

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

15c the Copy \$5.00 the Year
Canadian & Foreign \$6.00 the Year

JANUARY 26, 1942

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WASHINGTON, D. C.

You DO
look
prosperous,
my dear
Philbert!



You see in me,
Horatio, merely the
appearance of a
typical WOR sponsor

And this, dear reader, is a typical sponsor's comment:

"Our success, as reflected in the sales of LOOK Magazine in the WOR market, has been unusual.

We find WOR's market to be almost unequalled by any other station in the country, and this factor is responsible for our ability to keep the cost per copy at a gratifyingly low figure.

It would appear that LOOK's newsstand sale in the WOR area is a reflection of the number of times WOR aired LOOK's message."

*from a letter of thanks
written to WOR by LOOK Magazine*

WOR

that power-full station

Announcing

THE APPOINTMENT OF

C. M. FREEMAN

TO BE SALES MANAGER OF WLS

Appointment of Charles M. Freeman to be sales manager of radio station WLS, Chicago, has been announced by Glenn Snyder, vice president and general manager.

"Chick" joined the WLS staff in October, 1938, after two years with John Blair & Co. He had previously been western manager for Forbes magazine, salesman for Good Housekeeping, and for nine years was associated with The Farmer and The Farmer's Wife in St. Paul. Thus Mr. Freeman brings to his new position a remarkable background, based on sound experience, of solving the problems of selling and advertising.

AND A NEW SALES SERVICE MANAGER

At the same time, Mr. Snyder announced the appointment of Wells H. Barnett, Jr., as sales service manager, a new position at WLS. Barnett joined the sales department of WLS in June, 1939, coming to the station from the Chicago office of Weston-Barnett, Inc., advertising agency. Creation of this new position, filled by a capable and experienced radio advertising man, assures agencies and WLS advertisers of expeditious, more efficient handling of their inquiries, suggestions and orders.



WELLS H. BARNETT, JR.

C. M. "CHICK"
FREEMAN

890 KILOCYCLES
50,000 WATTS
NBC AFFILIATE

The
**PRAIRIE
FARMER
STATION**

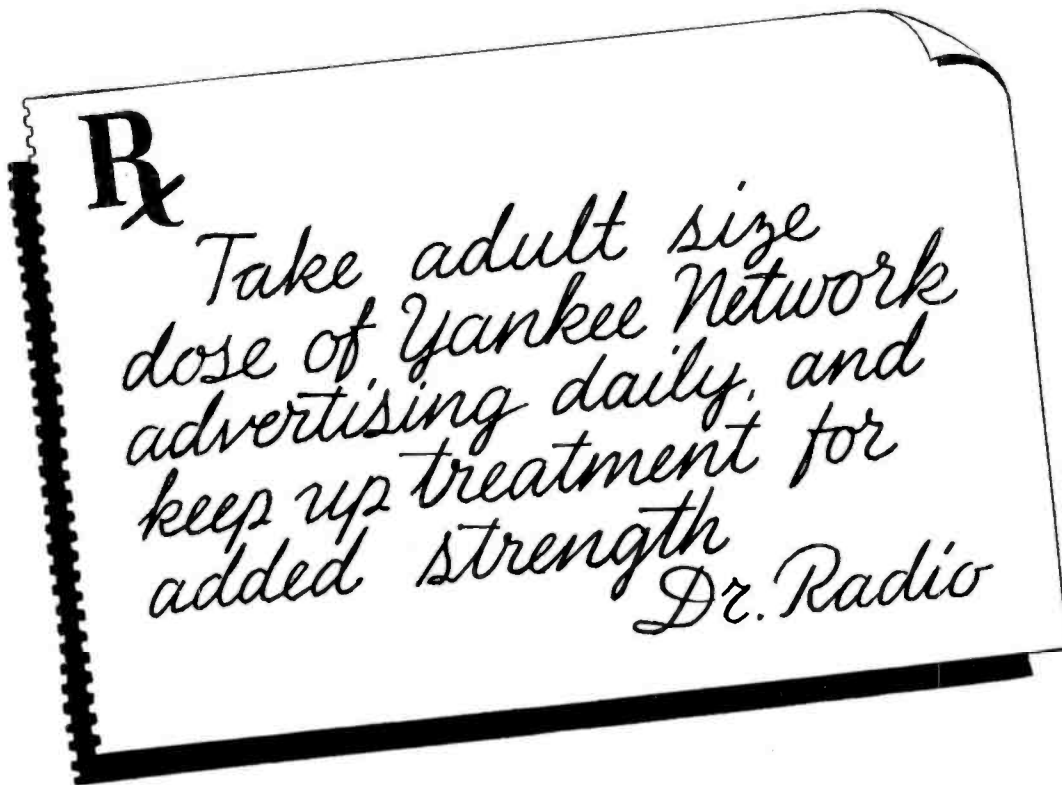
BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

REPRESENTED BY
JOHN BLAIR & COMPANY

CHICAGO

Tonic for Healthier Sales in New England



HERE'S a stimulating tonic that has proven highly beneficial on scores of occasions. Especially effective for undernourished cash registers and unresponsiveness by dealers and consumers.

One prescription is good for 13 weeks or longer and may be renewed at any time for any number of times.

If your sales are anemic, you should give immediate treatment to get the benefit of tremendously in-

creased buying power in one of America's most populous and prosperous markets, where employment is at an all time peak.

ACCEPTANCE
is the
Yankee Network's
FOUNDATION

Keyed by WNAC, The Yankee Network offers everything you need for maximum coverage, acceptance and results in all of the chief sales sectors of New England.

No single station or small group can give the comprehensive, all-inclusive overspread that The Yankee Network provides.

And no "strangers from afar" receive the friendly welcome or possess the consistently loyal listenership that Yankee Network community stations have acquired by nearly two decades of service.

Priorities in radio time in 1942 will go to foresighted advertisers who place their orders early. Will YOU be one of these?

THE YANKEE NETWORK, INC.

21 BROOKLINE AVENUE

BOSTON, MASS.

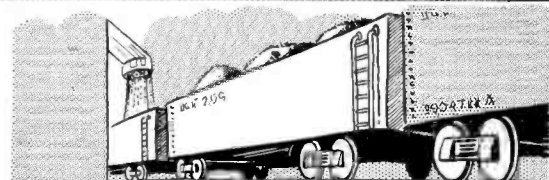
EDWARD PETRY & CO., INC., *Exclusive National Sales Representative*

Primary Reader for Time Buyers



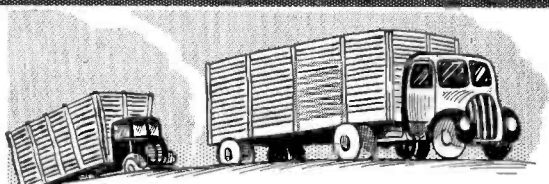
LIGHT TRUCKS AND WAGONS:

Motor and horse-drawn vehicles, used for conveying *small* loads of farm products to nearby towns, to convert into cash for general expenses, incidentals, and pocket change.



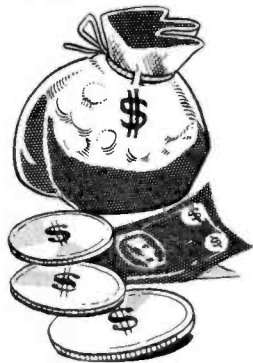
FREIGHT CARS:

Mammoth steel cars, which hold *tons* of wheat, corn, potatoes, and other farm products. Much in use when Nebraska farmers go after the *big* money (which is always).



HEAVY-DUTY TRUCKS:

Giant 10-wheel transports, which fill Nebraska highways daily, taking livestock and crop products to market. Vast numbers of eight and six-wheel trucks also ply the highways, loaded with the things farmers sell for cash!



CASH:

Greenbacks and coin, given by the shovelful to Nebraska farmers for their wagon-loads, carlots and truck-loads of products. Farm families have plenty of cash, and they'll spend it with you, if you tell them what you have. Reach them with your message, over KFAB. You need KFAB, to do a complete selling job throughout Nebraska and her neighboring states!

KFAB

LINCOLN, NEBR.

FOR CITY LISTENERS
use
KOIL
OMAHA

DON SEARLE, GENERAL MANAGER
ED PETRY & CO., INC., NAT'L REPR

BROADCASTING

The Weekly Newsmagazine of Radio
Broadcast Advertising

January 26, 1942

CONTENTS

Easing of Ownership Code Asked	7
OFF Meets With Industry	7
Lehman Says 1941 Audience Far Ahead	8
Storer Urges New Trade Association	10
House Bars Pay of FBMS Official	10
50 kw. Outlet To Waterloo, Ia.	14
Industry Set For DST Feb. 9	16
Industry Aids Technician Training	16
Fly Says Social Reforms To Continue	18
Value Of Criticism Cited	19
Richardson Named Censor Aide	20
KWID To Be Ready In Spring	23
Engineers To Discuss War Operations	34
Fly Says FCC Eyes Competition	35
Blue Contracts Mailed; New Personnel	36
Nets Get Court Delay	37
War Production Board Cuts Receivers	37
Kesten Says CBS Continuing Rebates	39
FCC Orders Press Probe Continued	42

DEPARTMENTS

Agencies	22	Merchandising	30
Agency Appointments	34	Network Accounts	40
Behind the Mike	26	Personal Notes	25
Classified Advertisements	41	Purely Programs	33
Control Room	32	Radio Advertisers	29
Editorials	24	Station Accounts	28
FCC Actions	40	Studio Notes	31
Meet the Ladies	27	We Pay Respects	25
Hix Cartoon	42		

THOUSANDS OF EXTRA LISTENERS DURING
THE WINTER MONTHS

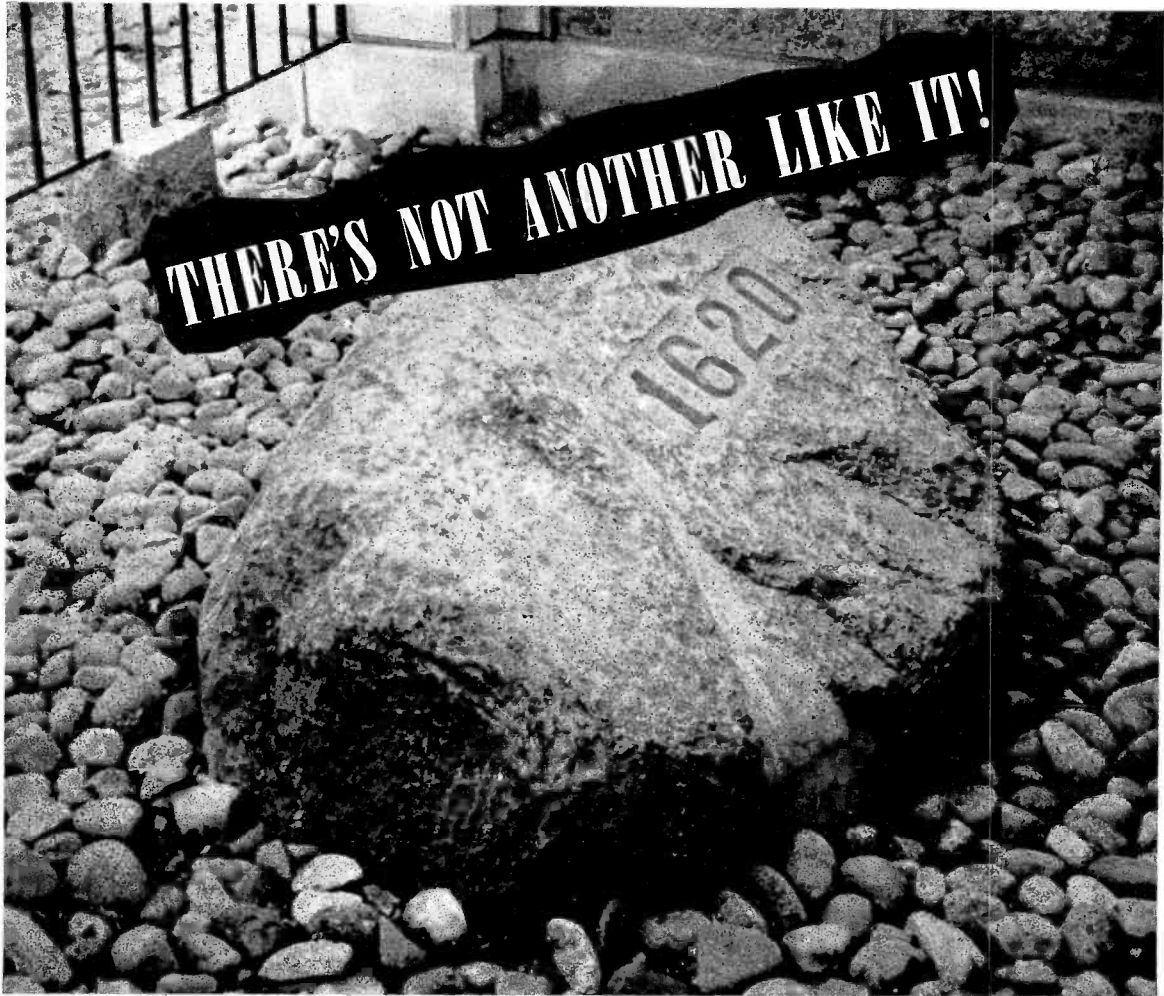
WFLA TAMPA

NBC PROGRAMS
970 KC. FULL TIME



NATIONAL REPRESENTATIVE
JOHN BLAIR & CO.

It's Programs THAT Pull THE Listeners

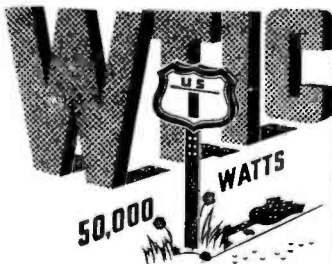


THIS unpretentious stone with its simple but significant inscription has no counterpart in all the world. Plymouth Rock is a symbol of opportunity today just as it was in 1620 when our forefathers leaped ashore on this rocky New England Coast to build a new life for themselves.

New England is still the land of opportunity. Its buying income, especially in Southern New England, is now (as always) far above the national average.* These people have money to spend, and wise national advertisers are finding that out.

Acquaint them with your product through WTIC. Back up your sales message with the prestige and dependable service which has made WTIC this section's "listening habit." For richness of opportunity combined with power of coverage

THERE'S NOT ANOTHER LIKE IT!



*Sales Management, December 1, 1941

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

*The Travelers Broadcasting Service Corporation
Member of NBC Red Network and Yankee Network*

Representatives: WEED & COMPANY, New York, Chicago, Detroit, San Francisco

THINGS HAVE CHANGED TWO WAYS IN DULUTH!

During the past year, two tremendous changes have occurred to warrant your immediate reevaluation of the great territory around Duluth, Minnesota.

First, the nation's need for iron ore has made the Duluth area a bee-hive of rich activity—has made Duluth itself the nation's *busiest port*, next only to New York.

Second, a little 250-watt station named KDAL upped its power to 1000 watts, and went from 1490 K.C. to 610 K.C.—at one step became *the important station* in a tremendously important area.

But power and frequency alone are not the *only* reasons for KDAL's ascendancy. KDAL has set a pace for promotion and merchandising that would do great credit to many a 50,000 watt . . . If you are thinking of radio in Duluth, let us send you the whole *new* story. We *know* you'll be surprised.

K D A L

C.B.S. • 1000 Watts • 610 KC
DULUTH

FREE & PETERS, INC.

*Pioneer Radio Station
Representatives*

Since May, 1932

EXCLUSIVE REPRESENTATIVES:	
WBR-WKBW	BUFFALO
WGKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WKZO	KALAMAZOO-GRAND RAPIDS
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
.IOWA.	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
.SOUTHEAST.	
WCSC	CHARLESTON
WIS	COLUMBIA
WPFF	RALEIGH
WDBJ	ROANOKE
.SOUTHWEST.	
KGKO	FT. WORTH-DALLAS
KOMA	OKLAHOMA CITY
KTUL	TULSA
.PACIFIC COAST.	
KARM	FRESNO
KEGA	LOS ANGELES
KDIN-KALE	PORTLAND
KROW	OAKLAND-SAN FRANCISCO
KIRD	SEATTLE
AND	
WRIGHT-SONOVOX, INC.	



CHICAGO: 180 N. Michigan Franklin 6375 NEW YORK: 247 Park Ave. Plaza 5-4131 DETROIT: New Center Bldg. Trinity 2-8444 SAN FRANCISCO: 111 Sutter Sutter 4353 HOLLYWOOD: 1512 N. Gordon Gladstone 3949 ATLANTA: 323 Palmer Bldg. Main 5667

BROADCASTING

and
Broadcast Advertising



Vol. 22, No. 4

WASHINGTON, D. C., JANUARY 26, 1942

\$5.00 A YEAR—15c A COPY

Easing of Code for Disc Remotes Asked

Shepard Leader of Move; 3 Million Loss Seen

A PLEA to the Office of Censorship that the Radio Censorship Code provisions banning "open mike" interviews be modified to permit transcribed versions in lieu of live pickups, was made last Friday by an industry committee, and has been taken under advisement. These provisions are not slated to become effective until Feb. 1, and the committee requested that action be taken prior to that date if smaller stations are to be spared the loss of substantial revenue.

Led by John Shepard 3d, president of Yankee Network and chairman of the NAB National Defense Committee, the group which met with Director of Censorship Byron Price along with Radio Censor J. Harold Ryan and his staff, insisted that through transcribed handling even greater protection against enemy exploitation is afforded than under certain types of studio audience quizzes, which are not banned by the Code. It was roughly estimated that some \$3,000,000 in existing local commercial contracts will be affected by enforcement of the "open mike" ban.

Industry Viewpoint

It has been evident that the Censorship Office is reluctant to alter any Code provisions at this stage. Full consideration, according to Mr. Ryan, was given the quiz program ban, which proved the most controversial of the censorship provisions. The industry committee, however, commended that "practical broadcasters" were not consulted on these provisions and that advice of attorneys and others solicited did not represent the attitude of the industry at large.

Others in the group which met Friday at the Office of Censorship were Neville Miller, NAB President; Ed Kirby, chief of the Army Radio Branch and NAB public relations director, and Arthur Stringer,

NAB promotion and defense director. Stanley P. Richardson, aide to Mr. Ryan, and Bob Richards, his assistant, also participated.

Generally favorable reaction to the censorship code was reported last week aside from the discord on quiz programs. At the censorship office emphasis was placed upon the principle that in the war effort the industry cannot "put dollars over public safety". No matter how remote the danger, it was felt that absolute certainty must be assured that broadcast facilities will be protected against any possible exploitation by the enemy. The bulk of the communications received by Mr. Ryan since promulgation of the code Jan. 26 have sought interpretation, particularly of the quiz ban and request program provisions. Only a handful of direct complaints have been received.

Prior to and after issuance of the Censorship Code, Director Price and Mr. Ryan asserted there was no intention of interfering with

ordinary types of quiz programs [such as *Information Please* and *Dr. I. Q.*] where the broadcaster is in control. The serious threat, it was held, is where the broadcaster is not in a position to control facilities.

Shepard Plan

The transcription plan left with Censor Ryan by Mr. Shepard, after consultation with "practical broadcasters", was as follows:

Folicing of the Man-in-the-Street program could be done effectively in the following manner:

(a) Equip the interviewer's microphone with a device whereby he has one second control of the air.

(b) Use a production man to stand beside him and aid in the selection of the participants.

(c) Do not ask the name, address, home town, reason why in town, occupation, etc. of participant.

(d) Carefully select questions that have not the remotest relation to Army, Navy, Air, Government, foreign policy, foreign government, personality in these services, or professions. This leaves a great number of questions whose answers are factual. No question should be identified as being sent in by a listener. This phase of the quiz should be eliminated and questions selected only by the studio producer.

(e) The interviewer should refrain from pyramiding situations by eliminating any observation on the manner the participant answers, or on the quality of his answer. This type of "cross-fire" always invites an impulsive ad lib on the part of the person interviewed. It also creates a spirit of aggressiveness on the part of the prospective participant in the group.

(f) Care must be used in the selection of the interviewer. He should know broadcasting, microphone technique, and be thoroughly experienced in handling people. His own manner always controls the behavior of the participant at the microphone.

(g) Do not interview anyone who is insistent upon getting access to the microphone.

(h) With care exercised in carrying out the above, the use of delayed broadcasts by transcription should definitely eliminate any hazard. The transcription checked at the studio before broadcast could be killed if there was any violation of the above procedure by the interviewer or the participant.

Lifting the Needle

Since issuance of the Code Jan. 16, there has been little unfavorable reaction from networks or national advertisers and agencies. The industry committee took the position that while no one in radio wants to risk use of their facilities for subversive purposes, they never-

(Continued on page 36)

OFF Meeting With Industry Groups

Discusses Proposals to Coordinate Federal Use of Radio

FOLLOWING UP his announced plan to seek the "advice and counsel" of Government and industry in devising an operating technique for the radio activities of the Office of Facts & Figures, William B. Lewis, recently resigned CBS program vice-president and now assistant director of OFF and coordinator of its radio division, last week met in New York and Washington for exploratory conversations with broadcasting and advertising officials and Government information and radio specialists.

Clearing House

In company with Douglas Meserve, former assistant to the NBC vice-president in charge of programs, his chief assistant at OFF, Mr. Lewis listened to working radiomen's suggestions for the operation of OFF as the official coordinating agency for Government programs.

The meetings, with others still to come, were scheduled promptly after President Roosevelt on Jan.

16 designated OFF as the clearing house for Governmental broadcasting [BROADCASTING, Jan. 19]. They are being held primarily to secure the reactions of the various components of the Government broadcasting picture, including individual stations, networks, advertisers and Government radio specialists, Mr. Lewis has indicated.

After completing the series of meetings, it is understood Mr. Lewis and Mr. Meserve plan to organize the staff of the OFF radio division as soon as possible. It has long been emphasized that the OFF radio organization will not be a production unit, but rather will function as a program funnel designed to insure priority for the more important Government programs, as against others, as well as practical and efficient use of radio by the Government.

The organization's two main objectives, it is understood, will be to act as a traffic control or program priorities board to which Federal agencies can direct their requests for cooperation from broadcasters and sponsors and to which broadcasters and advertising men can come with offers of co-

operation or requests for information and guidance, as in determining which of several requests for a limited amount of time shall be granted; and to study the overall picture of how radio best can serve the nation's war effort and make recommendations to the broadcasting industry and to the Government.

Last week's series of meetings started Tuesday in Washington, with information directors and radio specialists of 18 Federal agencies. In New York on Wednesday Messrs. Lewis and Meserve met with network officials, and on Thursday with advertising counsel of ANA and AAAA. On Friday they returned to Washington to meet with NAB officials. Other meetings, with NAI and NIB, also are planned.

Representing the four national networks at Wednesday meetings, held in the NBC board room, were William S. Paley, president, Douglas Coulter, director of broadcasts, and Charles Vanda, western program manager, CBS; Niles Trammell, president, Frank E. Mullen, executive vice-president, William

(Continued on page 37)

1941 Audience Far Ahead of Past Years

President's Talks Break Past Records

By A. W. LEHMAN
Manager, Cooperative Analysis of
Broadcasting (CAB)

NEVER in radio's history has there been a development of such significance as in the latter part of 1941.

In that sombre period it was demonstrated that the potentials of the medium had not been approached even remotely in the 12 years of CAB existence, that the leading commercial programs—at least on the basis of past ratings—were no longer the yardstick of maximum audience size.

Specifically, the addresses of President Roosevelt and Prime Minister Winston Churchill created audiences of such vast dimensions that the most brilliant ratings of years gone by were not only outstripped, but indeed doubled or more.

Twice in Two Days

This elasticity of the audience-potential was even more remarkably demonstrated when the President broke all audience records two days hand running. On Monday noon, Dec. 8, the President's appeal for declaration of war against Japan attained a rating of 65.7%. The next evening, his speech at 10 p. m. similarly shattered all nighttime listening levels with a rating of 83%.

For the sake of comparison, these superlative figures may be gauged against the President's Charlottesville speech of June 10, 1940 (7:15 p. m.—all four networks), in which he denounced Italy's entrance into the war. That memorable address rated 45.5%—the highest mark, up to that time, recorded by the CAB for a speech of any kind.

Other Presidential addresses broadcast over all the major networks, throughout 1941 likewise brought inordinately high audiences:

- March 15 (Press Correspondent's Dinner), 9:30 p.m., 47.0%
- April 30, 10:30 p.m., 26.7%
- Sept. 11 (Greer Incident), 10:00 p.m., 72.5%
- Nov. 6 (Navy Day Address), 3:00 p.m., 20.0%
- Nov. 11 (Armistice Day Ceremonies), 11:30 a.m., 28.4%
- Dec. 15 (Bill of Rights Program), 10 to 11 p.m., 63.9%

A relative newcomer to the ranks of radio during 1941 was Prime Minister Winston Churchill. On four separate occasions his speeches were rated by the CAB. The first one occurred at 3 p.m. on Sunday, Feb. 9, and bore a rating of 23.7%. At the same time of day, and the same day of the week, on June 22, he attained a rating of 16.5%. On Sunday, Aug. 24, at 4 p.m., he registered 26.1%. With his visit to the U. S., his audience jumped immensely. His most recently rated address—at noon on Friday, Dec. 26—showed a mark of 44.7%.

As of December, 1941, the 20

I—Monthly Ranking of the Ten Leaders For Standard Time Months, 1941

	For the Period	Jan.	Feb.	Mar.	April	Oct.	Nov.	Dec.
Jack Benny	1	1	1	1	1	4	2	2
Chase & Sanborn	2	2	2	2	3	2	1	1
Fibber McGee & Molly	3	3	5	5	2	1	3	3
Lux Radio Theatre	4	4	3	4	4	3	5	4
Aldrich Family	5	4	3	3	5	5	4	5
Bob Hope	6	5	6	6	6	6	6	6
Maxwell House	7	9	8	9	7	7	7	7
Major Bowes	8	7	7	7	11	8	9	13
Kate Smith Hour	9	8	9	8	8	9	13	9
One Man's Family	10	13	11	12	10	11	8	12

II—Monthly Ranking of the Ten Leaders For Daylight Saving Months, 1941

	For the Period	May	June	July	Aug.	Sept.
Chase & Sanborn	1	4	3	N.R.	N.R.	3
Lux Radio Theatre	2	6	2	N.B.	N.B.	1
Maxwell House	3	5	4	N.B.	N.B.	2
Walter Winchell	4	9	5	N.B.	N.B.	10
Kraft Music Hall	5	10	6	3	N.B.	8
Kay Kyser	6	13	7	1	1	9
One Man's Family	7	7	17	2	2	4
Eddie Cantor	8	11	8	4	3	5
Mr. District Attorney	9	14	9	N.B.	N.B.	11
	10	15	12	10	9	7

N.B.—Of the air. Only programs broadcast three or more months out of the five summer months were used for the purpose of this analysis.

leading evening programs, listed in order of their ratings, were:

- Chase & Sanborn Program
- Jack Benny
- Fibber McGee & Molly
- Lux Radio Theatre
- The Aldrich Family
- Peppodent Program—Bob Hope
- Maxwell House Coffee Time
- Walter Winchell
- Kate Smith Hour
- Kraft Music Hall
- Fitch Bandwagon
- One Man's Family
- Major Bowes Amateur Hour
- Time to Smile—Eddie Cantor
- Kay Kyser
- Lowell Thomas
- Texaco Star Theatre—Fred Allen
- Mr. District Attorney
- Burns & Allen
- Red Skelton

As against the year before, there was very little fluctuation in this list. Only four newcomers appeared: Lowell Thomas, Mr. District Attorney, Burns & Allen, and Red Skelton. The 1940 quartet thus displaced included Dr. Christian, Rudy Vallee, Hit Parade, and Big Town.

In Table I the 10 evening leaders for the standard time months of '41 are noted by rank. Changes in position are confined to very limited movements.

On the other hand, during the daylight saving time period (Table II) fluctuations of a fairly high order appeared. In consideration of the fact that summer schedules undergo many changes, and leading winter programs are at times absent, such ups-and-downs are not unexpected.

During the daytime, the network leaders as of December, 1941, in order of their ratings, were:

- Life Can Be Beautiful
- Kate Smith Speaks
- The Woman in White
- Right to Happiness
- Romance of Helen Trent
- Our Gal Sunday
- The Guiding Light
- Ma Perkins
- Road of Life
- Mary Marlin
- Vic & Sade

Tie for Tenth

It will be seen that it takes 11 programs to make a list of 10 leaders this year due to a tie for tenth position. Eight of these 10 programs were also in the list of last year's leaders. The three newcomers are *Kate Smith Speaks*, *Romance of Helen Trent*, and *Guiding Light*. Since the list last year required only 10 programs to fill 10 positions, there are now only two displacements. *Pepper Young's Family* (currently in 16th position) and *Stella Dallas* (in 18th place) are the two dropped in favor of newcomers.

While the daytime schedule—like the evening list—seems to suggest a lack of change, the stability is not so great. The foregoing list really includes only the Monday-through-Friday broadcasts. If Sunday programs are included, three changes occur—*Pause That Refreshes on the Air*, and *William L. Shriver* (both of which out-rank any of the weekday shows), and *Prudential Family Hour* (which out-ranks eight of the weekday series).

By way of contrast, the 1940 weekday programs—in every in-

Changes Slight in Commercial Programs

stance—were able to out-rate the weekend broadcasts.

Programs by Types

Although winter and summer network evening schedules exhibit many changes and substitutions in individual programs, the proportion of time devoted to the various program types (Charts III & IV) nonetheless remains about the same.

When the winter-season evening program types for 1940-1941 are compared with the types prevalent in 1939-1940, a marked swing away from the expensive variety shows to drama and audience-participation is found.

The Audience Level

During 1940, the level of the network audience reached a new zenith. As previously mentioned, during several special periods in 1941 these 1940 high marks were virtually doubled.

On the other hand, from the standpoint of seasonal averages, night time sets-in-use on the basis of three months ending Dec. 31, 1941 was about 8% less than for the comparable 1940 period while daytime listening dropped 11% during the same interval.

Naturally, this tilt in the listening plane was reflected in the distribution of programs ratings (Table V). Which means that there was a drop-off in the upper strata and a concomitant increase in the number of programs at the lower end of the scale.

