RADIO INTRODUCES SELLER TO BUYER

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

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

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

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

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

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

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

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

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

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

Successful business men think, act and speak positives!

COL. J. PALMER
President, Central Broadcasting Co.
Pre-sales, Tri-City Broadcasting Co.

WHO + FOR IOWA PLUS!

DES MOINES . . . 50,000 WATTS

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

Five new studios, elaborate audience, audition and office facilities will be completed in the BROADCAST BUILDING by January 1st. We want you to visit us then, to see the new manifestations of WSPD's 21-year-old story: "success through service".
Alike?

They buy the same cigarettes, the same clothes, the same cars, but one buys over $100,000,000.00 worth of farm equipment each year.

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

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

The Sugar Bowl...

and

WWL
NEW ORLEANS

50,000 WATTS
(CLEAR CHANNEL)

The greatest selling POWER in the South's greatest city


DEPARTMENTs

 Agencies  46  Meet the Ladies  37
Agency Appointments  27  Merchandising  39
Behind the Mike  36  Network Accounts  60
Bookshelf  34  Personal Notes  35
Buyers of Time  57  Purely Programs  44
Classified Advertisements  61  Radio Advertisers  41
Control Room  48  Station Accounts  40
Editorials  34  Studio Notes  38
FCC Actions  60  We Pay Respects  35
Hix Cartoon  62
As distinctive as a fingerprint is the service which WTIC renders to the people of Southern New England. Distinctive, too, is the manner in which the 2,600,000 listeners in this important industrial area rely upon WTIC’s facilities for entertainment and information.

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

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

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

"Don't shoot us chickens, Suh!"

Free & Peters, Inc.
Pioneer Radio Station Representatives
Since May, 1932
NBC Alters Network Operation Structure

Drops Exclusivity; Woods, Kobak Slated

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

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

Officers Mentioned

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

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

Treasurer of the new company, under the plan now being considered, would be Lunsford P. Yandell, assistant treasurer of RCA, who has been working on the separation

NBC Letter on Abandonment of Exclusive Affiliations . . .

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

"As you know, we have instituted suit against the FCC for the purpose of securing a judicial determination of the Commission's power to regulate business practices as attempted by it in its Network Broadcasting Order of May 2, 1941. Although it is the firm position of NBC that the Order is wholly outside the Commission's jurisdiction, NBC does not believe that its position upon this point of law should prevent it from making its own decisions of business policy. "During these times of emergency all of our efforts should be devoted to the maintenance and improvement of our nationwide network broadcasting services which play such an important part in sustaining national morale. NBC has consistently maintained that radio's vital contribution to the national defense will be strengthened by setting aside all disputes not essential to the existence of the industry. This has direct application to our present situation."

"The Commission and others have criticized several provisions of our network affiliation contracts. While we believe that all of these provisions are desirable for network operation in the public interest, both from the station's standpoint and our own, we do not believe that all of them are dispensable. Last summer, you will recall, we deleted some of these provisions from our contracts."

"Now we are writing to inform you that NBC has decided to eliminate as a term of network affiliation any obligation pursuant to which an NBC affiliate may not broadcast the programs of another network at such times as do not conflict with the station's obligation to broadcast NBC programs. You may deem this letter a modification of your contract of network affiliation with us to the extent that such contract may be inconsistent with the foregoing. All other provisions of the contract concerning network optional time, remain unchanged."

"We firmly believe that the indispensable element in every network affiliation contract is a provision giving the network a firm option on a reasonable amount of time, exercisable on reasonable notice. We do not believe that the provisions of the Network Broadcasting Order permitting so-called "non-exclusive option time" on 56 days notice are workable. Our suit against the Commission seeks to preserve the all important right to obtain a firm option of the type we regard as essential to the continuation of the present high standard of nation-wide network broadcasting".
structure was the announcement by Mr. Trammell last Monday that Sidney Strotz, NBC vice-president in charge of programs with headquarters in New York, has been assigned to assume direction of the entire Pacific Coast NBC operations, with headquarters in Hollywood. He joined NBC in 1933, became vice-president in charge of the Chicago Division in December, 1939, succeeding Mr. Trammell, and a year later came to New York as vice-president in charge of the program department.

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

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

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

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

Capital Situation

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

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

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

MAY BE NAMED TO NEW NET

MR. YANDELL

MR. KIGGINS

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

Hedges' Notice

A maze of loose ends will have to be tied before the overall separation of the FCC's position is clarified, complications develop in connection with a half-dozen markets which have combination Red and Blue outlets. Such situations, for instance, exist in Syracuse, Rochester, and Portland.

In this connection, Mr. Hedges' letter announcing abandonment of exclusivity was viewed as significant.

Mr. Hedges notified all stations that NBC had decided to eliminate any obligation of an NBC affiliate to broadcast "any exclusive option time" on 56 days' notice, to which we regard essential to the continuance of the present high-standard of nationwide network broadcasting."

Mr. Woods, who turns 40 on Dec. 27, is one of NBC's original employes and has been active in radio since Jan. 1, 1922, when he began setting up an accounting system for the radio department which the AT&T and parent company now consider an indispensable element in every network affiliation contract is a provision giving the network an option on a reasonably large amount of time, exercisable on reasonable notice.

The letter concluded that NBC did not believe the FCC regulations were requiring so-called "non-exclusive option time" on 56 days' notice, as workable.

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

The letter concluded that NBC did not believe the FCC regulations were requiring so-called "non-exclusive option time" on 56 days' notice, as workable.

Well-known and liked throughout the industry, he was the oldest officer of NBC in point of service though one of its youngest in age.

In December, 1901, spending his boyhood in Jacksonville, where he attended public schools and got his first business training with his father, custodian of the American Naval Stores Co., Mr. Woods was later transferred to the accounting staff of the parent AT&T, at which time he was actively involved in the broadcasting business as owner of WEAF.

By 1926 he was assistant treasurer, assistant secretary and office manager of the Broadcasting Co. of America, an AT&T subsidiary set up to operate WEAF. Three years later he joined NBC and other broadcasters in forming a trade association which they incorporated as the National Assn. of Broadcasters, forerunner of the present organization. Mr. Woods, who draws a salary of $25,000, is in charge of WEAF.

On Nov. 1, 1926 when the AT&T broadcast operations were turned over to NBC which made its debut on that day, Mr. Woods became one of NBC's first vice-presidents. He is now assistant secretary and office manager. A year later he became treasurer of NBC, retaining that post until April, 1934, when he was

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

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

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

Barroll Affidavit

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

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

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

(Continued on page 8)
Filene's Success Brings Wide Reaction

Worcester Store Draws Retail, Agency and Radio Praise

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

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

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

Proposed by Mr. Shumaker was a nationwide plan of radio promotion for department stores, operated on a syndicated basis. The basic idea of the plan has been tested in the Filene's Worcester store. Deeply interested in the idea is the Associated Merchandising Corp., New York buying organization for a powerful group of department stores and specialty shops. AMC's research, operating, sales and public-relations adjutant, Retail Research Assn., has been studying the project.

Demand for Reprints

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

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

Typifying retailer reaction was the statement by Mr. Maybaum of NRDG.

Commenting on the article, he said:

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

"Those stores that have used it and claimed it is unsuccessful have not spent much time and effort in developing radio and becoming familiar through radio. The article also proves that radio is not a costly medium when compared to results.

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

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

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

Agency Viewpoint

According to Norman Livingston, radio director of Redfield-Johnstone, New York, the story is "most interesting." He feels that it is "about time department stores really found out about radio, and did something with it."

In his experience with such shows as Morning Matinee, cooperative show which Redfield-Johnstone handles for a group of department stores all over the country in 1935-36, a live show is much better than a transcribed one—and that agency's experience also shows that a program placed at a good evening period is better than at a day-time one. At night both husband and wife are at home and can discuss the price of any large piece of merchandise they plan to buy as they hear the program together.

John Garber, Retail Research Bureau, University of Pittsburgh, authority on department store and radio, has studied the Filene's experience with radio in Dec. 1 BROADCASTING and send to key department store public- ity people across the country. It is a first class contribution to re- tail advertising. Congratulations!"

Creamer Comments

Joseph Creamer, promotion & re- search director of WOR, Newark, who has delved deeply into department store methods, comments:

"I must tell you that Filene's Discovers the Power of Radio is in my opinion, a splendid contribu- tion to retail radio thinking. I, particularly got a rise out of it, because you may recall that the opening sentence of an article I wrote for BROADCASTING, 'A Radio Formula for Department Stores'

Haggerty Revives Radio Tax; Would Take 50% of Facilities

Circling Letter to Union Designed to Instigate Letters Asking Congress to Impose Levy

REVIVAL of its lobby to saddle ra- dio with a discriminatory franchise tax, and to impose upon the indus- try generally other legislative re- strictions "transcending anything ever proposed heretofore short of Government ownership", was announced by International Allied Printing Trades Assn. last Thursday in a circular letter to its claimed membership of 100,000 throughout the country and in Canada.

Signed by John B. Haggerty, president of the association and head of the International Printing Press- men's Union, and signed for five affiliated unions, the letter exhorted union members to "write their Congressmen and U. S. Senators in- sisting that the legislation herein advocated be adopted."

Aims at Sanders Bill

Aimed at stopping the purported "continued diversion of advertising funds from legitimate printed media to the air" Mr. Haggerty recounted the fight, instigated by the associa- tion, to levy upon the industry a gross tax on sales, which would have exacted in the neighborhood of $12,000,000,000. The House approved a modified version of the levy, but it was killed in the Senate.

The new wide use makes use of its vehicle the Sanders Bill (HR-5497) to revise the Communications Act scheduled to come before the House Interstate Commerce Committee for hearings in mid-January. Amend- ments which the Haggerty group proposes would:

1. Impose an excise on franchise tax on networks and commercial stations.
2. Eliminate "illegal rebates and volume discounts to large advertis- ers and large agencies."
3. Restrict license to persons in the locality served by a station.
4. Ban more than one license to be issued to any one group.
5. Allot 90% of the facilities to non-profit labor, farm, educational or youth groups.
6. Restrict radio time used com- mercially in a manner comparable to restrictions imposed on printed publications using the mails.

Mr. Haggerty asked union mem- bers to "bear in mind that the Con- gressional elections, as well as the (Continued on page 56)

Meighan's Approval

Congratulations Mr. Shumaker on the article Howard S. Meighan, eastern advisor, Radio Service Bureau (division of CBS), wrote the author in part—"...one of my hard- est jobs is to get successful users of radio to go on record as such. I believe that in turn can be helpful to others. Hereafter reluctant confes- sors of their own success will be shown your article and told 'If Filene's can talk, so can you!" Incidentally I can well understand your comprehension of the subtleties of radio. If the closing sentence of your showman's blackout line I've never seen one."

In a letter to BROADCASTING, Mr. Meighan wrote—"I want you to know that I think that this is both an important and a substantial contribution to the \who endeavor to serve advertisers by being familiar with the do's and don'ts of radio as determined by the experience of those who use the medium."

"You have done the industry a definite service in persuading Mr. Shumaker's experience with radio so completely."

(Continued on page 59)
Hearing Recessed
By Commission
To Jan. 8

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

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

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

"As shown by these tables?" Mr. Sutton queried.

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

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

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

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

"The committee has elaborated each exhibit and the pages and pages of exhibits prove, as the Commission experts stated today, just what our committee has always contended—there is no reason of mere fact of ownership, whether owned by newspapers or anybody else. Stations differ according to how they are run, and we were willing to be judged by that test."

Frog in a Well

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

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

The financial data, explained by Mr. Sutton, indicated 1940 time sales for 765 stations aggregating $110,500,549, along with a corresponding "broadcast service income", exclusive of Federal taxes, of $24,784,648. Parallel figures for 237 stations listed as newspaper-associated indicated time sales of $30,668,918 and broadcast income aggregating $6,577,922. The FCC exhibits showed also that newspaper-associated stations represented 31% of the 765 covered, with time sales accounting for 27.8% of all time sales and income accounting for 26.4% of all broadcast income for the 765 stations.

The Thursday and Friday sessions marked the first appearance of Eugene Cotton, newly appointed by Judge Thacher in the inquiry section, who succeeded David D. Lloyd, resigned. Judge Thacher was flanked by Sydney M. Kaye and A. M. Herman, associate Committee counsel, and A. D. Ring, former FCC assistant chief engineer, who collaborated in cross-examination. Louis G. Caldwell examined witnesses in behalf of WGN, Chicago Tribune station.

Corrections Are Made

In reducing the size of its list of stations identified with newspaper ownership from 298 to 249, the FCC without exception recognized the corrections pointed out by BROADCASTING immediately after the original exhibits had been introduced in the opening days of the newspaper-ownership inquiry in July [BROADCASTING, Aug. 4]. The revised exhibits also embodied corrections of inaccuracies noted by the Newspaper-Radio Committee.

Although cross-examination on the revised lists is yet to come, they are regarded as a big improvement, from the standpoint of accuracy, over the originals which had become apparent after introduction of the corrected versions that a complete meeting of minds between the FCC and Committee analysts is needed to produce a correct list, and Judge Thomas D. Thacher, chief counsel of the Committee, indicated that these points would be brought out during subsequent cross-examination of Allen W. Sayler, supervising inspector of the FCC inquiry section, who identified the exhibits under questioning by Mr. Cotton.

With reduction of the newspaper-station list by one-sixth, it became apparent also that far-reaching changes would be effected in the base of revised financial exhibits, which were put in the record at the Friday session. Particularly significant was the deletion of such large-volume operations as WLW, Cincinnati; WLS, Chicago; WHO, Des Moines; WNEV, New York, which account for several millions in revenue each year and which, classified in the original exhibits as newspaper associations, become substantially the revenue base for the financial exhibits.

Financial Base Drop

The revised Exhibit 1, a 25-sheet compilation purporting to show newspaper interest in 249 standard broadcast stations as of June 30, 1943, covered six "categories of association", starting from newspaper-licensors to minority interests held by stockholders, employers or executives of a newspaper.

A classification, divided into four categories rather than the six of the original exhibit, was given to stations in which 50% or more of the stock is held by newspaper-interest-classifying stations of which 169 are located in the same city as the interested newspaper, and 32 in a different city. The two B classifications, applying to cases where newspaper interests run to less than 50%, cover 48 stations, of which 42 are located in the same city as the interested newspaper and six in another city.

Under the revised FCC definition the A-1 classification applies when the station is a newspaper; A-2, when 50% or more of the stock of the stockholder is owned by a newspaper; A-3, when more than 50% of the stock of the licensee is owned by executives, stockholders, or employees of the same newspaper; A-4, when 50% or more of the stock of the licensee is owned by executives, stockholders, or employees of a newspaper.

The B-1 classifications applies when less than 50% of the stock of the licensee is owned by the newspaper or by a combination of the interests of the newspaper and executives, stockholders and employees of the same newspaper; B-2, when less than 50% of the stock is owned by executives, stockholders or employees of a newspaper and none by the newspaper.

Receiving A-1 designations in the FCC's revised Exhibit 1 were 79 stations; A-2, 49 stations located in the same city as the newspaper, and 6 in a community other than where the associated newspaper is published; 91 in the same city and 4 out-of-town; A-4, 52 in city and 22 out-of-town; B-1, 18 in city and 22 out-of-town; B-2, 24 in city and 3 out-of-town.

Hair-Line Cases

A typical difficulty in justifying individual classifications, one against another in hair-line cases, was developed in cross-examination of Mr. Saylor by Judge Thacher. Asking for an explanation of the classification process, Judge Thacher noted that WAYX, Waycross, Ga.; licensed to Jack Williams, president and publisher of the Waycross Journal-Herald, received classification, while KSRO, Santa Rosa, Calif., licensed to Ernest L. Finley, president and publisher of the Santa Rosa Republican and Press-Democrat, received an A-4 designation. Mr. Saylor explained that WAYX was designated A-2 because Mr. Williams was sole-owner in the individual enterprise, the Journal-Herald, while KSRO's A-4 classification resulted because Mr. Finley, although also sole-owner, merely held all the stock in a stock-issuing corporation, the newspapers.

FCC Exhibit 2, again listing standard broadcast stations associated with newspaper interests as of June 30, 1941, in an appendix carried a break-down of multiple ownership by newspapers. The appendix listed 18 separate multiple ownership situations for individual stations, cases in which a single newspaper publisher publishing newspapers in one city only is associated with more than one station. It also (Continued on page 58)
The music of the internationally famous Cleveland Orchestra and its conductor, Dr. Artur Rodzinski, now is heard weekly in an exclusive series of Saturday evening radio concerts arranged by WGAR.

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

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

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

**WGAR**

**THE FRIENDLY STATION**

*Cleveland*

BASIC STATION... COLUMBIA BROADCASTING SYSTEM

G. A. Richards, Pres.  
John R. Pott, Vice Pres. & Gen. Mgr.  
Edward Petry & Co., Inc., National Representative

*Tune in*  
THE CLEVELAND ORCHESTRA  
SATURDAYS  
5:00 TO 6:00 P.M.—E. S. T.  
WGAR and stations of the Columbia Broadcasting System
Murrow Honored by Notables at Dinner

CBS Reporter in London, Guest Of Paley

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

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

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

President’s Note

In his telegram Mr. Roosevelt said:

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

“Ed Murrow has lived in the war since its beginning. But what is said in this speech will have to be broadcast, and at the same time, has kept faith with the truth-loving peoples of the world by telling the truth when he tells the news. I doubt whether in the history there has been a time when truth in the news—when comprehensive and objective news dispatches—have ever been more needed.

“He is to be congratulated in receiving your tribute. I wish I could be with you.”

Freedom of Speech

In his introductory remarks Mr. Paley said:

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

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

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

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

New Kind of War

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

Talking of his radio experiences he said:

“We have been trying to report a new kind of war; a war that is twisting and tearing the social, political, and economic fabric of our country—too much to be reported as news of communications and official statements as well as the climate in which the news has flourished, the rumor, the counter rumor, and the disinformation which serves as a backdrop for the more dramatic news of the action of war.

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

“Of 1,000 leaders in various walks of life honored Edward R. Murrow, the first CBS correspondent, at CBS, at a dinner held Dec. 2 at the Waldorf-Astoria, New York. With his return to the post of executive vice-president of CBS, Murrow is back for his first furlough in three years.

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

How Censorship Works

“Since returning home a week ago, many people have been asking me about censorship. Censorship is bad, from the correspondent’s point of view, but that imposed by the British authorities is not so bad. It is designed to protect British security and to prevent the dissemination of information that might be useful to the enemy. A measure of the freedom of writing and speaking from London is that I have found in the small amount of important new material divulged by returning correspondents who are supposed to be full of suppressed information. I have often seen British censorship stupid, but seldom sinister.

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

Among those attending were:

The entire membership of the FCC, Chairman Fry and Commissioners Gravatt, Case, Payne, Wakefield, Walker and Durr.

