“And there, but for UNCLE DON, am I!”

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

A PROGRAM TO BE FOUND NOWHERE ELSE

. . . MADE TO MAKE SALES AND HERE, GENTLEMEN—SOME SALES IT HAS MADE

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

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

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

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

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

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

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

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

The Yankee Network, Inc.
21 Brookline Avenue, Boston, Massachusetts
Edward Petry & Co., Inc., Exclusive National Sales Representatives
CHICKENS: Giddy, feathered nitwits, which is why Nebraska farmers don’t mind selling them at today’s record high prices.

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

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

MONEY: Defined as coin, currency, wealth. Nebraska farmers are trading their products for an enormous quantity of money. And they’ll trade their money for your products, if you tell them what you have.

Tell them over KFAB! You need KFAB, to reach the farm areas of Nebraska and her neighbors.

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FLORIDA Vacationists LISTEN TO

"IT'S ON 970 KFLA NBC RED"

TAMPA (full time)

MILLIONS of EXTRA LISTENERs during the WINTER MONTHS

IT'S Programs That Pull The Listeners
WFIL
PHILADELPHIA

announces the appointment
of

THE KATZ AGENCY, INC.
as its exclusive national representatives
effective

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

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

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

WDAF
KANSAS CITY
Today

WHN

50,000 WATTS

plus

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

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

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

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

AMERICA'S MOST POWERFUL INDEPENDENT STATION
DID YOU KNOW THIS ABOUT LOS ANGELES?

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

<table>
<thead>
<tr>
<th>Los Angeles County</th>
<th>Average for U.S.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Income Tax Returns (per 1000 pop.)</td>
<td>66 (38)</td>
</tr>
<tr>
<td>Passenger Car Reg. (per 1000 pop.)</td>
<td>1374 (787)</td>
</tr>
<tr>
<td>Electric Meters (per 1000 pop.)</td>
<td>1000 (670)</td>
</tr>
<tr>
<td>Radio Sets (per 1000 pop.)</td>
<td>1060 (890)</td>
</tr>
</tbody>
</table>

With complete coverage of Los Angeles County AND six adjacent counties, Station KECA at Los Angeles has, within its 3/5 mv/m area, nearly half the radio families in California. And because KECA has the most elaborate local production and publicity set-up in Southern California—the most publicity-conscious community in the world—KECA has certain advantages even over its biggest and most powerful competitor (which, incidentally, is owned by the same operating company) . . .

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

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

FREE & PETERS, INC.

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

New Technique for Department Stores
Basis to Syndicated Air Series

By BROOKS SHUMAKER
General Manager

Editor's Note—Filene's, huge New England merchandising leader, has successfully devised a radio technique that may provide the basis for nationally syndicated use of the air by department stores. The story of Filene's Worcester store provides one of the high spots of retailers' use of radio. Already in the works at Associated Merchandising Corp., New York, is a syndicate project. AMC is the central buying organization of the most powerful group of department stores and specialty shops in the nation. Its research, operating, sales and publicity adjunct, Retail Research, has been studying the project and is about ready to launch it. Tentative preliminary approval has been given by the NAB, whose code committee will take it up formally in the next few weeks. The National Retail Dry Goods Assn. plans to give the NAB a half-day at its Jan. 15 convention to detail the program.

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

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

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

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

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

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

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

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

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

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

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

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

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

The position of the new Filene Store was particularly vulnerable; sales fell off sharply, but fixed expenses remained fixed, and our rent, already assuming the proportions of a debt, was soon to take another jump under the step-rate clause. With our operating statement a tragedy in red ink, controllable expenses were pared to the bone—but not newspaper advertising. "Soft" goods must turn-over or they spoil like ripe fruit. Traffic is vital to turn-over, and newspaper advertising was the one sure means, for back
in the early '30s radio advertising to the average retailer was but the voice of one calling in the wilderness.

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

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

Quick Reaction

Newspaper repercussions were immediate and definite—the very day our first April Fool's Shopping News the positions of our ads were changed from first section to the very last section and this change was made between editions. This was WAR—undoubtedly but nevertheless real—with vital issues at stake for a business which had lived for 12 years on newspaper advertising. We faced the alternative of withdrawal from Shopping News and capitulation, or continuing the struggle and readjust our advertising schedule to offset the impaired force of our newspaper advertising. We elected the latter course, began to scale down our newspaper ads, and developed intensively other publicity mediums. Up to that time our radio efforts had been of the "spot" item variety, with variable results, but now began to receive serious attention. In contrast to the newspaper situation, Worcester has two radio stations—but the stronger, WTAG, is owned by a gentleman. Fortunately, the newspaper-radio ownership worked on the theory of not letting the right hand know what the left hand was doing and off the local competition with the gain in radio time. In marked contrast to the icy attitude of the newspaper staff from composing room to editorial desk, the entire personnel of WTAG received us with open arms.

Coming up for air, after the first shock of the newspaper ultimatum, we took inventory of promotions ahead. Our biggest single push of the entire year was but three weeks away—the Semi-Annual Sale of Men's Clothing AT $13.90—and we were up against our previous year's sales of nearly 400 garments in a single day carried 100% by newspaper advertising. Obviously the same amount of lineage carried back among the "obituaries" and "want ads" would not produce any such figures. To support our weakened newspaper line-up we sent radio to bat as a pincher hitter.

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

Hard To Believe

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

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

Thirty minutes before the opening bell, men began lining out front and at 9:30 some 250 men rushed down those basement stairs in the first minutes—more than 1000 garments were sold the first hour, and more than 700 during the day, believe it or not. Making due allowance for better business conditions, $265 of radio time devoted to the usual $150 of newspaper space, had doubled the sales of any preceding year.

A New Power

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

If radio could sell men's wear, women's clothes should go even better. So when we turned toward preparing a 5-minute program dramatizing our Semi-Annual Sale of Barbara Lee Silk Stockings although October 16, 1940 had already marked Nylon as the Japanese peril in reverse as marked by the steady decline of silk stocks on the Yokohama exchange. American women were beginning to prudently save Nylon—in fact to demand it—and we owned large stocks of silk stockings with very little Nylon available. Prospects for our Barbara Lee Sale were distinctly gloomy, but we owned the goods and our job was to convince Worcester women that they should buy them, Nylon or no Nylon.

Cold facts might sell the man but the approach to a woman's heart and pocketbook lay by a subtletbr. We wove a tale of days of yore, of love and intrigue, framing and backing it with songs and music. We wove a romance of silk stockings so named in the 16th century because knit with "stick-
to the possibility of selling $1.65 and $2 shirts for 88c, Tony quieted his doubts by explaining Bargain Basement operation in seconds, interpreting orders and discounting backed by great purchasing power plus cash on the line. Del's fears of a strangulated wind-pipe from shrinkage rather than "mike-40%" were allayed by Tony's assurance that all shirts are Sanforized, which gives Tony the cue to tell how "before the World War everybody wore stiff collars—4 million soldiers became accustomed to the comfort of soft collar-attached shirts and refused to go back to the slavery of starched neck-harness the stiff collar lost out and manufacturers changed over to soft collar-attached shirts which shrank 5-10%.

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

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

**Up Goes the Price**

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

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

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

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

**Safe in Boston**

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

In closing, the announcer explains, "the slogan 'Britain Delivers the Goods' now appears on British shipments of goods coming through customs, serving to publicize the incredibly difficult and heroic task of the British navy in safe-guarding its transport, and bringing home to the American people the urgent need of a mighty Empire. But let us not forget to purchase American planes and munitions—that England, America's first line of defense, may carry on." Following 14 minutes of dramatic commentary, music and sound, a hundred-word commercial notes that "Filene's Men's Shop proudly presents just 2,400 regular $3.50 shirt aristocrats made from Hindle English Broadcloth, at $2.29 each."

**Britain Delivers the Goods**

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

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

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

**RRA Takes Note**

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

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

**Barbara Lee and Britain Delivers the Goods**

Were reproduced for the Publicity Directors at their meeting January 1, 1941, and were favorably received. Britain Delivers the Goods was considered pretty "hot" for certain sections of the country, but Barbara Lee, a brand carried by practically all AMC stores, was selected for an experimental recorded program; this program to be recorded so that stores may make messages and prices could be filled in locally.

**Cutting a Disc**

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

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**SOMETHING SEVERO FILENE'S, giant Boston department store, opened a branch in Worcester. Their wasn't so hot until they tried radio—ordinarily a medium that department stores use with a bit of hesitancy. The acid test — results — came out so favorable that Filene's Worcester store developed a radio technique all its own. When a merchandising organization standing so high in its field develops a new method of selling, it's a matter of concern to the entire advertising and distribution industry. Here is the detailed story, and it's worth reading right down to the last word, which happens to be "obituarie", and the author wasn't talking of radio when he typed off that five-syllable...**

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**BROADCASTING • Broadcast Advertising**

December 1, 1941 • Page 11
RCA-NBC Plan for Separate Networks

Independent Units Would Follow FCC Edict

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

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

Would Drop 'Red' Name

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

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

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

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

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

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

Deadline Problems

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

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

First motion toward divorcing the Red and Blue occurred in the fall of 1938, when A. E. Nelson, who had been manager of KDKA, Pittsburgh, was transferred to New York as the first Blue sales manager, operating as a special division of the NBC sales department. Step was taken at the instigation of Blue officials, who were dissatisfied with the small amount of business on the Blue. That November NBC instituted a special scale of discounts for advertisers using Blue regional groups in addition to the Basic Blue, running as high as 20% for advertisers using Blue coast-to-coast hookups.

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

Sales Separated

In June, 1940, the Red and Blue sales departments were completely divorced, with Roy C. Witmer, previously NBC vice-president in charge of sales, becoming vice-president in charge of Red Network sales, and Edgar Kobak, also a former NBC vice-president in charge of sales, rejforming the company as Blue sales vice-president.

The following December, separate program managers were appointed for the two networks, and in January of this year the Red and Blue networks were given individual promotion managers. Last month the two networks received separate sales traffic managers.

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

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

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

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

MBS Supporting FCC

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

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

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

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

Meanwhile, there has been no further word from Department of Justice quarters regarding possible antitrust action, either civil or criminal, against the major networks, other industry entities and equipment manufacturing companies. It was assumed the Anti-Trust Division of the Justice Department, or Attorney General Thurman Arnold, is awaiting action of the three-judge court on the summary motions before it decides on its course.

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

Beginning Monday, December 1

Last-minute news gathered by

The New York Times

will be broadcast

every hour on the hour

by

WMCA  NEW YORK
America's Leading Independent Station

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

Net Independents Explain Transcription Steps and Means of Offsetting Copyright Fees

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

Signed by William J. Scripps, secretary-treasurer, the letter covering the initial bulletin brought out that NAI now has some 17 member stations, whose representatives attended the Chicago organizational meeting Nov. 18 (BROADCASTING, Nov. 24). The Washington office is in the Munsey Bldg., in quarters adjacent to those of Paul D. P. Spearman, Washington attorney who has been retained as NAI counsel. The executive secretary-treasurer and his assistants, and probably will not be until NAI holds its regular meeting in Chicago in nearly April.

ASCAP Agreements

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

The temporary organization is headed by Eugene C. Pulliam, president; William O. Little, Jr., WIRE, Cincinnati, vice-presi- dent; and G. F. Scripps, as secretary-treasurer. A 12-man board was set up, comprising one from each of the four major networks.

In its initial bulletin, NAI pointed out that in the delibera- tions of its Copyright Committee, headed by Ed Crane, KGIR, Butte, with ASCAP, a number of impor- tant commitments had been pro- cured. It said that ASCAP, among other things, had agreed to clear- ance of transmissions and to the listing of syndicated programs by number only.