Programs in Rural Areas

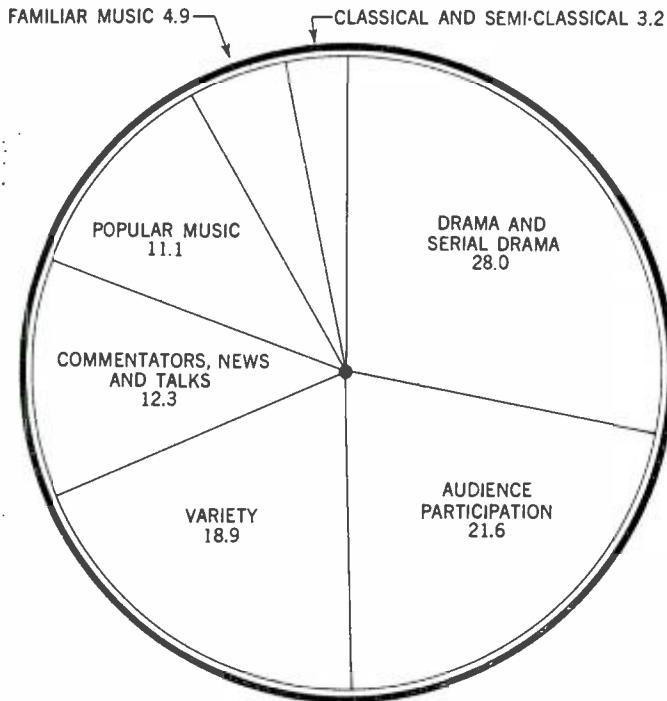
Keeping in mind the fact that normal network program ratings cover only metropolitan set-owners, although 43% of the U. S. population is still rural, the CAB, in the spring of 1941, made its fourth study in rural sections and small towns of the basic area. About 75,000 interviews were made and the results show:

Greater daytime set-use in rural areas than in metropolitan areas. After 8 p.m. on weekdays, however, city dwellers use their sets more than small town and rural people. Similarly, daytime commercial programs, as a whole, enjoy higher

V—Distribution of Sponsored Network Evening Programs According to Ratings—December

Rating (% of Set Owners)	1941		1940	
	No. of Programs	% of Total Programs	No. of Programs	% of Total
40% and over	0	0	1	0.9
35.0—39.9	2	1.8	1	0.9
30.0—34.9	3	2.5	3	2.7
25.0—29.9	2	1.8	4	3.6
20.0—24.9	6	5.3	7	6.3
15.0—19.9	14	12.4	14	13.1
10.0—14.9	32	28.3	41	38.2
5.0—9.9	34	30.1	30	28.0
0.0—4.9	20	17.7	7	6.3
TOTAL	118	100.0	108	100.0

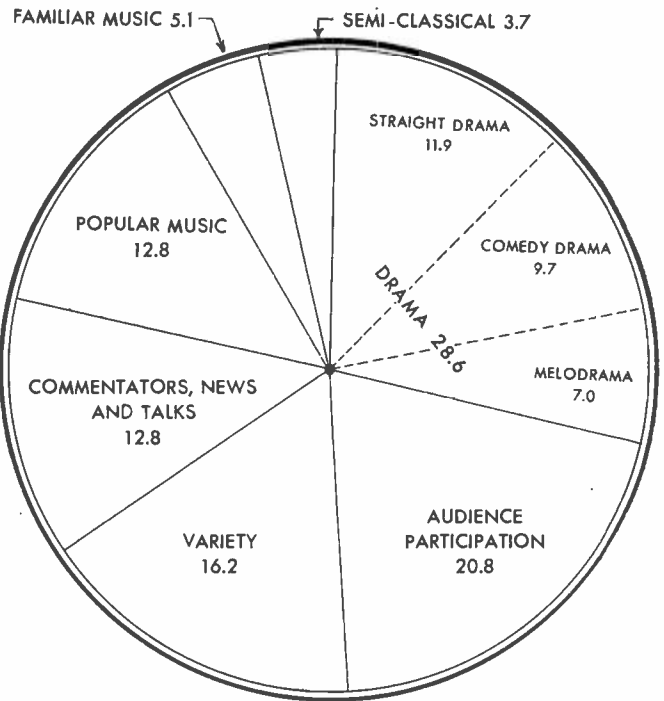
III—Comparison by Program Types of Ratings And Amount of Time: Evening Programs (October 1940—April 1941)



Type	Average Ratings	Rank	Range (Low-High)	No. of Programs	Amount of Time On the Air (% of Rank in % of Time)
Variety	17.1	1	2.2-39.9	24	18.9 3
Drama & Serial Drama	11.7	2	2.3-32.3	40	28.0 1
Audience Participation	11.4	3	3.8-25.5	28	21.6 2
Class. & Semi-Class	10.5	4	6.5-13.8	3	3.2 7
Popular Music	10.0	5	4.1-22.3	13	11.1 5
Familiar Music	9.8	6	7.0-12.6	7	4.9 6
Commentators, News and Talks	6.5	7	2.1-20.5	14	12.3 4

NOTE—Each program type has been allotted the number of hours which all programs in that type represent. The chart is based on the table of program types. 15-minute programs broadcast five times a week have been considered as 1 1/4 hours per week for the number of weeks investigated. 15-minute programs three times a week 3/4 hour, etc.

IV—Comparison by Program Types of Ratings And Amount of Time: Evening Programs (May—September, 1941)



Type	Average Ratings	Rank	Range (Low-High)	No. of Programs	Amount of Time On the Air (% of Rank in % of Time)
Variety	13.9	1	4.2-30.0	24	16.1 3
Drama					
Straight Drama	9.4	4.8	26.2	20	11.9
Melodrama	7.0	3.6	14.2	9	7.0
Comedy Drama	6.9	2.5	23.9	16	9.7
Audience Participation	7.6	3	1.9-19.7	38	20.8 2
Popular Music	7.5	4	3.9-13.6	4	12.8 4
Familiar Music	7.3	5	5.7-9.0	6	5.1 6
Semi-Classical	6.8	6	4.8-8.7	4	3.7 7
Commentators, News, Talks	5.3	7	1.5-17.8	13	12.8 4

ratings in rural communities than in big cities, but nighttime programs exhibit the contrary tendency. The average daytime rating is 6.2 in rural areas as against 5.5 in big cities. At night, the average program rating in rural areas is

10.6, whereas in cities the average program is rated at 12.8.

A tabulation of rural and city ratings, which arranges evening programs in five groups according to size of rating, shows:

Number and percentage of programs falling into each group by:

RATING	RURAL AREAS		CITIES	
	No. of Programs	% of Programs	No. of Programs	% of Programs
30.0 and over	3	3	5	5
20.0 to 29.9	5	5	9	8
10.0 to 19.9	39	36	54	49
5.0 to 9.9	47	43	28	26
0 to 4.9	15	14	13	12
	109	100%	109	100%

Note that 68 (or 62%) of evening programs rate 10 or over in the cities, while in rural areas 62 (or 57%) have a rating less than 10.

Repeating the same type of frequency distribution analysis for daytime commercial programs, we get the following results:

Number and percentage of programs falling into each group by:

RATING	RURAL AREAS		CITIES	
	No. of Programs	% of Programs	No. of Programs	% of Programs
10.0 and over	7	9	1	1
7.5 to 9.9	23	30	19	25
5.0 to 7.4	14	18	23	30
2.5 to 4.9	22	29	22	29
Less than 2.5	10	13	11	14
	76	100%	76	100%

This time the rural areas take precedence in the high-rating categories, for during the daytime 30 (or 39%) of programs rate 7.5 or over in agricultural communities, while only 20 (or 26%) attain similar ratings in the cities.

An examination of the 10 highest-rating evening programs in rural areas and cities, respectively, shows that 8 programs are common to both lists. The two programs preferred by the rural audience, but not by its big-city counterpart, are:

- Lowell Thomas
- National Barn Dance

Conversely, the city audience prefers two programs which do not appear on the rural "first 10" list. They are:

- Bob Hope Program
- Kate Smith Hour

Some network evening programs show an especially strong preference among rural-set-owners as compared with metropolitan radio homes. This group includes, in part:

- Plantation Party
- Lowell Thomas
- Uncle Jim's Question Bee
- National Barn Dance

- Easy Accs
- Death Valley Days
- Mr. Keen, Tracer of Lost Persons
- Battle of the Sexes

Likewise, city set-owners have certain favorites which do not evoke nearly so high a response among the rural listeners. On this list would be, among others:

- Goodwill Hour
- Guy Lombardo
- Helen Hayes
- Screen Guild Theatre
- Take It or Leave It
- Wayne King
- Uncle Walter's Doghouse
- Campbell Playhouse
- Lux Radio Theatre

Because of rural living habits, either one or both of these two groups of programs may possibly be influenced by time of broadcast.

Ratings of the 10 Leading Evening Programs in Rural Areas Compared With Their City Ratings:

PROGRAM	BASIC AREA	
	Rural	Cities
Aldrich Family	1	3
Lowell Thomas	2	15
Jell-O Program—Jack Benny	3	1
Chase & Sanborn Program	4	2
Flibber McGee & Molly	5	6
Truth or Consequences	6	10
Major Bowes Amateur Hour	7	7
National Barn Dance	8	35
Maxwell House Coffee Time	9	8
Lux Radio Theatre	10	4

(Continued on page 38)

Storer Urges New Trade Association

National Institute of Broadcasters Would Be Its Name

REORGANIZATION of the NIB as a full-scale trade association, competitive with NAB but with networks themselves excluded from membership, was advocated by George B. Storer, station owner and NIB president, in a letter last week to 800 stations, embracing the "platform" of himself and of L. B. Wilson, WCKY, Cincinnati, NIB vice-president. Both broadcasters were drafted in a telegraphic election last month.

Asking broadcasters to submit views on the proposed platform, Mr. Storer suggested that the name be changed from "National Independent Broadcasters" to "National Institute of Broadcasters". The old name, he said, connotes a division of opinion. He suggested a paid managing director (in essence a return to the former NAB structure) and a sharply reduced budget.

Small Budget

"It is the writer's opinion," Mr. Storer declared, "that it is unnecessary for a comprehensive radio trade association to spend upwards of \$300,000 per year, as does another association. A budget of approximately 25% of that amount should be ample."

Both Mr. Wilson and himself, Mr. Storer said, feel their terms can be only temporary, until a meeting of the association can be called and officers elected.

The four-point platform expressed the belief that broadcasters should endeavor to cooperate with the duly appointed representatives of the Government. "A spirit of harmony between executives of Government and officers of broadcast trade associations should exist at all times, so that broadcasters may be queried on the advisability of impending regulations, rather than be advised after the means of implementing same have been executed." This was interpreted as a criticism of the NAB.

A trade association, moreover, Mr. Storer declared, should accept for consideration and action only questions which affect the "entire membership rather than any segment thereof." Regarding network membership, he said that since a comprehensive trade association must consist of both non-members and members of networks, and since network contractual relationships can take several different forms varying from complete ownership to a mutual basis of operation, he believed "it is in the best long term interest of broadcasters and networks, that the association should be independent of network influence."

Recognition should be given, however, to the "great service" performed by chains and the association should "deplore any adverse

action which might actually impair the maintenance of successful operation of network service at its present high standard," he said.

Concerted Action

Proposing a stream-lined association, Mr. Storer suggested that representatives or directors be selected on the basis of four national time zones, divided by north and south boundaries, such as the Mason-Dixon line projected across the country. On this basis there would be eight districts, each having two representatives. Each district would have two representatives, one of whom is associated with an independent non-network affiliated station. Officers would consist of president, vice-president, secretary-treasurer and managing director, the last-named a paid employe. The officers, together with the representatives of each district would make up the board of 19 directors. An executive committee of five members of the board, together with the president and managing director, would be created.

No officer would serve more than two terms of one-year each, except the paid managing director, whose

employment contract would be limited to two years, and renewed by the board.

Mr. Storer said he felt this was not the time to act independently but rather in concert with other elements of the industry. To that end, he pointed out he had called a meeting of heads of other trade associations to "definitely assure the selection of radio executives for key posts in Washington who are truly independent, and also those who are practical, experienced radio operators." This committee recommended the selection of J. Harold Ryan, Fort Industry Co. vice-president and general manager, as Assistant Director of Censorship in charge of radio, and the tentative selection of Walter J. Damm, director of WTMJ, Milwaukee, as industry liaison officer in Washington. The latter appointment, however, has not been confirmed but was considered at a two-day meeting in Chicago Jan. 16-17 [BROADCASTING, Jan. 19]. Further sessions are to be held by the Coordinating Committee, made up of the heads of or representatives of the five trade groups identified with radio. Future meetings will be held, it is understood.

House Group Votes FCC Fund But Bars Pay for Dr. Watson

FLATLY prohibiting the payment of a Federal salary to Dr. Goodwin Watson, chief analyst of the FCC's Foreign Broadcast Monitoring Service, on grounds of alleged Communist-front activities, the House last Thursday approved an appropriation of nearly \$5,000,000 for the FCC for fiscal year 1943.

The preceding day the Commission's 1942 budget, already an all-time high, was boosted substantially when President Roosevelt sent to Congress a request for a supplemental appropriation of \$587,195 for the FCC's expanding national defense operations during the remainder of the fiscal year 1942, ending June 30.

May Need More

When the supplemental appropriation is approved, as expected, the FCC during the present fiscal year will have amassed a total of \$5,655,924 in appropriations. However, in view of the rapid expansion of FCC activities in the national defense field, principally through its National Defense Operations Section and Foreign Broadcast Monitoring Service, it is taken for granted additional funds will be secured subsequently for 1943, and the total eventual 1943 appropriation is expected to far exceed the 1942 totals.

In approving its Appropriations Committee's recommendation of a \$4,991,219 1934 appropriation for

the FCC, the House also supported the drastic committee recommendation to prohibit the use of any of the appropriated funds to pay the \$5,600 per year salary of Dr. Watson, who ever since his appointment several months ago has been under Congressional fire for his alleged membership and activity in Communist-front organizations. [BROADCASTING, Nov. 24, Dec. 8]. The committee's ban on payment of a Federal salary to Dr. Watson was agreed upon unanimously just before the Independent Offices Appropriations Bill, providing FCC funds, was reported to the House.

Fly Queried on Watson

FCC Chairman James Lawrence Fly had been confronted, during committee hearings on the bill Dec. 10, with "documentary evidence" purporting to establish Dr. Watson's Communist-front connections, gathered by the Dies Committee. Apparently dissatisfied with Chairman Fly's response to intensive questioning by Rep. Starnes (D-Ala.), vice-chairman of the Dies Committee, the committee included the prohibition against Dr. Watson in the bill presented to the House. It is understood this is only the second time such action has been taken by the House. The extraordinary move drew no comment from Chairman Fly or FBMS officials, pending action by the Senate, although Chairman Fly called a

Banner Year Reported For Blue by Thrower

WITH the addition to the Blue Network of 31 stations and 40 new accounts during 1941, a banner year was reported for the network by Fred M. Thrower, Blue general sales manager. A total of 31 Blue stations increased their power last year, four moved to better frequencies, seven installed new transmitters or antennas, while 21 power increases and 5 frequency improvements are now under way.

The average number of Blue stations used by advertisers per program averaged 57 last year, showing a 66% increase over 1940 when the average number of stations used was 38. According to Mr. Thrower's report, an even higher number is forecast for 1942, the average already totaling 62 stations per program or almost 100% over 1940. Also during 1941, 50 sponsors renewed contracts for their programs on the Blue Network.

HUGHES ABANDONS COAST FM GRANTS

PLEADING that national defense activities necessitated confining broadcast activities to the television station which the permittee is constructing in Los Angeles and San Francisco, the Hughes Tool Co., holder of construction permits for K491A and K45SF, commercial FM stations in Los Angeles and San Francisco, has returned the permits to the FCC. The Commission, acting on this request last Tuesday, officially made the cancellations and deleted call letters.

Hughes Tool Co. is owned by Howard Hughes, famed aviator-millionaire-movie director. Action makes the frequency, 44.9 mc., again available in Los Angeles to other FM applicants, as well as opening the 44.5 mc. channel to San Francisco applicants.

commission meeting on the matter last Friday.

In informed quarters it was learned the House Committee had instructed the FCC to dismiss Dr. Watson. The almost unprecedented action in withholding his salary, it was learned, resulted from the purported failure of the FCC to heed the Committee's demand.

Although no date has been set, it is expected Senate subcommittee hearings on the supply bill will start during the Jan. 26 week. The \$4,991,219 total approved by the House last Thursday provides \$2,300,000 for salaries and expenses, \$23,600 for printing and binding and a total of \$2,667,619 for national defense activities, including \$836,979 for FBMS, with the remainder for NDOS monitoring operations [BROADCASTING, Jan. 12].

Indicative of what is to come is the \$587,195 supplemental appropriation asked for 1942. According to the FCC, \$343,433 of this amount will be used for personal services, including the hiring of 386 new national defense employees. The remaining \$243,762 is to go for operating expenses and other obligations, including \$70,500 for purchase of technical equipment.

A News Staff

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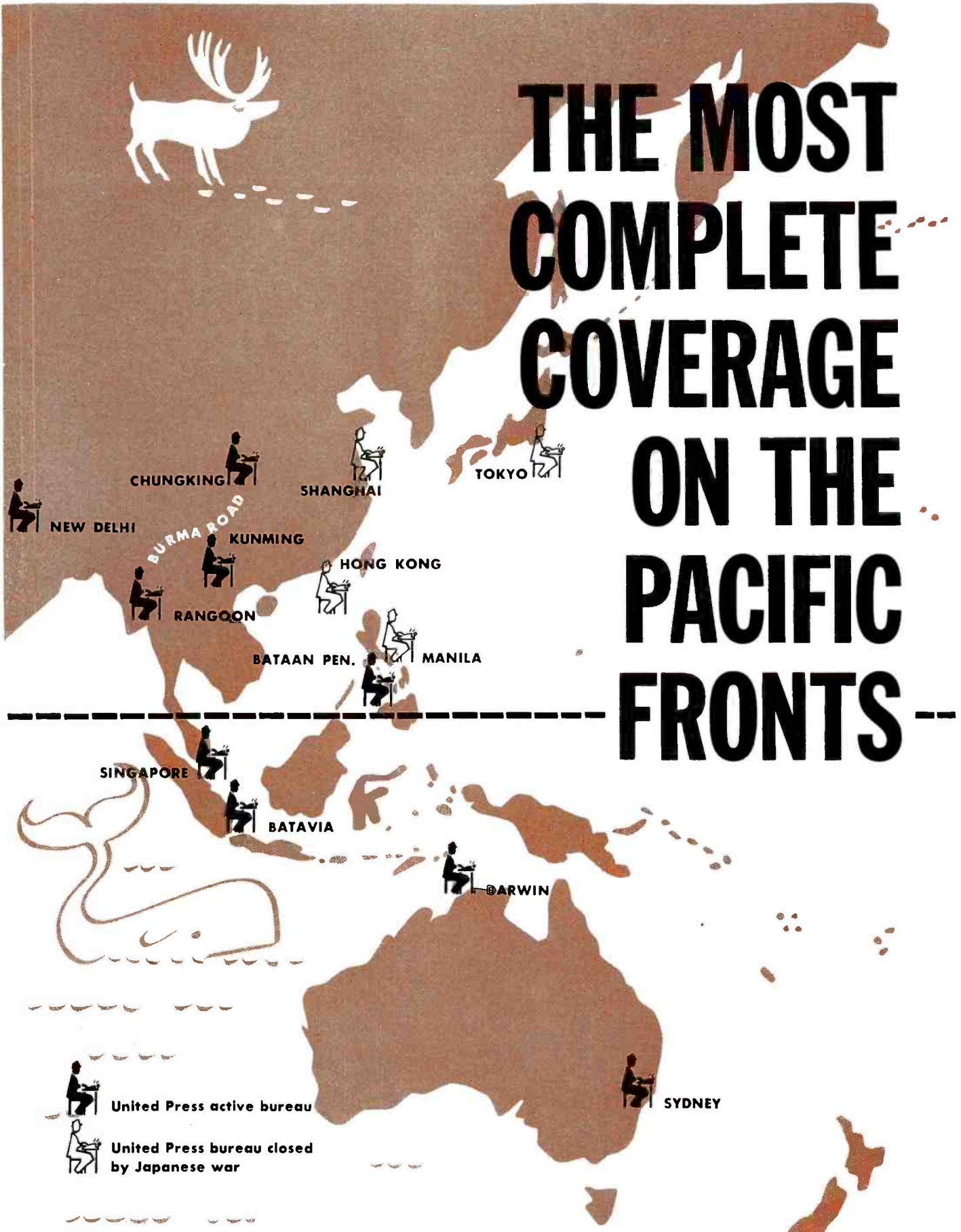
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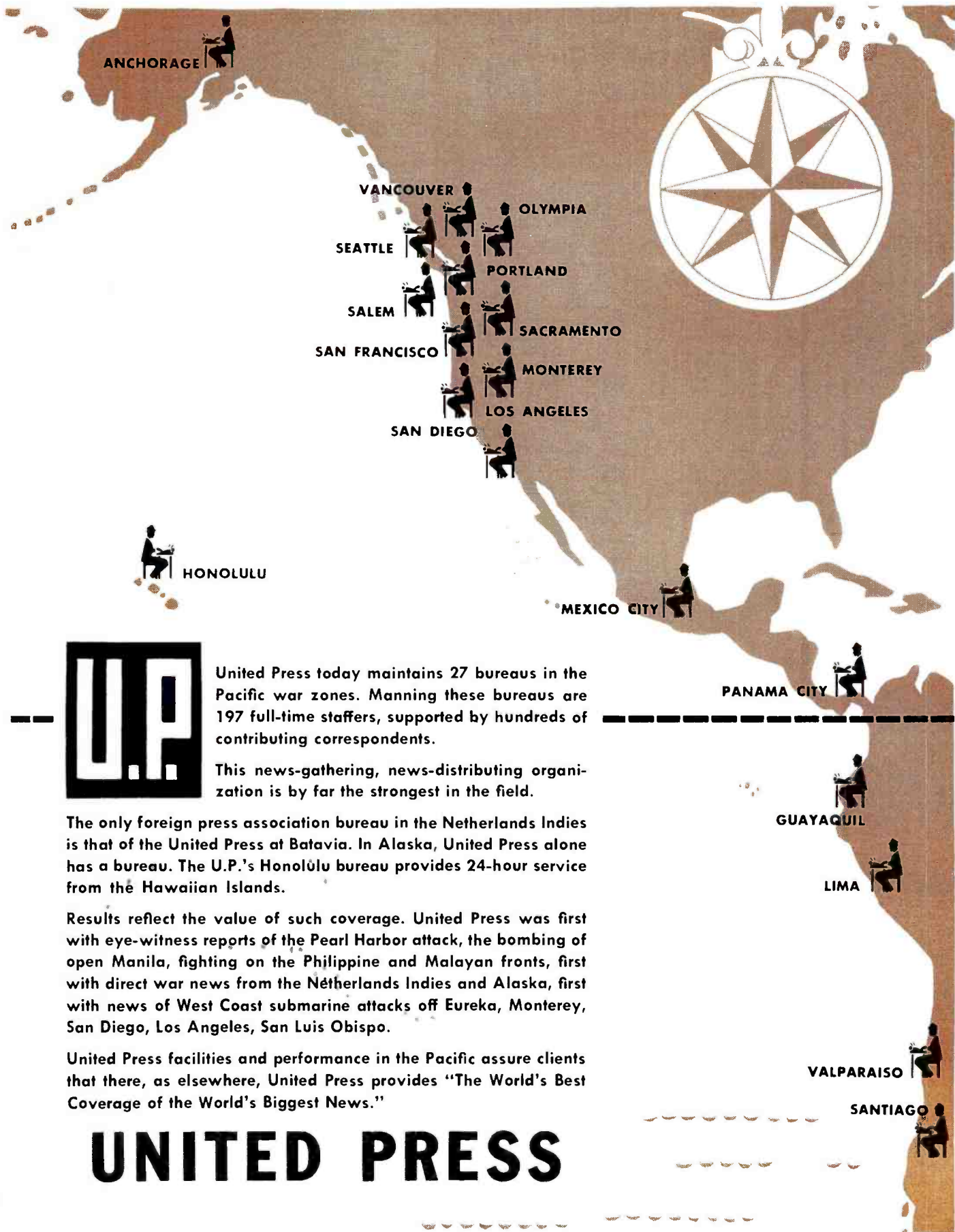
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Results reflect the value of such coverage. United Press was first with eye-witness reports of the Pearl Harbor attack, the bombing of open Manila, fighting on the Philippine and Malayan fronts, first with direct war news from the Netherlands Indies and Alaska, first with news of West Coast submarine attacks off Eureka, Monterey, San Diego, Los Angeles, San Luis Obispo.

United Press facilities and performance in the Pacific assure clients that there, as elsewhere, United Press provides "The World's Best Coverage of the World's Biggest News."

UNITED PRESS

50 kw. Outlet Given Waterloo; WJW Becomes Regional on 850

Akron Station Assigned to KOA Clear Channel; DuMond Heads Prominent Group in Iowa Grant

CONSISTENT with its new policy of granting new stations in areas now regarded as under-served, the FCC last Tuesday authorized a new 50,000-watt station on 1540 kc. in Waterloo, Ia., and authorized regional operation on 850 kc. in Akron for WJW, now a local outlet.

In recent FCC utterances, notably by Chairman James Lawrence Fly, stress has been given lack of service in particular areas. While Waterloo does not have a station in its own right, it is receiving service from other Iowa stations, notably WMT in Cedar Rapids, which maintains studios in Waterloo, and WHO, Des Moines, 50,000-watter. The Akron station, on its new assignment, according to the FCC, is expected to provide service to Cleveland, which the Commission repeatedly has stated does not have adequate service to accommodate all networks.

Involved in Litigation

The Akron grant came as a surprise for another reason, however. It is assigned to the clear channel of KOA, Denver, broken down by the FCC when it granted WHDH, Boston, fulltime on the wave. The whole matter now is in litigation and a decision of the U. S. Court of Appeals for the District of Columbia is expected momentarily.

At the FCC it was stated that the Commission regards 850 as a broken down channel, and has granted both KOA and WHDH renewals on it under such conditions. Apparently, it did not feel that the pending litigation made any difference.

WJW now operates on 1240 kc. with 250 watts and is operated by William M. O'Neil, son of the president of General Tire & Rubber Co. Under the grant, the station will move to a location in Franklin Township, which, with a directional antenna for night use on 850 kc., will provide reasonably satisfactory service in Cleveland. The station is an MBS outlet and was acquired in 1940 by the O'Neils.

Josh Higgins Broadcasting Co., applicant for the Waterloo station, is headed by Joe DuMond, manager of KBUR, Burlington, Ia., and former radio director of Henri, Hurst & MacDonald. A decade ago he was manager of WMT, then in Waterloo, under ownership of Harry Shaw. He is the creator and principal in the NBC *Josh Higgins Finchville* series out of Chicago.

Associated with Mr. DuMond in Josh Higgins Broadcasting Co. are John E. Fetzer, president and general manager of WKZO, Kalamazoo; Paul Godley, consulting engineer of Montclair, N. J., and

Washington; John Blair, Chicago station representative, and Dan T. Riley and Richard H. Plock, president and vice-president respectively of KBUR. Mr. DuMond owns 50% of the common stock issued; Mr. Fetzer has an 11.6% interest, and Messrs. Riley and Blair, 5% each. Messrs. Riley and Plock along with 13 prominent business men of Waterloo hold the balance of the stock in small blocks.

Equipment Problem

Both the Waterloo and Akron grants are contingent upon procurement of priorities for equipment. The FCC has embarked upon a new policy [BROADCASTING, Jan. 19], of granting new facilities only in areas now inadequately served, with regard to defense requirements. The new grants, it was stated, are not inconsistent with that policy, shortly to be formalized in an order jointly prepared by OPM and the Defense Communications Board.

Lester Lindow Called For Active Army Duty

LESTER W. LINDOW, general manager of WFBM, Indianapolis, on Jan. 28 reports for active duty as a first lieutenant, Infantry, at



Mr. Lindow

Camp Wolters, Tex. He has been a reserve officer for the last seven years. Harry M. Bitner Jr., office manager of WFBM and secretary-treasurer of the company, will take over Mr. Lindow's duties, it was announced. Chief stockholder of WFBM is Harry M. Bitner, publisher of the *Pittsburgh Sun-Telegraph*. Lieut. Lindow in 1935 joined WCAE, Pittsburgh, as salesman, and became sales manager in 1938. He joined WFBM as acting manager in 1940 and became general manager last July 1.

Benefax Tests

ANACIN Co., Jersey City (Benefax), through its newly-appointed agency, William Douglas McAdams, New York, is using transcribed announcements and participations on WTIC and WNBC, Hartford, and WIRE and WFBM, Indianapolis, in a test campaign.

NEWS BOOM ON WEST COAST

Regional Networks Book Many Sponsors as

Roundups Become More Intense

SINCE bombing of Pear Harbor, news listening interest on the West Coast has increased by a conservative 35 to 50%, with a multiple of firms sponsoring regional network newscasts in that area.

Long a holdout from the radio ranks, California Packing Corp., San Francisco (Del Monte brands), one of the nation's leading food merchandisers, initiated its first network advertising in more than a decade on Jan. 12, and is sponsoring *William Winter*, news analyst, on 14 CBS West Coast stations, Monday through Saturday, 12:30-12:45 p.m. Contract is for 52 weeks, with placement through McCann-Erickson, San Francisco.

Slated to cancel its five-weekly quarter-hour program, *Nelson Pringle's News* on 3 CBS California stations, Union Oil Co., Los Angeles, through Lord & Thomas, that city, on Jan. 5 expanded the series to include KIRO KOIN KROY, and renewed for 26 weeks, Monday through Friday, 7:45-8 a.m. This new contract and renewal gives the CBS western network three half-hour Monday through Friday strips with news and news analysis "back to back" at three different times per day—early morning, noon and late afternoon.

Magazine's News

Macfadden Publications, New York (*Liberty* magazine), through Erwin, Wasey & Co., that city, sponsors *Bob Garred Reporting*, on 6 CBS West Coast stations, thrice-weekly, with Bathasweet Corp.,

New York, taking over the quarter-hour news period at 7:30 a.m., twice per week. H. M. Kiesewetter Adv. Agency, New York, has the latter account.

Knox Manning's round-up of the days events is sponsored by Los Angeles Soap Co. on 14 CBS West Coast stations, Monday through Friday, 12:15-12:30 p.m. That firm, placing through Raymond R. Morgan Co., Hollywood, also sponsors an early morning newscast by Norman Nesbitt on 32 Pacific Coast Don Lee stations, Monday through Friday, 7-7:15 a.m.

Final half-hour news and news analysis correlation occurs on the CBS western network late schedule where the afternoon edition of *Bob Garred Reporting* is contiguous with observations on war progress by Bill Henry, CBS and *Los Angeles Times* war correspondent. Peter Paul Inc., Naugatuck, Conn. (Mounds candy), through Brisacher, Davis & Staff, San Francisco, sponsors Garred on 6 CBS West Coast stations for 10 minutes thrice-weekly at 5:45 p.m.

Nesbitt Fruit Products, Los Angeles (orange beverage), on Dec. 27 started for 52 weeks, sponsoring him on Saturdays, utilizing the same list of stations and time. Soil-Off Mfg. Co., Los Angeles, sponsoring that newscast on 4 CBS California stations on Thursdays, adds Tuesday to the schedule, effective Feb. 3. Agency is Buchanan & Co., Los Angeles.

Bekins Van & Storage Co., Los Angeles (chain service), through Brooks Adv., that city, sponsors *Bill Henry, News Analyst*, on 3

CBS California stations, Monday, Wednesday, 5:30-5:45 p.m. American Chicle Co., Long Island (gum) sponsors the news analyst on 6 CBS western stations, Tuesday, 7:45 p.m., Thursday, 7:15 p.m. Agency is Badger, Browning & Hersey, New York.

Dr. Miles List

Dr. Miles California Co., Los Angeles (Alka-Seltzer), through Associated Adv., that city, on Feb. 1 renews for 52 weeks, *Alka-Seltzer Newspaper of the Air*, on 32 Don Lee Pacific Coast stations, Monday through Saturday, 10-10:15 a.m., Sunday through Saturday, 9-9:15 p.m. Roma Wine Co., San Francisco (wines), through Cesana & Assoc., Hollywood, sponsors *News With Jim Doyle*, on that same list of stations, Monday, Wednesday, Friday, 6:15-6:30 p.m.

Placing through Roche, Williams & Cunyningham, Chicago, Studebaker Sales Corp., South Bend, sponsors *John B. Hughes, News*, thrice weekly at 7 p.m., on the 32 Pacific Coast Don Lee stations, Anacin Co., Chicago, through Bracket-Sample-Hummert, that city, also sponsors *Hughes Monday* through Friday, 9-9:15 a.m., on those stations, in addition to a group of MBS outlets. Bond Stores Inc., New York (men's clothes), sponsors a daily quarter hour newscast on 2 California Don Lee stations (KFRC KHJ), Monday through Friday, 7:45-8 a.m. Neff-Rogow, New York, is agency.

