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!

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."

THAT 7-POINT PLUS MERCHANDISING STATION IN OMHA, NEBRASKA....

KOIL

DON SEARLE, GENERAL MANAGER
EDWARD PETRY & CO., NATIONAL REPR
KARM INCREASES POWER 2000%

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.

Free & Peters, Inc., Exclusive National Representatives

KARM 5000 WATTS...FRESNO FOR CENTRAL CALIFORNIA

BROADCASTING  •  Broadcast Advertising  
November 17, 1941  •  Page 5
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

Franklin 6373  Plaza 4-4131  Trinity 2-8644  Sutter 4353  Vandike 0569  Main 5667
Advertising Pledges Aid to War Economy

Henderson's Plea Dispatches 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 Homestead, 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-AAAA 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 & Allocation 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 bluntness warning from NED 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 saw it coming in 1938 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 about 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 hard-shelled 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

AYNA 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

ing 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, then he 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 rests 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-AAAA-NAB effort to set up a coverage method similar to newspaper and magazine circulation evaluations was recalled at the session, as was the $100,000 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, strikes, movements, educators' activities and current business and production problems. The CBS drama was produced by Frank Barton, written by Yasha 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. Buckhout, of C. & H., 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'Arey 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 as a bandaged 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 mounting among a goodly 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" were 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 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. Restrains 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 and giving us understand 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 pleasant 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. 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 the time to fight for some practicalities, 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 "gallant bluff," 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
Henderson Disclaims Fight on Advertising

Warms 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 Advertising Management Board and the Office of Production Management, before the Nov. 13 joint meeting of the Asso. 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 our economic liberties is so real and so serious that our first and most immediate job is to organize our energies and resources to effectively repel that threat. And this government must not 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 the 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. I have become aware 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 equally to you and everyone in 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 may serve 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 I have in some small 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 under-the-bed-time 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 that and I now assume that advertising performs a useful economic function. I have in a general way 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 true, the enormous quantities 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 any way that would save you—"the bottom line"—or in the words of Mr. Henderson, the slogan 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 my assumption 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. These 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 vigorous 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 gather 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 not now exist, and our problems must be weighed in the light of extraordinary conditions, some of which I shall discuss later. However, I wish to emphasize 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 jurisdiction 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 sole purpose of the Allocation Division is to assure the most equitable distribution and the maximum supply of goods for civilian consumption without sacrifice of defense requirements. 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 1933 the Office has never 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 intention.

Some hard-bitten skeptics may feel that what I have said up to this point is taking refuge in vague

(Continued on page 55)
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 likely result of the 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 stipulations and letter agreement subscribed to by both 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 Government, or 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's 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 decision 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." The court is thus, in effect, giving the networks 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 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, had 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 Samuel Brodsky, 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 51)
FEW STATIONS DOMINATE THEIR MARKETS AS WKY DOMINATES OKLAHOMA CITY

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 advertisers’ fears over increased Federal control of advertising and marketing practices through anti-inflation price control legislation, was seen last week when the House Banking & Currency Committee reported the Emergency Price Control Act out and included in it a definitive provision excepting “aids 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 that 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 the 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 “speculative 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 to restrict the freedom that the newspaper 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 powers of the administrator with respect to normal business practices of newspapers and others.”

It is believed that the pending bill, barring unexpected action, 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 to the British Broadcasting Corp. for its North American Service, broadcasting was advised this week. Mr. Church will leave for London during the week of Nov. 24.

Until recently Mr. Church was radio director of the National Committee, handling public relations in the radio and television networks, as well as marketing practices among others. In the new bill these powers have been specified to cover “speculative or manipulative practices or hoarding”.

Mr. Church had seen virtually all phases of American radio.

He joined radio from the ranks of the Washington newspaper corps at his post 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

The appointment culminates a long search by BBC officials for an American to pass judgment on programs intended for American listeners, according to Lindsay Wellington, BBC North American Director. The job to be done, Mr. Wellington said, requires full knowledge of American radio, the structure of the industry, national and regional listener and production habits in both commercial and sustaining fields, public relations, program promotion, sales and of the delicate necessary in wartime in adjustments in international broadcasting techniques.

Mr. Church said he expected his duties to be that of general advisor, working with the BBC North American service program director and checking program content and techniques for deviations from acceptable American listening.

“One thing I hope to be able to do,” he said, “is to persuade BBC to carry more programs which are acceptable to the American networks and to individual American stations, so that British-American relationships may be made even closer. Program exchange at the moment is not entirely satisfactory. The British viewpoint, expressed by Britons, should be heard in this country much more so than is at present.”

“So I understand it, part of my work will be to assist in the discovery and development of such acceptable British programs. I believe this to be radio’s first step on the road to real international understanding. The time should not be far off when British commentators will be as common in this country as those, for example, of Raymond Gram Swing and Albert Warner are in England.”

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

PROCTER & 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 [Broadcasting, Oct. 8]. Of the additions WTAM WGY WBCM and KXNT have already started with New York City stations WBNX WEVD WMCA WNBC WHN WNEW WOR and WOV 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 of Mr. Schechter to take the services of a “crack professional expert” 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 duplicate the BBC 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 prepare a report of 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 announced 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 headed by a 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, WBMB and WGN. Benton & Bowles, New York, the agency, indicated there was no expansion contemplated for the present.
WATTS
THÉ
P
RFECT
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!
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 Block who conducts the WNEW Make Believe Ballroom program. At the same time, 8:30 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 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-KKEA, Los Angeles program manager, listens.

FCC Postpones Resumption of Hearing Covering Newspaper-Radio Ownership

APPEARENTLY 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. Hettinger, well-known economist and associate professor of economics at the Wartorn School of Finance, University of Pennsylvania, and Paul F. Lazarsfeld, Columbia U professoring Division of the National 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. Thacher, 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 Soidl & 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 1939 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 broadcasts 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 have shown an interest in the plan: WJSV WHCU WERC WTCW WHOM WELI WHTF WHTB WHSF WQAS KVGS KGIR WMRN KVBV WFRE WNAD RPPY KIT KVIS KEFM WGRG WDDO WDNC.

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 fashioned-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 time free 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, ex-ambassador to Belgium, to attack President Roosevelt, "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 MBS by Fight for Freedom Inc. Both organizations have directed their complaints to FCC Chairman James Lawrence Fly, who in each case has asked the cited 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.

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, 11:00 to 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.

MANUAL ART of woodworking is practiced as a hobby by Howard R. Chamberlain, assistant program director of WLW, Cincinnati. Here he works in his home shop on an artistic radio cabinet. He also is an expert rifle shot.

WTAG, Worcester, Mass., has started a new sustaining series highlighting the educational opportunities offered by the State Division of University Extension. John P. McGrail, supervisor of the State education bureau, interviews instructors on the courses they conduct.

2,200 Holiday Spots Placed for Dried Fruit

CALIFORNIA MISSION PAK, Los Angeles (California dried, fresh 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 KSDK, KMTR, KMPF, KTVF, KGJ, KGER, KPVF, KFAC, KFWB, KFOX, KECA, KJH, KXK, KIY, KSAY, KRE, KRAV, KROW, KSE, KSD, KGB, KFMB, KARM.

Firms with no sponsor on a staggered schedule, participation in Elite Alightly, Norma Young's "Make a Bridge", "Let's Tie a Bow" Bridge, on KHI, Hollywood, Knox Manning, News, Housewives' Protective League and Sunrise Salute on KXN, that city; Art Baker's "Notebook" and California Kitchens, on KFI, Los Angeles; and "The Saturday Evening Post" on KFI, that city; Al Jarvis' "Make Believe Ballroom" on KFWB, Hollywood; Andy & Hef's "List of Attache Express" (KMPF, Beverly Hills, Cal. Allied Adv. Agencies, Los Angeles, has the account. Walter McCree and Mayfield Kaylor are account executives.

Latink 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 sections 6.9 and 6.51 of its rules governing fixed public 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, Port Huron, Mich., 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, announcer and news- caster 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, Port Huron City Commissioner. The station operator fulltime on 1450 kilocycles with 2000 watts and carries programs of NBC Blue and Michigan radio network.

WOR Studios Revised

ALL STUDIOS at WOR, New York, are currently undergoing a change to make them acoustically perfect so that music transmitted from them will be of a "concert hall quality". The new technique makes each studio a composite of several sound-absorbing "baffles" applied irregularly to the four walls. Dr. Joseph Maxfield of Electrical Research Products Inc. designed the new acoustical treatment, working with Edward Conant, 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.

A GREAT PAIR

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.
Fibber McGee and Molly
Charlie McCarthy
Jack Benny
Aldrich Family
Bob Hope
Baby Snooks' Coffee Time
One Man's Family
Kay Kyser
Mr. District Attorney
Kraft Music Hall
Eddie Cantor's Time To Smile
Information Please
Sealtest Rudy Vallee Program
Fitch Bandwagon
Truth Or Consequences
Red Skelton and Company
Fred Waring
In Pleasure Time
Ma Perkins
Light of the World

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:
Motor Parts Co., Philadelphia (Zenith distributor), six 15-minute programs weekly of FM demonstrations.

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 (watch), 30 time signals weekly, placed direct.


Radio Leaders Attend
Among broadcasters in Philadelphia Nov. 10 for the transmitter dedication were John Shepard, 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 stations; 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 Saltzer's Hobby Lobby programs and was radio director of Atheron & Curtiss, New York, before coming to Philadelphia.

