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.
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?
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-lots and truck-loads of products. Farm families have plenty of cash, and they'll spend it with you, if you tell them what you have. Reach them with your message, over KFAB. You need KFAB to do a complete selling job throughout Nebraska and her neighboring states!

BROADCASTING
The Weekly News magazine of Radio Broadcast Advertising

January 26, 1942

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

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

THOUSANDS OF EXTRA LISTENERS DURING THE WINTER MONTHS

WFLA TAMPA
970 K.C. FULL TIME
NATIONAL REPRESENTATIVE
JOHN BLAIR & CO.

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

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

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

THERE'S NOT ANOTHER LIKE IT!

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
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 watt . . . 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

**FREE & PETERS, INC.**

Pioneer Radio Station Representatives

_Since May, 1932_
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 transcripts in lieu of live pickups, was made last Friday by an industry committee, and action was taken under advisement. These provisions are not slated to become effective until Feb. 1, and the committee requested that action be taken prior to that date if smaller stations are to be spared the loss of substantial revenue.

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

Industry Viewpoint

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

Easing of Code for Disc Remotes Asked

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:

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

(b) Use a production man to stand by.

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

(d) Carefully select questions that have not the remotest relation to Army, Navy, Air, Government, foreign policy, foreign government, particularly in those areas of commerce or professions. This leaves a great number of questions whose answers are factual. No question should be identified as being "Matter of Quiz." Better wording of the quiz should be eliminated and questions selected only by the studio producer.

Lifting the Needle

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

(Continued on page 38)

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 representation 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, as well as practical and efficient use of radio by the Government.

The organization's two main objectives, it is understood, will be to act as a traffic control or program priorities board to which Federal agencies can direct their requests, other than those received 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.

On Wednesday Messrs. Lewis and Meservey met with network officials, and on Thursday with advertising counsel of NBC and AAR. On Friday they returned to Washington to meet with NAB officials. Other meetings, with NAI and NIB, are also planned.

Representing the four national networks at Wednesday meetings, held in the NBC board room, were William S. Paley, president, Douglas Coulter, director of broadcasts, and Charles Vanda, western program manager. CBS; Niles Trammell, president, Frank E. Mullen, executive vice-president, William...
1941 Audience Far Ahead of Past Years

President’s Talks Break Past Records

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

THERE was a development of such significance in the latter part of 1941 that in the earlier 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 in 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. 8, the President’s appeal for declaration of war against Japan attained a rating of 65.7%. The next evening, his speech at 10 p.m. similarly shatted all nighttime listening levels with a rating of 63.9%. For the sake of comparison, those supratherative figures may be gauged against the President’s Charlottsville speech of June 10, 1940 (7:15 p.m.—all four networks), in which he denounced Italy’s entrance into the war. That memorable address rated 45.5%—the highest mark, up to 1941, recorded by the CAB for a speech of any kind.

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

- March 15 (Press Correspondent’s Dinner), 9:30 p.m., 47.0%
- April 5, 10:00 p.m., 52.7%
- April 11 (Greene Incident), 10:00 p.m., 72.9%
- April 16 (Navy Day Address), 5:00 p.m., 60.5%
- Nov. 11 (Armistice Day Ceremonies), 11:15 p.m., 53.9%
- Dec. 15 (Bill of Rights Program), 10 to 11 p.m., 55.9%

A relative newcomer to the ranks of radio during 1941 was Prime Minister Winston Churchill. On four separate occasions his speeches were rated by the CAB. The first one occurred at 3 p.m. on Sunday, Feb. 9, and bore a rating of 23.7%. At the same time the day, and the same day of the week, on June 22, he attained a rating of 16.5%. On Sunday, Aug. 24, at 4 p.m., he registered 55.1%. 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
- Popodent Program—Bob Hope
- Maxwell House Coffee Time
- Walter Winchell
- Kraft Music Hall
- Fibber McGee & Molly
- Mary Wickes
- Eddie Cantor
- Mr. District Attorney
- Burns & Allen
- Red Skelton
- The Guiding Light
- The Amazing Radio Hour
- The Romance of Helen Trent
- The Chase & Sanborn Hour
- Time to Smile—Edith Cantor
- The Boat Club

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

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

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

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

- Tie for Tenth

It will be seen that it takes 11 programs to make a list of 10 leaders this year due to a tie for tenth position. Eight of these 10 programs were also in the list of last year’s leaders. The three newcomers are: Kay K. Spears, Romance of Helen Trent, and Guiding Light.

Since the list last year required only 10 programs to fill 10 positions, there are now only two displacements. Pepper Young’s Family (currently in 16th position) and Stella Dallas (in 18th place) are the two dropped in favor of newcomers.

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

By way of contrast, the 1940 weekday programs—in every instance—were able to out-rate the weekend broadcasts.

Programs by Types

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

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

The Audience Level

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

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

Of this, unlike the fall in the listening plane was reflected in the distribution of programs ratings (Table V). This means that there was a drop-off in the upper strata and a commensurate increase in the number of programs at the lower end of the scale.

Programs in Rural Areas

Keeping in mind the fact that normal network program ratings cover only metropolitan set-owners, although 45% of the U. S. population is still rural, the CAB, in the spring of 1941, made its fourth study in rural sections and small towns of the basic area. About 75,000 interviews were made and the results show:

Greater daytime set-use in rural areas than in metropolitan areas.

After 8 p.m. on weekdays, however, city dwellers use their sets more than small town and rural people. Similarly, daytime commercial programs, as a whole, enjoy higher...
ratings in rural communities than in big cities, but nighttime programs exhibit the contrary tendency. The average daytime rating is 6.2 in rural areas as against 5.5 in big cities. At night, the average program rating in rural areas is 10.6, whereas in cities the average program is rated at 12.8.

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

Number and percentage of programs falling into each group by:

<table>
<thead>
<tr>
<th>RATING</th>
<th>No. of RURAL AREAS</th>
<th>No. of CITIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>36.0 and over</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>26.0 to 32.9</td>
<td>5</td>
<td>9</td>
</tr>
<tr>
<td>16.0 to 19.9</td>
<td>36</td>
<td>54</td>
</tr>
<tr>
<td>6.0 to 8.0</td>
<td>47</td>
<td>58</td>
</tr>
<tr>
<td>0 to 5.9</td>
<td>15</td>
<td>13</td>
</tr>
</tbody>
</table>

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

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

Number and percentage of programs falling into each group by:

<table>
<thead>
<tr>
<th>RATING</th>
<th>No. of RURAL AREAS</th>
<th>No. of CITIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>10.0 and over</td>
<td>7</td>
<td>1</td>
</tr>
<tr>
<td>7.5 to 9.9</td>
<td>37</td>
<td>19</td>
</tr>
<tr>
<td>5.5 to 7.4</td>
<td>14</td>
<td>18</td>
</tr>
<tr>
<td>2.5 to 4.9</td>
<td>22</td>
<td>22</td>
</tr>
<tr>
<td>Less than 2.5</td>
<td>16</td>
<td>11</td>
</tr>
</tbody>
</table>

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

FAMILIAR MUSIC 4.9
CLASSICAL AND SEMI-COMM. 3.2

POPULAR MUSIC 11.1
Drama and SERIAL DRAMA 28.0
COMMENTS, NEWS AND TALKS 12.3

VARIETY 18.9

A U D I E N C E  P A R T I C I P A T I O N  21.6

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

FAMILIAR MUSIC 5.1

CLASSICAL AND SEMI-COMM. 3.7

Popular Music 12.8
Drama and SERIAL DRAMA 28.0
COMMENTS, NEWS AND TALKS 12.8

VARIETY 16.2

A U D I E N C E  P A R T I C I P A T I O N  20.8

This time the rural areas take precedence in the high-ranking categories, for during the daytime 30 (or 59%) of programs rate 7.5 or over in agricultural communities, while only 20 (or 36%) attain similar ratings in the cities.