Boasted at the speaker’s table were Edward Klauber, CBS news analyst; Hugh Ballie, president United Press; Rabbi Joseph B. Wise, New York Central Synagogue; Lindsay S. Wallis, New York director of the BBC; Lyman Bryson, chairman, CBS Adult Education Board; Paul B. West, president, National Advertiser; Paul W. White, CBS director of news broadcasts; Don Francisco, director, Communications division, Office of the Coordinator of Information; Goffrey Haggard, British Consul General; William Shirer, CBS correspondent; Edward Klauber, CBS executive vice-president; Mr. Murrow, Mr. Paley; Mr. Maclean; Hon. Charles Polletti, Lieut. Governor, New York; Dr. John J. Pershing, former Governor of New York; Most Rev. J. Francis Abernethy, Bishop of the Archdiocese of New York; Chairman Fly; Hon. McNamara, former Mayor of the City Council of New York; Robert E. Sherwood, New York’s greatest playwright; Right Rev. Francis J. McConnell, bishop of the Episcopal Diocese of New York; Mr. Kent, former Speaker of the New York Assembly; Church; Kent Cooper, general manager of AP; John Benson, president of the AAAA; John Hazard, CBS general manager; lead analyst; Joseph V. Connolly, president of George Francis & Associates; Albert L. Warner, CBS Washington analyst.


Among present guests included:

Frank Braucher, former WOR vice-president, WOR, Walter J. W. Feeney, Filene, WABD; Sparkaburg, S. C.; William Cherry Jr., composition, WABD; Samson H., WABD; WFL, Syracuse; John Daly, WNY, New York; John Wimbles, WNDK; Hartford, John E. Fasselt, WKXO, Kalama; Hoyt B. Wooten, WREX,_pm, Las Vegas, WVAC, Philadelphia; L. Reuben, WOR, Buffalo; I. Novsky, WNBC; Minneapolis, WCCO; Baltimore, John W. Raymond, KRLD, Dallas; Victor, T. of Clear Channel Broadcasting Service; O. L. Taylor, Clear Channel Broadcasting Service; WHEC, Rochester.

Murrow’s Tour

ALTHOUGH the full schedule of cities and dates has not been announced for the lecture tour planned in January by Edward R. Murrow, the European bureau now in this country on vacation, the first booking is set for Jan. 7, 1942, in Hartford. Musician and author who recently bought Columbia Artists, states that Mr. Murrow will speak in about 25 cities, the schedule to be released the end of this week.
In Nature it is Instinct
In Business it is Experience
Our experience is a constant asset to our clients
DIES MAY SUMMON FLY ON WATSON POST

Claims Complete File Of Data Against Educator

THE Dies Committee either will subpoena FCC Chairman James Lawrence Fly to explain the recent appointment of Dr. Goodwin Watson as chief analyst of the Foreign Broadcast Monitoring Service (FBMS) or agree to rest on the record that the FBI's involvement of the FBMS will make public its complete file of documentary evidence, which Chairman Martin Dies, of the committee, allegedly proves Dr. Watson was an advocate of Communism and the Soviet Union and an agent of public-owned radio and press.

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

Critizes Chairman

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

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

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

"Neither my secretary nor I could find in our files or memories any basis for the alleged connection with the other organizations mentioned," Dr. Watson declared in the Times. "Perhaps I have been on their mailing lists, or made a speech at a meeting they assisted in, or that I have signed some petition they were circulating for what seemed to me at the time a worthy cause. Certainly, I have been much more active in some other organizations which, in my usual view of the Dies Committee, might be thought to be subversive because connected with a body or cause of cooperation. It is not surprising, although it is unfair, that Mr. Dies passed over all the criticism of the USSR in my work."

The examination of Dies Committee records revealed numerous printed documents, such as magazine articles and letterheads in Dr. Watson's possession, apparently linking him in one or another to various "front organizations", according to the committee interpretation. One exhibit, a publication described as a page from the Daily Worker of March 5, 1941, listed among some 200 signers of a statement in defense of the Communist party name of "Goodwin Watson."

Speech to Educators

Also coming in for committee attention was a February 20 paper account, from the New York Herald-Tribune, of the National Education Assn. convention in New York, at which Dr. Watson was a featured speaker. The committee pointed out several paragraphs of the 1938 newspaper story, reading:

Before 3,000 cheering delegates in the Astor, Dr. Goodwin Watson, professor of education at Teachers College, begged the teachers of the nation to use their profession to indoctrinate children to overthrow "conservative reactionary" directing the "inevitable government and the destruction." He charged that these "photocops" were teaching the United States Fascism and war instead of trying to preserve democracy and world peace.

The teachers applauded him vigorously although he castigated them for feasting to mutual the opinions of their pupils against "manufacturing interests, photocops and Mr. Million-bucks whom he charged were ignoring and opposing the articulate desires of teachers for a new educational and political democracy and world peace.

Among the principal assertions of Dr. Watson were his "social-frontier unit" of educators, where he said that Soviet Russia "is the most notable international achievements of our generation. It is not only if newspapers and the radio, like schools, are taken from private owners licensed with a revenue for the New York World's Fair promises to be only a "billbuxx for business" despite its claim of education.

Dr. Watson said that "we can't make government more democratic so long as economic power, and the power of the press and the right of public opinion, are concentrated in the hands of the few." He said that both government and that of France and England may pretend to be a democracy but in truth "are dictatorships" and "the foreign policies of photocops will seldom advance the common interest and welfare of mankind."

"This predicament," he said, "defines our educational task. To get results in building a new world, means to change social relations in the public mind and in the thinking of our people for the mass of mankind."

Another item drawing attention of Dies Committee was a statement published in July 1938 in Common Sense, described as a left-organ:

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

Explaining that New America was "a propaganda group" organized in the early '30's to substitute a new social order in this country, the committee spokesman called attention to New America's published "goal and program":

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

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

"To win the masses to this goal we must organize in the most radical manner, armed so that we can do without the police."

"Our goal is to have a showdown with the chairman of the FCC, and to try to force him to pay a legal and moral penalty to those who have harassed and blackened the whole country in their efforts to put an end to democracy."

Chairman Fly wrote to me that Goodwin Watson is a man "of real strength and influence in the political world.

I am not concerned about the ancestry of Goodwin Watson or Earl Browder. I have never bought any charges ahead against them on the ground of their forebears."

I charged categorically that Goodwin Watson, a man with a large number of Communist leaders in his organization, was involved in a propaganda organization for more than four years for Communist agitation and the Soviet Union. I have Watson's undubitable writing to prove that charge, and I intend to have a showdown at the truth or untruth of this charge.

I further charged, and I now restate it, that Watson has been for years a propagandist for the Communist and the Soviet Union, and that Dr. Watson demonstrated the possibility of a man with a large number of Communist leaders in his organization or did not have degrees of the highest academic training from Columbia."

Chairman Fly wrote to me that Goodwin Watson holds the degree of doctor of philosophy from Columbia University, and that he has taught for years as a propagandist for Communism and the Soviet Union.

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

In order that Mr. Fly might have evidence of my statements, I handed him the following: a letter to him from one of your representatives study the evidence in our committee's files which I have been upon the matter of Watson's connection with Communist front organizations, which I have been happy to see you every facility for that purpose.

Chairman Fly absolutely ignored my offer to show him evidence instead of availing himself of the opportunity to prove his case. According to the committee, Chairman Fly replied to my letter on the very next day, stating that he had had a chance to look into the subject and that he found my charges against Watson to be baseless.

Instead of looking at our evidence, Go...
SPILL YOUR TROUBLES TO YOUR GRAYBAR MAN...

he's there to help you all he can!

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

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

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

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

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

Western Electric
Educators, Federal Officials Praise Radio's Role in Defense

Annual Chicago Conference Discusses Means of Using Broadcasts in School Curricula

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

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

Praise for Radio

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

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

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

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

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

The only imposed restrictions on the broadcaster's function, he explained, are that no military service be be broadcast, and reports of troop movements or news tending to endanger the lives of American soldiers be broadcast.

Brig. Gen. Frederic Osborn, chief of the Army Morale Division, described the work of his division while General Robert C. Scott, women's activities of the War Department's Bureau of Public Relations, spoke on her department.

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

Discs In Classroom

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

William D. Boulwell, of the Office of Education, Washington, led a discussion on "Teacher Training in Radio," while I. Keith Tyler, of Ohio State University, conducted a seminar on evaluation of school broadcasts.

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

Lyman Bryson, chairman of CBS Adult Education Board, pointed out at the Thursday evening general session that the principal function of education in radio is not to convey concrete and immaterial facts, but to develop high moral attitudes of tolerance and a realization that there are many viewpoints to a single question. Harriet Hester, manager of a workshop, moderated, while Brooks Watson, of WMBD, Peoria, was among those on the panel.

Child Programs

Dorothy Lewis, vice-president of the Radio Council on Children's Programs, was chairman of a workshop on children's programs. Thomas Rishworth, assistant director of public service programs, NBC eastern division, was the guest speaker at a workshop at which "Cavalcade of America" was heard on transcription.

At the conference banquet, Edward Tomlinson, NBC intercontinental adviser, spoke on "South America Changes Front." Major Harold W. Kent, of the War Department, presided.

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

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

NO FAKE professors are these be-capped and gowned lads. They are Henry Burke, production manager of WOW, Omaha and Soren Munkhof, assistant news manager of the station both of whom teach courses at Omaha educational in stutions. Program Manager Burke does his pedagogy at the Municipal U where Munkh- of great interest.

Wrigley Defense Activity In Radio Programs Cited

SPEAKING before an assembly of the public relations officers of the U. S. Army gathered at the Congress Hotel, Chicago, Dec. 3, in conjunction with the School Broadcast Conference, Arthur Meyerhoff, of Meyerhoff & Adgency, Chicago, asserted that "in this critical period of radio programs, aside from providing entertainment, should have some connection with the national defense. Speaking on behalf of the Wrigley Co. for which his agency directs the advertising of Spasmint gum, he pointed out that Wrigley programs were cooperating with the Department of Public Information in their work, background and accomplishments of the armed forces.

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

180,000 FM SETS IN NATION CLAIMED

NATIONAL total of FM receivers in actual use on Dec. 1 is estimated at a minimum of 180,000, according to latest figures compiled by FM Broadcasters Inc., with more than 35,000 now in use during the month of October and November sales figures not yet available. In addition to 14 FM station operations, there are now 22 full-time commercial stations airing FM program schedules.

New York City still leads the nation in number of FM receivers in use, some 30,000 having been sold within that service area up to Dec. 1, the survey reveals (BROAD CATHERINE, Dec. 1).

Chicago still holds second place, with about 19,000 sets. New England is a very close third, having approximately 18,000 in its various cities, 5,500 of them in Boston. The Philadelphia total is approaching 9,000, New York service stations having only last month in that city. Los Angeles has 10,000 sets; Detroit, about 8,000. The Milwaukee tally, is 5,000; Pittsburgh, 8,500.

Douglas Oil Spots

DOUGLAS OIL & REFINING Co., Los Angeles, recently revamped its radio campaign and is sponsoring the five-weekly quarter-hour newscast, "Let's Talk About the News," on KMPC, Beverly Hills, Cal., and the six-weekly program, Douglas News Reports, on KABC, Los Angeles.

In addition, firm is using a heavy spot announcement schedule on a group of California stations. List includes: KFMI, KHOW, KFXM, KTKC, KARM, KSCC; KTTW, KEI, KBE, KEK, KEO, KEO. In addition, firm is using a heavy spot announcement schedule on a group of California stations.

WALTER MURPHY, college editor in the CBS press department, on Dec. 1 takes over the position of publicity director of WEAF, CBS Boston affiliate, succeeding the late Dorothy Drake.

Page 16 • December 8, 1941

BROADCASTING Broadcast Advertising
Try the West
THEN ADD THE REST...

✓ There’s an easy way to pre-test coast-to-coast radio...
— to learn beforehand how network advertising will work for you.
— to predetermine your new program’s audiences and sales effectiveness...to check copy appeals, offers, merchandising.

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

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

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

Columbia PACIFIC Network
A DIVISION OF THE COLUMBIA BROADCASTING SYSTEM

Palm Hotel, San Francisco—Columbia Square, Los Angeles • Represented nationally by RADIO SALES with offices located in New York, Chicago, St. Louis, and Charlotte
Consolidated Drug Offer to Sell Time Arouses Criticism

Agency Claims It Applies to Consolidated Drug Clients

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

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

Block Time Purchase

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

Through an error, according to R. S. Dooley, Benson & Dall president, the letter was addressed to three non-drug accounts. A second letter was addressed to these accounts informing them of the error and that the offer was applicable only to drug manufacturers.

THA presidents of the Chicago agency which handles the three accounts, however, immediately sent a blanket wire to all the stations on the list enclosed in the Benson & Dall letter asking them if they would sell him one hour a day six days a week for resale purposes. In each case the answer was in the negative. He then followed up with a letter warning that if another agency were allowed to resell time, then, under the Fair Trade Practices Act, he likewise would be entitled to the identical offer.

Dooley Denies Resale

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

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

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

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

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

Political Angles

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

A high point in this by-play came with the declaration by Mr. McClure: "He may be a big potato down in Georgia, but he's just another witness here before this Federal commission."

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

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

Southern Broadcasting Stations Inc., with George B. Porter as counsel, appeared in the proceedings as intervenor on grounds that its contract with Georgia School of Technology, dating originally from 1930, and normally pays, cannot be broken by the school to enter into an allegedly "more favorable" agreement with Arthur Lucas and William Jenkins, Georgia Tech's present operators, prospective lessees of WGST.

Good Return for School

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

The political angles of the WGST affair, involving the Talmadge administration and opposition forces in the state, were recently heightened by a letter from Mr. Lucas protesting the action of the FCC in affirming an earlier decision of Commissioners George H. Payne denying the licensee's petition to take depositions in Atlanta in connection with the hearing.

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

N. Y. Set Tax Dropped

FOLLOWING a conference with James Lawrence Fly, FCC chairman, Mayor Fiorello La Guardia of New York City has ordered the discontinuance of a $2 monthly tax on all radio receivers in the city. The City had started a suit test to collect the tax on one such receiver, basing its claim on the statute covering motion picture projectors.
R.K. White and Larry Holcomb Join Staff of Wright-Sonovox

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

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

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

Wright Remains Active

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

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

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

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

Sonovox is an instrument through which sounds can be articulated into words, and its use in radio to date has been principally spot announcements with a number of national accounts, such as General Motors, and Colgate-Palmolive-PEET Co., and the Chicago Symphony Orchestra. Sonovox has also been used by the Chicago Symphony Orchestra.

GOING QUIETLY MAD, and loving it, on his first day as a notary public is George (Affidavit) Chance, sales representative of Kilo, Grand Forks, N. D. Staring out from behind stacks of records and business trivia, he goes on record as "busiest salesman-notary in the business" and an assertion that he is prepared to fight any claim to the contrary.

UNSUNG HERO

Gets Army 'Jeep' Ride to -Network Dinner-

JOHN SHEPARD 3d, Yankee-Cornucopists network head, whose sympathy for unsung heroes of the nation's collegiate gridiron teams was put into direct action last year, gave his second "King For a Day" dinner, aired over WAAB and 20 stations of the Colonial network, to President Franklin D. Roosevelt's choice among the varsity-born, warm-hearted forgotten men. Almost immediately after being named, gridster Francis E. Jones, who missed his "Y" after three years' service with the Bulldogs, was found to be serving Uncle Sam's Army, having been inducted a week after the Yale-Harvard game.

Due to this for Colgate-Lyric, Va., last Tuesday, which would have cancelled his chances for appearing at the dinner, Jones was delivered to the dinner, commanded by Gen. Francis B. Bilby, commanding the First Corps Area.

Soap Firme's Renewals

LOS ANGELES SOAP Co., Los Angeles (White King soap), on Dec. 29 renews for 52 weeks the five-weekly quarter-hour program, News With Knob Manning on 17 CBS West Coast and Mountain group stations. Monday through Friday, 12:15-12:30 p.m. (PST). Firm on that date also renews for 52 weeks, News With Norman Nesbit, on 31 Pacific Coast Don Lee stations, Monday through Friday, 7:15 a.m. (PST). In addition, company will continue its policy of utilizing local newscasts and participation programs in selected markets. A station list now being rechecked for renewals. Agency is Raymond R. Morgan Co., Hollywood.

WOR Photo Contract

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

Peabody Entries To Close Jan. 10

Public Service Aspects to Be Stressed in Awards

ANNOUNCEMENT of Jan. 10, 1942, as the closing date for entries in the 1941 George Foster Peabody Award competition was made late in December by Dean John H. Drewy, of the Henry W. Grady School of Journalism at Georgia U., who sponsors the awards in conjunction with WAB.

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

Public Service

Emphasis this year again will be on public service, Dean Drewy indicated, although bases of measurement are to be more specific than in 1940. Winners of awards for 1940, and five winners in the annual competition, were CBS, for the networks; WLB, Cincinnati, large stations; WGB, Cleveland, Columbus; KJW, Columbia, Mo., small stations; Elmer Davis, CBS news commentator, individual performance.

The 1941 awards will be made for best entertainment in drama and best in music; best educational program; including forums, quizzes, literature, art, conservation, forest protection, etc.; best educational program; most distinguished innovation by a station or individual. Station managers, advertising agencies, radio editors and others in the radio field are invited to submit nominations for the awards to Henry W. Grady School of Journalism, U. of Georgia, Athens. Winners will be chosen by an advisory board from data submitted.

Members of the advisory board are Dr. S. V. Sanford, chancellor, University System of Georgia; Bruce R. Keys, editor of Bn; John H. Benson, AAAA president; Virginibus Dabney, editor, Richmond Times Dispatch; Norman H. Davis, chairman, American Red Cross; Jonathan Daniels, editor, Raleigh News & Observer; Mark Ethridge, vice-president and general manager, Louisville Courier-Journal and Times; Waldemar Kaempffert, science editor, New York Times; Alfred A. Knopf, publisher; Grace Moore, Metropolitan Opera star; Dr. John W. Studebaker, U. S. Commissioner of Education; Mrs. Marjorie Peabody Waite, daughter of George Foster Peabody and president, "Yaddo", Saranac, N. Y.; Edward Weeks, editor, Atlantic Monthly.

WLS, Chicago, on Dec. 1 expanded its news service to include Press Assn. news in addition to United Press and Transradio, and now offers ten newscasts daily.
The Scranton—Wilkes-Barre Market (17th in the U.S.) is as private as an Indian reservation when it comes to radio reception. Outside stations don’t stand a chance.