WHTF are the call letters of the new local in New Bern, N. C., authorized Nov. 4 by the FCC to the Coastal Broadcasting Co. Inc. [BROADCASTING, Nov. 10].

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 Hilade; Jim McSherry, program director; Oswald Schuette, technical director; Bill Blum, business manager; Jim Magarahan, executive secretary; Dick LeVaux, con- manager; Paul Garvey, musical director; Dick Groff, chief announcer; Albert A. Austin, faculty advisor and director.
"Two Years with the Right Woman"
(or "You Can't Tell About Radio")
by ED EAST

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 $5,562,509, 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.

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 Frosted 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 shortwave. The Chicago Tribune is revising its weekly 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 BBDO, 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.

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

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

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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 Severeid, former CBS correspondent in France, will cover the Fourth Army Corps with headquarters at Chest-r, S. C., while William Slo-cum 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 Garro-way of NBC’s Chicago staff. From the Southern Pines area 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 Ches-tter, 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 pur- chase of NBC’s talent list of radio and concert artists, excluding all package programs.

"KNX brings in the business..."

W. E. Meier says

Young Mr. Meier operates a service station selling Seaside Oil Company petroleum products.

As a day-by-day witness of KNX’s power to sell, he’s sold on the company’s show on KNX.

“We’re winning new customers every day,” he says, “And it’s the Spelling Bee-liner on KNX they talk about.”

KNX brings in the business...

KNX
LOS ANGELES
50,000 WATTS

"We're winning new customers every day," says W. E. Meier

Young Mr. Meier operates a service station selling Seaside Oil Company petroleum products.

As a day-by-day witness of KNX's power to sell, he's sold on the company's show on KNX.

"We're winning new customers every day," he says, "And it's the Spelling Bee-liner on KNX they talk about."

Like others on the sales front where consumer reaction is first felt, Seaside station operators know the power of KNX to influence buying habits.

Seaside's Spelling Bee-liner, Sunday show on KNX, has proved itself to the men who man the pumps...and the cash registers.

COLUMBIA'S STATION FOR ALL SOUTHERN CALIFORNIA
OWNED AND OPERATED BY THE COLUMBIA BROADCASTING SYSTEM

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Research Group Formed

TO PROVIDE translators and source material in about 10 different languages for shortwave broadcasts to Europe, Short Wave Research Inc., nonprofit 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 Bertram F. Wilcox, secretary is Edward C. Carter, and treasurer is David F. Seiferheld.

Blue in Kinston

PREPARATORY to its affiliation Dec. 1 with NBC-Blue, WFTC, Kinston, N.C., has reorganized 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.

P&G Shifts Two Serials and Times on NBC-Red

PROCTOR & GAMBLE Co., Cincinnati (Camay and White Naphtha soaps), 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 Soap, through Pediar & Ryan, New York, will go over to Compton Adv., for White Naphtha soap. At the same time program will shift to 11:15-11:30 A.M., now 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 Pediar & Ryan taking over for Camay.

Meanwhile P & G has signed Martin Block, conductor of Make Believe Ballroom on WNEW, New York, to do cut-in commercials for the Camay show starting Dec. 1, shifting when the programs shift on Dec. 29.

Mueller News Series

C. F. MUELLER Co., Jersey City, N. J. (macaroni & spaghetti), through its recently appointed agency, Maxon Inc., New York, last week began sponsorship of two new programs, Mueller's News with Mark Halsey on 13-GBS stations, Wednesday, Thursday, Friday, 4:45-5 p.m. for 26 weeks and News 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.

WALL, J. H. (Delicious Soap), one of the many defendants in the "missing" case, was sent to Ohio for the week's proceedings. He was in good health and seems likely to remain so for some time.

WGN Shifts "Sensational" Results on WGY

BEAUMONT Gets "Sensational" Results on WGY

BEAUMONT COMPANY
DISTRIBUTORS & EXPORTERS
10 WANDERED TWINS BEAUMONT - ST. LOUIS, MISSOURI

The letter shown here was solicited. 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 Wedneday, Section 2:256 of its rules and regulations to permit stations to announce call letters "either at the quarter-hour before and after the hour or at the half-hour, as they elect." The change, requiring identification on the hour and half-hour, with certain exceptions for particular types of programs, was made at a motion of MBE, it is understood.

Identification on the hour still is required under the rules, although the amendment in effect permits partly 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. Exceptions to the general rule include broadcasts of operatic productions, football and baseball games, continuous speeches and the like, in which station breaks would cause a disruption of continuity.

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 in suit filed last May 17, when Niles Trammell, NBC president, is scheduled to appear in the New York Supreme Court of Justice by order of 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 totaling $2,127,000. In ordering Mr. Trammell's appearance, the court ordered several issues to be asked from the list of questions to be asked, including the alleged "coercion" of band leaders to play BMI music and the issuance of "false and misleading statements" to the public about ASCAP. Counsel for the group of songwriters is Daru & Winter, New York.

Washington Apple Spots

WASHINGTON STATE Apple Advertising Commission, Wenachee, Wash. (Delicious apples), conducted a concentrated campaign for Thanksgiving business with a two-week spot announcement drive on 13 stations. Hundred-word spots were used twice and three times daily during the campaign on WTCM WAPI WABA WSBM KBRS KDAL KFYR KFAN WREC WAXX KLRA KBFB. Agency is J. Walter Thompson Co., San Francisco.

House Sheet

STILL another station house organ! KFDM, Beaumont, Texas, 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 Ruppe, 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 KYA 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

N E W  L I F E

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, 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 • CORNET
• BRASS ENSEMBLE • SLEIGH BELLS • CHIMES
• TRUMPET • CELESTE • OBOE • SAXOPHONE
• BASS VIOL • FRENCH HORN • PICCOLO
• 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.

H A M M O N D

NOVACHORD

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

USED BY ALL MAJOR NETWORKS AND BY INDEPENDENT STATIONS EVERYWHERE

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 heretofore 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; Emanuel Levi, formerly business manager of the Courier-Journal & Louisville Times Co. and now in his own insurance business, 140 shares; Lawrene 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. Smyser, 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 WGRG, located just across the river in New Albany, Ind. All four are affiliated with national networks.

Calide Labs. on KSFO

CALLIDE LABORATORIES Inc., Oakland, Calif., (Caylonic plant tonic), using radio for the first time, recently started a test campaign with six-weekly participations in Gordon Owen's Home Service program on KSFO, San Francisco. A sample offer is being made during the broadcast, and according to the agency handling the account the reply has been highly satisfactory. W. Warren Anderson, of Leonard D'Ooge & Associates, Oakland, agency, stated that if the present radio test is successful, the sponsor may spread his radio to other markets.

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 McMillen 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 KDKA 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 sketches 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 Oklahomans 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 meets circuit this fall, NAB President Neville 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 15 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 Bureau of 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 2—no meeting date set, but not to be held until early part of year.
District 6—Nov. 17-18, Peabody Hotel, Memphis.
District 7—Nov. 17-18, Baker Hotel, Dallas.
District 10—Nov. 24-25, Biltmore Hotel, Los Angeles.
District 11—Nov. 28-29, Palace Hotel, San Francisco.
District 13—Dec. 8-9, Albany Hotel, Denver.
District 14—Dec. 11-12, Hotel Nicollet, Minneapolis.

Educational Journal

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

Columbia's Station for the SOUTHWEST

KHF

WICHITA KANSAS

Call Any Edward Petry Office

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 1510 kw., 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 ROAM, Pittsburgh, Kan., from daytime assignment on the channel to 860 kc., a Canadian wave, with 5,000 watts full time.

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 Haley, Washington attorney, with King & Clark as consulting engineers.

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

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."

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&K, 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-1,000 watt transmitter Nov. 1, marking the station's seventh year on the air. The studios have been completely renovated and RCA equipment installed.

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!
Birthplace of Success

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

CREI does not merely offer simple reading assignments or self-correction lessons. Each CREI lesson test 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. Failure to demonstrate careful and exact correction of mistakes, and personal notations and suggestions, when necessary, by a trained instructor.

A CREI 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 to your mailbox now, and send your request for a copy of our descriptive booklet and complete particulars about CREI courses. THAT MAILBOX may be the "birthplace of your success!"

Serving the Radio Industry since 1929
CREI men in More than 350 Stations

Purely Programs

JERRY BELCHER, one of the original men in the street in the broadcasting business, is the featured speaker for the annual Radio News Conference in New York City. His address, "Public Relations in the Broadcasting Business," will be given on Monday, November 1st, and will cover the field from a practical point of view. Belcher has been associated with the business for over 20 years and has held prominent positions in New York City stations. He is now associated with the West Coast radio network, and was a member of the Radio News Conference Committee for many years.

Freet Quiz

BACKED by the Missouri U Pan-Hellenic Council, fraternity and sorority folk participate weekly on the Brainbuster quiz show, con-ducted by Don Campbell on KFJR, Columbia, Mo. The winning house is to receive trophies awarded by Columbia Baking Co. and Julie's. The radio station also sponsored the contest. KFJR also is broadcasting a new half-hour feature, The World War II War Story, for student and faculty members of the university and Stephens and Christian Colleges in discussion of experiences of the war. For questions, KFJR staff member and instructor in the radio department of Stephens directs the program.

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 armies now encamped on Canadian soil. First broadcast was made Thursday night, Toronto training camp of the Royal Norwegian Air Force; the second is to be made at the Netherlands Army training camp at Stratford, Ont., Nov. 26, and others will follow from the Polish, Belgian and French training camps in Ontario and Quebec.