An examination of the 10 highest-ranking 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 city counterpart, are:

Lowell Thomas National Barn Dance

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

Bob Hope Program
Kate Smith Hour

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

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

<table>
<thead>
<tr>
<th>BASIC AREA</th>
<th>Rural Cities</th>
<th>No.</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Abrahim Family</td>
<td>7</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Lowell Thomas</td>
<td>2</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Jello Program – Jack Benny</td>
<td>3</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Fibber Mcgee &amp; Molly</td>
<td>5</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Truth or Consequence</td>
<td>6</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Major Bowes Amateur Hour</td>
<td>7</td>
<td>7</td>
<td></td>
</tr>
<tr>
<td>National Barn Dance</td>
<td>8</td>
<td>25</td>
<td></td>
</tr>
<tr>
<td>Maxwell House Coffee Time</td>
<td>9</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>Lux Radio Theatre</td>
<td>10</td>
<td>4</td>
<td></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 advocated by George B. Storer, station owner and NIB president, in a letter last week to 800 stations, embracing the "platform" of himself and of L. E. Wilson, chairman of the NIB vice-president. Both broadcasters were drafted in a telegraphic election last month.

Asking broadcasters to submit viable association plans, Mr. Storer suggested that the name be changed from "National Independent Broadcasters" to "National Membership of Broadcasters." The new 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 salary 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% temporary, until the 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 officials of broadcast trade associations should exist at all times, so that broadcasters may be queried on the advisability of legislation affecting radio, rather than be advised after the means of implementing same have been executed," this was interpreted as a criticism of the NAB.

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

The question 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 broadcasting station or network. The other would be selected by the directors. An executive committee of five members of the board, together with the president and managing director, would be created.

No officer would serve more than two terms of one-year each, except the paid managing director, whose employment contract would be limited to two years, and renewed by the board.

Mr. Storer said he felt this was not the time to act independently but rather "calls for concerted 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 and non-political." The committee recommended the selection of J. Harold Ryan, Fort Industry Co., vice-president and general manager, as Assistant Director of Censorship in charge of net-co, and the tentative selection of Walter J. Darnell, director of WJMU, Milwaukee, as industry liaison officer in Washington.

The last moment, however, has not been confirmed but was considered at a two-day meeting in Chicago Jan. 16-17 [BROADCASTING, Jan. 19]. Further sessions are planned by the coordinating committee, made up of the heads of or representatives of the five trade groups identified with radio. Future meetings will be held, it is understood.

House Group Votes FCC Fund But Bares 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 $5,600 for the same purpose for the FCC for fiscal year 1943.

The preceding day the Commission's 1942 budget, already an all-time high, was boosted substantially. In present fiscal year, Congress a request for a supplemental appropriation of $587,195 for the FCC's expanding national defense operations during the remaining month. The House voted to continue the fund for the next fiscal year, 1943, 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 $6,655,924 in appropriations. However, in view of the rapid expansion of FCC activities in the national defense field, principally through its National Defense Operations Section and Foreign Broadcast Monitoring Service, it is taken for granted additional funds will be secured subsequently for 1943, and the total eventual 1943 appropriation is expected to far exceed the 1942 totals.

In approving its Appropriations Committee's recommendation of a $4,991,219 1934 appropriation for the FCC, the House also supported the drastic committee recommendation to prohibit the use of any of the appropriated funds to pay the $5,000 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 report was based upon a Federal salary to Dr. Watson was agreed upon unanimously just before the Independent Offices Appropriations Bill, providing FCC funds, was reported to the House.

Fly Queried on Watson

FCC Chairman James Lawrence Fly had been confronted, during committee hearings on the bill Dec. 10, with "documentary evidence purporting to establish Dr. Watson's Communist-front connections, gathered by the Dies Committee. Apparently dissatisfied with Chairman Fly's response to intensive questioning by Rep. Starnes (D-Ala.), vice-chairman of the Dies Committee, the committee included the prohibition bill 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

Banner Year Reported

FOR Blue by Thrower

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

Reports of Blue stations used by advertisers per program averaged 57 last year, showing an increase from 52.4 in 1940. The average number of stations used was 88. According to Mr. Thrower's report, an even higher number is forecast for 1942, the average already totaling 62 stations per program or almost 100% over 1941. Also, ad revenue on the Blue, will be up this year, with $800,000 in renewal contracts for programs on the Blue Network.

Hughes Abandons Coast FM Grants

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

The stations are owned by Howard Hughes, famed aviatrix-millionsaire-movie director. Action taken on the former stations and new liquor signs available in Los Angeles to other FM applicants, as well as the granting the 4.5 mn. channel to San Francisco applicants.

HUGHES ABANDONS COAST FM GRANTS

In informal quarters it was learned the House Committee was instructed the FCC to dismiss Dr. Watson. The action unprecedented in withholding his salary, was voted to avoid the purposed failure of the FCC to heed the Committee's demand.

Although no date has been set, it is expected Senate subcommittee hearings on the Supply Bill will start during the Jan. 26. The $4,991,219 total approved by the House last Thursday provides $2,300,000 for Navy; $33,600 for printing and binding and a total of $2,667,619 for national defense activities, including $386,979 for FMBS, with the remainder for the NDO's national defense operating costs [BROADCASTING, Jan. 12].

Indicative of what is to come is the $587,195 supplemental appropriation for the FCC, $343,433 of this amount will be used for personal services, including the hiring of 386 new national defense employees. The remaining $243,762 is to go for operating expenses and other obligations, including $70,500 for purchase of technical equipment.
A News Staff
Steeped in the Tradition of
Thoroughness, Reliability and Responsibility

KLZ

DENVER'S 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 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
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 service-voided, the FCC last Tuesday authorized a new 50,000-watt station on 1540 kc. in Waterloo, la., and authorized removal of operation on 850 kc. in Akron for WJW, now a local outlet.

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

Involved in Litigation

The Akron grant came as a surprise for another reason, however, in that it is the loss in the channel assignment 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 broadcast band for the use of a local community and has granted both KOA and WHDH renewals on it under such conditions. Apparently, it did not feel that the pending litigation made any difference.

