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.

C. M. “CHICK” FREEMAN

WELLS H. BARNETT, JR.

890 KILOCYCLES
50,000 WATTS
NBC AFFILIATE

The PRARIE FARMER STATION

Represented by
John Blair & Company

GLENN SNYDER
President
BURRIDGE D. BUTLER
Manager

MANAGEMENT AFFILIATED WITH KOY, PHOENIX, AND THE ARIZONA NETWORK—KOY PHOENIX • KTUC TUCSON • KSUN BISBEE-DOUGLAS
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 increased buying power in one of America's most populous and prosperous markets, where employment is at an all time peak.

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

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

BOSTON, MASS.
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, car-loads and truck-loads of products. Farm families have plenty of cash, and they'll spend it, 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!

THOUSANDS OF EXTRA LISTENERS DURING THE WINTER MONTHS

Don Searle, General Manager
ED PETRY & CO., INC., NAT'L REPR

Page 4 • January 26, 1942
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!

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

*sales Management, December 1, 1941
THINGS HAVE CHANGED TWO WAYS IN DULUTH!

During the past year, two tremendous changes have occurred to warrant your immediate revaluation 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 ascendency. KDAL has set a pace for promotion and merchandising that would do great credit to many a 50,000 watter... If you are thinking of radio in Duluth, let us send you the whole new story. We know you’ll be surprised.

KDAL
C.B.S. • 1000 Watts • 610 KC
DULUTH

FREE & PETERS, INC.

Pioneer Radio Station Representatives
Since May, 1932
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 transmitted 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 transmitted 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's 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 discard 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, particulars 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:

Filling 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 between the participants.

(c) Do not ask the name, address, home town, reason 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 sessions or professions. This leaves a great number of questions whose answers are factual. No question should be identified as being news. Foreign identifications of the quiz should be eliminated and questions selected only by the studio producer.

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 Meservey, former assistant to the NBC vice-president in charge of programs, his chief assistant at OFF, Mr. Lewis listened to working radio men'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 resolution of the various components of the Government broadcasting picture, including individual stations, networks, advertisers and Government radio specialists.

After completing the series of meetings, it is understood Mr. Lewis and Mr. Meservey 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, also 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. The funnel will be fed with programs from broadcasters and sponsors and to which broadcasters and advertising men can come with offers of cooperation 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 Messers. Lewis and Meservey met with network officials, and on Thursday with advertising counsel of the NAB and AAF. 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 Coulier, director of broadcasts, and Charles Vanda, western program manager, CBS; Niles Trammell, president, Frank E. Mullen, executive vice-president, William (Continued on page 38)
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.

Throughout the entire 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 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. 5, 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 85.7%. For the sake of comparison, these superlative figures may be gauged against the President's Charlottesville speech of June 19, 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., 47.6%.

April 10, 10:30 p.m., 27.76%.

Nov. 11 (Greene Incident), 10:00 p.m., 72.9%.

Nov. 6 (Navv Day Address), 3:00 p.m., 20.8%.

Nov. 11 (Armistice Day Ceremonies), 11:00 a.m., 58.8%.

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 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 28.1%. 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 leading evening programs, listed in order of their ratings, were:

| Chase & Sanborn Program | Jack Benny | Lux Radio Theatre | The Aldrich Family | Pepsodent Program—Bob Hope | Maxwell House Coffee Time | Walter Winchell | Kraft Music Hall | Phil Hendersen's Band | One Man's Family | Eddie Cantor | Mr. District Attorney |
|-------------------------|-----------|------------------|------------------|------------------------|--------------------------|--------------|---------------|-------------------|---------------|----------|----------------|---|
| 1                      | 2         | 3                | 4                | 5                      | 6                        | 7             | 8              | 9                 | 10            | 11       | 12             |

For the week of Dec. 26, 1941, the President's address to the Nation was broadcast at 9:30 p.m. on Nov. 26 and brought an audience rating of 72.5%.

The program's brilliant ratings during the war years were due to a combination of factors:

1. The widespread national interest and concern of the American public.
2. The high quality and appeal of the programming.
3. The fact that the programs were broadcast at a time when audience listening levels were at their highest.

Although winter and summer network audiences 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 the 1939-1940 period, the 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 season, nighttime 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.

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

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

| Chase & Sanborn | Jack Benny | Lux Radio Theatre | The Aldrich Family | Pepsodent Program—Bob Hope | Maxwell House Coffee Time | Walter Winchell | Kraft Music Hall | Phil Hendersen | One Man's Family | Eddie Cantor | Mr. District Attorney |
|----------------|-----------|------------------|------------------|------------------------|--------------------------|--------------|---------------|----------------|---------------|----------|----------------|---|
| 2             | 1         | 3                | 4                | 5                      | 6                        | 7             | 8              | 9               | 10            | 11       | 12             |

For the month of April, 1941, the President's address to the Nation was broadcast at 9:30 p.m. on Dec. 26 and brought an audience rating of 65.7%.

The program's brilliant ratings during the war years were due to a combination of factors:

1. The widespread national interest and concern of the American public.
2. The high quality and appeal of the programming.
3. The fact that the programs were broadcast at a time when audience listening levels were at their highest.

Changes Slight in Commercial Programs

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

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3. The fact that the programs were broadcast at a time when audience listening levels were at their highest.
### III—Comparison by Program Types of Ratings And Amount of Time: Evening Programs (October 1940–April 1941)

#### Ratings in Rural Communities

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:

<table>
<thead>
<tr>
<th>Number and percentage of programs falling into each group by:</th>
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<tbody>
<tr>
<td><strong>RATING</strong></td>
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<tr>
<td>30.0 and over</td>
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<tr>
<td>26.5 to 32.0</td>
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<tr>
<td>16.0 to 19.9</td>
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<tr>
<td>5.5 to 9.0</td>
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<tr>
<td>6 to 4.9</td>
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<tr>
<td><strong>Total</strong></td>
</tr>
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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.

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

This time the rural areas take precedence in the high-rating categories, for during the daytime 30 (or 59%) 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
- Uncle Jim’s Question Bee

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

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

<table>
<thead>
<tr>
<th>BASIC AREA</th>
<th>Rural</th>
<th>Rural</th>
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<tr>
<td></td>
<td>Rate</td>
<td>Rate</td>
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<td>Abbrigh</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>Lowell Thomas</td>
<td>2</td>
<td>15</td>
</tr>
<tr>
<td>JellO Program—Jack Benny</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>Fibber McGee &amp; Molly</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Truth or Consequences</td>
<td>6</td>
<td>10</td>
</tr>
<tr>
<td>Major Bowes Amateur Hour</td>
<td>7</td>
<td>7</td>
</tr>
<tr>
<td>National Barn Dance</td>
<td>8</td>
<td>25</td>
</tr>
<tr>
<td>Maxwell House Coffee Time</td>
<td>9</td>
<td>8</td>
</tr>
<tr>
<td>Lux Radio Theatre</td>
<td>10</td>
<td>4</td>
</tr>
</tbody>
</table>

(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 announced by George B. Storer, its new chairman and NIB president, in a letter last week to 800 stations, embracing the "platform" of himself and of L. B. Wilson, now NIB vice-president. Both broadcasters were drafted in a telegraphic election last month.