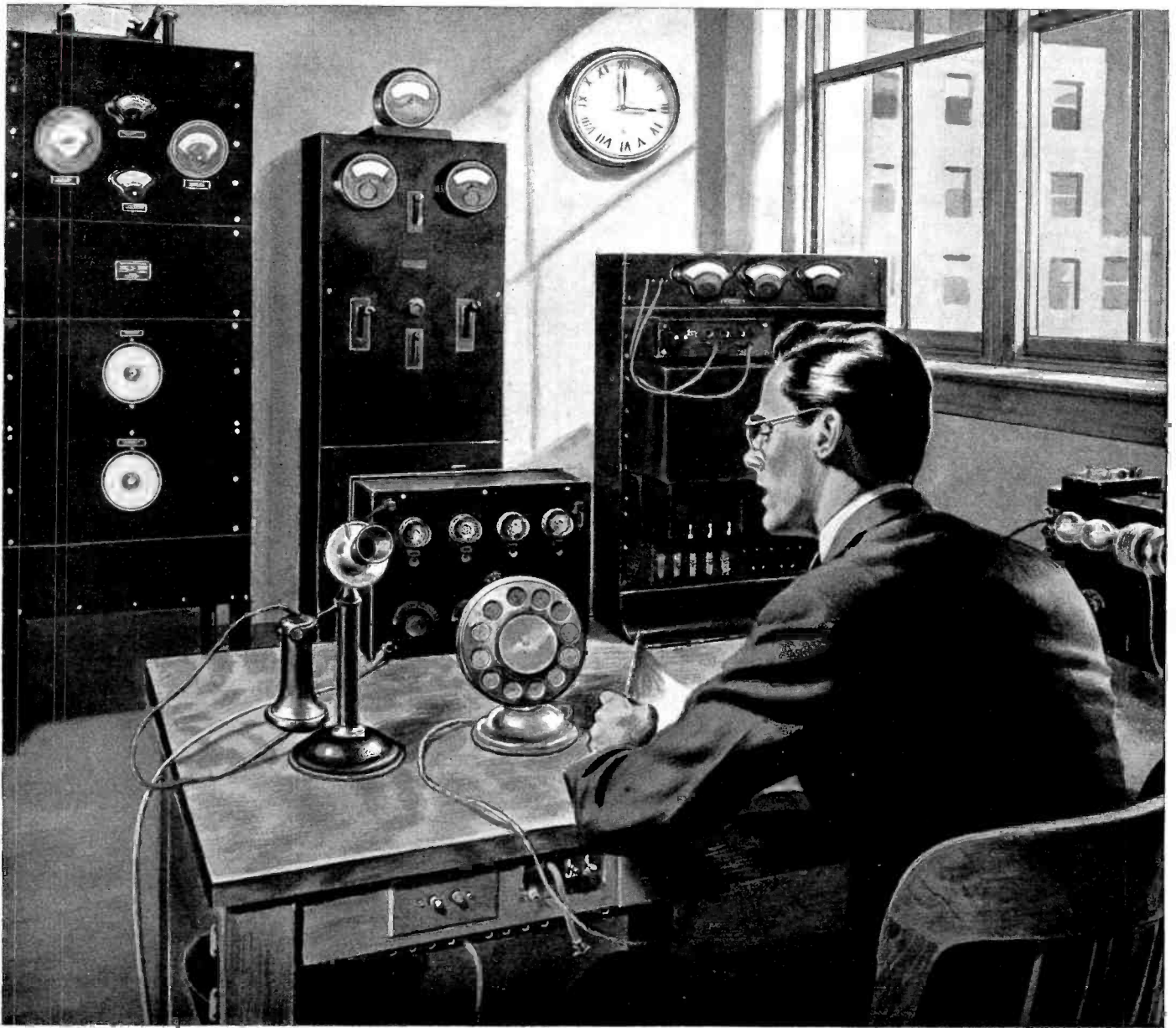
Richfield Oil Co., Los Angeles, is continuing its six weekly quarter-hour *Richfield Reporter* on 10 NBC-Pacific Red stations, Sunday through Friday, 10-10:15 p.m. Agency is Hixson-O'Donnell Adv., Los Angeles. Sperry Flour Co., San Francisco (waffle and pancake flour), placing through Westco Adv. Agency, that city, sponsors *News* by Sam Hays, on NBC-Pacific Red stations, Monday through Saturday, 7:45-8 a.m. *Up-to-the-Minute News* by Franklin Bingham, is sponsored by Bristol-Myers Co., New York (Minit-Rub), on 8 NBC-Pacific Red stations, Monday, Wednesday, Friday, 4:45-5 p.m.

Benny's Bereavement

IN RESPECT to Carole Lombard, his co-star in "To Be or Not to Be," an Alexander Korda-Ernest Lubitsch film, to be released through United Artists, Jack Benny cancelled his Jan. 18 broadcast of the NBC *Jack Benny Show*, sponsored by General Foods Corp. (Jell-O). Although no specific explanation was given, the show was replaced by a musical program, featuring Mahlon Meerick's orchestra, Dennis Day, soloist, and the Sportsman's Quartet, vocal group. Don Wilson announced. Miss Lombard was scheduled for a guest appearance on the Jan. 25 Jell-O program.

Fisheries Series

SOUTHCOST FISHERIES. Terminal Island, Cal. (Top Form cat food), in a two-week campaign which starts Jan. 19, will use, on a staggered schedule, a total of 75 transcribed announcements on 11 West Coast stations. List includes KFSI KMPK KECA KFVB KJBS KFSO KFVK KOIN KOMO KJR KHQ. Agency is Barton A. Stebbins Adv., Los Angeles.



The world's finest transmitter . . .

Just 22 years ago this Western Electric transmitter *was* the finest in the world. And it might still hold that title today if there hadn't been a constant *urge* for Better Broadcasting.

It was this urge, this never ceasing effort, that made the remarkable Western Electric transmitter of 1920 but a single step in the development of Commercial Broadcasting. Improvements such as water-cooled tubes, crystal control, stabilized feedback, the Doherty circuit and many others—each was a step *forward* toward today's equipment.

By paralleling this record with microphones, speech input and antenna equipment, Western Electric has *earned* the dominant position it now holds in the broadcasting industry.

Today Western Electric is engaged in the great drive for Victory. Speeded-up research is resulting in huge strides in the art of radio communication. And, after the emergency, you can feel sure that many of these new developments will be available to you in Western Electric equipment for Better Broadcasting.



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Western Electric
EQUIPPED FOR
BETTER BROADCASTING

Industry Plans to Cooperate In Technician Training Drive

Every Community to Provide Courses Designed To Provide Another 200,000 Radio Operators

WITH FCC Chairman James Lawrence Fly indicating at his press conference last Monday that "everyone down the line will have to find a way to broaden their base"



Mr. Fletcher

in dealing with the shortage in broadcast engineers, it was indicated by the NAB National Defense Committee that radio technician training courses will get underway within the next few weeks in practically every community in the United States.

The broad-scale technical training program, being set up with NAB cooperating through the Division of Engineering, Science, Management Defense Training of the U. S. Office of Education, is designed to provide an additional 200,000 radio technicians and operators, according to A. J. Fletcher, of WRAL, Raleigh, N. C., member-in-charge of radio training of the NAB National Defense Committee.

Support Asked

Calling on stations to get solidly behind the training drive with a continuing schedule of announcements, Mr. Fletcher indicated that broadcasters should prepare their own continuity announcing the availability of the ESMDT courses.

The expense of the courses is covered by Congressional appropriation. He emphasized also that continuity should make clear that the courses are available not only to young men eligible for military service, but also to men and women who may not be accepted for such service, but who can take the place of those in the service.

Under the plan set up by Mr. Fletcher, all inquiries received in response to station announcements are to be sent to state coordinators, representing various schools. Industry representatives, to cooperate with the State coordinators, also have been appointed by NAB. These responses will then be allocated among various institutions in the State designated to supervise the training. Station engineers in many cases will handle actual class instruction, according to the present plan.

Such instructor-engineers—every station is estimated to have at least one engineer capable of a teaching assignment—may be deferred from induction into active service to let them continue "in this larger field of service" upon request to the proper authorities, it was indicated.

The question of draft deferment for class enrollees now is under advisement. Teachers supplied by stations will be paid for their ser-

vices by the ESMDT institutions supervising the training, Mr. Fletcher explained.

All stations have been requested to keep an accurate record of all inquiries, furnishing monthly or weekly reports to Mr. Fletcher and continuing reports to State coordinators. Stations also were advised to continue the special announcements until advised to discontinue them by Mr. Fletcher.

"The reason for this is obvious," he commented. "Experience has shown that from 25% to 33 1-3% of those who send in their inquiries cannot qualify to take the course. This means that the radio stations should not stop short of approximately 300,000 inquiries, 200,000 of which may qualify and actually be enrolled in the classes."

Repairmen Needed

At a recent meeting of regional ESMDT advisers with Dean R. A. Seaton, director of the ESMDT division of the Office of Education, the proposition of providing radio repairmen for Army and Navy duty also was discussed. A plan now is being worked out through the Federal vocational training department to provide training of such personnel through State vocational training departments.

"This is the biggest thing that the Government has asked the ra-



"KAY-O", the calf caught in a contest of the National Western Stock Show is now full-sized porterhouse. Wilbur Letterly (overalled) of Brighton, Col., sold "Kay-O" (named in honor of KOA, Denver, who donated the calf) at the recent stock show. Beaming approval of KOA General Manager Lloyd E. Yoder (left), and Program Director Clarence C. Moore.

RCA VICTOR Broadcast Transcription studios in the Royal York Hotel at Toronto have been expanded with addition of another studio. Miss G. Lenore Reinke has been promoted to assistant manager of the transcription studios.

radio broadcasters to do," Mr. Fletcher declared. "In my opinion it will constitute our most direct, and if well done, our most effective contribution to national defense. This is the job. It is a big one. Let's do it quickly—conscientiously. Upon our efforts for the next few months may depend the issue of victory or defeat in many a battle. We must not fail!"

Industry Ready for Time Change Feb. 9

Usual Confusion Will Be Avoided Under New Statute

ENDING at least for the duration of twice-yearly disruption of programs as a result of partial daylight savings time, President Roosevelt last Tuesday signed a bill placing "fast" time in effect throughout the country beginning at 2 a.m. Monday Feb. 9.

Effects of the law were hailed as a boon by station and network officials, agency timebuyers and station representatives [BROADCASTING, Jan. 19] as it will eliminate weeks of complicated readjustment of schedules. Despite the fact that networks and stations had set up elaborate machinery to handle the time switch with the least possible confusion, many local programs had to be shifted to entirely new periods resulting sometimes in lucrative local accounts suspending in the summer because of lack of a suitable period.

As an outgrowth of the new "fast" time law, problems of stations operating daytime only and those with limited time will be considered by the Rules Committee of

the FCC probably at its next meeting, it was indicated by the FCC engineering division.

It was pointed out that stations going on the air at 6 a.m. standard time would begin operations under the new law at 7 a.m. but could remain on the air until 7 p.m. Under standard time they would sign off at 6 p.m. The FCC recently adopted a rule which allows limited-time stations on a clear channel to begin operations at 4 a.m. These probably would not be affected by the new law.

Special Problems

However, it was pointed out that stations now operating from 6 a.m. until 12 midnight will lose an hour under fast time since they must sign off at midnight by the clock, actually 11 p.m.

Congressional action was completed on the bill Jan. 15 but because of a parliamentary technicality it did not reach Speaker Rayburn of the House until Monday for his signature. The Senate completed action on the bill Jan. 14. As finally passed, the bill substituted the House version providing universal "fast" time starting 20 days after enactment for the

U. S. Censorship Rules Are Studied by Canada

CANADIAN broadcasters are following with interest censorship developments in the United States. Since the start of the war a broad censorship rule under the Canada Defense Regulations bans broadcasts of public speeches outside the studios. This was interpreted to include man-on-the-street broadcasts, interviews at railway trains and planes, at hockey games, etc. Public speeches in studios require a prepared text which must be submitted in advance.

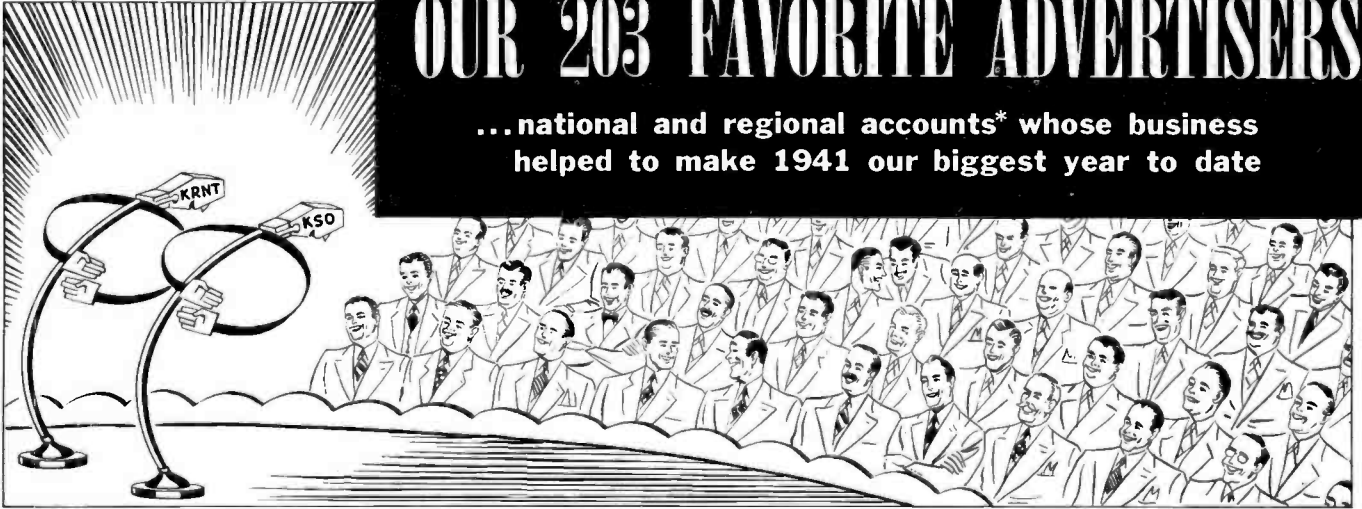
Only exception to the regulation has involved speeches relating directly to the war effort, such as those made by Wendell Willkie in Canada, and by authorities in connection with financial or other campaigns. Under the Canada Defense Regulations the responsibility for questions on quiz shows rests on the station management and there has been no falling off in quiz shows on Canadian stations since the outbreak of war in September 1939. Canadian censorship regulations went into force early last month [BROADCASTING, Sept. 15, 1939] and were gradually eased. Defense of Canada Regulations pertaining to broadcasting stations were posted in all stations early in November [BROADCASTING, Nov. 15, 1939].

Bond Reductions

LOCAL 1221, Omaha Chapter of the ABTU of IBEW, has voted to purchase as many Defense Bonds as possible until the war is over. The local will utilize the Treasury Department's payroll deduction plan in purchasing bonds and stamps. It was voted that a minimum of 5 per cent be deducted for the purpose each month.

A DEEP BOW OF APPRECIATION TO OUR 203 FAVORITE ADVERTISERS

...national and regional accounts* whose business helped to make 1941 our biggest year to date



* More than 170 accounts strictly local in nature are not included in this tabulation.

Absorene Mfg. Co.
Adams Hat Stores, Inc.
Affiliated Products, Inc.
Allcock Mfg. Company
American Bird Products, Inc.
American Chicle Company
American Dairy Association
American Economic Foundation
American Safety Razor Corp.
American Tobacco Company
Anacin Company
Armour and Company
Armstrong Cork Company
Associated Serum Producers, Inc.
Axton-Fisher Tobacco Co.
Bayer Company, Inc.
Beaumont Company
Paul F. Beich Company
Bendix Aviation Corp.
Berd Products Company
Bond Clothing Stores
Bowey's, Inc.
Bristol-Myers Company
Brown & Williamson Tobacco Corp.
Bulova Watch Company
Butler Mfg. Company.
Dr. W. B. Caldwell, Inc.
California Fruit Growers Exchange
Campana Sales Company
Campbell Soup Company
Canada Dry Ginger Ale, Inc.
Carter Products, Inc.
Carter Products Corp.
Catspaw Rubber Company, Inc.
Chatham Mfg. Company
Chicago, Milwaukee, St. Paul & Pacific Railroad
Chesebrough Mfg. Company
Chrysler Corp.
Harold H. Clapp, Inc.
Chocolate Products Company
D. L. Clark Company
Clicquot Club Company
Clinton Company
Coca Cola Company
Colgate-Palmolive-Peet Company
Commercial Credit Company
G. E. Conkey Company
Consolidated Royal Chemical Corp.
Continental Baking Company, Inc.
Continental Oil Company
Crescent Macaroni and Cracker Co.
Crete Mills
Cummer Products Company
Curtiss Candy Company
Derby Foods, Inc.
Emerson Drug Company
Eversharp, Inc.
Ex-Lax, Inc.

Ford Motor Company
Friday, Inc.
Fruit Growers Co-Operative
Garden City Publishing Co., Inc.
General Cigar Company
General Foods Corp.
General Mills, Inc.
General Motors Corp.
Geppert Studios
Gillette Safety Razor Co.
Golden Glint Co., Inc.
Gooch Milling & Elevator Co.
Goodyear Tire & Rubber Co.
Gospel Broadcasting Assn.
Green Gable Builders
Griffin Mfg. Co., Inc.
Grove Laboratories, Inc.
Hartz Mountain Products Company
Haskins Brothers and Company
Hilex Company
Holland Furnace Company
Hurley Machine Co.
Inland Milling Company
International Cellucotton Products Co.
International Silver Company
Iowa Master Breeders, Inc.
Iowa Packing Company
Ironized Yeast Company, Inc.
Jaques Mfg. Company
Andrew Jergens Company
Johns Manville Corp.
Johnson and Johnson
Johnson Candy Co.
Kolynos Company
Lady Esther, Ltd.
Landers, Frary and Clark
Thomas Leeming & Co., Inc.
Lever Brothers Company
Lewis Hotel Training Schools
Lewis Howe Company
Libbey-Owens-Ford Glass Co.
Liggett & Myers Tobacco Co.
Thomas J. Lipton, Inc.

Longines-Wittnauer Watch Co.
Look, Inc.
P. Lorillard Company
Ludens, Inc.
Lutheran Laymen's League
Luxor, Ltd.
Magazine Repeating Razor Co.
Manchester Biscuit Co.
Manhattan Soap Company, Inc.
Marlin Firearms Co.
Marrow's, Inc.
Marshall Canning Company
Mennen Company
Michigan Fruit Growers
Mid-Continent Petroleum Corp.
Miles Laboratories, Inc.
Miller Cereal Mills
Minnesota Mining & Mfg. Co.
Morton Salt Company
Philip Morris & Co., Ltd., Inc.
Nash Kelvinator Corp.
National Refining Company
Nitragin Company, Inc.
North American Accident Insurance Co.
Northwestern Bell Telephone Co.
Nu-Way Mfg. Company
Omar, Inc.
Owens-Illinois Glass Company
Pacific Coast Borax Company
Packard Motor Car Company
Pan American Coffee Bureau
Paramount Pictures, Inc.
Parker Pen Company
Penn Tobacco Company
Pennsylvania Salt Mfg. Co.
Pepsi-Cola Company
Pepsodent Company
Pequot Mills
Pet Milk Sales Corp.
Peter Paul, Inc.
Charles H. Phillips Chemical Co.
Phillips Petroleum Company
Pierce's Proprietaries, Inc.

Pillsbury Flour Mills Company
Lydia E. Pinkham Medicine Co.
Plough, Inc.
Postal Telegraph-Cable Co., Inc.
Potter Drug and Chemical Corp.
Procter and Gamble Co.
Progress Feather Company
Prudential Life Insurance Co.
Pure Oil Company
Rath Packing Company
RCA Mfg. Company
Refinoid Mfg. Company
Reid, Murdoch & Company
Rival Packing Company
R. J. Reynold's Tobacco Co.
Rollins Hosiery Mills, Inc.
Russell-Miller Milling Co.
Sargent and Company
Schulze Baking Company
F. Schumacher & Company
Seiberling Rubber Company
R. B. Semler, Inc.
Shell Oil Company, Inc.
Sherwin-Williams Co.
Simon & Schuster, Inc.
Simoniz Company
Sinclair Coal Company
Skelly Oil Company
Smith Brothers
Socony Vacuum Oil Co.
E. R. Squibb & Sons
Staley Milling Company
Standard Brands, Inc.
Standard Oil Co.
Sterling Products, Inc.
Swift and Company
Tayton Company
Texas Company
Time, Inc.
Tone Brothers
Trimont Clothing Company
United Drug Company
United States of Brazil
U. S. Tobacco Company
Vick Chemical Company
Waltham Pen Company
Wander Company
Walter Wanger Productions
William R. Warner & Co., Inc.
R. L. Watkins Co.
Welch's Grape Juice Company
Wheeling Steel Corp.
White Laboratories, Inc.
J. B. Williams Company
Williamson Candy Company
Winsron & Newell Compar.,
J. H. Woodbury, Inc.
William Wrigley, Jr., Co.
W. F. Young, Inc.

KSO + KRNT

NBC BLUE AND MUTUAL BASIC COLUMBIA
5000 WATTS 5000 WATTS

THE COWLES STATIONS IN DES MOINES

Affiliated with the Des Moines Register & Tribune
Represented by The Katz Agency

Social Reforms Will Continue, Fly Indicates to House Group

Tells Appropriations Committee of Inquiries; Increase in Work Basis of Pleas for Funds

CLEAR-CUT indication that the FCC proposes to intensify rather than let down on social reforms in the broadcast field during the ensuing year, despite war conditions, was given Congress by FCC Chairman James Lawrence Fly in testimony on appropriations for the 1943 fiscal year, made public last Thursday coincident with introduction of the Independent Offices Appropriation Bill in the House.

A multi-phased series of investigations, going into identification of sponsors of programs, surveys of

outside business interests of licensees, alien ownership or control, regulation of chain broadcasting, newspaper ownership and superpower was outlined by Chairman Fly in a statement given the Subcommittee of the House Appropriations Committee handling appropriations for independent establishments and agencies. The testimony was given Dec. 10 but, following custom, was not released until introduction of the appropriations bill last Thursday.

The testimony came during the

week of the Pearl Harbor attack and the justifications had been prepared in advance of the declaration of war. However, there have been no indications from the Commission since the war's advent that it would slow down on normal civil functions.

The FCC justifications did not take into account the imminent freezing of broadcast assignments along with stoppage of new grants and construction permits, except where essential in the war operation, foreseen as a result of war requirements. This step, to be taken by OPM in collaboration with the Defense Communications Board, will be the outgrowth of transition of practically all radio manufacturing plants to Army and Navy production requirements [BROADCASTING, Jan. 19].

In outlining requirements of the FCC law department for the 1943

fiscal year, which begins July 1, 1942, Chairman Fly enumerated these new problems:

(1) Extension of the scope of investigation and enforcement function, including investigations into the direct and indirect alien ownership or control of radio stations, identification of sponsors of broadcast programs, and a survey of outside business interests of licensees and persons controlling stations.

(2) Increased attention required to be given to alleged propaganda broadcasts and to the matter of the provision made by stations for well-rounded rather than one-sided discussion of public questions, particularly those arising out of the war issues.

(3) Increase in the difficulty and amount of time consumed in handling broadcast applications due to the promulgation of the chain broadcasting rules.

(4) Anticipated developments in the newer broadcast services recently placed on a commercial basis, i.e., television and frequency-modulation (FM) stations.

(5) Provision for the handling of new work assignments flowing from the newspaper, superpower and other inquiries when completed.

(6) Carrier contract analysis which must be undertaken in part for purposes related to the national defense and for the promotion of inter-American relations.

(7) Closer supervision over radio operators and unlicensed operation.

In the engineering field Mr. Fly told the committee it will be necessary to revise channel studies of the standard broadcast band, particularly in view of the North American Regional Broadcasting Agreement (Havana Treaty) which makes allocation of frequencies necessary on the basis of the entire continent instead of the United States and immediately bordering countries only.

Special Studies

Among special studies which he said cannot be satisfactorily delayed, he listed:

(1) Revision of standards of good engineering practice; (2) revision of the ground conductivity map; (3) further analysis of sky wave propagation; (4) study of antenna design; (5) study of proposed standards for transcriptions and records to be used by the various classes of broadcast stations; (6) detailed study of the service rendered by standard broadcast stations and methods of improving this service; (7) study of equipment developments and further requirements relative to equipment of all classes of broadcast stations; (8) study of international allocation of broadcast stations in preparation for the next North American Conference.

KTAR-
first with another LEADER

A. L. MOORE & SONS . . . the finest mortuary in the Southwest . . . has preferred KTAR for more than FOURTEEN YEARS. Morticians everywhere recognize the Corner With The Garden as one of the most successful users of radio in the business. It's an enviable tribute to the management of this reverently enshrined sanctuary and an unlimited recommendation for KTAR . . . now in its twentieth year as the veteran producer of better results in the rich Arizona market.

KTAR
PHOENIX, ARIZONA
Key Station of the
Arizona BROADCASTING CO. Inc.
Represented Nationally by
PAUL H. RAYMER COMPANY
New York Chicago Cleveland Detroit San Francisco Los Angeles

ABC OF RADIO STATIONS

- ★KTAR-Phoenix 5000 W. - 920 KC
- ★KVOA-Tucson 10000 W. - 1290 KC
- ★KYUM - Yuma 520 W. - 1240 KC
- ★KGLU-Safford 250 W. - 1410 KC
- ★KCRJ - Jerome 850 W. - 1340 KC
- ★KWJB - Globe 250 W. - 1460 KC
- ★KYCA-Prescott 250 W. - 1470 KC
- ★NBC RED and BLUE Network Stations
- ★Other ABC Stations

AL GARDNER

AFFILIATED WITH THE PHOENIX REPUBLIC AND GAZETTE



TREK TO KHAKI-LAND was recently staged by the Jack Benny troupe, when they broadcast the weekly NBC program, sponsored by General Foods Corp. (Jell-O), from March Field, Cal. Birdie watchers are (l to r), Walter Bunker, NBC Western division production manager; Ed Beloin, writer on the Jack Benny program; Murray Bolen, Young & Rubicam Hollywood producer; Lt. Albert Norton, morale officer of March Field; Jack Benny.

Value of Criticism Is Cited by Thomas

Socialist Leader Says Radio Must Be Free and Open

A PLEA to the Government to "make it clear that it will not take over radio" and to the broadcasters to remember that "one of their great services is to provide the people with authentic information, and another—to keep clear the channels of discussion" was made by Norman Thomas, Socialist leader, in a Jan. 11 broadcast on WQXR, New York. Program was one of a 13-week series of Sunday afternoon quarter-hour talks sponsored by the *Call*, Socialist Party newspaper.

Speaking on the topic, "The Value of Constructive Criticism," Mr. Thomas first dealt with means of preventing alleged unfair Post Office censorship of publications during time of war and then continued:

Unbiased News

"More difficult is the problem of preserving freedom over the radio—an instrument that did not exist in the first World War, but is now even more powerful than the press. Certainly there must be enough censorship to prevent military information from falling into the hands of the enemy. The real question is how to keep the radio open as a source of unbiased news and a forum for free and democratic discussion of issues.

"If the American Government should take radio over as most other Governments have done, it could not and would not, under the circumstances of emergency action, set up as fair public control as the BBC provides, and what it offers is inferior to what we Americans have enjoyed from our competitive radio systems. Excellent as the work of broadcasting stations has been, there is a growing tendency, by no means universal, to rule out speeches or comment suspected of being critical of the Administration from a leftist angle

"My sponsor, the *Call*, and I have found this out in dealing with some stations with which we had contracts. This unofficial but effective

censorship by private companies appears to arise in part out of fear of what the Government might do, and in part out of a mistaken conception of certain managers of what patriotism in a democracy requires."

WAIM SERVES AS LABORATORY

Northwestern U Arranges Survey of Station
—Influence of Outlet to Be Measured—

NORTHWESTERN U, Evanston, Ill. has selected WAIM, Anderson, S. C., CBS affiliate, for the first Radio Listener Study and Community Service to be conducted by the university's Medill School of Journalism.

The project, under the direction of Dr. Charles L. Allen, research director, is scheduled to begin Jan. 26. WAIM was chosen, it was said, in recognition of its record in the field of public service since its establishment in 1935.

The survey will be undertaken to reveal the commercial value of the station's efforts on behalf of the community, the influence the station wields, its merchandising effectiveness, relative results from radio and newspapers, the attitude of the listening public toward the station, the pulling power of sponsored programs and spot announce-

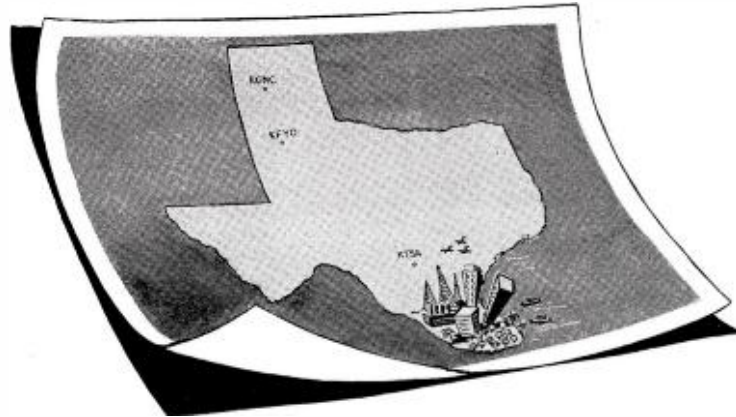
ments, and other data. A factual report, showing how far the station has progressed in the realm of purposeful broadcasting, is expected from the survey.

Owned and operated by Wilton E. Hall, publisher of the *Anderson Daily Independent* and *Daily Mail*, WAIM also maintains studios at Anderson and Clemson Colleges and serves Erskine and Presbyterian colleges.

UP Book on War

AS AN EXAMPLE of United Press reportorial technique during the war, the UP promotion department has compiled dispatches sent by Wallace Carroll, manager of the UP London bureau, on his special tour of Russia last fall, and reprinted them in a booklet titled "Inside Warring Russia" for distribution to UP's radio and newspaper clients and prospects.

DEFINITELY IN THE TEXAS PICTURE!



KRGV and the Lower Rio Grande Valley

TAKE a look at Texas . . . BIG, isn't it? The Lower Rio Grande Valley, alone, is a gigantic market—an important one, too. \$8,500,000 worth of defense construction—\$30,000,000 winter vegetable and citrus crop—millions of barrels of oil—high-priced cattle and cotton—a rich tourist trade . . . no wonder retail sales are sky-rocketing. 40 cities and towns in the isolated tip end of Texas turn to KRGV, the Valley's NBC Red and Blue outlet for entertainment, for news of the day and of your product. KRGV is celebrating its 15th anniversary in serving the people of the Lower Rio Grande Valley. That's the picture, and a mighty pretty one, too, for alert advertisers.

Get the attractive combination rate on the four close-knit stations of the Taylor-Howe-Snowden Group.

CENTRAL SALES OFFICE—805-6 Tower Petroleum Bldg., Dallas, Texas

Ken L. Sibson, General Sales Manager.
Telephone Riverside 5663 TWX DIs 297



SILVER IN DEMAND

Rancher Wants His Mare Bred
—To Famed Steed—

"IT'S HAPPENED!" cried Jimmy Creasman, announcer of KTAR, Phoenix, Ariz., as he stormed through the studios waving the following letter:

Lone Ranger, KTAR,
Phoenix, Ariz.

Dear Sir: I listen to your program every time I can. I think the horse Silver you ride is the greatest horse in the world. I am working on a couranch (cow ranch) an I have a black mare of my own. If it is possible I would like to have my mare bred to your horse Silver. I may not have enough money to pay all the cost at onest but I would be willing to give you a mortgage on my mare for the bal. Please give me your answer on your program. 1/11/42.

Yours Very Truly,
HANK DAVIS,
C/o O. L. Bender,
Casa Grande, Ariz.



SALT-SHAKER collecting is the hobby of Fred Greenlee, farm announcer of WNAX, Yankton, S. D. To proclaim opening of the new Carey Salt news series, Greenlee staged an exhibit of 1,500 shakers. Here are some of them.

F. & M. SHAEFER BREWING Co., Brooklyn, on Jan. 28 shifts *The Schaefer Revue* on WJZ, New York Thursday 7:30-8 p.m. to the same time Wednesday on WEAJ, that city.

Illini Honors Zeimer

GREGOR ZEIMER, news commentator of WLW, Cincinnati, and former head of the American school in Berlin, has been selected by the U of Illinois as the alumnus who has accomplished the most noteworthy achievement during the last year. Mr. Zeimer will deliver the principal address at the annual founder's day ceremonies at the university March 1. His book *Education for Death* has been selected by the Book-of-the-Month Club as one of the best non-fiction works for January and a condensed version is being printed in the current issue of *Reader's Digest*.

Swing's Song on MBS

RAYMOND GRAM SWING, MBS commentator will have his long "art" song, "La Belle Dame Sans Merci," performed publicly for the first time Jan. 30 on the Mutual program *Russell Bennett's Notebook*. The composition, composed in the early 1920's, will be sung by Swing's brother, H. Dolf Swing, New York vocal teacher and concert baritone.

Richardson Aide To Radio Censor

Ryan Appoints Coordinator Of Shortwaves to Post

STANLEY P. RICHARDSON, coordinator of international broadcasting, recently named as chief assistant to J. Harold Ryan, assistant director of censorship for broadcasting, reported for duty in Washington last week. He has



Mr. Richardson

been given a leave of absence by the American short-wave broadcasting industry, which last April named him to the coordinating post.