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

Josh Higgins Broadcasting Co., applicant for the Waterloo station, is a corporation whose stock is owned by the managers of KBUR, Burlington, la., and former radio director of Henri, Hurst & McDonald. A decade ago he was manager of WMT, then in Waterloo, too, and of the old WJW of Harry Shaw. He is the creator and principal in the NBC Josh Higgins Fincheville series out of Chicago.

Associated with Mr. DuMond in Josh Higgins Broadcasting Co. are John E. Fetzer, president and general manager of WKZO, Kalamazoo; Paul Godley, consulting engineer of Montclair, N. J., and Washington; John Blair, Chicago station representative, and Dan T. Birkeland, Richmond, president and vice-president respectively of KBUR. Mr. DuMond owns 50% of the common stock issued; Mr. Feal owns 11.6%, Mr. Butler 7%, and Messrs. Godley and Blair 5% each. Messrs. Riley and Plock along with 13 prominent business men of Waterloo hold the balance of the stock in small blocks.

Equipment Problem

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

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

Benedict's Bereavement

IN RESPECT to Carole Lombard, his co-star in "To Be or Not to Be," an Alexander Korda-Ernest Lupits film to be released through United Artists, Jack Benny canceled his Jan. 18 broadcast of the NBC Jack Benny Show, sponsored by the Arnalls Corp., Chicago.

Although no specific explanation was given, the show was replaced by a Jack Benny Son's show, featuring Mahlon Merriick's orchestra, Dennis Day, soloist, and the Sportsman's Quartet, vocal group. Don Messick of the "On the Air with Mr. Lindow" program was scheduled for a guest appearance on the Jan. 25 Jell-O program.

Fisheries Series

SOUTHCOTE FISHERIES, Terminal Island, Cal. (Top Form cut food), in a two-week campaign which first went on the air last Sunday, added its registered schedule, a total of 75 transmissions, to five CBS western stations for February.

List includes KFSF, KMPC KECA KFWB KJBS KFPO KBPK KCOI KOJR KHQ. Agency is Barton A. Neibhoffs, Los Angeles.
The world's finest transmitter...

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

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

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

Today Western Electric is engaged in the great drive for Victory. Speeded-up research is resulting in huge strides in the art of radio communication. And, after the emergency, you can feel sure that many of these new developments will be available to you in Western Electric equipment for Better Broadcasting.
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 Law-
rence Fly indicating at his press con-
ference last Monday that "radio operators are a
preparation of the future," the FCC has
"to find a way to broaden their base,"
in dealing with the shortage in broadcasting, e.g.,
ners, it was in-
cluded by the NAB
National Defense Committee
radio technician training
programs will get underway within
the next few weeks in practically
every community in the United States.

The broad-scale technical training
program, being set up with NAB cooperating through the Di-
vision of Science, Management Defense Training of the U. S. Office of Education, is de-
signed 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
response to station 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 appro-
pration. 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 wish 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. Indus-
try representatives, to cooper-
ate with the State coordinators, also
have been appointed by NAB. These
responses will then be allo-
cated 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
consideration. Those not cooperated
stations will be paid for their ser-
VICES by the ESMDT institutions
supervising the training, Mr.
Fletcher explained.

All stations have been requested
to keep an accurate record of all
inquiries, furnishing monthly or
weekly reports to Mr. Fletcher and
continuing reports to State coordin-
ators. Stations also were advised to
continue the special announce-
ments until advised to discontinue
the use of "fast" time.

"The reason for this is obvious," he
explained. "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 approximately
300,000 inquiries, 200,000 of which may qualify and
be enrolled in the classes."

Repairmen Needed

At a recent meeting of regional
ESMDT advisers with Dean R. A.
Seaton, director of the ESMDT di-
vision 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 Fed-
eral Vocational Training administra-
tion to provide training of such person-
nel 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 vic-
tory or defeat in many a battle. We
must not fail!"

U. S. Censorship Rules Are Studied by Canada

CANADIAN broadcasters are fol-
lowing with interest censorship
developments in the United States.
Since the start of the war a broad
oversight rule under the Canada
Defense Regulations bans broad-
casts of public speeches outside
the studios. This is interpreted to
include man-on-the-street broad-
casts, interviews at railway trains
and planes, at home sporting events, etc. Public speeches in studios require a
prepared text which must be sub-
mitted in advance.

One of the reasons why the regula-
tion has involved speeches relating
directly to the war effort, such as
those made by Wendell Willkie in
Canada, and by authorities in con-
nection with financial or other cam-
paigns. Under the Canada 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 out-
break of war in September 1939.

Canadian censorship regulations came through that which [BROADCASTING, Sept. 15, 1939] and
were gradually eased. Defense of
Canada Regulations pertaining to
broadcasting stations were posted
full station statements in November
[BROADCASTING, Nov. 15, 1939].

Bond Reductions

LOCAL 1221, Omaha Chapter of the
ABTU of IBEW, has voted to pur-
chase war bonds in the sum of
$3,000,000. The bond drive will go
under the leadership of C. P. Blake,
organizer, and will be conducted
by Mr. Blake and the local execu-
tive secretary, Bill Linn.

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 pro-
grams as a result of daylight sav-
ing time, President Roose-
velt 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 [BROAD-
CASTING, Jan. 19] as it will elimi-
nate weeks of complicated re-
adjustment 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 en-
tirely new periods resulting some-
times in lucrative local accounts
suspended in the summer because
of lack of a suitable period.

As an outgrowth of the new
"fast" time law, problems of sta-
tions operating daytime only and
those in limited time will be con-
themed by the Rules Committee of
the FCC probably at its next meet-
ing, 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 be
in operation 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 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 com-
pleted on the bill Jan. 15 but be-
cause of a parliamentary techni-
cality it did not reach Speaker
Rayburn's desk until the day fol-
day for his signature. The Senate
completed action on the bill Jan.
14. As finally passed, the bill sub-
stituted the House provision provid-
ing universal "fast" time starting
20 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 situa-
tion that has faced broadcasting
schedule makers every spring and
fall.

As signed by the President, the
daylight law provides that "fast"
time "shall begins" the first Sun-
day in April and end the last Sun-
day in October, the same as the
former law. The law becomes
operative 30 days after enactment.

The pen with which Mr. Roose-
velt signed the law will be sent to
President Wilson by the House of
Representatives. The House of
Representatives will send a copy
of the bill to the House of Repre-
sentatives by the President.

