIC RELATIONS

TIPS GIVEN BY NAB

GENERAL discussion on how broadcasters can improve their relations with the public forms the theme for a new NAB service, which was issued in its Nov. 21 issue of the weekly Bulletin, supplement titled Public Relations Bulletin No. 1.

The two-page supplement gives a brief history of radio's public relations and the public's conception of the industry and offers suggestions pointed to be used in contacting the public.

Plans for an NAB public relations project are mentioned in the concluding paragraph: "When all of the ramifications of this resided problem are considered, it will be apparent that no single activity can possibly fulfill the requirements. There are many fronts upon which the fight must be carried. NAB has examined a number of plans and suggestions with the view to making an effective approach toward a sound basis for continuing constructive activity. We hope soon to announce a definite program which will constitute a first step toward the accomplishment of our objective. The plan will be one which will offer to every station the opportunity to play an important individual role."

EQUALITY FOR BOTH

Some Facilities Given Each Opponent by WBYN

GOOD EXAMPLE of how the democratic theory extends to American broadcasting by allowing two sides of a controversial issue equal time was typified last week by WBYN-B, Brooklyn, when Norman Thomas, Socialist leader, and John F. Finerty of the Keep America Out of War Congress, claimed that one of the WBYN news commentators had described their remarks as an Armistice Day rally as "treasonable." Thomas and Finerty were given equal time to air their own views followed by Griffith Thompson, WBYN manager, who stated that although WBYN officially did not agree with their remarks, still the station advocated free speech and their privilege to speak as they believed.

Trammell Gets Delay

EXAMINATION before trial of Niles Trammell, president of NBC, scheduled for Nov. 17 in New York Supreme Court, was postponed until Nov. 24, according to Robert Daru, of Daru & Winter, counsel for the 14 signwriters. 12 NBC employees, who are suing NBC, CBS, ABC and CBS were alleged unlawful conspiracy to acquire control of the songwriting business at the time of the ASCAP-network music war.

$90,000,000.00

FOR NATIONAL DEFENSE

(10,000 Skilled Workers in Navy Yard Alone)

WHEB

PORTSMOUTH, N. H.

"The Listening Habit of Central New England"

Grange Condemns U. S. For Net Interference

DEPARTING from consideration of primary farm problems, the National Grange at its annual convention in Worcester, Mass., last Thursday adopted a resolution condemning "attempts at interference with network broadcasting by the Federal Government." The convention also pledged its support of legislation which would prohibit radio advertising of beer or other alcoholic drinks, presumably along lines of the perennial proposal to effect such a ban on liquor advertising sponsored in the Senate by Senator Johnson (D-Col.).

The resolution condemning "interference" also asked Congress to make a complete investigation "of the threats to a free press and free radio with a view to determining if new legislation be needed on account of changing conditions.'

MBS-NCBS Drops WHDF

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

"SO DO!!" says WSIA's Winged Plug. "A SELLING punch!" Just ask any of the 113 current program and announcement sponsors who are soaking away at my receptive audience 238 quarter hours during the week! And I'm in their corner, helping them win the sales decision by PLUGGING THEIR PROGRAMS. Street car and bus cards, neon signs, news pictures, movie trailers, taxi covers, downtown window displays and a monthly house-organ for dealers. . . . yep, I use 'em all!"

NATIONAL DEFENSE

RED AND BLUE—5,000 WATTS NIGHT AND DAY

CINCINNATI'S OWN STATION

REPRESENTED BY INTERNATIONAL RADIO SALES

BROADCASTING • Broadcast Advertising

November 24, 1941 • Page 59
ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION

NOVEMBER 15 TO NOVEMBER 21 INCLUSIVE

Decisions...

NOVEMBER 18

KLCN, Blytheville, Ark.—Granted modification of license to change the call letters to KLTN.

WAOG, Vinckennes, Ind.—Granted change of ownership.

NEW, Evening News, Port Angeles, Wash.—Denied petition reorganization of station as a matter of public convenience, necessity and interest.

WBEU, Reading, Pa.—Denied petition reorganization of station as a matter of public convenience, necessity and interest.

An application is pending for HARRIETE AMANDA, Inc., McKeesport, Pa.

INC., McKeesport, Pa., for license to disseminate a broadcast program in the city of McKeesport, Pa., by means of a radio station in the vicinity of WISP, channel 75, at a frequency of 1042 kilocycles, and seeking to operate from a building located at 1406 2nd avenue, McKeesport, Pa.