The new appointee, a veteran newspaper correspondent with wide foreign and domestic experience, has acted for about a year as the representative in New York and Washington of the six companies engaged in international broadcasting, with particular reference to their activities in behalf of national defense.

Around the Clock

These companies, which operate the entire licensed shortwave facilities of the United States, are CBS, Crosley Corp., General Electric Co., NBC, Westinghouse Electric Mfg. Co., and World Wide Broadcasting Foundation.

Divided among them are 11 short-wave transmitters, in locations from Boston to San Francisco, which broadcast news and other programs to all parts of the world around the clock in more than a score of languages.

Admonishing stations that there is need for extraordinary care, especially in cases where the owner or his authorized representative is not in full control of the program, the Code urges broadcasters to use "good common sense". If material is doubtful, it should not be used. The censorship office will review it on request.

"Free speech will not suffer during this emergency period beyond the absolute precautions which are necessary to the protection of a culture which makes our radio the freest in the world," Mr. Price stated. He characterized radio as "one of the greatest liaison officers between the fighting front and the people."

BUP Names Cain

CLAUDE CAIN, veteran newspaper and radio man, has been named radio news manager of British United Press, it was announced Jan. 15 by R. W. Keyserlingk, BUP general manager. Mr. Cain joined BUP last year and has been day editor on the Montreal radio news desk. His 10-year radio career has covered program direction and station management as well as news work.



Despite impassable roads, Elmer, Hilton, Gene and forty other WIBW personalities make regular daily visits to 4,811,511 members of OUR FAMILY in five states. As invited guests, known by their first names, they get fast action when they deliver your "commercial" as the personal recommendation of one neighbor to another.

WIBW's smashing signal bangs into five states because (1) our enviable 580 kc frequency, and (2) the fact that we are grounded in soil with America's highest conductivity rating.

Here, Mr. Time Buyer, is the power to "get through" plus proved selling ability . . . an unbeatable combination for RESULTS.

WIBW

IN TOPEKA *"The Voice of Kansas"* COLUMBIA OUTLET FOR KANSAS

BEN LUDY, Gen. Mgr.

REPRESENTED BY CAPPER PUBLICATIONS, INC.

NEW YORK DETROIT CHICAGO KANSAS CITY SAN FRANCISCO

RYAN'S FUNCTIONS TAKEN BY STORER

FUNCTIONS of J. Harold Ryan, vice-president and general manager of Fort Industry Co., who since the first of the year has been serving as assistant director of censorship, largely have been taken over by George B. Storer, president of the company, which operates six broadcast stations. Mr. Ryan is spending fulltime in Washington as radio censor, having been drafted for the post by Byron Price, director of censorship, acting in accord with industry suggestions [BROADCASTING, Dec. 29].

E. Y. Flanagan, commercial manager of WSPD, Toledo, is acting as station manager during Mr. Ryan's Washington incumbency. Mr. Storer, who has headquartered heretofore in Detroit where he operates the Standard Tube Co., steel fabricating concern, is dividing his time between Detroit and Toledo, headquarters of the station operations. Mr. Ryan, however, is available for consultation on station operating matters.

Bob Richards, production manager of WSPD, has been detached from service with the station to act as Mr. Ryan's assistant in Washington. Mildred Cogley, secretary to George W. Smith, general manager of WWVA, Wheeling, W. Va., also of the Ft. Industry group, has joined Mr. Ryan as his assistant. Stations in the Fort Industry group, in addition to WSPD and WWVA, are WMMN, Fairmont; WLOK, Lima; WHIZ, Zanesville, and WAGA, Atlanta.

WJRD's BOND PLAN

Treasury To Exploit Idea On
National Basis

DEFENSE SAVINGS staff of the Treasury Department is planning to release nationally a presentation describing "Buy Defense Bond Week" sponsored by WJRD, Tuscaloosa, Ala.

Treasury officials were high in their praise of the idea and expressed the opinion that if adopted by stations of similar size to WJRD a whole new source of revenue would be opened up to the bond and stamp drive. Under the plan a week is set aside for continual promotion of bonds and stamps. Sponsors on the station contribute their commercial announcements and the station arranges special features tied-in with the Treasury promotion.

On WPRD, Buy Defense Bonds Week was directed by J. R. Doss, Jr., owner of the station and J. Ed. Reynolds, manager.

Williams' \$2,000,000

OTIS P. WILLIAMS, account executive of WOR, New York, last week reached a total of \$2,000,000 in time sold since he joined the station in the fall of 1935, the second WOR salesman to reach that figure. George Schmidt was the first. In recognition of this achievement, WOR presented to Mr. Williams a bonus in the form of defense bonds. Williams also set a new record for WOR account executives when he recently became the first to reach a half-million in time sales in one year.

KYW-AFM Impasse

AN IMPASSE HAS been reached in the negotiations of the Philadelphia musicians' union, Local 77, AFM, for a new music contract with KYW. Although the old contract expired Jan. 17, the union has permitted the studio orchestra to continue for an additional two weeks pending the completion of negotiations for a new contract. Pending such successful negotiation of contract, KYW has cancelled the 12 network shows it has been originating each week for the NBC-Red.

Salute to Damrosch

THE world of music will pay tribute Jan. 31 to Dr. Walter Damrosch, noted musician and conductor of the NBC Music Appreciation Hour for the past 14 years, with an hour program on the Blue Network, on the occasion of Damrosch's 80th birthday. David Sarnoff, president of RCA, will appear on the program.

January Survey Shows Hooper Ratings Higher

FOLLOWING the usual seasonal trend, the January Hooper National Ratings Report on Evening Programs shows higher program ratings for the leading network programs than in December. First place goes to Charlie McCarthy with a 35.2 rating, his highest since 1939. Fibber McGee and Walter Winchell are second and third with 33.3 and 33.1, while the next 12 are Bob Hope, Jack Benny, Aldrich Family, Radio Theatre, Coffee Time, Time to Smile, Bing Crosby, Major Bowes, Orson Welles, One Man's Family, Bandwagon, and Mr. District Attorney.

In the group of programs measured by partial instead of full "national" interviewing coverage, Red Skelton continues to lead with a Hooper rating of 28. The "Sets-in-Use" percentages are above the normal seasonal level with the monthly evening average for January of this year approximately three percentage points higher than for January, 1941.

Food Leads at CBC

MORE FOOD advertising continuity (75%) is handled by the station relations division of the Canadian Broadcasting Corp. at Toronto, than any other commodity for which commercial continuity approval must be obtained from some Government department, according to a tabulation of continuity copy cleared through this department. Other types include drugs, 15.5%; patent medicines, 6.9%. All copy for foods, drugs and patent medicines must be approved by the Department of Pensions & National Health at Ottawa, before being permitted on any Canadian station. Only one piece of continuity was thrown out in 1941 by the department.

BREWSTER MORGAN, CBS director of defense programs, on Jan. 23 was a member of a panel discussion on radio before 80 members of New York State's leading colleges and universities, given at West Point under the auspices of the American College Publicity Assn.

How DO YOU STAND AT THE payoff window?

IN self-service or supermarkets, there's no clerk to coax her. The whole sales job must be done before Mrs. Consumer reaches the store. This is the payoff for your advertising efforts.

W-G-N adds an "extra" to your radio program that increases your effectiveness at the point of sale. This "extra" is an awareness of W-G-N among Chicago housewives, demonstrated in a survey conducted in the homes of 1,027 Chicago families. By a considerable margin, W-G-N was chosen Chicago's most outstanding radio station. Buy W-G-N and reach more buyers!

WGN

FIRST STATION IN CHICAGO—FIRST CHICAGO STATION IN THE MIDDLE WEST
A clear channel station—720 kilocycles
MUTUAL BROADCASTING SYSTEM

STATION MANAGERS:-

*What Do You Want from Washington?

"Washington Viewpoints"
Released Each Friday

"YOUR CONGRESSMAN
REPORTS"

Write for Details for Your Area.

"NATIONAL RADIO NEWS
REEL"

Three Times a Week Release
Ready Soon.

WE SERVE YOU FROM THE
NATION'S CAPITOL

*All transcribed programs released by Broadcast Service Studios will comply with all censorship regulations and suggestions of FCC and the War Department.

What Do YOU Want From
"The Capitol of the World?"

WRITE, WIRE, OR PHONE

**BROADCAST SERVICE
STUDIO**

ROBERT J. COAR, Director
1113-15 Denrike Bldg.
WASHINGTON, D. C.
Phone: REpublic 6160

Agencies

RICHARD FRANCIS, formerly Los Angeles manager of Campbell-Ewald Co., has joined Buchanan & Co., that city, as copy writer.

VICTOR ARMSTRONG, formerly production manager of West-Marquis, Los Angeles agency, recently joined the sales division of Gore Bros., that city.

WILLIAM MOORE, West Coast manager of Wm. Esty & Co., has returned to Los Angeles following New York conferences.

PAUL MUNROE, New York radio director of Buchanan & Co., was on the West Coast during mid-January for conference with airplane plant executives on a proposed plan of joint sponsorship of a network defense program.

JOHN ROCHE, of the radio department of N. W. Ayer & Son, New York, will conduct a 15-week evening course in commercial radio writing at New York U starting Feb. 4.

HARRY S. PEARSON, since 1938 production manager of Pacific National Adv. Agency, Seattle, has been elected a vice-president.

MRS. CORA GEIGER NEWALD, for ten years account representative of BBDO in Buffalo and Cleveland and former president of the Buffalo League of Advertising Women, has joined Lang, Fisher & Kirk, Cleveland.

LAURENCE EVERLING, account executive and formerly radio director of Richard A. Foley Adv. Agency, Philadelphia, has joined Carter-Thomson Agency, Philadelphia, as account executive.



LEONARD BUSH, vice-president and treasurer of Compton Adv., New York, is in Florida for several weeks recuperating from pneumonia.

ROBERT MORTENSON, office manager of the radio department of N. W. Ayer & Son, New York, has resigned to join the Office of Facts & Figures. During his absence, Dick Dunn and Dick Bunbury of the radio department are dividing his duties.

LUCILLE WEBSTER, business manager of the radio department of Ted Bates Inc., New York, has resigned because of illness.

TOM MURRAY, formerly Hollywood copywriter of Cesana & Assoc., has joined Raymond R. Morgan Co., that city.

PAA Plans June Session

ADVERTISING'S place in America at war was discussed by key West Coast advertising executives at the mid-winter conference of the Pacific Advertising Assn., held Jan. 16-17 in the Fairmont Hotel, San Francisco. Don Belding, Los Angeles vice-president of Lord & Thomas and PAA president, presided. PAA will hold its annual convention June 21-25 at Paradise Inn, Rainier National Park, under auspices of the Tacoma Ad Club.

Chain Barber's Test

TERMINAL BARBER SHOPS Inc., New York, world's largest chain of barber shops, returning to radio after a lapse of 12 years, is conducting a test of a five-minute recorded show, *Musical Variety*, on WOR, New York, Monday thru Friday, 6:55 a.m. If test is successful, Terminal plans to use outlets in five other cities throughout the country where the chain has outlets. Maxon Inc., handles the account.

Mary Dunlavey Quits

MARY DUNLAVEY, timebuyer of Erwin, Wasey & Co., New York, resigned last week. She has not announced future plans. Miss Dunlavey joined the radio department of the agency in 1939, was made assistant timebuyer in January, 1941, and timebuyer in May.

WILLIAM G. RAMBEAU Co., has been appointed exclusive representative for WKNY, Kingston, N. Y.

WELCOMED to the West Coast by Southern California agency executives was Sidney N. Strotz (top, left), newly-appointed NBC Western division vice-president, at Los Angeles reception held in his honor. With him are (1 to r), William Pringle, vice-president of Lord & Thomas, Los Angeles; Art Farlow, San Francisco vice-president of J. Walter Thompson Co.; Danny Danker, Hollywood vice-president of that agency. Below are (1 to r) Jack Smalley, Hollywood manager of BBDO; Fred Jordan, Los Angeles manager and vice-president of Buchanan & Co.; Raymond R. Morgan, head of the Hollywood agency bearing his name; Barton A. Stebbins, head of Barton A. Stebbins Adv.

Bigger Red Hookups

SUBSTANTIAL increases in the number of network stations used by advertisers on NBC-Red during the past year were reported by Roy C. Witmer vice-president in charge of sales in his annual statement to the president of NBC. Average number of stations for evening programs rose from 63 in 1940 to 73 in 1941 an increase of 15.9%, while the daytime programs station average went up 31.9% for the year, from 47 stations in 1940 to 62 in 1941. While no billings figures were released by NBC in 1941, Mr. Witmer said 1941 was the best year in the network's history, with December the all-time high month in net revenue.

Studebaker Active

STUDEBAKER Corp., So. Bend, Ind., is continuing its schedule of five-minute and quarter-hour newscasts and sport programs throughout the month of January using institutional copy. The company has renewed Stan Lomax twice-weekly quarter-hour sportscasts on WOR, New York, and has indicated that it will continue Clifton Utley's six-weekly quarter-hour news program on WGN, Chicago. Agency is Roche, Williams & Cunningham, Chicago.

Sponsors to Remain on WDRC

ALTHOUGH WDRC, Hartford, has cancelled its six-weekly man-on-the-street shows because of National Defense regulations, the sponsors—Howard's Cleaners, A. C. Peterson Dairy and Harry's Clothing Store—will retain sponsorship of the period, using other programs.

Ross Federal Change

ROSS FEDERAL RESEARCH Corp., New York, has changed the title of its nationwide study of population and economic trends from "National Defense & Your Shifting Markets" to "Ross Federal Market Reporting Service", although no change in the contents of the periodical survey is contemplated.

The **SUN** rises in
the **EAST**

YOU CAN DEPEND ON THAT

YOU CAN ALSO DEPEND
ON

WEED

AND COMPANY

RADIO STATION REPRESENTATIVES
NEW YORK • DETROIT • CHICAGO • SAN FRANCISCO

dependable

Work Under Way On Shortwave Unit

**KWID to Be Ready to Take
The Air in the Spring**

WORK has started on the new \$250,000 transmitter of KWID, San Francisco described as the most powerful shortwave station in the world. It will take the air this spring and be operated by Associated Broadcasters, operating KSFO, San Francisco.

KSFO transmitter housing and ground facilities are being redesigned, with large additions under way. In charge is Royal V. Howard, KSFO chief engineer, in collaboration with William Ambrose, San Francisco architect, and Harold B. Hammill, civil engineer.

According to Lincoln Dellar, general manager of Associated Broadcasters, KSFO engineers are receiving special shortwave training and others are to be added to the staff.

Powerful Signal

Among unique features is the antenna switching roundhouse. The operating power of 100,000 will provide a peak beam equivalent to 5,200,000 watts. One of the many transformers had to be stripped of insulators and other equipment to permit shipment by rail from the General Electric plant at Schenectady.

Wesley I. Dumm, Associated Broadcasters president, is completing plans for new KSFO-KWID studio facilities, using latest technical equipment. Eight individual broadcasting studios are proposed.

Program plans are being worked out by Mr. Dellar. Countries to be reached will include Alaska, the Far East, Australia, the Orient and Latin American countries. The station will cooperate with the Coordinator of Information and the Defense Communications board. The station will be on the air 17 to 20 hours daily in 10 languages.

'Lux' Shows High Mark In Identification Survey

DRAMATIC program, *Lux Radio Theatre*, sponsored on CBS by Lever Bros. Co., Cambridge, for Lux toilet soap, showed the highest sponsor-identification score of 28 leading network programs, according to a breakdown of "listening homes" and "sponsor identifying homes" by Sponsored Radio Programs Inc., New York, as based on the 1941 figures of 29,000,000 radio homes in the United States.

Next two programs in the group showing high sponsor-identification in proportion to the homes listening to them are *Battle of the Sexes*, sponsored on NBC-Red by Cummer Products, Bedford, Ohio, for Mollie Shaving Cream, and the *Good Will Hour*, sponsored on the Blue Network by Ironized Yeast Co., Atlanta.

The breakdown was conducted by SRP to promote its "Dial Twister" feature for programs on radio pages of newspapers.

KMA is "edited" for FARMERS—not dowagers!



● If you think radio audiences are pretty much alike the country over, listen to this: In the average KMA family, father wants weather forecasts, market quotations, information on soil, seed and growing conditions; mother wants household helps, gardening hints, news about successful homemaking; the family as a whole wants homespun entertainment, prefers old-fashioned music

and ballads, sincere, friendly announcements.

Obviously, such an audience demands specialized programming. KMA's audience gets it—out of 19½ hours daily, 13½ are devoted to serving local needs and wants! Result: One of the most loyal and responsive audiences anywhere in the world. Write for the proof!

The No. 1 Farm Station in The No. 1 Farm Market—

150 COUNTIES AROUND SHENANDOAH, IOWA



FREE & PETERS, INC., Exclusive National Representatives

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and Broadcast Advertising

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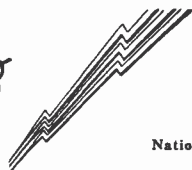
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It Could Be Worse

THE WAR-TIME censorship code is a bitter pill, particularly for rank-and-file stations. A substantial amount of income is derived from "open-microphone" features falling within the rigidly banned renditions. There are other provisions that appear onerous and stringent.

But it could be worse!

Censor Byron Price and his radio assistant, J. Harold Ryan, a practical broadcaster, feel that the open mike presents too easy access for enemy exploitation. To the 250-watter in Peeweeville, a thousand miles from any border, this appears ludicrous. It is! But the stakes are too great at this stage to howl calamity. The code is flexible. It can be altered, and probably will be as the industry makes its case.

To us, for example, it seems entirely feasible to transcribe man-on-the-street, at the airport, or other quiz programs, edit them before rendition for deletion of even remotely suspicious material, and then present them on a staggered basis, so that no possible timing element would be involved. But even that is collateral.

Certainly broadcasters have proved themselves sufficiently versatile to supplant the banned types with other programs. Accounts won't be lost simply because a station is acceding to a Government mandate in the war effort. And what a beautiful opportunity for the sponsor to tell his audience that he has switched from a banned-type program to something else in the interest of the national welfare!

We don't contend that the industry should take every Government edict lying down. It has taken too many that way already from other agencies during peace-time. But this is war. And war can't be molded to suit the convenience of any industry or group—not even labor which has been administration spoon-fed till now. Radio must orient itself. By logic and some patience it can remedy injustices.

Broadcasters should keep in mind that there exists in Washington a radical fringe still fostering Government ownership. There are adherents of this view on the FCC. The staff is permeated with them.

What has happened to radio under the code is drastic, but hardly fatal. The automotive industry has diminished in civil life. So have tires. And radio receivers are on the list.

Fortunately the broadcasting industry isn't

in any danger of that sort, because it isn't a heavy goods operation. But it is the most potent influence on public opinion in the Democracy. It must be kept that way, under private management, but consistent with the conclusions reached by the men of Government responsible for the nation's welfare in the war effort.

OFF's Opportunity

AT LAST the Administration has taken steps to coordinate Government programming. President Roosevelt has designated the Office of Facts & Figures as the clearing house for Governmental broadcasting. William B. Lewis, who has taken leave from his post as CBS vice-president in charge of programs, as assistant director of OFF in charge of operations, heads the operation. He is a top-flight broadcaster, thoroughly conversant with time and audience equations, as is his assistant, Douglas Meservey, former NBC official.

The task is not an easy one. Government press agents and radio departments have had relatively easy sailing, particularly under the duress of the national emergency, in grabbing time on networks and stations alike. It has been a source of increasing tribulation to every broadcaster, who is loath to turn down any Governmental request but who must make a living. And, all too sadly, he has learned that an overdose of miscellaneous Governmental programming, no matter how valid the cause, is the swiftest means known of driving away audience.

Mr. Lewis, having been on the other end of the line, knows the broadcasters' plight. Agencies with their established radio branches, of course, can be expected to continue production. But policies properly will be established by OFF. And OFF, as we read the Presidential mandate [BROADCASTING, Jan. 19], will do the booking, determine priorities on programs when and where placed, and decide which should be dropped. There must be a ceiling on Government time.

Increased demand for time, coming with staggering rapidity, revives the issue of free time for all Government campaigns, while competitive media are getting space rates for similar, and admittedly less effective, efforts. Radio can give away only so much of its substance. It costs just as much in overhead to run a "commercial" for Government as it does for private sponsors.

Some weeks ago the NAB National Defense

Committee recommended free access to radio by Government agencies with a national welfare message to tell. That was an excellent and magnanimous gesture within limitations. Those limitations, particularly for the less profitable stations in smaller markets, now appear to have been exceeded.

OFF's Radio Division, we think, as the policy-making agency on Government program clearance, could well conclude that radio be treated on equal footing with competitive media. If radio, after fair and competitive appraisal, can get results, it should share with other media in advertising expenditures, commensurate with results attained.

OFF has a golden opportunity to perform an outstanding service to the nation. By discreet use of radio, and by equitable allocation of budgets, it can do a peak job.

Purely Technical

WHEN THE history of World War II is written there will be a chapter tucked away somewhere on a new high water mark—the greatest mobilization of military manpower in the shortest span of time. Much of the credit will go to radio.

The stupendous job that radio is performing in recruiting for the armed services, in advising and locating craftsmen for mechanical work, and in finding stenographers and clerks for the Government is now a part of daily station routine. Literally millions have been galvanized into action for the war effort by stirring radio appeals. Radio has contributed all of that time, effort and production.

Now radio enters a new recruiting drive—for 200,000 radio technicians and operators. The NAB has handed over the job to A. J. Fletcher, president of WRAL, Raleigh, as member-in-charge of radio training of its National Defense Committee. It's a job for radio itself, as well as for Uncle Sam, for the control room is the nerve-center of station operation. The elaborate plan of radio promotion and training is recounted in this issue.

It takes time to train technicians. There is a serious shortage of technicians in radio even now, and it is getting worse as these young men volunteer, or are called to duty either by virtue of reserve status or under selective service.

Small and large stations alike are being hit by personnel shortages in all departments. The most serious inroads, however, are in the technical end. Civilian industry, particularly that portion which has an essential defense aspect, can't be stripped of personnel to the point of impaired efficiency. Radio's niche is in the "essential" category.

Brig. Gen. Lewis B. Hersey, director of Selective Service, is aware of the plight of radio, as well as of other civilian functions which face disruption. He already has appealed to the Army and the Navy to stop voluntary enlistments from these fields.

Local draft boards should take cognizance of radio's minimum personnel requirements, just as they largely exempt farmers, doctors and other specified groups. Engineers, announcers, in fact practically all in radio, should feel that they are a part of that legion of the "men behind the men behind the gun" in the war effort.

We Pay Our Respects To —



WILLIAM CARLTON ALCORN

ONE of the better-known foreign language stations is WBNX, located in the Bronx, New York City. William Carlton Alcorn, general manager, has won for WBNX numerous awards and citations for public service to foreign language groups.

In the city of Elkhart, Ind., made famous by horn-blowers the world over, was born a man whose horn has to be blown for him because he's characteristically too modest to do it himself. That man is W. C. Alcorn.

Born July 29, 1878, this soft-spoken, yet determined Hoosier has always been burdened with authority—authority that comes from being a natural leader.

William Alcorn left high school to take up the trade of machinist in a nearby shop. Soon he became a professional trouble-shooter. When plants needed supervision, new ideas or doctoring of ills, Alcorn was the man called in for reports and advice. Many of the biggest firms in the country used his services in this manner.

He entered broadcasting through Amory Haskell, who found himself in possession of three small New York City stations — WBNX, WCDA and WMSG—in 1933. Operations were proceeding rather fitfully and Haskell turned over complete control to Alcorn. After a survey of the situation, Alcorn decided to merge the stations into WBNX and enter the foreign-language field. He found that New York local stations had the English field well-covered, but nobody was aiming the right kind of material at the 70 per cent of the metropolitan population who were either of foreign-parentage or foreign-born.

So with 250 watts and a small staff, Alcorn tossed himself into the problems of a foreign-language radio station. He surrounded himself with such men as Frank Johnson, Bill Moore and Ned Ervin, all

enthusiastic and talented young executives. His problems were doubled by the fact that WBNX, in addition to its foreign-language coverage, was also the lone voice of the Bronx, the sixth largest population center in the country.

Alcorn solved that difficulty by turning virtually all of his English time over to civic and governmental programs. His staff became affiliated with all Bronx organizations and carried out a continual attack along the lines of dinner speaking and availability for all functions as WBNX ambassadors.

Power and prestige increased rapidly. A \$100,000 transmitter was completed and put into operation in 1940. Power increase to 5,000 watts day and night enlarged the scope and field of the WBNX program policy.

Recent controls on foreign-language stations by the Government have found WBNX ahead of the parade. Alcorn had already instituted strict controls over all foreign language broadcasts.

Alcorn believes it is vitally important to keep on broadcasting in all languages. A friendly voice on the air, advising, counseling, revealing news and giving information, is an absolute necessity for many listeners who have only a vague command of English and who listen eagerly for information in their native tongue, he feels.

WBNX is Alcorn's baby and he devotes practically every waking hour to the station, except for time given to local civic activities. He is a director of the Bronx Board of Trade, a member of the New York City Civic Defense Council and has recently been appointed chairman of B-1 division of the Tire Rationing Board of the Bronx.

When, as infrequently happens, he and Mrs. Alcorn slip away for a change of scene and to secure some real relaxation, he always comes back with plans for a new

Personal NOTES

LUTHER L. HILL, vice-president of Iowa Broadcasting Co. and station manager of KSO-KRNT, is in the Iowa Methodist Hospital, recovering from an operation.

WILLIAM F. MALO, commercial manager of WDRC, Hartford, celebrates his 20th anniversary in radio this month. He has been with WDRC for 12 years and previously was in the wholesale end of the industry.

W. H. SUMMERVILLE, general manager of WWL, New Orleans, and Henry Dupre, program director and conductor of *The Dawnbusters*, have been appointed special officers by the New Orleans Police Department.

LINCOLN DELLAR, general manager of KSFO, San Francisco, has been named a member of the Committee on Morale, San Francisco Civilian Defense Council.

AL LARSON, accountant of WOW, Omaha, has joined the WOW local sales staff.

IAL BROWN, formerly sales manager and special events announcer of KML, Fresno, is now manager of KPER, Bakersfield, Cal.

HAROLD DESFOR, formerly account executive of David O. Alber Associates, New York, has joined the press division of RCA Mfg. Co., Camden.

WILLIAM MURPHY, former senior writer of the CBS script department, has been appointed assistant director of the network's production department, under the direction of Roy Langham, CBS production manager.

HARRY E. BROWNE, formerly theatre manager, was recently appointed manager of KMYC, Marysville, Cal. He succeeds Walter Conway who resigned to engage in business with his father.

COMDR. JOSEPH F. FARLEY, chief communications officer of the U. S. Coast Guard, has been promoted to the temporary rank of captain, with rank retroactive to Dec. 1.

JAMES PARSONS of the sales staff of WWNY, Watertown, N. Y., has been inducted in the Army. Bob Walters, WWNY farm program director, married Stella Johnson of Fine, New York, on Dec. 31, 1941.

ROBERT A. CATHERWOOD, general manager of WWRL, New York, has been appointed a member of the Greater New York Radio Committee of the Diamond Jubilee Celebration of the President's Birthday.

RICHARD COOK, formerly of Casman & Cook, publishers' representative, has joined the sales department of WHN, New York.

FRANK OXARART, account executive, formerly of KSFO, San Francisco, has joined KQW, San Jose.

PAUL F. HARRON, president of WIBG, Glenside, Pa., is the father of a boy born Jan. 19.

JOHN W. O'HARROW, general sales manager of WKZO, Kalamazoo, bedridden with pneumonia, is rapidly recovering.

FRANK OXARART, salesman of KSFO, San Francisco, has joined the sales staff of KQW, San Jose.

program series or improvements for an old one. His golf score is permanently stuck in the 90's and his only major hobby is photography.

MERLE S. JONES, manager of KMOX, St. Louis, has been named to the board of directors of the Better Business Bureau of St. Louis for the new year.

H. V. KALTENBORN, NBC commentator, and Walter Lippman, newspaper columnist, were guests of honor at a dinner given last Wednesday by the Harvard Club of Boston. Both are Harvard alumni.

ROBERT M. SCHOLLE, formerly of E. T. Howard Co., New York, and previously sales manager of WQXR, New York, has joined the sales staff of WOY, New York, to specialize on national business.

EDWARD F. FRIENDLY, formerly on the sales staff of WBAB, Atlantic City, and Fred Stengel of the sales department of KVOS, Tucson, have joined WBYN, Brooklyn, as salesmen.

LOUIS RUPPEL, CBS publicity director, has been named one of the publicity chairman of the 1942 campaign for the Boy Scouts of Greater New York, while Patrick Dolan, advertising manager of Columbia Recording Corp., Bridgeport, is promotional chairman of the campaign.

ED CUNNIFF, formerly commercial manager of WKBH, La Crosse, Wis., has joined KFMB, San Diego, Cal., in a similar capacity.

RICHARD GRAHAM, Hollywood NBC-RCA attorney, was in New York during mid-January.

Wilbur E. Johnson

WILBUR E. JOHNSON, 54, vice-president of Marschalk & Pratt, New York, died suddenly Jan. 8 of heart strain at the New York Hospital. Death was probably caused by uncertainty about the fate of his eldest son who was recently forced down during an RCAF air raid over Germany. With Marschalk & Pratt for nearly 20 years, Mr. Johnson was formerly with the New York Telephone Co.

Beghold to WARM

KENNETH BEGHOLD, former program director of WBAX, Wilkes-Barre, Pa., WCPO, Cincinnati, and WIBM, Jackson, Mich., has been named program director of WARM, Scranton, Pa. A native of Jackson, Mich., Mr. Beghold entered radio in 1934 as, successively, announcer, producer and assistant program director of WXYZ, Detroit.

Heitmeyer on Duty

PAUL R. HEITMEYER, general manager of KLO, Ogden, Utah, and for the last few weeks acting as manager of KITE, Kansas City, on Jan. 20 reported for active duty as a first lieutenant in the Quartermaster Corps at Fort Leavenworth, Kan. His duty at Fort Leavenworth is temporary and he has received orders for eventual transfer to Fort Francis E. Warren, Cheyenne.

Fred C. Andrews, Jr.

FRED C. ANDREWS Jr., 24, United Press rewrite man of KSTP, St. Paul, died recently following an illness of three months. He had come to KSTP in his last year at the U of Minnesota and remained there after graduation.

Larry Larsen

LARRY LARSEN, organist of NBC-Chicago since 1929, died Jan. 18 in Chicago of a heart ailment.

There's
SELLING

to do
in

'42

K
D
Y
L

The
POPULAR
Station
Salt Lake City

JOHN BLAIR
& COMPANY
National Representatives

NBC
RED
NETWORK

BEHIND the MIKE

WILLIAM J. SLOCUM Jr., in charge of sports and special events for CBS, who flew to San Francisco at the outbreak of the Japanese war to aid in the formation of a CBS news bureau in the Golden Gate City, left San Francisco Jan. 14. With Mrs. Slocum he planned to Hollywood for a short vacation and planned to return to New York later.

RAY OWENS, former announcer of WMBO, Auburn, N. Y., has been appointed to the announcing staff of WFBL, Syracuse, succeeding Ronald Dunlavey who has entered the Army. Dunlavey was guest of honor at a farewell staff party.

JIM CARROLL, announcer of WCSC, Charleston, S. C. has resigned to join the Army Air Corps at Maxwell Field.

WANDA WANSER has been added to the traffic department of KGNC, Amarillo, Tex.

J. MAXWELL MURPHY, former GOP publicity director in Wisconsin and city editor of the *Milwaukee Sentinel*, has joined the news staff of WBBM, Chicago.

FRED LEVINGS, formerly free lance publicity director, has joined the staff of Hal R. Makelim Productions, Chicago, as publicity director, and will work on *Service With a Smile* on the Blue, sponsored by D. L. Clark Candy Co., Pittsburgh.

RICHARD LINKROUN, of the CBS, New York, program department has joined WJSV, Washington, as program director. He replaces Lloyd Dennis, on active duty with the Navy. Paul Green, of Washington City News Service, has joined the WJSV news department.

DOUG MacNAMEE has been named patriotic activities director of WCPO, Cincinnati. He succeeds Robert Bentley who has resigned to become radio editor of the *Cincinnati Enquirer*.

TOM LIVEZEY, chief announcer of WEEU, Reading, Pa., is the father of a boy born Jan. 12.

ZACK DOWLING, formerly announcer of WAAT, Jersey City, and previously with WWNC, Asheville; WSPA, Spartanburg, and WATL, Atlanta, has joined WWRL, New York, to handle newcasts.