Asking broadcasters to submit views on a 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 44% temporarily 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 agencies and officers of broadcast trade associations should exist at all times, so that broadcasters may be queried on the advisability of proposed 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 as organized, 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, independence of board and the long term interest of broadcasters and networks, that the association should be independent of network influence.

Action should be given, however, to the "great service" performed by chains and the association should "deplete 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 streamlined 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 station, another to represent 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 in radio." The committee should consist of J. Harold Ryan, Fort Industry Co., vice-president and general manager, as Assistant Director of Censorship in charge of the bill, and the tentative selection of Walter J. Dunn, director of WMJ, Milwaukee, as industry liaison officer in Washington. The last item, 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 in concert with the executive 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 $587,195 for the FCC for fiscal year 1943.

The preceding day the Commission's 1942 budget, already an all-time high, was boosted substantially over the 1941 appropriation by the Congress a request for a supplementary 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 $6,650,924 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 $5,000 a 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 had earlier on a point from 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 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 nature of this action, however, is pointed out to Chairman Fly or FBMS officials, pending action by the Senate, although Chairman Fly called a commission meeting on the matter last Friday.

In closed quarters it was learned the House Committee had instructed the FCC to dismiss Dr. Watson. The most unprecedented action in withholding his salary, was voiding as of early January, again available in Los Angeles to other FM applicants, as well as opening the 4.5 mc. channel to San Francisco applicants.

Banner Year Reported For Blue by Thrower

WITH the addition to the Blue Net- of 31 stations and 40 new advertisers, the 21st, a banner year for reported for the network by Fred M. Thrower, Blue general manager. In all of its 1934, stations increased their power last year, four moved to better frequencies, seven installed new transmitters, and the blue numbers increased 5 and frequency improvements are now under way. The rate of Blue stations used by advertisers per program averaged 57 last year, showing that the year 1942 was total, average number of stations used was 38. According to Mr. Thrower's report, an even higher number is forecast for 1943. The average already totaling 62 stations per program or almost 100% over 1942, is expected to rise further.

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 both, made a joint application to the FCC for stations in Los Angeles and San Francisco, has returned the permits to the FCC. The Commission, in its request last Tuesday, officially made the cancellations and deleted call letters.

Hughes is owned by Howard Hughes, famed aviator-millionaire movie director. Action taken on the free time grants, also again available in Los Angeles to other FM applicants, as well the 4.5 mc. channel to San Francisco applicants.
A News Staff
Steeped in the Tradition of
Thorroughness, Reliability and Responsibility

KLZ
Standout Station

5,000 Watts—560 Kc.
Affiliated in Management with the Oklahoma Publishing Company
THE MOST COMPLETE COVERAGE ON THE PACIFIC Fronts --

United Press active bureau

United Press bureau closed by Japanese war
United Press today maintains 27 bureaus in the Pacific war zones. Manning these bureaus are 197 full-time staffers, supported by hundreds of contributing correspondents.

This news-gathering, news-distributing organization is by far the strongest in the field.

The only foreign press association bureau in the Netherlands Indies is that of the United Press at Batavia. In Alaska, United Press alone has a bureau. The U.P.'s Honolulu bureau provides 24-hour service from the Hawaiian Islands.

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 underserved, the FCC last Tuesday authorized a new 50,000-watt station on 1540 kc. in Waterloo, la., and authorized one last Thursday on 860 kc. in Akron for WTOL, a new 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-watt. The Akron station, on its new assignment, according to telecasts from Chicago, will 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 involved the last 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 by 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 blank channel and that it 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'Neill, 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 860 kc., will provide reasonable satisfactory service in Cleveland. The station is an MBS outlet and was acquired in 1940 by the O'Neills.

Josh Higgins Broadcasting Co., applicant for the Waterloo station, is a division of the Haskell Co., owner of KBUR, Burlington, la., and former radio director of Henri, Hurst & MacDonald. A decade ago he was manager of WTM, then in Waterloo, too, and was assistant manager of Harry Shaw. He is the creator and principal in the NBC Josh Higgins Firenville series out of Chicago.

Associated with Mr. DuMond in Jacksonville is the late 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. Rilemann, Chicago station manager. DuMond now is president and vice-president respectively of KBUR. Mr. DuMond owns 50% of the common stock issued; Mr. Feall owns 10.6% of the company's stock; F. J. Bless of New York owns 5% each of the company's stock. 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 branches now inadequately served, with regard to defense requirements. The new grants, it was stated, are not inconsistent with that policy, and an order appears 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 reported for active duty as a first lieutenant, Infantry, at Camp Wolters, Tex. He has been a reserve officer assigned to the company for the last seven years. Harry M. Bitner Jr., office in m a n-a-g, 1 WFBM and assistant-treasurer of the company, will take over Mr. Lindow's duties.

Mr. Lindow it was announced, chief stockholder of WFBM is Harry M. Bitner, publisher of the Pittsburgh Sun-Telegraph. 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.

Benefax Tests

ANACIN Co., Jersey City (Benefax), through its newly-appointed agency, William H. Macfadden Public Relations, is currently in New York, is using transcribed announcements and participations on WNBC, WABC, WEAF, WOR, WINS, WABC, WWOR, WEAF, and WPIX, and in a test campaign.

NEWS BOOM ON WEST COAST

Regional Networks Book Many Sponsors as Roundups Become More Intense

SINE bombing of Pearl Harbor, news-listening interest on the West Coast has increased by a conserva- tive 35 to 50%, with a multiple of firms sponsoring regional network newscasts in that area.

Long a holdout from the radio ranks of California-Packing Co., the San Francisco (Del Monte brands), one of the nation's leading food merchandisers, initiated its first network ad for the Del Monte brand more than a decade ago Jan. 12, and is spon- soring William Winter, news analy- sis, on 14 CBS West Coast sta- tions, 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 5 CBS Califor- nia stations, Union Oil Co., Los Angeles, through Lord & Thomas, that city, on Jan. 5, expanded the series to include KIRO K OIN KROI, and renewed for 26 weeks, Monday through Friday, 7:45-8 a.m. This new contract自此, and Plock gives the CBS western network three half-hour Monday through Friday strips with news and news analysis "back to back" at 4 different times per day—early morning, noon, and late afternoon.

Magazine's News

Macfadden Publications, New York (Liberty magazine), through Erwin, Wasey & Co., that citv, sponsors Bob Gorved Repporting, on 6 CBS West Coast stations, three-weekly, with Bathsheath Corp., CBS California stations, Monday, Wednesday, 5:30-5:45 p.m. American Chiclt Co., Long Island (gum) sponsors Bill Henry, News Analyst on 3 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, placed its account at Southern Newspaper of the Air, on 32 Don Lee Pacific Coast stations, Monday through Saturday, 10:10-10:15 a.m., Sunday through Saturday, 9-9:15 a.m. Roma Wine Co., San Francisco (wines), through Ceasana & Assoc., announced Jan. 18 that Jim Doyle, on that same list of stations, Monday, Wednesday, Friday, 6-6:15 a.m.