AMENDMENT FOR HEARING

KWKW, Pasadena, Calif., modify CP station at 1025 kHz.

NEW, Bernard Walker, Concord, N. C., apply CP new station at 1050 kHz to 1 kw.

NEW, WTVISNW, Inc., Ann Arbor, apply CP new station at 1050 kHz to 1 kw.

NEW, Interstate Broadcasting Co., Chattanooga, Tenn., modify CP new station at 1050 kHz to 1 kw.

NEW, Norfolk County Broadcasting Co., Newport, Wash. —Denied petition to reconsider order.

New Commissioners for Hearing

DESIGNATED FOR HEARING

NEW, Hennessey Broadcasting Co., Inc., Pasadena, Calif., for license to disseminate a broadcast program in the City of Pasadena, Calif., by means of a radio station in the vicinity of KDNT, channel 105, at a frequency of 1060 kilocycles, and seeking to operate from a building located at 325 South Broadway, Los Angeles, Calif.

NEW—KZA—Cory stronmery to announce an action on Nov. 14 (BROADCASTING). New Action should have read: denied motion dismissal.

NEW, new station at 1050 kHz.

NOVEMBER 21

MISCELLANEOUS

NEW, Herald Publishing Co., and NEW, Dorman Schoffer, Knoxville, Tenn.—Denied petition for extension of filing date to permit findings to be made in Case 12001—-Wilkes-Barre Broadcasting Co., Wilkes-Barre, Pa., granted motion amended corporation to continue hearing date; NEW, Henry Brown Raceway, Eastlake, Ohio, new station at 1050 kHz.

NEW, new station at 1050 kHz.

NEW, WBEU, Reading, Pa.—Granted continuance of hearing.

NEW—KZA—Denied petition to reconsider order.

NEW, Lake Shore Broadcasting Corp., Cleveland, CP new station.

Applications...

NOVEMBER 17

WRUL, Boston, Mass.—Modification license to permit sharing with WRWI.

WJJJ, Milwaukee—CP new transmitter increase 5 kw N directional 10 kw.

KCJQ, Kansas City, Mo.—Motion to change 10 kw to 11 kw.

KOAM, Joplin, Mo.—CP new station.

NEW, Continental Broadcasting Co., Salt Lake City, CP new station.

NEW, new station.

KZA—CP new transmitter directional 10 kw.

KOMA, Oklahoma City—Special service authorization to move to directional N.

NEW, Wexler-Waters Broadcasting Co., Murfreesboro, Tenn.—Amend application.

NEW, new station.

Tentative Calendar...

NEW, Hemisphere Broadcasting Co., Butte, Mont., CP 1400 kHz 250 kw unwl; NEW, Barclay Craighead, Butte, same (consolidated hearing Nov. 24); NEW, Tidewater Broadcasting Corp., Norfolk, Va., CP new station 1400 kHz 325 kw unwl; NEW, Portsmouth Radio Corp., Portsmouth, Va., same.

NEW, Norfolk County Broadcasting Co., Norfolk, same (consolidated hearing Nov. 24).

NEW, Wilkes-Barre Broadcasting Co., Wilkes-Barre, Pa., CP 1250 kHz 250 kw.

NEW, WTVISNW, Inc., Ann Arbor, new station.

A LONG dramatic poem by Alvin Shorter, a member of the special features division, will be published in The People: Readings in American Communications, a new college textbook which the Oxford U Press will issue next spring.

KNX ON AS USUAL

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

Design of the building was worked out by CBS Engineer James L. Middlebrooks, Architect Parkinson and the William Simpson Construction Co. In addition to footings sunk deep into a layer of clay-like earth, the building is constructed of reinforced concrete with steel lacing it into a rigid unit and structural steel frame. The transmitter room where they are absorbed by the walls as a hub. The main building, which is also the powerhouse, is enclosed by a cold-formed shell of steel.

Although powered from the ‘quake, KNX engineers used their own gasoline-driven power plant.

LOU ENTON, musician, has joined the New York staff of Radiojinn, BMI subsidiary, Artistic Mellinger, for several years with the Warner music publishing companies, has been appointed in charge of the Radiotunes Hollywood office, it was announced by Elmore White, professional manager of the company.

Close Contest

RAYMOND MARCUS and Jerry Kaufee, members of NBC Chicago guide staff and students in the announcing school conducted by Lynn Bixler, announced the final NBC station in the 72 CBS stations, Sunday, 6:55-7:15 p.m. from the Palladium, Va. Enter tainment (Spartan) with Scott tergo, Wtzw, on CBS Mon., Fri., 9-11 p.m. AGENCY: Monroe, Arthur Meyer l & Co., Chicago.

