What famous children's show has quietly acquired a new, vital pattern and approach?

What major station recently launched the most complete method for measuring local audience composition and program standing?

Using only one major station, what well-known company reduced its advertising expenditures 50% and increased its sales 10% in a previously considered "saturated market"?

What non-network program has regular listeners in 35 states, Canada and South America?

What major metropolitan station covers the greatest rural sales territory in the United States?

What late-evening program made a little-known mattress a sales-leader in less than three weeks?

SEE PAGE 35 for the answers
THE Victory CALL LETTERS!

Victory - RECORD NUMBER LOCAL ACCOUNTS!
Victory - RECORD NUMBER NATIONAL SPOT ACCOUNTS!
Victory - RECORD NUMBER N.B.C. COMMERCIALS!
Victory - RECORD YEAR FOR WWVA JAMBOREE ATTENDANCE!
Victory - RECORD SALES IN THE STEEL AND COAL BELT OF THE NATION!
Victory - RECORD NUMBER OF LOYAL LISTENERS IN EASTERN OHIO, WESTERN PENNSYLVANIA AND NORTHWESTERN VIRGINIA!

Victory - RECORD RESULTS FOR ADVERTISERS!

WWVA
N.B.C. BASIC BLUE
WHEELING, WEST VA.

50,000 WATTS
Coming up soon!

5,000 WATTS

JOHN BLAIR
REPRESENTS US NATIONALLY
AROUND the sports calendar, season-in and season-out, The Colonial Network, through a 1 service, has won a following of loyal listeners that is unquestionably the largest in New England.

Football...baseball (American and National League Games) horse racing...hockey...basketball...track meets...sports events of all types are broadcast in greater number by The Colonial Network than by any combination of stations, or single station, in New England.

This is just one segment of the huge market reached by The Colonial Network, with its wide coverage and 19 locally accepted, key-buying-area stations.

It has successfully sold cereals, razor blades, gasoline, cigarettes...and numberless products appealing to all listeners.

Before you make New England radio commitments, get the facts about the network that does an effective selling job...economically.
One of the very highest heads of a company which compounds headache remedies had this to say the other day about KOIL's 7-Point Plus Merchandising:

"Thank you very much for your Proof of Performance enclosing the newspaper radio page and the list of promotional announcements. We appreciate very much your cooperation in this merchandising."
OFFERS SENSATIONAL OPPORTUNITY IN CENTRAL CALIFORNIA!

On Nov. 30, Station KARM at Fresno will become one of the most important stations in the U. S. Already a basic member of the Columbia Pacific Network, with a sensational record of preference in Central California, we multiply our power twenty-fold on Nov. 30 . . . Judge all these facts for yourself:

**KARM’s Market:** Fresno is the center of one of the most amazing territories in the U. S.—a market in which the per capita spending is $879, against the California average of $461, and the U. S. average of $319—a five-county market that spends more consumer dollars than Vermont, Delaware, Wyoming, Nevada, or New Mexico!

Of these five Fresno market counties, one is the second richest farm county in the U. S.—one is the fourth—one is California’s first in cattle shipping—one is among the West’s largest producers of oil and gas!

**KARM’s Coverage:** According to an authoritative recent independent coincidental survey, KARM commands an average of 58.2% of the available audience in this fabulous five-county market—loses only 37.7% to local competition, loses only 4.1% to “outside” stations!

**KARM’s Competition:** Please note that the above listening data was taken while KARM was still a 250-watt station, competing with a 5000-watt Fresno contemporary. On Nov. 30, KARM goes 5000 watts . . .

Rates have not yet been advanced. We believe in view of all the above facts, Station KARM represents the best radio opportunity in America. Write for availabilities—or ask Free & Peters.
FRESNO—THE GOLD IN GOLDEN CALIFORNIA!

Fresno, California, is the center of one of the most amazing territories in the U. S.—a market in which the per capita spending is $879, against the California average of $461, and the U. S. average of $319—a five-county market that spends more consumer dollars than Vermont, Delaware, Wyoming, Nevada, or New Mexico!

Of these five Fresno market counties, one is the second richest farm county in the U. S.—one is the fourth—one is California’s first in cattle shipping—one is among the West’s largest producers of oil and gas!

With Basic Columbia Pacific Network service, Station KARM commands an average of 58.2% of the available audience in this fabulous five-county market—loses only 4.1% to “outside” stations! . . . These figures are from a recent and authoritative independent coincidental survey, made when KARM was a 250-watt station. You can draw your own conclusion as to what the figures will be after Nov. 30, when KARM goes 5000 watts, day and night!

If you are selling in Central California, KARM is the “must” station. Let us give you the whole story.

**KARM**

5000 watts . . . Fresno

FOR CENTRAL CALIFORNIA

**FREE & PETERS, INC.**

Pioneer Radio Station Representatives

Since May, 1932
Advertising Pledges Aid to War Economy

Henderson’s Plea Dispels Fears For Future

Advertising and Government found they had a common ground when they met last week in what was billed as a fight by advertising to save itself from possible extinction or perhaps just serious injury.

The event was staged Nov. 13-14 by the Assn. of National Advertisers and the American Assn. of Advertising Agencies at the Home- stead, Hot Springs, Va. The two associations met in an unprecedented Joint session at which the future of advertising was to be appraised in the war economy.

But instead of starting a mad campaign against governmental actions affecting advertising, the leaders of that industry agreed in large measure with Leon Henderson that the two groups have a common aim—preservation of what each termed a “dynamic economy.”

Federal Influences

Under the strategic plan for the unusual ANA-AAAAA joint session, the convention spent one day, Thursday, proving the facts about influences tending to undermine national brands and the advertising thereof, as well as the facts about the economic effects of advertising and its vital place in the American system of free enterprise.

This portion of the convention wound up with a fear-dispelling speech by Mr. Henderson, who is administrator, Office of Price Administration; director, Division of Civilian Supply; Office of Production Management; member, Supply Priorities & Allocations Board (see text on page 9).

Climax Comes Friday

The Friday meeting was devoted to discussion of the indispensability of advertising as proved by experience and the all-important matter of what to do about it.

The fiery two-day session reached its zenith at the Friday wind-up when it was agreed that the self-preservation fight of the advertising industry will be waged by individuals and groups representing advertisers, agencies and media.

The convention came to an official close when Harold B. Thomas, of the Centaur Co., presiding, called for a rising vote of those who would join the organized effort to sell advertising to the public in case such a campaign is undertaken.

Advertising and media groups received a blum from Mr. Trammell, NBC president, that trouble lies ahead for advertising unless action is taken.

Trammell On Radio Troubles

“Our medium is exhibit A showing what can happen when you turn your back on what is going on in Washington,” he said in representing radio during a series of brief talks by media representatives. “We saved it coming in 1936—but turned our backs. If you don’t do something, what happened to us will happen to all advertising. Radio is anxious to cooperate in every way possible to further this program.”

It was strongly indicated that one basis of the advertising campaign to sell advertising to the public will be the Harvard Study of the Economic & Social Effects of Advertising. Comprising some 300,000 words, the study will be available the first of the year and is described as the best report on the subject possible to produce. It is a project of the Advertising Research Foundation, jointly organized seven years ago by ANA and AAAA.

Young on ‘What to Do’

The convention developed into a free-for-all Thursday during Mr. Henderson’s talk when he answered a barrage of penetrating questions and captivated the convention with humorous and understanding remarks. Speaking, of course, from the standpoint of Federal price and allocations control, Mr. Henderson quickly convinced many hardened anti-New Dealers that they have been duped by under-the-bed stories.

From the standpoint of the advertising industry, James Webb Young, senior consultant, J. Walter Thompson Co., handled the tough assignment of “What Shall We Do About It?”, climaxing the two-day joint meeting.

Mr. Young’s climactic talk was built around the thought that advertising is now in the position of being required to justify itself as a social force. He called for cooperative steps by the advertising industry to bring about in the country a new faith in the possibilities of the dynamic economy. He pleaded that advertisers help business regain leadership of the nation’s economy.

From Two Viewpoints

But through his strictly pro-advertising talk he asked the industry to adapt advertising to a war economy.

Which is just what Mr. Henderson asked.

The difference rested in the fact that Mr. Young spoke from the advertiser’s and the agency’s viewpoint, keeping foremost the present

ANA Revives Plan to Measure Radio

Broadcast Advertisers Show Interest in Pinkham Idea

AN OLD radio problem was kicked squarely into the open last Wednesday when the Assn. of National Advertisers, meeting at Hot Springs, Va., decided that something ought to be done about evaluating radio stations on a standard basis.

The action was taken at a panel of several dozen ANA radio users at the Association’s private session held prior to the Joint Nov. 13-14 war council called by the ANA and the American Assn. of Advertising Agencies.

Pinkham’s Plans

Instigator of this resuscitation was Charles Pinkham, advertising manager of Lydia Pinkham Medicine Co. Mr. Pinkham plans to spend about $600,000 next year on his company’s basic radio campaign, along with additional fall and spring campaigns. About 200 stations will be selected.

A scientific spender of advertising money in thousands of newspapers in addition to his radio schedule, Mr. Pinkham is interested in devising a radio evaluation formula covering mechanical factors. He has perfected an intricate automatic card index system for newspapers, and hopes for the day when he can buy radio on the basis of a medium covering mechanical factors such as frequency, power, radio homes, conductivity.

Wants Scientific Formula

If he can get such a factor, Mr. Pinkham told the ANA’s radio group, he then can take into account such factors as hour, programs before and after, programs opposite, station’s special appeal.

After receiving support from others at the session, Mr. Pinkham obtained a unanimous vote authorizing steps to set up a coverage method. He said that responsibility rested in the ANA’s lap to do something about it, but no action was taken other than to approve the general idea.

History of the joint ANA-AAADA-NAB effort to set up a coverage method similar to newspaper and magazine circulation evaluations was recalled at the session, as was the $600,000 spent on the project.

Mr. Pinkham said he is not interested in station rate cards because he can’t understand them. He desires a scientific formula under which he can have some idea of what he is buying for the money he spends. His intricate newspaper card system solves the problem for that medium, he told the radio panel.

The ANA radio group discussed surveys and listened to the reading of a list of rate increases. The ASCAP question didn’t cause any particular comment.

As was the case at the main ANA Convention and the Joint ANA-AAAA meeting, most advertisers showed a tendency to go ahead and advertise as usual. They are prepared for hardships and face many shortages of raw materials, along with packaging difficulties. But there was little talk of fear; rather, most advertisers are looking into the future with fortitude.
danger to the nation, whereas Mr. Henderson said he was trying to help advertisers do that very job, speaking from the standpoint of the Government’s price, production and allocations agencies.

Graphic portrayals of the problems facing advertising, along with the types of growing opposition now being met, were given on the opening day by CBS and Time Inc. Using material furnished by the ANA-AAAA committee in charge, CBS staged a drama built around Federal opposition to advertising and nationalizations, actions, movements, educators’ activities and current business and production problems. The CBS drama was produced by Frank Barton, written by Yascha Frank and directed by Earle McGill, all of the network’s staff. It drew frequent applause, and was followed by a convention ovation.

The morning session at which CBS supplied the program was presided over by B. B. Geyer, of Geyer, Cornell & Newell, New York, AAAA vice-president. A. O. Buckhough, formerly of C, former ANA chairman, was in charge of this portion of the program.

‘Times’ Big Show

At the afternoon session the same day, Time Inc. used dramatic and movie technique to present the economic justification of sound advertising. Presiding was H. W. Roden, of Harold H. Clapp Inc., retiring ANA chairman. Representing the program committee was T. D’Avery Brophy, of Kenyon & Eckhardt. The, Time show also, drew lengthy applause. It was followed by Mr. Henderson’s talk.

In keynoting advertising’s current problem, Mr. Young reminded that advertising’s main obligation to itself has been to make advertising pay the advertiser. Now, he says, advertising is having its soul searched and is being judged by itself as a social force.

He found three sources of danger. First is a repugnance for some of the bad taste and the clamor of advertising. Second is a group of serious students of economics and distribution, largely educators and specialists in the consumer movement. Third is “the fact that there is an awakening among a group of administrators and, administrative advisors who do not call themselves friends of advertising.”

Arnold’s ‘Shrewd Blows’

On the third point he referred to some “shrewd blows in passing” which are being dealt by Thurman Arnold, head of the Anti-trust Division, Department of Justice. He claimed there are in Washington many persons in positions of power who “are honestly convinced that our whole economic system needs to be overhauled, to be greatly modified or to be completely replaced. They believe that they know how to do it. They intend to do it if they can—not only because they believe it needs doing, but for the very human reason that power is a sweet possession. This group of people is not made up of the practical politicians. It is made up of idealists and humanitarians, who are trying to be ‘practical’.

This group, he added, conceives practicality in terms of the end always justifying the means. “Being sincere about their ultimate ends,” he said, “they seem to have no scruples in abandoning all principles as to means.”

Mr. Henderson, on the other hand, went to great length on the previous afternoon to state that he was not a member of a group conspiring to alter or destroy advertising. He conceded he was skeptical about advertising at times, just like other consumers, but firmly believes that advertising serves a useful economic function. He described advertising as the cheapest and best method of selling, “as shown by your business experience”.

Mr. Henderson conceded that Government agencies oppose scare advertising about scarcities. Restraint of trade practices were out of his field, he said.

Like Mr. Young, Mr. Henderson took several peeks into the future of business, economy and advertising. Under an expanding economy, he hopes to see more of “the right kind of advertising”. He always has advocated this expanding productive economy, he said, and believes increased use of advertising should accompany such an expansion, which he hopes will come after the war.

Voicing pleasure at the achievements of radio and other media in helping to give the understanding and meet the problems of defense, Mr. Henderson departed from his prepared text to look into some new possibilities open to advertising. An expanding market is available, he said, in consumer goods not competitive with defense, particularly non-metallic items. A diversion from scarce commodities to plentiful consumer items, he said, offers advertisers a chance to push such items as food, travel, clothing and basic desires not requiring metals.

Record-Breaking Production

Present production, he reminded, is at least 50% above the 1929 record or other record. National income currently is at the rate of 96 billion dollars, with about 2 billions a month soon to be devoted to defense.

Without pulling punches, he cautioned the advertising industry to be prepared to make sacrifices along with other business and industrial groups. It’s no time to fight each other, he said. Advertising must survive as a thriving, dynamic force, and vision and leadership will be needed in the peace to follow when new horizons will be opened.

At the end of his prepared address, Chairman Roden called for a rising vote of appreciation and the convention pledged its cooperation to the Government spokesman.

Henderson Answers Queries

In a fast-moving barrage of questions after his address, Mr. Henderson insisted that no plans exist to effect reforms in grade labeling and standardization under the guise of defense. Some merchandising standardization may be necessary, he conceded, and reminded that Donald M. Nelson, OPM administrator, favors simplification and reduction in the number of models.

Mr. Henderson saw no immediate danger of a power shortage, aside from that in the Southeast.

Going into the problems of a Washington official, he denied stories that he had told bakers they could reduce prices by cutting advertising. He called the tale a “gallantly drawn tale”.

In Washington, he said, if someone doesn’t like you, they have a press agent who starts muttering out of the side of his mouth that you don’t like advertising.

Mr. Henderson expects to see marked progress in types and appeal of consumer merchandising, such

(Continued on page 49)
Henderson Disclaims Fight on Advertising

Warns Crisis Facing All Industry; Says More, Not Less, Advertising is Needed

The text of the address delivered by Leon Henderson, Director of the Office of Price Administration, to the National Advertisers Board and the Office of Production Management, before the Nov. 13 joint meeting of the Assn. of National Advertisers and the American Assn. of Advertising Agencies in Hot Springs, Va.

YOU GENTLEMEN are assembled here, I am advised, to consider what you can do to preserve your business. I am here to discuss that subject with you because, as I see it, it is part of my job to help you if I can.

However, the fundamental consideration with all of us is the preservation of our democracy and all of its free institutions. So at the beginning, I would emphasize my considered opinion that what we might call the institution of advertising is threatened with no special or extraordinary peril which is not shared by other economic and social organisms in this country.

In fact, I hope we are unanimous in the conclusion that the Nazi assault upon personal and economic liberties is so real and so vicious that our first and most immediate job is to organize our energies and resources to effectively repel that threat. And those of us who government must never permit ourselves to be diverted by any group or groups from this main purpose.

Without privilege or discrimination we must all move together. Those policies or issues which provoke controversy in time of peace must be forgotten if they stand in the way of the job ahead.

Common Dangers Ahead

Time does not permit any administrator in this defense program to tolerate unnecessary innovation or experimentation in the social or economic field. At least, I can speak for myself and the jobs to which I have been assigned and assure you that as great and difficult as your problems are in the field of advertising, so far as I am aware there are no dangers ahead for your business that are not common in varying degrees to other and different types of enterprises. And by danger I mean Hitler's attack upon your liberties and mine.

In other words, gentlemen, you have no monopoly on trouble. And the text you have selected in your prospectus for this meeting: "Awake, arise, or be forever fallen"—applies just as much to you as it does to every business enterprise in this country and to each individual citizen as well.

I am certain you recognize the universal application of your theme song to the problems we as a people face. And at the risk of stating the obvious, I wish to express the confident hope that your deliberations here not only will result in a sound appraisal of the problems you face as business men, but that in addition you will evolve some useful formulae that will enable your institution and its brilliant techniques of even greater service to the nation as a whole in this time of crisis.

Now I think I am vaguely aware of some of the things that are bothering you. And for my own part I wish to enter a "general demurrer" on one of the principal counts. Some of your trade publications and other sources have ascribed to me a point of view about advertising. The clear inference has been that as a member of some little cell of conspirators whose main purpose in life is to alter, reform or perhaps destroy advertising as we know it, I am sure that those who want to believe such underground stories would remain unconvinced by my simple denial. And my private opinion about the economic utility of advertising may be irrelevant anyway.

"It's Not My Job"

However, the fact is that I have never had the opportunity or the occasion to give sufficient research or investigation to advertising to come up with any really informed opinion about it. I have always assumed and I now assume that advertising performs a useful economic function. I have in a general and commercial sense subscribed to the accepted view that use of advertising and its many devices of "crying one's wares" is the cheapest and most efficient method of selling. If this is not true, that a large part of the tremendous sums expended each year in this field would not be repeated.

You members of the Association of National Advertisers don't spend money just because you are attracted by the dynamic personalities of account executives. I am aware of the statistical and psychological tests you employ to measure results of your advertising expenditures. And if these tests weren't proof of results, you would undoubtedly spend your money in some other way—"career-minded" advertising for the benefit of the nation's consumers.

It's not my job—and for this I am grateful—to undertake to police the abuses of false and misleading advertising. I know I am correct in assuming that you will subscribe to proper regulation which undertakes to suppress and punish the outlaw and the faker. Our office has already expressed its opposition to "scare" advertising and advertising which emphasizes scarcity.

Nor is it my duty to give attention to the possible use of the apparatus of advertising in fostering or extending practices in restraint of trade. Those tasks are entrusted to others and I have enough to do without attempting to usurp somebody else's job. I understand that sometimes you have rather rigorous differences with those who are administering the statutes to which I have referred. That you would have such differences is not unnatural and I am not here to explain or defend the policies of coordinate colleagues in government. They can and do speak for themselves.

However, I wish to make one thing clear at the risk of a further invasion of the privacy of my personal economic views. If I have a point of view about advertising, it is that under the sort of expanding economy I would like to see there should be more of it. That is, more of the right kind.

For An Expanded Economy

I disclaim any responsibility for whatever public skepticism there may be about advertising. I have the general impression that some second-raters may have crawled under the tent of the top-flight performers, imitated their techniques and deceived the consumer. But this is merely a personal hunch and has nothing to do with my job. I mention it only for the reason that I gathered from some of your trade publications that I am expected to say something unpleasant.

The truth is that I have for many years advocated a greatly expanded productive economy. This, of course, involves a vastly accelerated production and distribution of consumers' goods. If, as you believe and as I assume, advertising is the cheapest and most efficient selling method, then under more normal circumstances the increased use of proper advertising should accompany the expanding economy which I have always advocated and which I hope will follow this war.

Unfortunately the "more normal circumstances" to which I have referred do now exist, and our problems must be weighed in the light of extraordinary conditions, some of which I shall discuss later. However, I want to reiterate at this point that I am somewhat bewildered by the attitudes that assume I am hostile to advertising because some of your problems happen to come within the sphere of the job I am trying to do. I think if permitted an individual interchange of views, most of you would find that we are in the same corner and that our areas of agreement would be overwhelmingly greater than our points of difference.

Advertising Is Important

The objective of the Office of Price Administration is to prevent unwarranted price increases. The Civilian Allocation Division is to assure the most equitable distribution and the maximum supply of goods for civilian consumption without sacrifice of defense needs. I have responsibilities in these closely related fields. And it will be my purpose, as it has been in the past, to discharge those responsibilities in a manner which will maintain the maximum of free choice and judgments by all groups which may be affected.

You don't expect me to tell you that advertising is not going to suffer in this defense program. I wouldn't try to kid professionals. But I can tell you with all conviction that I regard it as part of my job to do what I can to maintain the maximum of civilian activity in our economy consistent with the basic requirements of defense. And I ask you to believe me when I say that since advertising has been raised—frankly it never occurred to me until recently—I consider that advertising is included in the category of important civilian activity. Full recognition that no one can say with certainty whether "advertising" is a business, a practice or a state of mind. However, what seems to be concerning some of the advertising profession are my motives.

"Talk on Everything"

Again let me say for myself—and this goes for my entire organization—that there exist no secret or subtle designs with respect to advertising or any other legitimate business practice. Having said this, I hope I shall not find it necessary to reiterate such an obvious statement of fact. I accept the apologies of those who may be responsible for making me feel that it is essential to disavow a destructive intent.

Some hard-bitten skeptics may feel that what I have said up to this point is taking refuge in vague (Continued on page 35)
Suits Retain Status Quo For Chains

Decision Is Not Likely Prior to Spring Next Year

MAINTENANCE of the status quo of network-affiliate relationships until well into 1942 is foreseen as a result of litigation instituted by NBC and CBS against the FCC's chain-monopoly regulations and the counter-measures taken by the Government in the FCC's behalf.