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

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

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

Library Method

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

Library transcriptions, it was stated, may be listed by manufac- turer's name, number of disc and indication of "cut" used, pro- viding the manufacturer has filed with ASCAP and BMI the necessary data to determine copyright ownership of each num- ber recorded. It was added that all the transcription companies represented at the Chicago meeting in- dicated agreement and compliance with this interpretation.

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

IRNA Spurns Dissolution Plan, Will Remain Quiet Until May

INDEPENDENT Radio Network Affiliates, original network outlet group, has decided to remain pro- centent until its annual convene- tion in Cleveland next May, coin- cident with the NAB session, "un- less an emergency should arise," the board directors announced last Friday following a meeting in Chicago.

In a letter to all affiliates, reporting on the Nov. 25 session, the board reviewed accounting men- ments claiming that it had, among other things, saved the industry in excess of $600,000 a year in ASCAP payments alone. But it confessed that "practically noth- ing" had been accomplished in nego- tiations with networks on station- breaks, option hours and other operating practices, "due to failure of the networks to realize what they could gain." To some extent, the board said, "this may account for part of the monopoly regu- lations."

Dissolution Rejected

Proposal at the Chicago session that IRNA be dissolved was re- jected unanimously by the board. Six of the ten members were pres- ent and vetoed the suggestion of Samuel R. Rosenbaum, WFIL, Philadelphia, chairman, and Paul W. Morency, WTIC, Hartford, vice-chairman, that their resigna- tions be accepted, with the result that they will remain in office un- til the Cleveland meeting, at which time decision will be made on con- tinuation of IRNA.

Signers of the circular letter were, in addition to Messrs. Rosen- baum and Morency, Martin B. Campbell, WFBA-WBAP-KGKO; Edwin W. Co., Chicago, WRAS, Ethridge, WHAS; Don S. Elias, WNNC; John A. Kennedy, WCIR; Bruce L. Spearman, WGBX, Chicago; I. R. Lounsbury, WGR- WKBW; C. W. Myers, KOIN; George W. Medes, WAVE, and L. B. Wilson, WCKY.

Net Negotiations

Pointing out that during the last year IRNA has received approxi- mately $10,000 from 140 affiliated stations, the letter made an ac- counting of disbursements. Citing accomplishments of IRNA, it was stated that its influence was large- ly instrumental in acceptance by the networks of the portions of the code reducing the length of com- mercial copy; in the creation of BMI, and the negotiations with ASCAP.

IRNA procured a reduction of the local blanket commercial fee from 2% to 2% from ASCAP, it was held, and also procured an allowance of 15% which every station- out is entitled to from its gross busi- ness before applying the ASCAP tax. It is these two deductions, it was said, based on industry statis- tics, that have resulted in what amount of IRNA's costs of more than $600,000, assuming the blanket li- cense fee for all stations.

Regarding negotiations with the networks, the board said that the failure was partly due to "competitive conditions."

The ABTU is asking a $13.60 weekly rate for all of the 275 tech- nicians employed by CBS M & O stations, a decrease of 15%, or 20% overtime scale after eight hours in any day, and pay for over- time spent in traveling.

Appearing for CBS were Melford Runyon, vice-president; H. Leslie Atlas, Chicago, vice president; James Seward, assistant treasurer; Frank Falknor, chief engineer; Kenneth Raine, Administrative Director; and Charles P. Schwartz, Chicago, and Kenneth Raine, New York, all at- torneys; Dr. Theodore Yntema, U. of Detroit, chairman; and Russ Rennaker, national business manager; Lawson Wimbler, international representative; Charles Sterling, president Local 1220, Chicago.

NEW 15¢CIGARETTE
FOR AXTON-FISHER

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

If these preliminary tests are successful, the product will be broadened as a potential competitor to the "Big Five" with a sizable advertising campaign.

The name of the cigarette is as yet unnamed, and test cities have not been revealed, but ac- count will be directed by Blackett- Forsyth-Hummert, Chicago, which also handles Spuds.

Meanwhile, Axton-Fisher an- nounced the appointment of Ray- mond W. Green as advertising leg- islant. Mr. Brown was formerly account executive of J. Walter Thompson Co., New York, and previ- ously advertising manager of Texas Co., New York.

Early Decision Is Seen
On CBS-ABTU Wages

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

The ABTU is asking a $13.60 weekly rate for all of the 275 tech- nicians employed by CBS M & O stations, a decrease of 15%, or 20% overtime scale after eight hours in any day, and pay for over- time spent in traveling.

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

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

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

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

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

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

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

100th Anniversary of the Philharmonic-Symphony Society of New York
Broadcast exclusively for the past 12 years over THE COLUMBIA BROADCASTING SYSTEM
President Harry P. Davis, former Westinghouse official who contributed greatly to the development of network broadcasting in America, the Memorial Award each year has been given to the outstanding announcer on the staff of an NBC station in each of four regions. This year, Mrs. Davis created the additional national award, and appeared on the special NBC program to give it out this year.

Winners were selected by a board of judges headed by Miss Marjorie Stewart, founder of the Microphone Playhouse in Pittsburgh, who was on the 1931 nominating committee that was responsible for the first Memorial Award 21 years ago as coach of announcers for KDKA, Pittsburgh. Among the qualities required to win are personality and interesting voice quality, the ability to talk with a living-room group, freedom from inflection mannerisms and local characteristics, and variety of presentation and sales appeal.

P & G Takes ‘Hazard’

PROCTOR & GAMBLE Co., Cincinnati (Ivory soap flakes), on Jan. 30 will start sponsorship of Hap Hazard, summer fill-in for S. C. Johnson & Son’s Fibber McGee & Molly on NBC-Red, on an unnamed number of CBS stations, Tuesday, 10:30-10:46 p.m. (EST); Thursday, 9:15-9:45 p.m. (PST). Before going on a coast-to-coast network Dec. 2, Program, featuring Ransom Sherman in the starring role, will originate on the Coast. Agency is Compton Adv., New York.

Davis Award Goes To Durward Kirby

WERN Announcer Honored In Annual Competition

DURWARD KIRBY, NBC announcer on the staff of WERN, Chicago, last week was named winner of the H. P. Davis Announcer Award for 1941, given for the first time this year on a national basis after a nationwide contest. Mr. Kirby received the award, a gold medal and $300 in cash, Nov. 29 during a special program on NBC-Red, and announced the award. McNamee served as m.c. and A. L. Ashby, NBC vice-president and general counsel and friend of the late Mr. Davis, represented the network.

Also participating on the program through a “round robin hook-up” were the four local winners, who received rings with engraved inscriptions of the award. They were: Robert White, WBZ, Boston, representing the Eastern region; Ray Olsen, WOW, Omaha, of the Central region; Ed Brady, KOA, Denver, Mr. Kirby; and George Frensh, KGO, San Francisco, representing the Pacific region.

Additional Awards

Created in 1933 by the widow of the late Harry P. Davis, former Westinghouse official who contributed greatly to the development of network broadcasting in America, the Memorial Award each year has been given to the outstanding announcer on the staff of an NBC station in each of four regions. This year, Mrs. Davis created the additional national award, and appeared on the special NBC program to give it out this year.

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FCC Definition of Candidate For Political Offices Revised

Commission Clarifies Regulations to Relieve Delicate Situations at Election Time

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

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

New Definition

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

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

A “legally qualified candidate” means any person who has publicly announced that he is a candidate for nomination by a convention of a political party, for election in a primary, special, or general election, municipal, county, state or national legislative elections, or who has made public announcement pursuant to the applicable law, that he is a candidate, so that he may be voted for by the electorate directly or by delegates or electors, that the person (a) has qualified for a place on the ballot or (b) is eligible under the applicable law to be voted for by sticker, by writing in his name on the ballot, or by some other method, and (c) has been duly nominated by a political party which is commonly known and regarded as such, or (2) makes a substantial showing that he is a bona fide candidate for nomination or office, as the case may be.

Sections 3.421, 3.423 and 3.424, covering general requirements, rates and practices, and records and inspection, respectively, were left unchanged.

Station Requirements

“The Commission is cognizant, of course, that the mere fact that any name is written in does not entitle all persons who may publicly announce themselves as candidates to demand radio time under Section 315, for it is the responsibility of the limited broadcast facilities will not accommodate all who might desire to speak”, the FCC explained. “The Commission also recognizes that broadcast stations may make suitable and reasonable requirements with respect to proof of candidacy of an applicant for the use of facilities under Section 315.

“Since determination as to who shall appear on programs is a matter resting in the first instance with the individual broadcast station, the Commission will not require stations to give broadcast time to any candidate unless that station has previously permitted a broadcast by another candidate for the same office.”

Kersey Named V-P

THOMAS M. KERSEY, who recently resigned from Lord & Thomas, New York, after 11 years as vice-president, has been named vice-president of Ivey & Ellington, New York, by Mr. Kersey.

Mr. Kersey

Celanese Radio Bow

CELANESE Corp. of America, New York (yarns & fabrics), will use radio for the first time, according to an announcement last week by company officials that Celanese will sponsor a half-hour program on 51 CBS stations, each Wednesday, 10:15-10:45 p.m. starting Jan. 7, 1942. At the same time the company, which heretofore handled its advertising direct, appointed Young & Rubicam, New York, to handle the radio campaign. Neither format nor name of the program has yet been set though the agency stated it will be of the musical type.

Mr. Kersey

Regent Eyes MBS

RIGGIO TOBACCO Corp., Brooklyn (Regent cigarettes), is negotiating for a program on CBS, scheduled to start sometime in January. Expected to be announced are five top name entertainers on the program, as yet unnamed. Program is expected to debut about Jan. 5. M. H. Hackett Inc., New York, handles the account.
Intermittently for a decade, local advertisers, agencies, radio stations, research organizations and others have been laying yardsticks on listening in Oklahoma City. With no known exception, WKY has emerged from such tests with a commanding lead.

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

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

But here, too, you’ll find that no matter who takes the picture, WKY invariably dominates it. That’s why it can be, and is, said with such confidence and frequent repetition that with daytime listeners in Oklahoma City, it’s WKY 3 to 1.
ALL THIS
and Sioux City-Yankton, Too—
WITH WNAX

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

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

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

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

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

* 3,903,636 people

It’s Economical to Buy WNAX
the BIG Station!

A BILLION DOLLAR MARKET

WNAX
SIOUX CITY, IA.* YANKTON, S. DAK.

5000 WATTS
C. P. 5000 WATTS
NIGHT

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

Clark in Missouri

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

Text of Handout

An appeal by NBC from the action of the FCC authorizing KOB, Albuquerque, to operate full-time under a special service authorization on the 770 kc., clear channel occupied by WJZ, New York, was indicated last week after the FCC had denied a petition for rehearing.

The FCC announced extension of the authorization to KOB, New Mexico, to operate on the Blue Band, to operate on 770 kc., with 50,000 watts day and 25,000 watts night until Jan. 9, 1942. Simultaneously, WJZ, New York, was indicated last week after the FCC had denied a petition for rehearing.

The FCC has said that it has not authorized the Commission's chief engineer to conduct tests with KOB, and has indicated no change in the FCC's decision on the matter.

It is expected that NBC, which had petitioned the FCC for rehearing, will appeal the decision.

Because regular assignment of KOB on the frequency would entail the blocking of the Clear Channel occupied by WJZ, an appeal is expected. NBC has contended that the action, apart from the interference caused, constituted an infraction of FCC regulations.