Legs to See

FIRST HISIOY fir to try television as a medium is Gold Mark Hosierly Co., New York, which on November 26 will start a series of four Wednesday programs on WNB, NBC's television station, to promote its contest to “find the most telegenic legs.” Models will compete each week at 3:30 p.m. before a committee of judges from the fashion, art and beauty world, who will judge the finals on the Dec. 17 telecast. Prizes will be silk and nylon hosiery produced by Comstock. The first two programs will be the second commercial television series produced by Norman D. Waters & Associates, New York, the first having been the Fashion Discovers of Television series sponsored by the New York Department Stores Bloomingdale's and Abraham & Straus.

THE LADIES MEET WITH MARY

Sewing Circle Idea Provides Talent as well as—\n\n\nAttracts Sponsors to Program

SPONSORS of For the Ladies on WTCN, Minneapolis—the History Federal Savings & Loan Assn. of Minneapolis—believe they have a show which opens a new vista in television.

The unique part of the program started a few years ago during the Christmas season when Mary Proal Lindke, who conducts the show, suggested that she would like to meet her members on the air. Instead of the expected turnout of a few dozen ladies, hundreds appeared.

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

Satellite Groups

Once each month listeners attend a general meeting at which tea is served and a general “sewing circle” gatherees. There is no charge, no compulsory attendance. While shifting from meeting to meeting, is almost a thousand. From these monthly meetings have sprung five special interest groups. These meet either weekly or bi-weekly and consist of a Red Cross unit, a choral group, a writing group, a hobby group and a shut-in group.

Members of the latter regularly visit confined persons, bringing public library books and sending out birthday and greeting cards. They also assist the Minnesota Homemakers, displaying and selling articles made by shut-ins.

Choral group members, directed by Lari Byrner, meet once each week, and from time to time are heard on the daily program. With the exception of the general meeting, satellite groups meet alternately between Minneapolis and St. Paul monthly, there are two meetings for each of the special groups, one in each of the Twin cities.

Network Accounts

All time EST unless otherwise indicated.

New Business

MACPADDEN PUBLICATIONS Inc., New York (Liberty Magazine), on Nov. 18 started Paul Sullivan's & the Midwest 18 CBS stations, Tues, and Thurs. 6-6:15 p.m. Agency: Erwin, Wasey & Co., N. Y.

Renewal Accounts

WILLIAM WRIGHT JR. Co., Chicago, on Dec. 1 renders Melody Ranch (AM), 1000 watts, on 250 CBLS stations, Mon., Wed., Fri., 9-10 p.m. (BROADCASTING). Sun., 6-6:30-8-5:55 p.m. and Dean Mom (AM), 1000 watts, on 72 CBS stations, Sun., 6:55-7:15 p.m. from the Palladium, Va. Enter tainment (Spartan) with Scott tergo, Wtzw, on CBS Mon., Fri., 9-11 p.m. AGENCY: Monroe, Arthur Meyer l & Co., Chicago.


COLONIAL DAMES Corp., Los Angeles (cosmetics), on Dec. 19 renders for 52 weeks Find the Woman, on 8 stations.

KSF ROYAL KROK KIRO MONDAY, 9-10 p.m. (PST). AGENCY: Glasser, Gailey & Co., Los Angeles.

RICHARD HUNTUD, New York (cosmetics), on Dec. 1 renders for 17 weeks Hollywood Showcase on 7 CBS PUBLICATIONS stations (KNSP KARM KRON KROK KIRO MONDAY, 9-10 p.m. (PST). AGENCY: Glasser, Gailey & Co., Los Angeles.

TEXAS Co., New York, on Nov. 29 resurses Metropolitan Opera on 145 NBC-blue stations, Sat. 2 p.m. AGENCY: Buchanan & Co., N. Y.

Express Spots

R RAILWAY EXPRESS AGENCY Inc., New York (rail and air express), from Dec. 1 through Dec. 31 will conduct its annual pre Christmas campaign urging early holiday mailing by express. A series of open and closed advertising announcements will be aired on approximately 75 stations during the three-week period. Last year the company used two announcements on 65 stations over a three-month period, October-December. The Caples Co., New York, handles the account.

Poslam Test

EMERGENCY LABS., New York, through November is sponsoring a test campaign for Poslam ointment using 75 announcements daily on Philadelphia and New York stations, and six-five minute periods weekly on Dick Gilbert's program on WOW, New York. Agency is Redfield-Johnstone, New York.