With hearings on the applications of the networks and NBC's co-plaintiffs, WOW and WHAM, scheduled for Dec. 15, and with arguments on motions of the FCC to dismiss the proceedings set for the same time, legal observers felt an adjudication hardly can be forthcoming until Spring, at the earliest. Either way, it is expected a Supreme Court ruling on the jurisdictional phase will be sought.

Under the terms of the letter agreement subscribed to by the Government and the networks, filed with the statutory three-judge court in New York last Wednesday in lieu of issuance of a temporary restraining order, provision is made for possible appeals by either side to the highest tribunal. Should the networks procure a temporary injunction, the way would be open for the Government to go direct to the Supreme Court on the jurisdictional issue. Whether the Supreme Court, if the chief Government lawyer, would sanction such an appeal, however, cannot be foretold; nor can the acceptance of certiorari by the highest court be predicted.

Breathing Spell Seen

If, on the other hand, the court should deny the motions for injunctive relief or grant the FCC's motion to dismiss, it will give the networks their alternative motion for summary judgment, amounting to outright dismissal, the way would be open for the networks to seek certiorari on direct appeal to the Supreme Court. The same uncertainty would surround acceptance of such a review by the court.

While the stipulations entered into by the direct parties provides for postponement of the effective date of the chain-monopoly regulations pending hearing and disposition by the three-judge court on the preliminary injunction, the supplementary letter agreement specifies that the commission will take no steps to enforce the rules for a period "of not less than 10 days after service of an order" of the court disposing of the motions for the preliminary injunction. That assures another breathing spell, even should the court judgment be adverse to the networks.

That, it is presumed, would give the networks time to file a new appeal with the Supreme Court and presumably seek another restraining order. The Government, however, in the letter agreement, subscribed to and released by network counsel, specified that it would be "free to oppose and contest any application by plaintiffs for a further stay of said order of the commission".

Two Days Probable

How much time the three-judge court will allow for argument on the temporary injunctions and the FCC's opposition motions has not been indicated, but it is surmised that possibly two days may be entailed. MBS, which already has intervened in the proceedings, is expected to join in the arguments, supporting the commission's position.

While the court is expected to act with reasonable expedition in the case, as long as a month may elapse before its decision is forthcoming. That would be after the first of the year. Then the way would be cleared for attempts to get into the Supreme Court by one side or the other. Should the temporary injunction issue and should the Government elect not to go to the highest tribunal, the case then would go to trial on the main complaints seeking permanent injunctions, which probably would mean a determination until well into 1942, at the earliest.

The industry is watching the proceedings avidly. NBC and CBS affiliates generally heaved a sigh of relief when the court last week in effect encouraged the stipulations postponing the effective date, in lieu of issuing a temporary restraining order. District Judge Henry W. Goddard, who presided at the motions court, has strongly intimated that he would issue a restraining order if a voluntary stay had not been worked out.

Sitting with Judge Goddard in the proceedings will be Circuit Judge Learned Hand, who will preside, and Federal Judge John Bright, newest member of the bench.

Lots of Legal Talent

It is expected that FCC General Counsel Telford Taylor and his chief assistant, Thomas E. Harris, will handle the Dec. 15 arguments for the Government, assisted by Mr. Brodsky, who was recently appointed special assistant to the Attorney General, who has been assigned to the Government's case since institution of the network suits.

All three attorneys signed the Government motions to dismiss and Mr. Taylor entered an affidavit (Continued on page 53)
Why, of course! Everyone knows it! Everyone, that is, who makes it his business to keep up with such things. To radio people in the know, therefore, it is more or less common knowledge that, based on station ratings in 31 leading markets, WKY ranks at or near the top among NBC-Red stations throughout the day and that other Oklahoma City stations rank well toward the bottom among their network affiliates in these same 31 markets in percent of programs heard.

At various periods of the day, WKY ranks first, second, third . . . never lower than seventh in program rating in this impressive list of 31 top-ranking NBC-Red stations.

A station which ranks that high nationally must be somewhat of a tip-topper at home. And that, my dear, is what practically everyone knows . . . especially those time-buying fellows who have this information at their fingertips and make it a point to keep up with such things.
Price Control Bill Amendment Yields Advertising Protection

SOME PROMISE of allaying advertising fears over increased Federal control of advertising and marketing practices through anti-inflation price control legislation, was seen last week when the House Banking and Currency Committee reported the Emergency Price Control bill and included in its a definitive provision excluding "aiding to distribution" from the anticipated Federal control. The measure (HR-5990), sponsored by Chairman Steagall (D-Ala.) and an Administration "must", probably will come up for House debate early in the Nov. 17 week.

The price control bill probably will be one of the last pieces of major legislation for the House this session, it is thought. Despite efforts by Secretary of the Treasury Morgenthau and President Roosevelt to secure immediate attention and action on another huge five-billion dollar tax bill, Congressional leaders have indicated they do not see the ghost of a chance that such far-reaching tax legislation can be considered and passed before next session. Following action on the price control measure, it is understood the House plans to take a vacation through most of December.

Indication that the Committee carefully considered possible effects on advertising in framing the bill was shown in its action in including the specific limitation of powers under the act and in revising provisions of the bill as originally introduced. In its original form the bill provided broad powers for the Office of Price Control over selling and marketing practices among others. In the new bill these powers have been specified to cover "declarative or manipulative practices or hoarding," with nothing specified as for selling and marketing practices.

After reviewing the powers granted OPC, the bill provides: "The powers granted in this section shall not be used or made to operate to compel changes in the business practices or cost practices or methods, means or aids to distribution established in any industry, except to prevent circumvention or evasion of any ceiling established under this Act."

Commenting on this limitation of powers, the committee report stated: "The powers of the administrator (OPC) are limited in the case of newspaper and other advertising. Newspapers and advertising agencies expressed fears to the committee that the powers in the bill on which the committee held hearings might be interpreted as meaning they might operate, to curtail the advertising services rendered by newspapers, and thus interfere with accepted policy in relation to the press. Since newspapers are dependent on advertising, the committee deemed it wise also to limit the authority of the administrator with respect to normal business practices of newspapers and others."

It is believed that the pending bill, barring unexpected development, would protect normal advertising, selling and promotion costs, fair trade, unfair trade and other regular distribution practices. The amendment limiting the powers over advertising practices is understood to have been sponsored by Rep. Patman (D-Tex.).

Ted Church Is Named American Advisor In London for Broadcasts of the BBC

WELLS (Ted) CHURCH has accepted the post of American advisor, working with the BBC North American service program director and checking program content and techniques for deviations from acceptable American listening.

Mr. Church was radio director of the British Broadcasting National Committee, handling the party's radio activities from July, 1938, through July, 1941. Previously he had served in virtually all phases of American radio.

He joined radio from the ranks of the Washington newspaper correspondents in 1931, in Washington in a wide variety of posts directly under Vice-President Harry C. Butcher until 1936. Following a short stay with the GOP in the 1936 Presidential campaign, he worked at NBC and on commercial programs in New York until 1938 when he returned to Washington.

General Advisor

Mr. Church is married, has two sons, James, 10, and Robert, three months. His family will remain in Washington. He said he expected to return to America for a brief visit in July, 1942.

More for Lava

PROCTOR & GAMBLE Co., Cincinnati (Lava Soap), is adding 11 stations to its original list of 30 for its 26-week campaign of one-minute transcribed announcements, 16-20 times weekly. Of the additions WTAM WGY WBCM and KRIT have already started with New York City stations WBNX WEVD WMCA WHN WNEW WOR and WOW to get under way Dec. 1. Agency is Biow Co., New York.

Schechter Advises Army on Publicity

NBC Official Now Conducting Survey of Entire Setup

A. A. SCHECHTER, director of news and special events of NBC, has been named a special adviser to the Bureau of Public Relations, War Department, it became known last week. Reporting directly to Brig. Gen. Alexander Surles, chief of the bureau, which encompasses press, radio and motion pictures, Mr. Schechter will be in Washington at least two days a week.

Niles Trammell, president of NBC, has granted Mr. Schechter leave to handle the War Department assignment which is expected to run indefinitely. He will, however, retain his NBC connection in New York.

In discussing the appointment, General Trammell said, "We feel we must retain the services of a "crack professional" to look over the War Department's public relations setup with a view toward improvement of service to newspapers, radio and other media of information. Naturally, Gen. Surles pointed out, the War Department can never expect to be on the same scale as a commercial firm because it is basically a military operation. However, there are many factors in common and it is with the idea of developing these that Mr. Schechter will work, he said.

Conducting Survey

At present the NBC news chief is making an inspection of the complete War Department public relations bureau, not confining himself to radio alone. After this is completed he will report his findings together with recommendations to Gen. Surles.

The appointment of Mr. Schechter is in line with a long-range policy of public relations first outlined by General George C. Marshall, chief of staff, when the national emergency began. This policy provides for complete cooperation by the Army with news media and the furnishing of all information that does not come specifically under the heading of secret, restricted or confidential. It was this policy which led to the raising of the press section of the War Department to the status of a bureau, with Mr. Schechter general responsible to the Chief of Staff and Secretary of War in charge.

General Foods Spots

GENERAL FOODS Corp., New York (Maxwell House Coffee), starting Nov. 10 is conducting a special five-week campaign of one-minute transcriptions in the Chicago area on WMAQ, WBBM and WGN. Benton & Bowles, New York, the agency, indicated there was no expansion contemplated for the present.

A. A. SCHECHTER
WSYR's new 5000 watt power at 570 kc is indeed "The Perfect Combination."

An idiosyncrasy of radio makes it so. 5000 watts at 570 kc will send a 2-millivolt signal 52 miles. At 1400 kc, to deliver the same signal the same distance would require 340,000 watts!

It's a Perfect Combination that's handing every one of our advertisers a bouquet—a "bonus" bouquet of greater coverage, better penetration and increased selling-power!

Now, more than ever, WSYR is a wise radio buy. Now, this one station at one cost reaches 27 of the most prosperous, populous counties in all New York State!
FCC Postpones Resumption of Hearing Covering Newspaper-Radio Ownership

APPROBATION striking some snags in its preparation of revised exhibits on newspaper ownership of broadcast stations, the FCC on its own motion has deferred until Nov. 27 resumption of the newspaper-ownership hearings. At completion of preliminary phases of the inquiry on Oct. 23, during which the Commission’s "affirmative" case was presented, FCC Chairman James Lawrence Fly announced a three-week respite until Nov. 13. The Nov. 27 date affords a further two-week postponement.

Scheduled for first attention as the hearings reopen are the revised FCC exhibits, which were attacked by counsel for the Newspaper-Radio Committee for obvious inaccuracies in the opening days of the proceeding in July. Following introduction of these corrected statistical data, along with some new exhibits, the Newspaper-Radio Committee is to start presenting its affirmative case, probably starting with a group of statistical analyses from the industry point of view.

Hettinger Slated

The Committee, which has not revealed its complete plans, will present Dr. Herman S. Hettenger, university radio-kimist and associate professor of economics at the Wartons School of Finance, U of Pennsylvania, and Paul F. Lazarfeld, Columbia U professoring Division of the New York University Research Project, as industry witnesses to go into the statistical matter to be offered. Members of the Committee met in New York on Nov. 7 to discuss hearing plans with Chairman Harold Hough, Judge Thomas D. Thatcher, chief counsel, and Sydney M. Kaye and A. M. Herman, associate counsel of the Committee.

With departure of David D. Lloyd from the FCC legal staff to join the legal department of the Economic Defense Board, Eugene Cotton, young New York attorney, has been named to succeed him as chief of the FCC’s newspaper-ownership unit.

Since its opening session on July 23, the FCC newspaper-ownership investigation has limped along with repeated postponements. Five Commission lawyers have had an active hand in examining witnesses to develop the FCC’s thesis opposing newspaper ownership of broadcast facilities. Despite an announced plan to hold hearings three days weekly, the proceedings slowed to a snail’s pace in recent weeks, with hearings actually held only one or two days a week.

Mr. Cotton joined the FCC legal staff Oct. 2 as special counsel. The 27-year-old attorney was born in New York. After a year with the firm of Soid & Brandwein, he spent four years as a senior attorney in the Litigation & Hearing Division of the New York State Labor Relations Board. A 1933 graduate of City College, New York, he received his law degree in 1938 from Columbia U.

Seek Music Material

WQXR, New York, through Eddie Brown, its musical director, taking the lead in an effort to get stations to play more American music, each week is sending scripts, program notes, lists of musical compositions and other material of the broad- casts of its program Meet the American Composer to stations throughout the country as a pattern to follow in presenting similar programs. Already the following stations indicate an interest in the plan: WJSV WHCU WERG WTIC WHOM WELI WKBX WHTP WHBF KHAS KGVO KQIR WMRN KVOS WRE WNAD KFPY KIT KVIV KROD WGRC WDDO WDNC.

WNEW’s Jackpot

WHEN a local independent station and its talent is the feature of programs on NBC-Red and Blue the same evening, that’s promotion on a grand scale. Which is what WNEW, New York, attained last Wednesday night when the principal guests on the NBC-Blue Chamber Music Society of Lower Basin Street were WNEW’s Merle Pitt and his "Five Shades of Blue" orchestra, as well as Martin Bliek who conducts the WNEW Make Believe Ballroom program. At the same time, 9-9:30 p.m., on the Red network, the Eddie Cantor program, Time To Smile, featured a takeoff of WNEW’s all-night Milkman’s Matinee.

CONVERSATION was pleasant at a recent Los Angeles luncheon honoring Mrs. Dorothy M. Lewis, New York state vice-president of the Radio Council on Children’s Programs, who is making a nationwide survey. Jennings Pierce, NBC Western division agricultural director (seated), outlines a proposed radio series to Mrs. Lewis, while Glen Heisch, KFI-KHEA, Los Angeles program manager, listens.

CRACK-O-DAWN SELLING!

AT 5:30 sharp every weekday morning, KSFO’s Farm Journal is on the air. Crack-o-dawn selling... that gets results! (Such good results, 6 sponsors signed in just one week!) With surveys indicating more farmers available to radio between 5:30 and 6:30 A.M. than any other time, KSFO’s Farm Journal reaches—and sells—this vast, crack-o-dawn audience!

Austin Fenger, KSFO Farm Editor, packs his 60-minute program full of farm facts, market prices, forecasts, news, and music. Adding up to a fashionable-for-the-farmer program!

Farmers and their families like the "Journal". They tell us so in letters that come from every county in Northern California. (48 counties that make up one of the richest farm markets in the country!)

It’s a responsive, crack-o-dawn audience that listens to KSFO’s Farm Journal. Listens and buys the advertised products. At present, there is still room for additional sponsors. Did you say, "Tell us the details"?

KSFO

A CBS STATION • SAN FRANCISCO

National Representatives:
Edward Petry & Co., Inc.
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.
COMMUNIST CLAIM

OF TIME REFUSAL

TO ALL appearances another link in a growing chain of complaints from opposing sides of pressure groups, a telegram signed by two representatives of the Communist Party demanding that the Commission compel NBC to grant a party spokesman free time on the air was received last Monday by the FCC. No action has been taken by the Commission.

The telegram, signed by Philip Frankfeld and Carl Reeve, representing the party in Eastern Pennsylvania, indicated that NBC had refused a request for broadcast time for a speech by William Z. Foster, chairman of the Communist Party. The spokesmen charged that NBC had carried a 30-minute broadcast by John Cudby, ambassador to Belgium, "to attack President Roosevelt." Chairman Foster spoke at a Communist rally in Philadelphia Nov. 14.

The Communist complaint was the third of its kind in the last month. Previous allegations of favoritism and unfairness had been directed at CBS and NBC, by the America First Committee, and at the FCC by Freedom Inc. Both organizations have directed their complaints to FCC Chairman James Lawrence Fly, who in each case has asked the cities networks for a "statement of facts" on the situation. In their answer NBC and CBS declared they were doing their best during a difficult time to give a reasonable amount of time to both interventionist and non-interventionist groups, denying all allegations of partiality in allocating time [BROADCASTING, Nov. 3, 10].

Canada Buys Time

TO EXPLAIN farm income payments, the Department of Agriculture, Ottawa, is using an 11 station Canadian Broadcasting Corp. commercial net for three-weekly broadcasts which started Nov. 7, 11:15-11:30 (EDST). The program originates with the Prairie Farm Assistance Branch of the department. Account was placed by J. J. Gibbons Ltd., Regina, Sask.

2,200 Holiday Spots

Placed for Dried Fruit

CALIFORNIA MISSION PAK Co., Los Angeles (California dried fruits and candied fruits), in an intensive three-week holiday campaign which starts Nov. 25, will use a total of 2,200 transcribed one-minute announcements, with Don Wilson, narrator, on a group of California stations.

List includes KRKD, KMTR, KMPF, KIEV, KFJG, KGAR, KFPD, KEAC, KPWB, KFOX, KECA, KHJ, KXL, KKM, KSAN, KRE, KYA, KROW, KFSD, KGMB, KARM.


Latin Link Allowed

ADJUSTING its rules to conform with an Oct. 21 decision authorizing Press Wireless Inc. to engage in the transmission of outbound broadcast program material to Central and South America, the FCC last Wednesday, amended regulations 6.9 and 6.51 of its rules governing fixed radio service. The amended regulations will permit "interception of addressed program material at points other than those specifically named in the license of fixed public and fixed public press service, with particular view to transmission of such program material to Central and South America." Press Wireless is slated to transmit MBS program service to Latin America [BROADCASTING, Oct. 27].

Stevens Heads WHLS

HARMON L. STEVENS, former production manager of WHLS, Fort Worth, has assumed the duties of manager of the station replacing Angus D. Pfaff. Mr. Stevens, who is a 50% owner of the station, has served as production manager, announce and news editor during the 3½ years the station has been on the air. Mr. Stevens' partner in the ownership of WHLS is his father, Herman L. Stevens, Fort Worth City Commission manager. The station operator full time on 1450 kilocycles with fresh and canned fruits programs of NBC Blue and Michigan radio network.

WOR Studios Revised

ALL STUDIOS at WOR, New York, are currently undergoing a change to make the new station as perfect as possible. The transmission equipment is now being installed so that music transmitted from them will be of a "concert hall quality." The new studio will be a composite of various surfaces, with variously shaped sound-absorbing "tunics" applied irregularly to the four walls. Dr. Joseph Maxfield of Electrical Research Products Inc., designed the new acoustical treatment, working with Edward Coston, assistant chief engineer of WOR.
FRITZ CRISLER Coach of Michigan's mighty Wolverines who are pointing for their traditional gridiron classic with Ohio State on November 22nd.

PAUL BROWN who stepped into the coaching berth with Ohio State's Bucks after his remarkable high-school eleven last year scored 477 points to 6 for its opponents.

When the Universities of Michigan and Ohio State meet on the gridiron, there are thrills aplenty. And, when you let WJR and WGAR carry the ball for you in the top metropolitan markets of these two great states, there are thrills for you too... the kind that only mounting sales can bring.
7 Sponsors Greet Debut of W53PH
And They're Under Contract With Philadelphia Outlet

WHEN W53PH, FM station of WFIL, Philadelphia, went on the air for the first time Nov. 10, the opening day's schedule included seven commercial accounts. With the exception of Zenith radio, broadcasting FM demonstrations for promotion among dealers, all of the accounts are for a minimum of 26 weeks and four are for 52 weeks.

The initial W53PH FM advertisers include:
- Seven Up Bottling Co., Philadelphia (soft drink), six 5-minute news periods weekly, thru Philip Klein, Philadelphia.
- Lit Brothers Department Store, Philadelphia (GE radios), six 5-minute news periods weekly, placed direct.
- Harr's Jewelers, Philadelphia (Green watches), 30 time signals weekly, placed direct.

Radio Leaders Attend

Among broadcasters in Philadelphia Nov. 10 for the transmitter dedication were John Shepard Sd, president of the American Network, with which W53PH will be identified; Maj. Edwin H. Armstrong, FM inventor; Jack Latham, general manager, American Network; Fred Weber, of MBS; Ted Streibert, vice-president of WOR-MBS, and Jack Poppels, WOR chief engineer. On the dedicatory broadcast brief remarks were heard from Roger W. Clipp, vice-president and general manager of the station; George H. Johnson, president of Lit Brothers Department Store and chairman of WFIL's board; Robert L. Johnson, president of Temple U.; Charles H. Grable, Philadelphia's director of supplies and purchases; Samuel R. Rosenbaum, WFIL president, was M.C.

Mr. Clipp announced appointment of Felix Meyer as program director of W53PH. Mr. Meyer came to Philadelphia from New York in December, 1940, and spent several months at Philco's television station studying program presentation problems. He was on the producing staff of Mark Warnow's Hit Parade and Harry Salter's Hobby Lobby programs and was radio director of Athon & Currier, New York, before coming to Philadelphia.

COMMERCIALS utilizing marionettes featured the Atlantic Refining Co. sponsored telecast of the Penn-Navy football game in Philadelphia over Philco station WPTZ. Consulting the script (below) are Warren Wright, program manager of the station, and Jack Roche of N. W. Ayer & Son, handling the Atlantic account, while above Frank and Elizabeth Haines prepare to put the marionettes through their commercials.

Gaspipe Station Opens On Georgetown Campus

NEWEST addition to the Intercollegiate Broadcasting System, is GBS, new "gaspipe" station which started operating last Wednesday on the campus of Georgetown U., Washington. The station was set up by the University at a cost of slightly more than $2,000.

To be operated by students under a faculty supervisor, the outlet claims a potential audience of about 600 listeners, drawn from the 800 students. A studio has been established in the radio room of New North Bldg.

A daily broadcast schedule is planned, with a pre-breakfast bulletin of campus events. The signal is received on 100 kc. GBS officers include Carl Bunje, president, one of the originators of the gaspipe broadcast idea at Georgetown; Paul Hildreth; Jim McSherry, program director; Oswald Schuette, technical director; Bill Blum, business manager; Jim Magawahan, executive secretary; Dick LeVaux, news director; and W. D. Garvey, musical director; and C. H. Groff, chief announcer; Albert A. Austin, faculty advisor and director.
Chapter I. Doldrums—Radio is funny. You never know what’s going to happen or why. Two years ago I started a morning show on WJZ—Breakfast in Bedlam—fairly early, seven to seven-fifty-five. Tried it alone. No sponsors—not so good.