The Commission has granted the KOB frequency shift on its own motion. The station, under the Havana Treaty, has been assigned to 1090 kc., as a Class II outlet, but the interference factors resulted in the change.

The station had previously operated on 1180 kc.

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

Lorillard Renewals

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

CBY Goes Commercial

CBY, Toronto, second station of the Canadian Broadcasting Corp. in that city, has been changed from a non-commercial to a commercial station and will in future carry sponsored programs. CBY has carried occasional sponsored shows, but as of Dec. 1, becomes a commercial station. It will be NFC-Suite outlet at Toronto, and will not as in the past duplicate programs carried on CBL, the other CBC Toronto station. It will become a third Commercial station in addition to CBL, which is the regional CBC station.

KSD

ST. LOUIS

NBC RED Network

First in St. Louis in "Firsts"

On National Popularity Polls

A Distinguished Broadcasting Station

Station KSD - The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES

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

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

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

Things most typically CHICAGO

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

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

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

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

EASTERN SALES OFFICE: 230 E. 42nd Street, New York, N.Y.
PAUL H. RAYMER CO., Los Angeles, Cal.; San Francisco, Cal.

BROADCASTING • Broadcast Advertising
On October 22nd, WSYR went to 5000 watts at 570 kc. Thus began "The Perfect Combination."

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

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

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

Advertising Will Continue; Recall World War Lesson

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

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

Sound Policy

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

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

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

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

BERGEN, BENNY, FIBBER

Three Leaders Continue Their High CAB Ranking

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

The 13 shows, according to CAB, in current order are: Edgar Bergen; Jack Benny; Fibber McGee & Molly; Aldrich Family; Bob Hope; Maxwell House Coffee Time; One Man's Family; Fitch Bandwagon; Mr. District Attorney; Time to Smile; Burns & Allen; Rudy Vallee, and Truth & Consequences. The fourteenth was CBS' Big Town. The 16th also was NBC-Red, namely Red Shelton.

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

Case Again Deferred

EXAMINATION before trial of Niles Trammell, president of NBC, was postponed from Nov. 24 to Dec. 1 in New York Supreme Court, according to Robert Darn of Darn & Winter, counsel for the 14 songwriters, 12 of whom are ASCAP members. They are suing NBC, CBS, BMI and NAB for alleged unlawful conspiracy to acquire control of the songwriting business at the time of the ASCAP-network music war.

“GOES OFF WITH A BANG!”

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

NBC RED AND BLUE—5,000 WATTS NIGHT AND DAY

WSAI CINCINNATI'S OWN STATION

REPRESENTED BY INTERNATIONAL RADIO SALES

Page 24 • December 1, 1941
WFIL opens Philadelphia's FIRST Commercial FM STATION

W53PH NOW ON THE AIR!

Another FIRST for WFIL
SALES PATTERN for the INTERMOUNTAIN MARKET

Here’s a hustling, bustling market of more than 800,000 people who earn, and spend, approximately $300,000,000 annually. And KYDL’s 5000-watt day and night broadcasting pattern gives practically every one of those people the chance to hear all the top-flight NBC Red Network shows they just don’t want to miss! It means big audiences—responsive audiences. It means sales opportunities for you!

KDYL
THE POPULAR STATION
NBC RED NETWORK
SALT LAKE CITY

UNDER CONSTRUCTION, and expected to be ready for use about Feb. 1, 1942, is this new studio-transmitter building of KTUC, Tuscon, Ariz. Hailed as one of the most modern broadcasting structures in the Southwest, the new $25,000 plant incorporates a 250-watt Western Electric transmitter, 180-foot Allison vertical tower and RCA speech input equipment. Studios will be acoustically treated by Johnn-Manville, with fluorescent lighting and air conditioning. Designed by Architect Frederick Eastman, whose drawing of the building appears here, the structure also provides office space for all KTUC departments, with a fully equipped technical workshop. KTUC is owned by Tuscon Broadcasting Co., of which Ralph W. Blythe is president and Manager John Merino vice-president.

Newspaper Probe Is Further Extended As FCC Completes Revising Exhibits

EXTENDING the between-session hiatus to six weeks, the FCC last Wednesday announced further postponement of the newspaper-radio hearing, scheduled to resume last Thursday, until Dec. 4. This was the second postponement granted by the FCC since the press-radio proceeding was recessed Oct. 23 for three weeks.

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

Revised Exhibits

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

Principal Committee witnesses slated for this phase of the proceeding are Dr. Herman S. Hettlinger, well-known radio economist and associate professor of economics at the Wharton School of Finance, U of Pennsylvania, and Paul F. Lazarsfeld, Columbia University professor and former head of the Princeton Radio Research Project. The committee presentation will be handled by Judge Thomas D. Thacher, chief counsel, and Sydney M. Kaye and A. M. Herman, associate counsel of the committee.

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

More Colleges Offering Radio Technical Courses

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

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

The SMU course, which started Oct. 1 for 12 weeks, is being taken by 40 students, who spend nine hours weekly in class. The plan is to continue the training with advanced courses, as well as to add other courses in radio, according to SMU officials. Under the arrangements made by the Office of Education, enrollees receive special technical training, with the Government paying tuition expenses and the student paying his own living costs.

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

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

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

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

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

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

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

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

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

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

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

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

Velvet Discs

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

Greeter Gammons

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

GE FM Disc Campaign On 8 Stations Extended

AUGMENTING its campaign of five-minute transcriptions on 8 stations, General Electric Co., New York, on Nov. 26 started the series, featuring the Golden Gate Quartet and Hazel Scott, on WOR, New York, thrice-weekly 7:15-7:30 p.m. The series was started Oct. 13 on other stations to promote G-E's FM sets. Agency is Maxon Inc., New York.

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

FROSTING CRUNCHERS had a field day in the middle of the main drag of Phoenix, Ariz., on Nov. 12 when KOY held a birthday party that really stopped traffic. Celebrating the station's fifth anniversary under the present management (Oct. 13), a party, featuring an immense frosted cake and the pavement roped off for tables loaded with birthday goodies, was held outside KOY's main studios on Central Ave., with traffic stopped and the pavement roped off for tables loaded with birthday goodies, Clumping biscuits on the pastry at the celebration are (1 to r) Donald W. Thornburgh, CBS Pacific Coast vice-President; Burridge D. Butler, chairman of KOY and president of WLS, Chicago; Fox Case, CBS West Coast special events director; W. A. Baldwin, KOY president.

Radio Staff Appointed For President's Birthday

FOLLOWING President Roosevelt's reappointment of Keith Morgan as national chairman of the Committee for the Celebration of the President's Birthday for the National Foundation for Infantile Paralysis, has again designated G. W. Johnson, former public relations director of NBC and WOR, as chairman of the committee's radio division.

The campaign, this year titled "Our President's Diamond Jubilee Birthday Celebration", the President reaching his sixtieth year on January 30, 1942, will have James H. Knox again as national radio director with the following staff to assist him: Gerald Holland to handle script for the second time; Howard London, agency contact man; Miss Barbara Hoge again to set time and talent for all local radio activities in the greater New York area; Ross Evans to handle radio publicity and assist in script; Jack L. Fisher of M. M. Fisher Associates, Chicago, as mid-west radio representative, and Miss Dorothy Haas, Hollywood, as Pacific Coast representative. Augmenting this staff through special or secretarial activities will be: Misses Ellen Hagerty, Priscilla Lombard, Ruth Gerard, Rose J. Buonocore and Mrs. Evelyn Artz, widow of the late Webb Artz, nationally known radio news editor of UP.
TAKE A LOOK AT THIS: WHN steps out in the big-time, big-league crowd. It's some job for any station to increase from 5 to 50 KW — but in New York, it's terrific!

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

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

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

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

General Survey

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

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

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

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

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

Repräsentiert von FREE & PETERS, INC.

MARY DUNLAVY

IT'S A LONG WAY from O! Miss. to the sidewalks of New York. In fact the folks back down in Jackson might still be wondering what happened to Mary Dunlavy, whom they wished a "happy vacation" some seven years ago when she started north to visit some friends.

For Mary never returned. She became so fascinated by the Big City that she decided to stay and look for a job. She came, she saw, and today she's timebuyer for Erwin Wasey & Co., New York.

That first job in New York was with the sales promotion department of Electrolux Refrigerator Sales, and it was right down Mary's alley. For the majority of disappointed well-wishers in Jackson, who hoped to hear tales of New York on Mary's return were coworkers of the publicity and promotion department of Saegeg Theatres chain in that capital city. In fact it was while working with this organization that Mary had her first station contact work in the local promotion of new pictures playing the Saegeg circuit. That training helped considerably when—

In the summer of 1939, Mary, now an established New York Citizen (except for that slight Southern twang, which belies her origin) came to Erwin, Wasey as a secretary in the radio department. There she learned agency radio in all its phases. And by January of this year Mary was assistant timebuyer. On May 1 she was promoted to her present position and now handles Liberty Magazine, Carnation Milk, Barbasol, Mustard, Harvester and Dutch Master Cigars, Kremi and Forhan's among other accounts.

If you take a magnifying glass, squint twice and set it north by northeast on the State of Mississippi, you might find a town by the name of Grenada (pop. 4,501). That's Mary's birthplace. But while still a tot her family moved to Jackson, and there Mary got her early education. Most of her college work Mary did at Columbia U after she came to New York.

Mary plays the piano and there aren't many Broadway plays she misses.
Starting the New Year with Greater Power

5000 Watts Day and Night 910kc

Richmond, Virginia

The Big News

Pabst Blue Plans

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

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

KXOK

30 kC. 5000 Watts Day and Night

D With KFRU, Columbia, Mo., Owned and Operated By St. Louis Star-Times
They Say...

THERE is no real hedge against inflation. Individuals can hedge to some extent through the acquisition of commodities or of a going concern. The buying of commodities, however, involves danger because the timing element is considerable importance. A corporation or a going concern can hedge by increasing its inventories and by utilizing some of its profits for research and advertising. The only thing a corporation has to hedge against is cash and receivables.—Dr. Marcus Nadler, professor of finance, New York U, and former Federal Re¬serve Board official, in a symposium on inflation published by the Wall Street Journal.

Take It From Filene’s

IN ITS 21-YEAR history, the broadcast medium has often heard: “Radio is all right for some lines, but not us!”

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

This newspaper-mindedness has been an obstacle radio salesmen have been trying for years to overcome. But now one of the biggest merchandisers in the nation seems to have solved the problem that has defied the radio men. For Filene’s has developed a radio technique all its own. It has been successful—surprisingly so.

Filene’s used its Worcester branch as a laboratory. Feeling its way, the organization brought an unsatisfactory business out of the rut, and radio gets a large share of credit. So Filene’s is sharing its amazing discovery with the rest of the retailing world, through the Associated Merchandising Council. The Worcester experiment may become the forerunner of a nationally syndicated transcribed radio campaign by department stores and specialty shops belonging to this largest cooperative buying organization in America with annual volume running into hundreds of millions.

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

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

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

AMID all the activity in radio to form this organization or that, broadcasters should take time out to look at the long-range result. Are groups being sucked in on this promise or that to keep the industry divided? And won’t that make it easier for the Government to move in?

Britain’s Lesson

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

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

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

What does it all mean? From where we sit, we cannot banish the thought that those proponents of an unchannel high-power structure, designed to blanket the country, have in mind that Uncle Sam should operate the system. They contend it would give too much power to altogether too few men to permit private operation of such a system. Perhaps a majority of the FCC harbors that view. Unquestionably the matter already has been broached at the White House during recent conferences of the President with FCC Chairman James Lawrence Fly.

