

WDSU Outlines Strikers' Activity Operator and Family Said to Have Received Threats

FORCED off the air Dec. 18 for a few early morning hours by strike activities at its transmitter, WDSU, New Orleans, returned immediately under regular operation, subsequently functioning "smoothly and normally", according to P. K. Ewing, general manager of the station. Describing the station's side of the situation in a telegram to BROADCASTING, Mr. Ewing stated that one WDSU operator who was off duty had called early in the morning at the transmitter house in Gretna, La., accompanied by five strangers, and "forced operator on duty with threats to take his FCC license off wall and get out."

Tells of 'Threats'

According to Mr. Ewing, this operator returned to his post later in the day, although his mother subsequently "received four death threats if they didn't pull him and others off". Only two operators on the WDSU engineering staff quit, Mr. Ewing commented, and these were quickly replaced.

Commenting on the situation in his telegram, Mr. Ewing said:

"Entire affair surprise in radio circles here and considered bad move, especially at present time and also in view of fact that union could only pull two men, one of whom says he sent in resignation to union some months ago. Working conditions, hours, vacations with pay and sick leave have all been given all our electrical employes and steady increases in pay have been constant since these two men took their first radio job with us. Our minimum scale higher than other cities this section, but union wanted it higher, and last Oct. 8 we offered them contract with existing scale for beginners. All other phases mutually satisfactory, but they apparently determined to have higher scale New Orleans than other cities this section of U. S. A. despite fact that records show New Orleans living costs to be among lowest in country."

WOV Pickets Withdraw

AMERICAN Communications Assn., a CIO affiliate, has withdrawn its picket line from WOV, New York, where engineers and announcers have been on strike. While permitting its members at the station to return to work if they desire, the union is still pressing charges against the station management before the National Labor Relations Board and is continuing its nationwide boycott of Bulova watches. Station officials say they have taken back a number of the strikers but will not take back engineers on duty the day of the walk-out. The management charges the latter with sabotage. The New York regional office of the NLRB says that the unions charges are still before it for action.

A SERIES of transcribed spot announcements were cut by the WHN, New York, Transcription Service for Mona Manet Beauty Salon, New York. Maurice Barrett of the WHN production department produced the series.

Bulova's Record Budget

THE forthcoming advertising appropriation of the Bulova Watch Co., New York, will be the largest in the company's history, according to a statement by John H. Ballard, Bulova president. Adding that Bulova spent more for spot radio in 1940 than any company of any industry, Mr. Ballard reported that Bulova sales during 1940 reached an all-time high and that even larger gains were expected in 1941. Bulova time signals are now on 203 stations, and the 1941 advertising budget is expected to reach \$2,000,000, the bulk of which is spent for radio. Biow Co., New York, is the Bulova agency.

Soap Firm Adds

LOS ANGELES SOAP Co., Los Angeles (White King and Sierra Pine Soaps), a heavy user of radio, currently sponsoring the five-weekly quarter-hour program, *News by Knox Manning*, on 8 CBS West Coast stations (KNX KARM KSFO KOY KTUC KLZ KROY KVOR), Monday through Friday, 2:30-2:45 p.m. (PST), on Jan. 6 renews for 52 weeks. Firm on that date also starts for 52 weeks, sponsoring *White King News* on 31 Pacific Coast Don Lee network stations, Monday through Friday, 7-7:15 a.m. (PST). In addition, from three to five spot announcements weekly will be continued on 19 stations, KOB KGNC KGHL KIDO KGIR KPFA KRBM KDFN WFAA KTSM KFBB KPRC KGEZ KGVO KTSA KRGV KFAB KOIL KHQ, for those products, with quarter-hour news periods five times a week on KQW KGB KOY for Scotch soap. Agency is Raymond R. Morgan Co., Hollywood.

Swan Soap Campaign

YOUNG & RUBICAM, New York, is buying announcements on some 75 stations throughout the East for "Lipton's Tea and other Lever Brothers products", contracts calling for a varying schedule but averaging about three announcements daily for 52 weeks. Although the agency refuses to discuss the matter, it is generally believed that when the commercial copy is sent out for broadcasting, beginning Jan. 6, the advertised product will be Swan Soap, company's newest product, which is reported to be entering into competition with Procter & Gamble Co.'s Ivory. It is understood the new soap will be introduced with an extensive spot campaign, to be expanded coincidentally with the distribution of the product, but with no plans for a network program until full national distribution has been achieved.

Carnation Discs

CARNATION Co., Milwaukee, on Jan. 1 will start a quarter-hour transcription series featuring Arthur Godfrey on 12 stations, three mornings a week. Stations are WOR WGN WBZ WBT WIS WFBC WTAR WMBG KGW KPO WWJ WBAL. Godfrey's MBS program ended Dec. 30. Adams & Adams is talent agency for Godfrey, with Erwin, Wasey & Co. placing the account.