About the Edwards

WEEKLY dramatic series relating to the experiences of an American family, and titled The Edwards, was started on NBC-Pacific 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 Camps

NEW ARMY LIFE program PresentArms, tentatively intended to be broadcast twice weekly on Tuesdays and Wednesdays, started last Thursday at KMBC, Kansas City. Listeners hear interviews with officers and enlisted men and are taken on tours of camp facilities. Edwin Brown, KMBC di-rector of special events, handles inter-vies and has Fredrick Skybick, FRED-rick E. Uhl, Omaha, Neb., Com-manding Officer of the Seventh Corps Area, on the first program. The transcribed series is available to any radio station in the Seventh Corps Area from the Army’s Public Relations Office, Omaha.

Instruments Portrayed

DEIGNED to acquaint the listening public with orchestral instruments, the six-week NYU Musical Moments, features the NYU symphony orchestra on WNYC, New York. Solo performance is given to each instrument, each restone tone color, dynamic range, extremities of pitch, technical re-quirements, character and characteristics of the instrument itself.

THE ARMY takes over WMAT, Macon, Ga., but at the invitation of Manager, E. K. Cargill, the radio staff of Camp Wheeler’s public relations office handled all an-nouncing, engineering and produc-tion activities through one afternoon under the direction of Capt. Edwin F. Curtin, post public relations officer and former director of radio publicity for BBDO, New York. Capt. Curtin left this past week to attend radio school.

Time to Pay

TO COUNTERTACK the public im-pression that all installment buying is subject to Government restric-tions, WDAS, Philadelphia, is carry-1ng a threeweekly series of special programs designed to dispel listen-ers’ false impressions. Undertaken after several installment concerns using time on WDAS had complained about the effect on their sales of this public misunderstanding, the program presents advertising managers, credit association ex-ecutives and store employees. The outline advantages of buying on credit, recite the regulations on in-stallment sales, and demonstrate that certain businesses, such as jewelry and clothing, are not sub-ject to controls.

High School Reporter

WWNY, Watertown, N. Y., will start a weekly series High School Reporter of the Air, sponsored by the Watertown School of Com-merse, with the school principal as adviser. News bulletins from Northern New York high schools are read and a weekly guest editor interviews student leaders.

Religious Series

EARLY MORNING program of hymns, scriptures, prayers and benedictions, titled Morning Devo-tions recently started on WBYN, Brooklyn. Formerly heard on NBC over the station with the Fed-eral Council of Churches in cooperation with the local Federations, program is now presented by local Federations in the Brooklyn area.
GL-880
A MIDGET IN SIZE—A GIANT IN OUTPUT

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.

GENERAL ELECTRIC
NEWS OF THE WORLD

WCKY FOR ALL COLUMBIA RADIO PROGRAMS

GIBSON

STUDIOS HOTEL GIBSON NEWS

'IT'S WCKY FOR ALL COLUMBIA RADIO PROGRAMS

STUDIOS HOTEL GIBSON NEWS

RAF. COMES BERLIN

DOW'S DRUG

ICE CREAM SODA

DOW'S DRUG
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
Time Muddles On!

HO, HUM, so the FCC's newspaper-divorce inquiry has been postponed again. Instead of resuming last Thursday after a three-week lapse, they won't reconvene untilNov.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 helping 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 news is 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 involves upon radio, and the contemporary press. The basic morale job is radio's because it reaches the great majority of the population in split-second delivery.

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 counselling 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 Ass'n., 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 second is that the "norm" or the "pattern" of program to be followed is clear. It is not the "normal" of programming, but the "normal" of responsible activity. 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 of "wholly innocent" when they occur must 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 piercing 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 claimed 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, longheaded 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.

Page 30 • November 17, 1941
CLYDE F. COOMBS

For a business that depends so much on engineering knowl-
edge broadcasting has com-
paratively few of that profes-
sion managing stations. One out-
standing exception is a smiling, 
round-faced Clyde F. (for nothing)
Coombs, vice-president and general
manager of KARM, bustling 250-
footer in Fresno, Cal., which Nov.
30 sees its power output to 5,000
watts.

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 constructive and “program
minded” network salesmen in the
business. Which is no mean transi-
tion 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 en-
geineering.

He wears a sheepskin tucked under
his arm, which attests 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
learn a little on the side.

His first big chance came in 1927
when he collaborated with the W.
Hansell of RCA at Rocky Point,
L. I., on shortwave directional an-
tenna systems, forerunner of the
broadcast end of shortwave trans-
mitters. Still the 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 head, B. R. Cum-
ings. For six months he lived out
of suite, supervising all RCA
transmitter installations. These in-
cluded the original 50 kw.
transmitter of WFAA, Dallas, the first
5 kw’s of KFRC, Houston, and
WBT, Charlotte, sandwiched be-
tween kibitzing on the WTYC,
Hartford, and WTM, Cleveland
50 kw. installations which utilized
the 100 kw. tubes Andy Ring and
he worked out.

Then RCA needed a livesaver 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 sale—and he
even made the sale.

After came the transition foreign
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 Brischer, the advertis-
ating man, for sponsorship by Cali-
fornia Conserving Co. This is
claimed to be the original audience
participation program and still
holds the all-time high Pacific
Coast mail production record.

Ten months ago he was named
manager of KFRC 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 subsi-
dential improvement in power, new fre-
quency, a new CBS affiliate con-
tract, and is now completing con-
struction of an entirely new plant
and towers.

Clubs he lists as Rotary, Sunny-
side Golf and Country, Fresno
Advertising and Chamber of Com-
merce. In addition, he belongs to
Sigma Nu and Theta Tau. Married
in 1927 to Mary (Thelma) Jones, he has three children—Mary
Lou, 15; Jeaninne, 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 com-
mmercial manager of KPRO, Riverside,
Cal. John N. Bumstick, formerly of
Detroit, has been made an account
executive. Louise Dardellese, lecturer,
musician and author, has become home
economics director and will conduct a
daily nursery school program, Hospi-
tality House.

SLAYTON POOLEY’S LADE, pub-
lishers’ representative, recently
was appointed San Francisco office
manager of Homer Owens Griffith, station
representative headquartered in Holly-
wood. Mr. Griffith is the West
Coast division of Howard H. Wilson
Co., Walker Co., and Foreman Co.,
national station representatives.
Griff-
ith recently established Seattle offices
for WDR, Peoria, Ill., with Paul Biehl,
with Hal Pearce in charge.

HENRY LYNN, of CBS Hollywood
public relations department, has been
appointed sales and sales as an
account executive. He replaces Edward
A. Larkins, transferred to the net-
work’s San Francisco staff. Wil-
liam McMurtie, of guest relations
staff, takes over Lynn’s former duties.

KYLE G. FRAZIER, of the commer-
cial office at WVT, St. Louis, has
returned after serving in the Army.

CARROLL BAGLEY, formerly of the
WMCA, New York, sales staff, has
been named WINS, that city in a similar
capacity.

BURRIDGE D. BUTLER, president of
WLS, Chicago, and KOT, Phoenix,
has returned to their Phoenix home for
the winter.

FRED DARLING, manager at
CKGB, Timmins, Ont., has been ap-
pointed production chief of the five
stations operated by Northern Broad-
casting. He succeeds J. C. Ring,
who was appointed merchandising and
promotion manager, succeeding George
Englund, who recently resigned.

JACK WAGES, Phoenix actor free-
ly in the five-week quarter-hour pro-
gram, Torres’s Love Story Time, spo-
sored by Torres Packin’s Co., on
Arizona Network stations, has been
added to the commercial department
of KULY, that city, as account
executive.

ROY HOFSTETTER has joined the
sales department of CKGB, Timmins,
Ont.

GEORGE BARRY, radio actor in
New York, was appointed to the new-
ly-created post of night manager
WIP, Philadelphia, beginning Nov. 18.

G. J. (Jerry) BRINKMAN, for
five years affiliated with KABR, Aber-
deen, S. Dak., was appointed sales
staff of WLOL, Minneapolis.

DON GILMAN, NBC Western Di-
visions vice-president, has returned to
Hollywood after three weeks in New
York.

C. ROY HUNT, general manager of
KOIN and KALE, Portland, Ore., has
promoted this home following an
operation and convalescence at the
Mayo Bros. Clinic, Rochester, Minn.

HIBBARD AYER, formerly commer-
cial manager of Watertown (N. Y.)
radio station, has been appointed
sales manager of WATN, Watertown.

J. B. (Steve) CONLEY, general man-
ager of WOWO-WGL, Fort Wayne,
Ind., on Nov. 14 was presented the
Pur-
ple Heart Medal of Merit by the War
Department. He Conley served as a
sergeant with the 330th Machine Gun
Battalion, and was wounded in the
St. Mihiel offensive.

Delgado Heads KYCA

MUCIO DELGADO, program di-
rector of KYCA, Prescott, Ariz.,
has been named manager of the
station, succeeding Albert Stetson,
now in St. Louis. Mr. Delgado, for-
merly of KVYA, Tucson, recently
was awarded a trophy by the local
American Legion post as Prescott’s
outstanding citizen for the year.

BROADCASTING • Broadcast Advertising
November 17, 1941 • Page 31
ARKANSAS PILOTS
KUOA, Siloam Springs, Ark., can take the air in more than one way with the discovery last week that Manager Sherman W. S. Young, the announcers, three engineers and the sales manager of the station have private pilot ratings. Cliche 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 KGNC, Amarillo, is the father of a boy born Oct. 24.