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

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

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

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

The Times Joins Radio

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

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

There is no ownership or sponsorship tieup between WMCA, which changed hands early in the war, and The Times. One of the contributions of recognition by The Times, as its publisher, Arthur Hays Sulzberger said, that for bulletin news purposes “radio has become indispensable”. Edward J. Noble, owner of WMCA, described the agreement with the newspaper as the latest in a series of “public service broadcasts” inaugurated by the station this year.

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

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

Anybody who sits in a radio trade paper's offices for a day, of course, could disprove that dream. Take the story of William Ira LeBarron, who among other things resembles the popular version of the correctly dressed, high-powered, glad-handing metropolitan radio executive in his title, "President of the Great Plains Broadcasting Co."

But even then, there's a difference: Bill LeBarron's title means something.

This weather-beaten former rancher, deputy sheriff, department store clerk, carpenter, restaurant owner and traveling salesman is the antithesis of radio's usual "successful young businessman" type.

The United States was still healing its Civil War wounds when Bill LeBarron was born on March 4, 1876 in Shenandoah, la. Ulysses S. Grant was serving his final year as President.

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

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

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

Eating was his business until 1918 when he succumbed to an old Wyoming habit — cattle raising. Taking some of the profits from the LeBarron Cafe, he invested them in a sizable cattle property near North Platte, Neb. known as the Pawnee Springs Ranch. It was the same Pawnee Springs in the Valley of the Platte where the Conestoga wagons stopped for water on the Oregon Trail — a grassing land steeped in the lore of the Old West. A year later he assumed active management of the 16,000-acre property and its 3,000 head of Herefords. And he was "boss" for the next seven years, when he sold his interest in Pawnee Springs and accepted a position as traveling representative for an Ohio paint company, with south central and southwestern Nebraska its territory until 1929. No infantry drummer, near-smoking W. I. LeBarron was a welcome caller on the hundreds of ranches and farms on his sales beat.

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

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

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

To prove his point he cites two of the station's features. One, the Swapper's Program, is just what the name implies — you can trade any small item around the place. In addition, this half-hour show carries jobs and help wanted, and employment announcements at North Platte rates. It's nine years old and going strong. Then, in Chicago, Hollywood or New York might sniff at that one and mutter something about a "bartender's-town." The folks around North Platte like it and it's their money that talks. And somehow or other the Swapper's Program is credited to the fact that the United States is bounded by the Jersey side of the Hudson, Lake Michigan or the Head of the Mississippi. Then there's KGFN's fire department bulletin. North Platte, Bill says, can handle the job with much more pride than to rely on the fire engines. However, the fire department found that the well-wishing spectators caused a severe traffic situation and applied for help. This resulted in a unique timepiece. When the fire siren blows now, you can tune in KGNF and hear within seconds the location of the fire BUT you also hear a re- quest for the fastest engines.

Another thing that makes the KGNF operation different is the husband-wife partnership. The former Iowa radio man of the Smithfield, Neb., who became Mrs. LeBarron in 1928, doubles in brass for her side. Mrs. LeBarron is the president of the station, conductor of the Swapper program and office manager.

Active in Nebraska radio circles, Bill LeBarron is a director of the Nebraska Broadcasters Assn. and a past president of the organization. Other activities include past director of the Platte Rotary club, a Mason, Scottish Rite, and the Tehama Shrine. In addition, he is a member of the Christian Science Church. His hobby, besides KGNF, is gardening, as the landscaped property of the station on the Lincoln, Neb., being 300 by 300 feet.
SANDY BAKER, formerly an announcer of WWRL, New York, has joined the announcing staff of WPT, affiliate of CBS, in Charlotte, N.C.

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

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

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

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

JOHN SHIPLEY, announcer has joined WCHS, Charleston, W. Va.

MILT HARLAND MATHEISON, CKLW, Windsor, Ont., announcer, recently married Anita Moraan.

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

Chuck Nornan, formerly of the announcing staff of WWRS, Champaign, Ill., has joined WKBQ, La Crosse, Wis., as sports announcer.

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

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

TREMAN HARPER, formerly newsmaster, and director of special features of KSPF, San Francisco, has joined WOR, New York, as newscaster on the Monday through Saturday 9:30 a.m. news period.

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

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

Joe Brennan, recent St. Louis U. graduate, formerly on the staff of WKBQ, has joined the announcing staff of KXOK, St. Louis, replacing Bob Hille, who enlisted in the Army.

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

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

Ross Merney, formerly of WCED, DuBois, Pa., has joined the announcing staff of WLYA, Lynchburg, Va.

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

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

Bill Wigginton, announcer of WCO, Minneapolis, has enlisted in the Navy and will be stationed in Minneapolis, where he will continue active in radio.

John Murray, of Reading, Pa., has joined the announcing staff of WCAK, Pittsburgh.
For fifteen years WEEI's Caroline Cabot Shopping Service has been paying out big returns to its participating sponsors. Which is why advertisers who first used the program in 1926 keep on returning to the service year after year—such advertisers as Filene's, Slattery's, Thayer McNeil's and hundreds more.

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

Columbia's Friendly Voice in Boston
Operated by the Columbia Broadcasting System. Represented by Radio Sales: New York, Chicago, San Francisco, Los Angeles, Charlotte, St. Louis

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

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

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

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

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

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

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

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

Foreign Sales Offices Are Expanded by NBC

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

Most recent additions are Tage Palm, Antwerp, as services director in two half-hour periods of news and comment in Swedish to Europe five times weekly on WRCA and WNB1, NBC's international networks. Mr. Palm was Swedish Commissioner of the Chicago World's Fair, in charge of the Swedish Arts Exh.

Palm is now broadcasting from Chicago, John W. Elwood, manager. The department now has a personnel of over 60.

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Treasury Revises Plan For Check on Stations

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

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

Robert Gets Post

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

JOSEPH MERSHEI MCCILVRA, Adv. representatives, have been appointed exclusive United States representatives for CHML, Hamilton, Ont. and CHINC, New Carlisle, Que.

**SPOTCASTING**

**BUILDS MORE SALES ...AT LOWER COST!**

- More money for the HOT SPOTS
- Nothing wasted on the DEAD SPOTS
- Special attention to the TOUGH SPOTS

**PREDOMINANT**

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

**HOOPER STATION LISTENING INDEX**

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

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

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

**WOAI**

San Antonio

Affiliate NBC...Member TQN

Represented nationally by Edward Petry & Co.

New York...St. Louis...Chicago...San Francisco...Detroit...Los Angeles
Two New Locals Authorized by FCC

Brainerd, Minn., CP Goes to North Central Officials

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

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

Bartlesville Group

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

WKZO Granted Permit

To Use 5 kw. Fulltime

WKZO, Kalamazoo, was granted a construction permit by the FCC last Tuesday to increase its night power from 1,000 to 5,000 watts and make changes in its directional antenna for fulltime 5,000-watt operation. The station is on 690 kc.

KEVR, Seattle, was granted extension of a special service authorization to operate on 1090 kc. with 250 watts fulltime until expiration of its current license. Simultaneously, KRKO with which KEVR previously had shared, was granted a special service authorization to operate unlimited time on 1400 kc. with 250 watts for duration of its present license.

AT&T Labor Compact

Averts Network Crisis

SETTLEMENT of the threatened nationwide strike of 15,000 members of the Federation of Long Line Workers was effected Nov. 23 at the Hotel Roosevelt, New York, with the agreement by AT&T to grant wage increases totaling $3,000,000 and other concessions. The strike, had it materialized Nov. 14, would have stopped all network radio programs.

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

ADDITIONS to the staffs of WCMQ, Ashland, Ky., include: Lota Sgraves, program department; Erwin Bergknoff, New York U graduate of Brooklyn, continuity director; Charlie Warren, formerly of WORC, Louisville, Huntington, W. Va., sports announcer and Don Rodger, formerly of WAIL, Mobile, WCPO, Cincinnati, and WSAY, Decatur, Ill., announcer.
MANIFOLD blessings that a house organ publication can offer a radio station were outlined recently by Bill Wiseman, promotion manager of WOW, Omaha, and editor of the prize-winning WOW News Tower Magazine, at the annual convention of the Southwestern Assn. of Industrial Editors at Stillwater, Okla., Nov. 7 and 8.

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

"10,000 Pay For It"

Reviewing WOW's experience, Mr. Wiseman commended: "The Radio News Tower is WOW's black-and-white voice. Nearly 10,000 listeners pay 50 cents a year for it. It is also sent gratis to lists of more than 6,000 clients, agencies, educational, civic and radio industry leaders. It gives WOW a direct business contact monthly with a cream-of-the-crop list—as great in numbers, or greater, than any single radio trade paper circulation."

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

"The House Organ" tower received the 1941 achievement award for editorial merit at the conference and the Woodmen of the World magazine, edited by Horace L. Rosenblum, received two superior rating awards.

WJPA, Washington, Pa., Plans to Start Jan. 1

JOHN J. LAUX, recently appointed general manager of WJPA, under construction in Washington, Pa., has announced a tentative starting date of Jan. 1 for the new local. WJPA was authorized last Aug. 22 by the FCC for 250-watt fulltime operation on 1450 kc to the Washington Broadcasting Co., organized by 40 stockholders of which principal is in the ownership of WSTV, Steubenville, O., hold a 38.5% interest [Broadcasting, Aug. 25].

In addition to Mr. Laux, the station personnel so far selected includes John Croft, commercial manager; Stanley Schultz, program director; and Joseph M. Troesch, chief engineer. Studios are located in the George Washington Hotel with Western Electric and RCA microphones and Presto recording equipment being installed. The transmitter will be located one mile northeast of the city on Highway 19 where 750-foot Blaw-Knox tower is being erected.

CONNECTICUT'S PIONEER BROADCASTER

"BOOM TOWN"

Every city, village and hamlet in WDRC's Primary Area is humming with defense activity. Together, they make a "Boom Town" of unprecedented prosperity. This is Connecticut's Major Market - a rich compact area completely covered by WDRC in Hartford, Basic CBS for Connecticut.

Cleveland's West End Laundry has expanded... routes are showing increases of approximately 30%... a night shift has been added... and business still continues to boom! All this came about, Mr. A. J. Salzer, president, says, "since we started using your station"

WHK

CLEVELAND, OHIO

Represented by:

PAUL H. RAYMER CO.

It's true in NEW YORK, CHICAGO, LOS ANGELES, SAN FRANCISCO...
Where other states talk in miles Texas talks in hundreds of miles; where others talk thousands Texas talks millions. The concentration of Texas' vast spending power is along its Gulf Coast; and there's only one combination that blankets the heart of this section—the Twin Stations—KXYZ-KRIS. Buy yourself a market that's big in any man's language with one combination rate that offers double savings. Full information on request.

National Representatives
THE BRANCH COMPANY

Make
BUDGETS
S-T-R-E-T-C-H
• with our
COMBINATION
RATES
... and
BONUS POINT
ADVERTISING

KXYZ-KRIS
HOUSTON
CORPORATE CHRISTI
NBC - Blue
Both Stations MUTUAL and LONE STAR CHAIN affiliates

It's true in BISMARCK, AMARILLO, BANGOR, ATLANTA...
I N RESPONSE to requests for Demand & Response, symphonic selection by Samuel Taylor Coleridge, recorded by London Symphony Orchestra, which introduces the nightly recorded Music Lovers Program on WFL. Chicago. Service Drug Stores sponsors of the program, in cooperation with RCA Victor is offering the record to listeners. With a certificate obtained free at any Service Drug Store, the Red Seal record, just released in the U. S., can be purchased at any specified Victor dealer for $0c. The list price of the record is $1. Offer is promoted jointly by the drug stores with streamers and broadsides, and by the Victor dealers with special window and counter displays. Goodkind, Joice & Morgan, Chicago, produce the program.