Placing through Roche, Williams & Cunningham, Chicago, Studebaker Sales Corp., South Bend, KIRO, and "The Bughouse" News, thrice weekly at 7 p.m., on the 32 Pacific Coast Don Lee stations, An- geday, through Bill Sample, and Sample-Hummert, that city, also sponsors Hughes Monday through Friday, 9-9:15 a.m., on those stations, KIRO, and to a group of MBS outlets. Bond Stores Inc., New York (men's clothes), sponsors a quarter hour newscast on 32 California Don Lee stations (KFRK KJH), Monday through Friday, 7-7:15 a.m. Neff-Rogow, New York, is agency.

Richfield Oil Co., Los Angeles, is continuing its six weekly quarter- hour Jack Benny program on 8 CBS Pacific Red stations, Sunday through Friday, 10-10:15 p.m. Among stations, Horace Donnell Adv., Los Angeles. Speary 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, sponsors "An Evening with Bing," sponsored News, by Frankling Bingman, is sponsored by Bristol-Myers Co., New York, on 8 NBC-Pacific Red stations, Monday, Wednesday, Friday, 4-4:55 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 can- celled his Jan. 18 broadcast of the NBC Jack Benny Show, sponsored News, by Don Zuckerman Adv., Chicago. Although no specific explanation was given, the show was replaced with a special, featuring Benny, his orchestra, and Mahlon Meierick's orchestra, Den- nis Day, soloist, and the Sports- man's Quartet, vocal group. Don Zuckerman Adv. will schedule a group of MBS shows for a guest appearance on the Jan. 25 Jell-O program.

Fisheries Series

SOUTHCOTT FISHERIES, Ter- minal Island, Cal. (Top Form cat food), in a two-week campaign which will start use, on TV and radio, a staggered schedule, a total of 75 trans- scripts, for the July 4th weekend, on 14 CBS Coastal stations. List includes KFSD, KMPM KECA KFWB KJBS KFPE KBPK KOSO KJIR KHQ. Agency is Barton A. Nibbelin Adv., Los Angeles.
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.
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 "service courses have the FCC's stamp on them and are an answer to their broadscale training program, being set up with NAB cooperation through the Division of Science, Management Defense Training of the U. S. Office of Education, is designed to provide an additional 200,000 radio operators, according to A. J. Fletcher, 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 promise to continue the 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 want to 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 allotted 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. Those accredited to the training schools will be paid for their services 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 the plan 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 the 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 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 having 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 until the last 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 29 days after enactment for the original Senate approved measure which gave the President power to order discretionary daylight time in certain areas. Theoretically this could have been in the same situation that has faced broadcasting schedule makers every spring and fall.

As signed by the President, the daylight law provides that "fast" will only mean the true "Bonda" as possible until the war is over. The local station will utilize the Treasury Department's payroll deduction plan in purchasing additional time, provided the rate was revised by the FCC so that a minimum of 5 per cent be deducted for the purpose each month.

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 Canadian Defense Regulations bans broadcasts of public speeches outside the studios. This was interpreted to include man-on-the-street broadcasts, interviews at railway stations and plans, at movie houses, etc. Public speeches in studios require a prepared text which must be submitted in advance.

One reason for 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 Canadian Defense rules, there will remain in effect for six 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 are flexible enough that both [Broadcasting, Sept. 15, 1939] and were gradually eased. Defense of Canada Regulations pertaining to broadcasting stations were posted all stations in November [Broadcasting, Nov. 15, 1939].

Bond Reductions

LOCAL, 1221, Omaha Chapter of the ABTU of IBEW, has voted to pur- chase each man's total bond as soon as possible until the war is over. The local also utilizes the Treasury Department's payroll deduction plan in purchasing additional time. The rate was revised by the FCC so that a minimum of 5 per cent be deducted for the purpose each month.
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 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.
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, Calif. Birdie watchers are (1 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.

“1f 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.”

NORTHEASTERN 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 book-let 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—$30,000,000,000 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-Hawes-Snowden Group.

CENTRAL SALES OFFICE—805-6 Tower Petroleum Bldg., Dallas, Texas
Ken L. Sibson, General Sales Manager.
Telephone Riverside 5663 TWX Dis 297

BROADCASTING • Broadcast Advertising
January 26, 1942 • Page 19
SILVER IN DEMAND
Rancher Wants His Mare Bred
- To Famed Steer

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

Lone Ranger, KTR, 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 ranch (cow ranch) and 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 one time but I would be willing to give you a mortgage on my mare for the balance. Please give me your answer on your program. 1/11/42.

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

Illini Honors Zeimer

GREGOR ZEIMER, news commentator of WLY, Cincinnati, and former head of the American school in Berlin, has been selected by the U of Illinois as the alumni 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.

Swinger'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 been given a leave of absence by the American shortwave 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 shortwave 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 our culture which makes our radio the freest in the world," Mr. Ryan 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. Keyeslingk, 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 envious 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.
KYW-AM 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, KYK 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

POLLING 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 26. 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.
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 CAPITAL

*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 Capital of the World?"

WRITE, WIRE, OR PHONE

BROADCAST SERVICE STUDIO

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

**Agencies**

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

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

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

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

JOHN ROCKEY, 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 GEIBER NEWAJI, for ten years account representative of BIBO in Buffalo and Cleveland and former president of the Buffalo League of Advertising Women, has joined Lang, Fisher & Kirk, Cleveland.


**STATION MANAGERS:**

**Agencies**

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

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 Bumby 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 correspondent of Cemen & Aspe, 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 through 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.

**STATION MANAGERS:**

**Agencies**

WELCOMED to the West Coast by Southern California agency executives was Sidney N. Stroz, (top, left), newly-appointed NBC Western division vice-president, at Los Angeles reception held in his honor. With him were (1 to r) William Pringle, vice-president of Lord & Thomas, Los Angeles; Art Fairlow, San Francisco vice-president of J. Walter Thompson Co.; Denney 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 Buchman & 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 its 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 changed the West Coast hookup from WOR, New York, to WGN, Chicago. Agency is Roche, Williams & Cunyngham, Chicago.

Sponsors to Remain on WDRD

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

Ross Federal Change

ROSS FEDERAL RESEARCH Corp., New York, has exchanged the title of its nationwide survey of population and economic trends from "National Defense & Your Shopping Markets" to "Ross Federal Market Reporting Services" although no change in the contents of the periodical survey is contemplated.
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 underway. 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 Molle 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 announce-ments.

Obviously, such an audience demands specialized programming. KMA’s audience gets it—out of 19 ½ hours daily, 13 ½ 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
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 positions 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-wattter in Peeweeville, a thousand miles from enemy 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 Moservey, 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 peacook 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 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. Flechter, president of WRAL, Raleigh, as member-in-charge of radio training of its National Defense Committee. It's a job for itself, as well as for Uncle Sam, for the control room is the nerve-center of station operation. Full galvanization 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, anybody with results attained, should feel that they are a part of that legion of the "men behind the men behind the gun" in the war effort.
LUTHER L. HILL, vice-president of the WBNX Broadcasting Co., New York, has announced the retirement of Howard A. Bliss, circulation manager of WBNX-KRTN, in the Ithaca, N. Y., 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 police force. The station is a division of the McLellan Broadcasting Corp.