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

CARL CHRISTOPHER Jr., has joined the KMOX, St. Louis, announcing staff, moving from KSD, St. Louis, to succeed Lloyd Anderson who has been called to the Army.

S. KEITH JAMISON, formerly of WMBD, Peoria, III., has joined the announcing staff of WKBK, Youngstown, Ohio. Mr. Jamison is a graduate of the Lampo Register, Berkeley, Cal.

PAUL SCHEINER, formerly associated with Martin Block's WNEW, the home of Boggs and Daly, has been named music director of WABC, New York. The position is newly created.

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

DON HOPKINS, formerly of WOKN, Kalamazoo, Ind., has joined the announcing staff of WMBB, Wheeling, and has the early morning trick. He replaces Fulton King, now at Cann Lee, Va.

RALPH K. MADDIX, production manager for Dallas studios of WFAA, WBAP, KGKO, Dallas-Fort Worth, 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 studios lieutenants KGKO, WBAP, KGKO, Dallas-Fort Worth. BOAKE CARTER, radio commentator, on 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 McGREGORY, 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 Bata, based on his experiences in gathering data in Great Britain this past spring for CBC broadcasts.

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 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 Broadcasting, has been transferred to the office of Lloyd Anderson in New York.

JAMES BURNS, coming from the Army Signal Corps at Fort Monmouth, N. J., previously taught stagecraft at the Harvard U. Summer School.

DON MOZLEY, Missouri University journalism student, has joined the announcing staff of KFOM, Columbia, Mo., replacing Jack McGee, now in the Navy.

IRA BLUE, sports commentator, formerly of KPO-KGO, San Francisco, has joined KQW, San Jose, Cal.

ERIC DAVIES, program director at CKX, Brandon, recently married Marion Meighen at Fortage la Prairie, Man.

TOM BENSON, of the production staff of CKX, Winnipeg, is the father of a baby girl.

BILL WOOD, newscaster of KPO-KGO, San Francisco, his wife and two soldier hitch-hikers, were injured in an auto accident near San Jose, Cal. recently. Wood suffered a broken wrist and cut knee.

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

STANLEY F. COUCH, educational director of WDR, 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, sportscaster, has been signed to conduct a sports column in the All American Amateur, a monthly magazine published in New York.

The rich Appalachian area can't hope to top the New York market in population. But it has more than a million (WJHL primary and secondary coverage) of the "spendingest" people you ever saw. Especially when their cash crop goes to market. Millions of pounds of burley tobacco will be sold in this market in the next two months. And remember, WJHL is the only single advertising medium that can adequately sell this market at one low cost.

WJHL 1000 Watts • 918 KC • NBC Blue
Johnson City, Tenn.
W. Hanes Lancaster
Manager

WJHL
The Katz Agency
National Representatives
500 Fifth Ave. • New York, N.Y.

International Radio Sales Representatives

Broadcast Advertising • BROADCASTING

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HOWARD PYLE, NBC Hollywood announcee, has been inducted into the Army, Aubrey Ison, relief announcer, takes over the former's duties.

BRUCE ANSON, NBC Hollywood announcer, has been inducted into the Army, Aubrey Ison, relief announcer, takes over the former's duties.

HOWARD PYLE, film director, died suddenly, caused the cancellation of his picture, "We Went to Camp," locally produced by Boy Scout picture. It will be exhibited throughout the Southwest.

FRANK LITTLE, traffic manager of KTO, Phoenix, and Shirley Keller, also of that city, were to be married Nov. 15.

PAUL ROSE, program director 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.

CHUCK ABBEY, news writer of WOR, has published a book of poems for children, "Doodle-Dee-Doo.

HELENE S. BURTON, of the WOR press department, has written a children's Cantata, "Birthday Party for Mother Goose," which had its premier on WOR's Rainbow House, Saturday, Nov. 15.

J. W. McELVAIN, former news writer of NBC Chicago special events staff, has joined Press Asn., Chicago, AP radio news subsidiary. He is succeeded by Basket Mose, formerly of Tural World and UP news staffs.

JOHN STILL, announcer of WHIO, Dayton, Ohio, is the father of a baby 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

K F Y R

Bismarck, N. Dakota

November 17, 1941 • Page 33
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. Spence
Gen'l Mgr.
Washington, D. C.

WWDC

5000 WATTS FULL TIME
beginning about
DECEMBER 1, 1941

WTAG
WORCESTER

Complete Central New England Coverage

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

Merchandising & Promotion

Colonial Salute—Sperry Hearts—They Explain Sherwin-Williams Roto—WLW Awards—Santa's Records

A CAMERA CONTEST for its listeners with other listeners as picture subjects is being sponsored by WDAS, Philadelphia. The subjects are the faces of listeners in the crowd gathering around the daily "sidewalk interview" broadcast each noon in front of the center-city Karlton Theatre. The camera studies are made by the fans behind a large screen in the lobby of the theatre, which not only calls attention to the program, but contains a hole for the camera and is not discernable to the public. The best pictures are placed on display in the theatre lobby, those submitting pictures selected receiving defense stamps. Also, the subject identifying himself in the display receives a defense stamp.

* * *

Sperry Hearts

EMBLAZONED with a big red heart on bright yellow paper, KLZ, Denver, has distributed 1,000 store banners to promote General Mills' show for Sperry Wheat Hearts cereal, titled Stories America has Never Heard. The banners have been placed in grocery stores throughout Colorado.

Sherwin-Williams Roto

A SIXTEEN-PAGE rotogravure section showing pictures of successful contestants in scenes from opera and in candid shots in civilian life, with pictures of other performers and notables connected with the Metropolitan Opera Auditions of the Air, has been issued by Sherwin-Williams Co., Cleveland. Sponsors of the broadcast, titled "Sherwin-Williams Radio News," the section includes two pages of homes painted with the company's paints and a page listing all the NBC-Red stations on which the program is heard (Sunday, 5:30-6 p.m.).

* * *

They Explain

EXECUTIVES of stores sponsoring programs on WPAT, Paterson, N. J., are invited to explain to their potential customers some of the problems resulting from the effects of defense priorities on buying and to make suggestions as to how they may best be circumvented by the buying public. On Time for Women, a six-a-week show conducted by Adele Hunt, woman commentator, guest speakers explain not only matters as shortages of materials, but also the reason for taxes being placed on certain consumer goods while others are left untaxed.

* * *

WLW Awards

WLW's agricultural department will take an active part in the awarding of trophies at the International Livestock Exposition to be held in Chicago, Nov. 29-Dec. 6. Ed Mason, director of farm programs, Mert Emmert, Lowell Watts and Earl Neal will bring a daily, first-hand glimpse of the show to listeners of the station's Everyday's Farm Hour.

CITATIONS like this are being presented to 443 stations by the Veterans of Foreign Wars. They were authorized at the 421 National Encampment. Formal presentation is made by local post commanders. The stations give 15 minutes on the 11th of each month to promotion of VFW's Americanism campaign.

* * *

Santa's Records

DISPLAYING a three-color stylized Santa Claus, Columbia Recording Corporation's Christmas campaign brochure has appeared giving illustrations with space in newspapers and magazines together with a list of 68 stations picked to carry the announcements and a description of the accompanying direct mail campaign, first to be used by CRC on a share-cost basis with dealers. The $300,000 campaign will include spot announcements five nights weekly for Columbia Records as Christmas gifts.

BROCHURES

BUFFALO BROADCASTING Corp.
—Coverage maps showing primary and secondary areas both day (in white) and night (in black) of WKBW and WGR.

KARM. Fresno, Calif.—Plastic-bound illustrated coverage brochure, maybe you've been missing something.

WITH BALTIMORE—Plastic-bound brochure describing its Miss Maryland 1941 promotion stunt last August.
Henderson Speech
(Continued from page 9)
generalties. 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 have 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 2% 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 advertising 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. T. Lucy, cutter of cake, has been WRVA manager since its inception in 1925. 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.

WJBC

Represented by
International Radio Sales

WJBC 1230 KC

ANSWERS to memory test
#1 (questions on front cover)

1 "Uncle Don." This show's gay, new patter and rearrangement has brought it a greater fascination and effectiveness.


3 Bell & Company, maker of "Bell-Ans."

4 "Moonlight Saving Time."

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

6 "Ramona and The Tune Twisters," a 15-minute participating show on WOR from 10:45 to 11:00 P.M., Mon. thru Fri.
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 hurt you up! Turn in an alarm for the dope, today!

LOUISVILLE'S WAVE
5000 WATTS...710 K.C...N.B.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.

CELERY 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 uninformal 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 year, 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 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 remit complaints of use 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 $9 million dollars. This, I am advised, represented more than 15% 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 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 any 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

WAAT, 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 Allen, vice-president of C.B.S., 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 D. Fry, NBC-Chicago; Bruce Dennis, WGN; Gene Dyer, WAAT, WGES, WSBC; Al Hollender, WIND-WJJD; Arthur Harre, WAAF; H. C. Crowell, WMB; Al La Velle, WEDC; Mel Wolens, WCFL; F. 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 Miller 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-"T"ing to Europe via WGEU. General Electric shortwave station in Scheneecy, a transcribed version of the March" to Europe via WGEU, Saturday at 8 p.m. [Broadcasting, Oct. 27]. Agency is Young & Rubicam, New York.
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 WEAF-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 shortwave 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 the Navy Frank Knox, David Sarnoff, president of RCA speaking from the Metronome 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. Stahlman 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 Stahlman case, that the FCC's inquiry was illegal and that therefore the subpoena of Mr. Stahlman 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].