Page 60 • November 24, 1941 • Broadcasting • Broadcast Advertising
GROUPED ABOUT BANQUET TABLE, members of the Northern California Broadcasters Assn. sit back for further discussion of local ASCAP licenses at Oakland, Cal., meeting Nov. 5, clockwise (1 to r) are Harold H. Meyer, KYA manager, San Francisco; Lincoln Dellar, KFSO manager, San Francisco; Charles Lloyd (against wall), KIX, Oakland; program director; S. H. Patterson, KSN, San Francisco, owner; Philip G. Lasky, manager, KROW, Oakland; Wellington Morse, program director, KLS, Oakland; Arthur Westlund, manager, KRE, Berkeley; Preston Allen, manager, KLX, Oakland; C. L. McCarthy, manager KQW, San Jose; David Sandberg, KFBK, Sacramento; Howard W. Patterson, KPO, Monterey; Dick Heath, commercial manager, KTAB, Phoenix; Ward Ingrum, commercial manager KFRC, San Francisco; Will Gunzendorfer, manager KSRO, Santa Rosa. In attendance, but not shown, were Keith Kerby, assistant manager of KROW, Oakland, and Glenn Doiberg, program director, KPO-KGO.

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

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

During the quarter there were 64 tunes achieving totals of $10,000 performances more, with "Daddy" leading the field with 15,835 performances, 33,777 on local programs and 32,058 on network shows. Count on the latter is made by crediting the song with one performance for each station included in the hookup carrying the broadcast. A total of 3,149,663 performances was tabulated for the quarter.

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

Mueller Expands

C. F. MUELLER Co., Jersey City (macaroni & spaghetti), further expanding its radio plans through its newly-appointed agency, Maxon Inc., New York, last Wednesday started a Satur-dy, Thursday and Friday news program, 11:30-11:40 a.m. on WGBI, Scranton, Pa., for 25 weeks. In addition on Nov. 24 company will start series of one-minute transcribed announcements five weeks, for 24 weeks on WXST, WJAX WBT and WSYR. Two weeks ago Mueller started News WOXY, Springfield, on CBS stations, Wednesday, Thursday, Friday 4:45-5 p.m. and News With Don Goddard on WEAP, New York, Thursday, Tuesday and Thursday 12:12-1:50 p.m. [BROADCASTING, Nov. 17].

Tourist-Bureau Plans

ONTARIO TOURIST BUREAU, Toronto, will sponsor a series of broadcasts on the NBC-Blue network next Spring and Summer to tell U.S. tourists of the vacation attractions of this Canadian province. The bureau, whose advertising is placed through Walsh Adv. Co., will in 1940 sponsor similar series, starring Ned Sparks, on CBS as a Sunday afternoon half-hour program. Details of the 1942-43 series have not been worked out as yet.

Storer's Flower

E. Y. FLANIGAN, commercial manager of WSPD, Toledo, was greeted when he walked to his desk Nov. 1, the day after recapitulation of October business, by a cel-ephane-wrapped, purple orchid—floral accolade from George B. Storer, president of Fort Industry C0, operators of the Toledo station. The orchid was a Winchellian compliment to Mr. Flanigan's success in surpassing an Oc-tober production quota set by Mr. Storer.

80 Teams to Compete in Sports Contest of WHEC

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

NAB-ODC Cooperation

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

Here They Are Again!

Those Aristocrats of the Range

THE SONS OF THE PIONEERS

With Their SYMPHONIES OF THE SAGE 200 New Tunes

Produced and Distributed By ROY ROGERS, INC., HOLLYWOOD, CAL.
Fly Denies Charges by Dies
Dr. Watson Is Pro-Communist

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

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

Thorough Inquiry

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

The charges by the chairman of the Dies Committee came a few days after the FCC had approved several appointments of top administrative personnel in FBMS, rounding out the FBMS organization and clearing the decks for a comprehensive 24-hour job of monitoring and analyzing foreign propaganda broadcasts. In addition to Dr. Watson, the FCC in mid-November had approved appointment of Thomas B. Grandin, former CBS correspondent for France, as chief editor of the FBMS reports section, and Peter C. Rhodes, former United Press foreign correspondent, to be in charge of the FBMS branch office in London.

Commenting on the appointment of Dr. Watson in his letter to Chairman Fly, Rep. Dies declared: “I am deeply concerned over this appointment, as it clearly bears out an observation which I have had occasion to make to the President in recent weeks, namely, that there is a new influx of Communists and fellow travelers into official Washington. We are not concerned solely with the case of Watson as an individual. We are, I believe, compelled to look for the hidden influences which bring about the appointment and certification of such persons as Watson.”