The bill was passed by the House
on Jan. 25 and signed by the President
...
A DEEP BOW OF APPRECIATION TO
OUR 203 FAVORITE ADVERTISERS
...national and regional accounts whose business
helped to make 1941 our biggest year to date

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

Absorene Mfg. Co.
Adams Hat Stores, Inc.
Affiliated Products, Inc.
Allock Mfg. Company
American Bird Engineering, Inc.
American Chiclet Company
American Dairy Association
American Economic Foundation
American Safety Razor Corp.
American Tobacco Company
Anchor Company
Armour and Company
Armstrong Cork Company
Associated Serum Producers, Inc.
Axtom-Fisher Tobacco Co.
Bayer Company, Inc.
Beaumont Company
Paul F. Beech Company
Bendix Aviation Corp.
Berd Products Company
Bond Clothing Stores
Bowie's, Inc.
Bristol-Myers Company
Brown & Williamson Tobacco Corp.
Bulova Watch Company
Butler Mfg. Company
Dr. W. B. Caldwell, Inc.
California Fruit Growers Exchange
Campina Sales Company
Campbell Soup Company
Canada Dry Ginger Ale, Inc.
Carter Products, Inc.
Carter Products Corporation
Carpaw Rubber Company, Inc.
Chatham Mfg. Company
Chicago, Milwaukee, St. Paul &
Pacific Railroad
Cheesborough Mfg. Company
Chrysler Corp.
Harold H. Clapp, Inc.
Chocolate Products Company
D. L. Clark Company
Clitnor Club Company
Clinton Company
Coca-Cola Company
Colgate-Palmolive-Peet Company
Commercial Credit Company
G. E. Conkey Company
Consolidated Royal Chemical Corp.
Continental Mfg. Company, Inc.
Continental Oil Company
Crescent Macaroon and Cracker Co.
Crest Mills
Cummer Products Company
Currituck Candy Company
Derby Foods, Inc.
Emerson Drug Company
Eversharp, Inc.
Ex-Lax, Inc.
Ford Motor Company
Friday, Inc.
Fruit Growers Co-Operative
Garden City Publishing Co., Inc.
General Cigar Company
General Foods Corp.
General Mills, Inc.
General Motors Corp.
Gepport Studios
Gillette Safety Razor Co.
Golden Grain Co., Inc.
Goch Milling & Elevator Co.
Goodyear Tire & Rubber Co.
Gospel Broadcasting Assn.
Green Gable Builders
Griffin Mfg. Co., Inc.
Grove Laboratories, Inc.
Harte Mountain Products Company
Haskins Brothers and Company
Hixel Company
Holland Furniture Company
Hurley Machine Co.
Inland Milling Company
International Cellulose Products Co.
International Silver Company
Iowa Master Breeders, Inc.
Iowa Packing Company
Ironized Yeast Company, Inc.
Jaques Mfg. Company
Andrew Jergens Company
Johns Manville Corp.
Johnston and Johnston
Johnson Candy Co.
Kohnos Company
Lady Esther, Ltd.
Landers, Frary & Clark
Thomas Leeming & Co., Inc.
Lever Brothers Company
Lewis Hotel Training Schools
Lewis Howe Company
Libbey-Owens-Ford Glass Co.
Liggett & Myers Tobacco Co.
Thomas J. Lipton, Inc.

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

Pillsbury Flour Mills Company
Lydia E. Pinkham Medicine Co.
Plough, Inc.
Postal Telegraph-Cable Co., Inc.
Pratt Street Chemical Corp.
Procter and Gamble Co.
Progress Feather Company
Prudential Life Insurance Co.
Pure Oil Company
Rath Packing Company
RCA Mfg. Company
Reynolds Mfg. Company
Reid, Murdoch & Company
Rival Packing Company
R. J. Reynolds Tobacco Co.
Rollins Hosiery Mills, Inc.
Russell-Miller Milling Company
Sargent and Company
Schulze Baking Company
F. Schumacher & Company
Seiberling Rubber Company
R. B. Semler, Inc.
Shell Oil Company, Inc.
Sherwin-Williams Co.
Simon & Schuster, Inc.
Simoniz Company
Sinclair Oil Company
Skelly Oil Company
Smith Brothers
Socoy Vacuum Oil Co.
E. R. Squibb & Sons
Swayne Milling Company
Standard Brands, Inc.
Standard Oil Co.
Sterling Products, Inc.
Swift and Company
Tayson Company
Texas Company
Time, Inc.
Tobacco Brothers
Trimmont Clothing Company
United Drug Company
United States Cigar Co.
U. S. Tobacco Company
Vick Chemical Company
Waltahm Pen Company
Wander Company
Walter Wagner Productions
William R. Warner & Co., Inc.
R. L. Watkins Co.
Welch's Grape Juice Company
Wheeling Steel Corp.
White Laboratories, Inc.
J. B. Williams Company
Williamson Candy Company
Winnon & Newcomb Co.
J. H. Woodbury, Inc.
William Wrigley, Jr., Co.
W. F. Young, Inc.

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

BROADCASTING • Broadcast Advertising

January 26, 1942 • Page 17
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 super-power, was outlined by Chairman Fly in a statement given the Subcommittee of the House Appropriations Committee handling appropriations for independent establishments and agencies. The testimony was given Dec. 10 but, following custom, was not released until introduction of the appropriations bill last Thursday.

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

The FCC justifications did not take into account the imminent freezing of broadcast assignments along with stoppage of new grants and construction permits, except where essential in the war operation, foreseen as a result of war requirements. This step, to be taken by OPM in collaboration with the Defense Communications Board, will be the outgrowth of transition of practically all radio manufacturing plants to Arm 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; and (8) study of international allocation of broadcast stations in preparation for the next North American Conference.
Value of Criticism Is Cited by Thomas
Socialist Leader Says Radio Must Be Free and Open

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

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

Unbiased News

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

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

"My sponsor, the Call, and I have found this out in dealing with some stations with which we had contacts. 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."

KRGV and the Lower Rio Grande Valley

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

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

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

WQXR, New York.
leader,
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NORTHWESTERN U ARRANGES SURVEY OF STATION

Influence of Outlet to Be Measured

The project, under the direction of Dr. Charles L. Allen, research director, is scheduled to begin Jan. 25. WAIM was chosen, it was said, in recognition of its record in the field of public service since its establishment in 1936. The survey will be undertaken to reveal the commercial value of the station's efforts on behalf of the community, the influence the station's ideas, 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 announcements, and other data. A factual report, showing how far the station has progressed in the realm of purposeful broadcasting, is expected from the survey.

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

UP Book on War

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

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

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

Here, Mr. Time Buyer, is the power to "get through" plus proved selling ability... an unbeatable combination for RESULTS.
RYAN’S FUNCTIONS
TAKEN BY STORER
FUNCTIONS of J. Harold Ryan, vice-president and general manager of Fort Industry Co., since the first of the year has been serving as assistant director of censorship for the larger company, which operates six broadcast stations. Mr. Ryan is spending fulltime in Washington as radio censor, having been drafted for the purpose by Mr. Storer, acting in his capacity as assistant director of censorship, in accord with industry suggestions [BROADCASTING, December 27].

E. Y. Flanagan, commercial manager of WSFD, Toledo, is acting as station manager during Mr. Ryan’s Washington incumbency. Mr. Storer, who has headquartered heretofore in Detroit where he operates the Standard Tube Co., steel fabricating concern, has lived his entire life between Detroit and Toledo, headquarters of the station operations.