KIIF, Seattle, in cooperation with the Department of Agriculture marketing service, is initiating a new feature on its KIRO Housewives Inc. By announcing daily market prices in commodious marketings 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 treatment, cosmetic 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., Shenandoah, Ia., (coursers), to Cory-Ainsworth, Des Moines.

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


ALBERT S. SAMUEL Co., San Francisco and Oakland (jewelers) to Frederick Seld Adv. Agency, San Francisco. Firm is currently using radio on KSFQ and KROW.

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 KQW.

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

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


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


B. CRIBARI & SONS, Medford, Calif., and New York (wine, spirits), to Dave Lodge Adv. Agency, Philadelphia, to handle the winery's advertising in Pennsylvania. Radio will be used.

WNBX-WRCA Changes

WNJH and WRCA, NBC international stations have been granted a modification of license by the FCC to specify use of frequencies 6100, 9870, 11890, 15150, 17780 and 21630 kc, using 60,000 watts on 9870 kc, where operation with 50,000 to 100,000 watts is authorized. Station shares time of all frequencies with WRCA and on 11780 kc with WBOG.
Studio Notes

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

WLW 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 sends out 32,733 cards and letters during the month of October. A one-day high of 6,961 replies was recorded.

WSLS, Roanoke, Va., which recently observed its first birthday, has remodeled 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 264 one-minute announcements dealing 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, Calif.

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 U drama 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, assistant 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.

750 KC.—A CLEAR CHANNEL—1000 WATTS
WHAT MORE COULD YOU ASK FOR IN A
PRIMARY OF 330,570 RADIO HOMES
(Certified mail count)

$90,000,000.00

WHEB The Listening Habit of Defense Program

PORTSMOUTH, N. H.

National Representative by Joseph Hershey McGillivra

BROADCASTING • Broadcast Advertising

KTC

"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

November 17, 1941 • Page 39
FCC Seeks NBC-CBS Suit Dismissal

Taylor Backs Up Case For Commission in Affidavit

DISMISUAL 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 alternates 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 fact 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 seven 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 the 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 November, 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 2 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 same, and to the giving of the same to the oral arguments. On January 22, 1941, supplemental briefs were submitted to the Commission on behalf of National Broadcasting Company, Inc., Columbia Broadcasting System, Mutual Broadcasting System, and Mutual Broadcasting System in which were discussed the jurisdiction of the Commission with respect to matters covered by the program, the draft regulations, and the draft regulations, and in which attention was given to the actual and probable 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 3.105 inclusive) setting forth policies which the Commission would thereafter apply in examining applicants for licenses for the purpose of ascertaining whether the public interest, convenience, and necessity would be served by the granting of licenses. The regulations were issued in response to the petition of National Broadcasting Company, Inc., Columbia Broadcasting System, Mutual Broadcasting System, and Mutual Broadcasting System on behalf of Mutual Broadcasting System, and Mutual Broadcasting System.

The effective date of these regulations was June 30, 1941, and they provided for the orderly disposition of property.

Text of Oct. 31 Minutes

If a station wishes to contest the validity of the Chain Broadcasting Regulations adopted in Docket No. 5060, it must file a petition with the Commission setting forth the reasons for its application.

The regulations require that the station may be held in suspense for 30 days from the date of filing of the petition. The Commission would consider the application for renewal of its license, and if it is to be renewed, will provide for a further extension of the effective date of the regulations.

MBS Plea to Amend

"(k) On October 21, 1941, the Mutual Broadcasting System petitioned the Commission to amend two of the regulations, 3.103 and 3.104. Upon the petition the Commission called for briefs and oral argument by interested parties. Briefs were filed by National Broadcasting Company Inc., Columbia Broadcasting System and Mutual Broadcasting System and by one regional network organization and oral argument was held before the Commission on December 12, 1941. Therefore, on December 17, 1941, the Commission issued a Supplemental Report on Chain Broadcasting Regulations (two of the six Commissioners dissenting) together with recommendations for the amendment of 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, and the provisions of the regulations are to apply to such arrangements and understandings.

The regulations are effective for not less than six months' notice and for further extension of the effective date from time to time in order to permit the orderly disposition of properties.

Radio Executives Meet

EDGAR PFLUG, president of New York's Radio Executives Club, spoke before the Radio Executives Club of New York on Oct. 12. Out of town guests were Glen Hamnerman, president of the Canadian Association of Broadcasters, Charles Farnham, vice-president of CBS, Channel 9, New York, WND, Phoenix; H. Broun, WHO, Des Moines, Paul Hodges, WLW, Cincinnati; Charles Dewry, WMUR, Manchester, New Hampshire; and Wilfred Barra, WCBS, New York.

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

The rules are not required by the public interest, convenience, and necessity.

The rules are not necessary to carry out the provisions of the Communications Act of 1934.

The rules are in fact contrary to the public interest, convenience, and necessity.

The rules are not necessary to carry out the provisions 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 a genuine issue as to any material fact.

New $350,000 Transmitter Plant

WGR 550 K.C.

BUFFALO'S 5000 WATT MUTUAL NETWORK STATION

BUFFALO BROADCASTING CORPORATION

National Representatives

FREE & PETERS, Inc.
WFFA-WBAP, Dallas-Fort Worth
Noroxena Chemical Company, Baltimore (Noroxena), 13 each, thru Rutherford & Ryan, N. Y.
Griffin Mfg. Co., Brooklyn (shoe polish), thru, N. Birmingham, Castelman & Pierce, N. Y.

Southwestern Drug Company, Dallas, 150 sp. direct.

General Foods Corp., New York (Post Toasties), 110, thru Benton & Bowles, N. Y.

Block Drug Co., Cleveland (Gold Metal Oil), 5 sp. a week, thru Redfield-Johnson, N. Y.

Lydia E. Pinkham Medicine Co., Lynn, Mass., 6 each, thru Erwin, Wacey & Co. N. Y.

Plough Inc., Memphis (St. Joseph aspirin), 11 each, thru Lake-Spiro-Shuman, Memphis.

Chattanooga Medicine Co., Chattanooga (Black Draught), 6 sp. weekly, thru Nelson-Stone, N. Y.

G. E. Conkey Co., Cleveland (feeds), 3 a week, thru Rogers & Smith, Chicago.

Bayer-Denovan Co., Wilmington, Del., 150 a week, thru Thompson-Koch, Cincinnati.

Yager Lithotype Co., Baltimore, 2 a week, thru Harvey-Massengale, Durham, N. C.

Beaumont Labs., St. Louis (Four-Way Cold Tablets), 10 a week, thru H. W. Kaster & Sons, Chicago.

Lehn & Fink Products Co., New York (Hinge cream), 5 each, thru William Esty & Co., N. Y.

B.Z.B., Chicago

Marquette Publications, New York (Liberty magazine), 156 sp. a week, thru Erwin, Wacey & Co., N. Y.

Candy Bros. Mfg. Co., St. Louis (Red Cross cough drops), 52 sp. each, thru H. W. Kaster & Sons, Chicago.


Colgate-Palmolive Co., Chicago, 200 sp. weekly, thru J. T. Darter & Co., N. Y.

Vick Chemical Co., New York (Vicks Inhale drops), 6 sp. each, thru William Esty & Co., New. Y.


Gooder Tire & Rubber Co., Akron (farm equipment), 22. sp. each, thru W. W. Ayer & Son, Chicago.

United Drug Co., Boston (Rexall 10 a piece), 4 each, thru Spots Broadcasting, N. Y.

Morton Salt Co., Chicago (smoked salt), 26 sp. each, thru Kirk-Danner, Milwaukee.

Van Derburg, Inc., Indianapolis (canned foods), 17 sp. and 78 sp. each, thru Calkins & Holden, N. Y.


KSL, Salt Lake City

American Popcorn Co., Omaha, 5 to thru Buchanan-Thompson, Omaha.


Philadelphia Daily News, Philadelphia (Candid Eye magazine), 4-f, thru First United Broadcasters, Chicago.

KSB, Columbus, S. C.


Morton Salt Co., Chicago, 2 a week, thru John Van Peterson-Dunker, Assoc., Milwau- kee.

Block Drug Co., Cleveland (Cold Blood Oil), 5 sp. weekly, thru Redfield-Johnson, N. Y.

Lydia E. Pinkham Medicine Co., Lynn, Mass., 6 each, thru Erwin, Wacey & Co. N. Y.

Plough Inc., Memphis (St. Joseph aspirin), 11 each, thru Lake-Spiro-Shuman, Memphis.

Chattanooga Medicine Co., Chattanooga (Black Draught), 6 sp. weekly, thru Nelson-Stone, N. Y.

Wernex Corp., Rahway, N. J. (Cereal), 3 sp. each, thru Compton Adv. N. Y.,                                        Purity Bakers, Senior Corp., New York (tayack bread), 2 a week, thru Campbell- Beal Co. of N. Y.,                             Hoffman Beverage Co., Newark (beer and soft drinks), 5 sp. each, thru B-BUG N. Y.,                                           T. B. Rabbit Inc., New York (Babe and Lyon cleansers), 3 each, thru, thru Young & Rubicam, N. Y.