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

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

WGBI is the only station heard throughout this Market... the only regional or clear channel station serving it.
Lang-Worth Adds ASCAP Numbers

**Change of Policy Is effected By Transcription Firm**

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

Lang-Worth has been one of the pioneers in advocating copyright independence through creation of a music pool by the industry and introduction of competition into the music field. Instigated Aug. 30, 1932, as a subsidiary of Langlois & Wentworth, Inc., who, up until that time handled only radio advertising accounts, the new firm of Lang-Worth transcribed only non-ASCAP music to broadcasters.

**Indemnity Policy**

This tax-free library service adhered strictly to that course until advent of BMI. Shortly after its inception, Lang-Worth negotiated a copyright indemnity insurance policy with Lloyds of London which was kept in force until start of the present war.

During its seven years, Lang-Worth has consistently plugged for copyright independence. It worked with the NAB in completing delivery of the library service the latter's Bureau of Copyright ended. Lang-Worth also recently organized its own music publishing firm, with BMI as the exclusive licensing agent.

Despite this announcement on transcribed ASCAP music, Mr. Wentworth urged continued exploitation of BMI music, stating, "It is our belief that it is our duty, like that of the broadcasters, to maintain a strong and vigorous BMI. This can only be maintained by the continuous exploitation of BMI tunes."

NBC Guards Posted

**GEORGE MONAHAN,** private detective and expert in "industrial protection," has been employed by the general service department of NBC to work under B. J. Gilshure, manager of that division. Montgomery is to be supervising a "protective management division," as it is technically called, to guard posts in vital areas of NBC's Radio City headquarters.

**Writer Files Suit**

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

**CAKE AND CONTRACT** go together on the occasion of the 2,812th consecutive broadcast of *Concert Gems* by Ashley C. Dixon, broadcasting dean of KALE, Portland, Ore., who founded the 15-minute series nine years ago, sponsored all the way by the Powers Furniture Co., Portland, who renewed their contract as the show entered its 10th year. Seated are (1 to r) Edward P. Casey, president, Powers Furniture Co., and Cake-tetter Ashley C. Dixon. Standing are N. T. Agan, Powers vice-president; Ted Kooperman, KALE general manager; George R. Walker, Powers treasurer; Charles W. Meyers, KOIN-KALE head; R. T. Callahan, Powers secretary.

**RADIO MAKES THEM SELL**

**Over 100 BMI Songs Rose to Peak Popularity**

In Months ASCAP Was Off Networks

MORE THAN 100 BMI songs reached the pinnacle of national popularity, and some 40 of them broke into the golden circle of best sellers during the last year, according to Dave Silverman, music librarian of WJR, Detroit. Radio's plugging of the tunes is what makes them best-sellers, Mr. Silverman has concluded.

**Switch to BMI**

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

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

"It's been a great year for unknowns and for newcomers," Mr. Silverman observed. "For instance, look at the record for 'Daddy.' If memory serves me right, this was Bob Troup's first published work, and it had 65,635 performances on radio alone during the third quarter. Forgotten manuscripts have been dusted off, given the radio treatment and have burst into the circle of best-sellers. A notable example of this is 'Amalipol,' which was written back in 1924, but lay virtually dormant until radio started pushing it, and soon it was right at the top."

**'Town Hall' Shift**

NBC on Jan. 1, 1942, is shifting broadcasts of America's Town Meeting of the Air from Town Hall, New York, back to its former period on NBC-Blue 9-10 p.m. The program will continue to be heard 9-10-10:15 p.m. until Dec. 16, and there will be no presentation of the broadcast Christmas night, Dec. 25. When the series returned to the Blue last September, NBC shifted it to the new time to allow for sponsorship of the 9-9:15 p.m. period by Trimount Clothing Co., New York, which is discontinuing News Here and Abroad-Dec. 25 at the end of a 13-week contract.

**Axton-Fisher on MBS**

**AXTON-FISHER TOBACCO Co., Louisville, which has been sponsoring two programs on MBS for Twenty Grand cigarettes, on Dec. 2 started a special four-week series on 17 Mutual stations, featuring Johannes Steel, news analyst, who has just returned from a trip to London. The series, to run through Dec. 25, succeeds the Mary Small and Denier Is My Business programs, Tuesdays and Thursdays, but is heard at varying times on each station. The 17 outlets play back the newscaster's broadcasts off the line, and present them at convenient times. Agency, McCann-Erickson, New York.

**Music Log Form Aroused Criticism**

NAI Tells Members KGIR Plan Is Not Suitable

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

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

**Called Cumbersome**

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

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

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

**Norma Gibbs Enlists**

NORMA GIBBS is the first woman member of Canada's radio advertising industry to join the recently formed Canadian Women's Army Corps, auxiliary to the Canadian Active Army. Miss Gibb resigned as time and space buyer at the Toronto office of J. Walter Thompson Co. to fulfill this obligation.

Prior to this she had done voluntary war service work as a member of the Red Cross Nursing Auxiliary and the St. John's Ambulance Brigade. She will take a month's training as a probationer, and will then be transferred to an administrative post in the C.W.A. Before joining the J. Walter Thompson she had been in the media department of Cockfield Brown & Co., Toronto. She was replaced at J. Walter Thompson by her assistant, Phyllis Sivell.

**KNOX MANNING,** Hollywood commentator, has been signed by Warner Bros., to narrate the two-reel national defense film, "Soldiers in White."

**Broadcasting • Broadcast Advertising**

Page 22 • December 8, 1941
As the 1941 Football Season Closes
WKZO KICKS A GOAL

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

The Strongest Selling Force in the Great Western Michigan Market!

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

John E. Fetzer
President & General Manager

FREE & PETERS, INC. NATIONAL REPRESENTATIVES
THE ABC OF COMMUNICATIONS
Louis Rupple Turns Publicity Man Loose to Answer a Little Girl’s Query

COMMUNICATIONS as a study topic was a little confusing to Erma Hunt, a pupil of Des Moines Webster School at least enough to prompt her to write CBS and ask what it was all about. Louis Rupple, who knows that music and stories like Let’s Pretend, The Lone Ranger, Benny Goodman and other programs.

"The other kind of radio is the kind that brings you music and stories like Let’s Pretend, The Lone Ranger, Benny Goodman and other programs. The radio you hear in your home works like this (see drawing). People sing, talk or play music into a microphone. From the microphone, the sounds are carried to your radio set, the sounds are tuned down the same way you make your radio play quietly. If they are weak, they are sent into the way you make your radio play loudly.

Now these vibrations go out through the sending machine, or transmitter. Then they're around in the air looking for radio wires like the one outside your house. When they hit these wires, or aerials, they come down into your radio set. The radio set then changes the vibrations back into sound. This comes out of your radio loudspeaker less than a second after it was spoken into the microphone.

Like a Mad Dog

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

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

State Group Organized by New Jersey Stations

Officialsof a majority of the stations in New Jersey, meeting Nov. 28 in Trenton, decided to establish broadcasting policies regarding defense, government, charitable and other programs, and eventually set up a statewide regional. Harry Hazen, president of WFGP, Atlantic City, was elected president of the association, which will be known as the New Jersey Broadcasters Assn.

Edward Codel, general manager of WAWA, and Walter Patrick Kelly, of WABC, New York, were elected vice-presidents, and Walter Patrick Kelly, of WABC, New York, was elected secretary-treasurer. In addition to the officers the executive board will comprise John C. Bird, of WCAP, Ashbury Park, and WBRB, Red Bank; George V. Kelly, WPAT, Paterson; George C. Mcginlcy, Trenton, and A. B. Schillii, vice-president of WAAT, Jersey City.

Celanese Music

OPERATIC MUSIC will be featured on the new Celanese Corp. of America show to start Jan. 7 on 51 CBS stations, Wednesday, 10:15-10:45 p.m. EST (11:15-11:45 p.m. CT, Jan. 1) according to Young & Rubicam, agency handling the account. Jean Tennyson, who directs the Celanese shows, has made Dreyfus, head of the Celanese Corp. and formerly a member of the Chicago Opera Co., will be the star. Josephine, of the Metropolitan Opera Co. Geo. Sebastian, one of the conductors of the Metropolitan, will direct the music. An operatic cast, yet to be chosen, will also be featured.

NRC-RED program Ma Perkins, which came to NBC in 1933, celebrated its ninth year on the air Dec. 4 as a part of the National Holiday Special Program is sponsored by Froetch & Gamble Co., Cincinnati, for Oxydol, and agency is Blackett-Sample-Humbert, Chicago.

A TELEPHONE SPOTS PLACED ON COAST
PACIFIC TELEPHONE & Telegraph Co., Northern California and Nevada division, San Francisco, is using a radio campaign to warn drivers of possible holiday traffic jams on long-distance calls. The announcements will be made to drivers who attempt long-distance calls and be relayed at the same time suggestion that possible long-distance calls be placed earlier in the week.

The campaign will start on 32 stations in the California and Nevada Dec. 17. Five spot announcements have been contracted on each station. The telephone company's divisions in Oregon, Washington and Southern California are planning similar radio campaigns.

Business is placed directly.

The station list: KSAN, KJBS, KYA, KFRC, KGO, SFPO, KPO, KPG, KRN, KRE, KSL, KIEM, KARM, KSAO, KTAO, KDRN, KXH, KLX, KHU, KLS, KROW, KFC, Ktry, KVEC, KQM, KWG, KSG, KY. Into Electric Vibrations

The Serutan Expansion

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

AUDIENCE REACTION

New Tape Method Tells How
—Program Goes Over

A SERIES OF audience reaction tests based on a method devised by Frank Stanton, CBS director of research, and Dr. Paul R. Phi, head of the Media Research Council of Columbia U., are being conducted by Blackett-Sample-Humbert, New York, on programs sponsored by American Home products. The test employs a running tape device whereby a selected audience of seated listeners with the buttons marked 'like' or 'dislike', record their reactions to a show as it is running on radio.

The moving tape is so synchronized with the presentation of the program that by examining the tape afterward, it is possible to trace listener reaction at every point of the show. Idea is to trace weak spots in a given program down to points of origin.

Page 24 • December 8, 1941 • BROADCASTING • Broadcast Advertising
No one is “left out” on Don Lee

No one likes to be “left out”...third man on a double-date, fifth at Bridge, low man on a totem pole. You can’t sell ’em by forgetting about ’em. When you want to sell the Pacific Coast, sell the entire coast. Don’t forget the important one million families living outside the four major markets. These people are good customers...they don’t want to be left out...they have money to spend—barrels of it. Last year their retail sales were over a billion and a half dollars. Incidentally you can reach all these people only on Don Lee. A Hooper survey taken in ten representative cities in this area* showed the total ratings of Don Lee were nearly twice those of all the other networks combined. In one-third of the areas, 94% of the listeners were tuned to Don Lee. Why?...because reliable long range reception is impossible on the Pacific Coast due to the high mountains surrounding nearly every primary market. Don Lee stations are located in the towns themselves. Make this a Happy New Year for these folks...let them hear your radio program...buy Don Lee and no one will be left out.

*Advisers and agencies write Wilbur Eichelberg, General Sales Manager, for copies of actual survey.

Thomas S. Lee, President • Lewis Allen Weiss, Vice-Pres. & Gen. Mgr.
DON LEE STUDIOS—5515 MELROSE AVE., HOLLYWOOD, CALIF.
THE largest organization of its kind in the entire United States was in session. Official Washington was represented by Mr. Clifford Townsend, a former Governor of Indiana, now director of Agricultural Defense Relations for the United States Department of Agriculture. It was the annual meeting of one of Arizona's most successful enterprises, the United Producers and Consumers Cooperative, more than 15,000 strong. Those who had to stay at home missed a lot of neighborly fun, but they didn't miss a word of Mr. Townsend's vital message.

WHY? BECAUSE KTAR WAS THERE!

XAVIER GRIDDEERS had their last drill before the game with Georgetown U. at a session held in the studios of WKRC, Cincinnati. Coach Clem Crowe (at mike), former Notre Dame football great, staged a blackboard drill that must have been effective as much as Xavier beat the more famous Georgetown club, 14-6. Dick Nesbitt, WKRC-MBS sportscaster, is standing next to Crowe in foreground.

Stahlman's Appeal Is Heard by Court
Decision on Subpoena May Be Issued Within Month

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

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

Authority of FCC

Mr. Harris took the issue with the position of Mr. Hanson, who has represented Mr. Stahlman, publisher of the Nashville Banner and a former ANPA president, since difficulties first arose over his failure to respond to an FCC summons, on advice of counsel, in the opening days of the newspaper-ownership investigation late in July. Mr. Hanson maintained that since the FCC's inquiry itself was illegal, the subpoena became a nullity in the eyes of the law. Mr. Harris argued that the FCC holds unquestionable authority to conduct proceeding of a general nature [Broadcasting, Oct. 27, Nov. 17].

Holding that the FCC has no authority to consider or lay down any general policy or rule placing newspaper-applicants for radio facilities in a general class, Mr. Hanson declared he would challenge such an inquiry, even if it were authorized by Congress, as violating constitutional rights. He added that the FCC's indication that a principal purpose of the proceedings was to gather material for recommendations to Congress in regard to newspaper ownership and operation of radio stations was "something they dragged in when they found they were going to be challenged on their order (Order 72)." He held that if the FCC had no authority to lay down such policy or rules, it cannot legally hold a proceeding of the nature of the newspaper-ownership inquiry looking toward such rules.

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

Swap of WNEW-WOV Brings Program Shifts

AS A RESULT of the interchange of power and frequency by WNEW and WOV, New York, Dec. 1, WNEW has inaugurated a full schedule on Sundays, heretofore a part-time operations day.

Among the personalities signed by the station for Sunday programs are John B. Kennedy, news analyst, who is presented with well-known guest speakers in a half-hour discussion of timely events; Charles Hodges of the New York U faculty in a quarter-hour commentary; Zeke Manners' hillbilly gang in a full hour session; Kay Lorraine and Jerry Abbott singing on separate programs with Merle Pitt's orchestra, and remote dance pickups from New Jersey and New York clubs.

WNEW's daily Dance Parade starts Sundays at 9 p.m., and continues to 1 a.m., at which time the well-known Millman's Matinee takes over until 7 a.m. Six news periods also are presented during the day.

THE EIGHTEEN basketball doubleheaders scheduled in Madison Square Garden this winter season are again being played in part by CBS, with Mel Allen going a quarter-hour play-by-play, 11-11:15 p.m., each night of a game. Season started Nov. 19 and extends through the conclusion of the Invitational Tournament in March.

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

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

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

**THE VOICE OF ST. LOUIS • 50,000 WATTS**

Owned and operated by CBS. Represented nationally by Radio Sales: New York, Chicago, Charlotte, San Francisco, Los Angeles
ASSIGNED to the radio division of the public relations office at district headquarters in Boston, Colton G. Morris (right), since 1933 special events director and news editor of WBZ-WBZA, Boston-Springfield, is sworn in as a lieutenant (j.g.) in the Naval Reserve by Commandant J. H. Keffe, assistant personnel officer of the First Naval District in Boston.

FEDERAL LIFE & CASUALTY
Co., Newark, which has been using WEVD and WINS, New York to promote its health and accident insurance, has started a 13-week test campaign on WZCA, that city, on six five-minute programs weekly, Monday through Saturday, 6:20-6:25 stressing for the first time the hospitalization aspect of the company’s services. If test is successful it will “probably be expanded to a national radio account,” according to Furman & Feiner, agency handling the account.

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

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

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

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

WDRC’s 19th BIRTHDAY FETE
Doolittle Leads Station’s Observation, Along
—With Several Veteran Employees—

W65Y, FM outlet owned and operated by WDRC, was the first FM unit to be licensed after Major Edwin H. Armstrong’s Alpine, N. J. W2XMN went on the air. Mr. Doolittle participated with Major Armstrong in many early FM experiments.

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

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

Philadelphia Video Count
CHECK-UP of television sets in use in the Philadelphia area by Philco reveals there are about 500 sets in actual operation in the city and suburban areas. Philco engineers estimated there were only 300 sets in operation when the company’s WPTZ started commercial television Sept. 1. It is also estimated the 500 sets represent an audience in excess of 2,000.

EMILY HOLT VISITS WEST COAST AFRA

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

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

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

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

IN A GENERAL reorganization of station personnel recently effected by KKKM, San Bernardino, Cal., George A. Burns, sales promotion manager since 1934, has been made general manager. Appointment was announced by J. C. and E. W. Lee, owners, who formerly managed the station. With KKKM a Don Lee Mutual Broadcasting System affiliate, the Lee brothers stated that they will devote their entire time to national and network affiliations business and general public relations work. Before joining KKKM, Burns was associated with various Pacific Coast stations in a specialty capacity. Prior to that he was in the advertising and sales promotion field in New York and other metropolitan cities.

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

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

WAIT WPRO KEFK KXAY KGHS WPEN WMIN KFVD WPIE WHAL WADD WAXI KWQ WOVL WBVA WCFL KXLY WHAS KSL KMA KEA KINX KFIS KILO KEVR KJBS KGFG KBEE KGWJ KKKO UXOK WDEL WGAM KIRO.

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

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

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

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

Mr. King, new to radio, was one time business manager of the Santa Ana (Cal.) Register, and prior to that associated with East Coast newspapers. Mr. Akerman formerly operated his own Los Angeles agency. Before that he was for 25 years affiliated with various newspapers and publications. Mr. Burke, one time publisher of the Santa Ana newspaper, with his family controls KFVD, Los Angeles. He is 87.5% common stockholder in KPAS. Other common stockholders have less than 2%. All stockholders, except Mr. Burke, hold a varying amount of preferred stock (Broadcasting, Sept. 16). Construction permit for KPAS was granted last Sept. 9.

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

KEYSTONE BROADCASTING System, transcribed network service has moved its Hollywood program division to 6881 Hollywood Blvd., that city. Telephone is Hemstead 0460. Sidney J. Wolf, Chicago secretary-treasurer, was on the West Coast during early December.
Radio Monitoring Test
For FCC Announced

ANTICIPATING additional expansion of the FCC monitoring staff in connection with national defense, the Civil Service Commission last Monday announced an examination for "radio monitoring officers", positions paying from $2,500 to $3,200 annually. Radio monitoring officers are assigned to FCC monitoring and direction-finding stations, and their functions include investigating complaints alleging subversive uses of radio.

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

BERYL VAUGHAN, of the cast of CBS Romance of Helen Trent in Chicago, is the author of a book, Little Racketeer.

KMO Staff Changes
IN A REALIGNMENT of production personnel, Ted Knightlinger, formerly news editor and more recently of the Army public relations division, has been appointed program director of KMO, Tacoma, Wash., according to Carl E. Haymond, general manager. He succeeds Charlie Poll who resigned to join KTRC, Visalia, Cal., in a similar capacity. Knightlinger has been on active duty as public relations officer for the State of Washington Selective Service. Billie Barnes, formerly Hollywood dramatic actress, has joined the station as woman's program director. New announcers are Verne Sawyer, formerly of KOL and KJR, Seattle, and Bruce Calhoun, formerly of WDGY, Minneapolis.