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

Milk at Loew's CULMINATING one of the most extensive campaigns of the Carnation Milk Co., 2300 cans of the company's milk were turned in as admission tickets at Loew's theatre, Syracuse, recently. With the cooperation of WSYR, Syracuse, Guy Wilcox, district representative and C. G. Babcock, New York State sales representative worked on the campaign for several weeks to promote "Carnation Boquet." Campaign included window displays, school promotion, newspaper publicity, club talks. WSYR carried spot announcements. Following the theatre party Girl Scouts distributed the milk to several charities organizations including local orphanages.

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

WHIO IS THE DAYTON MARKET
BASIC CBS - 5000 WATTS
G. P. HOLLINGSBURY CO., Representative
BELKIN has joined W. & A. Brown, Philadelphia, as assistant manager of Lord & Thomas, Hollywood, has reported to Kelly Field, San Antonio, for training as a civilian cadet before entering the Army Air Corps. Friends and business associates staged a farewell luncheon for him Nov. 25.

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

Jim Lepper, former publicity director for WGN Concerts Inc., New York, and Arthur Deveso, formerly of the editorial staff of Musical Digest, have formed their own talent agency, Lepper & Deveso, in 57th St. The company will represent radio talent as well as public relations for companies in the fields. Internally, they will handle public relations at WGN and 920 AM.

Robert H. (Bob) Knollin, son of James C. Knollin, partner in gent's tailor, Knollin Adv. Agency, San Francisco, has joined his father's firm. He formerly was with the sales promotion department of Foster & Kleiser Co., outdoor advertising firm.

George H. Giese, formerly director of food promotion of Bimet & Thomas, Chicago, has joined the New York office of Ward Wheelock Co., underwriting account manager.

Paul Dufur, of the WLT Cincinnati production staff, has joined the Grant Adv. Agency, Chicago. He had been with WLT for three years and produced the "Boone County Jamboree" and "Scamby Amby" shows.

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

James Shelly, formerly of Grant Adv. Chicago, has been appointed writer, director and producer with McCann-Erickson, Inc., Chicago.
TODAY, thanks to the calibre of the programs broadcast by America's radio networks day after day for 15 years, the people of the United States are firmly united in their enjoyment of one of the greatest of all man-made miracles.

It might easily have been otherwise...

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

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

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

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

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

Amateur Handbook

CONTINUING its long record of comprehensive and authoritative coverage of its field, The Radio Amateur's Handbook for 1942, 19th edition, has recently been issued. Conferred by defense needs and the general plan of the book has been revised to meet the growing need for a simple and nonmathematical text on the theory, design and operation of radio communication equipment. Published by the American Radio Relay League, Inc., West Hartford, Conn., the handbook consists of 562 pages including an 8-page topical index and 96-page catalog section of amateur equipment. Price, paper bound, $1 in continental U. S. A., $1.50 elsewhere, $2.50, Spanish edition, $1.50.

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

New MBS Series

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

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

Two Newspaper Cases Placed in Pending File

TWO ADDITIONAL applications of newspaper stations were relegated to the ever-growing "pending file" last week by the FCC under Order 79, pertaining to newspaper ownership.

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

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

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

WBNX NEW YORK

THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.

5000 WATTS Directional

OVER METROPOLITAN NEW YORK.
L OCA L NEWS gets the big breaks on Michigan News-
roll, five-weekly new round-
up of WJBK, Detroit. Dig up and written by a local re-
porter, news on the program comes
to listeners at 7 p.m. Monday through Friday, two hours after the
deadline of both local afternoon
papers and shortly before the first
editions of the morning paper hit
the street. War news is played
down, eliminated if necessary, to
emphasize local happenings, on
which several scoops have been
claimed.

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

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

RESULTS?
2033 one dollar sales
from 11 states. Cost to
our advertiser 15c
apiece. What's more,
we get such results . . .
REGULARLY.

WIBW The Voice of Kansas
in TOPEKA

For Latin Nations
FOLLOWING a format similar to
that heard last year, The Ameri-
can Speak, an 18-week series of
half-hour programs designed to
promote better understanding
among the countries of the Western
Hemisphere, will return to MBS
Jan. 4, 1942. Presented in coopera-
tion with Rotary International,
service club organization, the pro-
grams will feature government
officials and artists from 18 South
and Central American nations and
U. S. territorial possessions, with
broadcasts in Spanish, Portuguese,
and English. The series will also be
heard in Canada and via shortwave on WBNL.

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

OFFICIAL OPENING of the new transmitter of W71NY, FM station owned by New York, was held Nov. 30 at the station’s headquarters at 444 Madison Ave., with the first salute to W71NY broadcast at 7:30 p.m. on a network of FM stations by an orchestra from W61HI, Hartford.

Dance music by name bands was presented from W71NY between 8 and 8:45 p.m., followed by a "beacon-light" program relay between the studios and the transmitter, the signals being conveyed on an invisible beam. Army and Navy communications officers observed the test [BROADCASTING, Nov. 24].

Musical History
Theodore C. Streibert, vice-president and general manager of WOR, formally dedicated the new FM adjunct in a brief talk. J. R. Poppele, chief engineer, and Dave Driscoll director of special features and news of WOR, described the station’s equipment and its range.

Between 9 and 9:30 p.m., Russell Bennett, conductor of WOR's Notebook series, gave a musical chronology of broadcasting’s development. Two Boston FM stations—W43B and W39B—saluted W71NY’s new 10 kw transmitter 9:30-10 p.m., and music filled the rest of the evening’s program, until sign-off at 11:30 p.m. Other FM stations in addition to those mentioned linked to the opening ceremonies were W2XMN, Alpine, N.J.; W3OPH, Philadelphia, and W47A, Schenectady.

The beacon transmitter and receiver used for the beam of light signal relay were developed by Western Union Telegraph Co., working with the WOR and W71NY technical staff. Both speech and music were included. The beam beams secrecy and non-interference qualities.

Located atop the WOR studios, the beam was aimed by telescopic sight at a photoelectric cell alongside the W71NY transmitter—some 4,000 feet. Functioning somewhat like the sound track in talking films, the beam carries signal impulses by light vibrations introduced by a mechanical shutter at the transmitting source.

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

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

Ohio’s First FM
OHIO’S first commercial FM service was inaugurated in November when W45CM adjunct of WBNZ made its debut in Columbus. The station is licensed to broadcast with a power of 50,000 watts with a coverage of 12,400 square miles. The station has been on the air experimentally for over a year-and-a-half with the call letters W8XVH. Its new schedule provides FM service daily from 12 noon until midnight with music and news with the predominant programs. Arrangements have been completed to broadcast the entire series of concerts of the newly-formed Columbus Philharmonic Symphony. Fifteen hundred FM sets have been sold in W45CM’s coverage area.

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

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

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

DAVE PRICE, London, Ont., has joined the sales staff of CKGB, Timmins, Ont.
CONGRATULATIONS TO PHILADELPHIA’S FIRST COMMERCIAL FM STATION . . . W53PH (WFIL)

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

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

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

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

Sixth Outlet for the Area
Is Granted by the FCC

LOS ANGELES' sixth commercial FM station was authorized last Tuesday when the FCC issued a construction permit for high-frequency facilities in the California metropolis to Hughes Productions, Division of Hughes Tool Co. Peremptory, owned by Howard Hughes, millionaire sportsman-flier-director, is also holder of a construction permit for the K45SF, commercial FM station to be located in San Mateo County, Cal., to serve San Francisco.

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

Others in Area

The other five FM stations in Los Angeles are: Don Lee Broadcasting System's K45LA, already on the air commercially under a special authorization of the Commission; Metro-Goldwyn-Mayer's K51LA, under construction; Standard Broadcasting Co.'s K45LA, under construction; K37LA of Earle C. Anthony Inc., under construction; and the CBS K31LA, Hollywood, also under construction. Grant brings the total number of commercial FM authorizations to 61.

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

Radio Educators Meet

The conference held this week, Dec. 3-5, at the Congress Hotel, Chicago, Gen. Frederick Osborn, chief of U. S. Army Morale Div., and Edward Tomlinson, NBC Inter-Continental Advisor will address the 1500 radio educators expected to attend. Concurrently with the Conference, meetings will be held for a NAB Regional national defense meeting, and a meeting of U. S. Army public relations officers.


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

FCC Staff to Inspect
RCA Video Progress

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

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

Colgate Shows Interest
In 'Junior Miss' Stories

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

Earlier last week, it was reported that Lever Bros. Co., Cambridge, Mass., was also interested in sponsoring the series in view of the current deal Lever has with the Max Gordon office, producer of the stage play 'Junior Miss,' whereby the script of the play calls for a plug for Lux soap. J. Walter Thompson Co., New York, Lux agency, stated that Lever Bros. has the radio program of the same name. Production agency for the radio series is Ed Wolf Associates, New York.

VIDEO CENSORSHIP

NEW YORK television set owners were given a first-hand view of military censorship in action last Tuesday evening as they watched Richard Hubbell, news commentator on WCBW, CBS video station in New York, interview Coxswain Gerald Jolliffe, survivor of the Reuben James. Going to a map, Hubbell asked where the torpedoing took place, stating his understanding that it was about 360 miles southwest of Iceland. Ensign Philip McHugh of the Naval Public Relations Office in New York, cut in with "We can't talk about where it happened." There had been no opportunity for a script to be prepared in advance for the Navy's approval.

Generals Foods Corp., New York, last week, renewed Eddie Dowling as m.c. of We, the People for another 13 weeks. Young & Rubicam, New York, handles the account.

Page 50 • December 1, 1941 BROADCASTING • Broadcast Advertising
Better Situation Seen in Priorities
Supplies for Communications Branches Receive Study

INDICATING better treatment of priority problems in the communications industry by OPM or another, definite progress was reported last week in bringing to a head projected plans to remedy the serious materials shortage for all branches of communications.

In addition to developments on the positive side looking toward authorization of broad advisory and recommendatory powers for the Defense Communications Board by the Office of Production Management, it also was indicated last week that serious thought is being given within OPM to the possibility of establishing a Communications Industrial Section under the Civilian Supply Division of OPM.

Cooperative Plan
Although plans for procedure and operation of the projected DCB function in the priorities-allowance picture where the heavy support plan is approved, the subject has been studied for several weeks by both OPM and DCB officials, and there is no reason to believe the proposed cooperative plan may go into effect in the near future. It is understood that priorities matters, under the projected setup, will be handled on a liaison basis, between OPM and the DCB concerned, and that such operation would not necessitate any appropriation for a large staff, at least for the present.

Development of the OPM-DCB operation plan is based on the heavy support among representatives of the various segments of the operating communications industry. Several advantages over the prevailing situation have been noted by observers, with additional emphasis falling on the idea in view of OPM’s recently announced intention to switch from a “priority” to an “allowance” basis in dealing with material supplies and shortages [Broadcasting, Nov. 3, 10, 17, 24].

Definite advantages are seen in any plan, such as the one proposed, under which industry experts would have an authoritative voice in recommending and advising on the relative needs of such services as broadcasting, telephone and telegraph, and related operations. More efficient treatment of the supply problems also is looked for in any plan under which OPM priorities would work on a full-time basis on communication considerations.