WCEA, Pittsburgh

Pope Labs., Hallowell, Me. (Joint-Ease, Heating & Air Conditioning), 25 sp. each, thru Young & Rubicam, N. Y.

V Nikol Chemical Co., New York (proprietary), 5 each, thru Morse Inter- national, Chicago.

Joint Broadcasting Co., Chicago, 60 sp. each, thru Manhattan Soap Co., New York (Sweet- Heart soap), 3 a week, thru Franklin Brock Adv. Co., N. Y.,                            Stodolak, Inc., South Bend, Ind. (auto.), 7 each, thru Roche, Williams & Connolly, Chicago.

10, Des Moines


Kilgour Co., Battle Creek (All-Bran), 100 sp. each, thru Kenney & Eckhard, N. Y.


Cox, N. Y.


WENR, Chicago

Peter Fox Brewing Co., Chicago (Fox De- luxe beer), 157 sp. thru Schwimmer & Scott, Chicago.

KCBW, Hutchinson, Kan.


WPTP, Paterson, N. J.

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

KGBM, KPFA

"If the KGIR advertiser doesn't use music in his announcements or programs, or if the music is cleared at the source, he doesn't have to PAY for it! . . . is that NEWS, or have I got to bite a dog?"

Canada Expanding Paid Advertising

Dominated Government Buying Heavier on Air Medium

While American advertisers and media are preparing a war council to fight anti-advertising moves [see: Broadcasting, Nov. 26], Canadian advertising, 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 radio advertising in Great Britain. The Canadian government, through various departments, is using a growing amount of paid advertising in advertising 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, and 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.

FICKAZA'S FOLLOWERS

Oakland Fish Series Builds

-Sporting Business-

SIMON HARDWARE Co., Oakland, Cal. (hardware and sporting goods) recently started its 16th year on radio when it signed a 26-week renewal for its program "Fishing From California," broadcast over KHAS, Hastings, Neb., formerly obtaining its news from regular AP AP, added the PA radio wire Nov. 10.
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 Far Trade on CKY. Winnipeg, and spot announcements on CJGX, Yorkton, Sask.; CFQC, Saskatoon, Sask.; CFBC, Calgary, Alta.; CKYB, Edmonton, Alta.; CKR, Prince Albert, Sask.; CKPR, Fort Williams, Ont.; CFPR, Finnlion, Man.; CKCA, Kenora, Ont. Account was placed direct.

ROBIN HOOD HILLS, Montreal (Ont.), started on Nov. 19 three-quarter-hour early morning transcribed announcements on KYA; participations by Lewis-Howe Co., St. Louis (Tums).

While Others Shift The Same

**SAME NETWORK**

CBS basic since 1927

**SAME FREQUENCY**

600 kc. since 1922

**SAME POPULARITY**

The Voice of Baltimore Since 1922

---

Broadcasting • Broadcast Advertising

November 17, 1941 • Page 43
WJDX
Brookhaven, Mississippi — another of those we serve.
Population — 6,232; Sales Establishments — 164; Total Sales $5,488,000; Distance from Jackson — 26 miles.
Invest your advertising dollars with WJDX — Dominant Radio Station in Mississippi's growing market.

Brooke C. TROLL Co., Los Angeles (Vitamin B-1 candy minute), on Nov. 1 started a six-weekly quarter-hour news broadcast on KNF, Hollywood, having started Nov. 3. Firm, on that date, started a similar six-weekly quarter-hour program titled Eastside Merry-Go-Round on KTHS, Santa Barbara. Both contracts are for 52 weeks. Placement is through Lockwood-Shackelford Adv. Agency, Los Angeles. stanley Talbott, formerly with Bethlehem Steel Corp. and General Electric Co., has been named mechanical managing director of the Dr. Pepper Co.

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, 8:30-9 on NBC-Red stations) was effected recently with General Foods Corp., sponsor. Under the old arrangement, which had expired 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 handled by the Old York & Rubicam, New York, agency in charge. It is understood that the 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.

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

Radio stations at low frequencies transmit on a longer wave-length. A longer wave-length 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 (370 kc.) with enough power (5000 watts) to reach over 12,500,000 people with clarity—and economy.

WMCA
FIRST ON NEW YORK'S DIAL

Goldsmith Acquires Full "Aldrich Family" Rights
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Worcester to UP
CHARLES WORCESTER, former farm editor of WNAX, Yankton, S. D., has joined the Washington staff of the United Press Wire Radio to write daily On the Farm Front feature. Formerly a Minnesota farmer, Mr. Worcester is a graduate of the U of Minnesota College of Agriculture and a farm service director of WNAX for 2½ years. Previously he has performed similar duties with KYSM, Mankato, Minn.

Morgan in Hawaii
IF WAIKIKI is wacky these days, blame it on Henry Morgan, humorist of WOE, New York. For the Hawaiian Brewing Co., of Honolulu recently started sponsoring a transcribed version of Here's Morgan on KGB, Honolulu and KHBC, Hiioe, Mon. thru Fri. 9:30-9:45 p.m. Hawaiian time. A repeat of the original Here's Morgan on MBS is picked up and transmitted 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 joining WFN are WJNL, Fayetteville, N. C.; KFUN, Las Vegas, N. L.; WBNJ, Bridgeton, N. J.; WOLF, Syracuse, and WDP, Egg Harbor, 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 (1 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.

The South's Bright Spot
COLUMBIA, S.C.
FOOT-JACKSON 1400
FREE & PETERSON NATIONAL REPRESENTATIVES

ALLIED GLASS BASE RECORDING DISCS
FOR broadcasting stations, sound recording studios, schools, musicians, etc.—available for prompt delivery in the professional 16 and 12 inch sizes.

Favor Repaid
PUBLIC SERVICE programs, especially those on controversial subjects, are frequently the cause of more trouble than profit, but they recently paid off 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 WFDY Flint Michigan broadcasts the Metropolitian, it's the Met fur me, it is, or else!"
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.

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

Elson's Sports Series

BOB ELSON, sports announcer of WGN, Chicago, has signed with Fore- cast Pictures, Chicago, to present a series of motion picture shorts consisting of Elson's forecasts of upcoming sporting events and a sports newsreel feature with Elson as commentator. Titled, Bob Elson's Sports Forecasts, the shorts will be distributed to theatres throughout the country starting in January.

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

PROFESSIONAL DIRECTORY

JANSKY & BAILEY

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

National Press Bldg., Wash., D. C.

There is no substitute for experience

GLEN N. GILLET

Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

JOHN BARRON

Consulting Radio Engineer
Specializing in Broadcast and Location Engineering

First Building, Washington, D. C.

A. EARL CULLUM, JR.
Consulting Radio Engineer
Highland Park Village
Dallas, Texas

PAGE & DAVIS

Consulting Radio Engineers

Monkey Bldg., District 8465
Washington, D. C.

McNARY & CHAMBERS

Radio Engineers

National Press Bldg., D. 1205
Washington, D. C.

CLIFFORD YEWDALL

Empire State Bldg.
NEW YORK CITY

An Accounting Service Particularly Adapted to Radio

Radio Engineering Consultants
Frequency Monitoring

Main Office: 2784 Main St.
Kalamazoo, Mich.


RAYMOND M. WILMOT

Consulting Radio Engineer

Designing of First Directional Antenna Controlling Interference

Beaverton, Oreg. WASH., B. G.

CLASSIFIED Ads

Help wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Situations Wanted (Continued)

Commercial Manager—Now employed, five years’ experience, married. draft exempt. A-1 references. Box 129A, BROADCASTING.

Sales man—Married, experienced network and independent—five years presently employed—desire change. Salary and commission. Available thirty days. Box 129A, 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.

Difference-Deposit, twenty-nine years old, price by play experience in Football, Baseball, and Basketball. At present employed. Willing to move anywhere for good connection. Box 159A, BROADCASTING.

Chief Engineer—4 years’ experience construction, operation, maintenance all types of equipment. Has operated two stations. Can also qualify as experience announcer. Married. Perfect harmonic. Selective service class 3. Box 129A, BROADCASTING.


WANTED TO BUY

Station—Purchaser interested in regional or local outlet—Florida or west coast. Need not be successful. All details held absolutely confidential. Basic facts desired. Write Box 129A, BROADCASTING.

Will Buy. If Priced Reasonable—Broadcasting station. Confidential. Box 129A, BROADCASTING.

Two 75-33 J 3 Turntables—State age, make, condition, price and location. In service. WFOH, Hattingburg, Miss.

$ K. W. Amplifier—State age, make, condition, price and length of service. Box 129A, 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 trans- mitter. Will consider unit motor generator set of same capacity. Also need our 16-inch relay and inch bushing. Scott Hall, Station WIS, Columbia, South Carolina.

For Sale

Two Idea 214 Ft. Towers—With insulated capacity box. WHIO, Dayton, Ohio.

RCA 165-E Transmitter Complete—Trouble free, economical. Details on request. Terms to responsible party. KOKO, La Junta, Colorado.

CLASSIFIED Advertisements

Help wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.
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 KYOK, 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., Atlanta, Ga., National Life & Accident Insurance Co., Nashville, and WHEL, which owns W53PH, FM station already on the air six hours daily.

Murrow Returning

EDWARD R. MURROW, chief of the CBS European staff, last week left his London headquarters for Lisbon to embark from there in about 10 days on an American-bound Clipper. Mr. Murrow remained in London past his scheduled departure to “break in” Bob Trout, CBS ace commentator, who was delayed in Lisbon on his way to take over Murrow’s post. During Murrow’s extended vacation in the United States, Mr. Trout will be CBS’ London correspondent, his first executive job with the network.