Chapter II. La Femme—So I got a woman (always a good idea). She couldn’t act, sing or play a musical instrument—but she could talk—just plain talk—like people talk. Her name was Polly. Folks liked her—and Breakfast in Bedlam started to build. We got sponsors. That’s good.

Chapter III. At Last—We got more sponsors. Sponsors got more business. That’s very good.

Chapter IV. Success—Now Breakfast in Bedlam is practically* sold out. That’s swell!

Yes, Ed, once you get the right formula rolling on the right station, you can’t help but click. And your sponsors have found that once an advertiser gets on the program with the right formula on the right station, his sales message can’t help but click—and his cash register can’t help but ring.

Nice going, Ed. Glad you found Polly.

*There are a few availabilities—one choice fifteen-minute period in particular. You could call or write Jim McConnell about this at WJZ. That would be wonderful!
MBS OCTOBER GROSS UP 37.3% OVER 1940

FOLLOWING the announcement in the Nov. 3 issue of Broadcasting that MBS would resume issuing monthly gross billing figures, the network last week released its gross billings for October, 1941, as $839,829. This figure represents an increase of 37.3% over the same month last year, which, without including political billings, was $611,794, or an increase of 7% over October, 1940. If political business is included, the total becomes $784,-676.

Cumulative gross billings of MBS for the first 10 months of 1941 total $5,393,522, a 59.1% increase over the same period last year, when the total was $3,389,627 without political business. Including political revenue last year, the total was $5,562,569, making this year's total 61.4% over 1940's first 10 months.

FROM THE HALLS of WBAL to the uniform of a United States Marine goes Harold Azine (right), former continuity manager of the Baltimore station. Here he takes the oath of the Marine Corps in the office of Mayor Howard Jackson.

CHARGING misrepresentation in the sale of fish products, the Federal Trade Commission last Wednesday announced that a complaint had been issued against General Foods Corp., and Froteed Foods Sales Corp., New York, and General Seafoods Corp., and 40-Fathom Fish Inc., South Boston.

Hearst Papers Start Weekly Tabloid Radio Section; Others Provide Space

WITH Hearst newspapers in 10 cities inaugurating weekly tabloid radio sections, many newspapers throughout the country have recently become aware of the readership value of radio news, and accordingly are expanding the editorial space devoted to radio. The idea for the Hearst radio supplement came from Mr. Hearst himself, who from San Simeon, Cal., recently wired his editors outlining the suggestion.

The four to eight-page supplement is handled individually in each city, and contains the week's radio listings, pictures, current radio news and developments, feature stories, etc. The weekly supplement is scheduled to start or has already started in Hearst papers in Baltimore, Boston, Chicago, Detroit, Los Angeles, New York, Oakland, Pittsburgh, San Antonio, and San Francisco. Albany, Milwaukee, and Seattle probably will get under way after the others have been launched.

In Chicago, it was learned that Marshall Field's new morning newspaper not only intends to devote considerable space to news of radio but is setting up a listening post, and will assign one man to cover news received via short-wave. The Chicago Tribune is reviving its radio listing programs after a careful two-month study, and is planning to fill out the page by approximately doubling the daily radio stories.

"Pantagraph" Reforms

The Bloomington (III.) Pantagraph, which for years prided itself among the trade on its steadfast refusal to carry even daily listings of radio programs, has notified stations units listening area that, after 10 years, the listings will again be published.

The decision by newspaper publishers to provide more complete coverage of news of radio has been stimulated, no doubt, by a series of readership studies which indicated that there was possible revenue as well as increased readership interest in a comprehensive radio page. Dr. George Gallup in 1936 made a readership survey for the American Newspaper Publishers Assn. that showed the high popularity of radio columns. Surveys made by individual newspapers have corroborated Gallup's findings.

The results of a confidential survey made last year by Porter Bibb, account executive of BBDQ, New York, and at that time radio publicity director of the agency, showed that, in most cases, the radio page, after page one, and the comic section, was the most widely read feature in the paper. On that basis, it is expected that a number of newspapers that have traditionally given the cold shoulder to news of radio will eventually inaugurate radio columns as a regular feature.

365,000 people make the Youngstown metropolitan district the third largest in Ohio.

WFMJ

Has more listeners in this rich market than any other station.

Headley-Reed Co.
National Representatives

Old "Money Backs"

"Shearing time"—another reason why advertisers use WOAI to cultivate the amazingly rich Central and South Texas market...a market in which WOAI is the most powerful advertising influence.

That Texas produces more than twice as much wool as the next ranking state is not so important to time buyers as is the fact that the great wool industry is centered in WOAI's primary territory.

In 1940 Texas sheep raisers realized $23,302,000.00 from the sale of wool—and this year the return will be even larger, for wool prices are up.

WOAI

San Antonio

50,000 WATTS

CLEAR CHANNEL

REPRESENTED NATIONALLY

BY EDWARD PETRY & CO.

AFFILIATE NBC
MEMBER TQN

Page 20 • November 17, 1941. Broadcast Advertising • BROADCASTING
NBC and CBS Set Maneuver Series

EYE-WITNESS reports of the final phases of the U. S. Army maneuvers in North and South Carolina will be heard on CBS and NBC Nov. 17-28, when the First Army, under the direction of Lt. Gen. Hugh Drum, and the Fourth Army Corps stage a series of battles, known as the CHQ phase of the “free maneuver”.

CBS Schedule

The CBS broadcasts are scheduled Monday through Friday, 4:30-5:45 p.m. during the two-week period, with two special broadcasts of the war games Nov. 22 and 30 during the regular CBS Spirit of ‘41 defense program. Eric Sevareid, former CBS correspondent in France, will cover the Fourth Army Corps with headquarters at Chester, S. C., while William Slocum Jr., CBS director of special events, has been assigned to the First Army at Southern Pines, N. C. Both men are “veterans” of the last war games in Louisiana, and will again serve as regular “war” correspondents with the troops in uniform and subject to “capture”.

NBC will present daily summaries and reports during the period, broadcasting 4:45-4:55 p.m. daily on the Blue. Also on the Blue at 7 p.m., Sundays, Nov. 16, 23 and 30, special descriptions are being presented, as well as Tuesdays and Thursdays, Nov. 18, 20, 25 and 27 on the Red network.

WLW Coverage Plans

Assigned to the Fourth Army Corps from a point adjacent to its headquarters will be Dave Garroway of NBC's Chicago staff. From the Southern Pines lines of the First Army maneuvers Don Gardiner of NBC's Washington staff will report progress, while Maynard Stitt, of the NBC special events division, will direct all coverage from Southern Pines headquarters.

WLW will also cover the North and South Carolina maneuvers. Cecil Carmichael, assistant to Vice-President James D. Shouse, will be in charge of maneuvers coverage, as he was during the Louisiana war games. James Cassidy, special events director of WLW, will announce the programs, and R. L. Tedford, engineer, will handle the technical problems of the broadcasts. The staff will begin activities on Saturday, Nov. 15, at Chester, S. C.

Artists' Sale Unchanged

STATUS of the sale of NBC Artists' Service to a syndicate group headed by John T. Adams, concert and radio talent manager, reported last week in Broadcasting, has not changed, according to NBC officials. Purported sale, at a price of $100,000, was to include purchase of NBC's talent list of radio and concert artists, excluding all package programs.
P&G Shifts Two Serials and Times on NBC-Red
PROCTOR & GAMBLE Co., Cincinnati (Camay and White Naphtha soaps), on Dec. 29 will make a complete shift in product, time and agency for two of its five-week serials on NBC-Red. Guiding Light, now heard on 71 stations Mon. through Fri., 3:30-3:45 p.m. for Camay Soup, through Pedlar & Ryan, New York, will go over to Compton Adv., New York, for White Naphtha soap. At the same time program will shift to 11:15-11:30 a.m., new occupied by Pepper Young's Family on 67 stations for White Naphtha. The latter program goes to the 3:30-3:45 p.m. slot, with Pedlar & Ryan taking over for Camay.

Mueller News Series
C. F. MUeller Co., Jersey City, N. J. (macearoni & spaghetti), through its recently appointed agency, Maxon Inc., New York, last week began sponsorship of two new programs, Mueller's News with Mark Havelow on 13-CBS stations, Wednesday, Thursday, Friday, 4:45-5:00 p.m. for red and New at Noon with Don Goddard on WEAF, New York, Tuesday, Thursday, Saturday, 12-12:15 p.m., for 13 weeks. In addition company is planning to place spot announcements in several additional markets by the end of the week. Plans for the latter were not yet complete as BROADCASTING went to press.

Sgt. Hodgkinson Missing
SERGEANT - PILOT BRIAN HODGKINSON, former staff announcer at CKY, Winnipeg, is reported "missing after air operations on Oct. 27" according to a cable received by his parents in Winnipeg.

Research Group Formed
TO PROVIDE translators and source material in about 10 different languages for shortwave broadcasts to Europe, Short Wave Research Inc., non-profit organization, has been formed in New York at 122 E. 42nd St., with Marya Blow as president. Although full details of the group are not available, SWRI will work with independent stations and in an unofficial capacity with the Office of the Coordinator of Information. Vice-presidents are Ward Cheney and Bertman F. Willeco, secretary is Edward Carter, and treasurer is David S. Seiferth.

Blue in Kinston
PREPARATORY to its affiliation Dec. 1 with NBC-Blue, WFTC, Kinston, N. C., has redecorated its studios in downtown Kinston. Promotion of the event is being accomplished through window displays in leading stores, movie trailers and huge auto bumper displays.

BEAUMONT Gets "Sensational" Results on WGY

The letter shown here was unsolicited. The "young couple" referred to by Mr. Wagner is "Otis and Eleanor," WGY vocal and instrumental duo.

For information on how you can get results in eastern and central New York and western New England, get in touch with WGY or your local NBC Spot Sales Office.

RULES AMENDED
To Allow Station Breaks On Quarter-Hours
MOVING to place all half-hour programs on a parity so far as identification announcements are concerned, the FCC en banc last Wednesday enacted Section 3-38 of its rules and regulations to permit stations to announce call letters in the quarter-hour before and after the hour or at the half-hour, as they elect. The change, previously requiring identification on the hour and half-hour, with certain exceptions for particular types of programs, was made in motion of MBS, it is understood.

Identification on the hour still is required under the rules, although the amendment in effect permits parity between half-hour programs starting on the hour and half-hour and those starting on the quarter-hour after the hour and running through the quarter-hour, i.e., 1:15-1:45 p.m.

Trammell Called In Suit By Songwriters in N. Y.
FIRST action to take place in the suit filed last April by 14 songwriters, 12 of them ASCAP members, against NAB, CBS, NBC and BMI is set for Nov. 17, when Niles Trammell, NBC president, is scheduled to appear in the New York Supreme Court before Justice Isidor Wasservogel for examination before trial. The plaintiffs charge unlawful conspiracy on the part of the defendants to acquire control of the songwriting business at the time of the ASCAP radio music war, now settled, and are seeking damages totalling $1,217,000. In ordering Mr. Trammell's appearance, Judge Wasservogel ordered several items struck from the list of questions to be asked, including the allegation of "coercion" of bandleaders to play BMI music and the issuance of "false and misleading statements" to the public about BMI. Counsel for the group of songwriters is Daru & Winter, New York.

WASHINGTON Apple Spots
WASHINGTON State Apple Advertising Commission, Wenatchee, Wash. (Delicious apples), conducted a contracted campaign for Thanksgiving business with a two-week spot announcement drive on 12 stations. Hundred-word spots were used two and one times daily during the campaign on WTCM WAPI WALA WSNB KTKR KFYR KFIR WREC WXXR KLRK KFBF. Agency is J. Walter Thompson Co., San Francisco.

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WASHINGTON State Apple Advertising Commission, Wenatchee, Wash. (Delicious apples), conducted a contracted campaign for Thanksgiving business with a two-week spot announcement drive on 12 stations. Hundred-word spots were used two and three times daily during the campaign on WTCM WAPI WALA WSNB KTKR KFYR KFIR WREC WXXR KLRK KFBF. Agency is J. Walter Thompson Co., San Francisco.

House Sheet
STILL another station house organ! KFDM, Beaumont, Tex., now publishes a bi-weekly tabloid carrying a complete schedule of programs as well as editorial matter devoted to programs and personalities on the station. It is distributed by Western Union.
Hal B. Rorke Is Named To CBS Publicity Post

HAL B. RORKE, since early 1937 in charge of CBS West Coast publicity with headquarters in Hollywood, has been appointed assistant publicity director of the network and assumes his New York post Dec. 1. He will work with Louis Ruppel, CBS publicity director. Mr. Rorke replaces Theodore Weber, who resigned in mid-November to join the Chicago morning newspaper AM, as amusement advertising manager.

Before entering radio, Mr. Rorke did publicity work for MGM film studios and was women's page editor of the Los Angeles Times from 1934-1936. Prior to that he was on the staff of the Los Angeles Illustrated Daily News for eight years, two of which he served as managing editor. Following his graduation from Stanford in 1925 he was affiliated with the United Press New York office for a year.

Stock Show Spots

GRAND NATIONAL Livestock Exposition, San Francisco, which will attract livestock dealers and breeders from the entire nation Nov. 15-22, is using San Francisco radio extensively to call attention to the combined livestock, horse show and rodeo in San Francisco's new million-dollar livestock pavilion. A total of 200 spot announcements are being used on KPO KGO KSFO KFYA KJBS KSAN KFRC. In addition, participations are being used three times weekly on dude Martin's cowboy program on KYA, on Charlie Marshall's KQW program and on Austin Fenger's Farm Journal of KSFO. Agency is Gerth-Knollin Adv., San Francisco.

FRANCES FARMER WILDER, CBS Pacific Coast educational director, as result of her personally supervised, weekly half-hour current events program, What's It All About?, has been made a member of the Pacific Southwest Academy, Los Angeles affiliate of the American Academy of Political & Social Science.

GIVE YOUR PROGRAMS

NEW LIFE

WITH THE NOVACHORD

From its single piano-like keyboard come thousands of musical ideas that SELL!

One man . . . one instrument . . . yet the Novachord gives you the brilliant effects of many musical instruments—more music, more color, more variety than you ever thought possible.

Whatever your musical requirements—colorful fill-ins . . . distinctive themes and signatures . . . melodic transitions . . . or rich, delightful music to carry the full weight of entertainment—the Novachord fills the bill.

Easy to play for any pianist . . . conveniently movable . . . amazingly versatile . . . the Novachord offers a fascinating, new solution to almost every musical problem. It is a profitable investment for any radio station large or small.

Find your nearest Hammond dealer in the classified phone book. Let him demonstrate the Novachord's amazing possibilities. Let him show you the countless ways it can give your programs a new musical "lift."

Anyone familiar with the piano keyboard can play the Novachord with its brilliant array of instrumental effects, as of:

PIANO • VIOLIN • FLUTE • TROMBONE • CELLO • ENGLISH HORN • BASSOON • GUITAR • HARMONIUM • HARP • ORGAN • BRASS ENSEMBLE • SLEIGH BELLS • CHIMES • TRUMPET • CELLO • OBOE • SAXOPHONE • BASS VIOL • FRENCH HORN • NICHEL • BANJO • CLAVICHORD • VIBRAPHONE • MUSIC BOX • STRING ENSEMBLE • HAWAIIAN GUITAR • CLARINET • and many more

Your fingers touch the piano-like keyboard . . . and as you turn the Tone Selectors you color your music with effects of orchestral instruments.

WDSU

NEW ORLEANS
soon will be
5000 WATTS
Day and Night
WEED AND COMPANY
National Representatives
New York • Detroit • Chicago
San Francisco

HAMMOND NOVACHORD

The NEW idea in music—by the makers of the HAMMOND ORGAN.

If you haven't received your FREE recording of Collins Driggs at the Novachord, send for it today. There's a full half hour of thrilling music on its two sides, all Public Domain, for your use . . . any time. Write: Hammond Instrument Co., 2989 N. Western Ave., Chicago.

Broadcasting • Broadcast Advertising  November 17, 1941 • Page 23
FCC Grants New Station in Louisville; Regional Will Operate on 1080 kc.

LOUISVILLE'S fifth radio station was authorized last Wednesday when the FCC granted the petition of Mid-America Broadcasting Corp. for a reconsideration and grant of its application for a regional outlet in the Kentucky city and simultaneously issued a construction permit for operation on 1080 kc. with 1,000 watts night and 5,000 day, unlimited time, employing a directional antenna and subject to "special proof of performance" to the Commission.

The grant also cancelled a hearing on the application that had been hitherto scheduled. The 1080 kc. channel is occupied by KRLD, Dallas, and WTIC, Hartford, dominant Class I-B stations—both using 50,000 watts and a directional antenna at night.

Principals in the new corporation are Milton S. Trost, part-owner of a local department store, who holds 255 shares of the permittee's 875 shares of stock issued; Eman-uel Levi, formerly business manager of the Courier-Journal & Louisville Times Co. and now in his own insurance business, 140 shares; Lawrenne Jones, a director of the Frankfort Distilleries, 140 shares; James F. Brownlee, president of the Frankfort Distilleries, 70 shares; E. T. Altsheler Jr., head of a local tire agency, 70 shares; Henry Fitzhugh and Mary Peabody Fitzhugh, 70 shares each; Willard Johnson, 50 shares; and L. T. Snyser, president and director of a local realty firm, 10 shares. Messrs. Brownlee, Trost and Altsheler hold the positions of president, vice-president and secretary-treasurer, respectively.

Louisville is served at the present time by four other stations—the 50,000-watt WHAS, the 5,000-watt WAVE, WINN and WGRC, located just across the river in New Albany, Ind. All four are affiliated with national networks.

As usual KTAR was there

GEORGE L. TRIMBLE

A MAP showing the migrations of George L. Trimble, manager of the media department, Marschalk & Pratt, would look like a travel ad. Born at Kansas City, in 1899, George attended school in Denver, but his college courses were at Tulane in New Orleans and Syracuse in New York State. His first advertising experience was in the production department of the old McCullum agency in Manhattan. A year there preceded his enlistment in an Army training course at Princeton during World War I.

In 1923 George joined Marschalk & Pratt. His first assignment with this New York agency was as a field investigator in the marketing division. He learned to ring doorbells and interview dealers. That analytical viewpoint guided him in organizing the media department at M&P. About 13 years ago, George bought his first radio time by telephoning KDCA and convincing the Pittsburgh station manager that a series of recorded programs would "sound fine."

In those days stations had no representatives. Broadcast time was sold, or bought, through brokers. Coverage maps were mostly circles or outlines of guesses. Marketing information was equally sketchy. And merchandising of radio programs was strictly catch-as-catch-can.

"Today," George frankly admits, "radio timebuyers have a lot easier life because we have so many more facts upon which to base our judgment."

The Trimble home in Bloomfield, N. J., is enlivened by two boys, aged 6 and 11. George's non-commercial time is most often devoted to a home workshop where he turns out cabinet work with professional skill.

KVOO, Tulsa, has started a new program, Camp Berkeley Calling, which will report the activities of Oklahoma in Uncle Sam's service at Camp Berkeley, near Abilene, Texas. Material for the broadcasts is furnished by the Camp Berkeley Press Division.
NAB DISTRICT MEETS START FINAL PHASE
BEGINNING the final lap of the district meeting circuit this fall, NAB President Nellie Miller and Frank Pellegrin, NAB director of sales promotion, left Washington Nov. 16 to participate in the District 6 meeting in Memphis, Nov. 17-18. The NAB executives then will continue on route to seven remaining district meetings scheduled through December, traveling to the West Coast and concluding with the District 9 meeting in Chicago Dec. 15-16. They will have attended all 16 district meetings held this fall.

Kirby Talks
Also participating in meetings in Memphis, Dallas, Los Angeles and San Francisco will be E. M. Kirby, NAB public relations director. On leave as civilian director of the radio branch of the War Department Public Relations, Mr. Kirby and other representatives of the radio branch will attend all the NAB district meetings, explaining the functions of the Army organization in regard to broadcast operations. An important development of this participation has been the movement to hold meetings of radio news editors to discuss and correct news aspects of the defense situation.

The remaining district meetings, with dates and locations, follow:
District 3—no meeting date set, not to be held until after first of year.
District 6—Nov. 17-18, Peabody Hotel, Memphis.
District 12—Nov. 19-20, Baker Hotel, Dallas.
District 16—Nov. 24-25, Biltmore Hotel, Los Angeles.
District 18—Nov. 28-29, Palace Hotel, San Francisco.
District 14—Dec. 8-9, Albany Hotel, Denver.
District 11—Dec. 11-12, Hotel Nicollet, Minneapolis.

Educational Journal
ASSOCIATION for Education by Radio, Chicago, has started publication of a monthly Journal, sent gratis to association members. Editor is James G. Hanlon; business manager is George Jennings. On the publications committee are: Elizabeth Goudy, director of radio, Los Angeles County Schools; Carl Menzer, director, WSNJ, Iowa State U., Iowa City; Dr. I. Keith Tyler, University of College Broadcast Study, Ohio State U., Columbus; Philip H. Cohen, WNYC, New York; Capt. Harold W. Kent, radio section, bureau of public relations, War Dept.; William Hostell, Office of Education, Federal Security Agency; and Loyola Hoskins, Radio Workshop, New York U.

Heard on Air
WDRC, Hartford, Conn., has started a new type of promotion to demonstrate proof of the power of advertising to clients and agencies. Whenever the opportunity arises, WDRC announcers add this phrase during discussions of commercial products: "And when you buy it, say you heard it on the radio."

PAR SOAP CO., Oakland, Cal., through Tomaszchke-Elliott, that city, recently started a twice-weekly new quarter-hour transcription version of Saga of the Pioneers Symphony of the Stage, on six Arizona Broadcasting Co. stations, originating from KTAR, Phoenix. Contract is for 52 weeks.

Atlantic Auto Supply Co., Jacksonville, Fla., on Nov. 5 started five times weekly on WMRR, that city. Farley's, San Diego, Cal., (retail chain), is sponsoring the series five times per week on KFSD, that city.

Davis New Grant V-P
TYLER DAVIS, for the last five years radio director of Kenyon & Eckhardt, New York, has been appointed vice-president of Grant Advertising, New York office. Before coming to K& E, Mr. Davis was supervisor for all Vick Chemical Co. radio, 1934-1935, and before that spent several years as an independent radio producer. He also was copy chief of Winston & Sullivan agency, New York, now defunct, and at one time wrote copy and did contact work for BBDO, New York.