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

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

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

HAL BROWN, formerly sales manager and special events announcer of KJY, Fresno, is now manager of KNFS, Bakersfield, Calif.


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 Langdon, CBS vice-president.

HARRY E. BROWN, formerly theatre manager, was recently appointed manager of KMTC, Marysville, Calif. He succeeds Walter Con- way, 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 rank of admiral, with rank retroactive to Dec. 1.

JAMES PARSONS of the sales staff of WNY, Watertown, N.Y., has been selected in the Army. Bob Walters, WNY farm program director, has been transferred to Fort Bragg, N.C., to aid in the War Department's efforts to increase the availability of farm products for overseas consumption.

ROBERT A. ABERCROMBIE, 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 Cas- man & Cook, publishers' representative, has joined the sales department of WBNX, New York.

FRANK OXARANT, account executive, formerly of KSFO, San Francisco, has joined KWJ, San Jose.

PAUL F. HARRISON, president of WIBG, Glen Ellyn, Ill., was the father of a boy born Jan. 19.

JOHN W. O'HARROW, general sales manager of KSFO, Kalama-zoo, bed-ridden with pneumonia, is rapidly recov- ering.

FRANK OXARANT, sales manager of KSFO, has been named the sales staff of KWJ, San Jose.

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, mental 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 de- cided 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 percent of the metropoli- tan 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 him- self 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 word 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 affiliat- ed 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 opera- tion in 1940. Power increase to 5,000 watts day and night enlarged the scope and field of the WBNX program policy.

Alcorn controls over foreign-lang- uage stations by the Government have found WBNX ahead of the parade. Alcorn had already in- stituted strict controls over all for- eign-language broadcasts.

Alcorn believes it is vitally im- portant to keep on broadcasting in all languages. A friendly voice on the air, advising, counseling, re- vealing 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 program series or improvements for an old one. His golf score is per- manently stuck in the 90's and his only major hobby is photography.

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

H. V. KALTENBORN, NBC commen- tator, and Walter Lipmann, newspa- per column writer, 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 now sales manager of WQO in New York, has joined the sales staff of WOV, New York, to specialize on national business.

EDWARD F. FRIEDLAND, formerly on the sales staff of WBAB, Atlantic City, and now director of the sales department of KYOS, Tucson, has joined WBYN, Brooklyn, as salesmen.

LOUIS RUPPEL, CBS publicity di- rector, has been named one of the publicity chairmen of the 1942 cam- paign for the Boy Scouts of Greater New York, while Patrick Dolan, ad- vertising manager of Columbia Record- ing Corp., Bridgeport, is a promotion chairman of the campaign.

ED CUNNIFF, formerly commercial manager of WKBH, New York, has joined KFMB, San Diego, Calif., in a similar capacity.

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

Wilbur E. Johnson

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

Begholf to WARM

KENNETH BEGHOFL, former program director of WBAX, Wilkes-Barre, Pa., WCPO, Cincin- nati, and WIBM, Jackson, Mich., has been named assistant program director of WARM, Scranton, Pa. A native of Jackson, Mich., Mr. Begholf entered radio in 1934 as, succes- sively, announcer, producer and as- sistant program director of WXYZ, Detroit.

Heitmeyer on Duty

PAUL R. HEITMEYER, general manager of KLO, Ogden, Utah, and former executive assistant manager of KITE, Kansas City, on Jan. 20 reported for active duty as a major in the Quartermaster Corps at Fort Leavenworth, Kan. His duty at Fort Leaven- worth is temporary and he has re- ceived orders for eventual transfer to Fort Francis E. Warren, Cheyenne.

Fred C. Andrews, Jr.

FRED C. ANDREWS JR., 24, United Press correspondent of KSTP, St. Paul, died recently following an illness of three months. He had served in his last year at the U of Minnesota and re- mained there after graduation.

Larry Larsen

LARRY LARSEN, organist of NBC-Chicago since 1929, died Jan. 18 in Chicago of a heart ailment.
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 of Arms. The medal was adopted by President Beneš 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 WOR, New York, has joined the announcing staff of WLB, Albany, to handle Time & the Tunes, musical program.

LESTER TALKINGTON, copywriter of BBDO, New York, is serving as assistant script writer for the Civilian Defense program, on WURL, New York.

BERT SCHWARTZ, former account executive of Constance Hope Associates, New York publicity firm, has joined the MBS news 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 WRAY, former announcer of WNYC, New York's municipal station, WTL, Cincinnati, and NBC in Chicago, has joined the announcing staff of WNY, New York FM station owned by OR.

ARCH FARMER has been appointed chief of news department and Chuck Logen director of special events of WBBM, Chicago, taking over the work of J. Orey (Buck) Weaver, former staff announcer of WBBM, to handle news events in Chicago.

MILDRED MILES, formerly announcer of WOL, Atlanta, has joined WJTV, New York, to handle newscasts.

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

SIDNEY B. TREMBLIE, since 1935 program director of KSOL, Salinas, Calif., has left the Navy. Alfred H. Thompson, KSOL musical director, has taken over his duties. Richard M. Mall also has been named head of the community and production department, and George F. Cutler, recently of WLYA, Lynchburg, Va., has returned to KSOL.

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

DICK ROLL, newscaster of W Toledo, Ohio, is convalescing after an appendectomy.

PAUL E. GLENDING, formerly actor writer of the CBS Hollywood Junior staff, is touring with an Army Air Corps flier at Kelly Field, Tex.

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

BOB BURNS, Hollywood star of the weekly CBS Journal 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.

CLARENCE DORFORD, formerly of KPRO, Riverside, Cal., account executive and prior to that Salt Lake City manager of Internation Network, is now program director of KFVD, Fort Dodge, Ia.

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

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

WILLIAM STRANGE, Canadian Broadcasting Corp. script writer, has been attached for special duty to the Public & Broadcast Division of the Royal Canadian Navy, with the rank of Lieutenant Commander, Inn Smith, CBS 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 program department of WOR, New York, replacing Tom Broden, who recently joined the Army.

PRESCOTT ROBINSON, newscaster and writer of WNY, New York, is the father of twin girls, born Jan. 11 in New York.

RAYMOND KESATOR, home economist of KNY, 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 publicity director of the S. Office of the Coordinator of Information in San Francisco.
BERTRAND HEFLIN, publicity director, and Theo Kroll, of WPAA-
KIKO, Dallas, have joined the Naval Reserve. George Utler, mail room
officer, has signed with the Army Air Forces and Del Gibbs, continuity, and
Gordon Nicks, staff artist, have joined the Army.

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

VEHNE HINE, announcer of KMVR, Denver, who served in the last
World War, has received a special citation from the Marine Corps.

HARRY BUHKE, program manager of WOW, Omaha, has been named
staff announcer of the Nebraska Civil Air Patrol.

HARRY C. RISNEY, recently tour-
guide at NBC, Hollywood, has joined
KBEN, Houghton, Cal., as an
announcer and publicity director.