Two Practical Demonstrations of Workings of the Columbia School of the Air of the Americas will be made before groups of educators, in Atlanta, Ga., Nov. 21, and in Columbia, S. C., Nov. 28. The Atlanta demonstration is part of the agenda of a meeting of the National Council of Teachers of English while in Charleston the showing will be made before the Superintendents, Principals and Supervisors Assn.

Farewell to Swing

NO MORE SWING was the ultimatum laid down at W66H, Hartford FM station. In eliminating cacophonous cadences from the station’s production, Program Director Walter B. Haase stated that FM was “ideal suited” for smoother dance music and symphonies and “we’re going to leave the violent swing arrangements to the standard broadcasting stations.”

FOR THE 20th year winter broadcasts of personal messages are sent to the Canadian Arctic and Sub-Arctic beyond the ordinary reach of telegraph wires, when the Canadian Broadcasting Corp. started the northern Messenger broadcasts from Ottawa on Nov. 7. The program for the lonely hunters, trappers, traders, mounties, missionaries, nurses, doctors, nurses and others living in the far north, originated with KDKA back in 1925.

Chicago FM Test

PRELIMINARY testing of W75C, FM station of the Moody Bible Institute, Chicago, also licensee of standard broadcast station WMIB, a non-commercial outlet, was begun Nov. 2. Temporarily W75C is using a 1,000-watt Western Electric transmitter and WE “buggy whip” type of antenna mounted on a 90-foot wooden pole. The transmitter is located on the site of WMIB’s transmitter at Addison, Ill., 20 miles west of Chicago. H. Coleman Crowell, vice-president of the Institute and director of WMIB, has announced that W75C will continue to operate with 1,000 watts until the new main 50,000-watt WE transmitter is delivered next spring.
DUGGING DIVIDENDS from ISOLATION

KROD gives you effective, economical coverage of the El Paso Southwest. For removed from other markets and large broadcasters, this prosperous area is otherwise radio-isolated. Big dividends for your client or company by using

KROD 1000 Watts (day) + 500 Watts (night)
Columbia's Outlet to the El Paso Southwest

Dorance D. Roderick, Owner
Val Lawrence, Manager

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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

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Murphy to Wade

MURPHY PRODUCTS Co., Burlington, Wis. (feeds), has appointed Wade Adv. Agency, Chicago, and will continue its present radio schedule: Half-hour weekly Murphy Jamboree on WLS, Chicago, and WHO, Des Moines; similar half-hour program, Murphy Family Party, weekly on WMT, Cedar Rapids, Ia.; three live spot announcements weekly on WDAY, Fargo, N. D., and WLW, Cincinnati, and five 200-word announcements weekly on KMA, Shenandoah, Ia.

Chicago Ad Club Party

CHICAGO Federated Advertising Club on Dec. 18 will hold its annual Christmas party at the Hotel Sherman. Proceeds will go to the Off-the-Street Club, Chicago organization working with underprivileged children. The entertainment committee for the party is headed by James L. Stirsoton, NRO, C. Chester Carlson. American Color-type Co., is general chairman of the party, and George DeBeer, Bauer & Black advertising manager, will preside at the function.

DOWN WHERE THEY SLICE the bacon, executives of Kingan & Co., one of the nation’s largest meat packers, and WFBM, Indianapolis, discuss a contract calling for 62-week sponsorship of Gilbert Forbes newscast over the station. Looking over the latest type bacon slicing machine in the 25-acre Kingan Indianapolis plant are (l. to r.) J. W. McElligot, Kingan general sales manager; L. W. Lindow, WFBM manager; News- left recently for Hollywood where he resides and executive and merchandising manager; W. D. McElligot, president of Kingan & Co.

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J. P. HAMILTON has been elected president of Tandy Adv. Agency, Toronto, with which he has been connected since its organization in 1927. Prior to that he was with Smith, Denne & Moore, Toronto, joining the agency in 1918 on his return from service overseas in the First World War.

FRED T. LEIGHTY, formerly research director of Sherman K. Ellis & Co., Chicago, has joined Blakett-Sample-Hummert, Chicago, in an executive capacity.

JAMES J. JACOBSON, until recently vice-president of Duandes & Frank, New York, has been appointed sales promotion director of Erwin, Wasey & Co., that city.

DON BELLING, Los Angeles vice-president, and manager of Lord & Thomas, has been added to the board of trustees of Los Angeles College of Osteopathic Physicians & Surgeons.

WALTER BURROWHS, for 12 years Los Angeles manager of Crockett-Union, lithographers-publishers, and recently appointed West Coast manager of H. W. Kastor & Sons, has consolidated the Hollywood radio department with new general offices established at 111 W. Seventh St., in the former city. David McCrocker continues as an associate. Hugo Schellner has discontinued his Los Angeles agency to join Kastor as an associate.

PAULINE HAGEN, timer-buyer of R. H. Alber Co., Los Angeles agency, is currently on a three-week trip to Midwest and East.

ARTHUR GRIMES, formerly associated with the Fregidaire account of General Motors Corp. in the Lord & Thomas Dayton, O., office, has been transferred to Camden, N. J., where he will reside and assist in the contact of the agency’s RCA Mfr. Co. account.

HOWARD E. WILLIAMS of Erwin, Wasey & Co., San Francisco, is touring markets in the Midwest and East for Petri Wine Co., planning an advertising campaign.

ELIZABETH DENELT, fashion di- rector, D. S. Botsford, Chicago, has joined the sales force of Bot- sford, Keshet, Inc., New York. She has returned to New York after a month’s business trip to the West Coast where she conferred with agency heads and executives of Jantzen Knitting Mfg. Co., Portland, Ore. (swimming suits).

RUFUS RHOADES & Co., San Fran- cisco, large user of network regional and local radio time, on Nov. 15 changed its firm name to Rhoades & Davia, Adv. The change was made to include the name of Robert O. Davis, who has been a partner and vice-president of the firm for the past year. Rufus Rhoades continues as president.

DUNNIE SHERWELL, formerly ac- count executive and merchandising di- rector of Blackett-Sample-Hummert, New York, has joined the marketing department of BWDG, New York.

JOSEPH STAUPE, radio director of Kenyon & Eckhardt, New York, radio director, has joined the sales force of Bot- sford, Keshet, Inc., Chicago, as radio director.

ARTHUR VOGEL, formerly of Gard- ner Adv. Co., has joined Sherman & Marquette, Chicago, as assistant art director.

WILLIAM F. DAY, vice-president in charge of copy and chairman of the advisory committee J. Walter Thomp- son Co., New York, has resigned.

JOHN E. HARRINGTON, formerly of the McCann-Erickson, New York, has been executive vice-president and joined the sales promotion staff of Edward Petry & Co., New York, station representatives.

LARRY SCHWARZ, Broadway and Hollywood producer, who has been with the Bbow Co., New York, as a producer and idea man, is leaving that agency Dec. 1.

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Broadcast Advertising • BROADCASTING
Mello Testing
HEYMANN PROCESS Co., New York (Mello chocolate drink), 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 handing 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 Aubry Dodson, formerly of KPRL, Houston. Telephone is C-1318.

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, 3:30 p.m. (EST). WHK, Cleveland, will serve as the base of the 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 quiz kid, will be on the Tuesday evening program Tuesday, Nov. 18, 8-9 p.m.

All textile plants in the Piedmont Section of South Carolina are at peak capacity, with an all-time high in employment and payrolls. All have defense orders and priorities. This area is dominated by WFBQ, Greenville, South Carolina.


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 consumer goods. Actually, he is pleased in such cases, he explained, because "you don't need a price schedule!"

Institutional Copy 'Ingenious'
A further statement of pro-advertising views came as Mr. Henderson was answering a question about production problems during the allocations era brought about by the war economy. The Federal officially 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, also a member of the Business Advisory Council, Department of Commerce, and special assistant to the Coordinator 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

ANA OFFICERS
Chairman—Gordon E. Cole, Cannon Mills.
Vice-Chairman—Earl W. Healy, Hi-ram Walker Inc.; C. G. Mortimer, General Foods President—H. W. West

AAA. The need thus is to "sell" advertising to the public.

As part of this selling job, he asked rhetorically: "Could we not, individually, be a little less noisy on the radio, a little less brutal in the newspaper, a little less silly in the magazines without reducing our effectiveness as salesmen? All I know is that too many people say they get from too much advertising a faint whiff of that about which your best friend won't tell you."

Buy WGNY
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, 1944, you can buy time on WGNY at the old 250 watt rates. One trial will convince you it's wise to

BUY WGNY
WGNY
REPRESENTED BY HEADLEY-REED CO.

KARK NBC RED
Little Rock
"Arkansas Preferred Station"
IN THE CENTER OF
The Dial...of Arkansas...of U. S. Projects
The Spot to CENTER Your Advertising
ED ZIMMERMAN
Vice-Gen. Mgr.

MEMBER SONS: KARK - KTBS - KWWK - WDUG - WMC
NATIONAL REPRESENTATIVE: EDWARD PETRY & CO.

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ANA-4A Sessions
(Continued from page 8)

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MEMBER SONS: KARK - KTBS - KWWK - WDUG - WMC
NATIONAL REPRESENTATIVE: EDWARD PETRY & 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 have not been evolved, the plan in principle was unanimously approved. It provides roughly for a budget in excess of $5,000,000 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 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.