CFRN, Edmonton, Alta., began operation of its new RCA high-level K-1 1000-watt transmitter Nov. 1, marking the station's seventh year on the air. The studios have been completely renovated and RCA equipment installed.

KCMO, in Kansas City, applies for 10-50 kw. CONSTITUTING the fourth applicant in the Kansas City area for 50,000 watts, KCMO, Kansas City, last Wednesday filed with the FCC an application for assignment on 810 kc, the channel now used by WGY, Schenectady, and KGO, Oakland, Cal. The station seeks 50,000 watts day and 10,000 watts night on the frequency, and proposes removal of KOMA, Pittsburgh, Kan., from its daytime assignment on the channel to 860 kc, a Canadian wave, with 5,000 watts fulltime. Other applicants for 50,000 watts in the area are KMBC and WHB, Kansas City, and WREN, Lawrence, Kan. The KCMO application was filed by Andrew Hailey, Washington attorney, with Ring & Clark as consulting engineers.

TED EPSTEIN, former announcer of WCAA, Pittsburgh, has been commissioned a major in the Coast Artillery and assigned to Fort Eustis, Va.

FOOD FOR THOUGHT

Food and grocery products advertisers,—both local and national,—buy more program periods on WHEC than on both the other two Rochester stations COMBINED!

Nevertheless, we can still offer choice of a few desirable periods for YOURS—let us tell you what's open!

KHEC, Rochester, N.Y.

Basic CBS
National Representatives

J. P. McKinney & Son
New York, Chicago
San Francisco
**Birthplace of Success**

Every time a CRIE lesson assignment is dropped into a mailbox some ambitious engineer is a step closer to his promotion — better position increased pay.

Throughout the Broadcasting industry CRIE students daily deposit in mailboxes their hopes and ambitions in the form of carefully answered lesson examinations. More than 3000 professional radiomen—many of them your own associates—are now preparing for better paying positions and secure futures with the help of CRIE systematic instruction in practical radio engineering.

CRIE does not merely offer simple reading assignments or self-correction lessons. Each CRIE lesson text contains a stiff examination prepared specifically to determine the student's understanding of the work covered, and his ability to proceed with the next lesson. Each examination must be written up and submitted by the student to the school. For the more important questions careful and exact correction of mistakes, and personal notations and suggestions, when necessary, by a trained instructor.

A CRIE course gives you a broad working knowledge of practical radio engineering—the kind of knowledge that rates the confidence of your employers—makes them select you for the more important duties—singles you out for promotion when duties well-done are rewarded.

**Step up**

Send your request and a copy of our descriptive booklet and complete particulars about CRIE courses. THAT MAILBOX may be the "birthplace of your Success!"

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**To Serve Well**

The Broadcasting Engineer

**Monthly Programs**

**JERRY BELCHER**, one of the original men in the street in- 

terviewing field, will broadcast his forty-second week-

ly series of notes over **WCKY, Cincinnati**, No. II. 

**T**uesdays, Thursdays and Saturdays, the program titled **Jerry Belcher's Neigh-

bors** will be heard from the studio of this **NBC** 

network station. The broadcast will give a lively glimpse of home life and the daily workings of the home. The program is heard over all **NBC** networks.

**Requests at Dawn**

POINTED TO THE THOUSANDS of defense workers either going in or leaving their jobs at that hour, WDRC, Hartford, has started a new daily radio program, **Sleepy Slim's Serenade**, conducted by Harvey Olson. A special telephone line has been installed in a WDRC studio, and Announcer Olson handles requests on the spot while he is on the air.

**Midnight Whodoit**

**DRAMATIC THRILLER, Dark Pastides**, a new series of 24-minute 

sustaining programs, was originated by WZY, Oklahoma City, and will be carried on the **NBC**-Red network. The program was first heard on the air on July 10, and the first program is followed by Western stations and family origination.

**South American Travel Talks**

**VIEWS OF South America** gained on a trip last summer, Spanish 

American correspondents have written for the network and radio stations in North America. The material comprises the material for **News & Views of the Latin American World** and the **Spanish of the Air** presented on KOB, Albuquerque, by Dr. F. M. Kercherville, head of the foreign language department of the University of New Mexico.

**Frost Warnings**

**DIRECTED TO Southern California** citrus growers, a nightly weather forecast may be heard. The program will broadcast on **KFI, Los Angeles**, beginning July 1.

**Crime Jury**

**FROM THEIR easy-chairs beside** their own radios, the Winnipeg listeners picked at random each week from the telephone directory, are asked to serve on the locally sponsored **Guilty or Not Guilty** program. Each week's episode represents a trial, and the jurors picked at random are asked to vote "guilty" or "not guilty" at conclusion of the program.

**Frat Quiz**

BACKED by the Missouri U Pan-Hellenic Council, fraternity and sorority folk participate weekly on the Brainbuster quiz show, conducted by Don Campbell on KFPU, Columbia, Mo. The winning house is to receive trophies awarded by Columbia Baking Co, and Julie's, and the $25 in KFPU stock. In addition, KFPU also is broadcasting a new half-hour feature, The **World Wide News**, in which students and faculty members of the university and Stephens and Christian colleges in discussion of current events.

**Fugitives From Nazis**

**WARTIME series, Brothers in Arms**, on Canadian Broadcasting Corp., features personal experiences of men who have escaped from Nazi-occupied Europe and come to Canada to train in one of the four foreign arms now encamped on Canadian soil. First broadcast was made at Toronto, Canada, by the Royal Canadian Air Force; the series is to be made at the Netherlands Army training camp at Stratford, Ont., Nov. 26, and others will follow from the Polish and Belgian armed forces camps in Ontario and Quebec.

**About the Edwards**

**WEEKLY dramatic series relating the experiences of an American family, and titled The Edwards, was started on NBC-Pacifie Blue stations, Nov. 8. Quarter-hour program is written by Peter Dixon and produced by Arnold Marquis, with members of the Edwards family, theatrical group, portraying themselves.

**Tour of Campaign**

**NEW ARMY LIFE program Present Armes**, tentatively intended to be broadcast twice weekly on Tuesday and Friday afternoons, is now in progress. The program is broadcast on **KMBI, Kansas City**, and is conducted by an instructor at the University of Kansas.

**Instruments Portrayed**

**DESIGNED to acquaint the listening public with orchestral instruments**, presented over the **WNYC Musical Moments**, features the **NYA Symphony Orchestra** on **WNYC, New York**. Solo performance of the instrument is featured, with particular attention given to its characteristics: tone color, dynamic range, limitations, pitch, technical requirements, and the instrument itself.
Three-fifths actual size

To Get the Most from Your Tube Dollar
Be Sure to Specify GL-880's

GL-880 is the largest of the G-E developed tubes for high-frequency (FM and television) services. Its background is more than 28 years of G-E tube experience.

GL-880's ingenious "folded" anode reduces internal lead lengths by 10 inches without sacrificing cooling surface. High efficiency is obtained even at high frequencies.

Dual grid leads for separation of excitation and neutralization minimize neutralizing problems.

Easy to Drive
With only 1500 watts driving power at the grids, two GL-880's will deliver an easy 50 kw of FM at 50 mc.

Here's Real Versatility
Primarily for FM and Television, yes, but GL-880's have unusual efficiency at international and standard broadcast frequencies, and as modulators. A pair will give a 50-kw plate-modulated carrier at 25 mc!

Be sure to ask your nearby G-E representative for full information on the complete line of G-E transmitting tubes for all services. There are G-E offices in 80 principal cities. General Electric, Schenectady, New York.
NEWS OF THE WORLD
flashed the minute it happens... twenty hours a day...one hundred thirty thousand people read daily!

This WCKY public service is another reason why WCKY is doing the real job in the rich Cincinnati market.

L. B. Wilson

CBS FIFTY GRAND IN POWER
Time Muddles On!

HO, HUM, so the FCC's newspaper-divorcement inquiry has been postponed again. Instead of resuming last Thursday after a three-week lapse, they won't recommence until Nov. 27. After weeks and weeks of study, the FCC staff still hasn't completed revision of its basic exhibits, originally designed to show that newspaper ownership of broadcast stations is conducive to unfair competition, or something. In the process it has changed counsel only a half-dozen times.

For weeks it has been evident the FCC has veered from its original course in the proceedings. There does not appear to be any overpowering desire by the majority to attempt to invoke regulations banning newspaper ownership of any kind of station under the existing law. Now the intent is to make recommendations to Congress. There prevails something more than well-founded rumor that the majority of the FCC feels the issue is too hot to handle without an expression from Congress.

Meanwhile, scores of applications are being held up under Order No. 79, gathering dust in the suspense files. Development of FM is being impeded. And shortages of basic materials as the emergency stiffens have already reached the critical stage. The longer Order 79 stands, the more difficult the material problem.

The log-jam decreed under Order No. 79 certainly isn't keeping the public, Government or the industry-at-large. It's a little late perhaps, after expenditure of so much of the taxpayer's time and money, not to mention the industry, to call the whole thing off, though it probably would be the discreet move. The only alternative now is to close the case as expeditiously as possible, do something about Order 79, and shoot the recommendations (if any) to Congress.

News Rules and War

GUNPOWDER odors are in the nostrils of practically all broadcasters. The impact of defense activity has been felt up and down the line—in programming, in priorities and in every aspect of station operation. The "business as usual" sign is in the ashcan, except insofar as observance of the "American plan" is concerned.

The job ahead is an extremely delicate one for radio. Business is uncertain for everyone, but radio business, so long as there is time to sell, is destined to fare reasonably well. Sales executives have been alert in planning for the future, and in tapping new or undeveloped sponsorship vistas. And the advertising-agency trade has learned well that radio advertising, adroitly presented, for most commodities and services is basic.

The second kind of the economic. It's entirely in the programming end. It requires an unprecedented degree of acumen, awareness and timing. The task of keeping the nation informed, without emotion or hysteria, largely depends upon radio, and the contemporary press. The basic morale job is radio's because it reaches the great majority of the population in split seconds.

Program management (including the basic ingredient of news handling) becomes fundamental as the war tempo quickens. It is critical work, requiring supreme intelligence and a sort of sympathetic handling. War reporting is grim stuff, particularly with a medium as intimate with its public as radio. That job appears ahead for the first time for American radio.

Rules of the game for this task are being evolved. The NAB, during the current cycle of district meetings, is calling in program directors and news editors of stations, both member and non-member, to get across the story. Ed Kirby, NAB public relations director now on leave as the Army's civilian radio advisor, is presiding at these sessions, for the first time bringing together these men behind the programming and news-processing, to exchange ideas and to condition the industry for the job ahead. In another room the sales managers are counseling to cushion their operations against any sudden economic shock. The jobs are equally important.

In the newspaper publishing field, the working editors a decade or so back formed the American Society of Newspaper Editors. It is made up of the men who actually produce the news budgets, from the initial assignment to the job of putting the paper to bed. They are divorced from the operations of the American Newspaper Publishers Assn., made up of owner-publishers, who decide basic policy and apply themselves to business. The ASNE group has problems peculiar unto itself, divorced from the business office.

In radio, the program directors-news editors should constitute an analogous group. Every man responsible for the news that goes out over a station microphone, from 250-watter to 50,000-watter, is as important in status and public responsibility as the news editor of the comparable paper in the community.

They Say...

The Paradox of the thing is that the “air” can carry only so much sound at a given time, and therefore the “channels” are limited. Consequently it is necessary to see that they are not monopolized, and this means governmental regulation. But because of this it is all the more necessary that governmental regulation shall be most scrupulous to avoid the smallest suggestion of “control” by itself of what shall or shall not go “on the air”, and also of all suggestion of partiality in determining who shall and who shall not have the “channel” privilege. The purpose is evident, which is clear as the “norm” of regulatory practice.

It is contained in the old legal maxim—Abusus non tollit usum—abuse must not destroy use. In this case the dangers that lie in abuse of the air privileges are insignificant by comparison with the dangers that lie in anything by way of restriction of freedom in discussion. We have to take the chance of the “demagogue” and we must be extremely vigilant to see that he has all the “rights” of the statement. And when such causes occur they shall be dealt with as best we can after they occur. The maxim “an ounce of prevention is better than a pound of cure” is not applicable here. At all hazards the air must be kept free.—Wall Street Journal.

Henderson Unloads

Mr. Leon Henderson, the administration's big anti-inflation man, did a job of deflating an illusion the other day in addressing the "wake-up and fight" joint session of the Assn. of National Advertisers and the American Assn. of Advertising Agencies at Hot Springs.

It was a powerful story that Mr. Henderson told—so powerful that we publish it in full text this issue. He wants more, not less, advertising. He regards it as the cheapest and most efficient method of selling, using the craft's own figure of 2% of the value of all manufactured products as the cost-factor.

But Mr. Henderson, in paring the thought that his office of Price Administration was out to "alter, reform or perhaps destroy" advertising, didn't say that advertising would not be affected in the war economy. Far from it. There are dangers ahead for all business. But he included advertising in the category of "important civilian activity" and disclaimed any "secret or subtle designs" in his organization with respect to advertising.

That's as far as his assurance could go. The real troubles of advertising, along with other industry, cannot be forecast in an all-out war. The immediate future of advertising in a seller's market with a limited supply of consumer goods is uncertain.

The words uttered by Mr. Henderson are the most reassuring advertising has heard since the emergency developed. They were not high-sounding phrases. They made straight, long-headed logic. We have detected enough to know that there is in government a strong anti-advertising clique which espouses grading of consumer goods. Now, with the top man in price-control slot so pointedly on record, advertisers, media and agencies can approach the arduous days ahead with less concern about the boring from within process, and rely upon their resourcefulness to get them over the hump in the "lick Hitler" drive.
F or a business that depends so much on engineering knowl-
edge broadcasting has compar-
itively few of that profes-
sion managing stations. One out-
standing exception is a smil-
ing, round-faced Clyde F. (for nothing) Coombs, vice-president and general
manager of KARM, bustling 250-
watter in Fresno, Cal., which Nov.
30 ups its power output to 5,000
watts from 2,500.
Just because he is an engineer and knows the difference between a milliwatt and a kilowatt doesn't mean that KARM's Coombs doesn't know the dollar side of radio nor that advertisers buy programs that people listen to. For back in 1934 Clyde Coombs jumped from selling equipment for RCA in 11 Western States to selling programs for NBC in San Francisco. He is a native westerner, having been born Feb. 1, 1902, at Payson, Utah.
It's axiomatic, of course, that selling new programs is a far cry from selling tried and tested equip-
ment that has passed the rigid standards of modern engineering practices and Clyde Coombs would probably be the first one to tell you so.
In 1938 he left NBC and joined the CBS sales organization in San Francisco. At CBS he developed the reputation of being one of the most constructible and "program minded" network salesmen in the business. Which is no mean transi-
for a man who was graduated in engineering from the U of Utah in 1925 and who spent the next nine years exclusively in radio engineering.
With a sheepskin tucked under his arm, which attested that one Clyde F. Coombs had duly com-
pleted undergraduate engineering, he got his first job in the radio laboratories of General Electric at Schenectady, proving ground for many radio firsts, both personnel and equipment.
Not content with just a practi-
cal knowledge of engineering, he entered Union College for post graduate work, studied advanced engineering at GE and had time to teach a little on the side.
His first big chance came in 1927 when he collaborated with W. H. Hansell of RCA at Rocky Point, L.I., on shortwave directional an-
tenna systems, forerunner of the broadcast end of shortwave transmis-
sion. Still a man, he was placed in charge of the installation of CKGW, Toronto, a 5 kw. job.
Then came further adventures into new engineering fields. With A. D. Ring, former assistant chief engineer of the FCC and now in consulting engineering practice in Washington, he worked on the de-
velopment and design of 50 kw. transmitters using 100 kw. tubes. By this time RCA had decided to enter the field and when its trans-
mitter division was formed Coombs was one of the first employees work-
ing under its chief, B. R. Cun-
nings. For six months he lived out of suitecase, supervising all RCA transmitter installations. These in-
cluded the original 50 kw. trans-
mitters of WFAA, Dallas, the first 5 kw's for KPRC, Houston, and WBT, Charlotte, sandwiched be-
tween kibitzing on the WITC, Hartford, and WTAM, Cleveland 50 kw. installations which utilized the 100 kw. tubes Andy Ring and he had worked out.
Then RCA needed a livewire on the West Coast and Coombs was shipped to Pacific shores. There he installed more transmitters and the one he looks back on with par-
ticular pride is the first 50 kw. KPI, at Los Angeles. Here he was all over the field, supervising the installation and design—and he even made the sale.
After this came the transition from engineering to program sales-
man. During his stay with CBS he made the major contribution to the Who Am I show which he built up with Emil Brischker, the advertis-
ing man, for sponsorship by Cali-
ifornia Conserving Co. This is claimed to be the original audience participation program and still holds the all-time high Pacific Coast mail producing record.
Ten months ago he was named manager of KARQ by Mr. Hattie Harm, widow of the late George Harm, founder of the station. Dur-
ing that time he hasn't been idle. The station has gotten a substan-
tial power increase in new power, new fre-
quency, a new CBS affiliate con-
tact, and is now completing con-
struction of an entirely new plant and tower.
Clubs he lists as Rotary, Sunny-
side Golf and County, Fresno Adverstising and Chamber of Com-
merce. In addition, he belongs to Sigma Nu and Theta Tau. Married in 1929 to a former student of Los Angeles High School, he has three children—Mary Lou, 15; Jeanine, 13, and Clyde F. Jr. or Buster, as his dad knows him, 8.

H. A. P. (Hap) POLITE, formerly with various West Coast advertising agencies, has been named commercial manager of KPRO, Riverside, Cal. John Stumberger of detroit, has made an account exec-
tutive, Louise Darideselle, lecturer, musician and author, has become home economics director and will conduct a daily newscast program, Hospita-

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Arkansas Pilots

KUOA, Siloam Springs, Ark., can take the air in more than one way with the discovery last week that Manager Sturm Whalen and three announcers, three engineers and the sales manager of the station have private pilot ratings. Clincher is the further revelation that one former KUOA engineer is stationed at Kelly Field, while another is taking advanced flight training at Conway, Ark.

BOB MCDONALD, newscaster of KGNO, Amarillo, is the father of a boy born Oct. 24.

LLOYD ANDERSON, KMOX announcer, St. Louis, who holds a reserve commission in the Army, has been called to active service at the Armored Force Replacement Training Center, Fort Knox, Ky.

CARL CHRISTOPHER Jr., announcer of WABD-Peoria, Ill., has joined the announcing staff of WKBN, Youngstown, O., Bob Froskvase, WKBN news editor, on Dec. 30 to marry Rose Lackowski, society editor of the Youngstown Register, Bexley, W. Va.

Paul Scheiner, formerly associated with Martin Boley's WNET entertainers, has been named manager of music director of WABC, New York. The position is newly created.

RonalD DAWSON, production and continuity chief for WCHS, Charleston, W. Va., celebrated his 10th anniversary as a writer for the Script Library of New York Nov. 8.

Don Hopkins, formerly of WABD, Peoria, Ill., has joined the announcing staff of WKBN, Youngstown, O., Bob Froskvase, WKBN news editor, on Dec. 30 to marry Rose Lackowski, society editor of the Youngstown Register, Bexley, W. Va.

Ralph K. Maddox, production manager for Dallas studios of WFAA-WBAP-KGKO, has recently addressed the Texas Federation of Women's Clubs convening in Dallas, pointing out how women's clubs can build programs with listener appeal in a discussion on the responsibilities of radio stations toward public service programs.

Bertrand Mitchell, for several years an actor and director of the theatre in the East and West, has joined the continuity and production staff of the Dallas studio lieutenant KGNO-WBAP-KGKO-Dallas-Fort Worth.

BOAKE CARTER, radio commentator, of Nov. 1 was divorced by his wife, Mrs. Beatrice O. R. Carter. A final decree was granted Mrs. Carter in the Philadelphia Court of Common Pleas. Grounds were not revealed.

JAMES BURNS McGRACHEY, British Broadcasting Corp. chief overseas news commentator, has been in Canada recently gathering recordings on Canada's war effort.

William Strange, Canadian Broadcasting Corp. commentator, is author of a book into the Blitz, based on his experiences in gathering data in Great Britain this past spring for CBS networks.

Tommy Weber, NBC chief photographer, on Nov. 15 resigned to open his own commercial studio. Mr. Weber formerly operated a photo news service, Standard News Photo, and was previously on the photo staff of the New York Journal.

Edith W. Crane, formerly on the editorial staff of the New York office of Broadcasting and now with Westinghouse Electric, as a special writer, on Nov. 2 was married to Emmet Hathaway Jones in Burlington, Cal.

Peter Barker, formerly director of the East Television Reporter series on NBC's television station WNIT, and production manager of many Broadway-way plays, has joined NBC's television production staff. Mr. Barker, recently released from the Army Signal Corps at Fort Monmouth, N. J., previously taught stagecraft at the Harvard U. Summer School.

Don Molzley, Missouri U. Journalism senior, has joined the announcing staff of KDKA, Pittsburgh, including another in the photo staff of the KDKA, Pittsburgh.

Ira BRADLEY, sports commentator, formerly of KPO-KGKO, San Francisco, has joined KQW, San Jose, Cal.

Eric Davies, program director at CKY, Brandon, recently married Marion Meighen at Portage la Prairie, Man.

Tom Benson, of the production staff at CKY, Winnipeg, is the father of a baby girl.

Bill Wood, newscaster of KPO-KGKO, San Francisco, and two soldier hitch-hikers, were injured in an auto accident near San Jose, Calif., recently. Wood suffered a broken wrist and cut knee.

Ruth Chapell, of NBC-Hollywood press department, and Ed O'Leary, Lockheed Aircraft flight superintendent, were married Nov. 1 at Las Vegas, Nev.

Sterling V. Couch, educational director of WDRC, Hartford, has been appointed a member of the Committee on Public Information, a division of the Hartford Chamber of Commerce.

Jocko Maxwell, WWRL, New York, sports caster, has been signed to conduct a sports column in the All American Advertising magazine published in New York.

WJHL

Johnson City, Tenn.