CITIES SERVICE Co., New York, on Dec. 31 celebrated the beginning of the 15th year on the air of its NBC-Red *Cities Service Concert*, the oldest network commercial on the air.



UPON relinquishing its NBC-Blue sustaining schedule to join the Red network, WIS, Columbia, S. C., in mid-December sent 10 red-headed girls like this comely miss to local downtown corners to distribute 750 red carnations announcing the switch. The girls wore white dresses and red capes, along with a red sash and white ribbon emblazoned with "WIS—NBC Red Network—The Network Most People Listen to Most—Columbia, 5,000 watts, 560 kc." The day preceding the switch, Dec. 14, was designated as "Red Letter Day in Columbia" by the station.

Kastor Extensions

H. W. KASTOR & SONS Adv. Co., Chicago, has placed increased schedules for three of its accounts as follows: White Labs, Inc., Newark (Chooz), on Dec. 30 renewed its varying schedule of one-minute transcribed and life announcements on approximately 25 West Coast stations; Pierce's Medicine, Buffalo, on Jan. 6 started a new schedule of six-weekly one-minute transcribed announcements for Golden Medical Discovery on an expanded list of stations; F. Ad. Richter, Brooklyn (Anchor Pain-Expeller), currently sponsoring a varying schedule of one-minute transcribed announcements, on Jan. 6 increases its list of stations 50%.

Oh Henry Expands

WILLIAMSON CANDY Co., Chicago (Oh Henry), early in January will increase its list of NBC-Blue stations carrying the weekly half-hour dramatic show *Famous Jury Trials*, Mondays, 6-6:30 p.m. (CST). In addition, the firm will place transcriptions of *Famous Jury Trials* on a number of Midwest stations. Aubrey, Moore & Wallace, Chicago, handles the account.

Caldwell Renews on 100

DR. W. B. CALDWELL Inc., Monticello, Ill. (Syrup Pepsin), on Jan. 6 renews its varying schedule of one-minute transcribed announcements on approximately 100 stations throughout the country. Sherman & Marquette, Chicago, placed the business.

Keystone Starts New Discs Chain Hollywood Firm Reorganized Claims Four Hours Daily

AFTER MANY vicissitudes, which included several reorganizations and revisions of plans for the "wax network", Keystone Broadcasting System, Hollywood, started functioning in mid-December with more than 80 stations in the local category reported as using its services. Keystone is said to be furnishing stations with four hours daily of sustaining tax-free transcribed and recorded music as well as complete musical script shows, supplied by Davis & Schwegler, Los Angeles transcription producers, who also recently went through reorganization [BROADCASTING, Dec. 1]. The transcription network in turn, under the setup, is to receive preferred station time at greatly reduced rates for its proposed sponsored shows.

Although new ownership of Keystone is presently cloaked in secrecy, with a Hollywood spokesman stating that the firm has been re-financed by a group of West Coast financiers, letters have gone out under signature of M. McKintley Sillerman, well known as a field representative of the Society of European Stage, Authors & Composers Inc. It is reliably reported that he and Sidney Wolf, Chicago attorney, are sole owners, having taken over Keystone from Davis & Schwegler, original organizers, shortly after Kenneth Davis and Paul Schwegler withdrew.

Mr. Sillerman, interviewed by BROADCASTING, refused to confirm ownership reports. He stated that along with other vital news, officers of the transcription network would be announced in mid-January. Elaborating on his remarks, he said that the new owners have bought title of the firm name, taking over all existing station contracts. He further said that Keystone is issuing 84 shows per week, to fill 28 hours weekly or four shows daily on member stations.

In the reorganization, all employees who helped form Keystone Broadcasting System, were dismissed, with the exception of Richard Weed who continues as station relations manager. Temporary headquarters of the wax network are located at 8442 Hollywood Blvd., Hollywood.

Baltimore's New Local

LOCATED at 7 E. Lexington St., in downtown Baltimore, the new WITH, authorized for construction last Oct. 29 by the FCC, will begin operating early in February, according to Tom Tinsley Jr., president. The station will use 250 watts on 1200 kc. It is Western Electric equipped throughout, with a 214-foot Blaw-Knox tower. Mr. Tinsley, whose mother owns the stock in Maryland Broadcasting Co., licensee, will manage the station. Harold Kaye, formerly in Baltimore agency radio work, has been named program director, and James B. Duff, formerly of WCBM, Baltimore, is chief engineer.

HOWARD BARLOW, conductor of the CBS Symphony orchestra, has been engaged for a second season as director of the Baltimore Symphony Orchestra. Mr. Barlow will continue in his capacity as CBS director.