Mr. Ryan, however, is available for consultation on station operating matters.

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

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, KYW has cancelled the 12 network shows it has been originating each week for the NBC-Red.

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

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

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

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

BREWSER MORGAN, CBS director of defense programs, on Jan. 28 was a member of a panel discussion on radio before 80 members of New York State’s leading colleges and universities, given at West Point under the auspices of the American College Publicity Assn.

WJRD’s BOND PLAN
Treasury To Exploit Idea on National Basis
DEFENSE SAVINGS staff of the Treasury Department is planning to release nationally a presentation describing “Buy Defense Bond Week” sponsored by WJRD, Tuscaloosa, Ala.

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

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

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

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

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

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

*What Do You Want from Washington?*

"Washington Viewpoints"

Released Each Friday

"YOUR CONGRESSMAN REPORTS"

Write for Details for Your Area.

"NATIONAL RADIO NEWS REEL"

Three Times a Week Release Ready Soon.

WE SERVE YOU FROM THE NATION'S 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 Denaie Bldg.

WASHINGTON, D. C.

Phone: Republic 6160

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**Agencies**

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

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

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

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

**JOHN ROCHEN**, 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**, former production manager of Pacific National Adv. Agency, Seattle, has been elected a vice-president.

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


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

**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 Bunyan of the radio department are dividing his duties.

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

**TOM MURRAY**, formerly Hollywood copywriter of Gesner & 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 thru Friday, 6:55 a.m. If test is successful, Terminal plans to use outlets in five other cities throughout the country where the chain has outlets. Maxon Inc., handles the account.

**Mary Dunlavey Quits**

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

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

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

**Bigger Red Hookups**

SUBSTANTIAL increases in the number of network stations used by advertisers on NBC-Red during the past year were reported by Roy C. Witmer vice-president in charge of sales in 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 renewed Stan Lomax twice-weekly quarter-hour newscasts on WGN, New York, and has indicated that it will continue Clifton Utley's six-weeks quarter-hour news program on WGN, Chicago. Agency is Roche, Williams & Cunnyngham, Chicago.

**Sponsors to Remain on WRDC**

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

**Ross Federal Change**

ROSS FEDERAL RESEARCH Corp., New York, has changed the title of its nationwide study of population and economic trends from "National Defense & Your Shopping Markets" to "Ross Federal Market Reporting Service," 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 under way. In charge is Royal V. Howard, KSFO chief engineer, in collaboration with William Ambrose, San Francisco architect, and Harold B. Hammill, civil engineer.
According to Lincoln Dellar, general manager of Associated Broadcasters, KSFO engineers are receiving special shortwave training and others are to be added to the staff.

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

Wesley I. Dumm, Associated Broadcasters president, is completing plans for new KSFO-KWID studio facilities, using latest technical equipment. Eight individual broadcasting studios are proposed.
Program plans are being worked out by Mr. Dellar. Countries to be reached will include Alaska, the Far East, Australia, the Orient and Latin American countries. The station will cooperate with the Coordinator of Information and the Defense Communications board. The station will be on the air 17 to 20 hours daily in 10 languages.

Lux' Shows High Mark In Identification Survey
DRAMATIC program, Lux Radio Theatre, sponsored on CBS by Lever Bros. Co., Cambridge, for Lux toilet soap, showed the highest sponsor-identification score of 28 leading network programs, according to a breakdown of "listening homes" and "sponsor identifying homes" by Sponger Radio Programs, 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 "Dia Twister" feature for programs on radio pages of newspapers.

If you think radio audiences are pretty much alike the country over, listen to this: In the average KMA family, father wants weather forecasts, market quotations, information on soil, seed and growing conditions; mother wants household helps, gardening hints, news about successful homemaking; the family as a whole wants homespun entertainment, prefers old-fashioned music and ballads, sincere, friendly announcements.
Obviously, such an audience demands specialized programming. KMA's audience gets it — out of 19 1/2 hours daily, 13 1/2 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

BROADCASTING • Broadcast Advertising
January 26, 1942 • Page 23
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-watter in Peeweeville, a thousand miles from any border, this appears ludicrous. It is! But the stakes are too great at this stage to howl calamity. The code is flexible. It can be altered, and probably will be as the industry makes its case.

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

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

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

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

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

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

OFF's Opportunity

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

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

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

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

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

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

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

Purely Technical

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

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

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

It takes time to train technicains. 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, have demonstrated with results attained that they are a part of that legion of the "men behind the men behind the gun" in the war effort.
NE of the better-known foreign language stations is WBNX, located in the Bronx, New York City. William Carlton Alcorn, a 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 1923. Operations were proceeding rather fitfully and Haskell turned over complete control to Alcorn. After a survey of the situation, Alcorn decided to merge the stations into WBNX and enter the foreign-language field. He found that New York local stations had the English field well-covered, but nobody was aiming the right kind of material at the 70 per cent of the 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 himself with such men as Frank Johnson, Bill Moore and Ned Ervin, all enthusiastic and talented young executives. His problems were doubled by the fact that WBNX, in addition to its foreign-language coverage, was also the lone 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 affiliated with all Bronx organizations and carried on a continual attack along the lines of dinner speaking and availability for all functions as WBNX ambassadors.

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

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

Alcorn believes it is vitally important to keep on broadcasting in all languages. A friendly voice on the air, advising, counseling, 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 permanently stuck in the 80’s and his only major hobby is photography.

Merle S. Jones, manager of KMNX, St. Louis, has been named to the board of directors of the Freytag Business Bureau of St. Louis for the new year.

H. V. Kaltenborn, NBC commentator, and Walter Lippman, newspaper columnist, each gave an address at a dinner given last Wednesday by the Harvard Club of Boston. Both are Harvard alumni.

Robert M. Scholte, formerly of E. T. Howard Co., New York, and president of World Radio Sales, has joined the staff of WBNY, New York, to specialize on national business.

Edward F. Friendly, formerly on the sales staff of WBAB, Atlantic City, has been named in the sales department of KYW, Tucson, have joined WBDY, Brooklyn, as salesman. Louis Rupple, CBS publicity di- rector, has been named one of the publicity chairmen of the 1942 campaign for the Boy Scouts of Greater New York, while Patrick Dolan, advertising manager of Columbia Record- ing Corp., Bridgeport, is a promotional chairman of the campaign.

Edward F. Friendly, formerly on the sales staff of WBAB, Atlantic City, has been named in the sales department of KYW, Tucson, have joined WBDY, Brooklyn, as salesman. Louis Rupple, CBS publicity di- rector, has been named one of the publicity chairmen of the 1942 campaign for the Boy Scouts of Greater New York, while Patrick Dolan, advertising manager of Columbia Record- ing Corp., Bridgeport, is a promotional chairman of the campaign.