International Radio Sales

W. Hanes Lancaster

Manager
VERA HOLLY

CERTAINLY it must have been thrilling to give a birthday present to such loveliness as blonde, blue-eyed Vera Holly. And to Vera, it was the best present of her entire radio career when WBEN, Buffalo, decided on her 21st birthday to assign her the role of hostess on the station's International House Party. Nearly three years ago Vera first joined the program, a series formulated on the "hands across the border" policy, and as soloist thrilled Canadians with her soft, husky tones. Vera is also heard thrice weekly as a feminine emcee, featured vocalist and actress on WBEN.

ROBERT A. DAVIDSON, announcer, formerly of WLAG, LaGrange, Ga., is now at WGGV, Charlottesville, Va., same capacity. On Oct. 18 he married Lillian Sammons, of LaGrange.

MATTHEW THORNEYCROFT and J. Richardson Loughrin, formerly of KGFW, Kearney, Neb., is the father of a baby girl born Nov. 7.

GEORGE ROBERTSON has joined the announcing staff at CKY, Winnipeg, after serving on a number of other western Canadian stations.

HELENE S. BURTON, of the WOR press department has written a children's Cantata, "Birthday Party for Mother Goose" which had its premiere on WOR's Rainbow House, Saturday, Nov. 3.

J. W. McELVAIN, former news writer of NBC Chicago special events staff, has joined Press Assn., Chicago, AP radio staff. He is succeeded by Baskett Mosse, formerly of Tuls World and UP news staffs.

JOHN STILLI, announcer of WHIO, Dayton, O., is the father of a girl born Oct. 30.

At No Rate Increase

K F Y R

now gives you

167% greater potential
nighttime audience

B. P. I.

(Before Power Increase)

104,050 Radio Homes

(Light Shaded Area)

A. P. I.

(After Power Increase)

278,600 Radio Homes

(Dark and Light Areas)

ASK ANY JOHN BLAIR MAN • MEYER BROADCASTING COMPANY

BROADCASTING • Broadcast Advertising

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WASHINGTON'S BIG BUY!

Write for WWDC’s choice open periods. WWDC is Washington’s big buy . . . bonus booster signal, economy rates, alert programming in America’s most prosperous market.

E. M. Spencer
Gen’l Mgr.
Washington, D. C.

WWDC

5000 WATTS FULL TIME

beginning about
DECEMBER 1, 1941

POWER!

WHERE POWER COUNTS MOST

NASHVILLE

THE GREAT

TENNESSEE VALLEY

WLAC

NASHVILLE, TENN.: soon going to

50,000 WATTS

Represented by
PAUL H. RAYMER CO.

J. T. WARD, Owner
F. C. SOWELL, Manager

NBC BASIC RED AND YANKY NETWORKS
EDWARD PETRY & CO., INC.—NATIONAL REPRESENTATIVE OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE

Broadcast Advertising • BROADCASTING
Henderson Speech
(Continued from page 9)

generally. I shall try to be more specific. There is a statement in the prospectus of this meeting that ‘there has been talk of curbing advertising as a means of controlling inflation and restricting it as a means of controlling production.’ I cannot deny that as a statement of fact because, as all of you know, Washington abounds with ‘talk’ on every subject, and perhaps there is no conceivable proposal that has not been the basis of ‘talk’ in Washington.

All I can say about this one is that I have not been a party to any such conversations. And if “curbing advertising” as a means of controlling inflation and production had been seriously considered, I think I would know about it. Furthermore, I would not want the job of attempting to prevent inflation or limiting civilian production if “curbing advertising” was my only tool. Even if all advertising expenditures were taken into account, according to your industry figures, only 2½% of the value of all manufactured products is involved.

Stands on Testimony

It is therefore apparent to me that of all the headaches and nightmares that I can visualize in the future, the question of what to do about advertising is unlikely to confront me as a major problem. It has been our experience so far in the price ceiling we have fixed that advertising has not even been considered as a major cost element. Usually questions of labor costs, transportation, raw materials and other items are fully analyzed and appraised, but so far selling and distributing costs have not been urged as a compelling reason for opposing a price ceiling.

If some industry whose prices were under consideration did urge increased advertising cost as the basis of challenging a particular price ceiling, we would of course be required to go into the question. But I stand on the statement which I made in my testimony before the House Banking & Currency Committee that our policy would be as a matter of course to take normal selling and advertising costs into account. I stated further then I had to secret reservations about that statement. I repeat it now.

However, it may have been that some of you gentlemen, or perhaps it was somebody else who did not accept in full faith my statement of that policy, or perhaps it was to make assurance doubly sure that there was written into the Price Control Bill as reported out by the House Banking & Currency Committee the proviso that the powers granted—and I quote: ‘shall not be used or made to operate to compel changes in the business practices or cost practices or methods, means or aids to distribution established in any industry, except to prevent circumvention or evasion of any ceiling established under this Act’.

This language was designed to take care of advertising, and I so interpret it.

No ‘Concealed Policies’

The fact that I have stated to you that I have no designs or evil intentions about advertising, and the further fact that it will be an affirmative policy of my office to take into account normal advertising costs, will, I hope, give you whatever assurance you seek on that score. It does not mean that any of your real problems are solved.

I have no way of appraising the immediate future of advertising in a seller’s market with a limited supply of consumers goods. It would appear that you have enough real and vital problems without having to create imaginary difficulties. And if any secret intentions on my part or any concealed policies of my office have been included among your worries, I ask that you eliminate them at once.

As Director of the Civilian Supply Division I am supposed to distribute as best I can the materials that the defense program doesn’t require. The going is getting tougher. As we shift from the pri-

SWEET SIXTEEN is WRVA, Richmond, and so is Helen Catherine Szourou (left), who was 16 the same day, as was young Bobby Otto Jr. C. P. Lucy, cutter of cake, has been WRVA manager since its inception in 1926. Recently the staff presented him with bowling shoes and other gifts on his 50th birthday.

On September 9, 1941, WJBC completed 7 years of service to Central Illinois. Of the 44 advertisers that started 7 years ago, 41 are still on the air. The reason: Results in increased sales.

Full Time

WJBC 1230 KC

Represented by International Radio Sales

K. D. Y. L

serves the Intermountain area, with 785,000 population and $300,000,000 annual spendable income...a market worth cultivating.

5000 WATTS

Day & Night

Red Network

The POPULAR

Station

Salt Lake City

Representative

JOHN BLAIR & CO.

WOR's 5000 WATTS

at 1440 Broadway, in New York

WOR...Ask to see this station's "Plowpoint & Pocketbook," which completely describes its rural-farm territory and the amazing opportunities it offers the advertiser.

BROADCASTING • Broadcast Advertising

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BLAZE (Ky.)
AIN'T SETTING THE WORLD ON FY-YUR!

Probably you've never heard of Blaze (Ky.). Chalk it up to the fact that Blaze's buying power is just a flickering flame. BUT, the Louisville Area's ability to buy is a conflagration—actually 57.1% of the State's entire effective buying income! With WAVE, alone, you can completely cover this red-hot Area at a cost that won't burn you up! Turn in an alarm for the dope, today!

LOUISVILLE'S WAVE
5000 WATS... 370 K.C. N.R.C. Basic Red
FREE & PETERS, INC. National Representatives

When you want RECORDING BLANKS in a hurry...

...you will find it easy to buy PRESTO. Over 200 leading radio distributors now stock Presto glass, steel and paper base discs ... cutting and playing needles. They are ready to give you immediate delivery. They will also handle shipments of used aluminum base discs to our factory for recoating and stock the recoated discs for delivery to you as you need them.

If you haven't yet used the new Presto discs, they will send you samples without charge. Take advantage of the convenient service they offer. Write for the name of your nearest Presto distributor today.

CELEY time in the Rockies finds General Manager Lloyd E. Yoder (left) of KOA, Denver, shipping the mountain delicacy to NBC Vice-President Don Gilman in Los Angeles. Mr. Yoder in the ranchero's outfit turns over the shipment to First Officer Robert Clark of Western Airlines and the feminine onlookers are Beverly Ward, KOA music department, and Mrs. Jack Lyman (extreme right), wife of the station's production manager.

a year ago. At the present time our information is that there is not a wood pulp mill in the country that will hold together that is not operating at capacity.

Unfortunately ununiformed reports of a great paper shortage have tended to create a tight delivery situation on many kinds of paper, and it is our information there exists rather extensive hoarding by some users. This condition has tended to magnify whatever shortage may exist, and were it not for this fear, it is our belief that supplies of paper at this time would be fairly adequate for practically all users.

With respect to future prices, we do not propose to sanction any further increases. In other words if, as it appears, a further rise in price would not result in an increase in output, it is our view that such an increase would be purely inflationary and as such must be resisted. While modesty would forbid me from making the obvious comment that we have done a good job in this field, I can assure you that without present controls prices on wood pulp, waste paper and other paper products would be much above current levels. Moreover, if prices had been permitted to rise, hoarding would probably have been much greater than it is today, with a resulting decrease in paper available to consumers.

Ready for Trouble

We don't delude ourselves that there is no trouble ahead in the paper field. We anticipate it and are getting set to handle it. It will interest you to know that in the Paper & Paper Products Section of the Price Division a separate Printing Papers Unit is being established. This particular unit will be staffed by men of outstanding experience in the production of printing papers—men who are thoroughly familiar with the manufacturing costs. It will be the duty of this unit to scrutinize closely all current prices of printing papers and to observe price trends for the purpose of recommending action whenever these prices seem unjustifiably high.

There is likewise being established a distributor's unit with personnel of jobber or wholesale experience which will be selected for their knowledge of distribution costs. This unit will follow distributor prices in the same way the other unit examines manufacturers' prices.

1942 Auto Production

Together these units will watch closely the printing paper price situation from the beginning of manufacture until the time the product is sold to the printer or the publisher. Recommendations will be made and action will be taken whenever prices seem out of line. I invite printers and publishers to remember complaints and with us regarding further price increases which occur in the printing papers field. This type of cooperation is essential if we are going to do the job with which we are charged. Such information or complaints should, of course, be specific and contain all the necessary details upon which to base further inquiry.

Another aspect of our job which I am certain is of great interest to you concerns the 1942 production of automobiles. As you know, the Civilian Supply Division of OPM has directed the curtailment of production in 1942 to approximately 50% of the 1941 models. According to the statistics of your indus-
try, the expenditures for national advertising by the automobile industry in 1940 was about 69 million dollars. This, I am advised, represented more than 35% of all national advertising expenditures in the four principal media of newspapers, magazines, radio and farm journals.

Naturally you are concerned as to whether a 50% cut in production is going to result in corresponding reduction in national advertising expenditures. I wish I could tell you, I can't because I don't know. All I can say is that our only concern and duty is to make sure that the production schedules are adhered to and that a reasonable price is maintained. Within those boundaries, the question of advertising expenditures, as I see it, is a matter resting exclusively within the control of the advertiser.

The Office of Price Administration has no official policy on this question and does not intend to have one, except that we will decline to make any decision or recommendation as to the extent of advertising expenditures. I regard this as a matter within the area of free choice upon the part of manufacturers, and the only way we could possibly come into the picture is in the extremely unlikely event that manufacturers urged advertising costs as a reason for an increase in prices of the product. Then, under the pending legislative proposal, our consideration of the matter would be limited to the question as to whether this device was being used to circumvent or evade any ceiling established under the Act.

Duty to Perform
I am quite convinced that you have an important duty to perform in the crisis which confronts us all. You know more about how you can effectively perform that duty than I could possibly know. I am frank in saying because of the difficult jobs that have been assigned to me — I need your support.

All of our problems are too real, too vital for us to engage in fighting fantasy and abstractions. Let us bury men of straw and unite in the recognition that we have a common enemy that is real and threatening. He is called Hitler. To lick him we must submerge our prejudices and overlook petty annoyances and irritations. And we must do more than that — we must be prepared to make sacrifices and adjustments for the common cause; and no one can predict with certainty the real extent of those sacrifices.

Must Survive
So far as advertising is concerned, I repeat that it must survive as a thriving dynamic force. Not only does it deserve to continue because of its contributions to our way of life, but it has a job to do now.

And I can visualize an even greater use of the technique when peace comes and a vast surplus of men, materials and productive capacity calls for the vision and leadership to translate these resources from production for war to production for peace. When that time comes, it is my judgment that if we are intelligent and resourceful, new and vast horizons will open for us all. Our job now is to hasten that day.

Morgenthau Gratified
WAAJ, Jersey City, received a wire of appreciation from Secretary of the Treasury Morgenthau for donating the full 24-hour period between midnight Monday, Nov. 10, and Tuesday, Nov. 11, to the sale of Defense Savings Bonds and Stamps. No commercial messages of sponsors were broadcast by the station during the period unless they had definite reference to defense bonds or stamps. In all, 50 sponsors were affected. Mr. Morgenthau, in his wire, said "we are gratified to hear of your plan. Please express to your advertisers our appreciation also".

Defense Promotion Plan Made by Chicago Group
CHICAGO COMMITTEE on National Defense, of which H. Leslie Atlas, vice-president of CBS, Chicago was recently appointed radio chairman by Mayor Edward J. Kelly, is planning special radio promotion to stimulate public interest in the defense program during National Defense Week, Nov. 11-16. Serving on the committee are Kenneth B. Fry, NBC-Chicago; Bruce Dennis, WGN; Gene Dyer, WAI, WGNS, WSBC; Al Hollender, WIND-WJJD; Arthur Harre, WAAP; H. C. Crowell, WMB; Al La Vaca, WEDC; Mel Wollens, WCFL; R. W. Hoffman, WHFC (Cicero); Harold Safford, WLS.

J. Oren Weaver, special events director of WBBM, who is also radio chairman of the national defense subcommittee on civilian morale, with the aid of Chuck Logan, Les Michelle and Robert Hartman of WBBM, and George Roosen, free lance script writer, are preparing special defense scripts, as well as lining up radio talent for special five-minute "V" speeches before theatre audiences and special groups during the week.

Foster Manages KFAR
WILSON K. FOSTER, formerly commercial manager of KFAR, Fairbanks, Alaska, has been named manager. Lincoln W. Miller has been appointed program director and Alvin O. Bramstedt placed in charge of special events.

March' to Europe
TIME Inc., New York (Time Magazine), starting Nov. 14 at 4 p.m. and on each successive Friday, is short-wave to Europe via WGBH, General Electric shortwave station in Schenectady, a transcribed version of the Thursday March of Time on NBC-Blue. For some time in the past company has been using a similar arrangement to shortwave the program to Latin America through WGBH, Saturdays at 0:30 p.m. and with a repeat on KGEI, General Electric shortwave station in San Diego, at 8 p.m. [Broadcasting, Oct. 27]. Agency is Young & Rubicam, New York.

**ROLL YOUR OWN SALES TOTALS**

**KEVO**
MISSOUA-MONTANA

**Here They Are Again! Those Aristocrats of the Range**

**THE SONS OF THE PIONEERS**

*With Their SYMPHONIES OF THE SAGE* 200 New Tunes

*Produced and Distributed By*
ROY ROGERS, INC., HOLLYWOOD, CAL.

**THE HEART OF NEW ENGLAND**

MORE PEOPLE are listening MORE HOURS

Recent surveys show that the WLAB audience is growing . . . growing in a market of more than 400,000 radio families . . . the important Merri- mack Valley area. You're missing worthwhile EXTRA radio coverage in New England if WLAB is not on your list.

**WLAW**
LAWRENCE, MASS. 5000 WATTS • 680 KC.
Columbia Affiliate National Representatives THE KATZ AGENCY, Inc.

In this HARD-BOILED BUSINESS
. . . you win or lose friends on the basis of RESULTS.
WHIO has more year-in-and-year-out advertisers on the air than any other station in the Dayton market.

**WHIO IS THE DAYTON MARKET**

BASIC CBS • 5000 WATTS
G. P. HOLLINGBERY CO., Representative

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NBC'S 15th BIRTHDAY PARTY
Celebrated at Station Parties Tied Together
By Network After 1 a.m. Sign-off

NBC M & O stations took part in the network's 15th anniversary celebration last week with a special intercompany "conversation" Monday night after NBC-Red and Blue had gone off the air at 1 a.m.

Executives of NBC stations in New York, Chicago, Washington, Hollywood, San Francisco, Cleveland, and Denver, spoke from dances held by each station, their short talks interspersed with music from the orchestras playing at the different parties. Niles Trammell, NBC president, spoke from the WEAP-WJZ celebration at the Waldorf-Astoria Hotel in New York, with Harry Kopf, Frank E. Russell, Don Gilman, A. E. Nelson, Vernon Pribble and Lloyd Yoder from the cities mentioned.

Also to celebrate NBC's 15th birthday, Roy C. Witmer, NBC vice-president in charge of Red sales, gave a luncheon Nov. 12 for about 47 members of the New York trade press at the Hotel St. Regis, at which Mr. Witmer and Mr. Trammell gave short talks.

Climax of the week's celebration was the three-hour broadcast Saturday night on 243 NBC-Red and Blue stations, as well as via short-wave to Latin America [BROADCASTING, Nov. 10], with more than 2,000 persons participating, including FCC Chairman James L. Fly, Secretary of War Henry L. Stimson, Secretary of State Cordell Hull, Frank Knox, David Sarnoff, president of RCA speaking from the Metasone in mid-Pacific, Mr. Trammell and stars of radio, stage and screen.

STAHLMAN CASE UP EARLY IN DECEMBER

WITH an answering brief filed last Wednesday by the FCC, the appeal of James G. Stahlan from a District Court decision upholding the power of the Commission to require his appearance under subpoena at the newspaper-ownership inquiry is scheduled to be argued before the U. S. Court of Appeals for the District of Columbia during the first week in December. The Court of Appeals decision is expected during the month.

Decrying the appellant's fear of a "straw man," the FCC brief took flat issue with the position of Elisha Hanson, ANPA counsel handling the Stahlan case, that the FCC's inquiry was illegal and that therefore the subpoena of Mr. Stahlan was a nullity in the eyes of the law. Emphasizing "public interest, convenience and necessity" considerations, the FCC brief held that it has unquestionable authority, under Section 403 of the Communications Act, to hold general hearings such as the newspaper-ownership proceedings [BROADCASTING, Oct. 27].

KIRO, Seattle, in cooperation with the Department of Agriculture marketing service, is initiating a new feature on its KIRO Housewives Inc. By announcing daily market price information to listeners, money-saving buys can be made by housewives which in turn will alleviate temporary farm surpluses.

LA-NU DISTRIBUTING Co., Philadelphia (medicated hair and scalp ointment, coconut oil shampoo and Dorothy May cosmetics) to Julian G. Pollock Co., Philadelphia. Radio, newspapers, and magazines will be handled.

GUARANTEE RESERVE Life Insurance Co., Hammond Ind., to Lane, Benson & McClure, Chicago. Said to use radio.

EARL E. MAY SEED Co., Shenshola, Wash., to Sarris, to Cory-Akinsow, Des Moines.

LA ROTA MACARONI Co., New York, to M. H. Rockwell Inc., that city. Use of radio in the past; new plans being formulated.


ALBERT S. SAMUELS Co., San Francisco and Oakland (jewelers) to Frederick Seid Adv. Agency, San Francisco. Firm currently using radio on KSFO and KGB.

ROSEFIELD PACKING Co., Alameda, Calif. (Skippy Peanut Butter), to Sidney Garfinkle Adv. Agency, San Francisco. Firm is currently using half hour transmitted program Hollywood Theater on KQB, KARM and KKL and plans to add to this list.

DE FOREST'S TRAINING Inc., Chicago (trade school), to Buchanan & Co., Chicago. Radio may be used.

EMERIT CHEESE Co., Chicago (Circle C cheese), to L. W. Ramsey Co., Chicago.


REVERE CAMERA Co., Chicago, to Buchanan & Co., Chicago.


B. CRIBARI & SONS, Madrones, Cal., and New York (Zarbo Bzaron, Dendroff wines), to Dave Lodge Adv. Agency, Philadelphia, to handle the winery's advertising in Pennsylvania. Radio will be used.

WNBX-WRCA Changes

WNBX and WRCA, NBC international stations have been granted a modification of license by the FCC to specify uses of frequencies 6100, 9670, 11990, 10150, 17780 and 21630 kc. utilizing 6,000 watts on 9670 kc, where operation with 50,000 to 100,000 watts is authorized. Station shares time of all frequencies except WRCA and on 11780 kc with WBOE.
Studio Notes

WRDW, Augusta, Ga., sent its special events staff 20 miles into the Georgia wilderness to describe the ground breaking and flag raising ceremonies of Georgia's newest and largest Army training center, Camp Gordon. A program running two hours was transcribed and played back on the station. Because of a lack of facilities, transcription equipment had to be set up four miles from the broadcast origination point.

WFIR, Wisconsin Rapids, Wis., put on a real anniversary celebration to mark its first year in operation, Nov. 5. Three thousand persons paid 40 cents apiece to witness a show consisting of 31 individual acts running 3½ hours. The show was followed by dancing, with music by seven orchestras.

WLB and WSAI, Cincinnati, will carry 15 broadcasts in connection with the annual Red Cross Roll call in that city Nov. 11-29.

KTAR, Phoenix, is claiming a record mail return from its Mexican hour. The program averaged 39,735 cards and letters during the month of October. A one-day high of 6,561 replies was recorded.

WSLS, Roanoke, Va., which recently observed its first birthday, has re-modeled two new offices adjacent to the studios in the Shenandoah Life Bldg. for the sales department and announcing staff.

KUOA, Siloam Springs, Ark., as its part in national defense has scheduled 26 quarter-hour programs monthly connected with the Army, Navy, Treasury or some defense effort. In addition a total of 904 one-minute announcements relating with national defense are given each month by KUOA.

UNDER direction of Fox Casa, CBS West Coast public relations, news and special events director, and his assistant Chet Huntley, a 40-minute program dramatizing functions and scope of operation of the network's Hollywood news bureau was staged before 500 high school newspaper editors attending the Southern California Press Assn. convention Nov. 15 at Whittier, Cal.

WICC, Bridgeport, Conn., through its New Haven studio, on Nov. 19 will resume Listeners' Theatre for the fourth successive season in cooperation with the Yale Theatre department. WICC originates the weekly series for Colonial Network. Productions employ original scripts by students of playwriting classes of Prof. Walter Pritchard Eaton, supervised by Constance Welch, associate professor of play production.

KIRO, Seattle, has distributed about 3,000 CBS School of the Air manuals to schools and teachers in its listening area, as well as holding classroom demonstrations in various schools in the territory. A recent preview broadcast, supervised by Hazel Kenyon, KIRO, educational director, drew a large number of State and local education officials.