Gummed Up

THE right church but the wrong pew describes one hopeful listener to WCHS, Charleston, W. Va. The station received an entry in a contest for Peter Paul Inc. charcoal gum. It would have been a prize winner BUT the entry included a Dentyne label.

HARRY ERNEST FOSTER, Canadian Broadcasting Corp. script writer at Toronto, has received a medal from the consul at Toronto of the Free Czechoslovakian government for his script on the Czechs and Slovaks in the CBC weekly series *Brothers in Arms*. The medal was adopted by President Benes of the exiled government.

RALPH ELLIS, former New York actor, has joined the announcing staff of WGAC, Augusta, Ga., to specialize in news and news analysis.

RUDOLPH WILLS, former studio engineer and staff announcer of WGPC, Albany, Ga., has joined the announcing staff of WALB, Albany, to handle *Time & the Tunes*, musical program.

LESTER TALKINGTON, copywriter of BBDO, New York, is serving as assistant scriptwriter for the *Queens Civilian Defense* program, on WWRL, New York.

BERT SCHWARTZ, former account executive of Constance Hope Associates, New York publicity firm, has joined the MBS press department.

CHARLES DAVIDSON, a private in the Army and formerly an engineer of WOR, New York, has been made a second lieutenant in the Signal Corps.

ALLAN WRAX, former announcer of WNYC, New York's municipal station, WLW, Cincinnati, and NBC in Chicago, has joined the announcing staff of WTNY, New York FM station owned by WOR.

ARCH FARMER has been appointed chief of news department and Chuck Logan director of special events of WBBM, Chicago, taking over the work of J. Oren (Buck) Weaver, formerly head of news and special events who recently joined the War Department.

BOB MILES, formerly announcer of WOJ, Ames, Ia., has joined KSO-KRNT, Des Moines.

BOB CORNWELL, formerly of KFBC, Cheyenne, Wyo., has joined the announcing staff of KFEL, Denver.

SIDNEY B. TREMBLE, since 1938 program director of KSAL, Salina, Kan., has enlisted in the Navy. Alfred M. Thompson, KSAL musical director, has taken over his duties. Richard M. Mall also has been named head of the continuity and production department, and Grover C. Cobb, recently of WJVA, Lynchburg, Va., has returned to KSAL.

JOSEPHINE ANDREWS, formerly of WCED, Dubois, Pa., has joined the continuity staff of WING, Dayton, O.

DICK ROLL, newscaster of WTOL, Toledo, O., is convalescing after an appendectomy.

PAUL G. ENGLAND, formerly actor-writer of the CBS Hollywood junior staff, is training to become an Army Air Corps flier at Kelly Field, Tex.

WILLIAM TARA, nationally known artist and illustrator, formerly with R. W. Webster & Staff, Los Angeles agency, has been appointed CBS Hollywood art director.

BOB BURNS, Hollywood star of the weekly CBS *Arkansas Traveler*, sponsored by Campbell Soup Co., is credited with originating the sales slogan, Buy Defense Bonds and Stamps—and Lick the Other Side.

GRANT THEIS, of CBS Hollywood junior division, inducted into the Navy as yeoman third class, has been assigned to public relations in that city.

L. ARDEN GIFFORD, formerly KPRO, Riverside, Cal., account executive and prior to that Salt Lake City manager of Intermountain Network, is now program director of KVFD, Fort Dodge, Ia.

RAYMOND DIAZ, formerly supervisor of night announcers at NBC, has been named supervisor of announcers for the Blue Network.

BLEVINS DAVIS of the NBC talent sales division and formerly assigned to NBC educational dramatic programs, has resigned. No successor has been named. Also resigning from NBC are Ruby Cowan, of program and talent sales, and Ethel Gilbert, of sales.

CY NEWMAN, sportscaster formerly of CBS, WOR, New York, WBAL, Baltimore, and WHN, New York, has joined WWRJ, New York, to handle the program *The Last Word in Sports*.

ALLAN McKEE, formerly in the production department of Allied Adv. Agencies, Los Angeles, has joined KFAC, that city, as announcer. He succeeds Dwight Whiting who resigned to become an airplane radio tester.

WILLIAM STRANGE, Canadian Broadcasting Corp. script writer, has been attached for special duty to the Plans & Signals Division of the Royal Canadian Navy, with the rank of Lieutenant Commander. Ian Smith, CBC producer of *They Fly for Freedom*, has joined the Royal Canadian Air Force Ferry Command. He was a member of the Royal Air Force before the war.

ALBERT J. DURANTE, formerly writer-photographer of the *New York Daily News* and previously of Public Relations Inc., is handling sustaining publicity in the press department of WOR, New York, replacing Tom Braden, who recently joined the Army.

PRESCOTT ROBINSON, news editor and newscaster of WOR, New York, is the father of twin girls, born Jan. 11 in New York.

RUTH KEATOR, home economist of KYA, San Francisco, known on the air as Kathryn Allen, has been assigned the additional duties of publicity director, succeeding J. Clarence Myers, recently named assistant radio and news editor of U. S. Office of the Coordinator of Information in San Francisco.

WBNX NEW YORK

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

5000 WATTS Directional
OVER METROPOLITAN NEW YORK

Meet the LADIES



MARY PROAL

CARRYING OUT microphone dialogues with Tallulah Bankhead, Ruth Chatterton, Laurits Melchior, Gracie Fields, Dr. Vojta Benes, Richard Arlen, Colleen Moore, Jessica Dragonette, McClellan Barclay, Rockwell Kent, Richard Crooks, Dimitri Mitropoulos, Evelyn Chandler and other international celebrities, *For the Ladies*, presented by Mary Proal Lindeke over WTCN, Minneapolis, was recently aired for the 500th time.

Mary has the ability to draw out her guests on every subject in which they may be interested and her programs are novel for originality of thought; piquance or mannerism.

She is adept at human explorations, questing for talented unknowns. "It has been interesting to 'dig around' and find such individuals," she says. "Individuals like foreign students at the U of Minnesota, who come from many lands; or men and women with unusual hobbies, inventors or women who are engaged in unusual occupations. It's a great field of discovery."

Success of *For the Ladies* indicates that the show and Mary Proal Lindeke will continue indefinitely.

CORP. GLENN TAYLOR, former staff announcer of WJJD and WIND, Chicago, is program director of the radio section of the public relations office at Camp Croft, S. C. Head of the section is Lieut. Joseph Kent Saunders, former continuity director of WIZ, Tuscola, Ill.

LARRY ROTHMAN has been named program director of WALB, Albany, Ga., replacing Pete Whiting.

E. T. McKENZIE (Ed Thomas), announcer of WJBK, Detroit, on Jan. 14 became the father of a boy, Thomas Alexander. Mrs. McKenzie was formerly Madeline Nixon, former traffic manager of WJBK.

FRED WOOD, formerly of WIP and WFIL, Philadelphia, has joined the sports announcing staff of WJNO, West Palm Beach, Fla.

MATHEW (BUD) MICHELSON, staff photographer of KTSP, St. Paul, and Dick Hance, son of KSTP's vice-president and general manager, Kenneth M. Hance, have joined the Marine's photography section.

CRAIG ROGERS, traffic manager of KBYL, Salt Lake City, has joined the Army. His duties will be assumed by Roy Drushall, formerly on the announcing staff.

BERTRAND HEFLIN, publicity director, and Theo Ezell, of WFAA-KGKO, Dallas, have joined the Naval Reserve. George Utley, mail room, has signed with the Army Air Forces and Del Gibbs, continuity, and Gordon Suits, staff artist, have joined the Army.

JACK GERTZ, former news editor of KMYR, Denver, is now in Denver as a recruiting sergeant in the Marine Corps.

VERNE HINER, announcer of KMYR, Denver, who served in the last World War, has received a special citation from the Marine Corps.

HARRY BURKE, program manager of WOW, Omaha, has been named communications officer for the Nebraska Civil Air Patrol.

HARRY C. RISNEY, recently tour guide at NBC, Hollywood, has joined KERN, Bakersfield, Cal., as announcer and publicity director.

CHARLES ROBERTS, of KLZ, Denver, is the father of a girl born Jan. 5.

HARLEY LUCAS, formerly of WLOK, Lima, O., is the latest addition to the announcing staff of WING, Dayton, O.

JIM POOL, member of the press department of NBC, San Francisco, has been called to active duty with the Army.

RUS SHEPARD, announcer of KLS, Oakland, Cal., has resigned to join the General Electric shortwave station, KGEI, in San Francisco.

DIXON GAYER, announcer, recently resigned from KROW, Oakland, Cal.

HARLAN DUNNING, announcer of KFRC, San Francisco, has rejoined KSFO, San Francisco.

DAVID VAILE, announcer, formerly of KOA, Denver, and more recently with KFRC, San Francisco, has joined KQW, San Jose.

FRED MORE, formerly of WTRC, Elkhart, Ind., and Clare Widenaar, formerly with Wade Adv. Agency, have been added to the announcing staff of WOWO-WGL, Fort Wayne.

JAY JACKSON, announcer of WBNS, Columbus, recently became the father of a boy, Jay Stephen.

CHARLIE ROBERTS, announcer of KLZ, Denver, is the father of a girl, Jill Suzanne, born Jan. 5.

CARL WILL, news editor of WIP, Philadelphia, has become editor of the Philadelphia *Labor Record*, labor newspaper.

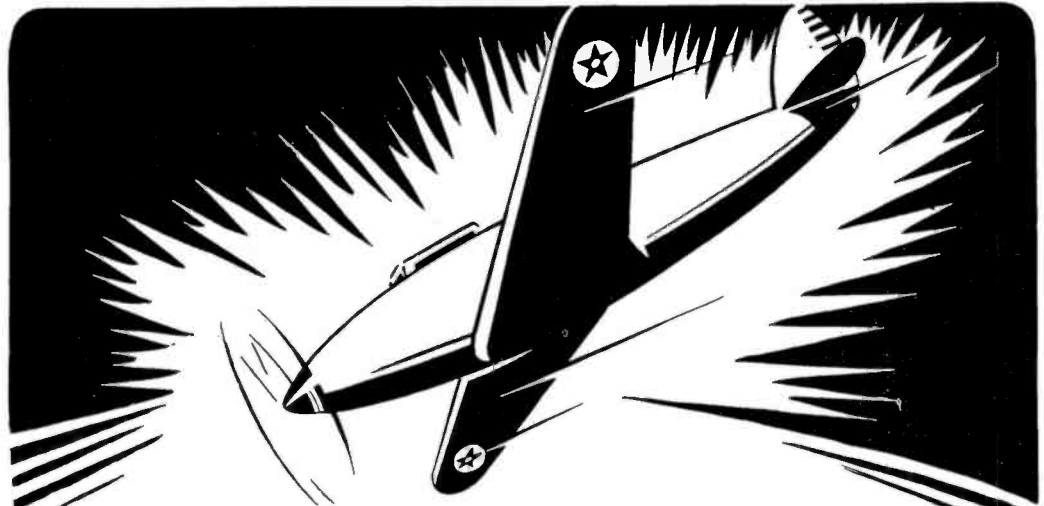
BOB BOVARD, formerly on Honolulu stations and more recently of KYA, San Francisco, has joined the announcing staff of KSFO, San Francisco.

MAX MELLINGER, formerly in charge of the Salinas office of KHUB, Watsonville, Cal., has been named production and program manager of the station, replacing Hal O'Donnell who has been called for active service in the Marine Corps Reserve.

J. T. AINLEY, producer of CBS *First Nighter*, has been appointed to produce the WGN-MBS *Chicago Theatre of the Air* for the remainder of the season, succeeding William A. Bacher, resigned.

KEN McALLISTER, former promotion manager of WGY, Schenectady, has joined the advertising staff of Columbia Recording Corp., Bridgeport, Conn., to handle promotion of Columbia and Okeh Popular records.

MURRAY MESSNER, of Winnipeg, has joined the announcing staff of CFAR, Flin Flou, Man.



IT'S PERFORMANCE THAT COUNTS!

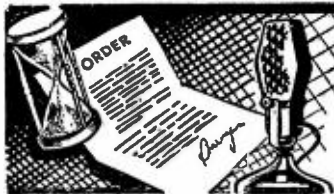
In today's Fighter Planes . . . Bombers . . . tanks and mechanized divisions . . . "It's performance that counts!" And the same holds true in RADIO! WHIZ's program preference . . . its public acceptance, make it the "lowest cost-per-ear" station in the rich Mining and Pottery territory of Southeastern Ohio. NBC Red and Blue programs . . . PLUS outstanding local production make WHIZ "TOPS" in performance in Southeastern Ohio! . . . SEE JOHN BLAIR



"OHIO'S BIGGEST LITTLE RADIO STATION"

NBC Red & Blue . . . Blair Represents Us Nationally





THE BUSINESS OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
la—transcription announcements

KDKA, Pittsburgh

American Chicle Co., New York (Black Jack), 312 *ta*, thru Badger & Browning, Boston.
American Chicle Co., New York (Adams Glove Gum), 260 *sa*, thru Badger & Browning, Boston.
Beechnut Packing Co., New York (gum), 120 *sa*, thru Newell Emmett Co., N. Y.
Book House for Children, Chicago, 26 *sp*, thru Presba, Fellers & Presba, Chicago.
Braun Baking Co., Pittsburgh, 65 *sp*, 5 *ta*, thru W. E. Long Co., Chicago.
Bristol-Meyers Corp., New York (Sal Hepatica), 156 *sp*, thru Young & Rubicam, N. Y.
Candy Bros. Mfg. Co., St. Louis (Red Cross cough drops), 36 *sa*, thru H. W. Kastor & Sons, Chicago.
Dairy Assn., Co., Lyndonville, Mass (Kow Kare), 78 *sp*, thru Hays Adv. Agency, Burlington, Vt.
Duquesne Brewing Co., Pittsburgh, 104 *sp*, thru Walker & Downing, Pittsburgh.
Hulman & Co., Terre Haute, Ind. (Clabber Girl Baking Powder), 156 *sa*, Polyea, Adv. Terre Haute.
Johnson & Johnson, New Brunswick, N. J. (Tek tooth brush), 260 *sa*, thru Ferry-Hanly Co., N. Y.
Manhattan Soap Co., New York (Sweet-heart soap), 20 *sa*, thru Franklin Bruck Adv. Corp., N. Y.
John Morrell & Co., Chicago (E-Z Cut Hams), 180 *t*, thru Henri, Hurst & McDonald, Chicago.
Olson Rug Co., Chicago, 65 *sa*, thru Presba Fellers & Presba, Chicago.
Piso Co., Warren, Pa. (cough syrup), 39 *sa*, thru Lake-Spiro-Shurman, Inc., Memphis.
Quaker Oats Co., Chicago (Aunt Jemima pancake flour), 78 *t*, thru Sherman K. Ellis & Co., Chicago.
Sterling Oil Co., Oil City, Pa., 130 *sa*, thru Walker & Downing, Pittsburgh.
Van Camp Inc., Indianapolis (pork & beans), 26 *sp*, 26 *sa*, thru Calkins & Holden, N. Y.
Ward Baking Co., New York, 130 *sa*, thru J. Walter Thompson Co., N. Y.

WHK-WCLE, Cleveland

Lever Bros. Co., Cambridge (Lifebuoy soap), 24 *ta*, thru Ruthrauff & Ryan, N. Y.
Thomas Leeming & Co., New York (Pacquin's hand cream), 52 *ta*, thru William Esty & Co., N. Y.
Poultry Tribune, Mt. Morris, Ill. (magazine), 6 *sp*, thru First United Broadcasters, Chicago.
L. B. Leffingwell Co., Chicago (service flags) 5 *sp* weekly, indefinitely, thru Paul Grant Adv. Co., Chicago.
P. Lorillard Co., New York (Old Gold cigarettes), 106 *ta*, thru J. Walter Thompson Co., N. Y.
Ward Baking Co., New York (Tip Top bread), 260 *sa*, thru J. Walter Thompson Co., N. Y.
Ranger Joe Inc., Philadelphia (Ranger Joe cereal), 39 *sa*, thru Clements Co., Philadelphia.
Art Metal Works, New York (Ronson lighters), 3 *ta* weekly, indefinitely, thru Cecil & Presbrey, N. Y.
Healthaids Inc., New York (Serutan), 260 *t*, thru Raymond Spector Co., N. Y.
Dill Co., Philadelphia (Espotabs), 5 *sa* weekly, 39 weeks, thru Carter-Thomson Co., Philadelphia.
Beech-Nut Packing Co., Canajoharie, N. Y. (Beech Nut gum), 3 *ta* weekly, 39 weeks, thru Newell-Emmett Co., N. Y.
Fashion Frocks, New York (frocks), 13 *sa*, thru Franklin Bruck Adv. Corp., N. Y.

KECA, Los Angeles

Dr. Pepper Co., New York (soft drink), 3 *sp* weekly, thru Benton & Bowles, N. Y.
Sontag Drug Co., Los Angeles (drug chain), 6 *sp* weekly, thru Milton Weinberg Co., Los Angeles.

KHJ, Hollywood

J. C. Eno Ltd., New York (Eno salts), 4 *sp* weekly, thru Atherton & Currier, N. Y.

WLW, Cincinnati

Health Aids, Inc., Jersey City (Serutan), *sp* weekly, 52 weeks, thru Raymond Spector Co., N. Y.
Book House for Children, Chicago, *sa* weekly, 39 weeks, thru Presba, Fellers & Presba, Chicago.
Marlin Firearms Co., Blade Division, New Haven, 3 *sa* weekly, 13 weeks, thru Craven & Hedrick, N. Y.
Hulman & Co., Terre Haute (Clabber Girl Baking Powder), 3 *sa* weekly, 23 weeks, thru Polyea Adv. Agency, Terre Haute.
Sieb Hatcheries, Lincoln, Ill. (baby chicks), *sp* weekly, 13 weeks, thru Shaffer, Brennan, Margolis, St. Louis.
Fashion Frocks Inc., Cincinnati, 3 *sa* weekly, 13 weeks, thru Franklin Bruck Adv. Corp., New York City.
North American Accident Insurance, Newark, 5 *sa* weekly, 13 weeks, thru Franklin Bruck Adv. Co., N. Y.
Olson Rug Co., Chicago, 3 *sa* weekly, 13 weeks, thru Presba, Fellers and Presba, Chicago.
Sun Oil Co., Philadelphia, 5 *sp* weekly, 52 weeks, thru Roche, Williams & Cunningham, Phila.
Sealtest System Labs., New York (Sealtest products), *sp* weekly, 52 weeks, thru McKee & Albright, Philadelphia.
Procter & Gamble Co., Cincinnati (White Naphtha), 5 *sp* weekly, 26 weeks, thru Compton Adv., N. Y.
Carnation Co., Milwaukee (milk), *sp* weekly, 13 weeks, thru Erwin, Wasey & Co., Chicago.
Bristol-Meyers Co., New York (Minit-Rub), 6 *sp* weekly, 52 weeks, thru Young & Rubicam, N. Y.
Candy Bros. Mfg. Co., St. Louis (Red Cross cough drops), 28 *sa*, thru H. W. Kastor & Sons Adv. Co., Chicago.

WJJD, Chicago

Sears Roebuck & Co., Chicago (city retail stores), 6 *sp* weekly, thru Schwimmer & Scott, Chicago.
Parr Vitamin Co., Chicago (vitamin pills), 7 *sp* weekly, thru United Adv. Co., Chicago.
Sterling Insurance Co., Chicago, 7 *sp* weekly, thru Neal Adv. Agency, Chicago.
Chicago Air College, Chicago (pilot courses), *sp* weekly, direct.
American Chicle Co., Long Island City, N. Y. (Beeman's Gum), 375 *ta*, thru Grant Adv. Agency, N. Y.
International Amphitheater Rodeo, Chicago, (rodeo) 150 *sa*, thru Schwimmer & Scott, Chicago.
Fashion Frocks Inc., Cincinnati, (women's dresses) 15 *sa*, thru Franklin Bruck Adv. Corp., Chicago.

WNEW, New York

Hennafano Co., New York 6 *sp* weekly, 52 weeks, thru Arthur Rosenberg, Co., N. Y.
Taylor-Reed Corp., Mamaroneck, N. Y. (Tumbo Chocolate Pudding), 3 *sp* weekly, 13 weeks, thru W. I. Tracy Inc., N. Y.
Charles Gulden Inc., New York (mustard), 3 *sp* weekly, 13 weeks, thru Charles W. Hoyt Co., N. Y.
American Chicle Co., Long Island City, N. Y. (gum), 3 *sa* weekly, 5 weeks, thru Badger, Browning & Hersey, N. Y.

WOR, New York

Seeck & Kade, New York (Pertussin cough syrup), 3 *t* weekly, thru Erwin, Wasey & Co., N. Y.
Washington State Apple Commission, Wenatchee, Wash., 3 *sa* weekly, thru J. Walter Thompson Co., San Francisco.
Terminal Barber Shops, New York, 5 *t* weekly thru Maxon Inc., N. Y.
Calco Chemical Co., New York (household chemicals), 5 *sp* weekly, thru J. M. Mathes Inc., N. Y.
G. Krueger Brewing Co., Newark, weekly *sp*, thru Compton Adv., N. Y.
Joseph Burnett Co., Boston (Vanilla extract), *sp*, 2 *sa* weekly, thru H. B. Humphrey Co., Boston.
Serutan Co., New York (Serutan, V-Bev), 5 *sp* weekly, thru Raymond Spector Co., N. Y.
Carnation Co., Milwaukee (milk), 2 *sp* weekly, thru Erwin, Wasey & Co., N. Y.
Conti Products, Brooklyn (shampoo and soap), weekly *sp*, thru Birmingham, Castleman & Pierce, N. Y.

WOWO-WGL, Fort Wayne

Nehi Corp., Columbus, Ga. (Royal Crown Cola), 156 *t*, thru BBDO, N. Y.
American Chicle Co., Long Island City, N. Y., 624 *ta*, thru Badger, Browning & Hersey, N. Y.
Chicago Motor Club, Chicago (insurance), 39 *sp*, thru Aubrey, Moore & Wallace, Chicago.
Ex-Lax Inc., Brooklyn (proprietary), 260 *ta*, thru Joseph Katz Co., N. Y.
Pet Milk Sales Corp., St. Louis, 104 *t*, thru Gardner Adv. Co., St. Louis.
Kellogg Co., Battle Creek (All Bran), 260 *ta*, thru Kenyon & Eckhardt, N. Y.
Foster-Milburn Co., Buffalo (Doan's pills), 156 *ta*, thru Street & Finney, N. Y.
Vick Chemical Co., New York, 195 *ta*, thru Morse International, N. Y.

WIND, Gary, Ind.

International Amphitheater Rodeo, Chicago (rodeo), 150 *sa* before Jan. 24, thru Schwimmer & Scott, Chicago.
Fairfield Savings & Loan Assn., Chicago (savings), 12 *sa* thru Buchanan & Co., Chicago.
Studebaker Sales Co., Chicago (used autos), 6 *sp* weekly, Sat. thru Schwimmer & Scott, Chicago.

WHN, New York

Scholar Diamond Co., New York (jewelry), *sa* daily, 52 weeks, thru Piedmont Agency, N. Y.
Beech-Nut Packing Co., Canajoharie, N. Y. (gum), *sa* daily, 13 weeks, thru Newell-Emmett Co., N. Y.
Washington State Apple Commission, Wenatchee, Wash., *sa* daily, 6 weeks, thru J. Walter Thompson Co., Seattle.

WINS, New York

American Cigarette & Cigar Co., New York (Fall Malls), 54 *sa* weekly, 6 weeks, thru Ruthrauff & Ryan, N. Y.
Simon & Schuster, New York (tax instruction), 6 *t* weekly, 4 weeks, thru Northwest Radio Adv. Co., Seattle.

Stations in Philadelphia Merge for Navy Series

AN ALL-OUT radio campaign in the interests of the Navy has been started by stations in Philadelphia, acting in concert. Five of the nine local stations — WCAU, KYW, WFIL, WIP, WPEN—each agreed to produce a series of 13 quarter-hour programs devoted to the Navy. Started Jan. 19, each station produces its own weekly show and makes a master and an instantaneous at its own expense. The master is turned over to the Navy for processing while the instantaneous goes to one of the other local stations. Production resources, writers, musicians and actors are pooled.

A three-color brochure is being gotten up for distribution to all of the radio stations in the 4th Naval District, offering all or any of the Navy series in transcription form free of any charge. Embracing all of Pennsylvania, Southern New Jersey and Delaware, there are a total of 42 stations in the district. The project was worked out by a committee headed by Joe Connolly, WCAU station promotion head, and including James Alan, WFIL publicity chief; Murray Arnold, WIP program director; Don Bennett, KYW production head; and Lou London, WPEN program director. The committee is working in cooperation with Lieut. Dr. Leon Levy, head of the radio division of the public relations staff of the 4th Naval District, and president of WCAU.

OREGON STATIONS PLAN FOR DEFENSE

CENSORSHIP, defense savings, training of radio technicians and numerous resolutions were featured at the meeting Jan. 16 of the Oregon State Broadcasters Assn. in the Benson Hotel, Portland.

Speakers included Palmer Hoyt, Oregon state defense bond and stamp chairman, publisher of *The Oregonian*; Kenneth G. Clark, FCC; Capt. Robinson, U. S. Army Second Interceptor Command; and Prof. A. L. Albert, school of engineering of Oregon State College who announced that Gov. Charles A. Sprague had given authority to Dean R. H. Dearborn, Oregon State College, to train radio technicians for the armed forces. The first such school was planned to be set up shortly in Portland with Harold Singleton, chief engineer of KGW-KEX, Portland, as instructor.

Lee Bishop of KMED, Medford, and Frank Logan, KBND, Bend, were re-elected president and secretary-treasurer, respectively, of OSBA. Arden X. Pangborn, KGW-KEX, was named vice-president with Frank Hill, KORE, Eugene, and Hank Swartwood, KOINKALE, elected directors.

Northwest Net Adds Two

TWO Minnesota stations, WMFG, Hibbing, and WHLB, Virginia, have joined the Northwest Network of NBC, it was announced by Stanley E. Hubbard, president and general manager of KSTP, St. Paul, which feeds the network. The northwest loop now has a total of 10 stations, located in Minnesota, Wisconsin and North Dakota.



"... An' I got all three for th' price of one...!!"

Adv.

Radio Advertisers

WASHINGTON STATE Apple Commission, Wenatchee, Wash., last week became the second sponsor on the new WOR, New York, 3:45-4 p.m. program, *Rambling With Gambling*, using participating announcements on Wed., Thurs and Fri. Musterole Co., Cleveland, became the first sponsor on Jan. 12 [BROADCASTING, Jan. 19]. Agency is J. Walter Thompson Co., Seattle.

WESTERN AUTO SUPPLY Co., Los Angeles, is sponsoring a twice-weekly quarter-hour of recorded music titled *Siesta Time*, on KECA, that city. Contract is for 52 weeks, having started Jan. 13. Firm also uses, on a changing schedule, spot announcements on West Coast stations. Agency is Dan B. Miner Co., Los Angeles.

BEECH-NUT PACKING Co., Canajoharie, N. Y., on Jan. 13 started *Odd Side of the News*, on WABC, New York, Tuesdays, Thursdays and Saturdays, 8:25-8:30 p.m. Agencies Newell-Emmett Co., N. Y.

CALAVO GROWERS OF CALIFORNIA, Los Angeles, (avocados), for the 18th consecutive year, elected C. V. Newman as president. J. Walter Thompson Co., Los Angeles, services the account.

DAWES BREWERY, Montreal, has started skicasts on CFCF and CKAC, Montreal, giving snow conditions, weather reports and ski club news Friday evenings for 15 minutes, and Saturday mornings and evenings for 5 minutes. Account is placed through J. Walter Thompson Co., Montreal.



GIVING the low-down on gag lines is John E. McMillin, New York vice-president in charge of radio for Compton Adv. (center), as Ransom Sherman (left), Hollywood star of the weekly CBS *Hap Hazard* show, sponsored by Procter & Gamble Co., and William E. Forbes, network's Hollywood sales service manager, give full attention.

SUNNYVALE PACKING Co., San Francisco (Rancho soups), on Jan. 5 added 3 stations to Jane Endicott, making a total of 9 Pacific Coast and Arizona stations. Mon., Wed., Fri., 10:45-11 a.m. (PST). Agency: Lord & Thomas. San Francisco.

LEVER BROS. Co., Cambridge, Mass. (Lifebuoy soap), on Jan. 12 started weekly quarter-hour *Musical Clock* and 15 one-minute transcribed spot announcements weekly for eight weeks on WBBM, Chicago. Agency is Ruthrauff & Ryan, N. Y.

RAINIER BREWING Co., San Francisco, currently planning its 1942 advertising, will include a heavy radio appropriation. Agency is Buchanan & Co., Los Angeles.

LEHN & FINK (Canada), Toronto (Hind's cream), has started *Let's Listen to Lester* five times weekly on CFRB, Toronto. Account was placed by McConnell Eastman & Co., Toronto.

FRUITATIVES PRODUCTS, Hull, Que. (Fruitatives), has started a quarter-hour of recorded music daily on CKCO, Ottawa, and announcements varying from 5 to 14 weekly on 8 other Canadian stations. The campaign is to be gradually expanded. Account was placed by Lord & Thomas of Canada Ltd., Toronto.

EVANS FUR Co., Chicago (fur retailers), on Jan. 4 started a weekly half-hour live talent remote from the National Catholic Service Men's Center, on WCFL, Chicago, titled *Service Men's Jamboree*. Account was placed direct.

HUMP HAIRPIN MFG. Co., St. Hyacinthe, Que., has renewed its thrice-weekly quarter-hour programs on CHRC, Quebec. Account was placed by Cockfield-Brown & Co., Montreal.

CARNATION Co., Milwaukee, for the third successive year signed a year's renewal contract with WEVD, New York, for the five-weekly program *The Jewish Philosopher* on behalf of Carnation milk. Agency is Erwin, Wasey & Co., New York.

Benrus Continues

BENRUS WATCH Co., New York, at a meeting of its sales representatives last week announced that its extensive advertising campaign, including radio time signals, would continue on a national scale during 1942, and that 1941 had been the biggest year in the company's history. Although no figures were available as to how many stations are currently carrying Benrus time signals and announcements, the agency, J. D. Tarcher & Co., New York, stated that Benrus might even add more stations during the coming year.

Stamps for Tips

HAL JOHNSON, advertising manager of Blatz Brewing Co., Chicago, still tips bellhops, waiters and pullman porters but no longer gives them cash. Instead, Mr. Johnson hands out Defense Stamps attached to the back of his business card. Back of the card is imprinted with "Thanks for the Service", "Remember Pearl Harbor", "Buy United States Defense Bonds and Stamps" and the telegraphic code of "V for Victory".

NEW YORK offices of Mutual at 1440 Broadway last week moved from the 23d to the 20th floor of that building.

Blue Outlets Granted

ACTING PROMPTLY, the FCC last Tuesday granted transfer of the licenses of WJZ, New York; WENR, Chicago, and KGO, San Francisco, from RCA to the new Blue Network Co. Inc. A fortnight ago it had approved transfer of the licenses from NBC to RCA. The new assignment resulted from the formal corporate organization of Blue Network Co. Inc. [BROADCASTING, Jan. 12-19].

IN LINE WITH its change Dec. 1 to a frequency of 1130 kc. and increased power to 10,000 watts. WNEW, New York, has increased its rates approximately 35% on its new rate card No. 22 to become effective Feb. 15. Contracts of present and prospective advertisers with 52-week contracts signed before that date will be honored at the present rates.



**WHITTLE (Ky.)
AIN'T
CARVING
A NAME
FOR ITSELF!**

Chances are, you've never even heard of Whittle (Ky.)—probably because its purchasing power is far too small to cut much of a sales figure! Conversely, the Louisville Trading Area, with 57.1% of Kentucky's effective buying income, is currently carving out sales history! To whittle yourself a chunk of this business, WAVE is the only tool you need, with its double-edged value of complete coverage at lowest cost! Write for the facts, and see for yourself.

**LOUISVILLE'S
WAVE**

5000 Watts
FREE & PETERS, INC.,



970 K. C. . N. B. C. Basic Red
NATIONAL REPRESENTATIVES



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

JOHN BLAIR & COMPANY
NATIONAL STATION REPRESENTATIVES
CHICAGO • NEW YORK • DETROIT • ST. LOUIS • SAN FRANCISCO • LOS ANGELES

CJOR carried EIGHT of the ten leading Canadian daytime programs of 1941, as rated by Elliott-Haynes Ltd.