Ed Cunniff, formerly commercial manager of WKHE, La Crosse, Wis., 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 WGBS & WMSJ, New York, died suddenly Jan. 8 of heart strain at the New York Hospital. Death was probably caused by uncertainty about the fate of his eldest son, who was recently forced to leave RAF air raid over Germany. With Marshakl & Pratt for nearly 20 years, Mr. Johnson was formerly with the New York Telephone Co.

Beghlo to WARM

Kenneth Beghlo, former program director of WBAZ, Wilkes-Barre, Pa., WCPO, Cincinnati, and WIBM, Jackson, Mich., has joined the sales staff of WARM, Scranton, Pa. A native of Jackson, Mich., Mr. Beghlo entered radio in 1934 as a, succes- sive announcer, producer and assistant program director of WXYZ, Detroit.

Heitmeyer on Duty

Paul R. Heitmeyer, general manager of KLO, Ogden, Utah, and former sales manager of KSTP, Kansas City, Minn., recently resigned as sales manager of KITE, Kansas City, on Jan. 20 reported for active duty as major, United States Army Air Forces. His former position is being filled by Captain George T. F. Master and executive assistant to the Sales Manager, WAB, 30th Street.

Frank Oyarzun, present KQW, San Jose, has joined the sales staff of KQW, San Jose.

Fred C. Andrews, Jr.

Fred C. Andrews, Jr., United Press newsmen of KSTP, St. Paul, died recently following an illness of three months. He had been a KSTP staff man for his last year at the U of Minnesota and re- mained there after graduation.

Larry Larson

Larry Larsen, organist of NBC-Chicago since 1929, died Jan. 18 in Chicago of a heart ailment.
BEHIND THE MIKE

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

RAY OWENS, former announcer of WHBO, Auburn, N. Y., has been appointed to the advertising staff of WBBL, Syracuse, succeeding Ronald Dunlap who has entered the Army. Dunlap was guest of honor at a farewell party.

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

WANDA WANZER has been added to the traffic department of KGNC, Amarillo, Texas.

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

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

RICHARD LINKROUN, of the CBS, New York, program department, has joined WJSY, Washington, as program director. He replaces Lloyd Dennis, who retired the Navy, Paul Green, of Washington City News Service, has joined the WJSY news department.

DOUG MACNAMEE has been named patriotic activities director of WQTO, Cincinnati. He succeeds Robert Huntley, who has resigned to become radio editor of the Cincinnati Enquirer.

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

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

GUMMED UP

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

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

RALPH ELLIS, former New York actor, has joined the announcing staff of WAGC, 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 BBBD, New York, is serving as assistant secretary of the National Civil Air Defense program, on WNBC, New York.

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

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

ALLAN WRAY, former announcer of WNYC, New York's municipal station, WJZ, Philadelphia, and WIBC, Chicago, has joined the announcing staff of WWNY, New York FM station owned by ORC.

ARCH FARMER has been appointed chief of news department and Chuck Logan director of special events of WBIM, Chicago, taking over the job of W. H. (Buck) Weaver, former director of news and special events who recently joined the War Department.

BILLY MILES, formerly announcer of WOL, Anacostia, has joined KGKNT, Des Moines.

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

SIDNEY B. BRENDLE, since 1938 program director of KSAL, Salina, Kan., has resigned to enter the Navy. Alfred M. Thompson, KSAL musical director, has taken over his duties. Richard M. Mall also has been named head of the continuity and production department, and Dr. W. J. Braden, recently of WLYA, Lynchburg, Va., has returned to KSAL.

JOSEPHINE ANDREWS, formerly of WOC, Dubuque, Iowa, has joined the station to handle news and a specialty program.

PAUL G. ENSHOLT, formerly actor of the CBS Hollywood Junior Staff, is training to become an Army Air Corps pilot at Kelly Field, Tex.

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

BOB BURNS, Hollywood star of the weekly CBS radio program, sponsored by Campbell Soup Co., is credited with originating the sales slogan, "Buy Defense Bonds and Stamps—and I'll Lead the Other Side."

GRANT THEIS, of CBS Hollywood Junior division, was engaged in the Navy as yeoman third class, has been assigned to public relations in that city.

JEROME GIFFORD, formerly KPRO, Riverside, Calif., account executive and prior to that Salt Lake City manager of Intercontinental Network, is now program director of KFYD, Fort Dodge, la.

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

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

CY NEWMAN, sportscaster for NBC, has joined the staff of KFAC, that city, as announcer. He succeeds Dwight Whittington who resigned to become an airline radio tester.

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

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

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

ROBERT KEATOR, home economist of KFYA, 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 television director, S. Office of the Coordinator for Information in San Francisco.

Page 26 • January 26, 1942 BROADCASTING • Broadcast Advertising
MARY PROAL

CARRYING OUT microphone dialogues with Tallullah Bankhead, Ruth Chatterton, Laurita Melchior, Gracie Fields, Dr. Vonja Banes, Richard Arlen, Colleen Moore, Jessica Dragoonett, McClean Barclay, Rockwell Kent, Richard Crooks, Dimitri Mitropoulos, Evelyn Chandler and other international celebrities, For the Ladies, presented by Mary Proal Lindeke over WTCN, Minneapolis, was recently aired for the 500th time.

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

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

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

BERTRAND HEFTLIN, publicity director, and Theo Kell, of WPAA-KGKO, Dallas, have joined the Naval Reserve. George Utter, mail room, has signed with the Army Air Forces and Del Gibbs, continuity, and Gordon Nettles, 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.

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

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

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

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

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

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

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

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

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

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

FRED MORE, formerly of WTRC, Elkhart, Ind., and Charlie Widenars, formerly with Wide Ad Agency, have been added to the announcing staff of WOWO-WGL, Fort Wayne.

JAY JACKSON, announcer of WOBN, Columbus, recently became the father of a boy, Jay Steven.

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

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

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

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

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

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

MURRAY MESSNER, of Winnipeg, has joined the advertising staff of OFAR, Flin Flon, Man.

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

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

P. T. McKENZIE (Ed Thomas), announcer of WJBD, Detroit, on Jan. 14 became the father of a boy, Thomas Alexander. Mrs. McKenzi was formerly Medeline Nixon, former traffic manager of WJBD.

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

MATHIAS (Bud) MICHELSON, staff photographer of KTSF, St. Paul, and Dick Hauer, son of KTBV's vice-president and general manager, Kenneth M. Hauer, have joined the Marine's photography section.