RUDY VALLEE, veteran radio star, singer and m.c., currently on the NBC Radio Seaside program, is planning this winter to start the interesting task of copying on microfilm and of indexing his voluminous records, souvenirs, clippings, scripts and correspondence.

MBS Bowl Games
EXCLUSIVE football broadcasts on Mutual at New Years starts Dec. 27 when MBS carries a description by Bob Elson, sportscaster of WGN, Chicago, of the North-South All-Star game from Montgomery, Ala. On Jan. 1, 1942, Gillette Safety Razor Co., Boston, will sponsor on MBS both the Cotton Bowl game from Dallas, with Don Dunphy at the microphone, and the East-West All-Star game from San Francisco to be described by Ernie Smith and Mel Veltor.

CLARA, Lu, and Em (Helen King, Harriet Allyn, Louise Mead), have been signed by Biggie Levin, Chicago talent scout, and are being offered as a daytime serial package show. The trio was sponsored for a number of years by Colgate-Palmolive-Peet Co., Jersey City, for Super Suds on NBC-Blue. Harriet Allyn replaces the late Isabelle Carrothers, the original Lu since the team organized while they were students at Northwestern U in 1925.

FROM RAID SHELTER
MBS Covers Mock Attack From
Armco Structure

WAILING sirens and other air-raid sounds were the background of a recent MBS feature built around a mock impending raid. The broadcast was originated by WCMJ, Ashtabula, Ohio, and within a real air-raid shelter erected for demonstration purposes by the local plant of American Rolling Mills Co. Participating in the program, grouped around the WCMJ microphone, were Dec. 17 Jim Sherman, of the WCMJ special events staff; Bennett Chappell, assistant to the Armco president; John Wymer, also of the special events staff.

Complete in every detail, the Armco shelter contains first aid and surgical equipment, cooking facilities and food, stretchers, and even a pick and shovel. The sign behind the trio read: "No admittance to shelter after second raid warning!" Just about now, the shelter has been dismantled and is on its way to the war zone in England.

North Carolina Regional
Is Fourth Within a Year
MARKING the fourth new station to be granted this year in North Carolina—all with the status of 1,000-watt regions—the FCC last Wednesday issued a construction permit for new facilities in Washington, N. C., on 930 kc.

Permittee is the Tar Heel Broadcasting Co., 61% owned by W. R. Patterson, Sr., president of the local Dr. Pepper Bottling Co. and part owner of a hardware concern, with H. W. Frank, assistant manager of WEED, Rocky Mount, N. C., as 24.5% stockholder. The balance of the stock is held by W. R. Patterson, Jr., at the present time a bookkeeper for his father. Washington, 20 miles east of Greenville, has a population of about 7,000.

Earlier in the year, 1,000-watt stations had been granted in North Carolina to WBBR, Burlington, daytime on 920 kc.; WAVS, Charlotte, on 610 kc.; and WGBG, Greensboro, on 980 kc.

Reuters on WSPD
WSPD, Toledo, is now using the dispatches of Reuters, British news agency, in addition to those of the United Press and the International News Service. The station began using the British service Nov. 15, immediately after contracts were signed. All newscasts are now under the direction of Joe Uebelhart, who has been named news editor, in which capacity he supervises WSPD's seven daily newscasts presented by three regular newscasters and himself.

THERE ARE 18 Santa Clauses IN WHAMland
Throughout WHAMland, mothers are bundling up their children to take them to visit Santa Claus in the bustling department stores of the 18 trading centers in WHAM's primary area. WHAMland folks are buying for a Merry Christmas.

That's the bonus coverage WHAM gives you; not just Rochester, nor Rochester's trading area, but seventeen others—all at approximately one-third the cost of localized coverage of the same area. Here in this prosperous forty-three county primary area WHAM's 50,000 watt, clear channel signal is dominant. Here WHAM programs are family stand-bys. Here WHAM is your best buy.

*WHAM 43 county primary area and its 900,000 homes.

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

WHAM
Rochester, N. Y.
"The Stromberg-Carlson Station"
SYNONYMS FOR SERVICE

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

MUST BUY FOR 1942

RESERVE SPACE NOW

BROADCASTING
The Weekly Newsmagazine of Radio
Broadcast Advertising

1942 YEAR BOOK NUMBER

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Full Page, $192 • Half Page, $108 • Quarter Page, $60

f r e q u e n c y d i s c o u n t s a p p l y

Advertising Deadline December 23
keep your eye on these stations
For new light on today's 50,000-watt transmitters, look at WBAL, WPTF, WKBW, KDKA, or WBZ.

In each of these stations you'll find a Westinghouse 50-HG. This is the broadcast transmitter, introduced by Westinghouse in 1940, that brought about a drastic revision in the standards by which this type of equipment is judged.

What happened?

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

That's why we say "Keep an eye on these stations."

**OPERATING ADVANTAGES OF THE 50-HG TRANSMITTER**

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

Westinghouse
FM—Pre-War Baby

ANY IDEA THAT FM development would be stopped in its tracks by the war emergency certainly has been dispelled by events of the last few weeks. There have been a half-dozen dedications of FM stations during the last several weeks, topped off last week by the inauguration of service by New York's first fulltime commercial FM station, W71NY, under the ownership auspices of WOR, one of the nation's prominent broadcast institutions.

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

Today there are a score of FM stations in full commercial operation in 15 cities. Another 40 are under construction. Some 50 applications are pending. There would be still other stations on the air were it not for Order No. 79 of the FCC, which has relegated two-dozen applications into the pending file because their sponsors are identified in one way or another with newspapers.

Real impetus was given FM by the W71NY dedication. It marked also the establishment of a special commercial network, linking seven eastern stations, with four accounts sponsoring the program on a one-time basis. Of greater future significance was the fact that the hookup was effected by direct radio pickup, foregoing use of wire-lines. It was done without noticeable impairment of quality.

May Edwin H. Armstrong, distinguished inventor and the father of FM, has seen the first practical phase of his prophecy realized. Overcoming almost insurmountable obstacles, he has witnessed what he said in 1938 would be an actuality once the experimental restriction was lifted.

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

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

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

Hang That Hang-Over

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

The Sanders Bill pending before the committee will serve as the vehicle for what is destined to be a full-fledged industry into the industry, the FCC and all things pertaining to radio. This bill already has drawn fire in industry quarters. Some groups see in it a "joker" here and a veiled threat there.

No one contends—not even Rep. Sanders himself—that the bill is perfect. There never was a piece of major legislation introduced, within our knowledge, that ran the legislative gauntlet without substantial change. Radio's legislative history in recent years has been anything but tranquil, and it's safe to predict that the Sanders Bill will get the fine-toothcomb treatment.

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

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

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

The Political Gong

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

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

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

The new political definition opens the doors wider than ever before. Yet most broadcasters, if precedent means anything, won't realize what has happened until the "announced candidates" begin clamoring for time. They should prepare now, by establishing policies.
We Pay Our Respects To——

BERNICE JUDIS

BERNICE JUDIS came to radio "cold." Her first and only job has been with WNEW, which she joined in 1934, at the station's start, as general assistant, a position brought about through a family friendship with the owners of WNEW.

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

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

Not handicapped with a previous knowledge of the radio business, Bernice Judis started with some ideas of her own. Having been a listener at home she felt that the greatest audience of home women were waded with the "tune in again tomorrow and learn if GWendolyn's sweetheart really ran off with her best girl friend" soap operas of daytime radio. Against the verbiage of the network script serial shows Manager Judis tossed music and more music, and suddenly the ratings of WNEW's record shows of lively popular music began to climb upward.

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

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

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

Managing WNEW is a job she loves. She tolerates none of the rigamarole of big business. The doors of her office are open at all times to everyone on her staff and quite frequently she starts the WNEW personnel by calling them on the telephone at 2 and 3 in the morning. She has never reacted to an idea on which she could not sleep.

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

* Woman's Preparative.

Personal Notes

EDWARD McCALLUM has resigned as manager of the new WJYD, Jacksonville, Fla. He has been with the company since 1939, and when the station launches will be PFU.

CARL CRONIN, formerly with the Oakland (Cal.) Tribune, has joined the ABC sales office.

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

ROBERT KELLY, formerly program manager of WJZ, New York, has joined the KACL, Alexandria, La., as general manager.

WALTER ERWIN JAMES, formerly assistant to the Secretary of Commerce, assigned to the Division of Administrative Management, has been appointed secretary to the FCC Commission. He will report to Fred C. Goodwin, general manager of radio for the Detroit News.

THOMAS F. JOYCE, former manager of WJYB, Syracuse, N. Y., has been named executive chairman of the Camden County Defense Savings Committee.

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

GEORGE H. MOORE, of WCKY, Cincinnati, has joined the commercial staff of WMR, St. Louis, as a member of the sales staff of WCKY, Cincinnati.

HARRISON HOLLWAY, vice-president and general manager of KYKEA, Los Angeles, has been appointed to the national committee for the President's Committee on Censorship.

FRED W. CANNON, of All-Canada Radio Facilities, Toronto, office, is the father of a 9 pounds, 13 ounces boy.

GEORGE P. H. EVANS, comptroller, and Gerald Fields, promotion manager, are resigning from WCHS, Charleston, W. Va.

J. A. MORTON, sales manager of KIRO, Seattle, is the father of a boy born in mid-November.

Network Officers

WILLIAM E. HUFFMAN, formerly a sales representative of WMAR, Baltimore, has been named executive vice-president of WSM, Nashville, Tenn.

HARRY E. BROWNE, has been named president of the National Association of Broadcasters.

ARNOLOD C. BOONE, for 11 years vice-president of WKW, St. Louis, has joined the sales staff of WCKY, Cincinnati.

Navy Appoints Hartley

As Radio Section Head

J. HARRISON HARTLEY, formerly special events director of NBC, has been named chief of the radio, public relations branch of the Navy Department. Mr. Hartley succeeds Lieut. Comdr. Paul L. Sawyer, who was associated with vaudeville and more recently with the Navy Department.

KFB Staff Changes

PERSONNEL CHANGES at KFBI, Wichita, K., include: Bob Kent, local sales manager; Ralph Varnum, merchandise manager; Leo Howard, promotion manager. All mentioned were already associated with KFBI and are now shifted to more efficiently handle an increased volume.

Leaves Post at Philco

NICK ALEXANDER, general manager of WPTZ, Philco television station in Philadelphia, resigned Dec. 1. R. H. Herr has taken over the general management of the station.

Brown Heads KMYC

HARRY E. BROWNE, for five years manager of the station WOKY, Cleveland, Northern California and previous to that associated with vaudeville and dramatic productions, recently was named manager of KMYC, Marysville-Yuba City, Cal. He succeeded Walter Conway, who re- signed to join the business of his father in Oakland, Cal. Both Brown and Conway were guests at a KMYC staff dinner at the Hotel Marysville at which Horace E. Thomas, KMYC owner, was host.

BROADCASTING  •  Broadcast Advertising  December 8, 1941  •  Page 35
REGINALD HARDEN, formerly of WFOR, Hattiesburg, Miss., and more recently chief announcer and production manager of WMVA, Martinsville, Va., has joined the announcing staff of WSB, Roanoke, Va.

AL SNYDER, formerly newsman and announcer of WHKC, Columbus, O., is now newscaster and announcer of WSPD, Toledo.

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


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

GORDON WOLFMAN, formerly of WWZ, Zarepath, N. J., has been added to the announcing staff of KGVO, Missoula, Mont.

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

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

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

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

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

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

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

BLAINE CORNWALL, formerly program director of KXOK, Star Times outlet, St. Louis, has joined the production staff of KMOX, St. Louis.

BOB CARTER, moving from WMCA, New York, after six years has joined the announcing staff of WXZY, Detroit, key station of the Michigan Radio Network. Henry M. Norton, who went to the production staff of WOR, St. Louis, has joined the announcing staff of CILW, Windsor-Detroit.

DORIAN ST. GEORGE, of WRC-WMAL, Washington, announcer, has been made Eastern Regional Director of the Committee for the Celebration of the President’s Birthday Ball.

MARY MASON, director of women’s activities for NBC, Washington, has been placed in charge of the Emergency Feeding Program under the District’s Civilian Plan by Commissioner Russell Young, U. S. Coordinator of Defense for the Metropolitan area. Miss Mason’s unit will provide the entire city with facilities for the feeding of those made homeless by bombing, with posts established in the District’s 12 air raid defense areas.

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

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

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

Here They Are Again!

Those Aristocrats of the Range

THE SONS OF THE PIONEERS

With Their SYMPHONIES OF THE SAGE

Produced and Distributed By
ROY ROGERS, INC., HOLLYWOOD, CAL.
CAROLINE CABOT

STARTING in radio in 1926 when program time and mechanical difficulties made every show a precarious undertaking, Caroline Cabot, WEEI Boston shopping expert, celebrated her 16th anniversary on the air Nov. 25, in a gala celebration at WEEI, attended by outstanding radio and advertising personalities.

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

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

BARONESS de POLNENKE, who conducts a twice-weekly “Women in the News” program on WBYN, Brooklyn, has been appointed to the National Women’s Advisory Council of the Committee for the President’s Birthday.

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

WALTER HITT, announcer and musical director of WATW, Ashland, Wis., was married June 30th Nov. 15.

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

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

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

Ewald Kockritz Given WSAI Promotion Post

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

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

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

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

ORVILLE J. NEUWIRTH, former producer of the Radio Council of the Chicago Board of Education, and George Rosen, former writer of “Secrets” for Sherman & Marquette, Chicago, have joined the production staff of CBS, Chicago.

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

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

PHIL McKERNAN, announcer, formerly of KHSI, Chico, Cal., has joined the staff of KRE, Berkeley, Cal.

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

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

ALFRED TAYLOR, formerly of WITC, Baltimore, and Fred Wood, of WSJ, Bridgeport, N. J., have joined the announcing staff of W33PH, WPX’s FM station in Philadelphia.

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

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

WALTER BRINE, formerly of WESA, Salem, Mass., has joined the announcing staff of WCOP, Boston.

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

DEAN SMITH, announcer of WOKO, Albany, has announced his engagement to Miss Florence B. Adler of Schenectady.
ELABORATE PROGRAM of WMUR, Manchester, N. H., for the appearance of Lee Yip Chung, China's first aviatrix, was almost ruined when the flyer's light plane was grounded because of high winds in New York. Two quick dashes by transport plane to Boston and chartered plane to Manchester, however, brought her to the WMUR mike at the appointed time where she was greeted by former Gov. Francis P. Murphy, owner of WMUR; Manchester Mayor Damase Caron and Dr. James J. Powers, vice-chairman of the New Hampshire United China Relief Committee and a director of the Radio Voice of New Hampshire Inc. Visit of the aviatrix was in connection with the United China Relief Drive.

WSB, Atlanta, has received $4,000 entries from every state; Canada, Cuba, Puerto Rico and the Canal Zone in its football guessing contest conducted by Ernie Harwell. Some of the letters bore no address, being simply directed to "Sports News and Views"—the name of the program.

WHO, Des Moines, will receive the cooperation of four hybrid seed corn firms-Robertson & Funk—in the fifth annual Radio Corn Festival Dec. 13, to be directed by Herb Plambeck, WHO farm news editor. Exhibitor winning the greatest number of high awards will be crowned "Corn King".

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

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

A TYPICAL Spanish-American family will theoretically tour the United States and report their adventures each week to Mexico, Central and South America via KGEI General Electric international station in San Francisco. In an unique all-Spanish series of travels La Familia Amadeo, consisting of Mr. and Mrs. Amadeo and their son, Roberto, will visit you all a Merry Christmas—only the only sponsor identification of the broadcast. A similar technique will be used on the New Year's night program, which again the company's beer will be plugged. Idea was that of Edward H. Acree, R & H advertising manager.

KMOX, St. Louis, cooperating with the Missouri Teachers Association, will exhibit the convention held in St. Louis, staged "How Now You May Profit by Education," designed to collect $3,500 for the University of Alaska, newsmen. In the swing of KMOX Playhouse the program demonstrated how best the educational program can be scheduled for maximum profit. Money received over KMOX, can be utilized for elementary and high school students.

WKYK, Detroit, has begun a series 10-30-10:45 a.m. Monday-Friday featuring O. P. Stearns, "The Food Magazine," sponsored by Bronte Wings Stearns, who appeared on west coast networks for six years, and now his program with narration woven into romantic-story form, based on research and his own experience from the KMOX Playhouse the program.

WHCS, Charleston, W. Va., had a script prepared and on the air within two hours of the arrival in Charleston of Clarence Robinson, Samson 1st Class, survivor of the torpedoed Ren- sen James. Robinson played himself in the dramatization of the event.

KIRO, Seattle, to make available to Aldous Huxley's educational material of the CBS School of the Air series, each month ships a complete set of recorded transcriptions from KIRO's daily broadcasts of the features to KPAB. Freebook for broadcast. Similar transcriptions are offered by KIRO to schools in its listening area.

KDFJ, Salt Lake City, for the fourth consecutive year will conduct a series of radio broadcasts for entertainment for broadcast from local institutions. The schedule calls for four broadcasts, between Dec. 1-25, featuring KDL, musicians and talent, from the Latter-Day Saints Children's Hospital. A benefit on Friday evenings for the hospital and hospital staffs are cooperating in the project.

CHARTERING a plane, Herb Hilecher, Appleton, Wis., a pilot, flew 600 miles to cover the recent disastrous million-dollar fire at Neenah. There he interviewed the microphones of less residents as Army officials were attending to care them in Army barracks.

MINUS PLUGS — AS A NOVEL WAY to listen to stories, Mr. O. P. Stearns and the Rubsam & Horrman Brewing Co., Staten Island, N. Y., will omit commercial announcements from its 25 broadcast of Ramona & the Tune Tuners on WOR, New York. The broadcast, at the 10:45 p. m. show, Ramona will announce "Ramona, the Tune Tuners and the R & H Brewing Co. wish you all a Merry Christmas—only the only sponsor identification of the broadcast. A similar technique will be used on the New Year's night program, which again the company's beer will be plugged. Idea was that of Edward H. Acree, R & H advertising manager.

Camel Signs New Quiz Revisions Network Lineup

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

At the same time Reynolds announced discontinuance on Dec. 31 of Penthouse Party, on 94 NBC blue stations, 9:30-10 p.m., and a general shifting of all Camel shows. They will take place in the first week in January, Cugat-Rumba Review, now on 91 NBC-Red stations, Thursday, 7:30-8 p.m., will move to the Penthouse spot on the Blue and Al Pearce & His Gang, on 99 CBS stations, Friday, 7:30-8 p.m., will hit the Blue. The new Camel shows will be sponsored by Maj. Gladstone Murray, Canadian Broadcasting Corp. general manager, in Ottawa, this week. The CBC Board of Governors is expected to deal with this and other power increases at its January meeting.