We understand that Watson has been a propagandist for Communism and the Soviet Union for many years,” Rep. Dies continued. “His activity in this respect has been open and above board. Mr. Watson is to be commended for not attempting to conceal his Communist sympathies. And I wish it clearly understood that I do not challenge his right to hold whatever sympathies he may choose to hold. My only concern is over the fact that one of such outspoken Communist views and sympathies should be named to the position of chief broadcast analyst, with such important decisions entrusted to him.”

In Consumers’ Group

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

Of Dr. Watson’s alleged connections with these organizations Rep. Dies commented: “I am sure you will agree that Watson’s associations with Communist front organizations have been so numerous that it is impossible to account for them on the ground of his having been an innocent dupe of the Communist Party.” He charged also that Dr. Watson had written “frequent eulogies on the Soviet way of life”, frequently coupled with “emphatic disparagement of the American way of life”.

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

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

“O’Neills to Scrap

RADIO SCRIPTS used in the past nine years for the serial The O’Neills, sponsored by Procter & Gamble Co., Cincinnati, on CBS, have been sold for $12,000 to the Government wastepaper drive for defense. Containing the story of a family’s tribulations, one of radio’s oldest serials, the heaps of scripts in CBS files will be transformed into boxes for defense materials.

Growing Activity

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

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

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

Mr. Rhodes, with UP since 1936, has covered World War II from its start, and was one of the few correspondents on the Scandinavian front during the German invasion of Norway. Reporting to the United States last spring, he became director of public relations for United China Relief in New York. A graduate of Columbia U and Oxford in England, Mr. Rhodes is 29.
Just because I'm so small, doesn't mean I don't keep my ears open. I listen to "Boys Town" on WLW! And boy—does Father Flannigan ever help a lot of boys!

Dad isn't much to praise people but he sure gets in his two cents worth when we start talkin' about WLW. He said the other day that if he didn't get the price on hogs every day over WLW—he'd be sunk! He raises a lot of hogs and sells them to the packer in Portland, Indiana. Every morning Dad's right by the radio writin' down the reports. If he's awful busy—Mom does it for him.

WLW comes in good and CLEAR! Mary and Ann, they're my sisters, click the radio on for WLW's "Boone County Jamboree," and "Everybody's Farm Hour." They're the kind of shows that farm folks like. And that's the kind WLW gives us.

PROOF ENOUGH—THAT FARMERS OF RURAL AMERICA WHO LIKE THE BEST LISTEN TO WLW MOST!
Even finer than the 5-DX!
NEW RCA 5,000-WATT BROADCAST TRANSMITTER

It seems especially fitting that this newest and finest of RCA 5,000-watt broadcast transmitters should make its appearance this month—just 21 years since the beginning of American broadcasting! For the 5-E strikingly symbolizes the progress those 21 years have made possible in broadcast equipment, through the constant research and development work of RCA.

Here, for the first time, is complete push-button control of every adjustment an operator is called on to perform throughout the broadcasting day... there is virtually nothing to turn and twist! Tank-circuits are tuned by driving-motors under push-button control—meters are cut in and out by push-buttons—relays automatically apply correct time-delays to circuits when the transmitter is switched on at the touch of a single button!

Here is complete automatic protection of circuit components—not only in the plate of circuits, but in the grid-bias circuits as well. More efficient than the famous RCA Type 5-DX, the new 5-E is even more economical to operate—even more dependable—even more flexible! Yet it's a full panel smaller than the 5-DX... and contains provision and space for changing to 10-KW operation without adding to its overall dimensions. Even the extra tube-socket is already there!

Very probably, you didn't expect any manufacturer to announce a transmitter like this until after the present Emergency. Only the fact that RCA was working on the new 5-E before the Emergency began, makes it possible now. We honestly don't believe any other manufacturer can match it for a long time to come. Write for full data and specifications, and we think you'll agree with us!

ADVANCED DESIGN means Flexibility, Efficiency, Economy!
• High-Speed Switching for Full Protection
• Simplified, Efficient Control Circuits
• Motor-Driven Tuning Controls
• 100% Accessibility. All Tubes Visible
• Simple, Low-Cost Conversion to 1,000 Watts
• Integral Cooling System—No External Ducts

Use RCA Radio Tubes in Your Station for Finer Performance

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In Canada: RCA Victor Co., Ltd., Montreal