Another development pointing toward more satisfactory handling of communications priorities problems lay in the “talk” of making communications matters in OPM under a separate Communications Industrial Section which would be

Eversharp Doubles By Radio
High-Priced Line of Pens and Pencils Enjoys Quick
—Boom Because of Broadcasts

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

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

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

Everybody
According to Martin L. Straus, president of Eversharp, the company decided to CBS reproduced in the 24-page brochure, “Radio alone has enabled us to reach housewives and college students, factory workers and businessmen; farmers and city folk—for practically everybody listens.”

The company found a good round figure too, as the audience for Take It Or Leave It is estimated at 25,000,000, while, according to C. R. Hooper’s most recent report, the programs has a higher degree of sponsor identification than any other half-hour evening show.

Station line-up for the program when it started on CBS April 21, 1940, was 27, where it remained set up as a clearing-house in the OPM Division of Civilian Supply.

At present, telephone and telegraph priorities matters clear through the Power & Communications Division of OPM, while broadcasting equipment, for instance, clears through the Electrical Appliances & Consumers’ Goods Branch of the Division of Civilian Supply. It is thought the blanketing of all communications considerations under a single section would greatly aid in coordinating the supply-and-demand picture.

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

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

With the DCB organization limited to advice and recommendation, OPM will take over the operating agency, handling the detail work of final approval of priority ratings or allocations of material, under the proposed OPM-DCB operation.

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

WDZ, Tuscola, Off Air
Five Days From Dispute
FIVE-DAY strike at WDZ, Tuscola, Ill., by Associated Broadcast Technicians unit, of IBEW, forcing the station off the air during the period, was settled last Wednesday. All five technicians employed by the station returned to work after having been out since the preceding Friday. Six-month agreement signed by Clair Hull, WDZ manager, and Freeman Hurst, ABTU field representative, climaxing the longest strike in ABTU history, provides for a compromise wage scale and closed shop.

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

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

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

St. John To London
ROBERT ST. JOHN, former AP war correspondent, who has been broadcasting a nightly newscast on WOR, New York, sponsored by Peter Paul Inc., has been named a member of NBC’s London staff.

A renovation of the London setup is now being worked out, NBC reports, with St. John expected to take over most of the broadcasting from that wartime operated Station, chief of NBC’s London office, for other duties.
Filene’s Discovers That Radio Is Best

Devises Technique for Department Store Broadcasts

(Continued from page 11)

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

William T. Cavanaugh, program director for WTAG, who was responsible for the excellent production of our previous programs, set about to produce a show of network calibre. Bob Pooley and his NBC orchestra arranged musical background. Hours of rehearsal—microphones balanced; cast, sound and orchestra in position; sound engineer alert; program director in control room—the red light flashes on! The needle bites into the revolving acetate disc, a thin black ribbon curling in it’s wake, immortalizing the Story of Barbara Lee. An hour later the precious disc speeds to World Broadcasting, and 48 hours later on via air mall to great stores across the land.

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

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

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

Appeal to NAB

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

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

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

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

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

Pellegrin’s Opinion

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

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

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

Fall Me-Do's

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

We convinced that there are no unusual testimonials, that it is supposed many a Worcesterite of tender years went on a "sit-down" strike until mother rushed down to Filene's to purchase Me-Do Union Suits. Be that as it may, the sales results were highly satisfactory.

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

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

CONTINUATION of the Metropoli-

tan Opera broadcasts on NBC-Blue sponsored by The Texas Co. for the second successive season. Starting Nov. 29 was assured by this con-

tract signed by W. S. S. Rodgers (legal representative of the Texas Co. and Niles Traumlein, president of NBC,-

products of the very manufacturers referred to in this broadcast.

He concludes "to celebrate the completion of 13 years in Worce-

ter, Filene's pay tribute to Worcest-

er industries, the life-blood of Worce-

ter commerce, by devoting their full front of 15 windows to this impressive display showing "Worcester's Part in National De-

fense."

Commodations flowed in. City fathers, Chamber of Commerce, clergy, educators, manufacturers, and the man on the street—all ap-

proved. Filene prestige moved ahead.

The Syndicate Idea

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

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

fire dialogue.

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

Twice weekly over WORC un-

der the title "Little Known Facts about Well-known Subjects" a 60-

second spot at 6:15 right after Ed-

win C. Hill, catches the listeners' attention with little-known facts regarding shoes in general and then proceeds to eulogize the vir-

tues of Filene's exclusive Stylish-Eez shoes in particular.

A typical spot broadcast runs "Did you know that corns and bunions were once considered hereditary? Well, Thomas Beard, New England's first shoemaker, made his first pair of shoes in 1629 in Salem, Massachusetts. The shoes were made low around the ankle and could be worn on either foot. Each shoe sported a large silver buckle. Wearing the shoes on either foot caused really the cause of the corns and bunions. But the good New Englanders would soap their heel and toe to get into the shoes, and if a corn or bunion caused a problem, two at night was an ancestor and not Thomas Beard. Consequently, corns and bunions were then considered hereditary, or perhaps due to the wicked witches who were especially thick in early New England, and who cared little about Godly folks' feet. But today smart woman have eliminated the foot distress of our New England ancestors and wear Selby Stylish-Ez Premiums. Selby Premiums shake for beauty, built for ease, Stylish-Ez Shoes have the extra advantages of a proper, built-in support, light-weight steel shank, and soft metatarsal cushion. Selby Stylish-Ez shoes, exclusive to Filene's in Worcester, are moderately priced at $6.75."

Another "Little Known Facts" one-minute flash each Friday night spotlights Filene's exclusive Stylish-Ez Clothing for Men. Following "Do you know why a
man's coat buttons on the right side and a woman's on the left!" the announcer explains "in olden times a man would grasp his coat with his left hand and thrust the left side over to the right, thus leaving his right hand free to hold a weapon. A woman would grasp her attire with her right hand and push it over to the left side, thus leaving her left arm free to carry her child. "So fashion draws its inspira-

tion from the past, but Flilene's Men's Store presents the streamlined twentieth century version in their exclusive Worsted-Tex suits at $35 and $40. "Tex" suits are carefully tailored by the famous house of Worsted-Tex in rich English mixture tweeds, hard finished twists, and sharkskin worsteds. Fee alterations. Three months to pay. Worsted-Tex Clothing is exclusive to Flilene's Men's Store in Worcester.

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

Pioneering in the field of radio advertising which now gets less than 2% of the retail advertising dollar will prove costly in effect, but productive in results, but the direct costs can be sharply reduced by subsidy. Forward think-

WCHS Santas
SANTAS apparently grow on trees. J. Frank Well-
ton, W. Va. Three local de-

dpartment stores each have engaged WCHS announcer to impersonate jolly Kris Kringle for the holiday season.

Frank Wellton and Dave Full-
ton, who will double in flan-

el-and-batting, have rearranged their working sched-

ules at the studio so they can pursue their extra duties without conflict.

ing manufacturers will contribute to the costs of experimentation in a field so potentially productive. In our case one nationally advertised line paid the entire cost of the radio spots; regarding this a label-

tory test of a new advertising me-
dium and planning to use similar broadcasts later in key accounts.

Frankly, we have considered radio primarily as an extension of newspaper advertising. Frankly, we haven't the nerve to run a major promotion on radio alone. But we have experimented with radio alone in the case of smaller promotions. Two one-min-

ute flashes over WORC and WTAG brought in 40 customers at the opening bell for a Bargain Bas-


ket lot of inepensive blankets. 50-word announcement of a radio special on wool blankets brought in six customers 30 minutes later and sold 25 blankets during the day.

We ran a newspaper ad on the same blankets two days later. The newspaper ad, costing four times as much as radio, sold 20 blankets. Such results have had a more bene-

ficial effect upon our nervous sys-
tem than Lydia Pinkham's Ve-

table Compound and our courage is now such that we are working on a schedule of three promotions a week by radio alone. Time will tell, but we believe that radio alone can sell goods where the customer can visualize the offering as with hosiery, shirts, and underwear in contrast to such high style lines as dresses and millinery where picturization is important.

A Special Division
Our experience in applying ra-
dio to department store advertis-
ing has not been all "smooth-sail-
ing." Our attempts to dramatize the commonplace have afforded troubles far from common. Technical troubles, troubles of script, troubles of production, and troubles of merchandising. Our successes were not been flaw-

less. Some programs have flapped; but in retrospect the answer has usually been clear. Script writing is a tough assignment, and beyond the ability of the copy-writer who thinks in terms of placing a "still" picture before you on the printed page.

The script writer, on the other hand, sketches a moving picture, conjured up in the minds and im-

agination of the radio audience by thought and word. To produce results, radio advertising should be a specialized division of Department Store Publicity with personnel thinking and liv-

ing nothing but radio.

We do not claim to have developed the only type of radio pro-

gram which will bring direct sales results to department stores. We find our own technique constantly being revised and broadened. Oth-

er, and better, and more success-

ful methods will come, for depart-

ment store radio advertising is in its infancy. Nevertheless, it is more than probable that no previous effort has so profoundly affected the attitude toward radio of such a powerful association of de-

partment stores, a group whose annual volume runs into hundreds of millions, as radio advertising.

Certain stores in this group have already revised their thinking and are planning to give radio a sub-

stantial share of their advertising dollar; others will follow, and as their knowledge of radio technique improves, and the radio stations in their turn gain a greater knowl-

dge of the problems of depart-

ment store merchandising, it is inconceivable that the radio in-

dustry—and the department stores

—may look back upon the efforts of William Flilene's Sons Co., and WTAG, as the key that opened the door to radio's biggest market.

The newspaper war is over. The swift strategy of position, though harking back to the feudal days, served its purpose. By switching

our advertising to the worst pos-

sible location in the paper, the

newspaper stopped further seces-

sion to Shopping News cold in its

tracks. Shopping News was poison so far as other Worcester mer-

chants were concerned. Without the support of more than two large stores, measures must starve

—and starve she did.

Seeing the handwriting on the wall, upon due notice, and with all possible dignity in view of the move from Shopping News, quietly folded up. The newspaper had conquered but the conquerors chose to be gener-

ous. Their enemies were reduced to grace and position—the loss

mourned only by our old neighbors, the "Want Ads" and "Obituaries."
ASCAP Issues Reply to an Editorial Criticising Some Phases of Its Activity

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

EDITOR, BROADCASTING: I am considerably disturbed over the editorial in Broadcasting of Nov. 24, 1941, titled "What About It?" The reason this editorial disturbs me is because it is entirely contrary to the facts and no effort was made to check with this office before the editorial appeared in Broadcasting.

May I, therefore, be allowed to answer this editorial item by item in the interests of fair play and better understanding between ASCAP and the radio industry, there being no reason why the industry and ASCAP should not conduct their business relations with complete understanding and with a spirit of friendship and cooperation.

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

Item No. 2. "There's no waiver for football pickups; tailormade networks." Wherever requests have been made for the release of ASCAP music for football pickup, those requests have been granted provided there has been any indication that the request is for a station which was negotiating with ASCAP for a contract, and these so-called tailor-made networks will always find ASCAP willing to work out clearance for the fee and any other fees as a normal basis. The facts are that ASCAP has leaned over backwards in its liberal attitude toward broadcasters in relation to these football broadcasts, and in all other matters concerning special waivers during the process of contract negotiations.

Item No. 3. "A form of contract meant only for network-managed and operated stations, covering the right to switch at the end of any year from blanket license to per program license, or vice versa, was sent to the entire list of some 500 unlicensed stations." The facts are that letters accompanying these contracts contained modifying and explanatory paragraphs covering everything requested by both the NAB and Network Affiliates Inc. More than 100 new stations have signed ASCAP contracts this month.