By that time the CBC survey on Canadian stations will have been completed. It is not expected many stations will be granted increases since few now have applications in for these increases and it is becoming harder to obtain new equipment from such sources as are known to have applied for 50 kw. Whether or not one of the two un-granted Canadian Treaties channels is to be used by CFRB with an increase in power, could not be learned.

Power Increase Action in Canada Is Foreseen

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

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Wisconsin U Sports Series

WISCONSIN U basketball games, a schedule of 20, will be brought to Badger fans via the Wisconsin World Network Inc., sponsored by the Plankinton Packing Co., Milwaukee. This second contract with the network—the first covered the Wisconsin U football schedule—will be broadcast over WEMP, Milwaukee; WIBU, Madison; Poppynette; WYLO, Janesville; WIBR, Beloit; KFIZ, Fond du Lac; WSAU, Wausau; WTAG, Green Bay; WFRH, Wisconsin Rapids; WYWL, Oshkosh; and WBLY, Allen Wa, former NBC sports announcer and Wisconsin U crew coach, will relay the action to the campus. It is to be the first game between Carroll College and Wisconsin U.
CONTEST WHICH will culminate in the selection of the best art or poster expressing the place of radio in the widely-heralded “Freedom of Speech,” is being sponsored by KYW, Philadelphia, under direction of Harold M. Coulter, promotion head. The only restrictions are on size and the understanding that there is to be no caption, slogan or lettering of any kind.

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

* * *

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

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

* * *

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

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

How to Bring Home the Bacon

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

Get Results! -- Use WWNC 570 Kc.
CBS Affiliate

ASHEVILLE, N.C.

BROADCASTING • Broadcast Advertising
December 8, 1941 • Page 39
LEVER BROS., Co., Cambridge, Mass. (Lux soap), on Jan. 1 will start sponsoring Academy Award-According to half-hour transcribed original dramas featuring well-known Hollywood personalities, on KGMB, Honolulu, Series, owned and cut by C. P. MacGregor, is on five other stations in the United States under local sponsorship. Account was placed by National Export Adv. Agency, New York.

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

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

GALLO WINE Co., Modesto, Cal., on Dec. 8 starts sponsoring a one-hour live and transcribed newscast titled News With Norman Vincent, on KJL, Hollywood. First quarter-hour of the six-week program will be broadcast as live talent. Following three 15-minute newscasts are to be transcribed. Repeats will be interposed for live flash news. Contract is for 52 weeks. If format is successful, after a 15 week trial, other West Coast stations will be added. Agency is Raymond R. Morgan Co., Hollywood.

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

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

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

THE CHARMS CO., Newark (candy), has started two announcements daily on W7NY, FM adjunct of WOR, New York. Contract for 52 weeks placed through Schick Adv. Agency, Newark.

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

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

LINDSAY RIPE OLIVE Co., Lindsay, Calif., in a 13-week campaign ending Feb. 2, has started sponsoring participation six times weekly in the combined Sunrise Salute and Housewives Protective League programs on KNX, Hollywood. Agency is Lord & Thomas, San Francisco.

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

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

ST. LOUIS

IN COMBINED LOCAL AND NATIONAL SPOT COMMERCIAL QUARTER HOUR VOLUME.

KWK - MUTUAL - Represented by Raymer

BROADCASTING • Broadcast Advertising  December 8, 1941 • Page 41
CONSOLIDATED HAT STORES, Los Angeles, in late November started for 32 weeks sponsoring quarter-hour early and late evening newsmens five times per week on KMPC, Beverly Hills, Calif., with Cote Roberts and Owen Rube as commentators. Agency is Lloyd Inc., that city.

BLUE MOON FOODS Inc., Thorp, Wis. (Chicago syndicate), has added transcribed single announcements on WLOL, Minneapolis, and placed two transcriptions on the station's half-hour Talk of the Town and quarter-hour Tips by Taylor programs for five days weekly for 12 weeks. Copy features Christmas promotions of various package units in holiday printed cellophane. Agency is Reinecke-Elles-Younggreen & Finn, Chicago.

JEWISH International Broadcasting Co., Los Angeles, on Nov. 22 started a new program, the Tovornik program, American-Jewish Hour, on KMPC, Beverly Hills, Cal. Contract is for 22 weeks. Conducted by Jacob Mella, weekly program features recorded music, guest artists and speakers. Agency is Tae Mayer Co., Los Angeles.

A. WANDER Co., Peterborough, Ont. (Ottawa), on Nov. 24 started spot announcements six days weekly on CKY, Winnipeg; CIGR, Vancouver; account was placed by A. M. Kim Ltd., Toronto.

FOUR SPONSORS of Italian programs on WHOM, Jersey City, have renewed their contracts for 32-week periods. While one, Roux Wine Co., has added 10 spot announcements daily in foreign languages, other renewals, each running six hours, weekly, are Ceppelli & Co. (Brussels); Chicago Macaroni Co., and Romani Macaroni.

WINTER Inc., Los Angeles (camera & photogaphy supplies), new to radio, in a three-station local campaign ending Dec. 20 is using daily spot announcements on WHOL and approximately two per week on KFWB KECA KNX, in addition to thrice-weekly participation in 2 station's New Year's Eve Mornings, from the latter station. The Mayers Co., Los Angeles, has the account.

GRAYSON'S Inc., Los Angeles (women's apparel chain stores), through Milton Weinberg Adv. Co., that city, in a 30-day campaign which started Nov. 27 is using a series of daily spot announcements on Southern California stations.

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

P. G. Vogt & Sons, Philadelphia (next), has renewed the Betty Jordan program on KYW, Philadelphia, heard each Friday morning at 9:30. The program features interviews with men and women prominent to the city. Agency is Clements Adv., Philadelphia.


DJ JACKSON FOODS, Toronto (Canada), has started Its a Woman's World weekly half-hour quiz show on CFHR, Toronto, account was placed by Tandy Adv. Agency, Toronto.

NEW YORK TUBERCULOSIS & Health Assn., from Nov. 20 through Dec. 24 is conducting an intensive radio campaign for its annual Christmas seal drive, using WQXR WOR WWNO WHNC WABC WWNY WEVD WHOM.

W69PH Goes to 10 kw. On Commercial Basis

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

W53PH, WFL's FM station had started disc jockeying Nov. 19, and will use 10,000 watts about Dec. 15, it was announced by Roger W. Clipp, vice-president and general manager. The FM outlet is operating with a temporary 1,000-watt transmitter.

FM for Baltimore

BALTIMORE's first commercial FM station was authorized last Wednesday when the FCC issued a construction permit for high-frequency facilities in the Monumental City to The Baltimore Radio Show, Inc. Permittee is also licensee of standard station WFBP. Grant specified use of the 45.9 mc. channel to serve an area of 5,500 square miles. The FCC to date has authorized a total of 61 FM stations.

New Opera Line

W53C, Chicago's FM station, has arranged with Illinois Bell Telephone Co. for a new type of transmission using special wave and amplification equalizers so the station can carry MBS Chicago Opera broadcasts from a remote pickup. New equipment permits transmission of tones ranging from 20 to 15,000 vibrations per second.

KATZ AGENCY has been appointed representative for WATD, Quincy, Ill. Station operates on 890 kc. with 5,000 watts.

FM's Pioneer Manufacturer

NEWS! NEWS! NEWS! The REL DL line of FM transmitters employs the NEW Armstrong phase shift modulator. Only REL FM broadcast transmitters give you the advantages of this latest Armstrong development.

RADIO ENGINEERING LABS, INC.
Long Island City, N. Y.
"Gosh-a-mighty!
Who thinks 'em up?"

A long-suffering executive speaks his mind

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

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

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

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

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

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

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

Four Roses is a blend of straight whiskies—90 proof. Frankfort Distilleries, Inc., Louisville & Baltimore.
PHILIP MORRIS & Co. has two outstanding CBS Network programs—and WMBD carries both of them. It all started back in February, 1937, when PHILIP MORRIS specified WMBD for their program, "Journey Presents", advertising PHILIP MORRIS CIGARETTES—in addition to a nearby metropolitan station. Now, WMBD is an outlet in addition to CBS Basic—for . . .

"Crime Doctor" for PHILIP MORRIS

"The Philip Morris for PHILIP MORRIS Playhouse"

CIGARETTES

Here's why . . .

In "Peoriarea" (covered effectively by WMBD only) 89.3% of a total of 154,300 families own radios. Family buyers spend $37,282,000 annually in 2,057 local food stores. Every one of the population in Peoria County alone spends $69.00 more in retail stores than the average Illinoisan. And "Peoriarea's" population is balanced almost 50-50—urban and rural. A way to notify WMBD as an additional outlet for your message—for WMBD is the favorite of "Peoriarea's" listeners!
458 Stations Used
To Promote Book

Huge List Is Signed to Push Volume on Income Taxes

SO SUCCESSFUL has been the campaign launched in September by Simon & Schuster, New York, for its book Your Income Tax that the original list of 100 stations has been increased to 458. Five and 15-minute programs are used daily and will continue until Feb. 28, 1942. Edwin A. Kraft, manager of the Northwest Radio Adv. Co., Seattle, which handles the station program, said:

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

SOCONY NEWS on WWO was discussed at the Fort Wayne station recently by station, sponsor and agency officials. Listed up in front of the Jamboree in studio are (1 to 9) George C. Oswald, C. A. Snyder, Getchell account executive of J. Sterling Getchell Inc.; C. A. Snyder, Getchell radio director in New York: Franklin Tooke, former WWO-WGL program director; Roy B. Dill, advertising manager of SOCONY Vacuum Oil Co.

CKLW IS Given Right
to Handle Swing Series

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

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

BROADCASTING • Broadcast Advertising
December 8, 1941 • Page 45

Gardner in 1942

GARDNER NURSERY Co., Osage, IA., on Dec. 15 will start its 11th radio year with the first of a series of new transcriptions featuring new plants for spring delivery. About 150 stations will be used and this number will be gradually increased to 400 during the peak of the spring shipping season. According to Edwin A. Kraft, manager of the station's auxiliary transmitter, the program will be broadcast approximately $300,000 will be spent on advertising by Gardner during 1942, the bulk of it going to radio.

KNTP, St. Paul, is installing a 35-kw. gas-driven generator plant in its transmitter building. Designed to operate the station's auxiliary transmitter, the emergency power source is one of a line futurose that will be handled automatically.

NO BIG WHOOPEE
IN JAMBOREE
(Ky.)!

BULLY SEE RED
... when they think of Richmond

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

WMBG offers you the Red Network audience—5,000 watts daytime—1,000 watts night and equal density of coverage at lower rates. Before you buy—get the WMBG story.
Mrs. Murphy Is Named Long Agency Radio Head

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

Mrs. Murphy, a MOUNT HOLYOKE College graduate, and member of Phi Beta Kappa honorary fraternity, joined the agency in 1944 specializing in radio. For nearly five years she has written scripts for commercials for an outstanding network show. Earlier experience included the position of advertising manager of one of San Francisco's important women's stores. Her radio experience dates from 1928 when as "Dorothy Dean" she initiated a series of daily broadcasts over KQW, San Jose.

2% For Advertising

APPROXIMATELY $1,700,000 or 2% of the national income will be spent in advertising in 1941, according to Dr. L. D. H. Lee, director of research of McCann-Erickson, New York, in a talk on "The Importance of Advertising," recently broadcast on CBS. Advertising expenditures, he pointed out, are only about 1% of the final price of all goods and services in the sale of which advertising is used, and will amount this year to about $13 per capita, against $19 per capita in 1929 and compared to Federal Government taxes this year of about $57.50 per capita.

Canada's Radio Fund

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

Spots for New Book


SUIT for $150,000 claiming alleged breach of contract brought by Alonzo Deep Cole against Phillips-Cordage, production agency, came to an end last week after five weeks' deliberation by New York Supreme Court when the jury, after five hours' deliberation could reach no agreement.

CHNS
HALIFAX, N. S.
The Key Station of the Maritimes
Is Rounding Out the Busiest Year in Its Fifteen Years of Existence. Advertisers Would Be Well Advised to Make Their Fall and Winter Bookings AT ONCE.
U. S. Representatives:
Weed & Company
New York City

THOMAS H. HUTCHINSON, formerly with the Rockefeller Committee on American Cultural Relations and previously program director in NBC's television division, has joined the Broadcast Department of Rutherford & Ryan, New York.

STANLEY HOLT, New York account executive of Wt. Esty & Co., was in New York last week for luncheon with the weekly CBS Christmas series, Shirley Temple Time, sponsored by Elgin National Watch Co.

W. B. RICHARD PEARSON, formerly account executive of Ceasa & Associates, has joined Erwin, Wasey & Co., that city, in a similar capacity.

CONNOR Co., San Francisco, recently moved from the Russ Blvd., to 116 New Montgomery St., doubling its quarters.

MAURICE C. LODGE, for the last six years with M. E. Harlan Adv., San Francisco, recently joined D'Evelyn & Wadsworth, San Francisco.

ELMER NEILSEN, formerly with the San Rafael (Cal.) Independent, recently joined the Lions Livingston Adv. Agency, San Francisco.

LARRY GRISWOLD, formerly advertising manager of the Riverside Union, recently opened the Griswold Adv. Agency in that city, with offices in Capitol National Bank Blvd.

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

JOHN ANTHONY, formerly copy chief of Kelling & Co., Indianapolis, has been made copy chief of BBDO, New York.

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

JERRY BROMAN account executive of Lloyd's Adv., Los Angeles agency, has taken on additional responsibilities as radio director.

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

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

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

WILLIAM H. OHLN, formerly of Wilding Pictures Productions, Chicago, and manager of THE Lake FORESTER, Lake Forest, Ill., has joined Needham, Louis & Brobery, Chicago.

STUART REYNOLDS, formerly advertising executive of General Mills, Minneapolis, has been added to the San Francisco office of Erwin, Wasey & Co.


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

SHAKEUP PLANNED
FOR P&G SERIALS

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

Guiding Light, on NBC-Red, 3:30-3:45 p.m., will be dropped after the broadcast of Dec. 26. Handled by Pedlar & Ryan, New York, for Camay soap, the serial, according to an earlier announcement by P & G, was to have been shifted to Compton Adv. for White Naphtha soap [BROADCASTING, Nov. 17]. As of the same date P & G will drop its special six-station hookup for THE O'Neill on NBC-Red, 12:15-12:30 p.m. but continue the series on its 5:30-5:45 p.m. spot on 34 CBS stations, for Ivory soap through Compton.

P & G will shift Right to Happiness on 46 CBS stations, 1:30-1:45 p.m. from Crisco to White Naphtha and move it the eighth hour now occupied by Pepper Young's Family, on 97 NBC-Red stations, 11:15-11:30 a.m. for the latter product. Pepper takes over the Guiding Light spot, changing over to Pedlar & Ryan for Ivory soap [BROADCASTING, Nov. 17]. For Crisco, P & G will fill the Right to Happiness spot with a repeat of a similar spot in NBC-Red, 3:45-4 p.m. on NBC-Red. Both Crisco and White Naphtha are handled by Compton.

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

To Launch P&G Show

GILBERT RALSTON, program manager of Compton Adv., New York, will leave in two weeks for the West Coast to supervise production of the agency's new show for Procter & Gamble Co., Cincinnati. This is the Hap Hazard, starts Dec. 30 for a three-week period on West Coast CBS stations, and on Jan. 6, 1942 to go on a full CBS network [BROADCASTING, Dec. 1]. John McMullan, radio director, and William Ransome, radio director of P&G, also are planning to go to the Coast the end of the month.

AAA Councils to Meet

AMERICAN ASSN. of Advertising Agencies has announced that the 1941 convention for its eastern division will be held Dec. 9 at the Hotel Waldorf-Astoria, New York, while the Central Council convention will be held Jan. 11 at the Lake Shore Athletic Club, Chicago.
DISCUSSING PROGRAMS before opening of the NAB district meeting in San Francisco were (1 to r), Charles Morin, CBS, San Francisco; Paul R. Brunton, KQW-KRGW, Seattle; Neville Miller; Art Kemp, CBS, San Francisco, and Will Thompson Jr., KROY, Sacramento.

NAB Districts on Coast Hold Meetings To Discuss Current Industry Problems

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

The Monday session at Portland, with District Director Harry Spence, of KXRO, Aberdeen, Wash., presiding, featured appearances by NAB President Neville Miller; Mayor R. Earl Riley; Lieut. Comdr. G. F. DeGrave, U.S.N.; Paul L. Connell, KGW-KEX; Lee Bishop, KOIN-KALE; Fred E. Pellegrin, director of the NAB Department of Broadcast Advertising, Director-at-Large C. W. Myers, KOIN-KALE, and Arden Pangborn, KGW-KEX, who were in charge of local arrangements.

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

Others to be Held

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

Attending the Portland one-day session were:

S. W. McCready, KVAN; Sheldon Fred Sackett, KVDN-KOOS, Kloo; Ed McGraw, KEKA; Frank L. Hill, KPOK; H. S. Jacobson, KXL; C. W. Myers, KALE; Paul H. Connell, KXRO-KIE; Ted Koerneman, KALE; James C. Wallace, KAST; Ben E. Stotz, KOOD-KVAN, KLHB; Harry H. Buckendahl, KOIN-KALE; Cleve C. Means, KJAN; Curtis Phillips, KOPD; Johnnie Walker, KALE; Walter L. Read, KINY; Charles E. Conahan, KOIN-KALE; Fred H. Loggen, KEND; Harris Ellsworth, KRON.

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

At San Francisco

Attending the San Francisco meeting were:

George F. Barringer, KHUR; Paul R. Bartlett, KFRC; John Brunton, KQW; Mott Q. Brunton, KJBS-KGW; Ralph R. Brunton, KQW; Sherwood Brunton, KJSB; Eddie Carlson, KHUR; Clyde Coombs, KARM; Glenn R. Dolberry, KGQ-KPO; Bob Dunn, KSFQ; Ernest L. Finney, KPSO; Ed Franklin, KJSB; H. O. Fisch, KQW; Wilt Gunnsendorfer, KPSO; C. S. Harper, KQW; Keith Koby, KROW; Howard Lane, KFUK; Philip G. Lacky, KQW; Charles Lloyd, KKL; C. L. McCarthy, KQW; Harold H. Merer, KAYA; A. E. Nelson, KP0; J. G. Paldridge, KQG-KPO; S. H. Patterson, KSN; Les O. Ricketts, KFKB; J. E. Rodman, KFB; W. B. Ryan, KPO; Charles P. Scott, KTKC; William R. Smith, KIEM; Don H. Telford, KUH; R. E. Thomas, KMYC; William Thompson, KROY; H. J. Tyler, KSFQ; Howard V. Walters, KDOM; Eugene N. Warner, KF6; Art Westlund, KBE; Jack Winslow, KQH; Bill Benson, KPSO; David H. Schacter, KFKB; Arthur J. Kemp, CBS; Jennings Pierce, NBC, and Robert F. Schotta, NBC.