CJOR
Vancouver—B. C.

Nat. Rep.:
J. H. McGillvra (US)
H. N. Stovin (Canada)
600 KC 1000 Watts

Turn the Tables!

Give lagging sales a healthy dose of WAIR and watch volume shoot skyward. We've GOT SOMETHING and what we've got you need!

WAIR

Winston-Salem, North Carolina
National Representatives
International Radio Sales



50,000 WATTS
The Greatest Selling POWER in the South's Greatest City
CBS Affiliate
Nat'l Rep. - The Katz Agency Inc.

The Northwest's Best Broadcasting Buy

WTCN
AN NBC STATION
MINNEAPOLIS ST. PAUL
Owned and Operated by ST. PAUL DISPATCH PIONEER PRESS, MINNEAPOLIS DAILY TIMES.
FREE & PETERS, INC. — Natl. Rep.

TO FURNISH a weekly afternoon of entertainment and recreation for the thousands of young defense workers in and around Paterson, N. J., who are strangers in that area, WPAT has started a series of "defense workers' parties", staged Sunday afternoons in the 113th Infantry Army. Blanket invitations were sent out to every defense worker in the area to attend the first party last Sunday (Jan. 25), at which WPAT anticipated an attendance of between 5,000 and 10,000 men.

Two name bands supply music for dancing each week, and the Paterson branch of the USO supplies 500 girls as partners. Entertainment includes a three-round exhibition boxing bout, with Bob Pastor scheduled for the first party and Lou Nova, Tami Mauriello, Gus Lesnevitch, Kid McCoy and Ray Robinson among those who will appear on subsequent Sundays. Two girl bands played for the dancing at the opener—Ina Ray Hutton and Dolly Dawn. Other bands scheduled for later weeks include those of Vaughn Monroe, Harry James, Benny Goodman, Jimmy Dorsey, Sammy Kaye, etc. Idea was conceived by Steve Ellis, WPAT special events announcer.

Ward Chicago Session

WARD BAKING Co. New York executives and Chicago district salesmen met in Chicago last Tuesday for a promotional session with commercial managers of the Chicago stations on the present Ward schedule. Stations represented were: WGN WAAF WSBC WJJD WIND. Agency is W. E. Long Co., Chicago.

From Latin Fair

DURING the three-week period of the Latin American Fair at R. H. Macy & Co., New York department store, WOR, New York, is presenting Tuesday, Thursday and Saturday broadcasts from "Fiesta Square" at the Fair, featuring Latin America artists as guests of various feminine representatives from Latin American republics.

Greensboro Hostess

WBIG, Greensboro, N. C., uses southern hospitality to acquaint new residents of its area with the station. A hostess visits a half-dozen towns in the neighborhood of Greensboro to welcome newcomers and gives them information about the services rendered by the station including a complete set of programs.

Date With Betty

LAPEL buttons bearing the reminder "You have a date with Betty & Bob—8 p.m.—CKWX, Vancouver" were distributed to 1,000 employees of the Hudson Bay Co.'s Vancouver store which sponsors the program on CKWX, during the first week the program was on the air.

Defense Manual

WCSC, Charleston, S. C., has prepared a pocket-size manual for civilian defense, which is being given to listeners who make mail requests. Manual is illustrated and contains condensed instructions for civilians in war emergencies.

Merchandising & Promotion

Sunday Party—Bakery Session—Buttons to Wear—Charters—Pepper Plugs—Cab Signs

Chartered Members

LISTENERS of the *Chicago Theatre of the Air*, MBS Saturday evening full-hour operetta series, are displaying charters in local fan clubs in 43 States. WGN, Chicago, has mailed 300 such charters to *Theatre of the Air* clubs who also receive a monthly magazine and autographed pictures of the stars.

National Anthem

KFDM, Beaumont, Tex., is distributing printed copies of the first three stanzas of the "Star Spangled Banner". Copies have been distributed to all schools in the Beaumont region. Superintendents of schools in the area have ordered all schools to devote a special study session to the anthem.

Plugs for Dr. Pepper

WHEN the new Dr. Pepper 10-4-2 Ranch series started on KLZ, Denver, recently it was promoted through use of sound-movie trailers, taxi signs, a window display in the Shirley Savoy Hotel and a box in the station's monthly program schedule mailed to 6,000 homes by request.

Show for Druggists

A HALF-HOUR version of *Saturday Morning Open House* heard on WCCO, Minneapolis, was put on for the Twin City Retail Druggists Assn. Jan. 21. Druggists and their families participated in the program which was transcribed and broadcast later on the station.

Gaspipe Promotion

IF YOU'RE an advertiser who wants to sell his product to college students, try the college stations themselves, according to the promotion booklet just issued by the Intercollegiate Broadcasting System, representative for some 17 college stations.

Cab Signs

KFEL, Denver, placed metal signs on Checker and Zone Cabs calling attention to Coca-Cola's MBS *Spotlight Bands* show on the station.



MERCHANDISING and promotion plans for the six-weekly quarter-hour series, *William Winter*, news sponsored on 14 CBS Pacific Coast stations, by California Packing Corp. (Del Monte brand products), were given thorough attention as this group, representing network and sponsor, gathered for a recent informal discussion in front of network's Hollywood studios. They are (l to r), Edwin Buckalew, CBS Pacific Coast sales service manager; George Moskovics, network's West Coast sales promotion director; Lyman Dunbar, sponsor's Southern California district manager.

BROCHURES

NBC—Eight-page booklet, "For A Thousand Years A Dream. For Fifteen Years A Vital Reality", recapitulating NBC's 15th Anniversary Celebration, those who took part in the anniversary program, and reprinting with a photograph the congratulatory letter from President Roosevelt to Niles Trammell, president of NBC.

WOR, New York—16-page white booklet "Needlework", telling the fine points of the WOR transcription and recording service, under the direction of Ray S. Lyon, manager.

WOWO-WGL—Four-page black-and-white folder with a miniature basketball hoop including real netting, citing stations' coverage of Indiana court games.

KFAR, Fairbanks, Alaska—Blue and white "Christmas card" brochure with pictures of staff members and studio activities.

WTAR, Norfolk, Va.—Pamphlet with illustrations giving vital statistics on WTAR area.

WFBM RESULTS

tell the story of successful coverage in the Hoosier markets

TO REACH THE HOOSIER MARKET—IN INDIANAPOLIS USE

WFBM

NATIONAL SALES REPRESENTATIVE—THE KATZ AGENCY

Studio Notes

WDBO, Orlando, Fla., to obtain admission of employees to the Orlando air base and various manufacturing concerns, has issued identification cards to personnel, signed by Col. Geo. C. Johnston, president. Card gives date of birth of holder, color of eyes, height, weight, etc. and bears a photograph of the station worker.

WHK, Cleveland, which has been presenting Murray Young, news commentator, sponsored by the Dougherty Lumber Co., Cleveland, has announced the company has launched a new series that will take Young all over the United States with his dispatches being announced by Lehman Otis, chief news editor of United Broadcasting Co., WHK-WCLE owners. Young has received a discharge from the Army Air service and has been given radio credentials to admit him to vital defense industries. His wife, the former Louise Roberts, will accompany him and contribute the women's angle.

ANNOUNCEMENT ON WCBS. Springfield, Ill. by Stretch Miller, chief announcer during his *Stretch with Stretch* program, that temperature readings would be given by telephone upon request brought so many calls to the station that WCBS has installed temperature reading via telephone on a fulltime basis.

SALES OF \$1,750 worth of defense stamps and bonds on the National Barn Dance of WLS, Chicago, on Jan. 10 convinced WLS National Defense Director Frank Baker that a portion of the barn dance for selling the stamps and bonds should be made a permanent feature of the weekly Saturday night program. Although no solicitations were made on the original 10-minute spot replacing the usual barn dance audience quiz, radio listeners telephoned to pledge purchase of \$1,200 worth of bonds and in the studio, spectators bought \$50 worth of defense stamps and pledges \$500 for purchase of bonds.

KQW, San Jose is again presenting its reverse student quiz. On the program, which has started its spring series, students of San Francisco State College quiz professors on any topic they wish. In addition, the speech department of San Jose State College presents a program over the station called the *Story Hour*. Program is written, produced and acted by students.

WOW, Omaha, is sending its Red, White & Blue Follies around 10 cities to stimulate sales of defense bonds and stamps. Admission in stamps is charged to performances.

KERN, Bakersfield, Cal., has erected a 12-foot steel fence around the 22-acre transmitter tract. A Victory Garden will be planted by transmitter engineers.

WEIM, Fitchburg, Mass., in addition to its regular daily schedule of announcements promoting the sale of Defense Bonds & Stamps, on Jan. 16 aired a special promotion during a high school basketball broadcast which brought in \$8,000 in sales of stamps and bonds within seven minutes after the first announcement and accounted for a total of \$22,000 in verified sales within an hour.

WOPI, Bristol, Tenn., taking full responsibility for raising \$8,500 in the community for the Red Cross War Relief Drive, recently raised that amount in an eight-day campaign, donating 15 hours and 20 minutes of airtime to the promotion. Cooperating with the station was the local Yellow Cab Co. and Boy Scouts. The campaign ran from Dec. 13-20, starting only a few days after the Red Cross had completed its regular membership drive.

ENTIRE STAFF of KDKA, Pittsburgh has signed the Westinghouse employe purchase plan for Defense Savings Bonds through weekly payrolls. It was announced by James B. Rock, general manager. Employees at both KDKA studios and transmitter at Allison Park are included in the plan.

WGAR, Cleveland, on Feb. 4 will present Edward R. Murrow and William L. Shirer, CBS foreign correspondents in the Cleveland Public Auditorium. All proceeds will go to the Cleveland Civilian Defense Committee. John F. Patt, WGAR general manager, is chairman of the radio committee.

KTSA, San Antonio, has substituted Defense Bonds for cash prizes on its 15-minute show, *Fifteen Silver Minutes*, heard Wednesdays 12-12:15 p.m. Program rewards listeners called at random on the telephone for answering brain twisters. Jack Mitchell and Doug Romine are announcers. Franklins Ladies Ready to Wear is sponsor.

KROD, El Paso, has initiated a weekly review of the news titled *The War This Week*. Program is sponsored by the White House Store for Men.

WSPD, Toledo, will soon have an extra special mural decorating the reception room of its new studios. Robert Kumlner, former pupil of the American artist, Grant Wood, is painting the mural in oil depicting the consciousness of people in all walks of life to radio.

WNYC, New York, cooperating with the New York City *Victory Book Campaign* to send 2 million books to ships, Army camps and USO centers, is presenting five special public meetings from the steps of the New York Public Library Jan. 19, 21, 22, 26 and 29. Stage stars, singers, authors and public officials are participating.

KOA, Denver, through General Manager Lloyd E. Yoder, reports 100% participation of KOA employes in the purchase of Defense Bonds.

WHP, Harrisburg, covered the State Farm Show Jan. 19-23 with a series of 19 programs right from the scene, following the formal opening of the 26th annual exhibit.

WCCO, Minneapolis, has started a twice-weekly series based on condensed versions of lectures given at the U of Minnesota. The programs are presented in cooperation with the school's defense committee. Purpose of the series is to bring to the public a comprehensive background of the war.

SCHOOL CHILDREN in Alaska are now hearing regular recordings of the CBS *School of the Air of the Americas* program, as shipped monthly to KFAR, Fairbanks, from KIRO, CBS outlet in Seattle.

REQUESTS from soldiers of Camp Haan, Cal., for classical music, resulted in donation of 500 recordings by CBS Hollywood transcription division.

STAFFS of WING, Dayton, O. and WIZE, Springfield, O. have joined the Treasury payroll deduction plan for the purchase of defense bonds and stamps. Amount to be purchased by each employe will be determined by his or her monthly earnings.

IRVING F. WELCH, manager of WCOA, Pensacola, Fla., announced last Friday that the entire personnel of the station, 16 employes, had voted unanimously to divert 7 1/2% of their weekly earnings to the purchase of Defense Bonds and Stamps in cooperation with the Treasury Department's Payroll Defense Savings Plan.

WCHS, Charleston, W. Va., started Jan. 20 broadcasting a one-minute transcribed prayer as part of its daily signoff. Fifty clergymen have cooperated in the transcription.

HAPPY HARMONY

BUY DEFENSE BONDS

A leader in its field in Cleveland, the Dougherty Lumber Company, was new to radio. WHK developed the time and the talent - Dougherty supplied the commercials. Then.. well listen to this, "the direct merchandising has produced actual cash register response to a proportion that justifies our faith in this (WHK) advertising medium.

CLEVELAND, OHIO **WHK**
 Represented by
PAUL H. RAYMER COMPANY

America's Greatest WAR SONGS

THEY STARTED SOMETHIN' BUT WE'RE GONNA END IT

KATE SMITH started something when she introduced it. Nick Kenny wrote in the New York Daily Mirror: "It was thrilling . . . 'They Started Somethin'' should soon be one of the big patriotic songs of the nation."

Now KATE SMITH Has Made a Sensational Record of it
 CO 36498

KEEP 'EM FLYING

Dedicated to the Army Air Corps, okayed by the War Department, recorded by **GENE KRUPA**, listed at the head of The Week's Best Releases in *Billboard*, shot with war excitement by the service orders shouted by Col. John F. Daye of the Army Recruiting Service.

OK 6506

BROADCAST MUSIC, INC., 580 Fifth Ave., N.Y.C.

WHEN THE NATION CALLS

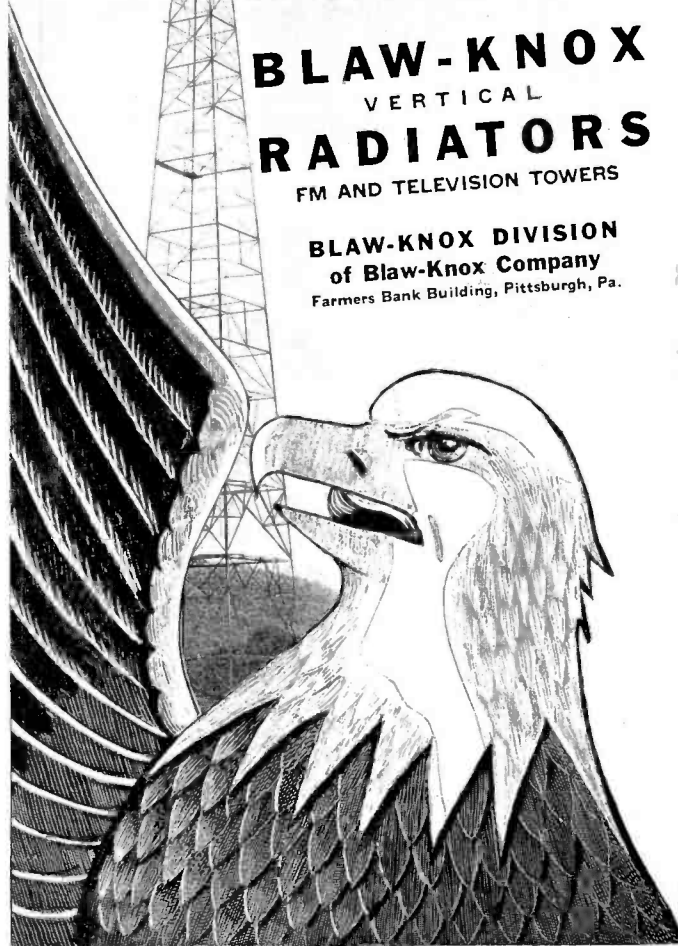
DURING an emergency—building morale—providing entertainment for our effective—instruction on local defense problems—selling defense bonds—dissemination of news—

YOUR STATION WANTS MAXIMUM COVERAGE IN YOUR DEFINED AREAS

BLAW-KNOX VERTICAL RADIATORS mean greater coverage—more listeners. They are backed by experience covering the entire history of radio.

BLAW-KNOX VERTICAL RADIATORS
FM AND TELEVISION TOWERS

BLAW-KNOX DIVISION
of Blaw-Knox Company
Farmers Bank Building, Pittsburgh, Pa.



in the CONTROL ROOM



SGT. HAROLD J. MARSH, former chief maintenance man of WSPD, Toledo, has been called back to active duty with the Army Signal Corps. Marsh served from March, 1941, until October and then was released.

BOBBY GREVENBERG, engineer of WWL, New Orleans is father of a boy born Jan. 13. Mrs. Grevenberg is the former Dotty Griffin, former WWL stenographer.

BILL TORREY, once with KGNC, Amarillo, Tex., and more recently with KFYO, Lubbock, Tex. has returned to KGNC as chief engineer.

RAY LAWTON, mail clerk of WWL, New Orleans is being schooled as an engineer and his brother Bob, WWL engineer, has enlisted in the Navy.

JIMMY LASHAUM, KMPC Beverly Hills, Cal., engineer, has been appointed studio supervisor, replacing Roger Love, who is now transmitter engineer. Mike O'Bradovick continues as transmitter supervisor, according to L. C. Sigmon, chief engineer.

VERNON KOEHLER, technician of KOIN-KALE, Portland, Ore., and Jayne Pace were married Jan. 10.

MARVIN MEYERS, formerly engineer for WBAP-KGKO, Fort Worth has been named chief engineer for KGBS, Harlingen, Tex.

H. H. LANCE, formerly chief engineer and station director of WGBR, Goldsboro, N. C., has been named transmitter engineer of WIBC, Indianapolis.

WILLIAM M. STRINGFELLOW, chief engineer of WSPD, Toledo, and Edward L. Goon, transmitter technician, are teaching courses in defense communications at the U of Toledo.

ALLAN GUNDERSON, assistant chief engineer of KDYL, Salt Lake City, has left for active duty as a member of the U. S. Naval Reserve.

AL BATES, studio engineering supervisor of KOIL, Omaha, is the father of a boy born Jan. 7.

HARRY W. BECKER, formerly sound technician for RCA Victor, has joined Clock Sales Co., Chicago, as chief engineer.

CHARLES HASTINGS, chief engineer of KFEL, Denver, has invented a device to shut off electric signs by radio during blackouts.

JOSEPH LANDELLS, technician of KYA, San Francisco, resigned Jan. 21 to become radio instructor at the Gompers Trade School in San Francisco. He has been replaced by Willard J. Starkey, formerly of KVEC, San Luis Obispo, Cal.

H. M. FULMER, formerly of KSO, Des Moines, has joined the transmitter staff of KFOR, Lincoln, Neb.

A. B. JONES, transmitter engineer of KFOR, Lincoln, Neb., is the father of a boy born Jan. 5.

D. C. COMBS has joined the studio engineering staff of KFAB, Lincoln, Neb.

WALTER C. WARD, and Pete Meisinger, engineers of WINX, Washington, recently became fathers—a girl and a boy respectively. William Jones, formerly engineer of WJEJ, Hagerstown, Md., has joined the engineering staff of WINX.

EVERETT STURDY, KFVD, Los Angeles, engineer, has resigned to join the Army communications division in a civilian capacity.



GIVING AWAY the works. That's what Arthur Wuth, former traffic manager of KLZ, Denver, is saying to his successor, Don McCaig. The former is leaving to take up a new job and here he turns over the KLZ commercial schedule board to Traffic Manager McCaig.

BETTER FACILITIES GIVEN WOC, KGDM

FULLTIME 5,000-watt regional facilities for WOC, Davenport, Ia., and KGDM, Stockton, Cal., were authorized by the FCC last Tuesday under construction permits.

WOC, sister station of WHO, Des Moines, was granted a modification to operate on 1420 kc. with 5,000 watts day and night, and install a directional for day and night use. Now licensed on 1450 kc. with 250 watts, the station had held a construction permit for 1420 kc. with 1,000 watts with a directional antenna at night.

KGDM was granted a construction permit to change frequency from 1130 to 1140 kc., with an increase in power from 1,000 watts daytime to 5,000 watts fulltime and changes in hours from daytime to unlimited with a directional for night use. The grant was made subject to submission of proof of performance protecting XENT, Monterrey, Mexico.

CKLW Adapts Format To Censorship in U. S.

ALTHOUGH not subject to U. S. rules, CKLW, Windsor-Detroit, is restricting ad lib programs in accordance with the U. S. War-Time Code of Practices for Broadcasters released by the Office of Censorship. It was said at CKLW that limitations on "open mike" programs were undertaken so that intent of the new U. S. rules would not be lost in the Detroit-Windsor area.

The restrictions struck at two of the station's shows built on audience requests, *Morning Frolic* of "Happy Joe" Gentile and his gang and the *Dawn Patrol* conducted by Larry Gentile. It was announced that requests for particular recordings would not be met and that there would be no announcements of requestors or dedication to particular individuals.

WHOM Defense Branch TO COORDINATE the increasing number of defense and war announcements and to arrange for talks and speakers relating to defense, WHOM, Jersey City, has set up a Department of Defense Activities. J. M. Compter, formerly of the WHOM sales staff, will manage the new department, assisted by Charles Baltin, announcer and former head of the WHOM naturalization school.

ROBERT L. (Believe It Or Not) Ripley brings to North American listeners little known facts and oddities on the culture, arts and sciences of the Other Americas in a new series of *Believe It or Not* programs which started Jan. 17 on NBC-Blue. Heard each Saturday, 10-10:30, the series under the direction of Joseph Bell, NBC-Blue assistant Eastern production director, is presented in cooperation with the office of the Coordinator of Inter-American Affairs. B. A. Rolfe, conductor, is commentator and musical background is supplied by D'Artega & His Orchestra. Guest artists and personalities prominent in Inter-American affairs are presented.

Folk Lore and Unknowns

TALES of little-known men and women in small towns who are contributing their bit to the nation's war effort, presented in a background of folk songs of that particular locale, is presented in *God's Country* on CBS Saturdays 11:15-11:30 a.m. Milton Bacon, who has made a career of studying historical background and human interest of American small towns, presents his findings while Burl Ives, who has gathered songs from every part of the country, adds the folklore color to the broadcast.

Oboler's Series

AS A CONTRIBUTION by NBC to the war effort, a new series of patriotic plays, written by Arch Oboler and dedicated to civilian morale of the Americas, will start Feb. 1 on NBC-Red, Sundays 4:30-5 p. m. As announced by C. L. Menser, NBC program manager, the series will follow the theme of "This Precious Freedom," one of Oboler's most successful works, in pointing out through dramatic episodes the freedoms that Americans are now striving to preserve.

If Germans Come

TO AID in Canada's forthcoming Victory Loan, Winnipeg is staging a dramatization Feb. 19 of what might occur should the Germans occupy the city. Tentative plans call for CKY and CJRC, Winnipeg, to broadcast a "ceremony" from the provincial legislative building where a "Gauleiter" will be installed, and for announcements from the stations that an army of occupation has taken over with a "headquarters" in the city.

Citizenship Quiz

TO LEARN more of the citizenship status and background of new talent, WWRL, New York, is using a new audition questionnaire which asks for the individual's political and social affiliations, references, whether he is a citizen or not, in addition to routine radio background questions

Purely PROGRAMS

War Duties

TO AWAKEN local citizens to their increasingly important responsibility in the war effort, WMBD, Peoria, Ill., on Jan. 16 carried a special 55-minute feature, *All Out, Peoria*, featuring interviews with community leaders in industry, labor, civilian defense, women's organizations and other groups. Music on the program was furnished by the local American Legion band, and a special Legion color presented the colors in an opening ceremony.

Morale Matter

PREPARED under the direction of the Fort Eustis Morale Section, *Fort Eustis Women's Forum*, which has completed its first 13 weeks on WTAR, Norfolk, has presented interviews with prominent women of the Tidewater area. Show, conducted by Ellen H. Straw, junior hostess in charge of entertainment at the Army post, presents Army news of general interest to women and gives viewpoints of soldiers on the war effort.

Week of War

FOUR NBC commentators, speaking from London, Washington and San Francisco, are presenting a trio of Saturday reviews on the NBC-Red *This Week of War* program, summarizing the week's war activity. Reports are by Robert St. John, NBC commentator in London, William Hillman and Earl Godwin, news analysts stationed in Washington, and Upton Close, Far Eastern authority in San Francisco.

Learned About City

A NON-NATIVE writes *Facts About Philadelphia*, daily feature on WIBG. Rupe Werling, production manager of the station, writes the program. When he came to Philadelphia about three years ago he knew little about the Quaker City and started out to learn. The facts he has amassed are the bases for the new show. Program is sponsored by the House of Morris Gold, furrier.

On The Spot

ANNOUNCERS at CKGB, Timmins, Ont., are placed on the spot weekly by the station manager in a *Pronunciation Bee*. Listeners are invited to send in words which they have heard mispronounced during the week, and the station manager spells out the word and asks the announcers to pronounce it. Letters from listeners are awarded prizes.

Britain to Canada

TWO NEW weekly programs are being produced in Great Britain by the Canadian Broadcasting Corp. Overseas Unit. The first, *Khaki Scrapbook*, replacing *With the Canadians in Hospital*, is designed as a miniature newsreel with short recorded flashes of recent doings among the Canadian troops. The second, *Wings Abroad*, deals with the activities of the Royal Canadian Air Force in Great Britain. Rooney Pelletier, head of the CBC Overseas Unit, produces the first, and Jack Peach of the CBC Overseas Unit cooperates with the editors of the RCAF magazine *Wings Abroad*, published in Britain, to produce the second program. Both are shortwaved to Canada for re-broadcasting.

Detroit Opinions

WJR and the *Detroit Free Press* have started a new series dealing with current events. Titled *In Our Opinion*, the program has George Cushing, station news editor, leading a discussion which regularly includes Adrian Fuller, travel writer, and Royce Howes, military expert of the *Free Press*. Guest speakers will appear from time to time. First was Harry Chung, unofficial leader of the Detroit Chinese colony.

News Questions

SPONSORED by the *Dallas Morning News* is the new half-hour quiz program, *Do You Know the News*, on KGKO, Dallas. Questions are based on local, state national and international news items contained in the paper. The weekly show features two six-man teams representing local organizations. Awards are Defense Savings Stamps.

Tales of the Great

NEW DRAMATIC series, titled *Confessions*, written and produced by Celeste Rush, started Jan. 18 for 13 weeks on Don Lee Broadcasting System. Based on historic facts, weekly half-hour show dramatizes life stories of great personalities.



WHERE THEY'LL DO THE MOST GOOD!

TEXAS' BOOMING GULF COAST INDUSTRIAL AREA
1000 WATTS 560 KC FULL TIME NBC BLUE

KFDL
BEAUMONT

Represented by HOWARD H. WILSON COMPANY

W A P O
outlet

for
NBC RED NETWORK
and
BLUE NETWORK
PROGRAMS
in the
TENNESSEE VALLEY

-
- Including
- KAY KYSER
- FRANK FAY
- KALTENBORN
- RUDY VALLEE
- FRED WARING
- LUM & ABNER
- EDDIE CANTOR
- JUST PLAIN BILL
- TREASURY HOUR
- MRS. ROOSEVELT

- MARCH OF TIME
- TELEPHONE HOUR
- BURNS AND ALLEN
- REVELLE ROUNDUP
- LINCOLN HIGHWAY
- JOHN'S OTHER WIFE
- DR. PEPPER PARADE
- RED SKELTON & CO.
- FITCH BAND WAGON
- LIGHT OF THE WORLD
- INFORMATION PLEASE
- MR. DISTRICT ATTORNEY
- FIBBER MCGEE AND MOLLY
- NICHOLS FAMILY OF FIVE
-
- 5000 Watts-1150 kc.
-
- National Representatives
- Headley-Reed Co.

W A P O
Chattanooga, Tenn.

IN PHILADELPHIA
WFIL
in friends influence listeners
SELL THROUGH WFIL

A STRONG SECOND
 WTRY's Intensive Coverage of
 the Troy-Albany-Schenectady
 Area is Exceeded by Only
 One 50,000 Watt Station!

WTRY

1000W TROY, N. Y. 980KC

Basic N B C Blue

An H. C. Wilder Station
 Represented by Raymer

365,000 people make the
 Youngstown metropol-
 itan district the third
 largest in Ohio.

WFMJ

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

Headley-Reed Co.
 National Representatives

Where Sales Multiply



WSM

NASHVILLE, TENNESSEE

OWNED AND OPERATED BY
 THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, THE
 NATIONAL REPRESENTATIVES EDWARD PETRY & CO., INC.

Columbia's Station for the
SOUTHWEST

KFH

**WICHITA
 KANSAS**

Call Any Edward Petry Office

**AGENCY
 Appointments**

E. PRITCHARD Inc., Bridgeton, N. J. (Pride of the Farm food products); Thomas Gill Soap Co., Brooklyn (soaps); and Wall-Streeter Shoe Co., North Adams, Mass. (Styl-Bez shoes), to Roy S. Durstine Inc., N. Y., Pritchard using WNEW and WJZ. Plans for other accounts not yet formulated.

D. M. BODINE & SONS, Trenton (meat), to Oswald Adv. Agency, Philadelphia. Ralph Ecoff account executive.

IVANHOE FOODS, Auburn, N. Y., to Charles W. Hoyt Co., N. Y.

LANGENDORF UNITED BAKERIES, San Francisco, to Ruthrauff & Ryan, San Francisco.

ADAM SCHEIDT BREWING Co., Norristown, Pa., to Carter-Thompson Co., Phila.

ROLLINS HOSIERY MILLS, Des Moines (hosiery and underwear), to Al Paul Lefton Co., N. Y. Plans not yet formulated.

IVANHOE FOODS, Auburn, N. Y., to Charles W. Hoyt Co., N. Y. Plans not yet formulated.

STANDARD GAS EQUIPMENT Corp., New York (heavy duty cooking equipment), to Hixson-O'Donnell Adv., N. Y. No radio contemplated.

TIARA PRODUCTS Co., New York (Ver-mouth), to Gotham Adv. Co., New York. Plans not yet formulated.

LOS ANGELES Bureau of Power & Light, Los Angeles (public utility), to Buchanan & Co., that city.

Defense Deduction Plan Offered Staff of CBS

THE 2,000 regular employes of CBS have been offered a payroll allotment plan by Frank K. White, CBS treasurer, whereby they may authorize the network to make weekly deductions from their salaries for the monthly purchase of either Defense Bonds or Treasury Tax Notes, or both, as the employe may request. The first deductions were expected for the week ending Jan. 23.

In a booklet to employes covering the plan, CBS stated "President Roosevelt recently said that the purchase of Defense Bonds should not be in the spirit of sacrifice but should be regarded by all Americans as a privilege. The Payroll Allotment Plan seems to provide the most convenient and systematic method by which the salaried people of America can exercise this privilege of investing in a share of their own Government."

CBS Names Hutcheson

GUY C. HUTCHESON of the CBS engineering department since 1935 and recently returned from a 25, 000-mile trip through Central and South America for the network, has been appointed CBS engineer in charge of international broadcasting. Assisting him will be Eugene Fubini, CBS acting engineer-in-charge during the five months Mr. Hutcheson has been in Latin America.

NATIONAL RADIO INSTITUTE, Washington, has stipulated with the Federal Trade Commission to stop certain representations in connection with its correspondence courses, according to a Jan. 22 FTC announcement.



SOCONY salesmen (and dealers) supped on the Buffalo Broadcasting Corp. recently marking the 6,000th news broadcast over WKBW sponsored by the oil company. A special program dramatizing the "scoops" credited to Socony's news service followed the dinner. Gathered around the mike are (l to r) I. R. Lounsbury, executive vice-president of BBC; H. Stewart Merriman, division manager of Standard Oil Co. of New York, and C. A. Snyder, of J. Sterling Getchell, agency handling the account.

Engineers to Discuss War Operations At Columbus; Jett Is Keynote Speaker

DEVOTING its discussions almost entirely to problems of wartime operation, the annual Broadcast Engineering Conference will open Feb. 23 on the campus of Ohio State U, Columbus, with an address by E. K. Jett, chief engineer of the FCC. The conference will run through Feb. 27.

The conference, which serves as the engineering convention of the NAB, this year will be co-sponsored by the Institute of Radio Engineers. Lynne C. Smeby, director of engineering of NAB, is arranging the program of the meeting, assisting Dr. W. L. Everitt, of Ohio State, who is general director of the conference.

Recent Problems

A panel on Broadcast Station Operation Under Wartime has been arranged by Mr. Smeby and will consider such subjects as priorities, and procurement, fire fighting, and property protection, telephone lines, battery operated equipment for emergency use, radio broadcast silencing system, temporary and auxiliary antennas and emergency equipment.