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

BROADCASTING • Broadcast Advertising

January 26, 1942 • Page 27
THE BUSINESS OF BROADCASTING

STATION ACCOUNTS

KDKA, Pittsburgh
American Chicle Co., New York (Black Jack), 312 ft, thru Badger & Brown, Chicago.
American Chicle Co., New York (Adam's Cigar Gum), 26 ft, thru Badger & Brown, Boston.
Beech Nut Packing Co., New York (gum), thru Newell Emmett Co., N. Y.
Book House for Children, Chicago, 26 ft, thru Freese, Fellers & Freese, Chicago.
Candy Bros. Mfg., Co., St. Louis (Red Cow's Eye), thru H. W. Kaster & Sons, Chicago.
Duquesne Brewing Co., Pittsburgh, 104 ft, thru Walker & Downring, Pittsburgh.
Johnson & Johnson, New Brunswick, N. J. (Tooth Powder thru Ferry-Hansy Co., N. Y."
Manhattan Tobacco Co., N. Y. (Brooklyn Tobacco), thru St. Louis.
Oscar Mayer, Chicago, 65 ft, thru Freese Fellers & Freese, Chicago.
Quaker Oats Co., Chicago (Aunt Jemima Pancake Flour), 78 ft, thru Sherman K. Ellis & Co., Chicago.
Sterling Oil Co., Oil City, Pa. 120 ft, thru Walker & Downring, Pittsburgh.
Ward Baking Co., New York, 120 ft, thru J. Walter Thompson Co., N. Y.

WHK-WCLE, Cleveland
Lever Bros. Co., Cambridge (Lifebuoy Soap), 24 ft, thru Badger & Ryan, N. Y.
Kraft Foods Co., Chicago (service flag), 5 ft, indeffinitely, thru Badger & Brower.
L. M. Orr, Chicago, 120 ft, thru J. Walter Thompson Co., N. Y.
Ward Baking Co., New York (Tip Top Bread), thru J. Walter Thompson Co., N. Y.
Aurora Meat Work, New York (Ronder the F. W. Woolworth, N. Y.
Beech-Nut Packing Co., Canaraleh, N. Y. (Beech Nut products thru Newell Emmett Co., N. Y.
Frosty Queen Ice Cream, New York, thru Franklin Adv. Corp., N. Y.

KECA, Los Angeles
Dr. Pepper Co., New York (soda), thru Benton & Bowles, N. Y.
Soudt Drug Co., Los Angeles, thru Freese Fellers & Freese, Chicago.

KHJ, Hollywood
J. C. Eno Ltd., New York (Eno salt), 4 wp, thru Atterbur & Currier, N. Y.

W & L E, Cincinnati
Health Aids, Inc. (Fruit Juice), 50 ft, thru Raymond Spector Co., N. Y.
S. & H. Kaenel, Chicago.
Beech-Nut Packing Co., Canaraleh, N. Y., thru Newall Emmett Co., N. Y.
Frosty Queen Ice Cream, New York, thru Franklin Adv. Corp., N. Y.

WOR, New York
Sheek & Kade, New York (Pertussis cough syrup), 7 wp, thru Erwin, Wasey & Co., N. Y.
Elements Barber, Shope, Chicago, thru Maxon Adv., N. Y.
M. C. Co., New York (household chemicals), 5 wp, thru J. M. Mathes Mfg., N. Y.
G. Krueger Brewing Co., Newark, thru Compton Adv., N. Y.
Carnation Co., Milwaukee (milk), 2 wp, thru Raymond Sperco Co., N. Y.
Costi Products, Brooklyn (shampoo & soap), 3 wp, thru Erwin, Wasey & Co., N. Y.
Conti Co., New York, (city retail processing while thru Grant Adv., N. Y.)

WJJD, Chicago
Sears Roebuck & Co., Chicago (department store), 1 wp, thru Schimmer & Scott, Chicago.
American Chicle Co., Long Island City thru S. & H. Kaenel, Chicago.
American Chicle Co., Long Island City thru Grant Adv. Agency, N. Y.
International Amphitheater Rodeo, Chicago (poodle), thru Schimmer & Scott, Chicago.

WJJW, Chicago
International Amphitheater Rodeo, Chicago (poodle), 120 weeks, thru R. Schimmer & Scott, Chicago.
Fairfield Shoe Mfg. Co., Chicago (shoes), thru Grant Adv., N. Y.
Studebaker Sales Co., Chicago (used autos), 13 wp, thru H. W. Kaster & Sons Adv., Chicago.

WIND, Gary, Ind.
BROADCASTING

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 chairman of the Board of the Oregonian; Kenneth G. Clark, FCC; Capt. Robinson, U. S. Army Radio Command, Portland; Prof. A. L. Albert, school of engineering of Oregon State College who announced that Gov. Charles A. J. Smith, took charge of the board, which is under the direction of Dean R. H. Dearborn, Oregon State College, to train radio technicians for the armed forces.

The first day of the convention was set to be held on July 27 in Portland with Harold B. Towle as chief instructor of WKB, KEX, Portland, as instructor.

Lee Bishop of KMED, Medford, and Frank Logan, KND, Bend, were re-elected president and secretary-treasurer, respectively, of OSA.

acer Frank P. Kulet, of Portland, was named as vice-president with Frank Hill, KORE, Eugene, and Hank Swartwood, KONK, elected directors.

Northwest Net Adds Two

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

TWO MINNESOTA stations, WMFG, Hibbing, and WHLB, Hibbing, have signed on to the Northwest Network. Work on network by the National Broadcasting Company, it was announced by Stanley E. Hubbard, president and general manager of KSTP, St. Paul, which is sponsoring the network. The network, which has 10 stations, is located in Minnesota, Wisconsin and North Dakota.

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—KWWL, 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 an instalment at its own expense. The master is turned over to the Navy for processing while the instan- taneous is sent on to the other local stations. Production resources, writers, musicians and actors are pooling their efforts.

A three-color brochure is being gotten up for distribution to all of the radio stations in the fourth Naval District, offering all or any of the Navy series in transcription form free of any charge. Embracing all of Pennsylvania, Southern New Jersey and Delaware, there are a total of 42 stations in the district. The project has been headed out by the Navy Censorship chief; Murray Arnold, WIP program director; Don Bennett, KWWL; and Lou London, WPEN program director. The committee is working in cooperation with Dr. William A. Levy, head of the radio division of the public relations staff of the 4th Naval District, and president of WCAU.
WASHINGTON STATE

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

BEECH-NUT PACKING Co., Canajoharie, N. Y., on Jan. 13 started Odd Side of the News, on WABC, New York, Tuesdays, Thursdays and Saturdays, 8-9 a.m. Agencies Newell-Emmett Co., N. Y.

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

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

GIVING the lowdown 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 Hop Hazard show, sponsored by Fodder & Gamble Co., and William E. Forbes, network’s Hollywood sales service manager, give full attention.


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

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

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

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

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

HUMP HAIRPIN MFG. Co., St. Hyacinthe, Que., has renewed its three-weekly quarter-hour programs on 4 stations in Quebec. Account was placed by Cockfield-Brown & Co., Montreal.

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

Benrus Continues

BENRUS WATCH Co., New York, at a meeting of its sales representatives last week announced that its extensive advertising campaign, including radio time signals, would continue on a national scale during 1942, and that 1941 had been the biggest year in the company’s history. Although no figures 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.