Dale Bowerman, United Press; Leonard D. Callahan, SEBAC; Jack Frost, RCA; Robert Gatz, United Press; E. J. Gough, SEBAC; Carl Haverlin, BMI; Gerald King, Standard Radio; Ed Kirby, War Department; C. F. MacGregor; Neville Miller, NAB; Charles E. Morin, CBA; Frank E. Pellegrin, NAB; Dan Rodgers, Raymond Spectator Advertising Agency; Earle H. Smith, Edward Fetty & Co.; Hale Sparks, United Press; Linda Storey, John Blair & Co., and Ralph Wentworth, Langworth.

NEW CLEAR GROUP MEETING DEC. 18

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

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

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

Santly Heads MPPA

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

"Poor Jock! If only he'd used WFDF Flint Michigan, he could have afforded Florida."
First Day Cropper

NOT ONLY four hours late for work but wiring for money to pay a $17 fine for speeding is the first day record of Maurice O’Connell, new control room engineer of WPAT, Paterson, N. J.

Due to begin his new duties at noon last Monday, O’Connell apparently underestimated the distance from Baltimore, his home town, to Paterson. Finding himself 55 miles from WPAT at nearly noon he poured the petrol, only to be hauled up by WPAT Chief Engineer Earl F. Lucas, received a wire for the $17 fine; O’Connell was unable to pay.

WGY Bowlers Win

WGY, Schenectady, won the first bowling match in a series between its two stations and one representing WTRY, Troy-Albany. WGY’s keglers won by 161 pins. The WGY winners: Kollin Stager, manager; A. O. Coggershell, program director; Bill Purcell, chief engineer; Bill Mennear, publicity chief; Alec MacDonald, sales, and Howard Tupper, announcer. WTRY’s team: Bill Riple, commercial manager; Al Cappello, chief engineer; Eugene Shudt, sportscaster; Cecil Woodland, continuity director; John Stuphen, sales, and DeForest Layton, engineer.

Graybar Elections

AFFILIATED with the Graybar Electric Co. for the past 30 years, A. H. Nicoll was elected president last Wednesday to succeed F. A. Ketchum who will become chairman of the board, both positions effective on Jan. 1, 1942. Three new vice-presidents elected were: G. F. Hessler, D. H. O’Brien and E. W. Cashman, all having been with the company many years.

Winant at Vichy for CBS

CLINTON WINANT, brother of John Winant, U. S. ambassador to France, and in Europe since the last war on research assignments, has been appointed O’GN correspondent in Vichy, France. CBS has not broadcast from Vichy for about eight months but will probably do so in the near future if Winant feels the news warrants.

SHEIR HERRICK, baseball reporter and announcer of WOKO, Albany, N. Y., is a Chief Petty Officer in the U. S. Navy.

FCC Rules Relaxed

RE‘LAXING requirements on a temporary basis for showing of service in connection with renewal of license, the FCC issued last Wednesday an Order No. 77-A, suspending from Jan. 1, 1942, until further order, but not beyond Jan. 1, 1945, Sections 12.30 and 12.36 of the rules governing amateur radio and Section 12.28 of the rules governing commercial radio operators.

Page 48 • December 8, 1941
Defense Savings Pay-Roll Allotment Plan

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

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

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

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

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

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

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

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

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

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

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

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

Plenty of help available. Although this is your plan when you put it into effect, the Treasury Department is ready and willing to give you all kinds of help. Local civilian committees in 48 States are set up to have experienced men work with you just as much as you want them to, and no more.

Truly, about all you have to do is to indicate your willingness to get your organization started. We will supply most of the necessary material, and no end of help.

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

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

France left it to “hit-or-miss” . . . and missed. Now is the time for you to act! Mail the coupon or write Treasury Department, Section A, 709 Twelfth St., N.W., Washington, D.C.
FLIPPING the switch Nov. 28 on the first relayed broadcast of the Treasury of Music program, sponsored by Stromberg-Carlson Telephone Mfg. Co., Rochester, N. Y., is I. A. Martino, chief engineer of W6SH, FM station in Hartford, while other executives of the station assist. They are (1 to r): Walter Haase, program manager; Franklin M. Doolittle, general manager, and William F. Malo, commercial manager. The program, heard regularly on WQXR, New York, is now being sent five times weekly by special telephone line from W2XQR, FM station in New York owned by WQXR, to W2XMN, Alpine, N. J., which rebroadcasts the series to W6SH.

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

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

RODGER MuELLER, former WGN, Chicago announcer, is now program director of WHY, Appleton, Wisconsin, replacing Evelyn Owen who is now doing radio work in Ottumwa, Iowa.

PRESTO MAKES A RECORDING DISC
FOR EVERY RADIO STATION USE
Select your discs from these 3 types

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

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

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

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

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

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

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

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

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

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

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

The morning of Dec. 2 a special breakfast party was given by WHN in its studio for an "orchestral salute of the world to the station's increase in power." Present were leading orchestra conductors, who were recording for the Brooklyn Dodgers. The station's "Music program, 10:30 a.m.-12 noon.

WHN, New York, with its boost in power to 80,000 watts has announced the signing of nine new contracts and the renewing of three others. New clients include: Hecker Products Corp., New York (Force), three 10-minute programs "Adventures of a Private Detective" featuring Captain Tim Healy; I. Rokeach & Sons, New York (condensed soup), three quarter-hours for serial "My Daughter Betty"; Simon Ackerman, New York (clothes), three quarter-hours of news "Coaching the Hamilton Comb Jr.; spot announcements by Railway Express Agency, New York; Starnack Co., Salisbury, N. C. (headache powders); Readers' Digest Assn., Pleasantville, N. Y.; Proctor & Gamble Co., Cincinnati (Lava soap); Paragon Oil Co., New York; National Production Co., Detroit (jumper seats). Renewals were spots by Old Dutch Mills Inc., New York (coffee); Simon & Schuster, New York (Income Tax booklet), and Welch Grape Juice Co., Westfield, N. Y.

Amos 'n' Andy
PRIVATE OFFICE of Freeman Gosden and Charles Correll, located in the Bank of America Building, Beverly Hills, Cal., have been converted into a broadcast studio for their five-weekly quarter-hour CBS series. Amos 'n' Andy, sponsored by Campbell Soup Co. Program is remoted from the diminutive studio which is equipped with microphone-connected control and reception rooms. Bill Hay, announcer, is the announcer. Work from the CBS Hollywood studios with the comedy team paying added line charge for the exclusiveness.

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

IN 5 SHORT DAYS
as a result of one spot campaign.

474 WHFR LISTENERS in 16 WISCONSIN COUNTIES RESPONDED WITH 50 CENTS IN CASH for a subscription offer

BROADCASTING • Broadcast Advertising
50 kw. in Waterloo
Sought by Dumond

Fetter, Blair, Godley Among
Those Holding Interest

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

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

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

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

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

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

Selling an Airport

The logical expectation was that
this promotion piece ought to cre-
ate some spot campaigns which
would certainly benefit spot radio and
which might even produce some
business for World. But there were
no expectations that this brochure,
good as it was, would result in sell-
ing an airport to a city council.
Yet, as explained in the following
letter from State Senator Bernard
L. Glover, of the Seventh Missouri
District, that's just what happened.

Gentlemen:
Mr. Russell C. Comer of the Russell
C. Comer Ad. Co., loaned me his copy
of the brochure, "Boomtown," a study
published by your firm, thanks to "Boom-
town" for its convincing and stimulat-

90% increase
in 1941

Serving the Rural West

McWatty is the original
General Electric
Broadcasting
120 Volt
with Simplified Circuit Design

1940

1941

KFBK
SACRAMENTO, CALIFORNIA
KJMJ
FRESNO, CALIFORNIA

December 8, 1941 • Page 51

16 Script Writers Plan
Treasury Savings Shows

SIXTEEN of the country's leading script
writers have joined in writing
a series of five-minute dramatic
programs for the Treasury De-
fense Savings Program, it was an-
ounced Thursday by Vincent F.
Callahan, chief of the radio section.
The series, On Guard America, will
be released to all stations as a special
part of the Treasury's defense
Bond and Stamp Campaign.
Authors contributing to the series
are Robert Sherwood, William
Saroyan, Elaine Sterne
Carrington, Ruth McKenney,
Stewart Ciofle, Mona Kent, Paul
Wing, Gertrude Berg, Ruth Adams
Knight, Katherine Seymour, Erna
Phillips, Margaret Sangster, Frank
Provo, John Picard, C. C. Thomas
and Carolyn Darling. Produced
under the supervision of Elaine
Sterne Carrington, the series will
be directed by Dodie Yates.

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

CALL LETTERS assigned for recent
new station grants of the FCC are
KWOX, Bartlesville, Okla.; WINK,
Louisville, Ky.; and KOBZ, Bismarck, Minn.
News Is Most Popular in Philippines

Many Native Dialects Used by Stations, Says Vogel

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

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

Many Tongues

But in other respects the Philippine broadcaster operates quite differently from his United States counterpart. His audience speaks a variety of languages and dialects, necessitating broadcasts in several tongues, although now about 70% of the natives understand English.

Climatic and geographical conditions curtail longwave transmission to purely local coverage, so that every station operates both a longwave and a medium wave station and every program goes out over both frequencies simultaneously. Advertising of liquors and other products which are taboo for U. S. broadcasters is perfectly acceptable in the Philippines.

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

International News Service

The importance of news broadcasts is now even greater than usual, since the Philippines are now a source of the only uncensored news for residents of the entire Asiatic area. Radio is also the sole commercial entertainment medium for most of the islands.

There are only about 300 picture theatres in the Philippines, of which about 200 are located in the Manila and Luzon areas.

A typical day's schedule at KZRM, as described by Mr. Vogel, starts at 5:00 a.m. with a quarter-hour of recorded band music, followed by a like period of news. From 6:00 to 9:00 the station broadcasts news in Chinese; then the English news is repeated, followed by an hour of recorded music. At 7:45 comes a quarter-hour of news in French, sponsored by a Free French group and broadcast with permission of governmental officials, for the benefit of Frenchmen throughout Eastern Asia, particularly in French Indo-China. KZRM signs off at 8, returning at 11 with an hour of music and comedy designed for the entertainment of the American troops. A Musical Newspaper, combining items of society, travel and other specialized news with appropriate music, runs from noon to 12:30, followed by a quarter-hour of world news and another 15 minutes of local news. From 1 to 1:45 is the Siesta Hour of soft music; then comes 15 minutes of dance tunes and the station signs off until 5.

Tea music and perhaps a juvenile show are followed at 5:45 by a quarter-hour of news and dramatic bits from movies playing in Manila.

Sports, Too

A woman commentator, mixing homely philosophy with household hints, has the 6:00-6:25 period, a five-minute sports results program completing the half-hour. Another world news period is followed by five minutes devoted exclusively to jai-lai, chief native sport, and 10 minutes of local news.

Evenings are filled with varying types of entertainment—music, drama, quiz, etc. Many of the programs, both daytime and evening, are broadcast mainly in Tagalog, an hour's talk with Paul White, CBS director of public affairs. Mr. Vogel is production manager of KZRM and KZRF, Manila. KZRM is a CBS affiliate.

is to retain his listeners' confidence he must not allow his advertisers to build up false hopes which the products will not fulfill. This caution policy has paid off for both the station and its clients, he said, reporting that offers made on the air produce more than satisfactory returns by keeping the population awake and listening until its sign-off at 9:45 p.m., whereas normally most Filipinos are asleep by 8, since they rise at daybreak to begin work in the fields. Once a month this program originates in the plaza of some city outside Manila, drawing from 15,000 to 25,000 people to watch the show, many of the spectators traveling all day from distant villages.

Native Dialect

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

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

Jail Broadcast

But 'Bossy' Falls to Win

Mayoralty Post

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

Despite "Bossy's" radio appeal, broadcast the evening before election, a vote by the evening of his wife, the office went to a local dance hall proprietor.
COURT CLARIFIES MUSIC COPYRIGHT

IN A precedent-making decision, the U. S. Circuit Court of Appeals last week decided that the copyright in a song written by an employee of a publishing company belongs to the publisher and may be renewed by him even if he was expropriated.

Decision, written by Justice Learned Hand and unanimously concurred in by his associates, is the first by the Federal District Court in ruling that the renewal rights to "Come, Josephine, in My Flying Machine" belong to Shapiro, Bernstein & Co., plaintiff, in suit, and not to the defendants, Alfred Brown, and Fred Fisher, writers of the song, and the Fred Fisher Music Co. to which Fisher had assigned his renewal rights.

Song was copyrighted in 1910, at which time the writers were employed by the publisher. In 1938 both the plaintiff and the defendant tried to secure the renewal of the copyright, with the suit resulting. Importance of the decision to ASCAP is indicated by the fact that the defense was handled by John Schulman for the Songwriters' Copyright Assn., of which both defendants are members. Leo J. Rosset represented the publisher.

No Precedent

Despite its importance in copyright law, the decision is not a precedent in the im- pending suit of Edward B. Marks Music Corp. and BMI against ASCAP and certain composers to determine whether certain copyrights are vested in the publisher or composer, it was stated by a number of right attorneys. Former case dealt with an employer-employee relationship while the latter seeks to determine the allocation of rights between writer and publisher embodied in standard contracts between the parties and between each of them and ASCAP.

Overruled in its attempts to have the suit dismissed and to have BMI outlawed as a plaintiff, ASCAP must file its answer to the plaintiff's charges by Dec. 11 in the New York Supreme Court. Case may be expected to come to trial shortly after the first of the year.

POSTPONED

From Dec. 3, the examination before trial in New York Supreme Court of James C. Petrollo, president of the American Federation of Musicians, by the American Guild of Musical Artists, has now been set for Jan. 6, 1942. AGMA is suing to have ASCAP and BMI held in contempt of court for interfering with AGMA members.

WEAKLY distributed by the Radio Council of Chicago Public Schools lists a week in advance programs to be broadcast by the AFM from interfering with AGMA members.

WHEB PORTSMOUTH, N. H.

The Listening Habit of Central New England"

1000 Watts on 750 Kc.
Education of Listeners On Radio Quality Urged

BROADCASTERS can do a service to listeners—as well as a good promotional turn for themselves—by conducting simple, economical, educational campaigns to show listeners the high quality of reception available to them on standard AM broadcasting, according to Joseph J. Weed, president of Weed & Co., station representative.

It took the commercialization of FM**, Mr. Weed said, “to arouse new interest in technical quality of radio reception. Listeners should be shown that AM stations are by no means obsolete and, in fact, represent great modern engineering achievements.”

Station audiences should be informed of efforts on behalf of improved reception and told how they can aid in the effort by station-break announcements, special talks by staff engineers and “through other promotion activities at the broadcaster’s disposal.”

**BUILDING FOR THE ‘TEXAS’ NAVY
It was inevitable that Texas would have a share in the building of ships for the defense of our nation. It was inevitable that Texas would have a share in the building of ships for the defense of our nation. And Texas answered the call! They are building for the ‘Texas’ Navy.”

Full Time
560KC 1000 WATTS

BEAUMONT

Represented by HOWARD W. WILSON COMPANY

HOMETOWN is the term by which WTMV, E. St. Louis, and the staff dress the part. Announcers, writers, engineers, newsmen and musicians are garbed in plaid woolen shirts and blue denim jackets. The new get-up have doubled the number of visitors. Demonstrated (1 to 1) are Top row, Ted Randall, production manager; Al Marcus, musician; Dick Wall, sports announcer; Harry Coleman, program director; Larry Fay, announcer; Erle White, engineer. Center row, Cliff Mason, musician; Thomas R. McLean, chief engineer; Jack Norwince, announcer.

DEFENSE PLUGS ARE GROUPED
Stations Adopt Means to Dramatize Various
Announcements for Uncle Sam

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

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

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

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

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

WOLF submits the following as an example of the work of the new division which appeared during a period of Hawaiian music recently: “The United States Army offers exceptional opportunity for advancement at its stations in Panama and Hawaii. These posts are tropical paradise. No wintry gales, no icy winds. If you like sunshine, adventure and travel, see the Army Recruiting Officer nearest your home.”

The announcer paused and then: “And now we say Aloha—drum and guitar— which means farewell to Thee.”

First USO Wired Unit Is Placed in Operation
FIRST of a group of “wired” radio stations, similar to those operating on college campuses, which are part of a system of communications designed to move men in the armed forces as recreational and educational diversions, will be dedicated on a coast-to-coast NBC-Blue broadcast Saturday, Dec. 20, 10:30-11 p.m. Prominent figures of radio, stage and screen will participate.

Known as the “Star Spangled Network,” the system has been formed under the auspices of the National Catholic Community Service, a member agency of the USO. It is a two-fold operation, designed to put the service men in closer touch with each other and with their homes and friends. The first is the “wired” station system, operating on 3 to 5 watts, using an electrical circuit in the Army post or Naval station as antenna. Programs emanate from a studio located in a nearby USO club, with each station, operated and staffed entirely by the men of the nearby camp. The second link is the system of amateur short wave stations which provide transmission of personal messages to service men free of charge. The first station in that link was dedicated at New London early in November [BROADCASTING Nov. 24].

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

Both black-and-white and color images were shown the official group, with a picture about 8½x11 inches employed. There was also a demonstration on the new RCA receivers with images projected on screens about 14½ inches.

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

Present, in addition to the seven members of the FCC, were E. R. Leeds, E. A. Gerald, C. G. Gross, assistant chief engineer in charge of broadcasting; William H. Bauer, television and FM station host; John Walker, senior broadcast attorney; William J. Northcutt, chief accountant; Dr. L. P. Wheeler, head of technical information, and George O. Gillingham, public relations director.

St. John to Leave
ROBERT ST. JOHN, NBC news director currently handling the six-weekly 6:15-6:30 p.m. news on WEAF, New York, under sponsorship of Peter Paul, starring Naugatuck, Conn., on Dec. 15 will leave via Clipper for Lisbon to join NBC’s London studio [BROADCASTING, Dec. 1]. Auditions are now in progress at NBC for his successor on the Peter Paul program heard in the interests of Mounds candy.

Humphrey’s Spots
HUMPHREY’S HOMOPATHIC Medicine Co., New York, through Atherton & Currier, New York, which recently took over the entire account with a portion of it for several years, last week launched a campaign of live announcements and participations 3-10 times weekly, on WENR WFBF WCAU WMCA and WEAF.

W

Autopen says:
Sales curve dropping in New York? Tak! Tak! Take a few Nobs and perk up after, before and during sinking spells and watch sales perk up!

(Come on up and let's go over a few of my hot spots)
Place in charge of all network operations as assistant executive vice-president, reporting to Richard C. Patterson, then executive vice-president.