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 "fair to all branches of the industry", President Miller stated.

Attending the session, in addition to President Miller, were BMI President Niles Trammell; CBS Executive Vice-President Edward Klauber; John Shepard 3d, president of ASCAP-Colony Network; Walter J. Damm, WTMJ, Milwaukee; Paul W. Morency, WITC, Hartford, and John Elmer, WCBS, 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 reaction of Mr. Damm, a veteran of eight crusades. In a personal letter 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 year'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 at a meeting in New York with ASCAP officials two days earlier the meaning of the 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 commercials and transcriptions. There are three possible cases:

1. Stations having no ASCAP license whose transcriptions were cleared by ASCAP for the advertiser upon payment of 8% or 2% under the character of music used.

2. Stations having a per program license. Transcriptions would be cleared either by the advertiser paying 8% 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 pay the transcriptions without any further clearance and will not be cleared under the station's blanket contract and pay 2%.

Although the actual operating plan has not been worked out as yet, it is expected that contracts will be made in both categories of transcriptions, with ASCAP clearing all rights for 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 ASAP action was made clear in its bulletin last Friday. The contract negotiated with ASCAP had just reached stations, and because they were extremely complex, stations did not have time to study the terms, much less to write them into their contracts. The NAB first said it would move. Moreover, it was said no form of contract of any kind had been submitted by ASCAP, despite repeated requests, for the special football networks.

"Under these circumstances, the industry expects that ASCAP would continue its previous policy of permitting the football music to be used," said the NAB. "The reversal of policy was learned only last Friday (Nov. 7) at a time when it was too late to do anything about it."

Suggestion for Future

Declaring that the question since has been discussed with ASCAP, NAB stated that Society officials did protest that measures made by some ASCAP members and therefore the Board did not believe it should issue any additional waivers. NAB suggested that on future football broadcasts of stations carrying games which have not been cleared at the source should communicate directly with ASCAP. It said it had been informed by ASCAP that special licenses for single games will be issued at a rate of 8%.

Mr. Miller announced also that he had received a telegram from ASCAP Nov. 13, confirming his understanding reached the same day that errors made in both commercial and sustaining blanket licenses offered stations by the Society would be corrected.

"Local stations intending to sign ASCAP blanket licenses, Mr. Miller said, "should strike out Paragraph I of the 'Local Blanket Commercial Letter' and Paragraph III of the 'Local Blanket Sustaining Letter' before signature, and initial the deletion in the margins."

"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 failing to strike these paragraphs lose their rights to switch to per program during the term of the contract."

Mr. Miller said he had deleted the above paragraphs from any contracts which have been signed by local stations hereafter."

ASCAP Drops Fight

WITH the amicable settlement of overall copyright dispute, ASCAP has dropped its litigation against the 1937 Washington State anti-ASCAP statute, according to an announcement yesterday. While its catalog of compositions available for licensing, it was stated, enabling it to the licensing of stations in the state, which have not been paying ASCAP, with certain exceptions, since enactment of the state statute.

Lenius' Father Dies

C. H. LAINIUS, father of Charles Lainius Jr., acting chief of NBC's European staff, stationed in Berne, Switzerland, died Nov. 13 at his home in Davouldon, Montana, after a long illness. Mr. Lainius Jr. was advised of the death on the Nov. 13 broadcast of NBC's regular News of the World program, when he came on the program to give his report from Berne.

 experiance

CJ OR looks back on more than 15 YEARS of active service to the community.

CJ OR

Vancouver—B. C.

Nat. Rep: J. H. McGillivra

H. N. Stevin, (Canada)

600 K. C. 1000 Watts

KFRU

In the heart of Missouri

Strategically located to do a big selling job for the advertiser. A Blue Network station with an exceptional reputation for public service.

1400 KC. * 250 Watts

WHO

at Des Moines is "Heard Regularly" all over IOWA with 50,000 WATTS from the center of the state.

J. O. MALAND, Manager

FREE & PETERS, Inc.

National Representatives

Broadcast Advertising • BROADCASTING
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 Fed-
eration of Long Lines Workers fol-
lowing a wage dispute with AT&T, has been postponed by the union at the request of Dr. John R. Steel-
man, 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 execu-
tive session will be held Nov. 21 in New York between representatives of the USCS and the union's na-
tional council, which includes dis-


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 Com-


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New Middletown Local Proposed

Action Would Deny Similar Request of H. L. Sargent

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 proposing to issue a construction permit to Community Broadcasting Corp., applicant for a new station in the New York city. Findings specified operation on 1340 kc. with 250 watts and necessitates denial of a similar application by Herbert L. Wilson, New York consulting engineer, for like facilities in Middletown.

The FCC is equivalent to a grant unless the action is contested within 20 days, the prolong period allowed by the Commission.

Principals in Community Broadcasting Corp. are Martin Karig Sr. and his wife, Elsie, controlling 180 of the 202 shares issued so far; their son, Martin Karig Jr., 20 shares; Alwyn Karig, brother of Martin, 1 share; and Robert L. Wilson, New York consulting engineer, for like facilities in Middletown.

The FCC favored the Community application over that of Mr. Wilson, stating Martin Karig Jr., who would manage the station, has "demonstrated a greater familiarity with local conditions (in Middletown) than Herbert. L. Wilson!"

The Commission also contended that Mr. Karig is 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 program, the latter proposed by Robert St. John, under sponsorship of Peter Paul Inc., Naugatuck, Conn. (chewing gum). When the company first planned to expand the program, now heard on WEAZ, 6-6:50 A.M. daily from 5:45-6:00 p.m., immediate objections arose because of the conflict with the "Ewo Reporter" news program which immediately follows that period on many of the Red stations. Time might be cleared for the program, according to the Blue network, it was rumored, but no details had been arranged Friday, nor would the agency, Platt, New York, make any further comment.

Lahay to Chicago

ANN Lahay, director of women's of WKY, Cincinnati, has resigned to become radio editor of the new Chicago morning paper, to be published by Marshall Field III. Miss Lahay, formerly of KLZ, Denver, will assume her new duties about Dec. 1, L. B. Wilson, president and general manager of the station, has made no announcement of a successor.

LAST WORD DEPT.: "If Missouri U beats Michigan State, I'll climb that smokestack!" Paul Aurandt, program director of WKZO, Kalamazoo, so exclaimed in propositing Harry Caray, WKZO sports announcer, who drilled the young vice versa, on the outcome of the Nov. 1 Michigan State-Mississippi football game. Announcer Caray, who stuck to his home State's team, thoroughly enjoyed Aurandt's precarious ascent in a bosun's chair after Missouri had handed State a 19-0 wallowing. Too good an opportunity to miss it, Aurandt took a WKZO microphone up with him.
Net Court Case
(Continued from page 10)
tracing the history of the network-monopoly problem, 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 antitrust 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 enforce 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 WLON, 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. SXIDER, former chief operator at CKY, Brandon, Man., has returned from overseas where he has been since Jan. 1940, and is now attached to the instructional staff at Camp Shilo, Man.

STEPHEN DIER, formerly chief engineer of KSCI, Sioux City, Ia., and now with the Army at Camp Calhoun, Ia., has been named to command the 34th Signal Company, comprising six officers and 206 signal men.

WALTER GLAUS is the latest member of the technical staff of WCAF, Pittsburg.

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 communications officer.

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

Chicago Opera Series
CHICAGO OPERA Company repeated Nov. 10 to CBS for a five-week series each Monday through Dec. 1, 11-12:30 p.m. Originating through WGN, MBS Chicago Key, the series is presenting in order "Carmen", "Otello", "Faust", "Don Juan" and "Barber of Seville", with such stars as Gladys Swarthout, Riccardo Bonelli, Lawrence Tibbett, Giovannia Martinelli, John Charles Thomas, Grace Moore and Nino Martini appearing.
Switch to Allocations Seen As Benefit to Broadcast Industry

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

ALTHOUGH the importance of establishing a technically skilled advisory group to expedite the supplying of needed strategic materials allocations for the industry was emphasized last week when the Supply Priorities & Allocation Board virtually tossed the established industry priorities set up only last January, the new body is no official priority situation.

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 such 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 allocation 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. 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 popularly classified as essential defense factors.

Although communications some time ago were blanket ed 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.

QWXR Signs ASCAP

QWXR, 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. 26.

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

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 broadcasting stations in the Crown Colonies — Gibraltar, Singapore, Hongkong, West Indies, Newfoundland and mandated Pal- estine—Gladstone Murray, general manager of Canadian Broadcast- ing Corp. told BROADCASTING last Friday.

These proposed stations, to operate on a coast-to-coast basis and 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 changes in the Broadcasting Act under which BBC operates.

Proposed commercial stations throughout the Crown Colonies of the British Empire would carry the same program materials. 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, with local 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 short wave. Thus programs originating in Great Britain, Canada, United States, or elsewhere would be heard on the commercial network around the world.

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 equipment after war. Administration of proposed stations is also in the talk stage, but BBC is not considered 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 in any way with systems operating in dominions, would be established only in Crown Colonies and such British-administered territories as Palestine. That the British government seems at some future time willing to go commercial is, however, not ruled out, but is not planned at present, he indicated. Lindsay Wellington, BBC North America Representative, said to New York, "The BBC is not contemplating any commercial broadcasting now or after the war."

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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.