Item No. 4. "ASCAP continues to dilly-dally on publication of a catalog of its works—a sort of telephone directory giving basic information. RMJ got out a catalog nearly a year ago." The facts are that ASCAP has issued a catalog for years in card catalog form. Many stations have not wanted it in that form because of its bulk. Our catalog would be out of date before the stations received same. This is obvious. Anyone desiring a printed catalog can obtain same very easily in the form of the "Catalog of Copyright Entries, Part 3, Musical Compositions," issued monthly by the Government Compilations would be in perfect shape.

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

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

Your magazine's editorial closes by saying, "Pence in music can reign only while all men are fair and honest on both sides." May I say that these are the only two sentences in your editorial which are in complete accord. That is all ASCAP desires.

New York City, Nov. 26, 1941.

MEREDITH WILLSON,
Hollywood director of the weekly NBC Coffee Time, sponsored by General Foods Corp., is composing a series of half-hour features for the NBC.

Write for complete information today!

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

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

- "Who's News" especially interesting. Will have commercial sponsor within ten days. Please send contracts."
- "Just the type of show we can sell. Have always been successful with five-minute features—and this one is a honey!"
- "Who's News is... splendidly done... quality outstanding...eminently salable."
- "WHO'S NEWS SOLD STARTING TUESDAY."

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

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

BROADCASTING • Broadcast Advertising

RCA Bldg., Radio City, N. Y. • Merchandise Mart, Chicago

December 1, 1941 • Page 55
Song Writers and Composers Seek More of ASCAP Income

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

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

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

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

Plans for Unions

One songwriter union, the American Federation of Songwriters, has already been formed by a group whose membership includes a number of members of ASCAP and SPA. Another organization, planned as an all-inclusive writers group, representing serious as well as popular composers and writers, is the representatives of the board to determine the organization, possibly through a transformation from an association into a trade union.

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

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

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

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

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

Present Formula

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

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

ASCAP Reporter

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

WDRB, Hartford, is planning to hold its annual staff Christmas party on Dec. 10 at a local hotel. Entertainment committee now are being formed by the staff.
FOR THE FOURTH consecutive year, Fred E. Conner, pioneer oil field equipment manufacturer, has signed to sponsor broadcasts of the Tulsa Ice Oilers hockey games over KVQO. Here Mr. Cooper (left), discusses the latest series with Willard Egolf, KVQO commercial manager, center, and Oscar Payne, of the Watts-Payne agency, handling the account.

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

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

An addressee James G. Stewart again as m.c., WCKY, Cincinnati, will conduct its second annual Christmas party, Christmas morning, for underprivileged children of the city and suburbs as Hotel Gibson with a portion of the program broadcast. Tots, and funds for the party will again be furnished by WCKY listeners.

A. E. JOSCELYN, general manager of WBT, Charlotte, every Thanksgiving serves a turkey dinner to members of his staff who cannot get home for the holiday. Guests at this year's dinner were: New Announcer Sandy Ard, Pageboy John Riggsbee and Bill Kerr, and Frances O'Daniel, program department.

FORMERLY heard from 10:30-11 p.m., Friday Night at Fort Bragg, dance and variety pick-up from the nation's largest Army post will be heard over WFTF, Raleigh, N. C., and WFN, Fayetteville, N. C., each Friday from 9-10 p.m. Broadcast directly from the dance floor of the main post's service club, last week's show presented Voltaire (Jan Savitt's orchestra) and Private Sunny Staggs (from the Topeka/Nashville) plus a comedy interview with Budley Lewis, star infielder of the Washington Senators, a recent selectee, and several visiting girl dancing partners from nearby Carolina towns. Script was written by Private Lloyd Shearer, WFN, Fayetteville, and was announced by Private Charles Bataon (WFBY, Greensville, S. C.).

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

WXYZ, Detroit., on Nov. 20 carried an exclusive play-by-play broadcast of the Detroit Tigers baseball game over the station, and the services of Commentator Harry Wagner and Walter O. Briggs, owner of the Detroit Tigers baseball team, providing free use of Briggs Stadium. The game attracted 30,715 fans.

WBB, Atlanta, weekly Parent-Teacher Assn. programs, Saturday 10:15 a.m., now has listener groups formed throughout Georgia. A Program is followed by a group discussion.
ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION
NOVEMBER 22 TO NOVEMBER 28 INCLUSIVE

Decisions . . .

NOVEMBER 25

NEW. Bartlesville Broadcasting Co., Bartlesville, Okla.—Granted CP new station 1460 kc 250 w untl.

NEW. Brainard-Bemidji Broadcasting Co., Bemidji, Minn.—Granted new station 1460 kc 250 w untl.

NEW, Broadcast Communications Corp., Brainer, Minn.—Granted new station 1460 kc 250 w untl.

NEW, Barre Broadcasting Corp., —Granted extension special authorization.

KEVR, Seattle, Wash.—Granted extension special authorization.

KKKO, Everett, Wash.—Granted extension special authorization.

WATT, Chicago—Dismissed petition for rehearing against action of 9-30-41.

WITZ, Chicago—Dismissed petition for rehearing against action of 9-30-41.

KWLR, Longview, Wash.—Placed in pending file under Order 79 transfer.

KOKP, Keokuk, Iowa—Granted increase 5 kw directional changes.

PARTICULARLY suited climatically for experimental design and development of radio equipment, the 55-year-old Johnson Castle at Rutland, Vt., has been purchased by Herbert L. Wilson, New York consulting radio engineer, as a laboratory. Located where there is less static due to a short summer season, the castle will house transmitting equipment for analysis of station operation in confined areas; a study will be made of skywave propagation at close range, and special radio equipment will be tested for use in national defense. The ground is now undergoing alteration for construction of both directional antenna relay systems and ordinary single element radiators, while renovations are in progress for special living quarters for engineers.

NEW Reissues With WHN

RENEWAL of its contract with WHN, New York, was signed early in November by American Communications Assn. (CIO), representatives, providing for a ten-year period and calls for wage increases of 17 1/2%.

Gunther's Plans

IF JOHN GUNTHER, foreign correspondent, author and news commentator, returns to this country from London before Christmas, he will substitute for MBS for Raymond Gram Swing, while the latter takes his annual three-week vacation. Plans call for Gunther to arrive in New York by Clipper Dec. 13, although he is now trying to get permission to visit Russia, and if successful, will not make the trip. Swing is heard Mondays through Thursdays, 10-10:15 p.m. on Mutual under sponsorship of General Cigar Co., New York.

A NEW NIGHTLY sponsored program, Penny Parade, is heard in cooperation with a service club on CJGC, Winnipeg, to raise funds for Milk for Britain's Babies. Listeners are asked to send in one penny for each year of their age.

Applications . . .

NOVEMBER 26

NEW. Pittsburgh Radio Supply House, Pittsburgh—Amend application CP new station 46.5 mc 4,400 kw.

W5A, Schaumburg—Modification CP new FM station 68.5 mc 6,600 kw.

WCLE, Cleveland — Amend application CP change 440 kc 600 kw untl. directional D & N new transmitter.

WBIG, Greenboro, N. C.—CP new transmitter directional D & N change 440 kc increase 60 kw.

Tentative Calendar . . .

WGST, Atlanta, license renewal (Dec. 1).

NEW. Lake Shore Broadcasting Co., Cleveland, CP new station 1300 kc 5 kw directional D; N. Yellow Valley Broadcasting Co., Cleveland, CP new station 1500 kc 1 kw D (coordinated hearing, Jan. 25).

Radio Posts in Army

EXAMINATION for high-speed radio equipment operators held early this year has failed to produce enough eligibles for the Army Signal Service, according to the Civil Service Commission. To secure men for 200 posts now open, the Commission is modifying original requirements and the examination is open until further notice.

Network Accounts

All time EST unless otherwise indicated.

New Business

PROCTOR & GAMBLE Co., Cincinnati (Ivory soap flakes), on Dec. 30 starts a 15-week test campaign, using one minute transcribed spots five times weekly on KJBS and KXBS. If the campaign proves successful the sponsor probably will extend to other markets on the Coast. Agency is Lord & Thomas, San Francisco.

ARTURO TOSCANINI, making his initial appearance of the season with the NBC symphony orchestra on Dec. 6, will authorized to named "Beautiful Blue Danube" for the first time in modern times. The NBC will conduct the NBC Symphony both Dec. 6 and 13, 9:30-10:30 p.m., on behalf of the Treasury bond campaign.

Beverage Test

YOSEMITE BEVERAGE Co., San Francisco (Cleo Cola), using radio for the first time, recently started a 15-week test campaign. Using one minute transcribed spots five times weekly on KJBS and KXBS. If the campaign proves successful the sponsor probably will extend to other markets on the Coast. Agency is Lord & Thomas, San Francisco.
Lever Bros., Stromberg-Carlson Sponsor Hookups on Commercial FM Stations

Several commercial FM network programs were announced last week. Lever Bros. Co., Cambridge, entered into the dedicated ceme- rony for the two 10-kw. transmission of W71NY, New York FM adjunct of WOR, Nov. 30, by spon- sor a half-hour program broadcast 8-8:30 p.m., not only on that station but over the entire group of seven FM stations linked for the occasion.

Program, a half-hour recorded version of the Burns & Allen Show for Swan stations, is network broadcast on NBC-Red, originated at W71NY, which fed it to W2XMN, Alpine, for rebroadcast. The transmission from Alpine was picked up and rebroadcast by W63PH, Philadelphia, and W66H, Hartford. The Hartford broadcast, in turn, was picked up by W45B, Boston, and this station's broadcast then is relayed to W39B, Mt. Washington, and W47A, Schenectady.

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

Stromberg Series

Stromberg-Carlson Telephone Mfg. Co., Rochester, on Nov. 28 started sponsoring on W65H, FM station in St. Paul, Minn., relayed by the company's five-a-week series on WQXR, standard broadcast station in New York; program, Treas- ury of Music, broadcast 7:30-8 p.m., on WQXR, Monday through Friday, is now being sent by wire to W2XR, FM station of WQXR, and to W2XMN, Alpine. The re- broadcast is on a Sunday FM station is picked up and rebroadcast by W66H.

Since W2XR and W2XMN are experimental stations, they are carrying the series without charge, the sponsor paying only for WQXR and W65H, one AM and one FM station.

Last Friday, McCann-Erickson, New York, agency for the sponsor, was negotiating with American Network, representative of the Shepard FM stations, W43B, Bos- ton, and W39B, Mt. Washington, regarding inclusion of these stations in the FM hookup. W2XRQ already has a CP to become a 10 kw. commercial FM station after the first of the year when its call will become W58NY. It will move its transmitter from Sherry Tower, Long Is- land City, to the Charin Bldg. in mid-town Manhattan.

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

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

CBS announced last week that its New York FM station, W67NY, would begin regular operations Dec. 1, with broadcasts from 3 to 6 p.m. and from 2 to 10 p.m. sched- uled Monday through Saturday. Each afternoon and evening three-hour period opens and closes with a quarter-hour newscast, the re- mainder of the programs being mu- sical, chiefly recorded. No network programs are included in the FM schedule. Originating in the CBS Building in Times Square, the FM programs are carried by high fidelity wires to the network's transmitter atop the Salmon Tower at 600 Fifth Ave.

Kiggins in Hospital

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

Cornelius W. Van Voorhis, who does the identifying voice on the NBC Network Panel of Time, being mu- sical, is narrator for a series of educational pictures of the U. S. Navy, released recently.