BURNED TOAST is out, warns Pat Peterson, newman of KLZ, Denver, showing charming new spouse, the former Pat Fletcher of KLZ steno department. New tone was presented by members of the staff.

WHO, Des Moines, on Dec. 13 will hold the fifth annual WHO Corn Festival, according to an announcement by Herb Plambeck, WHO farm news editor. Sponsored by WHO, in cooperation with major seed corn companies, the Festival is to feature displays in the lobby of Hotel Fort Des Moines. Arrangements are being made for well-known corn judges to place the entries. The 1940 show attracted 160 exhibitors from 11 States and Canada, offering 701 entries and 1,507 ears of corn in the competition.

WBAL, Baltimore, charging an admission price of a can of food to its Happy Johnny's Roundup program, will turn over all food received to the Baltimore Department of Welfare for distribution to needy families on Christmas Morning. Unique fee will charged until Dec. 20.

TRANSCRIPTS of the U of Chicago Round Table weekly NBC broadcasts, prepared in Paris, are regularly made available to more than 1,000 deaf and blind persons in a new service of the American League for the Deaf, in cooperation with the American Red Cross.

WCHS, Charleston, W. Va., and the West Virginia Network were on the air 25 minutes after the explosion Nov. 6 at the Blaine Island Carbon & Carbide plant in which three men lost their lives and a score were injured. Description of what was being done to clear the scene was given and assurances sent out to quiet the panic among families of the employees of the company.

WLOK, Lima, Ohio, has started a weekly series of remote programs from the campus of Bluffton College, Bluffton, Ohio, featuring musical groups at the school. A brief talk of an educational nature is given during each broadcast. The series will run 25 weeks.

NEW STUDIOS for CKX, Brandon, Man., are to be opened late in November. The new studio building, always the Brandon City Hall, is now finished and equipment is being installed.

WXZY, Detroit, and stations of the Michigan Radio Network are being carried play-by-play broadcasts of all home games of the Detroit Red Wings hockey teams. Harry Tigges, sports commentator, will handle the program.

KTKC-"The Voice of the San Joaquin" with Studios in Fresno and Visalia, Calif., announces its affiliation with the NATIONAL BROADCASTING COMPANY BLUE NETWORK.

Get your message to the half million people in Fresno, Tulare, Kings, Madera and Kern Counties, via KTKC, all located in the rich agricultural San Joaquin Valley.

It's a sure bet for RESULTS!

NOW!-1000 Watts Fulltime on 920 kc.

SOON!-5000 Watts Fulltime on 940 kc.

National Representatives INTERNATIONAL RADIO SALES

750 KC-A CLEAR CHANNEL-1000 WATTS

WHAT MORE COULD YOU ASK FOR IN A PRIMARY OF 330,570 RADIO HOMES

(Certified mail count)

The Listening Habit of Defense Program WHEB, The Listening Habit of Defense Program

PORTSMOUTH, N. H.

National Representation by Joseph Hershey McGillivra

BROADCASTING • Broadcast Advertising
FCC Seeks NBC-CBS Suit Dismissal

Taylor Backs Up Case For Commission in Affidavit

DISMISSAL of the NBC and CBS suits against the government, challenging the validity of the FCC's chain-monopoly regulations, was sought by the government in motions filed with the statutory three-judge court in New York last Monday by Samuel Brodsky, recently named special assistant to the Attorney General. The motions, seeking in the alternate a "summary judgment" by the court, which would be in the nature of a rarely-invoked dismissal on jurisdictional grounds, were accompanied by a detailed affidavit of Telford Taylor, FCC general counsel.

Under stipulations entered into by the network with the Government, the motions will not be argued until about Dec. 15, the date set by the three-judge tribunal for hearing on the NBC-CBS motions for preliminary injunction.

Dismissal was sought in the motions filed by Mr. Brodsky, with Mr. Taylor and Thomas E. Harris, FCC assistant general counsel, as co-counsel, on the ground (1) that the court lacks jurisdiction; (2) that the complaints fail to state claims upon which relief can be granted, and (3) that even if the court had jurisdiction, the pleadings and other papers filed and the Taylor affidavit show that there is "no genuine issue as to the material facts and that the defendants are entitled to judgment as a matter of law."

Text of Affidavit

The full text of the affidavit accompanying the motions for dismissal follows:

"Telford Taylor, being duly sworn, says:"

"1. He is General Counsel of the Federal Communications Commission and as such is familiar with the Commission's proceedings taken under Order No. 37, Docket No. 5066, and that the proceedings include the following:

(a) The Federal Communications Commission on March 18, 1938, by Order No. 37, authorized an investigation 'to determine what special regulations applicable to radio stations engaged in chain or other broadcasting are required in the public interest, convenience or necessity.' On April 6, 1938, a committee of three Commissioners was appointed by the Commission to supervise the investigation, to hold hearings in connection therewith, and to make reports to the Commission with recommendations for action by the Commission.

(b) Between November 14, 1938, and May 19, 1939, the committee held hearings pursuant to

public notice that the Commission would hear any person or organization desiring to present evidence on the matter included for investigation in Commission Order No. 37. The committee requested the national networks, regional networks, station licensees, and transcription and recording companies to present evidence. It also requested information by questionnaire from licensees of stations and from holders of stock in licensee corporations. In addition, persons and organizations requesting an opportunity to present evidence material to the investigation were given an opportunity to be heard. In all, the committee actually heard witnesses on 73 days during this 6-month period. Ninety-six witnesses were heard. Their evidence fills 8,713 pages of transcript. Seven hundred and six exhibits were introduced. The testimony and exhibits fill 27 large volumes.

(c) Twenty of the ninety-six witnesses were called by the National Broadcasting Co.; they testified for the equivalent of more than 24 hearing days. Their testimony fills 3,225 of the 8,713 pages of transcript. They introduced 227 of the 707 exhibits. The testimony of one National Broadcasting Company witness, David Sarnoff, President of the Radio Corporation of America and chairman of the Board of the National Broadcasting Company, fills 200 pages.

(d) Seventeen witnesses appeared on behalf of the Columbia Broadcasting System. They testified for the equivalent of more than 16 hearing days. Their testimony fills 2,180 pages of the transcript and they introduced 186 exhibits. The testimony of the President of the Columbia Broadcasting System fills 130 pages of the transcript.

(e) Eight witnesses for Mutual Broadcasting System testified for the equivalent of more than 6 hearing days, filling 670 pages of the transcript and introducing 53 exhibits.

(f) On June 12, 1940, the committee issued its report based upon the evidence adduced at the hearings and the official records of the Commission.

(g) In May 1940 briefs in the proceeding were filed on behalf of National Broadcasting Company Inc., Columbia Broadcasting System and Mutual Broadcasting System and other interested parties. On December 1 and 3, 1940, oral arguments before the full Commission were presented by the parties. These arguments were
directed to the committee report and to certain draft regulations issued for the purpose of obtaining scope and direction to the oral arguments. On January 2, 1941, supplemental papers of the public interest, convenience and necessity of the regulations, and in which attention was given to the actual and apparent feasibility of competition in the broadcasting field, with particular reference to network broadcasting.

FCC May 2 Report

"(h) On May 2, 1941, the Commission issued its report setting forth its findings and conclusions in the proceeding, together with an order adopting eight regulations (Regulations 3.101 to 3.108 inclusive) setting forth policies which the Commission would thereafter apply in examining and approving existing contracts, arrangements, or understandings, or network organization station licenses, and further provision was made for extension of the effective date of Regulation 3.106 in order to permit the orderly disposition of properties. On July 22, 1941, the effective date of the regulations with respect to existing contracts, arrangements, or understandings, or network organization station licenses, or the maintenance of more than one network by a single network organization was again deferred until September 16, 1941, and on August 28, 1941, said effective date was postponed until after the disposition of the petition of the Mutual Broadcasting System to amend Regulations 3.103 and 3.104.

MBS Plea to Amend

"(i) On August 14, 1941, the Mutual Broadcasting System petitioned the Commission to amend two of the regulations, 3.103 and 3.104. Upon the request of the Commission for briefs and oral argument by interested parties, briefs were filed by National Radio Advertising Network, Inc., Columbia Broadcasting System and Mutual Broadcasting and by one regional network organization and oral argument was held before the Commission on September 12, 1941. Thereafter, on October 23, 1941, the Commission issued a Supplemental Report on Chain Broad-casting (two of the six Commissioners dissenting) together with amendments to the regulations (3.102, 3.103, and 3.104). The Commission simultaneously posted the effective date of the regulations with respect to existing contracts, arrangements, or understandings, or network organization station licenses until November 15, 1941, and suspended the effective date of Regulation 3.106 indefinitely, with the provision that any subsequent order of the Commission placing Regulation 3.107 in effect should provide for not less than six months' notice and for further extension of its effective date from time to time in order to permit the orderly disposition of properties.

"(j) On October 31, 1941, the Commission issued its minute setting forth the procedure to be followed in applying the Chain Broadcasting Regulations. Said minute reads as follows:

**Text of Oct. 31 Minutes**

"If a station wishes to contest the validity of the Chain Broadcasting Regulations adopted in Docket No. 5000 and the reasonableness of their application to the particular station, its license will be set aside for hearing. In order to insure that the station may remain on the air and be in no way injured by any such proceedings and appeal to court from the decision in such proceedings, the Commission will grant such license a temporary extension of its license, with renewals from time to time until there has been a final determination of the issues raised at such hearing. In the event of such litigation, and if the validity of the application of the Chain Broadcasting Regulations to such licensee is sustained by the courts, the Commission will nevertheless grant a regular license to the licensee otherwise entitled thereto, who has unsuccessfully litigated that issue, if the license hereon conforms to the decision.

"The supplementary decision and order in Docket No. 5000 indefinitely suspended Regulation 3.107, relating to the operation of more than one network by a single network organization. No similar suspension was made of that portion of Regulation 3.106 relating to network operation of more than one standard broadcast station with substantially overlapping service areas. The Commission will postpone indefinitely any action to prevent such dual station operation if it is shown that the operation of two stations in any city is indispensable to the continued operation of two networks by a single network organization.

"The adoption of the foregoing procedure is without prejudice to the rights of any person who may petition the Commission for modification or stay of the Chain Broadcasting Regulations.

"2. A certified copy of said proceedings before the Commission in connection with Order No. 37, Docket No. 5000, is filed herewith and incorporated herein as Exhibit A.

"3. Among the grounds urged by plaintiff in support of its contention that the action of the Commission promulgating the Chain Broadcasting Regulations is invalid are that:

1. The Regulations are unreasonable, arbitrary and destructive of plaintiff's business without legitimate reason.

2. The Regulations are not required by and do not serve the public interest, convenience and necessity.

3. The Regulations are not necessary to carry out the purposes or the provisions of the Communications Act of 1934.

4. The Regulations are in fact contrary to the public interest, convenience and necessity, and to the provisions and purposes of the Communications Act of 1934.

"Affiant submits that Exhibit A is relevant on the above issues sought to be raised and that it shows that the regulations are not arbitrary and capricious but that they serve public interest, convenience or necessity and carry out the provisions or purposes of the Communications Act and that there is no genuine issue as to any material fact.

Radio Executives Meet

EDGAR FELIX, President of the National Advertising Federation, and Henry Morgan, WOR president, spoke before the Radio Executives Club of New York Nov. 12. Out of town guests were Glenn Hendersen, president of the Canadian Association of Broadcasters; Charles C. Lockley, WBNO, Pitsburg; Hal B. Bronaugh, WHO Des Moines, Paul Hodges, WLW, Cincinnati; Charles Doner, WMBC, Erie; Jim Wade, Free & Peters, Inc.; Hal Severn, WMBD, Peoria; Hal Bronaugh, WHO Des Moines; Paul Hodges, WLW, Cincinnati; Charles Doner, WMBC, Erie; Jim Wade, Free & Peters, Inc.; Hal Severn, WMBD, Peoria. 

**The BIG NEWS**

**IN BUFFALO**

**WGR 550 K.C.**

**NOW, more than ever, BUFFALO'S FIRST for regional coverage**

**BUFFALO'S 5000 watt MUTUAL NETWORK STATION**

**BUFFALO BROADCASTING CORPORATION**

National Representatives FREE & PETERS, Inc.

**New $350,000 Transmitter Plant**

**BUFFALO'S 5000 watt MUTUAL NETWORK STATION**

**BUFFALO BROADCASTING CORPORATION**

National Representatives FREE & PETERS, Inc.
WFFA-WBAP, Dallas-Fort Worth
Noxema Chemical Co., Baltimore (Noxema), 13, thru Buttrath & Ryan, N. Y.
Crisco, Christensen & Co., Chicago, 25, thru Young & Rubicam, N. Y.
Griffin Mfg. Co., Brooklyn (soap polish), thru, N. N., Birmingham, Castelman & Pierce, N. Y.
Smokeless Tobacco Drug Corp., Dallas, 166, direct.
Genex Foods Corp., New York (Post Toasties), 110, thru Benton & Bowles, N. Y.
Mante Lamp Co., Chicago, 12, thru Proctor & Gamble, Cincinnati.
Luden's Inc., Reading, Pa. (cough drops), 13, thru I. M. Marsh Inc., N. Y.
Seek & KDE, New York (Persil), 82, thru Erwin, Wasey & Co., N. Y.
Lever Bros. (Cambridge, Mass. Total), 25, thru Young & Rubicam, N. Y.
Beaumont Labs, St. Louis (cold tablets), 15, thru H. W. Kastor & Sons, Chicago.
McKesson & Robbins, Bridgeport, Conn. (Purina), 26, thru H. W. Kastor & Sons, Chicago.
Quaker State Oil Ref. Corp., New York (quaker State Motor Oil), 150, thru Kenyon & Eckhardt, N. Y.
W. L. W., Cincinnati
Willard Tablet Co., Chicago, 2, thru First United Broadcasters, Chicago.
Aurora Products Co., Cleveland (American Sugar Refining Co.), thru, thru Ray Taylor & Associates, Cleveland.
Secco Food Co., Buffalo, N. Y. (Cat's Head Canned Soups & Extracts), 16, thru 26, thru Erwin Wasey & Co., N. Y.
Brick brewing, Milwaukee.
Charles Gulden Inc., New York (mustard), 2 thru thru Charles W. Hoyt Co., N. Y.
Little Crong Milling Co., Wausau, Ind. (Gwenn's Baking Powder), thru thru Rogers & Smith, Chicago.

WGNY, New York, N. Y.
Candy Mfg. Co., St. Louis (Red Cross cough drops), 18, thru thru H. W. Kastor & Sons, Chicago.
Maypole Co., Cleveland, thru thru Erwin, Wasey & Co., N. Y.
Procter & Gamble Co., Cincinnati (Ivy Soap), thru thru H. W. Kastor & Sons.
Charles Gulden Inc., New York (mustard), thru thru Charles W. Hoyt Co., N. Y.

KECA, Los Angeles
Harold H. Clapp Inc., Rochester (baby food), thru thru Young & Rubicam, N. Y.

WISE, Columbia, S. C.
Black Drug Co., New York City (Gold Medal Oil), thru thru Redfield-Johnson, Minneapolis.
Lydia E. Pinkham Medicine Co., Lynn, Mass., thru thru Erwin, Wasey & Co., N. Y.
Plough Inc., Memphis (St. Joseph aspirin), thru thru Lake-Pert-Sherman, Memphis.
G. E. Conely Co., Cleveland (feeds), thru thru Rogers & Smith, Chicago.
Bayer-Denneman Co., Wilmington, Del. (various medicines), thru thru Thompson-Koch, Cincinnati.
Yager Lithograph Co., Baltimore thru thru Harvey-Massengale, Durham, N. C.
Beaumont Labs, St. Louis (Four-Way Cold Tablets), thru thru H. W. Kastor & Sons, Chicago.
Leto & Funk Products Co., New York (Hindo cream), thru thru William Esty & Co., N. Y.

WOR, New York
Coca-Cola Co., Atlanta (beverage), thru thru D'Arcy Adv., Co., St. Louis.
Rum & Maple Tobacco Corp., New York (tobacco), thru thru Raymond Specker Co., N. Y.
Mutterco. Co., Cleveland (cold preventative), thru thru Erwin, Wasey & Co., N. Y.
Hi-Vitamin Corp., New York (vitamin capsules), thru thru Applied Meridian Co., N. Y.
Kerry Chicken, Frontenac, N. J. (baby chicken), thru thru N. W. Ayer & Son, N. Y.

WCAE, Pittsburgh
Wynona Chemical Co., New York (proprietary), thru thru Morse Inter-Agency, Chicago.
Stodder Bros., Chicago (street foods), thru thru Roche, Williams & Connelly, Chicago.

HO, Des Moines
Union Drug Co., Boston (Rockal sale), thru thru Spot Broadcasting, N. Y.
Morton Salt Co., Chicago (smoked salt), thru thru Illinois-Kentucky-Denver, Milwaukee.
Vanguard Inc., Indianapolis (canned foods), thru thru Calkins & Holden, N. Y.

KSL, Salt Lake City
American Tobacco Co., Omaha, thru thru Buchanan-Thomas, Omaha.

K GBM, KBPA
WKBW, Hutchinson, Kan.

WPAT, Paterson, N. J.
International Correspondence Schools, Scranton, Pa., thru thru N. W. Ayer & Son, N. Y.

Canada Expanding Paid Advertising
Dominion Government Buying Heavier on Air Medium

WHILE American advertisers and media are preparing a war council to fight anti-advertising moves [see page 3], Canadian advertising media, including radio, are enjoying more government paid advertising campaigns than at any time in the industry's history.

The Canadian government is following the British government which is now the largest advertiser, spending approximately $5,000,000 annually in publications, there being no public radio advertising in Great Britain. The Canadian government, through various departments, is using a growing amount of paid advertising in existing campaigns for financing the war effort, announcing and explaining various war measures as the new price and wage ceiling regulation.

Joint Placement

LATEST among radio paid advertising campaigns, in addition to those mentioned, are paid networks of the Department of Labor, Department of Agriculture, and a forthcoming campaign by the Department of National War Services.

Insofar as advertising appropriations of non-government advertisers are concerned, the only stipulation in this year's excess profit taxation regulations pertaining to advertising, allowed for normal expansion in advertising.

Canadian agencies have set up a special wartime committee to handle jointly through all agencies various government campaigns, while a number of government departments are using individual agencies for specific campaigns.

"IZAAK'S FOLLOWERS"
Oakland Fish Series Builds—Sporting Business—

Simon Hardware Co., Oakland, Cal. (hardware and sporting goods) recently started its 15th year on radio when it signed a 52-week renewal for its program Future Hardware on KGW, Portland.

For this year, 2013, this program, with Ralph Stevens as the commentator, will go on the air in San Francisco-Oakland this week and on Friday nights he tells where the fish are biting, what bait to use and what kind of equipment is indicated. Fishing gossip and news fill in the quarter-hour that has become an institution in Northern California.

KHAS, Hastings, Neb., formerly obtaining its news from regular AP service, added the PA radio wire Nov. 15.
Finkel Adv., Martin’s Sunrise participations.

Cisco REMARK BAKING on WAIT. Chicago. Business was placed directly by Mrs. E. Gillen, treasurer and general manager of the company.

MANTHO-KREAOMO Co., Clinton, Ill. (M-K cough remedy), has started four-minute newscasts daily on WAIT. Chicago. Business was placed directly by Mrs. E. Gillen, treasurer and general manager of the company.

CONSOLIDATED DRUG TRADE Products, Chicago (proprietary), which recently started on WBDM, Chicago, one-hour, early morning Cousin Emmy & Her Gang six times a week, has added a 25-minute transcribed Sunday program, Echols Quartet, and a half-hour Saturday morning transcribed concert, Cousin Emmy & Her Barn Show. Latter program is heard live on KMOX. St. Louis, and transcriptions have also been placed on WCAU, Philadelphia; WPTF, Charlotte; WWL, New Orleans; Bonson & Dall, Chicago, is agency.

FEDERAL OUTFITTING Co., San Francisco (chain clothing), recently started sponsorship of Duke Martin’s Roundup Roundup, the half-hour, five-weekly on KYA, San Francisco. Agency is Allied Adv. Agencies, San Francisco.

REMAR BAKING Co., San Francisco (chain), recently started participations five times weekly, on Duke Martin’s Sunrise Roundup on KYA, San Francisco. Agency is Sidney Garfield Adv. San Francisco.

MR. TUMS HIMSELF (J. H. Howe) has a chat with his new comedian, Frank Fay (right), just prior to a broadcast of the NBC Red program heard at 10:30 Thursday evening. Mr. Howe is president of Lewis-Howe Co., St. Louis (Tums).

SOUND FUR AUCTIONS. Winnipeg, has started weekly quarter-hour Calling the Fur Trade on CKY. Winnipeg, and spot announcements on CJGX, Yorkton, Saska.; CFQC, Sault Ste. Marie, Ont.; CKDL, Prince Albert, Saska.; CKPR, Fort Frances, Ont.; CKCA, Pembroke, Ont.; CKBC, Edmonton, Alta.; CKIK, Prince Albert, Saska.; CKPR, Fort Williams, Ont.; CPAR, Flin Flon, Man.; CKKA, Kenora, Ont. Account was placed direct.

ROBIN HOOD MILLS, Montreal (oats), started on Nov. 10 three-weekly quarter-hour episodes of Toby & Burt’s Children’s Story on 10 Western Canada stations. Account was placed by James Fisher Co., Montreal.

P. S. BUSTIN DRUG Co., Toronto, has started a weekly half-hour transcribed show on CKSL, Toronto. Account was placed by Frontenac Broadcasting Co., Toronto.

ARIN Co., San Francisco (tire treatment) using radio for the first time. has started Valerian Johnson, cowboy singer, on 4 California stations, a quarter-hour weekly. Agency is Rhoades & Davis Adv., San Francisco. The station list: KFHK, KMJ, KGW, KERN.

YELLOW CAB Co., San Francisco, on Nov. 11, started for 52 weeks California Story Teller twice-weekly on KFRC, San Francisco and KJII, Los Angeles. Ray Lewis is narrator with Jack Moyles doing dramatic sequences. Script is written by Jean McGalley. Agency is Rhoades & Davis Adv., San Francisco.