Members of the panel will be Frank Cowan, AT&T; J. D'Agostino, NBC; Raymond F. Guy, NBC; R. V. Howard, KFSO; William Lodge, CBS; and Andrew D. Ring, consulting engineer and former assistant chief engineer of the FCC. All members of the panel, with the exception of Mr. Howard, have participated in the work of various committees of the Defense Communications Board. Mr. Howard is expected to discuss his own experi-

ences on the Pacific Coast under war conditions.

Orrin Townner, chief engineer of WHAS, Louisville, will describe the operation of that station during the Ohio River flood, which has been called one of the outstanding applications of broadcast facilities in time of emergency. Gerald Gross, assistant chief engineer of the FCC who recently returned from a survey trip to England, will tell of radio operations under fire.

Mere Talks

Other speakers will include:

Karl Troeglen of WIBW, Topeka, engine-driven emergency power plants; Daniel Noble, mobile FM equipment; Jack DeWitt, WSM, Nashville, studio transmitter links and high-frequency antennas; A. S. Van Dyck, president of IRE, application of alert calling system in wartime; Charles Singer of WOR, New York, will lead a roundtable on repair material and changing personnel.

Howard Chinn, audio facilities engineer of CBS, will discuss the work of the Recording & Reproducing Standards Committee formed last June. Although work of the committee has not been completed, officials of the conference state enough important items have been standardized so engineers can begin to make their equipment conform.

The pressing problem of engineering replacements because of the demands of the armed forces and the general war effort will be covered in a roundtable led by Dr. Everitt.



KMA The Earl May Station
 The Mail Station

5000 - 1000 Watts • NBC
 SHENANDOAH, IOWA

Ask your Agency to ask the Colonel!

FREE & PETERS, Inc., National Representatives

Excessive Competition Given FCC Recognition, Asserts Fly

Tells House Committee Cognizance Is Taken of Danger Involved in Too Many Outlets

EXCESSIVE competition would be considered by the FCC in denying additional facilities in the same area, under what appears to be a new concept of FCC policy revealed last week by FCC Chairman James Lawrence Fly with the release of testimony given in connection with the FCC appropriation for the fiscal year 1943.

In an appearance before the subcommittee of the House Appropriations Committee on Dec. 9, Chairman Fly responding to queries of committee members, said the FCC could take cognizance of the impact of excessive competition in considering applications for new stations. This was viewed as a departure from established Commission procedure during the last several years.

Dr. Watson Again

Chairman Fly also covered other phases of FCC operations in justifying the \$4,991,219 FCC budget estimates for 1943. At one point in the proceedings he underwent intensive questioning at the hands of Rep. Starnes (D-Ala.), vice-chairman of the Dies Committee, on the appointment of Dr. Goodwin Watson as chief analyst of the Foreign Broadcast Monitoring Service. The hearings were not made public until last Thursday, when the Independent Offices Supply Bill was reported to the House by the Appropriations Committee.

Queried by Chairman Woodrum (D-Va.), of the subcommittee, Chairman Fly stated that in cases of applications for new service in areas already supporting one or more stations "where it can be shown in the extreme case that existing service will be destroyed, that in some way the public interest will be substantially affected in terms of destruction of service, then conceivably we may take cognizance of it—because there it would have an impact, and a substantial impact, upon the public service."

Like Grocery Stores

Answering the series of questions along this line posed by Rep. Woodrum, Chairman Fly stated:

"There has not been any substantial deviation in Commission policy. On the whole, I think the Commission has recognized that it cannot very well regulate the competition in the broadcast field. That is, in the statute you declared that it is a competitive industry and we cannot limit the income, we cannot regulate their advertising rates or have any control over profits, or anything of that sort. Of course, we would not endeavor to do so. It is supposed to be wholly competitive.

"Then there arises a serious question as to whether we can guarantee existing stations' income by re-

fusing to grant a license to an applicant who is qualified, where the existing stations insist that it will not be a profitable operation, and where it may even cause loss to themselves.

"The Supreme Court has indicated a pretty definite disinclination to go into that question, leaving the industry pretty nearly as competitive as in retail grocery stores or drug stores, where there is no guaranty of income, and there is no limit on income, and you go in and establish your store and succeed if you can. The mere fact that there are one or two stores across the street is no bar to your going in."

Rep. Woodrum pointed out that the parallel between radio stations and grocery stores was not proper, since the Government does not have the same supervisory interest in groceries as it does in radio. He added the observation that privately operated stations necessarily must make a reasonable profit, and that there probably are "exaggerated" cases in which the addition of "wildcat" stations would jeopardize the operation of stations previously making a fair economic return and rendering good service to their community.

"Certainly the Commission would not want to see three or four other wildcat stations come in there and throw the whole thing out of gear, and all they would get would be victrola records played all day long by three or four stations instead of getting good programs by two stations," Rep. Woodrum declared.

Wakes Them Up

Continuing the discussion, Chairman Fly stated:

"Competition is generally assumed to spur improvement in service. And then, too, quite frequently competition in the facilities for advertising serves to stimulate advertising itself. If one wholesaler starts advertising his products, the other fellow begins to look alive and may determine that he has got to have a comparable means of advertising. So you cannot assume in advance that the income of two or three or four existing stations is going to be cut down, and that there will be an equal division between them and the new station. It just does not work out that way."

Monarch Foods on FM

REID, MURDOCH & CO., Chicago, for Monarch Finer Foods is currently using 14 spot announcements weekly on W71NY, FM station in New York owned by WOR. Agency is Rogers & Smith, Chicago.

RUMPLE DIRECTING RESEARCH AT NBC

BARRY T. RUMPLE, chief statistician of NBC, has been elevated to research manager, succeeding Hugh M. Beville Jr., who was called to active duty as a First Lieutenant, Signal Corps Reserve, earlier this month.

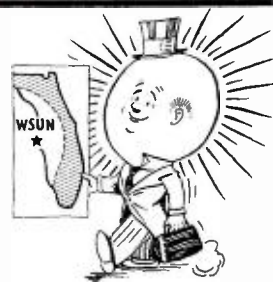
Ken. R. Dyke, director of advertising and promotion of NBC, also announced appointment of J. Robert Myers, assistant research director of the NAB in Washington, as Mr. Rumble's successor. Mr. Myers has been with the NAB since June, 1939, prior to which he was financial statistician of NBC.

Paul F. Peter, NAB research director, announced that Mrs. Helen H. Schaefer, in charge of tabulation of broadcast advertising records, had been named assistant director of research.

Hecker Adds Markets

HECKER PRODUCTS Corp., New York (Force cereal), recently added four markets—WAGE, Syracuse, WGR, Buffalo, WBZ, Boston and WTRY, Troy—for its 10-minute transcribed five-times weekly show, *Capt. Tim Healy's Adventure Club*. Series continues to be aired live on WHN, New York and via transcription on WFIL, Philadelphia. Agency is Maxon Inc., New York.

A 40-FOOT mural was unveiled at the new NBC Bldg., in San Francisco Jan. 17 before an invited audience of several thousand persons.



Dr. (W) SUN Delivers

Since 1927, Ol' Doc (W) SUN has been the LISTENING PREFERENCE in Florida's largest and best market area . . . St. Petersburg, Tampa and Central Florida. He's got a SIGNAL that CAN BE HEARD DAY AND NIGHT and no other stations come riding in "fo' free". Dr. (W) SUN is a hustling fellow who gets out and WORKS for you like anything. He'll DELIVER your message where it will do the most good.



1942 DOLLAR TO BUY

*LESS
More!*

The TWINS do the IMPOSSIBLE!

The quickened tempo of 1942 is giving every advertiser on KXYZ-KRIS an undreamed-of listener bonus. Thousands more Texans than ever before keep tuned night and day to their nearest twin station to hear history made. These twin stations are the only combination to blanket the immensely rich and vital Texas Gulf Coast. 1941 rates bring you a 1942 bonus of listeners. Write for important survey data.

National Representatives
THE BRANHAM COMPANY

DON'T FORGET

**DOUBLE
Savings!**

• through our
**COMBINATION
RATES**

• . . . and
**BONUS POINT
ADVERTISING**



Censorship Protest

(Continued from page 7)

theless felt that all of the objectives of the Censorship Office could be met without completely banning man-on-the-street and other remote quiz programs.

It was contended that by transcribing these programs and delaying or staggering time of rendition, complete control of programs would be in the hands of the station. It would only be necessary to "lift the needle" to eliminate material even remotely questionable.

The overall contention of industry spokesmen opposing the rigid ban, is that ample safeguards can be thrown around all programs falling in the quiz category to avoid sabotage or conveyance of intelligence of aid and comfort to the enemy. They contend that a horizontal ban will result in loss of audience interest and appeal, as well as revenue. The cudgels were taken up primarily for smaller stations with limited program resources of outstanding public interest, which have learned to rely largely upon the interview type of program as top features of their daily program schedules.

Mr. Ryan last Wednesday sent to the entire roster of broadcast stations, as well as to the radio directors of all advertising agencies, a letter transmitting the Censorship Code, together with three copies of the code.

"At this important time in the history of American broadcasting," he said, "it is most essential that



"Shopping for anything that's advertised over WFDF Flint Michigan reminds me of my grid-iron days."



NOT SO FAR OFF as many persons might believe is this mode of transportation. Suzanne Javeau, conductor of the *Women's Forum* and of *Women in the News* over WWL, New Orleans, is telling women in her audience to go shopping, visiting, by bicycle. Not one to talk without action here's Suzanne practicing what she preaches.

the support of the entire industry be given wholeheartedly to these suggestions. It is hoped by this that the fine spirit exhibited by broadcasters in the imposition of self-regulation prior to the issuance of this Code will be continued in the fullest support of these suggestions."

He pointed out that under Section 2, Subtitle B, covering quiz programs, "it is requested that certain types of these programs be withheld from the air." Changes necessary to make this request effective should be completed by Feb. 11, he advised. Finally, he asked all recipients to acknowledge receipt of the letter, together with "any comments you may care to make on the content of the code."

Mr. Ryan and his staff met last Thursday with representatives of international broadcast stations to

Longer Hours

AS A DEFENSE agency, the FCC effective Jan. 26 will increase the work week from 39 to 45 hours. The day will start at 9:15 a.m. and end at 5:45 p.m., with a half-hour for lunch. Saturday work nominally will be a half-day, though a substantial portion of the staff has been working full days voluntarily.

KPRO Selects Jessup For Commercial Post

APPOINTMENT of John Jessup as commercial manager of KPRO, San Bernardino, Cal., has been announced, with other changes in staffs and creation of additional departments. Mr. Jessup formerly held the same position at WTAD, Quincy, Ill.

Al Kiersey, formerly newsman at KROD, El Paso, has been named news editor of KPRO, which is now serviced by International News Service and Transradio in addition to having a local news reportorial staff. Headed by H. A. P. Polite, formerly commercial manager, a merchandising department has been created at KPRO to service national advertisers and dealers.

Meredith to WLW

WILLIAM MEREDITH, radio director of Presba, Fellers & Presba, Chicago, shortly after Feb. 1, will join the staff of WLW, Cincinnati, as a continuity editor. Well-known in Chicago radio and agency circles, Mr. Meredith was formerly continuity editor of WLS, Chicago, and before that with continuity department of NBC-Chicago.

discuss Code provisions applicable to their operations. Functioning in collaboration with the Coordinator of Information, the international group for nearly a year has adhered to voluntary restrictions on program matter. Mr. Richardson has taken leave of his post as co-ordinator of international broadcasting to join Mr. Ryan.

Present at the session were: Edmund Chester, director of shortwave, CBS; William Fineshreiber, shortwave program director, CBS; John Edwards, shortwave news editor, CBS; Lee Wailes, Westinghouse Radio Stations, Philadelphia; John Elwood, manager, international division, NBC; Robert L. Gibson, assistant manager of broadcasting, General Electric Co., and Douglas Schneider, news editor, World Wide Broadcasting Foundation.

Contracts Mailed Affiliates of Blue

NBC and Blue Continuing to Permit Split Hookups

BLUE NETWORK officials last Thursday mailed out to the 115 Blue affiliates, assignment blanks for the stations to sign if they are willing to authorize the transfer of their network contracts from NBC to the Blue Network Co. Inc.

In their final form these assignments include a number of changes that were suggested during the discussions in Chicago the previous week, it was stated. Returns from the stations are expected to start coming in early this week, some stations signing them immediately and others waiting until their attorneys have studied them and reported back to station owners and directors.

Divided Hookups

No immediate change is contemplated in the present practice of permitting sponsors to use split networks comprising both Red and Blue stations, it was stated. A considerable number of advertisers currently use Blue stations to supplement Red Network coverage and vice-versa and Blue officials said they saw no reason for changing the practice at this time. Both network companies, they pointed out, are subsidiaries of RCA.

Phillips Carlin, Blue vice-president in charge of programs, named Charles C. Barry, acting NBC program manager, as the Blue's eastern program manager, effective Feb. 1. Ron Ferguson, script writer, was named to head a staff of six writers, not yet designated. He recently was with Paul B. Littlehate Agency. Harry Frazee, freelance director working on *Gangbusters*, was named Blue production manager. Samuel Chotzinoff, formerly NBC music division director, was named manager of the Blue music division.

Additional appointments to the central division staff of the Blue Network in Chicago are William E. Drips, director of agriculture of NBC-Blue, as public service director, and G. A. Vernon, of the Blue sales department, as director of research.

KLRA, Little Rock, Jan. 13 was granted a modification in construction permit to increase its power from 5,000 watts to 10,000 watts and shift frequency from 1420 to 1010 kc. It represented a modification of a previous authorization to operate on 1010 kc.

KARK

NBC RED

"Arkansas Preferred Station"

LITTLE ROCK

IN THE CENTER OF

The Dial . . . of Arkansas . . . of U. S. Projects

The SPOT to CENTER Your Advertising

ED ZIMMERMAN
Vice-Pres.-Gen. Mgr.

5000 WATTS
920 Kc

MEMBER SON: KARK - KTBS - KWKH - WJDX - WMC
NATIONAL REPRESENTATIVE . . . EDWARD PETRY & CO.

ILLINOIS?

For a big chunk of it, use the DECATUR station,



250 W. 1340. Full time.
Sears & Ayer, Reps.
How can we help you?

WSOY

New FCC Branch Headed by David

Takes Over Inquiry Division Handling Defense Matters

NATHAN DAVID, radio liaison officer in the Office of the Coordinator of Information, last Tuesday was appointed by the FCC as chief of a newly-created division which will handle national defense matters and liaison with other governmental agencies. The Inquiry Section of the Law Department, previously a separate operation, will be combined with the new unit under Mr. David's direction.



Mr. David

The FCC at its meeting last Tuesday upon recommendation of Chairman Fly approved Mr. David's return at

\$6,500. With more and more time devoted to defense work and with new policies to be established regarding future grants of broadcast facilities, creation of the separate division was recommended by General Counsel Telford Taylor.

Steps now are being taken for establishment of policy on future grants, which is expected to result in freezing of most broadcast assignments and new grants except where service is regarded as essential in the war operation [BROADCASTING, Jan. 19].

The appointment came by a 5-2 vote, with Commissioners Craven and Case dissenting vigorously. Mr. David's past association with the FCC had caused controversy on several issues primarily related to broadcasting.

Mr. David joined the FCC in 1939 as secretary to Mr. Fly and a year later was appointed to the Law Department as a broadcast attorney. He joined the Donovan office last year to handle radio liaison in connection primarily with international broadcast operations.

Allen W. Saylor, acting chief of the Inquiry Section will work under Mr. David.

Nets Get Delays

BOTH CBS and RCA-NBC last Wednesday were granted a 30-day extension in which to reply to the Department of Justice anti-trust suits, filed in Chicago on Dec. 31 in the Federal Court. CBS now has until Feb. 24 in which to reply, and RCA-NBC until Feb. 25. Orders were entered by Federal District Judge Charles E. Woodward to whom the case has been assigned. An extension allowing the networks more time in which to reply to the anti-trust action was expected in view of the pending network litigation before a New York Federal court involving the validity of the FCC network monopoly regulations [BROADCASTING, Jan. 19].

MBS-ASCAP Meet

NO SOLUTION to the differences in interpretation of the "favored nation" clause in the ASCAP-MBS contract had been arrived at last weekend, although MBS executives had met Thursday and Friday in an effort to reach a common ground for revision of the MBS licenses in line with the agreements made with ASCAP last fall by NBC and CBS. Meetings were called after John Paine, general manager of ASCAP, and Fred Weber, MBS general manager, had failed to come to an agreement in their preliminary conversations. Alfred J. McCosker, chairman of the board of MBS, and Keith Masters, network attorney, accompanied Mr. Weber in his appearances before the society's radio committee.

OFF MEETINGS

(Continued from page 7)

Burke Miller, director of talks, Janet MacRorie, continuity acceptance editor, and C. L. Menser, program manager, NBC; Mark Woods, president, Edgar Kobak, executive vice-president, Phillips Carlin, vice-president in charge of programs, and Charles C. Barry, eastern program manager, Blue Network; Adolph J. Opfinger, program service manager, MBS, and Julius F. Seebach, program director, WOR, New York.

Attending the Tuesday session in Washington were the following information and radio specialists of Federal agencies:

Robert W. Straus, Bernard C. Schoenfeld, Office for Emergency Management; M. L. Ramsay, Leigh E. Ore, Federal Works Agency; Carl L. Gebuhr, R. E. Sneider, Civil Service Commission; George O. Gillingham, FCC; M. E. Gilfond, Justice Department; Roscoe Wright, Norman W. Baxter, Commerce Department; Jesse O. Irvin, Federal Security Agency; Col. formation.

SLASHES ORDERED IN SET PRODUCTION

CLAIMING it will conserve large amounts of strategic materials, the War Productions Board last Saturday ordered cuts in domestic radio receiver and phonograph production amounting to from 35% to 45% of average production for the first nine months of 1941.

The limitation order, signed by James S. Knowlson, acting director of priorities and former president of Radio Manufacturers Assn., also required corresponding cuts in the use of tube sockets for domestic receivers. The order went into effect immediately for 90 days, when the situation will be resurveyed and further restrictions considered, it was understood.

Under the order, Class A manufacturers, those producing more than \$1,000,000 worth of domestic receivers during the first nine months of 1941, will be forced to cut production 45% below the nine-month average, while Class B manufacturers, producing less than \$1,000,000 worth, are to cut 35%. The corresponding limitations on tube sockets may place a premium on large, multi-tube sets, it was thought, although the order itself imposes no restrictions on size or construction of receiver. Defense and lend-lease receiver production was excepted from the order.

In announcing the limitation, the War Production Board estimated that during the 90 days covered by the order 750 tons of copper, 100 tons of aluminum, 25 tons of nickel and 3,400 tons of steel would be saved.

Orson Plans Trip

FACED WITH THE probability that Orson Welles will leave for a good-will tour of South America the first week in February, at the request of the Office of Coordinator of Information, Lady Esther Ltd., through its agency, Pedlar & Ryan, New York, is considering several possible changes for its CBS show, Monday, 10-10:30 p.m. Arrangements may be made, an agency spokesman indicated, to have Welles continue via shortwave while on his trip. In that case format of the show will be changed to emphasize a good neighbor angle and new talent will be recruited from the countries visited. Another possibility, he said, is that an interim program will be substituted, probably a name band.

R. Ernest Dupuy, E. M. Kirby, War Department; Comdr. R. W. Berry, Frank E. Mason, J. Harrison Hartley, John P. Ware, Navy Department; Charles Schwartz, Harford Powel, Vincent F. Callahan, Treasury; Michael Straus, Walton Onslow, Shannon Allen, Interior Department; Morse Salisbury, Wallace L. Kaddery, Agriculture Department; William D. Boutwell, Office of Education; John Ogilvie, Rockefeller Committee; Herman Kehli, Budget Bureau; M. J. McDermott, State Department; Robert I. Berger, Office of Government Reports; Murry Brophy, Nathan H. David, Office of Coordinator of In-

330,570
RADIO HOMES

(Certified Mail Count)

In Our Primary
Located in a
Boom Area!



WHEB

Portsmouth, New Hampshire
Nat. Repr.: JOSEPH HERSHEY M-GILLVRA
Boston Rep.: BERTHA BANNAN

WHO
(ALONE!)
for
IOWA PLUS!

DES MOINES-50,000 WATTS,
CLEAR CHANNEL

Al. Bland
the popular comedian
in
"morn patrol"

WCKY
6 DAYS PER WEEK
WCKY
50,000 WATTS
CBS PROGRAMS

WDRC

CONNECTICUT'S PIONEER BROADCASTER

IT'S AMAZING!
\$4,974 Per Family

Connecticut's Effective Buying Income* is now \$4,974 per family - almost double the national average of \$2,790. Do a real selling job in Connecticut's Major Market, by using WDRC in Hartford. Get all 3 on WDRC - coverage, programs, rates!

*figure from Sales Management.

250 WATTS • 1400 KILOCYCLES

NEWS
Every Hour on the Hour

WHBQ
MEMPHIS, TENN.

NEWS - MUSIC - SPORTS

WFBG
ALTOONA, PA.

- NBC RED
- BLUE NETWORK
- 250 WATTS
- FULL TIME OPERATION
- RAILROAD SHOPS ON FULL TIME SCHEDULE

WFBG provides the only full coverage of the Altoona trading area.

Audiences Ahead

(Continued from page 9)

Ratings of the 10 Leading Evening Programs in Cities Compared With Their Rural Ratings:

	BASIC AREA	
	Cities Rank	Rural Rank
Jell-O Program—Jack Benny.....	1	3
Chase & Sanborn Program.....	2	4
Aldrich Family.....	3	1
Lux Radio Theatre.....	4	10
Fibber McGee & Molly.....	5	5
Bob Hope Program.....	6	12
Major Bowes Amateur Hour.....	7	7
Maxwell House Coffee Time.....	8	9
Kate Smith Hour.....	9	14
Truth or Consequences.....	10	6

Among the daytime leaders, there are only three which are common to both the rural and big-city lists:

Ratings of the 10 Leading Daytime Programs in Rural Areas Compared With Their City Ratings:

	BASIC AREA	
	Rural Rank	Cities Rank
Ma Perkins.....	1	1
Pepper Young's Family.....	2	9
Tom Mix—Ralston Straight		
Shooters.....	2	50
Jack Armstrong.....	4	18
Stella Dallas.....	5	11
Guiding Light.....	6	14
Young Widder Brown.....	7	15
Vic and Sade.....	8	11
Light of the World.....	8	13
Mary Marlin.....	10	7

Ratings of the 10 Leading Daytime Programs in Cities Compared With Their Rural Ratings:

	BASIC AREA	
	Cities Rank	Rural Rank
Ma Perkins.....	1	1
Life Can Be Beautiful (C).....	2	17
Our Gal, Sunday.....	3	33
The Woman in White.....	4	13
Right to Happiness.....	5	14
Kate Smith Speaks.....	6	30
Romance of Helen Trent.....	7	37
Mary Marlin.....	7	10
Pepper Young's Family.....	9	2
Road of Life (R).....	10	12

Special Events

Aside from measuring the audiences of President Roosevelt and Prime Minister Winston Churchill (noted in the opening paragraphs of this article), the CAB also evaluated a representative number of other special and newsworthy events. Among them were:

The Human Needs Mobilization program staged Oct. 3. With President Roosevelt, Wendell Wilkie, and the Aldrich Family as features, the broadcast rated 19.2%.

Wendell Wilkie's address at 11 p. m. on Friday, June 6, was tabulated at 14.4%.

Queen Elizabeth, on Sunday, Aug. 10 (4 p. m.), was tuned in by 10.6% of set owners.

One rating was also made on Charles Lindbergh. His address of Friday, Oct. 3, rated 6.5%.



IT'S DONE LIKE THIS, explains Percival Black (right), former NBC-Red salesman now learning to drop bombs in the Navy Air Corps. Listening are Ensign Gordan Vanderwarker (left), former assistant to George Frey, Red sales service manager, and Chick Showerman, Red general sales manager. Showerman was wounded three times, decorated twice, in the last war. Black is flying land-based bombers.

Sports

As is customary, the CAB in 1941 reported on all the regular sports, plus numerous athletic events of a special nature.

KENTUCKY DERBY — The year's annual classic at Churchill Downs occurred on Saturday, May 3. It was reported as having been heard by 16.7% of set-owners. In 1940 the rating was 15.2%.

Baseball and Football

BASEBALL — During the baseball season, the CAB again reported on listening to play-by-play broadcasts, both major and minor leagues, heard in the 33 CAB cities.

Averaged out from May through September, daytime baseball (7 days) listening stood at a level of 15.0%. The monthly figures are:

May.....	15.6
June.....	14.6
July.....	15.1
August.....	13.6
September.....	15.7
Average.....	15.0

The season average for baseball listening, for the average weekday Monday through Friday inclusive, was 13.8.

Meantime, a notable increase in listening to the World's Series was recorded. The games this time were played between Brooklyn and the New York Yankees on October 1, 2, 3, 4, 5, and 6. The average rating was 32.8% as against 25.2% the year before when Detroit and Cincinnati were the contenders. In both years the Mutual network carried the play-by-play description.

FOOTBALL—the ratings for college football broadcasts were as follows:

Oct. 18.....	28.2
Nov. 1.....	32.4
Nov. 15.....	34.9
Nov. 29.....	27.2

CAB Organization

The foundation for the CAB was laid by the radio committee of the Ass'n of National Advertisers in January, 1929. As a result of the committee's discussion of a study made by Crossley, Inc., a number of leading advertisers employed that organization to make individual surveys. Later these were combined into a report for the ANA and at the same time Crossley was requested to submit an outline for a cooperative investigation which would include "the checking of program popularity." The ANA appointed a special committee to work out the details. The field work was started by Crossley Inc., on March 1, 1930.

In 1934 the CAB was reorganized, taking its present set-up as a mutual, non-profit organization with a governing committee of six, three of whom are appointed by the ANA and three by the American Association of Advertising Agencies. This committee sets all policies, business, financial and research. Crossley Inc. is still employed to do the field and technical work. The CAB is the official organization for rating radio programs. It is supported by leading advertisers, agencies and networks on the basis of their respective stakes in radio.

The Method Used

The loosely defined term "recall" should not be applied to the technique the CAB now uses. As the result of 12 years of practice, constant experimentation and revision, it is now using a method which perhaps would be better defined as "the triple check method of identification".

Under this method the listener need not remember the exact pro-

gram name. He or she needs to give sufficient information about the program to enable the investigator by cross checking station, time, or description of the program, to enter it on CAB records as having been heard. This method has several outstanding advantages such as speed, accuracy, economy. It obtains the answer to the vital question "Has the program made a conscious impression?"—a factor which the advertiser, to be successful, must know.

Fifty-two investigators, making calls at eight stated times each day, working simultaneously 168 days of the year in 33 major cities from coast to coast, complete 690,000 interviews based on more than 1,100,000 telephone calls. The geographical distribution of calls coincides with the distribution of radio sets and calls are distributed by income groups in accordance with the distribution of radio set ownership by income groups. Thus the criticism leveled at most telephone surveys, that they reach an undue proportion of persons in the upper income groups, has been eliminated as far as the CAB is concerned.

The results of these investigations are sent to subscribers in the form of 24 semi-monthly reports which include ratings for each sponsored network program. Each rating which appears is a percentage of set owners and not of listeners. To illustrate simply:


If, out of each 100 set-owners who are interviewed in the area covered by a given program, 20 report that they heard it, then the rating which appears in the report is 20. The number of stations carrying a program does not affect the size of the rating.

Programs Compared

The twice-a-month program reports—long a mainstay of CAB information — were, during 1940, amplified by the monthly "CAB Set-User Program Report". This report compares chronologically all commercial network programs. It places the program rating in its proper perspective. In addition to the regular monthly CAB rating, the report gives the percentage of set-users who were listening to the radio at any given time and the percentage of set-users who were listening to each individual program, thereby showing not only the program rating but the share of the audience which the program is getting at the time of the broadcast.

It presents a well-rounded view of whether each program is gaining or losing in public favor. The report also shows what competing programs are doing because its chronological set-up compares all the commercial programs broadcast over the four national networks hour by hour, night by night, and day by day.

The semi-monthly and monthly reports are rounded out by two semi-annual publications—one analyzing the trend and makeup of program audiences, the other analyzing the use of radio sets and trends in listening habits. Both are accumulations of the previous months of summer or winter inves-



CHNS

Halifax, N. S.

Key Station
of the Maritimes

Ask JOE WEED



Basic Mutual Network Outlet
FULL TIME 1270 K C

THE 5000 WATT
Voice of the Tri-Cities

ROCK ISLAND - DAVENPORT - MOLINE

AFFILIATE OF ROCK ISLAND, ILLINOIS GROUP

tigation. The summer reports — covering the five months of daylight saving time—are based on approximately 285,000 completed interviews with radio set-owners; the seven-month winter reports on 405,000.

The report "Radio Program Audiences" analyzes programs by type, compares programs by length of broadcast, gives variations in popularity preferences—both geographically and by income levels, gives the relationship between the amount of time devoted to types of programs and the average popularity of those types.

The "CAB Analysis of the Use of Radio Sets" issues information on the ebb and flow of the radio audience—comparing the number of sets in operation by years, by seasons of the year, by parts of the day, by half-hours of the day, by income levels, and by geographical sections.

From time to time special reports and ratings on outstanding events such as political speeches, international crises, prize fights, World Series baseball, football, etc., have been issued.

Further the CAB supplies special analyses of radio programs from statistical material already compiled. For example, after a program has been on the air for a season a subscriber can obtain breakdowns showing the relative popularity of the program for A, B, C and D income levels, by cities, major geographical sections or sales areas. Subscribers can also obtain complete case histories of all commercial programs broadcast during the past ten and one-half years.

How Service Is Used

Subscribers use the CAB reports to help them:

1. Determine the best day and hour to select whenever a choice of radio time is offered.
2. Follow the popularity trend of various programs and types of programs and discover when a given program or type of program is worn out.
3. Purchase talent advantageously by comparing the performers on different programs.
4. Decide whether a given season should be included or dropped.
5. Make comparisons between daytime and evening programs.
6. Compare the difference in program audiences by sections of the country, population groups, income levels, etc.
7. Discern by study of the leaders and laggards what makes a

SPUR SERIES ENDS DUE TO SUGAR BAN

WARTIME restriction on sugar deliveries to industrial users is responsible for the withdrawal on Feb. 6 of the Blue Network program *Michael & Kitty*, sponsored by Canada Dry Ginger Ale, New York, for its soft drink Spur. Program is heard currently on 96 stations, Fridays, 9:30-9:55 p.m.

In a letter to F. M. Thrower, general sales manager of the Blue Network, Wilfred King, vice-president in charge of radio of J. M. Mathes Inc., New York, Canada Dry's agency, described the sugar situation as a handicap which makes it "not only impracticable but almost impossible for our client to function except in a very limited fashion." He said the program was being dropped for this "one reason only" and that the withdrawal was not "to be interpreted as a criticism of the network or the program".

Despite sugar restrictions Pepsi-Cola Co., Long Island City, does not plan to curtail its national campaign of musical jingles for its soft drink, although it does not expect as large a sales gain this year as last, according to Newell-Emmett Co., New York, agency in charge.

CARNATION Co., Milwaukee, for the third successive year signed a year's renewal contract with WEVD, New York, for the five-weekly program *The Jewish Philosopher* on behalf of Carnation milk. Agency is Erwin, Wasey & Co., New York.

good radio program.

8. Check where the most important competition is and thus find the most desirable time to buy.

The CAB provides within a fortnight the "box-office" on all sponsored network programs based on a comprehensive, nation-wide sample, regardless of the time of day or night program is broadcast.

Cities Surveyed

The investigation work is regularly carried on in:

Eastern Cities—Boston, New York, Philadelphia, Pittsburgh, Baltimore, Detroit, Cleveland, Buffalo, Cincinnati, Hartford, Providence, Syracuse, Rochester, Washington.

Southern Cities—Louisville, Memphis, Atlanta, New Orleans, Dallas, Houston, Oklahoma City.

Midwestern Cities—Chicago, St. Louis, Des Moines, Kansas City, St. Paul, Minneapolis, Omaha.

Pacific Coast Cities—San Francisco, Los Angeles, Portland, Seattle, Spokane.