CHARLES ROBERTS, of KLZ, Den-
ver, is the latter of a girl born Jan. 5.

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

JIM POOL, member of the press de-
partment of KJIC, San Francisco, has
been called to active duty with the
Army.

RUS SHEPPARD, 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 joined
KFBB, San Francisco.

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

FRED MORE, formerly of WTRC,
Elkhart, Ind., and Clave Widenark,
formerly with WWJ, has been moved
to the announcing staff of
WOWO-WGL, Fort Wayne.

JAY JACKSON, announcer of
WDNS, Columbus, recently became
the father of a boy, Jay Jeffs.

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

MARY PROAL

CARRYING OUT microphone dialogues with Tallulah Bankhead, Ruth
Chatterton, Laurita Melchior, Grace Fields, Dr. Voight Baker, and
Richard Arlen, Colleen Moore, Jessica Dragonetti, McClean Bar-
day, Rockwell Kent, Richard Crooks, Dimitri Mitropoulos, Evelyn
Chandler and other international celebrities, *For the Ladies*,
presented by Mary Proal Lindeke over WRC, Minneapolis, was re-
cently 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 or-
iginality of thought; piquancy or man-
nerism.

She is adept at human explo-
rations, questing for talented un-
knowns. "It has been interesting to
'dig around' and find such indi-
viduals," she says. "Individuals like forei

CORP. GLENN TAYLOR, former
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 Lt. Colonel Mel S.
Sander, former continuity director of
WJJD, Tuscaloosa, Ala.

LARRY ROTTMAN has been named
program director of WSB, Nashville,
Ga., replacing Pete Whiting.

P. T. KEMPNER (Ed Thomas), an-
ouncer of WJUK, Detroit, on Jan. 1
became the father of a boy, Thomas
Alexander, Mrs. Kempner was for-
merly Madelleine Nison, former traffic
manager of WJUK.

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

MATTHEW (BUDDY) MICHELSON
staff photographer of KTSP, St. Paul,
and Dick Bawer, son of KTSP's vice-
president and general manager, Ken-
eth M. Hauke, have joined the Min-
neapolis' photography section.

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

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,
makes 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 per-
formance in Southeastern Ohio! . . . SEE JOHN BLAIR
Stations in Philadelphia Merge for Navy Series

AN ALL-OUT radio campaign in the interest of the Navy has been started by stations in Philadelphia, acting in concert. Five of the nine local stations—WFTL, 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 it a master on its own station. This master is then sent to the Navy at its own station. The master is turned over to the Navy for processing while the instant programs are heard by the other stations. Production resources, writers, musicians and actors are pooled.

A three-color brochure is being given up for distribution to all of the radio stations within 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 campaign was launched out of a committee headed by Joe Connolly, WCAU station promotion head, and included WFTL, WIP, WPEN, WCAU, and the Committee of the Philadelphia advertising agency, Ad. The chairman of the committee is working in cooperation with Dr. Alfred Levy, head of the radio division of the public relations staff of the 4th Naval District, and president of WCAU.

OREGON STATES 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 board and station manager of KBOO, and Dr. Joseph Shaver of the Oregonian; Kenneth G. Clark, FCC; Capt. Robinson, U.S. Army BNMA; Prof. A. L. Albert, school of engineering of Oregon State College who announced that Gov. Charles A. Artiller had given him the authority to act as chairman; Dr. Dean R. H. Dearborn, Oregon State College, to train radio technicians as a result of World War II. The first six-week program was planned to be set up shortly in Portland with Harold Nelson, chief instructor of KWX, KEX, Portland, as instructor.

Lee Bishop of KMED, Medford, and Frank Logan, KBNK, Bend, were re-elected president and secretary-treasurer, respectively, of the Oregon Broadcasting Assn. Dr. Dearborn, KWX, KEX, was named vice-president with Frank Hill, KORE, Eugene, and Hank Swartwood, KONH-KALE, elected directors.

Northwest Net Adds Two

TWO Minnesota stations, WMFG, Hibbing, and WHLB, Virginia, have been added to the Northwest Net. Work of NBC, it was announced by Stanley E. Hubbard, president and general manager of KSTP, St. Paul, which operates the network. The new west loop now has a total of 10 stations, located in Minnesota, Wisconsin and North Dakota.
WASHINGTON STATE

BEECH on Los Angeles, is
Agency is Cleveland, became
ing weather reports and ski
services FORNIA, Emmett
started Jan.

WASHINGTON STATE

BEECH on Los Angeles, is
Agency is Cleveland, became

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

BEECH-NUT PACKING Co.,
Cleveland, Ohio, on Jan. 13 started Odd
Side of the News, on WABC, New
York, Tuesdays, Thursdays and Saturdays,
A. Newell Emmett Co., N. Y.

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

DAWES BREWERY, Montreal, has
started skiska on CFCC 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,

SUNNYVALE PACKING Co., San
Francisco (Rancho soups), on Jan. 5
added 3 stations in Lima, Endicott,
making a total of 0 Pacific Coast and
10-15-11 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 Ruth-
craft & Ryan, N. Y.

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

LEHN & FINK (Canada), Toronto,
(Handy cream), has started Let's
Listen to Lester five times weekly on
CFVR, 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 announce-
ments varying from 5 to 14 weeks on
5 other Canadian stations. The cam-
paign is to be gradually expanded. Ac-
count was placed by Lord & Thomas
of Canada Ltd., Toronto.

EYANS FUR Co., Chicago (fur re-
tailers), on Jan. 4 started a weekly
half-hour live talent remote from the
National Catholic Service Men's Cen-
ter on WFL, Chicago, titled Serve-
Men's Jamboree. Account was placed
direct.

HUMP HAIIRIP MFG. Co., St.
Hyacinthe, Que., has renewed its
three-weekly quarter-hour programs
on CFCF, Quebec. Account was placed

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

Benrus Continues

Benrus WATCH Co., New York,
at a meeting of its sales representa-
tives 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 his-
tory. Although no figures are 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.

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

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. [BROAD-
CASTING, Jan. 12-19].

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 cutting 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.

BROADCASTING • Broadcast Advertising
January 26, 1942 • Page 29
To furnish a weekly afternoon of entertainment and recreation for the thousands of young defense workers in and around Passaic, N. J., who are strangers in that area, WPAT has started a series of "defense workers' parties", staged Sunday afternoons in the 115th Infantry Armory. 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 supplied music for dancing each week, and the Passaic branch of the USO supplied 500 girls as partners. Entertainment includes a three-round exhibition boxing bout, with Bob Pastor scheduled for the first party and Tony Novia, Tami Nova, Gus Lesevitch, 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 Doris Day. Schedules for later weeks include those of Vaughn Monroe, Harry James, Benny Goodman, Jimmy Dorsey, Samantha Kaye, etc. Idea was conceived by Steve Ellis, WPAT special events announcer.

Ward Chicago Session
WARD CIVIL WAR 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 and WSB, and Kal WE. 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 American 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. in 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—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 48 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 10-1-8 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 5,000 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 transmitted 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
KHEL, 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-week-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 (1 to r), Edwin Buckalew, CBS Pacific Coast sales service manager; George Mossnovics, network's West Coast sales promotion director; Lyman Dunbar, sponsor's Southern California district manager.