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

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

Kobak’s Career

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

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

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

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

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

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

Ray, Bock to New York
For NBC Conferences

WILLIAM B. RAY, NBC manager and chairman of the board of NBC and Hal Bock, occupying the same position in Hollywood, are due in New York Dec. 8 for a three-day discussion of network publicity policies and practices with Albert E. Dale, recently appointed director of NBC’s department of information and John McKay, manager of the network’s press department.

It is believed these discussions were attended the University of Chicago, is understood to have been assigned the Blue Network reorganization project by David Sarnoff, RCA president and NBC board chairman, more than a year ago. It was his basic plan, as revised by other NBC executives, that now is understood to be under consideration.

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Printers Crusade
(Continued from page 9)

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

Waste of Power

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

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

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

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

FIRST in a series of three Young People's Concerts by the New York Philharmonic-Symphony will be aired Dec. 15 on CBS, 8:40-9:40 p.m. Rubinstein and Hylton will conduct, their programs including the Schostakowitch "Symphony No. 7" and "Symphony No. 10." The second and third concerts, scheduled for Jan. 19 and Feb. 2, will also be heard.


SOMETHING NEW in party entertainment was sprung on members of WBB, Kansas City, on Nov. 28 at the station's annual party for its employees. A tailor-made quiz contest for WBB alumni, history, advertising, engineering, music. Prizes for best answers went to Lindsey Riddle, LaVeta Anderson, Les Combs, Reese Wade, Sally Deane and Mary Ethel Neal. At the party, plans for 1942 operations also were outlined.

In the course of the five-subject true-and-false quiz, nuggets of knowledge such as the following were elicited from the staff: 

Goodman Ace, of Easy Aces, got his first radio experience on WBB. WBB began broadcasting in 1922, and its call letters are the oldest in Kansas City; WBB's first transmitter was built by John Seeling, Henry Goldenberg and Sam Adair; the station joined MBS in December, 1936.

**Meeting of Songwriters**

**Votes Permanent Body**

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

**Qualification of Songwriter**

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

**Two Join R&R**

L. G. FRIEson and Frank McCullough have joined the account that publication of B.B.&D., Mr. Frieron, formerly an account executive of BBIO, has been at one time assistant advertising manager of the Firestone Tire & Rubber Co., and more recently was associated with Morris & Brown, Inc., New York. Mr. McCullough, formerly president of Tide magazine, for a number of years has been on the merchandising and account executive staffs of Young & Rubicam, New York.

**Women's Resolution**

RECOMMENDING that the FCC declare it unlawful for radio stations to engage in promotions of "clear channel radio stations, newspaper-owned stations and stations engaged in broadcasting to acquire control and affiliate relationships" prior to hearings before the Interstate Commerce Committee of the House of Representatives, the recent Southern District Convention of the California Federation of Women's Clubs at Coronado, Calif., passed a resolution to that effect. Resolution, submitted by Mrs. Dorothy M. Lewis, New York vice-president of the Radio Council on Children's Programs, declared that the regulations formed "possible encroachment upon our freedom of the air and freedom of speech." It urged also that any new appointments to the FCC be made from among persons with radio experience.

**Barry Heads Drive**

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

**Canadian Broadcast**

Broadcast Corp. has issued austere the series of books, the latest being "Just Mary Again," a collection of stories told by Mary Grant on Saturdays over the CBC network from Toronto. The second book, "Mary Takes Charge," is the first. The CBC follows the British Broadcasting Corp., in publishing at a nominal price books and pamphlets on topics which have appeared on CBC stations.
SUCCESS FOR TWO COSMETICS
Colonial Dames and Richard Hudnut Find Their
Cost Programs Increase Sales

BEHIND two recent program renewal on the CBS-Pacific network lie parallel success stories of cosmetic advertisers who went into the Coast market with the idea of putting radio to an acid test. Continuation and possible expansion after the expirations of the original contracts, they stated, would be effected only if definite tangible results were obtained. Now, one year later both have renewed for longer periods and one is expanding to coast-to-coast coverage.

Colonial Dames Inc., Los Angeles, and Gailey & Co., that city, contemplating an advertising drive about a year ago, made a search for a program with the “right content and facilities” to accomplish certain ends. Client and agency agreed on a once-a-week, five-minute show “Find the Woman,” put it on an eightrain station CBS network and said “let’s see what it can do for us.”

Tangible Results
Boom sales are the result. In a short time the show became so solidly entrenched in the Coast market that women’s organizations and Colonial Dames might look to their founders and leaders on future broadcasts of the program. And as for those “tangible” results, the company reported when renewing that after almost a year of continuous broadcasting, the sales graph was evidenced upward trend. In one leading department store, sales soared 100%; 98% in an important drug chain: 100% in another drug chain and 88% in a third. With the increased volume of business came increased coverage: The Arizona Cap of CBS network was added last autumn and further expansion is being considered for the near future.

A similar story of Richard Hudnut, New York. Last winter the firm decided to take over a pre-tested CBS program, Hollywood Showcase, which had gained an established audience as a CBS-Coast sustainer, put it through the pace of a year-long cycle of broadcasts and, and check in every way possible its audience rating and sales impact.

The program was to be used as a “feeler” to pre-test coast-to-coast operation. Recently after running for 35 weeks Hudnut extended its contract to complete a 52-week cycle and announced at the same time that when its present contract expires, it expects to get a nation-wide program under way on the basis of the successful operation of Hollywood Showcase on the Coast.

Priority Situation Stands Unchanged
No Communications Action at DCB Office During Week
ALTHOUGH it still was indicated that plans to invest advisory powers in the Defense Communication Board on the communications industry’s priorities problems were developing, no action was taken the last week. With the proposed program favored by both the Office of Production Management and the DCB, it was thought action would come soon.

Other OPM Plans
The plan of the DCB staff organization (along with an outline of its functions, which was transmitted recently to OPM Priorities Director Donald M. Nelson, is being considered by the OPM leadership. The functional outlines developed by DCB officials proposed only a small staff, which would work closely with OPM and Supply Priorities & Allocations Board on priorities matters for the entire communications industry, including broadcasting.

Another proposition developing during recent weeks, the establishment of a Communications Industrial Branch in the Civilian Division of OPM, also remains in suspense. (Broadcasting, Nov. 24, Dec. 1). Some indication was seen that such a branch might be lodged in another Section of OPM, possibly the Materials Division, headed by William L. Batt. Still another possibility was the combining of such a branch with other industry in some division such as the Power & Communications Branch, headed by J. A. Krug, former Tennessee Valley Authority official.

Last Wednesday the OPM Priorities Division took a long step toward the switch from the priority applications method to a system of allocations with announcement of its long-heralded Production Requirement Plan. The Plan provides for an annual preference rating for three months at a time for defense contractors, based on their needs of strategic materials in the fulfillment of scheduled defense contracts.

COVERING STOCK SHOW
Networks and Stations Give
Time to Exhibits

RADIO COVERAGE of the current International Live Stock Exposition, great agricultural congress held Nov. 29-Dec. 6 in Chicago’s International Amphitheater in the Union Stock Yards, was the most widespread in its history, according to W. E. Oglievie, assistant manager of the Amphitheater.

Special broadcasts originating at the show were carried on all three major networks, also on several individual stations.

Network schedules included NBC-Blue National Farm & Home Hour; CBS Country Journal (regularly from KMOX, St. Louis) and three-quarter hour CBS programs directed by Chuck Logan, of WBBM, Chicago; three Mutual broadcasts.

Broadcasts were carried on WLW, Cincinnati; WHAS, Louisville; WSB, Atlanta; WLS, Chicago; WHO, Des Moines; WTMJ, Milwaukee; WGN, Chicago.

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<th>WANTED</th>
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<tr>
<td><strong>Position as STATION MANAGER, or PROGRAM MANAGER by men with experience regional stations and eleven years large mid-western station.</strong></td>
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<tr>
<td>Developed and directed NEWS and SPECIAL EVENTS departments.</td>
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<tr>
<td>Knows commercial copy and contact. Public relations and publicity.</td>
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<td>Knows how to write, act and produce dramas.</td>
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<td>Many personal contacts in Networks and Agencies.</td>
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<td>Now employed but seeking greater opportunity. Middle west preferred. Married. Own home.</td>
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**BOX 205A, BROADCASTING**
FCC Data Lacks Distinction

(Continued from page 10)

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

FM Statistics

Another revised FCC exhibit showed 49 FM stations licensed, as of June 30, of which 11 were in the A category of newspaper association, with 43 construction permits, of which 11 also were in the A classification. Of 45 FM stations licensed and broadcast, 42 of the 45, or 25 in the A classification and 27 in the D. Of 55 FM applicants, 25 were newspaper-associated, including 23 A and 2 B. Of 44 FM applications filed by standard broadcast licensees, 20 were newspaper-associated, 16 A and 2 B. And of 39 FM applicants who were standard broadcast licensees, 16 were newspaper-associated, 14 A and 2 B.

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

Difference in Figures

Difference of opinion developed over another FCC exhibit designed to compare the number of broadcast outlets with the number of newspapers and their circulations from 1922-1941. After pointing to several inaccuracies resulting from lack of definite information and other figures, particularly from radio's viewpoint, Judge Thacher introduced the record a compilation of the number of broadcast stations and newspapers and their circulations during the 20th century. The figures showed that the peak in number of daily language daily newspapers was reached in 1920, with a circulation of 30,000,000—with a drop of 475 (1,988) by 1925, shortly after the start of radio, 15 years later, and a loss of only 56 (1,932) during the next 11 years ending in 1939, while circulation continued its trend upward.

Another FCC exhibit was a table listing 114 cities where the only standard broadcast station is associated with the only newspaper publisher. The table included three cities—Springfield, Mo.; Lincoln, Neb.; and Des Moines, Iowa—where the only two local stations are associated with the only newspaper publisher, along with 13 other cities included within metropolitan districts, for a total of 15 cities in which the only newspaper is associated with a broadcast station in the city.

Deletions and Corrections

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

- AM stations in the revised exhibits, the following:
  - Three California stations—KHC, KYOS, Mercer, KYCV, Redding—have been deleted from the newspaper-associated list, since the McClung family, former publishers of the Merced Sun, is the new owner of the newspapers, sold the paper in March and are no longer identified with the publishing business.
  - Florida stations—WCHS, Charleston; WBLK, Clarksville; WPAR, Parkersburg—previously identified with the Clarksburg Telegraph and Exponent, have been deleted from the list.
  - John A. Kennedy, owner of the stations, sold his family interest in the newspapers earlier in the year and is now engaged solely in operating the radio stations.
  - WSAN, Allentown, Pa., is included in the proper list, with WCBT deleted, since they were combined as WSAN by the FCC earlier this year.
  - WHAT, Philadelphia, is included, with proper revision taking into account the sale last year by the David Stern interests of his New York Post holdings.
  - WLW-WSAI Out
  - WKIP, Poughkeepsie, is retained in the list with proper correction of the Cincinnati model chain newspaper connection.
  - WLW-WSAI, Cincinnati, are deleted from the list, since their only possible newspaper connection arises from the fact that Charles Sawyer, counsel for Crosley Corp. and director of that company, operating the stations, owns the Lancaster (Ohio) Eagle Gazette, in addition to WING, Dayton, and WIZE, Springfield, Ohio.
  - WTSP, St. Petersburg, Fla., is included through its connection with the St. Petersburg Times, with proper deletion of purported association with the Minneapolis Star-Journal and Columbus Citizen.
  - KOB, Albuquerque, N. M., is properly identified as the Albuquerque Journal, with a previously noted Scripps-Howard association deleted.
  - WHO, Des Moines, is deleted from the list. It has previously been listed as a B station affiliated with the Davenport Democrat and

Leader-Times, an association resulting from the ownership of 12 of 28 shares of the Times and 1 of 5%—10 Central Broadcasting Co., WHO licensee, by persons owning stock in newspapers.

- Most of Dec. 1, as originally scheduled. KCMO joined the Blue network Dec. 1 as a supplementary station, and on Jan. 20 changed to an all-news format, moving to a new transmitter site due to a Basic Blue station. The exhibition was based on data in an official NBC rate sheet.

After Jan. 20, advertisers for the Basic Blue Network must include both WBY and WIZEN, Lawrence, Kan., which reduces its evening hour rate from $240 to $180 at that time. KCMO's evening hour rate is $200.

KCMO, in Kansas City, Joined Blue on Dec. 1

IT WAS incorrectly reported in the Dec. 1 BROADCASTING that KCMO, Kansas City, would join NBC-Blue Jan. 20, 1942, instead of Dec. 1, as originally scheduled. KCMO joined the Blue network Dec. 1 as a supplementary station, and on Jan. 20 changed to an all-news format, moving to a new transmitter site due to a Basic Blue station. The exhibition was based on data in an official NBC rate sheet.

After Jan. 20, advertisers for the Basic Blue Network must include both WIZEN, Lawrence, Kan., which reduces its evening hour rate from $240 to $180 at that time. KCMO's evening hour rate is $200.

Among regional fulltime stations in cities of 100,000-250,000 population. According to the FCC chart this category included 13 newspaper associated stations showing a profit and loss for the quarter ending Dec. 31, 1940, along with 22 non-newspaper stations operating profitably and 2 non-newspaper stations operating at a loss.

The profitable newspaper-associated stations in this group averaged $156,804 in time sales for 1940, $45,950 in broadcast income ($75,400, 56%); the non-newspaper stations averaged $84,685 in time sales and $36,782 in broadcast income (23.5%). Among the stations operating at a loss, fulltime newspaper-associated regional stations were shown to have average time sales of $78,335, an operating loss of $9,415; fulltime non-newspaper regional stations average time sales of $122,277 and an operating loss of $13,808.

On an overall basis, in the $100,000-$250,000 bracket, 66 newspaper-associated stations operated profitably, with average time sales of $242,973 and income of $73,215 (30.1%), while 18 operated at a loss, with average time sales of $96,001 and average loss of $19,559. In this group, 120 non-newspaper stations operated profitably, with $212,112 in time sales and average broadcast income of $50,098 (22.8%), while 12 operated at a loss, with average time sales of $115,838 and average loss of $25,956. Considering all fulltime regional stations, 185 operated profitably, with $227,495 in time sales and $58,181 income (25.5%); 30 operated at a loss, with an average time sales of $159,354 and average loss of $22,334.

$305,936,000

Annual food sales in our 
1/2-million-daily 
area. You can dominate this hungry market with 

WIBW

The Voice of Kansas in 
Topeka

Page 58 • December 8, 1941

BROADCASTING • Broadcast Advertising
Films Dual Post

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

Cosmetic Expands

COLONIAL DAMES Corp., Los Angeles (cosmetics), sponsoring the weekly situation-
ive program Finds the Woman on 8 CBS West Coast stations, Fri., 9:55-10 p.m. (PST), on Dec. 3 started for 13 weeks using a trans-

Plane Silences KGKO

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

'Gadget Genius'

WILLIAM CRAWFORD EDDY, head of WXIX (11) Cincinnati television station, owned by Bainkin & Katz, is the subject of a feature story titled "Gadget Genius" by Howard Whitman in last week's issue of The Saturday Evening Post. The story tells how Eddy was telecasting daily programs on the station less than five months after WXIX was first licensed. He describes the many gad-
gets he has invented for use on telev-
sion programs.

* * *

Dr. Stanton Named to OFF Position

CBS Research Head Studies Public Defense Knowledge

DR. FRANK STANTON, director of research of CBS, has been named special consultant in the Office of Facts & Figures in Wash-
ington, it was announced last Fri-
day. Dr. Stanton, who has been granted a leave of absence by Presi-
dent William S. Paley of CBS to accept the Government position, will be working on surveys to de-
terminable public knowledge of the civilian defense program.

At OFF he will join two other well-known broadcasting execu-
tives, William B. Lewis, vice-presi-
dent in charge of programs for CBS, and Douglas Meserve, as-
sistant to Bertha Brainard, man-
ger of NBC's program and talent sales department, both of whom are on leaves of absence from their companies [Broadcasting, Nov. 24].

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SEVENTY-FIVE advertising agencies, promotion men and net-
work sales officials have been in-
vited by the Office of Facts & Fig-
ures, to contribute to the promotion of the program honoring the 150th Anniversary of the Adoption of the Bill of Rights to be heard on NBC-Red, NBC-Blue, CBS and MBS, Dec. 15, 10-11 p.m.

Working in conjunction with the Office of Civilian Defense, headed by Mayor F. H. LaGuardia and sponsoring the show, OFF stated that tentative plans, call for an address by President Roosevelt and a 45-minute dramatization, written and produced by Norman Corwin, featuring Hollywood stars with music by Bernard Herman to origi-

nate from CBS studios in Holly-
wood. The President's address from Washington will be followed by the playing of the National Anthem by the NBC Symphony led by Leopold Stokowski, from New York.

The program will be made avail-
able to stations not affiliated with any network from midnight to 1 a.m. when WLW, Cincinnati, through WXIX, its experimental 500,000-watt station will make a transcribed broadcast to be distri-
buting to these stations. It was an-
nounced by James D. Shouse, vice-

in charge of broadcasting of the Crosley Corp.

Witherow Heads NAM

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

LINCOLN MEMORIAL, H. HARPERS- gate, Tenn., Dec. 14 will start a 13-week Sunday series of half-hour dramatics for General L. Parkinson, Chi-

eko publisher of historical material, based on the life of Abraham Lincoln, on WJJD, Chicago.

Filene's Reaction

(Continued from page 9)

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

Excerpts from other comments follow:

Arthur L. Bright, vice-president and general manager, KFPY, Spok-
ane—"Please consider this our order for 1,000 reprints Filene's ar-
icle."

Nathan Lord, manager, WAVE, Louisi-

a—"Please send me either one half-dozen copies of your Dec. 1 issue or one half-dozen reprints of the Filene's article."

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

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New Business

PROCTOR & GAMBLE, Cincinnati, Ohio, added "Nabisco" tab, on Dec. 26 shifts Pepper Young's Family, on 67. (Bresloff-Reviews, Mon. through Fri., 11:15-12:15, through December. Adv. N. Y. to 71 NBC-Red stations 9 a.m.-3:45 p.m. for Camay, through Peddler & Ryan, N. Y.

R. J. REYNOLDS TOBACCO CO., Winston-Salem, N. C. (Camels), on Dec. 30 is heard on WJZ-A with Bob Hawke, on 92 CBS stations. Fri., 10-10:30 p.m. Agency: William Esty & Co. N. Y.


FEDERAL COMMUNICATIONS COMMISSION
NOVEMBER 29 TO DECEMBER 5 INCLUSIVE

Decisions...

Wheeling, Decisions

Applications

Meeting of Stockholders Held by American Net

Waterloo, Ia.,ing

and contingent

KAWM, Gallup, N. M., Call signal de-

KDFX, South Dakota State College, S. D., -Station license cancelled at licensee re-

KAWS, Norfolk, Neb. -Adopted order set-

KWBN, New York-Disclosed petition for

WAVZ, New York-Dispensing petition for

Applications

JAMES W. BARRY, Wheeling, W. Va., Inc., on Dec. 4 made application for an extension of the Dec. 3 decision to hold a meeting of the stockholders of American Radio Network, Wheeling, W. Va., to consider authorization of 

new station in default.