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

Ernie Smith to WBBB

ERNIE SMITH, formerly of the sales staff of WBBG, Greensboro, N. C., has been appointed head of the commercial department of WBBB, Burlington, N. C., accord- ing to E. Z. Jones, managing di- rector of the new 1,000-watt day- time station just going on the air. Mr. Jones announced addition of Paul Huddleston, for- merly of WGC, Louisville, as pro- gram director relieving Miss Paul Faulconere, new to radio, who will continue to be in charge of traffic, and the naming of William Sande- fur, formerly in charge of inter- plant broadcasting at the Hercules Powder Plant in Radford, Va., as chief of the WBBB announcing staff. WBBB operates on 920 kc.

Murphy Adds

MURPHY PRODUCTS Co., Burl- ington, Wis. (livestock feeds), sponsors of "Barnyard Jamboree" for NBC Radio, will broadcast a special night "National Barn Dance" on WLS, Chicago, has added three Minnesota network stations to the program: KYSM, Mankato; KCOC, Rochester; KFAM, St. Cloud, Wade Adv. Agency, Chicago, placed the account.

Army Officers Talk

AN ADDRESS over WBT, Char- lotte, N. C., was to be made Nov. 30 by Major General Oscar W. Griswold, commander of the 4th Army Corps and one is scheduled to be made by Lt. General Hugh A. Drumm, commander of the 1st Army on Dec. 4. The high ranking offi- cers were scheduled to broadcast following completion of the Caro- lina Maneuver activities.

Decca Signs Waring

FRED WARING last week signed a new contract with Decca Records, end- ing a litigation period during which he refused to combine recordings with radio performances. Under the new agreement Waring will make several albums of arrangements most request- ed by his radio listeners. When War- ing first went on the air with his Pennsylvanians he stopped making recordzings, feeling they just would put him in competition with himself as a radio attraction.
SCANNING LONG-TERM BMI contract at the 16th District meeting of the NAB held November 24 at the Los Angeles Biltmore Hotel, is this group of industry executives (1 to r): Tom Sharpe, owner of KFSB, San Diego, Calif.; Clyde Scott, sales manager of KFI-KECA, Los Angeles, and acting chairman; Neville Miller, NAB president; Calvin T. Smith, manager of KFAC, Los Angeles; G. Merwin Dobyns, owner of KGER, Long Beach, Calif.; Henry Mazlish, owner of KFWB, Hollywood; Charles A. Storke, manager of KTMS, Santa Barbara, Calif.

Defense and Disc Discussions Feature NAB District Meetings on West Coast

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

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

Group Sessions

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

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

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

Attended by 73 broadcasters, the District 13 meeting in Dallas Nov. 19-20 took formal action supporting the pending Sanders Bill to revise the Communications Act, the proposed 8-year BMI licenses, the stand of the Federation of Women's Clubs opposing the FCC chain monopoly regulations, and renewed the industry policy of providing free time to promote national defense. The meeting also commended the work of Bob Lewis and the Radio Council of Children's Programs "for their outstanding accomplishments on behalf of the industry" and authorized creation of a 3-man committee within the district to arrange for more effective handling of national defense news and features from Army canteen to station.

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

- John Marino, KTOC; Burridge D. Butcher, KOY-KTUC-WS; John A. Reilly, KVO; W. D. McDowell, KFOX; John Austin Driscoll, Pearl Vernon and Glad Hall, KRRD; Clyde Scott, Glen Maicar, Ernest Petzi, Dorothy Rice and Bernard Smith, KFI-KECA; Harry Mazlish, Jack O. Gross and Earl E. C. Haas, KIRO; Don W. Thorburn and Harry W. Witt, KNX; Merwin Hubbell, John K. Hower, Wynn, Don A. Soberman and Jack E. Taup, KGER; Thomas E. Sharp and John Kaesbeck, KFBD; Ernest L. Spencer, KVOD.
- Calvin J. Smith and Vera A. Lindblade, KFAG; Charles A. Storke, KTMS; Ken Howard, KXO; Barry M. Ingman and John Kirkpatrick, KXO; Don J. Gilman, W. V. Canada and Jerome A. Pierce, NBC; Louis E. Krockeo, KTMS; Seymour M. David, John P. Abelson, KPAS, Frank Burke, KVFD; J. C. Lee, Murray A. Voorhees and Gene A. Burns, KFMM; L. Sijmon and Robert E. Rives, KFOX.
- G. M. Miller and Frank E. Pellegrin, NAB; Ed Kirby, War Department; Richard J. Powers, ASCAP; Leonard D. Callahan and E. J. Gough, SESAC; Harry Engleman, KBF; Harry E. Engleman, BMI; George W. Henry, Standard Radio; C. P. MacGregor, Ralph C. Wentworth, Langworth Feature Programs; World Broadcasting System; Dan Rogers, Mercury Network, WOR, New York; Ernie Miller, Girard, John H. Erkkonen; Earle Ellis; Milestone, Radio; Howard F. Schwartz, NIG; H. L. Peston; RCA; Calvin Covney, Walter Moore and Grace Whitaker, KFHMM; L. Siegel and Robert E. Rives, KFOX.
CLASSIFIED
Advertisements

Help Wanted

Wanted: Immediately—Combination an-
nouncer operating post by jointies, inc.
cept to present position. Must have
nual fee first letter. Box 186A, BROAD-
CASTING.

Wanted: New position—Majorable
kine in large Georgia city. Applicants
is have creative ability and
ue to work steadily and not afraid of
mself. Should be able to take personal
. Don't apply unless you can
x and can stand installation 125 w. m. p.
box 182A, BROADCASTING.

Situations Wanted

Engineer—30, married, ten years' ex-
perience, transmitter, studio equipment con-
struction, operation and maintenance. Trans-
radio announce. Box 182A, BROAD-
CASTING.

Experienced—Continuity Writer—Program
Specialties and Announcing. College edu-
cation. Desires change. Box 189A, BROAD-
CASTING.

Can You Use An Unusual Announcer?
Excellent experience and background.
Now employed and serving notice. Quali-
field all phases in radio-news, sports, es-
rial events. Requires location on or near
more Baltimore or Washington. Will consider
wonderful offer elsewhere. Will arrange for
personal interview and live audition. Will
have own control to a real station. Box 186A, BROAD-
CASTING.

SALES AND MERCHANDISING
EXECUTIVE

Ten years with highly successful high-
ics network station in major city. Market
seeks greater responsibilities. 41, married, family, highest
recommendations from national agency and advertising field.
Broadcast experience. Could assume full responsibility. Full de-
tails on request. Box 179A. BROADCASTING.

SALES AND MERCHANDISING
EXECUTIVE

Ten years with highly successful high-
ics network station in major city. Market
seeks greater responsibilities. 41, married, family, highest
recommendations from national agency and advertising field.
Broadcast experience. Could assume full responsibility. Full de-
tails on request. Box 179A. BROADCASTING.

SITUATION WANTED

STATION MANAGER

Live, aggressive, unusually
verte. Twelve years' com-
plete management experience, covering all depart-
ments, including FCC and
ndustrial phases. Demonstrat-
ed local and national sales ability.

Box 161A, BROADCASTING.

PROFESSIONAL
DIRECTORY

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

Jansky & Bailey
Radio Engineers
National Press Bldg. D. C.

WANTED

ENGINEER

RCA MFG. Co., Camden, on Nov. 25
started Jose Raul Capabianca, former
world-champion, to play in a se-
ries of quarter-hour talks on chess.
Broadcast in Spanish on NBC short-
wave stations, RCA Western and
on WHO, Westinghouse international
station in Boston. Talks will be
offered to Latin America Tuesday
and Thursday evenings, 7-4:50, in the
interest of Victor records. Business
was placed direct.

RCA Shortwave Chess

situation wanted

radio engineering

Jansky & Bailey
Radio Engineers
National Press Bldg. D.C.

C. B. McRae
Radio Engineer
National Press Bldg. D.C.

Paul F. Godley
Consulting Engineer
Phone: Montclair (N. J.) 2-7859

Page & Davis
Consulting Radio Engineers
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BROADCASTING for Results

December 1, 1941 • Page 61
Renewed Activity In Radio Planned By Westinghouse

Defense Work Main Factor in Plans, Says Robertson

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

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

Military Orders

Pointing out that military secrecy forbids revealing details of these developments at present, Mr. Robertson reported that since the beginning of the emergency period, the Westinghouse radio factory at Baltimore has increased its manufacturing space 400%, and its production 800%, virtually all of which is for national defense. Every one of the company's 25 manufacturing plants is working on a three-shift basis, he stated, and unfinished orders in the radio division at Baltimore alone exceed $40,000,000.

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

M & M Plans Change

M & M CANDY Co., Newark, contemplating a network show for early next year, has issued cancellations effective Dec. 5 for its schedule of station-break announcements currently running on approximately 15 stations [BROADCASTING, July 21]. Contracts have for 1942 to run. Though no show has yet been selected, it is understood that Lord & Thomas, New York, agency in charge of the show, is considering an audience-participation type. A limited network of eastern stations will be used.

Coast Agencies Seeking Repeat Ruling; Practical Problems Cited by Networks

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

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

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

A practical problem also were cited by Dinah Thompson, CBS Pacific Coast vice-president, including conflicting interests of the Mountain time zone. During daylight saving months, he continued, the national network would have to employ talent at such hours as 1 to 4 a.m. New York time.

Further, he mentioned that over 90% of the national network businesses is placed by eastern advertisers and agencies, who might not approve such a plan.

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

Bickford Joins INS

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

WFTL Joining MBS

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

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

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

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

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

PA Plans New Program On Editors Assignments

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

Avocado Campaign

CALAVO GROWERS of California, Los Angeles, recently started its "Grow Them for Victory" campaign in 15 markets, in each case buying participations in home economics programs. After Jan. 1, the station will take over the WAXL program and set up its radio schedule and may expand to other markets. Two participations are being used in most cases. The agency is J. Walter Thompson Co., San Francisco. Station names are: KSL KOMO KFAB KFRC WBBM WGAN WJR WTMJ KLZ WOAI KBEC.

Video Engineers Sought

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

Magazines Merge

EFFECTIVE Jan. 1, 1942, Printers' Ink and Printers' Ink Monthly will be consolidated into one publication to carry the former title, with a new format of the so-called standard 9% x 11% size.
For twelve years, the Lilly Clan descendants of Miles Standish have gathered at Flat Top for their annual get-together, undoubtedly the largest family reunion in the country. This year, August 16-17 over 81,000 attended this gala event in the hills of West Virginia.

Ed Mason, farm program director of the Nation's Station, accepted the invitation of the Lilly clan to speak before their relatives and friends. Their enthusiastic response to his discussion of WLW, its CLEAR CHANNEL FACILITIES and the service it is proud to render to the rural families of West Virginia, lends additional proof to the statement that people in RURAL AMERICA are "WLW-conscious." Fully cognizant of WLW's untiring efforts to help the farmers of West Virginia, their daily listening habits endorse the Nation's Station as their favorite. Liking the BEST—they listen to WLW most!
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Today, your 250-K feeds your antenna. Tomorrow, it excites the grids of the RCAType M1-7185 amplifier unit. That's all there is to it. There's no expensive duplication; nothing to throw away; no complicated re-designing. Simply allow for a few extra cubic feet to house the amplifier and power supply.

Remember, too, that either as an exciter unit or a complete transmitter, the 250-K gives true high-fidelity to your programs: frequency-response is flat within 1/4 db. from 30 to 10,000 cycles, up to 95% modulation... with low harmonic content at all frequencies and levels. High-level, Class B Modulation and efficient RCA-engineered circuits keep down current costs; simplified tube complement lowers maintenance costs. Installation is simple and inexpensive; operation is simplicity itself.

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