BROCHURES

NDC—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 Trammel, president of NBC. WOR, New York—16-page white booklet "Needlework", telling the nine 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, cit ing stations coverage of Indiana court games.

KFA, 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.

WF Beat:

WFBM RESULTS

Tell the story of successful coverage in the Hoosier markets

BROADCASTING • Broadcast Advertising
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. Johnson, 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 started Young all over the United States with his dispatches being announced by Lehman O. Eli, chief news editor of United Broadcasting Co., WHK-WCLE owners. Young has received the command 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, has temperature readings being given by telephone upon request by so many calls to the station that WCBS has installed temperature reading via telephone on a full-time basis.

SALES of $1,750 worth of defense stamps and bonds on the National Barn Dance of WLS, Chicago, on Jan. 10 convinced district 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. All telephone solicitation 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. Agh in studio, spectators bought $50 worth of defense stamps and pledges $500 for purchase of bonds.

KOQ, San Jose is again presenting its reverse student quiz. On the program, which has started its spring series, studied Saturday night by San Francisco State College quiz professors on any topic they wish. As a promotion, the special department of San Jose State College presents a program over the station called the Service 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, Calif., 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 with $8,000 a result of the first announcement and accounted for a total of $22,000 in verified sales within an hour.

WOPF, 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 with the station was the local Yellow Cab Co. and Boy Scouts. The campaign ran from Dec. 15-20, starting only a few days after the Red Cross had completed its regular membership drive.

ENTIRE STAFF of KDKA, Pittsburgh has signed the Westinghouse employee purchase plan for Defense Savings Bonds through weekly paroles. 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 B. Morrow and William L. Sherr, CBS foreign correspondents in the Cleveland Public Auditorium. All proceeds will go to the Cleveland Civilian Defense Committee. John F. Pott, WGAR general manager, is chairman of the radio committee.

KTSR, San Antonio, has substituted Defense Bonds for typical raffles on its 15-minute show. Fifteen $500 winners, heard Wednesdays 12-15 p.m. Program rewards listeners called at random on the telephone for answering bone. Jack Mitchell and Doug Romeo are announcers. Franklin 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 Cast Store for Men.

WSPD, Toledo, will soon have an extra special mural decorating the walls of one of its new studios. Robert Knudler, former painter-artist, American artist, Grant Wood is painting the mural in all depicting the consciousness of people in all walks of life to radio.

WNBC, New York, cooperating with the New York City Victory Bond drive, plans to send $2 million books to ships, Army camps and USO centers, is preparing special spots from the steps of the New York Public Library and the 1939-40 World's Fair, for broadcast. Stage stars, singers, authors and public officials are participating.

KOA, Denver, through General Manager Floyd E. Young, reports 100% participation of KOA employees in the purchase of Defense Bonds.

WHF, Harrisburg, covered the State Farm Jan. 19-20 with a series of 19 programs right from the scene, following the formal opening of the 20th annual exhibit.

WCCO, Minneapolis, has started a twice-weekly series based oncondensed versions of lectures given at the University 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 knowledge of the war effort.

SCHOOL CHILDREN in Alaska are transcribed prayer as part of its daily signoff. Fifty clergymen have cooperated in the transcription.

America's Greatest WAR SONGS

WHK

Cleveland, Ohio

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

KEEP EM FLYING

Dedicated to the 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.

Broadcasting, Broadcast Advertising
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

FM AND TELEVISION TOWERS

BLAW-KNOX DIVISION of Blaw-Knox Company

Farmers Bank Building, Pittsburgh, Pa.

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 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, la., 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 500 watts day to 5,000 watts fulltime, and limits of 1,000 watts daytime 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 Practice for Broadcasters released by the Office of Censorship. It was said at CKLW that limitations on "open mike" programs were undertaken so that any changes in hours from daytime to nighttime 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 Ray Gentile. It was announced that requests for particular recordings would not be met and that there would be no announcement of requests 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. Compere, formerly of the WHOM sales staff, will manage the new department, assisted by Charles Baldwin, 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 offices 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.

Folklore 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 locality, 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 of American small towns, presents his findings while Burl Ives, who has gathered songs from every part of the country, provides the folklore color to the broadcast.

Oboer’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. Menger, 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 happen if the Germans occupy the city. Tentative plans call for CKY and CJRC, Winnipeg, to broadcast a “scenario” from the provincial legislative building where a “Gaulite” 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 or not he is in addition to routine radio background questions.

War Duties

To Awaken local citizens to their increasingly important responsibility in the war effort, WMBD, Peoria, Ill., on Jan. 16 carried a special 85-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, WTAR, Norfolk, has presented interviews with prominent women of the Army. Hostesses to the Show conducted by Ellen H. Straw, junior hostess in charge of entertainment at the 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 by the station manager in a Pronunciation Bee. Listeners are invited to send in words which they think are 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, Kaki Scrapping, replacing With the Cadets, in London, is designed as a miniature newsmagazine 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. Royan Pouletier, 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 shortwave 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 series is given to Joe 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 KGK. 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.
365,000 people make the Youngstown metropolitan district the third largest in Ohio.

WFMJ

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

Headley-Reed Co.
National Representatives

Where Sales Multiply

\[WEIGHTED\]

NASHVILLE, TENNESSEE

3000 W

TROY, N. Y.

980KC

Basic N B C Blue

An H. C. Wilder Station Represented by Raymer

Columbia's Station for the SOUTHWEST

KFH

WICHITA

KANSAS

Call Any Edward Petry Office

ENGINEERS TO DISCUSS WAR OPERATIONS AT COLUMBUS; JETT IS KEYNOTE SPEAKER

DEVELOPING 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. Smoby, director of engineering of NAB, is arranging the program of the meeting, and is 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. Smoby and will consider such subjects as priorities, procurement, fire fighting, and property protection, telephone lines, battery operated equipment for emergency use, radio broadcast selecting 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 experiences on the Pacific Coast under war conditions.

Orrin Towner, 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 Egypt, 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 that 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.

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 FCC announcement.

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A panel on Broadcast Station Operation Under Wartime has been arranged by Mr. Smoby and will consider such subjects as priorities, procurement, fire fighting, and property protection, telephone lines, battery operated equipment for emergency use, radio broadcast selecting 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 experiences on the Pacific Coast under war conditions.

Orrin Towner, 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 Egypt, 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 that 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.

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 FCC announcement.
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 which an applicant 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 subcommittees 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 a wholly competitive.

“Then there arises a serious question as to whether we can guarantee existing stations’ income by regulating the grant of 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 view this 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 are probably “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 victory 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.”

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


1942 DOLLAR TO BUY LESS!

The TWINS do the IMPOSSIBLE!

The quickened tempo of 1942 is giving every advertiser on KXYZ-KRIS an unheard-of listener bonus. Thousands more Texans than ever before keep tuned night and day to their nearest twin station to hear the program 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

BROADCASTING • Broadcast Advertising

January 26, 1942 • Page 35
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 intellligence 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 programs 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 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."