GENE COMPTON Corp., San Francisco (restaurant chain), recently started a radio campaign in San Francisco using 12 one-minute transcribed dramatic spot announcements weekly on KUAA, participation in the KJBS Alarm Clock Club and the Magic Hour concert programs on KJBS weekly. Agency is Frederick Seid Adv., San Francisco.

NEMER FURNITURE Co., Buffalo, has started sponsoring Jim Wells’ late night sports column on WHBN, of that city for 26 weeks. The firm has also sponsored three-weekly, 15-minute, Headlines on Parade on that station. Account was placed through Ellis Adv. Co., Buffalo.

When you think of SPOTS... think of John Blair!

---

WHBF The 5000 Watt Voice of the Tri-Cities

THE PERFECTLY BALANCED MARKET

World’s largest implement capital, home of the nation’s greatest annual agricultural payrolls totaling nearly a million dollars annually together with 52 of the nation’s richest farming counties, now booming with “Food for Defense” production—SERVED BY WHBF!

JOHN B. TROLL Co., Los Angeles (Vitamin B-1 candy, minutes), on Nov. 3 started sponsoring a six-week quarter-hour newscast on KFX, Hollywood. Contract is for 26 weeks. Firm also sponsors a five-week news program with Herb Allen commentator, on KECA, Los Angeles. Lockwood-Shackelford Adv. Agency, that city, has the account.

LOS ANGELES BREWING Co., Los Angeles (Eastside beer), is sponsoring a one-hour recorded musical program six times weekly on KF WB, Hollywood, having started Nov. 3. Firm, on that date, started a similar six-week quarter-hour program titled Eastside Merry-Go-Round on KTMV, Santa Barbara. Both contracts are for 52 weeks. Placement is through Lockwood-Shackelford Adv. Agency, Los Angeles.

STANLEY TALBOT, formerly with Allah Steel Corp. and General Electric Co., has been named manager of the Dr. Pepper Co.

CIGAR INSTITUTE OF AMERICA, New York (industry promotion of cigars), on Nov. 20 will start a four-week campaign using 10-minute announcements on WMAQ, Chicago, and eight on WOR, New York. Agency is Lambert & Feasely, N.Y.

FORD DEALERS' ADV. FUND of So. Cal., Los Angeles, on Nov. 10 started a six-week quarter-hour late evening newscast, Bob Garred, News, on KNX, Hollywood. Contract is for 13 weeks. McCann-Erickson, Los Angeles, has the account.

In radio, too, it's Better to be Lower

Radio stations at low frequencies transmit a longer wavelength. A longer wavelength means a stronger signal—one that retains its power better over distance. WMCA is New York's most fortunate. It operates on New York's lowest frequency (570 kc.) with enough power (5000 watts) to reach over 12,500,000 people with clarity—and economy.

WMCA FIRST ON NEW YORK'S DIAL

Long-Term Tenor

TEN YEARS waiting for a chance to sing at KDY, Salt Lake City, proved to be no problem to Tenor Homer Gates who recently presented himself to Emerson Smith, KDY program director and manager. He had been told ten years previously by a station auditioner that the half-decade would prepare him for a spot at that station. Sorry! Gates failed to get the job.

VEYDICKS STORES Inc., New York, now sponsoring a news and sports show on WHN, New York, and a quarter-hour American music program on WNEW, that city, on Nov. 17 is to start its NBC show, a variety quarter-hour, 10:45-11:15 p.m. on WMCA, New York. Agency is Weiss & Gerber, New York.

PABST SALES Co., Chicago (beer and ale), starting Nov. 13 is sponsoring all 48 home hockey games of the New York Rangers and Americans for the second successive year, together with all of the home and away games of the Stanley Cup Playoffs at the end of the season. WHN, New York, will be aired Tuesday, Thursday and Saturday at 9:30 p.m. and on Sunday 10 p.m. Beck Lee is doing the play-by-play and Dick Fishel is handling color. Company in charge is sponsoring broadcasts of all the home and away games of the football Giants on WOR, New York. Agency is Lord & Thomas, Chicago.

HOUSE OF BETTER LIVING, Los Angeles (natural foods), on Nov. 4 started three-week quarter-hour diet talks by Mildred Lager, on KFAC, that city. Contract is for 22 weeks. Other radio is contemplated. Associated Adv. Agency, Los Angeles, has the account.

GENERAL ELECTRIC Co., New York distributor, is sponsoring News Reel Theater of the Air Monday, Wednesday, Friday and Sunday, 6:14 a.m. for four weeks during November to advertise free inspection of oil burners. Account was placed direct.

Dr. FLOYD B. JOHNSON, Los Angeles (religious), through Richard P. Connor Adv. Agency, that city, has started sponsoring a weekly quarter-hour, transcribed talk on a group of seven California stations—KJW KYE O KFAX KFPO KMKR KGM KFXI. Others will be added. Contracts are for 28 weeks.


Goldsmith Acquires Full "Aldrich Family" Rights

A NEW six-year agreement whereby Clifford Goldsmith, author and writer of The Aldrich Family, becomes owner of the program (Thursday, 8-8:30 on 87 NBC-Red stations) was effected recently with General Foods Corp., sponsor. Under the old arrangement, which had until October, 1945, to run, Goldsmith was paid what is understood to be $2,000 weekly for writing the script.

As owner he will sell the program to General Foods on a package basis, paying all salaries except those of director and announcer, both of which will continue to be paid by the old Yank & Rubicam, New York, agency in charge. It is understood that Y & R has first call on another sponsor should General Foods decide to drop the program before the termination of the new agreement, which is retroactive to Oct. 1. Cost of the show at present is understood to be about $4,500 weekly.

Worcester to UP

CHARLES WORCESTER, former farm editor of WAX, Yankton, S. D., has joined the Washington staff of the United Press Wire Radio Wire to write daily On the Farm Front feature. Formerly a Minnesota farm editor, Mr. Worcester is a graduate of the U of Minnesota College of Agriculture and was a farm service director of WAX for 2 1/2 years. Previously he performed similar duties with KYSM, Mankato, Minn.

Morgan in Hawaii

IF WAIKIKI is wacky these days, blame it on Henry Morgan, humorist of WOR, New York. For the Hawaiian Broadcasting Co., of Honolulu recently started sponsoring a transcribed version of Here's Morgan on KGEO, Honolulu and KHBC, Hilo, Mon. thru Fri. 9:30-9:45 p.m. Hawaiian time. A repeat of the original Here's Morgan on KMS is picked up and transcribed by the San Francisco Recording Co., and sent to Hawaii via clipper.

WITH the recent addition of five stations, BMI subscribers now total 740. New stations now are WFNO, Fayetteville, N. C., KFUNr, Las Vegas, N. M.; WBNJ, Bridgeport, N. J.; WOLF, Syracuse, and WFHN, Findlay, O.
SOMETHING NEW in secretaries, an honorary Indian princess, is Ruth Walsh, office aide to Phil Hoffman, of WNAX, Yankton, S. D. Miss Walsh recently accompanied Mr. and Mrs. Hoffman to a WNAX Pop Pop broadcast in Winner, S. D. Before the broadcast Chief Bone Shirt invited her into his tribe, gave her the tradition tribal shawl and endowed her with the appellation, Princess Ruth, at ceremonies following the broadcast. Posed in full splendor are (l to r) Chief Bone Shirt, Alice Kills Plenty, Princess Ruth Walsh, Susie Bone Shirt and Arnold Bacon, WNAX just plain comptroller and not an honorary anything.

**KILO, GRAND FORKS, MAKES INAUGURAL**

RECEIVING permission from the FCC to begin program tests and commence operation Nov. 1, the new KILO, Grand Forks, N. D., immediately went on the air with 500 watts night and 1,000 day as a time-sharing station with the U of North Dakota's KFJM, also in Grand Fork. KFJM will operate from 3 to 5 p.m. daily with the balance of the broadcast day utilized by the new KILO.

Dalton LaMasurier, manager of KFJM, applied to the FCC for the new station after reaching an agreement with university officials for the time-sharing deal. Construction permit was subsequently granted last Aug. 22 by the Commission.

No construction was involved in the new station and the entire staff of KFJM was transferred to KILO. KFJM's studios in the first National Bank Bldg. and transmitter on the university campus will be used by KILO with the latter station also taking over the commercial contracts of the university station, according to Mr. LaMasurier. Only personnel change was the appointment of Harvey Keas as chief engineer of KILO while Prof. E. J. O'Brien, chief engineer of KFJM, will confine his activities to the university's station. KFJM under the arrangement reverts to its former status of non-commercial operation. Mr. LaMasurier is also operator of KDAL, Duluth, Minn.

**Favor Repaid**

PUBLIC SERVICE programs, especially those on controversial subjects, are frequently the cause of more trouble than profit, but they were recently paid out for WPAT, Paterson, N. J. Police and firemen in that city, campaigning for higher pay, have met opposition from the newspapers but were given time by the station to present their views, under its "equal opportunity" rule. When recently, WPAT had some windshield stickers printed, the two departments, in appreciation, voluntarily cooperated by affixing the stickers to 5,000 autos.

**Lient. Carl O. Petersen**

LIEUT. Carl O. Petersen, USNR, radio engineer, explorer, moving picture technician and camera man, who was a member of the first two Byrd Antarctic expeditions, died Nov. 10 of a heart ailment while en route to Portland, Me., aboard the USS Ranger. He participated in setting a world's record in radio and aviation, Jan. 25, 1929, conducting the two-way communications over the Bay of Whales from an expedition's plane, "The Stars & Stripes", to the New York Times radio station in Times Square, 10,000 miles distant. He was also radio operator of a dog sled expedition which went about 75 miles south of Little America.

"Saturdays when WFDF Flint Michigan broadcasts the Metropolitan, it's the Met fur me, it is, or else!"

**ALLIED GLASS BASE RECORDING DISCS**

F or broadcasting stations, sound recording studios, schools, musicians, etc.—available for prompt delivery in the professional 16 and 12 inch sizes.

**FEATURES:**

- Coating better than the original Allied aluminum base discs, which have been preferred and used in leading studios for the past five years.
- Fit any standard make recorder or transcription equipment.
- Carefully packed and shipped in special, convenient, safe, easy-to-open, easy-to-use containers — every disc in every shipment guaranteed to reach you in perfect, ready-to-use condition.

**Also Available**

- recoating service for your old aluminum discs. Deliver in one week. Details on request.

**PROMPT DELIVERY** direct from the manufacturer—to any part of the United States, Canada, South America and to some foreign countries.

**ALLIED RECORDING PRODUCTS CO.**

21-09 43rd Ave., Long Island City, N. Y.

Phone: Stillwell 4-2318 • Cable: Allrecor New York

**The South's Bright Spot**

COLUMBIA S. C.

FREE & PETERS Inc. National Representatives

**Broadcast Advertising**

November 17, 1941 • Page 45
ANNOUNCER WANTED
For general staff duty. Must be fully experienced and meet high standards in voice and other qualifications. Apply to
KSD
ST. LOUIS
Basic NBC Red Network

WANTED
Permanent Connection
Man in early 40’s. 12 years radio; 3 years with CBS. Wants position as sales and program manager on station with definite future in its community. Reasonable compensation. Highest references. Box 129A, BROADCASTING.

Elson’s Sports Series
ROB ELSON, sports announcer of WGN, Chicago, has signed with Forecast Pictures, Chicago, to present a series of motion picture shorts consisting of Elson’s forecasts of upcoming sporting events and a sports newswrap feature with Elson as commentator. Titled, Bob Elson’s Sports Forecasts, the shorts will be distributed to theaters throughout the country starting in January.

MIROKLE MFG. Co., Conshohocken, Pa., in a complaint announced Nov. 6 by the Federal Trade Commission, is operating with false and misleading representations in advertising for Miracle Radio Control and Miracle Aerial Loop, radio receiver devices.

CLASSIFIED
Help wanted and Situations Wanted, 7¢ per word. All other classifications, 12¢ 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.

WANTED-
First class announcer. State experience, references, salary expected in first letter. Box 145A, BROADCASTING.

Announcer—Experienced man capable of handling rural programs for midwestern station. Box 144A, BROADCASTING.

Announcer-Control Operator—Experience. State age, previous experience and salary expected. Box 146A, BROADCASTING.

Announcer Contingency Writer—Wanted by CBS affiliate. Give complete information and salary first letter. Box 153A, BROADCASTING.

Wanted Program Director Announcer—50 kw. network affiliate. State experience, draft status, salary first letter. Box 155A, BROADCASTING.

Wanted Evidences—Commentator for depart- ment store program, town of 400- 000, wanted immediately. List full particulars, picture, and salary desired. Box 153A, BROADCASTING.

Record Presenting Mail pull Announcer—An, straight staff man. Send transcriptions, reference information, experience and results, salary. KTRK, Kansas City, Missouri.

Wanted—Two combination announcer engineers, new station, new equipment. In detailed reply state age, experience, starting salary expected, references, and recent snapshot. Station KFPA, Helena, Arkansas.

Wanted—Combination program director and announcer. Must know music and have ideas in programming. North Central Local Station. State qualifications and salary expected. Box 146A, BROADCASTING.

Smart, Creative, Ambitious—Free lance writer (male) situated New York or its suburbs to collaborate with me on comedy scripts. Profit sharing basis. Write immediately. Box 153A, BROADCASTING.

Growing Western Station—Wants two announcers with friendly commercial style. If you think you are perfect, apply. Must be cooperative, Salary and commercial fees. Give experience, salary expected, and picture in first letter. Box 153A, BROADCASTING.

Exceptional Opportunity—Experienced program producer. Station looking for established network affiliate in premium Southeastern market. Must be able to create and produce shows which sell against competition. Prefer metropolitan background. All communications held confidential. Box 144A, BROADCASTING.

Situations Wanted
Commercial Manager—Now employed, five years’ experience, married. draft exempt. A-1 references. Box 157A, BROADCASTING.

Salaried—Married, experienced network and independent—five years presently employed—desires change. Salary and commission. Available thirty days. Box 158A, BROADCASTING.

Licensed Engineer—Now employed at 5 kw., desires change. 6 years’ experience, married, draft exempt. 3 years’ experience as chief engineer. Box 159A, BROADCASTING.

Sports Cast—Draft exempt, twenty-nine years old. Water play by play experience in Football, Baseball, and Basketball. At present employed. Willing to move anywhere for good connection. Box 160A, BROADCASTING.

Chief Engineer—4 years’ experience construction, operation, maintenance all types of equipment. Have constructed two stations. Can also qualify as experienced announcer. Married. Perfect health. Selective service class 3. Box 161A, BROADCASTING.


Wanted To Buy
Station—Putnam interested in regional or local outlet—Florida or west coast. Need not be successful. All details held absolutely confidential. Basic facts desired. Write Box 164A, BROADCASTING.

Will Buy, If Priced Reasonably—Broadcasting stations. Confidential. Box 165A, BROADCASTING.

Two 75-33/3 Turntables—State age, make, condition, price and length of use. In service. WPOR, Hattiesburg, Miss.

1 K. W. Amplifier—State age, make, condition, price and length of use. Box 166A, BROADCASTING.

Wanted—One d.c. generator, rated 16 volts, 25 amperes, compound wound, speed 1750 r.p.m. of type used with W. E. & C. transmitter. Would like unit motor generator set of same capacity. Also need our 16-inchRetry, inch inches high, Scott Hill, Station WJS, Columbia, South Carolina.

For Sale

RCA 165-E Transmitter Complete—Trouble free. economical. Details on request. Terms to responsible party. KOKO, La Junta, Colorado.
DISTRIBUTED to the nation's radio dealers and retailers, FM Broadcasting Inc., New York, has published a 12-page booklet, Who Wants to Buy a Bug?, designed to outline sales possibilities and bring these marketers up to date on FM developments. The booklet was written by Dick Dorrance, FMBI general manager.

Several paragraphs in the meaty pamphlet, which outlines the development and operation of FM broadcast, are devoted to spiking fallacious notions about FM service and warning against inferior low-price receivers which do not provide the principal advantages of recognized FM reception. The publication is directed particularly to the small dealer and floor salesman who has direct contact with the consumer.

Murrow Returning
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American Network Stock Adds FM Operators
RECENT additions to the list of stockholders in American Network Inc., organization of FM broadcasters which plan to start limited network operations next year, include WCAE Inc., Pittsburgh; the St. Louis Star-Times Publishing Co., owner of KXOK, and the Indianapolis Broadcasting Co., owner of WIRE. The latter two companies have filed applications for FM stations with the FCC and are awaiting action, while WCAE plans to apply for a permit soon.

Other recent ANI stockholders include the Constitution Publishing Co., Columbus; Ga., National Life & Accident Insurance Co., Nashville, and WPIL, which owns WPSH; FM station already on the air six hours daily.

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GET OUT IN FRONT and SELL

in the Central Southwest!

An advertiser who goes after business in the Central Southwest can get it. Incomes are up! Employment is up! ... People are making money and spending it . . . Business is on the up-swing!

Defense spending?—sure, industries in this area are getting a share of the defense and allied contracts—already well over $200,000,000.00 has been awarded in KWKH's primary coverage zone. Five big army bases inside our primary quarter the largest concentration of troops in the nation.

Get out in front and sell! Tell the eager-to-buy audience in the great Central Southwest with KWKH's 50,000 watts of response-able coverage . . . a real selling tool to help you get more orders.

KWKH 50,000 WATTS * CBS

SHREVEPORT, LOUISIANA

Serving the progressive Central Southwest

REPRESENTED BY THE BRANHAM COMPANY
PROGRAM DIRECTORS of MBS stations convened for their semi-annual meeting at the Hotel Stevens, Chicago, Nov. 9-10, bartering ideas and outlining network program suggestions for submission to the MBS operating board. Fully engaged in a note-taking conference are (seated, l to r): R. W. Richmond, WHK-WCLE, Cleveland; Bert Hanauer, WFBR, Baltimore; Madeline Essig, WOL, Washington, Van C. Newn, Don Lee; Adolph J. Opfinger, MBS program service manager; John Pierson, president, Press Wireless. Standing, Herbert C. Rice, WGR, Buffalo; George Steffy, Colonial Network; Murray Arnold, WIP, Philadelphia; and Julius F. Seebach, WOR, New York. Also at the two-day conference were: John Tinnea, KWK, St. Louis; Clifton Daniel, WCAE, Pittsburgh; Brad Simpson, WKR, Cincinnati; Dave Driscoll, WOR, New York, WGN, Chicago, was represented by Frank F. Schreiber, general manager; Claire Olson and Verne Brooks of the program department; W. A. McGuire, sales manager; Ben Berentson, sales promotion manager. From the MBS office in New York, Wallace Walker, statistician; Andrew L. Poole, traffic manager; Tom Slater, special events coordinator; Ruth Allen; and from the Chicago office Don Pontius, midwestern sales promotion, and Miles E. Lapham, auditor and office manager attended.

STATIONS PLAN NEW MBS VARIETY SERIES

PROGRAM directors of MBS stations, meeting in Chicago last week completed plans for the presentation of a new series of 30-minute variety shows to be heard four times weekly. Thirteen station program directors met with MBS department heads at the meeting, a semi-annual affair.

The new variety series, as yet untitled, is slated to begin Monday, Dec. 1, and will run Mondays through Thursdays, 3-3:30 p.m. (EST). WHK, Cleveland, will serve as the base of the new series, with pickups from Chicago, Cincinnati, Los Angeles, Buffalo, New York, Detroit. Each contributing station will handle the production of its particular unit, but WHK will coordinate the show.

In addition to discussing the new variety series, the program bosses went over many phases of network operation, pledging additional special events and sports attractions. Some of the plans discussed will be passed on to the MBS board of directors and operating board for ratification.

GERARD DARROW, nine-year-old top kid, will be mo. on the Trendy Hour program Tuesday, Nov. 18, 8-9 p.m.

ANA-4A Sessions (Continued from page 8)

as food processing, for example. He advised those interested in container problems to take them up with the OPM Container Branch. He explained another myth centering around his alleged opposition to an expanded supply of consumers goods. Actually, he is pleased in such cases, he explained, because then you don't need a price schedule!

Institutional Copy Ingenious

A further statement of pro-advertising types was made by Mr. Henderson, who was answering a question about publication problems during the allocations era brought about by the war economy. The Federal official definitely and convincingly declared that he likes institutional advertising copy. “It's ingenious,” he said, and predicted it would occupy a prominent place in both the war and post-war economy.

As to publications, Mr. Henderson said he didn't see much present danger of a paper shortage, nor did he know of any plans to limit the circulation of magazines.

Mr. Young, who also has been a member of the Business Advisory Council, Department of Commerce, and special assistant to the Co-ordinator of Inter-American Affairs, suggested that present educational functions of the advertising industry he strengthened. Among them he listed activities of the Advertising Federation of America and its local affiliate clubs: Better Business Bureaus and Chambers of Commerce; the AAAA Committee on Consumer Relations, which cooperates with media owners; the Advertising Research Foundation, jointly formed by the ANA and

Mello Testing

HEYMAN PROCESS Co., New York (Mello chocolate), is conducting a test campaign of one-minute live announcements, 20 times weekly for seven weeks on approximately 10 stations in Buffalo, Rochester, Syracuse and Albany. Weiss & Geller, agency handling the account, indicated that expansion is definitely contemplated if results are successful.

Opens Dallas Branch

CAMPBELL-EWALD Co., New York, has opened a Dallas branch of its agency in the Republic Bank Bldg., to service its accounts in the Southwest area. Manager is A. R. O'Brien, formerly of KPRC, Houston. Telephone is C-1318.

WGNY

1000 WATTS NEWBURGH, N. Y.

ASK A LOCAL MERCHANT

Yes, ask the local merchants in the Mid-Hudson valley and they'll tell you they like WGNY results. More local merchants are using WGNY each new season. The local boys, we think, are good buyers . . . and they're buying WGNY (with studios in Newburgh, Poughkeepsie and Middletown).

WGNY now operates with 1000 watts on a clear, regional channel. Before January 1, 1942, you can buy time on WGNY at the old 250 watt rates. One trial will convince you it's wise to

BUY WGNY

REPRESENTED BY HEADLEY-REED CO.
BMI Approves Long-Term Pact With A Million-Dollar Budget

PROVISIONS for long-term contracts for performance of BMI music, overlapping the terms of the eight-year ASCAP agreements, were approved last Wednesday by the board of directors of BMI at a special meeting in New York.