SWAPPING SMILES at Sardi's New York restaurant seemed right in order at the recent dinner for its soap flakes salesmen which Kirkman & Son, Brooklyn, gave to celebrate its sponsorship of the *Can You Top This?* joke program on WOR, New York. The grins belong to (l to r) Jerome A. Straka, Kirkman general manager; "Senator" Ford, one of the three humorists on the show; John D. Upton, account executive of N. W. Ayer & Son, the Kirkman agency, and Peter S. Dech, Kirkman sales manager.

Kesten Says CBS Continues Rebates

No Change Made in Policies He Informs the Trade

EXPLAINING that in times of crisis, radio's standards of service to the public require both an extraordinary additional expense for news coverage and a reduction in revenue as news programs are substituted for commercials, Paul W. Kesten, CBS vice-president, has notified the network's clients and their advertising agencies that in spite of this the present intention is "to continue without change our time and talent debate policies, although these were formulated for days of peace, not days of war."

CBS policy is to rebate full time charges when commercial programs are cancelled and to make proportionate rebates when programs are interrupted for news flashes. When programs are cancelled at such short notice that the advertiser is obligated to pay his talent, such out-of-pocket expenses are also paid by the network.

Asking whether American broadcasting can "rise to the challenge

of keeping America constantly, accurately and calmly informed of its destinies in a world war, without seriously disturbing its value to advertisers upon whose support must rest the greatest public service radio has ever been called upon to render," Mr. Kesten states that the answer is "unequivocally yes". In an analysis of the situation he divides the 30 days following the bombing of Pearl Harbor into three days which represent "the probable maximum of any news broadcasting crisis we are likely to encounter", and 27 days during which the destinies of our armed forces and of those of our allies "have achieved a new and all-time high of listener interest."

Of the first three days, he states that only eight out of a total of 137 commercial programs on CBS were wholly preempted for war news broadcasts; news bulletins of overwhelming importance were broadcast before the start of only 18 commercial programs, and only one network program was actually interrupted after it had begun. In the following 27 days CBS wholly preempted only two out of a total of 829 commercial programs; inserted news bulletins before the start of only 27 commercial broadcasts, and interrupted only three programs after they had started.

Beeman's Campaign

AMERICAN CHICLE Co., Long Island City, N. Y., through its newly-appointed agency for Beeman's Pepsin Gum, Grant Adv. Agency, New York, after a successful test last fall on WENY, Elmira, N. Y., has launched an extensive test campaign of novel transcribed announcements of 3½-second duration. Featuring a woman's voice, the announcements are aired 20-60 times weekly on 22 stations. If test is successful, plans call for expansion of station list.

**SOUTH CAROLINA'S
No. 1 Market**

FIRST IN—

- Total Population-White Population
- Wholesale & Retail Sales
- Industrial & Business Pay Rolls
- Automobile Registration

DOMINATED BY

WFBC-GREENVILLE

HEART OF THE FAMOUS INDUSTRIAL
PIEDMONT SECTION

NATIONAL REPRESENTATIVE — WEED & CO.

WBNS
PUTS YOU
ON TOP!

Ask any Blair
man or us!

CENTRAL OHIO'S ONLY
CBS OUTLET

POWER!
—WHERE POWER
COUNTS MOST

NASHVILLE
THE GREAT
TENNESSEE VALLEY

WLAC
NASHVILLE, TENN.
soon going to
50,000 WATTS

REPRESENTED BY
PAUL H. RAYMER CO.

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

ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSIONS

JANUARY 17 TO JANUARY 23 INCLUSIVE

Decisions . . .

JANUARY 20

NEW. Josh Higgins Broadcasting Co., Waterloo, Ia.—Granted CP new station 1540 kc 50 kw unidirectional D & N.

WENR, Chicago.—Granted consent voluntary transfer control to Blue Network Co. Inc.

KGO, San Francisco.—Same.

WJZ, New York.—Same.

KMJ, Fresno, Cal.—Granted CP move transmitter and install directional D & N.

WJW, Akron, O.—Granted CP increase 5 kw change 850 kc new transmitter directional N.

KGDM, Stockton, Cal.—Granted CP change 1140 kc, submitting proof of performance protecting XENT, Monterey, Mexico, and increase 5 kw D & N directional N new transmitter.

KFAB, Lincoln.—Granted one year extension SSA synchronize WBBM.

WBBM, Chicago.—Same.

WOC, Davenport, Ia.—Granted modification CP increase 5 kw D & N new equipment directional changes for D & N.

DESIGNATED FOR HEARING—WAGE, Syracuse, N. Y., applic. CP increase 5 kw unid. new transmitter and directional (joint hearing with appl. Donald Flamm, new station); NEW, Cleveland Broadcasting Inc., applic. CP new station 1800 kc kw unid. directional D & N; KFXD, Nampa, Ida., applic. CP change 1030 kc increase 1 kw D & N; KRNR, Roseburg, Ore., applic. CP install new transmitter, directional, increase 10 kw unid, change 1030 kc (joint hearing with KFD).

KFN, Shenandoah, Ia.—Denied petition reconsideration and grant applic. now scheduled for Feb. 2 hearing.

K45SF, San Francisco; K49LA, Los Angeles, Cal.—On request of permittee CPs for new FM stations cancelled.

W71RF, Rockford, Ill.—Denied request special temporary authority begin commercial operatn.

Applications . . .

JANUARY 20

W47NY, New York.—Consent assignment CP to Muzak Radio Broadcasting Station Inc.

WOPI, Bristol, Tenn.—CP change 550 kc 100 w N 250 D antenna and equipment changes.

WJHL, Johnson City, Tenn.—CP new transmitter increase 1 kw N 5 kw D directional N.

WWNC, Asheville, N. C.—Relinquishment of control by Chas. A. Webb through payment accrued preferred stock dividends by licensee corp.

NEW, The Constitution Publishing Co., Atlanta, Ga.—CP new FM station 45.3 mc. 7,380 sq. mi. 826.864 sq. mi.

NEW, Sikeston Broadcasting Co., Sikeston, Mo.—CP new station 1300 kc D hours.

NEW, Homer Rodeheaver, Warsaw, Ind.—Amend applic. CP new station from Winona Lake to Warsaw, Ind.

WTNM, Tucuman, N. M.—Modification license from unid. to specified hours operation.

KWID, San Francisco.—Modification CP change 15350 kc.

WMAL, Washington, D. C.—Modification license change name to The Evening Star Broadcasting Co.

WHIS, Bluefield, W. V.—CP increase 5 kw directional N new transmitter and move.

WMRO, Aurora, Ill.—Modification license 100 w N 250 unid. hours.

JANUARY 23

KFAR, Fairbanks, Alaska.—CP change 660 kc increase 10 kw new transmitter.

WNAC, Boston.—CP reinstatement as modified for increase 5 kw D & N directional D & N for N use.

KPAB, Laredo, Tex.—Voluntary assignment license to Pan American Broadcasting Co.

WGTM, Wilson, N. C.—Voluntary assignment license to Penn T. Watson.

WOPI, Bristol, Tenn.—CP equipment changes shift 550 kc.

Calendar . . .

NEW, Yankee Broadcasting Co. Inc., New York, CP 620 1 kw unidirectional D & N; NEW, Newark Broadcasting Corp., Newark, CP 620 kc 5 kw unid. (consolidated hearing, Jan. 28).

NEW SALES AGENCY FOR WLW'S AREA

NEW sales service agency, Specialty Sales Inc., has been made available to manufacturers in the merchandising area of WLW, Cincinnati, it was announced by Robert E. Dunville, vice-president and general sales manager of the broadcasting division of Crosley Corp. Headed by Lou E. Sargent, formerly with the Harold F. Ritchie & Co., the new company will function separately but will work in cooperation with WLW, with financial security guaranteed by Crosley.

Specialty Sales activities at first will be confined to Greater Cincinnati with plans calling for the opening of nine additional territories later. Concentration in Cincinnati will be in the drug and grocery items field. Not more than four non-competing accounts at one time will be handled, it was said, and contracts will be offered for a minimum of one week and for a maximum of 90 days on either a flat rate or per-call basis.

Weaknesses in the distribution plans of many manufacturers were given as reason for the organization of the sales company.

KWAL on Don Lee

KWAL, Wallace, Id., on Jan. 17 joined Don Lee Broadcasting System, Hollywood, West Coast affiliate of MBS, and is taking service through KGA, Spokane. Owned by Silver Broadcasting Co., KWAL operates on 1450 kc., 250 watts full-time. R. G. Binyon is manager. Addition of KWAL extends the Don Lee network into four states; California, Oregon, Washington and Idaho.

Campbell Change

CAMPBELL SOUP Co., Camden, sponsoring the weekly *Arkansas Traveler* on 64 CBS stations, Tuesday, 8:30-8:55 p.m. (EST), with West Coast repeat, 9:30-9:55 p.m. (PST), is experimenting with a guest star policy. Edna Mae Oliver, film actress, and Ginny Simms, vocalist, are scheduled for the Jan. 27 broadcast. Other guest stars for future broadcasts are yet to be set. Built around Bob Burns, comedian, as the *Arkansas Traveler*, the 25-minute program also includes Billy Artzt's orchestra with Ken Niles as announcer. Thomas Freebairn-Smith is Hollywood producer. Harry Ommerle, New York radio executive of Wm. Morris Agency, and Lawton Campbell, vice-president in charge of radio for Ruthrauff & Ryan, agency serving the account, were on the West Coast in mid-January to confer and inaugurate the program format change.

Cline Joins WIBC

WILLIAM R. CLINE, formerly sales manager of WLS, Chicago, has joined WIBC, Indianapolis, as general supervisor and coordinator of all departments, as announced by H. G. Wall, president. Mr. Cline broke into radio in 1930 at WEAU, Eau Claire, Wis., and has been with WLS for the past nine years, starting as manager of William R. Cline program relations during the Chicago World's Fair in 1933. He is one of the founders of the sales manager division of NAB.



Network Accounts

All time EST unless otherwise indicated.

Renewal Accounts

COCA COLA Co., Atlanta (soft drink), on Feb. 2 renews for 13 weeks *Spotlight Bands* on 74 MBS stations, Colonial and Don Lee networks, Mon. thru Fri., shifting from 10:15-10:30 p.m. to 9:30-9:45 p.m. Mon. thru Fri., and from 10:15-10:45 p.m. to 9:30-10 p.m. Sat. Agency: D'Arcy Adv. Co., St. Louis.

STERLING PRODUCTS Inc., Wheeling, on Jan. 15 renewed for 52 weeks *Orphans of Divorce* (Dr. Lyons toothpaste), on 35 Blue stations, Mon. thru Fri., 3-3:15 p.m. Agency: Blackett-Sample-Hummert, N. Y.

SWIFT & Co., Chicago (premium bacon), on Feb. 7 renews for 52 weeks *Breakfast Club*, and adds 9 Blue Network stations, making a total of 97 Blue stations, Thurs., Fri., Sat., 9:30-9:45 a.m. Agency: J. Walter Thompson Co., Chicago.

LEVER BROS. Co., Toronto (Lux Toilet soap), has renewed *Lux Radio Theatre* on 30 CBC stations, Mon., 9-10 p.m. Agency: J. Walter Thompson Co., Toronto.

MACFADDEN PUBLICATIONS, New York (*Liberty* magazine), on Feb. 16 renews for 13 weeks *Bob Garver News* on 6 CBS Pacific Coast stations (KNX KARM KQW KIRO KOIN KROY), Mon., Wed., Fri., 7:30-7:45 a.m. (PST). Agency: Erwin Wasey & Co., N. Y.

DR. JOHN MATTHEWS, Los Angeles (religious), on Jan. 18 renewed for 26 weeks on 9 Southern California Don Lee stations (KHJ KGB KFXM KPAC KVOE KNO KVEC KDB), Sat., 4-4:30 p.m. (PST). Agency: Tom Westwood Adv., Los Angeles.

Network Changes

GENERAL PETROLEUM Corp., Los Angeles (Mobiloil, Mobilgas), on Jan. 20 shifts *I Was There* on 11 CBS Pacific Coast stations, from Sun., 8:30-9 p.m. (PST) to Mon., 9-9:30 p.m. (PST). Agency: Smith & Drum, Los Angeles.

PROCTER & GAMBLE Co., Cincinnati (Ivory soap), on Jan. 19 added 25 CBC stations to *Life Can Be Beautiful*, also heard on 54 CBS stations, Mon. thru Fri., 4-4:15 p.m. Agency: Compton Adv., N. Y.

CALIFORNIA PACKING Co., San Francisco (Del Monte products), on Jan. 17 shifted *William Winter, News Analyst*, on 14 CBS Pacific stations, from Mon. thru Fri., to Mon. thru Sat., 12:30-12:45 p.m. (PST). Agency: McCann-Erickson, San Francisco.

IRONIZED YEAST Co., Atlanta, in Feb. 2 shifts *A Helping Hand* on 4 CBS stations, Mon. thru Fri., 3-3:15 p.m. to 4-4:15 p.m. Agency: Ruthrauff & Ryan, N. Y.

TEXAS Co., New York, on March 8 shifts *Texas Star Theatre* on 85 CBS stations, from Wed., 9-10 p.m. to Sun. 9-10 p.m. Agency: Buchanan & Co., N. Y.

B. T. BABBITT Inc., New York (Bab-O-Cleaner), on Feb. 2 adds a rebroadcast of 14 CBS stations, Mon. thru Fri., 3-3:15 p.m. to *David Harum* which on Feb. 16 renews for 52 weeks on 45 NBC-Red stations, 11:45-12 noon. Agency: Maxon Inc., N. Y.

EMERSON DRUG Co., Baltimore (Bromo-Seltzer), on Jan. 19 originates *Vox-Pop*, now on tour, on 68 CBS stations, Mon., 8-8:30 p.m. (EST), from Southern California key defense points for three consecutive broadcasts, N. Y. Agency: Ruthrauff & Ryan, N. Y.

PROCTOR & GAMBLE Co., Cincinnati (Ivory soap), on Jan. 23 added 59 CBS stations to *Hap Hazard*, making a total of 65, Fri., 10-10:30 p.m. (EST). Agency: Compton Adv., N. Y.

FOR ALL YOUR FM NEEDS

FM Broadcast Transmitters 250 to 50,000 Watts

FM Police and Emergency Transmitters and Receivers

Measuring and Testing Equipment

S-T Transmitters

Receivers for Home and S-T Service

Tubes

GENERAL ELECTRIC

140.54.354

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.

Help Wanted

PROGRAM MANAGER-PRODUCER-ANNOUNCER—Must be combination of all three with not less than three years program managing experience. Must have good commercial voice. Knowledge of rural as well as metropolitan production desirable. Draft exempt. Send complete details of experience, salary expected, age, family, etc., first letter. Send transcription if possible. KBIZ, Ottumwa, Iowa.

Wanted Immediately—Experienced control and transmitter engineer by network station. Give complete information in reply to H. M. Steed, WLAV, Grand Rapids, Michigan.

Live 1000 Watt—Mutual Outlet needs good steady plugging commercial salesman. No hot-shots, booze-heads or hangers-on considered. A real opportunity for right man. Draft exempt preferred. Write WBBB, Burlington, North Carolina. Box 75, BROADCASTING.

Two Announcers—with first class licenses, \$35 weekly for 40 hours. Permanent job with good future. Box 73, BROADCASTING.

New Station—network regional, selecting staff. Prefer reliability to exceptional brilliance. Good hours and pay. Box 72, BROADCASTING.

WE NEED—operators, combination operator-announcers and other classifications in many sections of the country. Register with recognized bureau. National Radio Employment Bureau, Box 864, Denver, Colorado. Box 69, BROADCASTING.

First class operator—and/or chief engineer draft deferred/exempt. Excellent surroundings progressive 250-watt Network station Alabama. Box 64, BROADCASTING.

Texas Non-Network Station—desires services of competent announcer. Send full details, picture. Box 62, BROADCASTING.

Composite—High-level One Kilowatt Transmitter with two sets of tubes complete with three phase 220 power supply, used for several years by High Fidelity Metropolitan station. Approved by Commission. Immediate delivery. Box 61, BROADCASTING.

Combination Assistant Engineer—Announcer for new local station. Submit details first letter. Box 60, BROADCASTING.

Wanted—continuity writer and announcer. State age, experience, draft status and salary first letter. Box 59, BROADCASTING.

WANTED—Experienced control operator, with first class telephone license. Steady job, \$35.00 per week. Write full particulars, giving draft classification. South Florida Station, Box 56, BROADCASTING.

Situations Wanted

Program-production man—16 years experience writer, announcer, currently with 10,000 wattier network. Wants to make change. Box 76, BROADCASTING.

SUPERVISING ENGINEER—Varied business and 12 years Technical experience including major network. Conversant all leading equipment, also personnel problems. Prefer mid or southwest. Draft exempt. Immediate availability possible. Box 74, BROADCASTING.

NBC RED NETWORK SALESMAN—with 15 years intensive background in national, regional, local advertising, selling, merchandising, promotion—desires Station Manager or Commercial Manager position with Network Affiliated Station. The best national advertising agency and client contacts; age 38; draft exempt; family. References: leading radio and agency executives. Box 70, BROADCASTING.

Situations Wanted (cont'd)

Program Department—Long experience stage and radio; actor-producer, singer, commentator, writer, station manager three years; New York Theatre Guild. NBC Dependents. Box 68, BROADCASTING.

ANNOUNCER-CONTINUITY WRITER—Age 20, experienced. Writes copy, does programming. Control room experience. Box 67, BROADCASTING.

SPORTS ANNOUNCER—Baseball a specialty. Field and wire reports. Married. Family. South preferred. Box 65, BROADCASTING.

Sports Announcer—experienced play by play. Own morgue with features. Able turn out show you can sell. 2 years national commercial. Covered major league club. 9 years radio for top notchers. Will send record. Married. 29, draft exempt. Box 66, BROADCASTING.

Engineer Announcer—desires location. Draft exempt, married. Reasonable. Experienced. Box 63, BROADCASTING.

Singer-Assistant to Radio Executive—Fine all round professional singer with splendid record of achievement desires staff appointment with added opportunity to work and advance in Management end of business. Of good approach, affable, intelligent. Professional experience covers picture houses, hotel, church and commercial radio. Now occupied as advertising salesman on Metropolitan Newspaper, church solist and commercial program artist. Box 58, BROADCASTING.

Manager-Program Director—Employed in regional station-college grad-married-draft exempt, best references. Specializes in building up weekly billing and salable programs. Prefer local or regional station. Box 57, BROADCASTING.

Transmitter Operator—Prefer South. License Radio Telephone First Class. Experienced transmitter maintenance. Draft 3-A. Box 54, BROADCASTING.

Employed—250 W. Broadcast, 1st class license, want transmitter job. After Feb. one, 7 years amateur, married, 45, Ohio region, full details, \$140.00 start, dependable. Box 53, BROADCASTING.

ANNOUNCER—Five years with three mid-west network stations. Every type show, specializing in news and commercial announcing. Also, writing, producing and acting. Reliable, alert, aggressive. Excellent background of experience and education. Draft exempt. Prefer mid-west network affiliate. Box 52, BROADCASTING.

Station Manager—Live, aggressive, unusually versatile. 17 years radio experience. Network and independent affiliations. Reasonable compensation. Box 51, BROADCASTING.

Young—capable, draft exempt writer desires radio writing job. All inquiries answered. Box 50, BROADCASTING.

Business-Commercial Manager—Now employed, ten years radio experience, announcer, copy-writer, production man, salesman, sales-manager, business manager. College education, draft exempt, proven record of success. . . . Top-notch repeating salesman. Don't drink, excellent character and business references. Good reason for desiring change. . . . prefer south-east, commission. Box 49, BROADCASTING.

Announcer-Continuity Man—Experienced in news, sports, commercials, small-station routine, turntable operation. Can go anywhere, anytime. Newspaper experience. Desires change. Draft exempt. Box 48, BROADCASTING.

ANNOUNCER—draft exempt, seeks position with Mid-west regional station. Best references. Contact Box 77, BROADCASTING.

For Sale

APPROXIMATELY LAST of April one transmitter plant complete, consisting of the following major items: 1 RCA 5 KW 5C Transmitter, 1 uniform cross section guyed antenna 365 ft., complete transmitter speech equipment. Box 71, BROADCASTING.

254' Center Tension—five insulator type Blaw Knox vertical radiator. Six years old. Good condition. Can be had with or without steel normally underground. WIBW, Topeka, Kansas.

Tower—Standard 275 ft. Blaw-Knox insulated tower. Complete with lighting equipment and RCA Tuning Unit. Available immediately. WIP, Philadelphia.

TOWER LIGHTING MOTOR GENERATOR SET—GE Motor 3hp 3 phase 220 volts a.c. GE Generator, 110 volts DC, 1500 watts output. Motor isolated from frame and generator by insulative insulators, drive shaft. KUOA, Siloam Springs, Ark.

GET A LINE ON THE GATES LINE OF BROADCASTING EQUIPMENT FOR 1942
SEND FOR YOUR CATALOGUE NOW

GATES
QUINCY, ILLINOIS, U.S.A.

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EXACT MEASUREMENTS
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ADVERTISE in BROADCASTING for Results

FCC Refuses to Stop Press-Radio Probe

Calls It a Help to Nation's War Effort

DENYING a formal petition by the Newspaper-Radio Committee to adjourn the newspaper-ownership inquiry for the duration, the FCC last Wednesday held that the nation's war effort would be aided, not hindered, by completion of the long-drawn investigation.

Rejection of the industry-backed suggestion, the second such action by the FCC during the proceeding, came after an hour-long FCC meeting which immediately followed the 55-minute argument for the motion by Judge Thomas D. Thacher, general counsel of the Newspaper-Radio Committee.

The inquiry resumed immediately after the FCC decision was announced, with the Newspaper-Radio Committee beginning its affirmative presentation. The FCC presentation against newspaper ownership of radio facilities was concluded Dec. 5, when the inquiry was recessed, first until Jan. 8 and later extended to Jan. 21.

History of Press

Appearing as Committee witnesses at the Wednesday and Thursday sessions were Dr. Ralph D. Casey, director of the Minnesota U School of Journalism, and Dr. Frank Luther Mott, director of the Iowa U School of Journalism. Countering much of the academic testimony supplied by a series of FCC witnesses at last year's sessions, Dr. Casey testified on the history and development of press associations and their present "co-operative and accommodating" relations with radio, and Dr. Mott on the history of the American press. Scheduled to appear at the resumption of hearings on Jan. 28 also is Dr. Frederick S. Siebert, director of the U of Illinois School of Journalism, well-known authority on freedom of the press and author of *Rights & Privileges of the Press*.

Other witnesses to be called by the Committee, Judge Thacher told the FCC, will include Andrew D. Ring, former FCC assistant chief engineer and now a Washington consulting engineer; Dr. Paul F. Lazarsfeld, of Columbia U; Prof. J. Parker Bursk, U of Pennsylvania, and several "eminent citizens who have given much consideration to the problems of press and radio". He indicated also that the Committee presentation would take from nine to 12 hearing days, probably at least a month on the present thrice-weekly schedule.

Judge Thacher, flanked by Sidney M. Kaye and A. M. Herman, associate counsel of the Committee, opened the Wednesday session with a detailed argument in favor of the petition to adjourn the hearing for

the duration of the war. The formal petition was signed by Harold Hough, chairman of the Committee.

Pointing out that the general question involved in the long-drawn newspaper inquiry was whether the granting of broadcast licenses is in the public interest, convenience and necessity when it vests common control of one or more radio stations in one or more newspapers, Judge Thacher declared that the only legal function of the entire proceeding could be legislative in character and that the inquiry necessarily must be limited to developing legislative recommendations, if any, for Congress. He stated flatly that testimony to be presented by witnesses on behalf of the committee would be presented with this in mind.

Legislative Function

He argued that in view of the legal limitations on the FCC, only the legislative, and not the judicial function, of the Commission could be exercised in the hearings. He declared also that newspaper-connected applications for broadcast facilities never should have been placed in the "suspense" files, as has been done, since a legislative hearing could have no effect on them. "The FCC's duty is clear as a bell, and you have been avoiding it every since you put the newspaper applications in the suspense file," Judge Thacher heatedly commented to Commissioner Walker, presiding in the absence of Chairman Fly.

The petition of the Committee stated in part:

"Under existing law the statutory powers of the FCC, as interpreted by the Supreme Court, are of such a character as to exclude authority to adopt any policy, rule

or regulation pursuant to which the Commission may deny a broadcasting license because the applicant owns, is interested in or associated with a newspaper. Moreover, the testimony adduced by Commission counsel discloses that even if the Commission possessed the power to discriminate between applicants because of their business interests, there is no ground for such discrimination against applicants interested in newspapers.

"In view of the legal limitations upon the powers of the Commission, the present investigation must be regarded as legislative in character, and designed to ascertain whether the Commission should recommend to the Congress the enactment of legislation authorizing the promulgation of policies, rules or regulations discriminating against applicants for broadcasting licenses because of their ownership, interest in or association with newspapers.

Would Be Hindrance

"Continuation of these hearings, which are inherently legislative in character, will not contribute to our victory against the nations which have waged war against us, and will create a diversion of the energies of all parties concerned from the necessary and essential activities of wartime. Nor is it reasonable to believe that Congress will turn aside from the national emergency to consider legislation discriminating against press activities in the radio field. Such measures, which will impede cooperation between Government, press and radio, should in the interest of the nation be postponed until after victory is gained."

The petition went on to hold that "none but an academic purpose could be served by the continuance

of these hearings at this time" and that "interference with newspaper-radio operation would not only be unwarranted but would be a definite hindrance to a unified war effort". It also asked that all pending newspaper applications be removed from the suspense file and receive "the same consideration as other applications involving no newspaper interest".

Responding to this request for sine die adjournment, Commissioner Walker read a formal answer:

"The petition does not present a new matter. It was informally presented on Dec. 18 and formally passed on by the Commission in meeting shortly thereafter, and, after thorough consideration, was denied.

"A great deal of time and money has already been expended in the preparation of this case, including the collection of a great deal of statistical material, much of which is of peculiarly current value. The Newspaper-Radio Committee has prepared the evidence which it is to submit and which counsel for the Committee estimates will require from nine to 12 days.

"Under the circumstances, the Commission is not impressed with the argument that the war effort will be forwarded by adjourning the proceedings sine die and lose the benefit of the tremendous amount of work which has already been done. The Commission believes the war effort will be advanced by completing this investigation at the earliest possible moment."

Praises News Services

Dr. Casey declared that American news services were more free, less controlled by Government influences, and more trustworthy than the national news services of other countries.

He pointed out that the services had been formed in America to serve newspapers and had not accepted any subsidies from the State Department, nor were they tied to a Ministry of Information.

Dr. Mott reviewed American newspaper history from colonial times, covering a description of the colonial press itself, the rise and fall of the so-called partisan press, and the newspaper consolidation movement. Asked by Eugene Cotton, FCC counsel, for his opinion on the economic and social implications of newspaper-radio relationships, Dr. Mott declared:

"It is logical that, after all, radio adopts the newspaper's functions and develops them under a different technology. The newspaper offers radio economic stabilization and trained personnel, along with respect for handling news. Radio offers newspapers a challenge. When, you forbid newspapers to own stations, you are leading them down a blind alley and threatening the future stability of the press."



Drawn for BROADCASTING by Sid Hix

"This Is Jones' Last Newscast—He's Quit Because There Won't Be a Crowd After the Window's Blacked Out!"



WHY MR. BLACK KEEPS COMING BACK

HOW ABOUT YOUR SPRING SCHEDULE? A collect call to KMBC or Free & Peters will bring you complete information on the choicest availabilities. Procrastination is the thief of time as the feller says . . . place your reservations now!

One of our clients (whom we shall call Mr. Black*) began a 13-week test campaign on KMBC in 1932. Every fifty-two weeks for nine solid years, Mr. Black has renewed his contract.

Why does he keep coming back?

It's not the allure of our pretty receptionist—nor the decorative scheme of our studios. Nothing like that. Mr. Black keeps coming back to KMBC because he gets results from KMBC.

That's the *only* reason any of our advertisers renew their contracts. So it's rather significant that *three out of every four* local and national spot accounts on KMBC are renewals. Only one in four is trying KMBC for the first time.

Three out of four are renewals. Pretty conclusive proof that KMBC gets results.

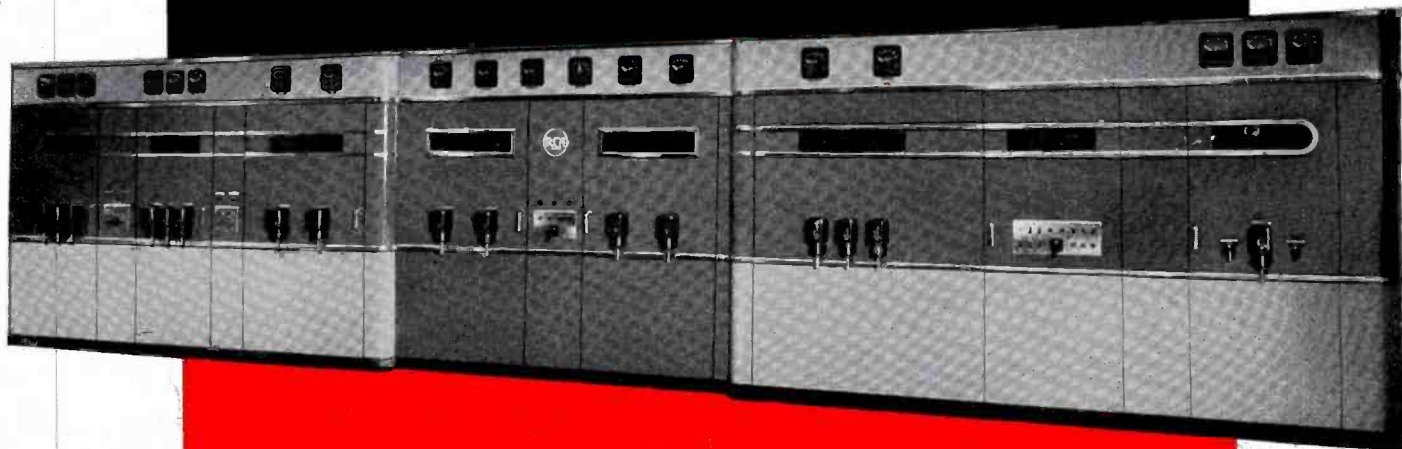
*Mr. Black's real name upon request.

KMBC of Kansas City

FREE & PETERS, INC. • • • •

CBS BASIC NETWORK

LOW INSTALLATION COSTS
LOW OPERATING COSTS
 with this
50 KILOWATT BROADCAST TRANSMITTER
RCA TYPE 50-E



HIGH-FIDELITY quality output, that pleases advertisers and audiences alike, can be combined with impressive savings in a 50 kw. transmitter! Here's how advanced RCA engineering does it:

HIGH-LEVEL CLASS "B" MODULATION in the 50-E gives you the double economy of low power-consumption and extremely long tube life. At average modulation, the transmitter draws approximately 115 kw. from your power line—less than \$2.50 an hour at New York City current rates. And high-level modulation means better audio quality, too . . . the 50-E is virtually free from cross-modulation distortion; flat within ± 1 db. from 30 to 10,000 cycles.

AIR-COOLED TUBES THROUGHOUT cut down both installation and operating costs. No water-pumps. No water-coolers. No water-problems, pipes or

tanks! And no monthly water bills . . .

BUILT-IN WIRE-DUCT still further reduces your installation costs by eliminating floor-trenches between units. **UNIFIED FRONT PANEL CONSTRUCTION** presents a more pleasing appearance combined with cleaner mechanical design and mounting of equipment. **VERTICAL CHASSIS CONSTRUCTION**, without horizontal shelves, makes all parts easily accessible.

Only 281 square feet of floor space is ample for the 50-E (less external blower and transformer equipment). Complicated and cumbersome mechanical controls are eliminated by the use of electrical tuning on the RF power amplifier and exciter stages—adjustments are made by push-buttons on the front panel . . . Ask your nearest district office sales representative to tell you the complete story.

Use RCA Radio Tubes in your station for finer performance



Broadcast Equipment



RCA Manufacturing Co., Inc., Camden, N. J. • A Service of Radio Corporation of America • In Canada, RCA Victor Co., Ltd., Montreal

New York: 411 Fifth Ave. Chicago: 589 E. Illinois St. Atlanta: 530 Citizens & Southern Bank Bldg. Dallas: Sante Fe Bldg. San Francisco: 170 Ninth St. Hollywood: 1016 N. Sycamore Ave.