Mr. Ryan and his staff met last Thursday with representatives of international broadcast stations to 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 was taken leave of his post as coordinator of international broadcasting to join Mr. Ryan.

Present at the session were: Edmund Chester, director of shortwave, CBS; William Finshreiber, 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 Doug Schneider, news editor, World Wide Broadcasting Foundation.

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.

"Shopping for anything that's advertised over WDFD Flint Michigan reminds me of my grid iron days!"

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 Kiersay, formerly newsman at KROD, El Paso, has been named news editor of KPRO, which is now part of International News Service and Transradio in addition to having a local news reportorial staff. Headed by H. A. P. Polte, 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 and radio circles, Mr. Meredith was formerly continuity editor of WLS, Chicago, and before that with continuity department of NBC-Chicago.

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 all 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. Littellcote Agency. Harry Frazee, freelance director working on Gangbusters, was named Blue production manager. Samuel Cohen, 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 signed frequencies from 1010 ke to 1010 kc. This represented a modification of a previous authorization to operate on 1010 kc.
New FCC Branch Headed by David

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 office, will be combined with the new unit under Mr. David’s direction.

Mr. David’s 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 comply with 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 comply, and RCA-NBC until Feb. 25. Orders were entered by the Federal District Judge Charles E. Woodward to whom the case has been assigned. An extension allowing the networks more time in which to comply with 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 reached at last report, although MBS executives had met Thursday and Friday in an effort to reach a common ground for relations of the ASCAP license 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. Ramazzini, Leigh Ore, Federal Public Safety Agency; Carl L. Gelbey, R. E. Schneider, Civil Service Commission; George G. Ailiffen, FCC; M. E. Gilford, Justice Department; Roscoe Wright, Norman W. Baxter, Commerce Department.

SLASHES ORDERED IN SET PRODUCTION

CLAIMING it will conserve large amounts of strategic materials, the War Production 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 Association, also required corresponding cuts in the use of tube sockets for domestic receivers. The order went into effect immediately for 90 days, during which the situation will be reviewed 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 radio tubes have been made.

In announcing the limitation, the War Production Board estimated that during the 90 days ending March 1, by the order 760 tons of copper, 100 tons of aluminum, 28 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 CBS show, Monday, 10:15-10:30 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.


WHO

(AlONE)!

for

IOWA PLUS!

LES MOINES-50,000 WATTS,
CLEAR CHANNEL

Al. Blund

the popular comedian in "morn patrol"

WCKY

50,000 WATTS CBS PROGRAMS

AL HAMPTON'S NEWS-SPORTS

WYBC

Altoona, PA.

- NBC Red
- Blue Network
- 250 watt
- Full Time Operation
- Railroad Shops on Full Time Schedule

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

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Audiences Ahead
(Continued from page 9)

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

<table>
<thead>
<tr>
<th>BASIC AREA</th>
<th>Cities Rural</th>
<th>Rank Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>JeU-O Program—Jack Benny</td>
<td>8</td>
<td>7</td>
</tr>
<tr>
<td>Chase &amp; Sanborn Program</td>
<td>3</td>
<td>10</td>
</tr>
<tr>
<td>Adrich Family</td>
<td>7</td>
<td>11</td>
</tr>
<tr>
<td>Lux Radio Theatre</td>
<td>4</td>
<td>14</td>
</tr>
<tr>
<td>Fibber McGee</td>
<td>6</td>
<td>12</td>
</tr>
<tr>
<td>Bob Hope Program</td>
<td>6</td>
<td>12</td>
</tr>
<tr>
<td>Major Rookie Amateur Hour</td>
<td>7</td>
<td>14</td>
</tr>
<tr>
<td>Maxwell House Coffee Time</td>
<td>9</td>
<td>1</td>
</tr>
<tr>
<td>Kate Smith Hour</td>
<td>7</td>
<td>10</td>
</tr>
<tr>
<td>Truth or Consequences</td>
<td>6</td>
<td>9</td>
</tr>
</tbody>
</table>

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

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

<table>
<thead>
<tr>
<th>BASIC AREA</th>
<th>Cities Rural</th>
<th>Rank Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ma Perkins</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Pepper Young's Family</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Tom Mix—Straight Shooters</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Jack Armstrong</td>
<td>4</td>
<td>10</td>
</tr>
<tr>
<td>Stella Dallas</td>
<td>11</td>
<td>11</td>
</tr>
<tr>
<td>Guiding Light</td>
<td>6</td>
<td>14</td>
</tr>
<tr>
<td>Young Widder Brown</td>
<td>7</td>
<td>15</td>
</tr>
<tr>
<td>Vic and Sader</td>
<td>8</td>
<td>13</td>
</tr>
<tr>
<td>Light of the World</td>
<td>9</td>
<td>12</td>
</tr>
<tr>
<td>Mary Marlin</td>
<td>15</td>
<td>1</td>
</tr>
</tbody>
</table>

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 started Oct. 15 in President Roosevelt, Wendell Willkie, and the Adrich Family as features, the broadcast rated 12.3%.
- Wendell Willkie's address at 11 p.m. on Friday, June 6, was tabulated at 826,500, or 21.3%.
- Queen Elizabeth, on Sunday, Aug. 10 (4 p.m.), was tuned in by 15.9% of set owners.
- One radio was also made to Charles Lindbergh. His address of Friday, Oct. 3, rated 6.7%.

CHNS
Halifax, N. S.
Key Station of the Maritimes
Ask Joe Weed

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BROADCASTING • Broadcast Advertising

CHNS
Halifax, N. S.
Key Station of the Maritimes
Ask Joe Weed

WHBF
Basic Mutual Network Outlet
Full Time 500 K
THE 5000 WATT VOICE OF THE DRIEST IN THE ROCK ISLAND-DAVENPORT-MOLINE
AFFILIATE OF ROCK ISLAND-MILWAUKEE AREAS

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%.

CAB Organization

IT'S DONE LIKE THIS, explains Perival Black, (right), former NBC salesmen now learning to drop bombs in the Navy Air Corps. Listening are Ensign Gordon 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.

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 done 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, 1934.

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 program. 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—factor which the advertiser, to be successful, must know.

Fifty-two investigaters, making calls at night stated times each day, working simultaneously 168 days of the year in 33 major cities from coast to coast, complete 600,000 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 set-owners 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—often a mainstay of CAB in formation — were, during 1940, amplified by the monthly "CAB Set-User Ratings". 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 a 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-
SPUR SERIES ENDS DUE TO SUGAR RAN

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. Throver, 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 as year past, according to Newell-Emnett Co., New York, agency in charge.

CARNATION Co., Milwaukee, for the third successive year signed a year's renewal contract with WOR, New York, for the five-weekly program in a campaign on behalf of Carnation milk. Agency is Eyrin, 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 CARNATION program is within a fortnight of the "box-office" on all sponsored network programs based on a comprehensive, nation-wide sample, regardless of the time of day or night program broadcast.

Cities Surveyed

The investigation work is regularly carried on in:


Midwest Cities—Buffalo, Cincinnati, Hartford, Providence, Syracuse, Rochester, Washington.