While precise details of the sliding scale formula were not revealed, the plan in principle was unanimously approved. It provides for a budget in excess of $1,000,000 annually, for the industry-owned music company. Rates, according to NAB-BMI President Neville Miller, will be further reduced, resulting from economies in operation impossible during the first phase of BMI's existence.

Contract Runs to 1950

This budget compares to one of approximately $1,200,000 provided for the current year, and was said to assure the continued existence of BMI as a dominant factor in the music performance field.

The term of the new contract, covering blanket licenses, will be for 14 years, from March 12, 1942, until March 11, 1950. ASCAP contracts signed with the networks and with individual stations run until Jan. 1, 1948. Current BMI contracts expire next March 12.

The sliding scale of payments will be proportionately reduced in each bracket, under the formula adopted. It was expected that the precise plan would be announced during the week, after completion of actuarial tabulations.

The principles agreed to by all members of the board were regarded as "finest among all branches of the industry", President Miller stated.

Attending the session, in addition to President Miller, were BMI's President Niles Trammell; CBS Executive Vice-President Edward Klauber; John Shepard 3rd, President of ASCAP-Colombian Network, Walter J. Damm, WTMJ, Milwaukee; Paul W. Morency, WITC, Hartford, and John Elmer, WCBM, Baltimore, all BMI directors. Also in attendance were Sydney M. Kaye, executive vice-president of BMI, M. E. Tompkins, vice-president and general manager, and Carl Haverlin, stations relations director.

Indicative of the tranquility that pervaded the meeting was the re- action of Mr. Damm, a veteran copyright crusader. In a message to NBC President Trammell, last Thursday, he said:

"We want to go on record, in view of the splendid attitude taken by the National Broadcasting Company at last week's BMI meeting, that we will rebate to NBC an amount equivalent to that which NBC will pay to BMI in clearing BMI music used on network programs carried by WTMJ."

ASCAP Disc Clearance Set; Industry Resentful of Ban on Football Music

CLEANING UP some of the loose ends on ASCAP's return to the air, NAB President Neville Miller last Friday announced that a meeting in New York with ASCAP officials two days earlier the meaning of the 1942 contract provisions with respect to clearance at the source of transcriptions had been clarified. Simultaneously he announced that difficulties still are being encountered on broadcasting football music on non-licensed stations, but that progress was being made on regional network contracts with settlement expected shortly.

Alluding to the understanding with ASCAP on clearance at the source of electrical transcriptions, Mr. Miller said:

Three Possible Cases

The question has been raised concerning clearance at the source of commercial transcriptions. There are three possible cases:

1. Stations having no ASCAP license, with transcriptions will be cleared by ASCAP for the advertiser upon payment of 9% or 2%, depending upon the character of music used.

2. Stations having a per-program license, with transcriptions will be cleared either by the advertiser paying 9% or 2% or the station including the program under the station's per-program contract.

3. Stations having a blanket license:

Such stations have the right to play the transcriptions without any further clearance and will include clearance under the station's blanket contract and pay 9%.

Although the actual operating plan has not been worked out as yet, it is probable that ASCAP will advise advertisers and agencies lists of stations with ASCAP licenses indicating the character of each license. Most likely the plan will require clearance only for those stations not licensed, the licensed stations reporting to ASCAP in the regular method.

ASCAP Dissatisfaction

Regarding football music, Mr. Miller said that on Nov. 7 the ASCAP board suddenly decided not to continue its previous policy of permitting broadcasting of ASCAP music by non-licensed stations on local and regional football programs over the weekend.

That the NAB looks with disfavor on the ASCAP action was made clear in its bulletin last Friday, when it expressed concern over the fact that ASCAP had just reached stations, and because they were extremely complex, stations did not have time to study the terms, much less actuate the procedure.

Mr. Miller said: "The effect of striking these paragraphs is to retain in the station the right to switch at the end of any year from blanket license to per-program license, and vice versa. Stations falling to strike these paragraphs lose their rights to switch to per-program during the term of the contract.

"The tendency now is to delete the above paragraphs from any contracts which have been signed by local stations heretofore."
Telephone Union Delaying Strike

AT&T Wage Dispute to Come Before USCS Nov. 21

STRIKE THREATENED for Nov. 14 by 15,000 members of the Federal of Long Lines Workers following a wage dispute with AT&T, has been postponed by the union at the request of Dr. John R. Steelman, head of the U. S. Conciliation Service. In informed quarters it was thought the threat had been abandoned entirely.

According to John J. Moran, president of the FLLW, an executive session will be held Nov. 21 in New York between representatives of the USCS and the union's national council, which includes district leaders of the 21 areas in the 48 states which make up the Federation. Basic demand of the union is that AT&T agree to bargain with it as a unit rather than individually with its division areas, and grant wage increases to workers in all five of the areas. The average wage increase demanded by the union is about 4%.

Notice to Networks

Last week when the strike had been definitely declared as taking place at 11:59 p.m. Nov. 14, Henry Mayer, counsel for the union, notified the networks of the intention to strike and asked them "to advise at which spots we can set up a sufficient force to keep open those radio wires which are hooked into national defense projects."

NBC, CBS and MBS all replied to Mr. Mayer's wire that the contemplated strike, which would tie up all long-distance communications as well as network broadcasting, "would be a national calamity"; that "uninterrupted service to stations is essential to national defense", and that "the entire nation depends on network broadcasting at this time", thereby making it "impossible to designate a few isolated spots . . . to keep open radio wires".

Xmas Cigar Plugs

GENERAL CIGAR Institute of America, New York (cooperative), starting Nov. 26 will use radio for the first time, with a series of transmitted institutional announcements. Discs will be played five times weekly on an undisclosed number of stations in 21 major markets. Agency is Lambert Feasley, New York.

Scripps and Bannister Promoted in Revision of 'Detroit News' Radio Department

Reorganization of the management structure of WWJ, Detroit, was announced last Friday by William J. Scripps, manager of the station, who assumes the newly created position of general manager of radio for the Detroit News. Harry Bannister, veteran sales manager of WWJ, was named manager of the station.

Succeeding Mr. Bannister is Harry Betteridge, formerly of WWJ, and recently of the George P. Hollingbery radio station representation office in New York. Mr. Betteridge's assistant as sales manager is Harold Priestley.

Edwin K. Wheeler, of the WWJ sales staff, was named Mr. Scripps as manager of W4SD, the Detroit News FM station. Forest Wallace, operations manager of WWJ, was named business manager for both stations.

Call Letter Transfers

In New York Authorized

WNW, New York, will operate on 1130 kc. with 10,000 watts power, and also in New York, with 5,000 watts on 1280 kc. under a mutual agreement to exchange call letters approved last Wednesday by the FCC. Apart from the FCC-approved call letter switch, the exchange arrangement between Greater New York Broadcasting Co., owned by Arde Bulova, and Wodasaam Corp., operating the 1280 kc. station for six months, also covers transfer of programs and program personnel from the former 1280 kc. operation to the new 1130 kc. location, although programs still will be identified by the same call letter, WNW.

Two Regional Boasts

TWO regions received authority from the FCC last Wednesday to boost their power to 5,000 watts fulltime, pursuant to Havana Treaty provisions terms. WNBC, New Britain, was granted a construction permit to increase its night power from 1,000 to 5,000 watts on 1410 kc., using a directional antenna both day and night. KGK, Long Beach, Calif., was granted a construction permit to make changes in its equipment and increase its power from 1,000 watts to 5,000 watts fulltime in 1990 kc., using a directional antenna.

FCC Affirms Ruling of Motions Officer Denying Atlanta Depositions for WGST

WITH unmistakable indications of a political fight, the FCC on Nov. 8 announced its affirmation of an earlier decision of Motions Commissioner George H. Payne denying a petition of Georgia School of Technology, operator of WGST, Atlanta, to take depositions in Atlanta in connection with a hearing, scheduled for Dec. 1 on the school's application for license renewal.

The Commission announcement climaxd an exchange of pointed communications between the FCC Chairman James Lawrence Fly and Arthur Lucas, prospective operating lessee of WGST, and a long series of petitions and counter-propositions growing out of the FCC inquiry into the alleged passing of control from the hands of the licensee to a lessee.

Defies 'Threat'

Taking issue with the action of Mr. Lucas, co-licensee of four Georgia stations, in spreading his complaint to members of the Georgia delegation in Congress, as well as to Stephen T. Early, White House press secretary, Chairman Fly declared in a Nov. 7 letter to Mr. Lucas: "So long as I am the chairman of the Commission, decisions are going to be made upon the merits and not in accordance with purely political influence, threats or coercion."

It is understood the station does not plan to take the denial of its petition for taking depositions to court, and will participate in the Dec. 1 hearing, although it does not surrender its right subsequently to question the Commission's action.

The WGST license renewal application, originally scheduled for hearing Nov. 26, 1940, has been continued for a year both at the request of the licensee and on the FCC's own motion. At one time set for Atlanta, the Commission on Aug. 22 directed that the hearing be held in Washington, later setting the Dec. 1 date.

Pickard Heads CBS

Southern Broadcasting Stations Inc., headed by Sam Pickard, former Federal Radio Commissioner and one-time CBS vice-president, which for the last 10 years has operated the station under an agreement regarded as a management contract, on Aug. 28 petitioned to intervene in the re-hearing proceeding on grounds that its contract with the school was in issue because it extended to Jan. 5, 1950. Following an unsuccessful petition by the licensee to hold the hearings in Atlanta rather than Washington, the licensee school petitioned for an order to take depositions of 12 persons in Atlanta.
NEW MIDDLETOWN LOCAL PROPOSED ACTION WOULD DENY SIMILAR REQUEST OF H. L. GARBER

A NEW local in Middletown, N.Y., was proposed last Thursday by the FCC when it issued its proposed findings of fact and conclusions after a recent consolidated hearing to propose to issue a construction permit to Community Broadcasting Corp., applicant for a new station in the New York city area. Findings specified operation on 1340 kc. with 256 watts and necessitates denial of a similar application by Herbert L. Wilson, New York consulting engineer, for a facility in Middletown. A proposal by the FCC is equivalent to a grant unless the action is contested within 20 days, the period set by the Commission.

The FCC favored the Community Broadcasting Corp. over that of Mr. Wilson, stating Martin Karig, Jr., who was managing the operation, "has demonstrated a greater familiarity with local conditions (in Middletown) than Herbert L. Wilson." The Commission also contended that Mr. Karig was proposed to serve on a purely local basis, whereas Mr. Wilson had signified his intention to join a national network if granted the station.

PETER PAUL TIME

ALTHOUGH no official comment from NBC executives was forthcoming, it was understood last week that the network had discontinued all efforts to clear time on the Red Network for a guest appearance program of Mr. Paul's station, has "demonstrated a greater familiarity with local conditions (in Middletown) than Herbert L. Wilson." The Commission also contended that Mr. Karig was proposed to serve on a purely local basis, whereas Mr. Wilson had signified his intention to join a national network if granted the station.

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LAST WORD DEPT: "If Missouri U beats Michigan State, I'll climb that smokestack!" Paul Aurandt, program director of WKZQ, Kansas City, so exclaimed in propositional hearing by Harry Caray, WKZQ sports announcer, who advocated the home team's vice versa, on the outcome of Nov. 1 Michigan State-Missouri football game. Announcer Caray, who stuck to his home State's team, thoroughly enjoyed Aurandt's precarious ascent in a buoyant chair after Missouri had handed State a 19-0 wallowing. Too good an opportunity to miss, Aurandt took a WKZQ microphone up with him.
tracing the history of the network-monopoly problems, in support of his contention that the court lacked jurisdiction; that the complaints failed to state a claim upon which relief could be rendered and that even if the court had jurisdiction, there is no "genuine issue" as to any material fact that the networks are entitled to a judgment as a matter of law.

Some time this week it is expected MBS, in joining the Government's motion for dismissal, also will submit affidavits supporting the position. The principal affidavit will be that of Fred Weber, general manager, with possible supplemental contentions by other MBS officers.

Antitrust Participation

There is the possibility that the Antitrust Division of the Department of Justice will participate in the arguments, though this is regarded as doubtful. Thus far, no word has been forthcoming from the Department as to plans, if any, regarding possible anti-trust proceedings against the networks (MBS included) in connection with current business practices which might be construed as in violation of the Sherman anti-trust law.

Antitrust Division attorneys under Assistant Attorney General Thurman Arnold, it is understood, are continuing their study of the entire proceedings. But there has been no concrete indication one way or the other. It is presumed that before any action is taken another conference will be called of possible parties in interest by Mr. Arnold. This commitment, it is understood, was made following the initial conference at the Department on Oct. 29—the day before the suits were filed.

FCC Chairman James Lawrence Fly, in his recent press conference, Nov. 10 said the Commission had worked out the agreement stipulating that it would not enjoin the regulations until the court determines the injunction question. He described it as merely an agreement between counsel to be filed as a part of the record, taking pains to point out that it does not carry over to the "final trial". He added: "We are simply giving time to permit orderly litigation of the matter."

MINNESOTA'S FOOTBALL TEAM was directly responsible for this Minneapolis gathering of Princeton '22 graduates listening to a broadcast of a recent game. Rear row (1 to r), Louis E. Tilden, International Division of NBC; Donald B. Laurie, sales manager, Quaker Oats Co., Chicago; Bob Buechner, WCCO, Minneapolis, sales department. Front row (1 to r), Frank Chapman, whose wife, Gladys Swarthout, was making an appearance with the Minneapolis Symphony, and Charles Winton, president of WLOR, Minneapolis.

NELSON GARDINER, studio operator at CKY, Winnipeg, is taking an officer's training course at an eastern Canadian military camp. Prior to enlisting he was a sergeant in the reserve force of the Royal Canadian Corps of Signals.

CAPT. C. E. SNIDER, former chief operator at CKY, Brandon, Man., has returned from overseas where he has been since Jan., 1946 and is now attached to the instructional staff at Camp Shilo, Mna.

STEPHEN DIER, formerly chief engineer of KSCL, Sioux City, Iowa, and now with the Army at Camp Clifton, La., has been named to command the 34th Signal Company, comprising six officers and 200 signal men.

WALTER GLAUS is the latest member of the technical staff of WCAB, Pittsburgh.

DAVID TASKER has joined the technical staff at CKY, Winnipeg.

JAMES SHELTON, former press operator of KILO, Grand Forks, N. D., has joined the War Department in Washington as a Junior communication officer.

BART CRUMP has joined the engineering staff of CKGB, Timmins, Ont., coming from CKVB, Val D'Ore, Que.

Chicago Opera Series

CHICAGO OPERA Company returned Nov. 10 to MBS for a five-week series each Monday through Dec. 1. 11-12:15 p.m. Originating through WGN, MBS Chicago Key, the series is presented in color. "Carmen", "Oriole", "Falstaff"; "Savonarola" and "Barber of Seville" with such stars as Gladys Swarthout, Ricard Bonelli, Lawrence Tibbett, Giovanni Martinelli, John Charles Thomas, Grace Moore and Nina Martini appearing.

TESTING?

Reach a big chunk of ILLINOIS... do your testing thru the DECATUR station.

WASHINGTON, D.C. AND NOVA, VIRGINIA!50,000 WATTS

COLUMBIA AND MUTUAL NETWORKS

November 17, 1941 • Page 53
Switch to Allocations Seen As Benefit to Broadcast Industry

DCB Directive Still Expected; Would Provide Broad Recommendaory Powers for DCB

ALTHOUGH the importance of establishing a technically skilled advisory group to expedite the supplying of needed strategic materials to the government was emphasized last week when the Supply Priorities & Allocation Board virtually tossed the established industry priorities set up the window in favor of direct individual allocations of materials, no official word is yet forthcoming from SPAB on the authorization of broad advisory and recommendatory powers in allocation for the Defense Communications Board.

However, with conferences continuing, the expectation is that in a short time the Office of Production Management will issue a directive setting up the the DCB organization as a technical advisory body for material needs of the entire communications industry, including broadcasting [Broadcasting, Nov. 3, 10]. With the allocations system supplanting the priorities setup, the need for such a clearing-house, directed by experts in the radio, telephone, telegraph and cable fields, is regarded as greater than ever, since services must be carefully weighed and rationed in the light of available materials for repair, replacement and even some new construction.

Dark Prospects

One previously mentioned facet of the many-sided effect of the priorities situation on the broadcasting picture was developed briefly by FCC Chairman James Lawrence Fly at his press conference last Monday. Indications that although no definite policy has been enunciated by the Commission, he said it was “conceivable” that the FCC eventually might want to postpone hearings or other action on applications for new broadcast facilities if it appears that no construction materials would be available for the new station, several weeks ago Chairman Fly, in discussing the prospect for new-station applicants, indicated that it would be exceedingly difficult, from a purely practical standpoint, for any applicant to secure a new facility, since he would have to show that that facility would supply a defense service to a community not adequately served.

Amplifying this stand in the light of the constantly tightening priorities situation, Chairman Fly indicated that the allocations picture may affect FCC policy it would not do so to a controlling degree insofar as the right to a hearing on applications is concerned. But even though the FCC is not disposed to project possible policy changes too far ahead of the prevailing supply prospect, it also is wary of piling up on its records a long list of approved applications which cannot be put into effect because of the lack of construction and operation materials, he indicated.

Authoritative reports last week also indicated that OPM is considering setting up a separate section in its Priorities Division to handle communications priority matters exclusively. This new section presumably would provide the actual operating machinery within OPM for handling communications priorities, with the projected DCB operation providing expert advice and recommendations. The function of industry advisory committees, such as the one recently set up for communications manufacturers, as well as organizations like DCB, would become increasingly important under any material allocations plan, it is felt.

Rationing Expected

Industry observers for some time have foreseen rationing and allocation of materials as the obvious solution to many of the shortcomings of the priorities system. Although the switch from priorities on an industry basis to allocation on a materials basis is expected to take months, communications experts have indicated belief that the communications industry would fare much better under an allocation plan, particularly since broadcasting and other branches of the industry are commonly classified as essential defense factors.

Although communications some time ago were blanketed under an A-10 defense rating provided in General Priorities Order P-22, it became apparent long since that so many industries enjoyed the A-10 classification that competition for materials was as strong as it has been when most of the industries had only a B non-defense rating. Ostensibly a favorable classification, A-10 has come to mean nothing, since not enough materials are available to satisfy demands for projects with even better ratings than A-10. Under the allocations system, with consideration starting with the end product rather than the type of industry, it is thought greater recognition will be given communications service as a defense factor, with corresponding improvement in availability of supplies, at least for repair and maintenance.

Another development pointing to a possible improvement in the production volume for broadcast needs was the formation last week of a Coordination & Equipment Division in the operations branch of the Army Signal Corps, headed by Maj. Gen. Dawson Olmstead, Chief Signal Officer of the Army. The new division, incorporating a staff of technically qualified communications officers from the combat branches of the Army, Navy and Marine Corps, and a group of civilian experts, was set up to correlate and improve military communications equipment, with an eye particularly on possibilities for standardizing production of Army communications equipment. Apart from the important defense considerations of universal adaptability of such equipment, industry spokesmen pointed out that standardization conceivably could release some productive capacity for civilian production.

WQXR Signs ASCAP

WQXR, New York independent, registered as the first station in the metropolitan area to sign with ASCAP since the return of its repertoire to the networks on Oct. 29.

Britain Surveys Commercial Idea

Might Set Up Crown Colony Outlets Under Proposal

BRITISH government has under tentative discussion setting up after the war a number of commercial stations in the Crown Colonies — Gibraltar, Singapore, Hong Kong, West Indies, Newfoundland and mandated Palestine—Gladstone Murray, general manager of Canadian Broadcast Corp. told Broadcasting last Friday.

These proposed stations, to operate after the war from bases in shortwave, will have no connection with British Broadcasting Corp., but will be under official Government direction. No change is considered likely unless the status of BBC regarding sponsoring programs. Commercialism on BBC could only be made possible by change in broadcasting Act under which BBC operates.

Proposed commercial stations throughout the Crown Colonies of the British Empire would carry programs only in their own languages, although British advertisers would have a preference, Mr. Murray stated. There will not be a monopoly in British advertising, and more than likely an operation similar to that existing now between American commercial network shows and CBC would be worked out. Several colonial commercial stations to carry American and other commercial programs.

No Definite Steps

Stations are planned to operate locally or on networks, with network programs being carried between various colonies on shortwave. Thus programs originating in Great Britain, Canada, United States, or elsewhere would be heard on the commercial network across the colonies.

No definite steps have been taken in establishing commercial stations in colonies, Mr. Murray explained, the entire plan being only in discussion stages for future development after war. Administration of proposed stations is also still in the talk stage, but BBC is not considering likely unless changes are made in its charter.

Mr. Murray emphasized that there is no thought of making BBC either partly or fully commercial, as reported in New York, that the commercial chain would be entirely new, for operation outside the United Kingdom, and would not interfere with systems operating in dominions, would be established only in Crown Colonies and such British-administered territories as Palestine. That the British government, at some future time, would allow BBC to go commercial is, however, not ruled out, but is not planned at present, he indicated.

Lindsay Wellington, BBC North American representative, said in New York, “The BBC is not contemplating any commercial broadcasting now or after the war.”

"If We Can't Catch Anything but Electric Eels, I'm Going to Get Transferred Back to the Studios!"

DRAWN FOR BROADCASTING by Sid HIX

Page 54 • November 17, 1941
If You Want to Make a Splash in Baltimore—Use **WBAL**!

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Electronics took wireless out of the spark gap and put it into the vacuum tube oscillator; it lifted radio off the cat-whisker of the crystal detector and placed it in the electron tube, acting as both detector and amplifier. Electronics gave wireless a voice—the radiophone, now called broadcasting.

Today in the Electronic Age, a new structure—RCA Laboratories—is being built on 260 acres at Princeton, N. J., planned to be the foremost radio research center in the world. Here in surroundings that inspire clear thinking and research, scientists of RCA Laboratories will seek new truths. They will develop new inventions and services for radio, for industry and for people everywhere, because Electronics is an ever-broadening field.

The main section of RCA Laboratories—the House that Electrons are Building—will be ready for occupancy in the Spring of 1942. And with its opening, a new gateway to the future of radio swings wide for the benefit of America and all the civilized world.

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