NEW, Baltimore Radio Corp., Utica, N. Y., -Granted present consolidated hearing date.

NEW, The Baltimore Radio Show, Bal-

timore, Md., amended application for new FM station 45.5 mc. 5,500 kw. The Trust Broadcasting Co., Wash-

ington, D. C. -Granted new station.

WBZN, New York-Disclosed petition for

rehearing against applying party, WAVZ.

NEW, WO, Milwaukee, Nine, Wisc., -Amended application for new FM station 45 ml. 250 kw. to Station

NEW, Andrew L. Todd, Wallingford, Conn., Don here for new station.

WIRK, Indianapolis - Designated for

new station.

NEW, Consolidated with WOWO, WGL

and WKBV.

Wheeling, Decisions

Applications

November 29

KBRA, Lakin, Tex. -Modification license

 bondage.

NEW, Hugh McClung, Sacramento, Cal., -Amended application for new FM station 1 kw.

NEW, Andrew L. Todd, Wallingford, Conn., Don here for new station.

NEW, WJAG, Norfolk, Neb., -Amended application for new station 1450 kc. 500 kw. un.

NEW, Cleveland Broadcasting Inc., Cleve-

land, Ohio, -Amended application for new station 51, 1942, KAFM, association with

stock ownership.

NEW, National Ohio Broadcasting Co., Elyria, O., -Amended application for new station 659 d, 1941, WFFO, with

WHIC facilities and contingent on WCLE application.

NEW, WPTL, Woodstock, Conn., -Modifi-

cation license 1650 kc.

WWLG, Lake Worth, Fla., -Transfer con-

trôle sale to Charles E. Davis from R. E. Eades.

NEW, Hawley Broadcasting, Read-

ington, Pa., 51, 1942, WENK, KAFM, association with

250 kw.

station.

NEW, Hugh McClung, Fresno, Cal., -Amend application for new station 1346 kc. 250 kw.

NEW, Saradanga Broadcasting Corp., Gleanerfield, N. W., 1941, WANG, KAFM, association with

station.

NEW, Cleveland Broadcasting Co., Lod-

ington, Mich., 1941, new station 1490 kc. 250 kw. facilities on or before Dec. 15.

December 3

NEW, Aloha Broadcasting Co., Honolulu,

Amend application to new station 1400 kc.

NEW, Radio Co. Of Annapolis, Annapolis, Md., -New station 1460 kc 250 w. 1 kw. directional.

NEW, Donald Flamm, New York, -New station 1400 kc 25 w. 5 kw. directional.

WRUW, Boston, -CP equipment changes 15.

NEW, Wilkes-Barre Broadcasting Corp., Wilkes-Barre, Pa., Amendment to new station 250 kw. radio station re stockholders.

KRC, Enid, Okla., -CP restate for-

mer CP increase power, etc.

KTFJ, Tomah, -Extension special service

authorization.

WOWO, Fort Wayne, Ind., -Same.

KRFV, Denver, Co., -CP increase from

10 kw directional D N.

Tentative Calendar...


NEW, Pan-American Broadcasting Sys-

tem Inc., Hollywood, Fla., 1450 kc 250 w. un.; NEW, Pan-American Broadcast-


with a PLAN to broadcast na-

tionally on its Blue Network some of the most interesting children's programs originating on NBC affili-

ate stations, the network Dec. 6

inaugurated the first program in its experiment in the children's program field out questionnaires showing their

reactions.

Plan for the series, including selection of hours after decision of listening to recordings, plans for surveys of juvenile listener re-

actions and for cooperation with the coordinators of Margaret Cuthbert, NBC director of women's and children's pro-

grams, and NBC's public service division.

with this experimental series, NBC proposes an extensive survey

among pupils of 4th to 8th grades in areas surrounding New York, Chicago and rural Kansas, who will be asked to listen to the programs and fill out questionnaires showing their

reaction.

First in the series, to be heard Saturday, Nov. 12, 12 noon, will include Ask Young America, a program on current events broad-

cast from WLS, Chicago, followed by Fables For Fun, fairy tale series heard from WJZ, New York. Other approved programs will follow in groups of two for 19-week periods. In addition to planning the produc-

tion of the experimental series, NBC proposes an extensive survey on their reception and popularity among pupils of 4th to 8th grades

in areas surrounding New York, Chicago and rural Kansas, who will be asked to listen to the programs and fill out questionnaires showing their reactions.

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actions and for cooperation with the coordinators of Margaret Cuthbert, NBC director of women's and children's pro-

grams, and NBC's public service division.

Child Programs on the Blue

Affiliate Broadcasts to Be Picked Up

An Experiment by Network

With a Plan to broadcast na-

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ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION
NOVEMBER 29 TO DECEMBER 5 INCLUSIVE

December 3

Wheeling

Applications

Meeting of Stockholders Held by American Net

Decisions
Help Wanted

Wanted—Combination engineer announcer. Send résumé and particulars. KFBB, Great Falls, Montana.

Wanted At Once Engineer—State draft status. Contact P. O. Box 1512, Muskogee, Oklahoma.

Transmitter Engineer—Wanted immediately by Eastern regional station. Give experience and salary requirement. Box 214A, BROADCASTING.

Announcer—with operator’s license. Steady, Reliable. State experience, draft status, picture, voice recording, $30.00 weekly. KUJP, Durango, Colorado.

Fine Opportunity—For combination engineer operator established NBC affiliate California. Send picture and qualifications. Wire Box 224A, BROADCASTING.

Announcer-Operator—Regional station Washington-Philadelphia area. State whether experience or not—available salary—draft status. Box 215A, BROADCASTING.

Salesman Wanted—For Midwest CBS Regional, salary and commission. Please give complete qualifications in first letter. Station WTAD, Quincy, Illinois.

Wanted Immediately—Two top-flight announcers for network affiliate in Southwestern market. State details and draft status first letter. Box 203A, BROADCASTING.

Wanted—Experienced commercial announcer, Midwest station. Must be good salesman. Send complete details including draft status. Our staff knows of this opening. Box 222A, BROADCASTING.

Engineer—One experienced, handle upkeep 250-watt station, announcing helpful; $135 monthly. Two operators, $100 monthly, no experience necessary. Call Station WUAY, Marion, Ohio.

Wanted—Experienced commercial announcer, Midwest station. Must be good salesman. Send complete details including draft status. Our staff knows of this opening. Box 215A, BROADCASTING.

Situations Wanted

Commercial Manager-Salesman—Well-known firm. Proven ability. Young, married, draft exempt. Box 219A, BROADCASTING.

Experienced—Continuity Writer—Program Specialties, NBC, 300 W. 57th St., New York, N. Y. desires change. Box 202A, BROADCASTING.


Successful Salesman—Desires to make change. Salary no object. Let’s discuss commission. Box 218A, BROADCASTING.

Sports Announcer And Special Events Man—With sales experience now employed, desires change. Excellent background. List radio career. Box 201A, BROADCASTING.

Top Ranking Sports And Special Events Man—Desires change. 14 years’ experience. Draft exempt. Box 217A, BROADCASTING.

Program Director—With 8 years AM, 3 years FM, program, production, announcing experience desires change. Progressive AM and FM operator contemplating FM outlet preferred. Married, draft exempt, young, reference. Box 219A, BROADCASTING.

Do You Need A Top-notch Local Sales Manager?—One proven, sales experience . . . the ability to sell them and direct salesmen. Nine years radio experience, familiarity with continuity, merchandising, sales promotion. Married, now employed, available 2 weeks’ notice. Box 294A, BROADCASTING.

Wanted to Buy

Will Buy One Vertical Tower—Approximately 175 feet. WMFF, Plattsburg, New York.

For Sale

Two 1640—270 ft. towers with insulated capacity loops, WHIO, Dayton, Ohio.

Modifica RCA 100-1B Transmitter—Converted to 5kW six years ago. Box 204A, BROADCASTING.

Western Electric 5kW Amplifier—Complete with 200-C tubes, high and low voltage supplies, antenna tuning units, power control panel, high voltage rectifier, and filament and bias supplies. Great for few years. Excellent condition. KFIF, Wichita, Kansas.

Ellery for Emerson

EMERSON DRUG Co., Baltimore (Bromo-Seltzer), on Jan. 10 will start Ellery Queen mystery series on approximately 50 NBC-Red stations, Saturday, 7:30 p.m. Show, written by Frederic Dannay and Manfred B. Lee, was purchased last week by the company through its agency, Routhaf & Ryan, New York, and will be in addition to Fox Box, program sponsored by Emerson on 68 CBS stations, Monday 8:30 p.m. Ellery Queen was last sponsored by Guild Refining Co. from April to September 1940, for a replacement for its Screen Guild on CBS.

Each week Ellery Queen, a newspaper detective, will solve a murder case, with Ellery Queen himself as the central figure. Ellery Queen, the mysterious detective, was created by the late Manfred B. Lee, and is based on his celebrated detective, ‘The Maltese Falcon.”

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PROFESSIONAL DIRECTORY

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

J. H. BARRON Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Erie Building, Washington, D. C.

HECTOR R. SKIFTER Consulting Radio Engineer
FIELD INTENSITY SURVEYS STATION LOCATION SURVEYS CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

CLIFFORD YEWDALL Empire State Bldg., NEW YORK CITY
An Accounting Service Particularly Adapted to Radio

McNARY & CHAMBERS Radio Engineers
National Press Bldg. Di. 1205
Washington, D. C.

A. EARL CULLUM, JR. Consulting Radio Engineer
Highland Park Village Dallas, Texas

Frequency Measuring Service
EXACT MEASUREMENTS ANY HOUR—ANY DAY
R.C.A. Communications, Inc. 66 Broad St., New York, N. Y.

RING & CLARK Consulting Radio Engineer
WASHINGTON, D. C.

ADVERTISE in BROADCASTING for Results

Classified Advertisements

Help wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double, BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.
New ASCAP Fee Hits Regional Nets

Buck Stays in Position With Other Officers Until April

ALTHOUGH there had been rumors in musical circles that the work would be dropped, the stormy annual meeting of ASCAP on Monday would close with the announcement of a new president, the board meeting on Friday took no action.

According to official sources, the board concerned itself with internal affairs, and no statement was issued. It is understood, however, that most of the four-hour session was devoted to a rehash of Monday's controversy, with a decision to continue the officers as at present until the regular election next April.

Votes Shepard Plan

Board approved the per program network license worked out at the request of John Shepard Jr, president of Yankee and Colonial Networks, and it was understood that the terms would be offered to him without delay. NBC might have been secured on Friday, but it is understood that the per-program formula for network programs was worked out by applying the ratio between station and network blanket license fee—2½ %, which by applying the same formula as before, would become 2% for such programs on NBC.

Mr. Shepard had originally asked that the station per program rate be applied to regional networks, as well, but the ASCAP view was that under the terms of the consent degree it could not discriminate between networks, whether regional or national, and if ASCAP established a per-program license for networks, which none of the national networks had desired, it would have to be applicable to all networks or else prepared with the network blanket licenses.

Writers Vote Confidence

Gene Buck, president of ASCAP, was given a vote of confidence by the approximately 500 writer members present at the semi-annual meeting of the Society held last Monday at the Hotel Astor, New York, with the 50 publisher members not participating.

Vote was urged by Billy Rose after Mr. Buck had used his presidential report as an opportunity to vindicate his administration and to attack the group of publishers who had offered him a $35,000 pension to resign his post. Speaking for the publishers, Saul Bornstein, president of Irving Berlin Inc., pointed to the record as justification for their desire of a "business man's" administration.

ASCAP members have received $2,700,000 for the first three quarters of 1941. Mr. Buck stated, while with a fourth quarter distribution estimated at about $700,000, will make the year's total royalty payments slightly over $1,000,000 less than the $4,500,000 received by ASCAP members in 1940, when the Society's income grossed approximately $7,000,000. Expenses were unusually high from the summer of 1940 to the spring of 1941, due to the "radio war." This year, however, ASCAP has repaid its debts, and turned over an annual income of $1,500,000 to members in 1942, returning to the $4,500,000 figure in 1943, he stated.

Following discussion of the so-called "Edgar Leslie plan" for classifying writer members according to a rigid formula, based half on the value of their contributions to the ASCAP catalog and half on the radio performances of their tunes in place of the present system of classification, which lumps all factors together without weighting [BROADCASTING, Dec. 1], Mr. Buck appointed two committees to study the proposal and make recommendations to the board.

Other Proposals

The writers' committee includes three board members, Otto Harbach, Geoffrey O'Hara and George W. Meyer, and also Edgar Leslie (who submitted the plan), John Redmond, Harvey Enders and Stanley Adams. The publishers' committee includes all 12 publisher board members plus Sam Fox, Buddy Morris and Carl T. Fisher.

Other amendments to the society by-laws discussed at the meeting included a proposal to change the system of adopting amendments so that a 2/3 vote would be necessary in place of the present majority, and one authorizing the holding of regular membership meetings on the West Coast, at which the officers and executives could report to members in that part of the country on the state of ASCAP affairs. Proposed amendment will be printed and mailed to all members for their votes pro and con.

In order to guard the use of more ASCAP music on the air and to show broadcasters with ASCAP licenses how to use the Society's music to advance, ASCAP has started mailing "ASCAP-Program Aids" to those stations each week.

Dealing with the life of a composer or "the story behind the song" and similar matters, each release gives background material which can be used as a basis for continuities and lists the songs, with the names of composers and publishers and the arrangements available, and the phonogram records of the numbers. A recent release lists more than 250 compositions suitable for Christmas programs.

A revision of the card catalog of music, which ASCAP has issued annually covering all music since 1900 at an annual expense of about $40,000, is under way, ASCAP executives report. The size of the card file, which has covered public domain music and compositions licensed by other organizations as well as by ASCAP, has worked against the use of the cards; it was stated, with only 160 broadcasters requesting them. In the future, only ASCAP numbers will be cataloged.

Addition of nine new subscribers brings the RMI list to 752 stations, including WIP, WYAI, KVAN, WOHR, KRE, KFJO, KOVM and KWHC. RMI also announced last week that 24 new publishers and 475 songs have recently been added including 90 tunes of the WJZ Jamboree.

Originally designed as a radio program for American farmers, Columbia's Country Journal on CBS is now enjoying international circulation. Following the request of R. S. Hudson, British Minister of Agriculture, and one authorizing the use of the cards, it was stated, with only 160 broadcasters requesting them. In the future, only ASCAP numbers will be cataloged.

Among the library services, those of ASCAP and the National Music Publishers and World Broadcasting System are including some ASCAP music in their current releases, while the Lang-Worth, Standard and NBC Theaters did not take out any ASCAP non-ASCAP music at present. Lloyd Egnar, NBC vice-president, recently notified all Thesaurus subscribers: "Until such time as NBC can obtain by negotiation or otherwise recording rights on a basis that we consider to be non-prohibitive in cost, we will not record such compositions." 

C. Y. Langlois, of Lang-Worth Feature Programs, stated: "We have polled all our subscribers. . . . Their attitudes are apathetic to ASCAP.

Ben Selvin of AMP expressed confidence that the recording companies will reach an agreement with MPPA without an open break.

Disc Firms Seek MPPA Revisions Consider United Stand for Contract Negotiations

WHIT THE END of the year approaching, and with it the termination of the licenses issued to transcription companies by Music Publishers Protective Assn., which acts as agent for recording rights for most ASCAP publishers, the transcription makers are again considering the question of making a united bid for renewal of their current MPPA recording fees, which some of the transcription companies have described as "excessive and prohibitive.'

Attorneys representing a number of transcription manufacturers have been confering for a week in a preliminary discussion of the problem.

Few on Discs

During the last year, with not many stations having ASCAP licenses, there have not been many ASCAP numbers on transcriptions. NBC did not take out an MPPA license at all and has included in its library releases during the year no ASCAP music whatever.

Transcription companies would like to work out some equitable basis of payment for recording rights with ASCAP publishers. Recent withdrawal of the catalogs of Warner, Eamick Music Corp. and M. Witmark & Sons, and the publishing houses controlled by Warner Bros. pictures, from MPPA, will enable the recorders to deal directly with these companies for recording rights, although these rights will also still be available through MPPA as well.

RCA On WQXR

RCA MFG. Co., Camden, has signed a year's contract with WQXR, New York, for special promotion of its Victor recordings with an extension of programs as well as on a Monday-night series called "The Unseen Radio" to be titled The Record Album, which will feature the latest concert record releases.
Modern management demands that sales and advertising costs be controlled. Constantly growing competition, narrowing profit margins, make uncertainty about distribution costs a luxury few companies can afford. Since cost control involves media, the increasing use of radio has reflected the need for an accurate control technique. To meet this problem, WLW called on Dr. Richard R. Mead of the Wharton School of Finance and Commerce, University of Pennsylvania. The result is a scientific market study entitled "The Allocation of the WLW Radio Dollar in 345 Midwestern Counties."

Dr. Mead's study involved an analysis of 208,411 coincidental telephone survey calls in twenty-eight markets and 396,545 pieces of mail received from four offers broadcast at four different periods of the day over WLW.

Since its publication, a number of specific uses of the study have demonstrated that it has a practical application for many cost control problems, some of which undoubtedly confront you.

Investigate WLW's Cost Allocation plan—it will show you how to control costs and increase sales in rich WLW Land.
Typical of RCA Tube values is the RCA-8005 Transmitting Triode de luxe, priced at only $7 net. Designed for use as a radio frequency amplifier and class B modulator, this tube is capable of handling 300 watts (ICAS) input at 5 meters.

PRODUCT/ON FOR DEFENSE...

COOPERATION FOR ALL!

Defense production with RCA gets first call—and always will. Suffice to say that a tremendous quantity of RCA Transmitting Tubes is being supplied for a wide variety of defense needs. Meanwhile, although the 1941 total of RCA Transmitting Tubes supplied through our regular distribution channels will exceed that of last year, there is a scarcity of certain types. We know you will understand that this is unavoidable. We know, too, that we can count on your cooperation during these trying times—just as we want our countless friends in all branches of Radio to know that they can count on ours.

RCA Transmitting Tube quality is being rigidly maintained. RCA publications will be kept up-to-date. Ham Tips for amateurs will be continued. New data and construction material will be supplied. Inquiries about RCA Tubes and their applications will be answered promptly. Above all, research and development work is continuing as never before.

Thus, although it may not always be possible to supply the tubes you want during the National Emergency, RCA is still on the job to help wherever and whenever it can!

TRANSMITTING TUBES

RCA MANUFACTURING CO., Inc., Camden, N. J.
A Service of The Radio Corporation of America • For Canadian prices write to RCA Victor Company Limited, Montreal