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

Western Cities—Chicago, St. Louis, Denver, 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 to the irons 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 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 899 commercial programs; inserted news bulletins before the start of only 27 commercial broadcasts, and interrupted only three programs after they had started.

Kesten Says CBS Continues Debates

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 obliged to pay his talent, such out-of-pocket expenses are paid by the network.

Asking whether American broadcasting can "fit 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."

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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 obliged to pay his talent, such out-of-pocket expenses are paid by the network.

Asking whether American broadcasting can "fit 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 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 899 commercial programs; inserted news bulletins before the start of only 27 commercial broadcasts, and interrupted only three programs after they had started.

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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 retail 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.

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

KWAL on Don Lee


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, 9:30-9:45 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 Artz's orchestra with Ken Niles as announcer. Thomas Freebarth Smith is Hollywood producer. Harry Ommerle, New York radio executive of Win. 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.

Clin joins WIBC

WILLIAM R. CLINE, formerly sales manager of WLS, Chicago, has joined WIBC, Indianapolis, an general supervisor and coordinator of all departments, as announced by H. C. Wall, president. Mr. Cline broke into radio in 1926 at WEAU, Eau Claire, Wis., and has been with WLS for the past nine years, starting as manager of program relations during the Chicago World's Fair in 1933. He is one of the founders of the sales manager division of NAB.

Calendar

NEW, Yankee Broadcasting Co., Inc. New York City.--Established 20 kw direct current N directional D N for WOC, Mo.
NEW, Newark Broadcasting Corp., Newark, N. J., 5 kw unit, consolidated hearing, Jan. 25.

FOR ALL YOUR FM NEEDS

FM Broadcast Transmitters 700 to 100,000 Watts

FM Police and Emergency Transmitters and Receivers

FM Testing Equipment

S-Transmitters

Receivers for Home and E T Service

Network Accounts

All Time EST unless otherwise indicated.

Renewal Accounts

Coca-Cola Co., Atlanta, (soft drink), on Feb. 2 reviews for 13 weeks Spotlight Bands on 74 MBS stations, Columbus, Ga., New York, Metros, Milwaukee, Chicago, and from 10:15-10:30 a.m. EST, Feb. 3, from 10:15-10:30 p.m. EST, and from 9:30-10:30 p.m. Sat. Agency: D'Arcy Adv. Co., N. Y.

Sterling Products Inc., Wheeling, Ill., Jan. 15 reviewed for 52 weeks magazines. (42 magazines) on 389 MBS stations making a total of 57, 10:15-10:30 p.m. EST, weekly. Agency: Cosmopolitan Adv. Co., N. Y.

Swift & Co., Chicago, (premium bacon), on Feb. 7 reviews for 52 weeks Breakfast Club and adds 91 Columbia broadcast stations, making a total of 97, 10:15-10:30 a.m. EST, weekly. Agency: Cosmopolitan Adv. Co., N. Y.

Coca-Cola Co., Atlanta, (soft drink), on Feb. 2 reviews for 13 weeks Spotlight Bands on 74 MBS stations, Columbus, Ga., New York, Metros, Milwaukee, Chicago, and from 10:15-10:30 a.m. EST, Feb. 3, from 10:15-10:30 p.m. Sat. Agency: D'Arcy Adv. Co., N. Y.

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Proctor & Gamble Co., Cincinnati, (Pampers busy book), on Jan. 19 added 25 CBS stations to Life Can Be Beautiful campaign on Feb. 10 (28 commercials). 4-6 p.m. EST, Feb. 10, 10-12 p.m. EST, Feb. 11, 10-12 p.m. EST, Feb. 12. Agency: FCB, N. Y.

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Help Wanted

PROGRAM MANAGER - PRODUCER-ANNOUNCER—Must be combination of all three with special proficiency in announcer role. Must have thorough knowledge of all phases of production and operations. Must have strong creative sense and personality. Knowledge of technical and business aspects of network programming. Must have record of success in similar position. Age 30-40 years. Home address required. Box 117, BROADCASTING.

Situations Wanted

Program Director—Must have background in programming and operation of large metropolitan network station. Must have proven ability to work in all phases of production and operation. Experience in major network extensive. Age 28-40 years. Home address required. Box 117, BROADCASTING.

Announcer—Commercial—Must have solid experience in radio. Must be well versed in national, regional and local salesmanship. Must have strong voice and good manner. Must be reliable. Age 21-40 years. Home address required. Box 117, BROADCASTING.

For Sale

APPROXIMATELY LAST of April one transmitter, plant complete, consisting of the following major items: 1 RCA 65 K.W. Transmitter. 1 220 volt station across section 947a antenna 545 ft. complete transmitter equipment. Speech equipment. Box 71, BROADCASTING.

TOWER LIGHTING MOTOR GENERATOR SET—GE Motor 80, 115 volts a.c. GE Generator, 110 volts DC, 140 volts AC. Motor motor, frame and generator by Isolite insulated. Drive shaft. KUNA. Dallas Springs, Ark.

There is no substitute for experience.

GLENN D. GILLET Consulting Radio Engineer
582 National Press Bldg.
Washington, D. C.

HECTOR R. SKIFTER Consulting Radio Engineer
FIELD INTENSITY SURVEYS STATION LOCATION SURVEYS CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

CLIFFORD YEWDALL Empire State Bldg.
NEW YORK CITY
An Accounting Service Particularly Adapted to Radio

Radio Engineering Consultants
Frequency Monitoring
Suburban, Wash., D. C.

R. A. C. Communications, Inc.
66 Broad St., New York, N. Y.

RING & CLARK Consulting Radio Engineer
WASHINGTON, D. C.

Munsey Bldg. • Republic 2347

ADVERTISE in BROADCASTING for Results

BROADCASTING • Broadcast Advertising
January 26, 1942 • Page 41
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 investigation for the duration of the war, the FCC last Wednesday held that the nation's war effort would be aided, not hindered, by completion of the longawaited investigation.

Rejected was the industry-backed suggestion, the second such action by the FCC during the proceeding, coming after a nine-hour 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 8:30 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 "cooperative 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 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 C. 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 three-weekly schedule.

Judge Thacher, flanked by Sidney M. Kaye and A. M. Hermand, 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 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 heartily commended 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 so broad as to give 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 rules, regulations or rules and 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 applicants involved no newspaper interest."

Responding to this request for a die adjournment, Commissioner John N. Chafee gave the 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 meetings since die adjournment, after thorough consideration, was denied."

"A great deal of time and money has 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 since die lose 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 newspaper 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, legal and trained personnel, along with respect for handling news. Radio offers newspapers a challenge. When you forbid newspapers, you overdrive them down a blind alley and threatening the future stability of the press."
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.
LOW INSTALLATION COSTS
LOW OPERATING COSTS
with this
50 KILOWATT BROADCAST TRANSMITTER
RCA TYPE 50-E

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

RCA Manufacturing Co., Inc., Camden, N. J. • A Service of Radio Corporation of America • In Canada, RCA Victor Co., Ltd., Montreal

For Finer Performance...