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

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

Blue Outlets Granted
ACTING PROMPTLY, the FCC last Tuesday granted transfer of the licenses of WJZ, New York; WENR, Chicago, and KGQ, 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 agreement resulted from the formal corporate organization of Blue Network Co. Inc. [Broadcasting, Jan. 12-19].

IN LINE with its change Dec. 1 to a frequency of 910 kc. and increased power to 10,000 watts. WNEW, New York, has increased its rates approximately 30% on its new rate card No. 22 to become effective Feb. 15. Contracts of present and prospective advertisers with 32-week contracts signed before that date will be honored at the present rates.

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

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

LOUISVILLE’S
WAVE
5000 Watts
970 K.C. N.B.C. Basic Red
FREE & PETERS, INC.
NATIONAL REPRESENTATIVES
To furnish a weekly afternoon of entertainment and recreation for the thousands of young defense workers in and around Paterson, N. J., who are strangers in that area, WPAT has started a series of "defense 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 main bands supplied music for dancing each week, and the Paterson branch of the USO supplied girls as partners. Entertainment includes a three-round exhibition boxing bout, with Bob Pastor scheduled for the first party and Tami Nova, Tami Lee, Gus Lesnivitch, 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 Dolores Done. Scheduled for later weeks include those of Vaughn Monroe, Harry James, Benny Goodman, Jimmy Dorsey, Sam and Dave, Tallulah Bankhead, Ella Fitzgerald, Louis Armstrong and Steve Ellis, WPAT special events announcer.

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

From Latin Fair
DURING the three-week period of the Latin American Fair at R. H. Macy & Co., New York department store, WOR, New York, presented 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.'s Vancouver store which sponsors the program on CKWX, during the first week the program was on the air.

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

Chartered Members
LISTENERS of the Chicago Theatre of the Air, MBS Saturday evening full-hour operetta series, are displaying charts in local fan clubs in 45 States. WGN, Chicago, has mailed 300 such charts to Theatre of the Air clubs who also receive a monthly magazine and autographed pictures of the stars.

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

Plugs for Dr. Pepper
WHEN the new Dr. Pepper 10-4-8 Ranch series started on KLZ, Denver, recently it was promoted through use of sound-movie trailers, taxi signs, window displays in the Shirley Savoy Hotel and a box in the station's monthly program schedule mailed to 6,000 homes by request.

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

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

Cab Signs
KSEL, Denver, placed metal signs calling attention to Coca-Cola's MBS Spotlight Bands show on the station.

MERCHANDISING and promotion plans for the six-week weekly hour series. William Winter, new sponsor 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 Novak, network's West Coast sales promotion director; Lyman Dunbar, sponsor's Southern California district manager.

BROCHURES

WFMO results tell the story of successful coverage in the Hoosier markets
Studio Notes

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

WHK, Cleveland, which has been presenting Murray Young, news commentator, sponsored by the Dougherty Lumber Co., Cleveland, has announced the company has launched a new series that will carry Young all over the United States with his dispatches being announced by Lebanon O'Neal, chief news editor of United Broadcasting Co., WHK-WCLE owners. Young has received the pardon 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, is that temperature readings will be given by telephone upon request brought 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 the 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. Allowing two solicitations were made on the original 10-minute spot replacing the usual barn dance audience quiz, radio listeners telephoned to pledge purchase of $1,200 worth of bonds sold in the studio, spectators bought $50 worth of defense stamps and pledged $500 for purchase of bonds.

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

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

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

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

WOPJ, 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, doing 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. 13-20, starting only a few days after the Red Cross had completed its regular membership drive.

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

W GAR, Cleveland, on Feb. 4 will present Edward B. Morrow and William L. Shier, CBS foreign correspondents in the Cleveland Public Auditorium. All proceeds will go to the Cleveland Civilian Defense Committee. John F. Pott, W GAR general manager, is chairman of the radio committee.

KTSU, San Antonio, has substituted Defense Bonds for stamps and bonds on its 15-minute show. Fifteen Stamps Minutes, heard Wednesdays 12:15-12:30 p.m. Program rewards listeners called at random on the telephone for answering brain teasers. Jack Mitchell and Doug Romine are announcers. Franklin's Ladies Ready to Wear is sponsor.

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

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

WNYC, New York, cooperating with the New York City Victory Bond Campaign will send 2 million books to ships, Army camps and USO centers, is present five new features from the steps of the New York Public Library Jan. 10, 12, 20, 26 and 31. Stage stars, singers, authors and public officials are participating.

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

WHP, Harrisburg, covered the State Farm Jan. 18-20 with a series of 19 programs right from the scene, following the formal opening of the 36th annual exhibit.

WCCO, Minneapolis, has started a twice-weekly series based on condensed 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 picture of the war industries. 

SCHOOL CHILDREN in Alaska are playing a role in the CBS School of the Air of the American program, as shipped monthly to KPFR, Fairbanks, from KIRO, CBS outlet in Seattle.

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

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

IRVING F. WELCH, manager of WOIA, Peoria, Ill., announced that the competitive price of the station, 16 employees, has voted unanimously to divert 15% of their weekly earnings to the purchase of Defense Bonds and Stamps in cooperation with the Treasury Department's Payroll Defense Savings Plan.

WCHS, Charleston, W. Va., started Jan. 20 broadcasting a one-minute daily campaign with the slogan 'Buy Defense Bonds.' Fifty clergymen have cooperated in the transcription.

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

CLEVELAND, OHIO

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.

'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

K O 36 498

KEEP EM FLYING

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

OK 6506

BROADCASTING • Broadcast Advertising

January 26, 1942 • Page 31
BETTER FACILITIES
GIVEN WOC, KGDM
FULLTIME 5,000-watt regional facilities for WOC, Davenport, Ia., and KGDM, Stockton, Cal., were authorized by the FCC last Tuesday under construction permits.

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

KGDM was granted a construction permit to change frequency from 1130 to 1140 kc., with an increase in power from 1,000 watts daytime to 5,000 watts fulltime and changes in hours from daytime to unlimited with a directional for night use. The grant was made subject to submission of proof of performance promising 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 intent of the new U. S. rules would not be lost in the Detroit-Windsor area.

The restrictions struck at two of the station's shows built on audience requests. Morning Frolic of "Happy Joe" Gentile and his gang and the Dawn Patrol conducted by Larry Gentile. It was announced that requests for particular recordings would not be met and that there would be no announcements of 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. Complex, formerly of the WHOM sales staff, will manage the new department, assisted by Charles Ballin, announcer and former head of the WHOM naturalization school.
ROBERT L. (Believe It Or Not) Ripley brings to North American listeners little known facts and oddities on the culture, arts and sciences of the Other Americas in a new series of "Believe It Or Not" programs which started Jan. 17 on NBC-Blue. Heard each Saturday, 10-10:30, the series under the direction of Joseph Bell, NBC-Blue assistant Eastern production director, is presented in cooperation with the office of the Coordinator of Inter-American Affairs.

Folk Lore and Unknowns

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

Oluber'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 premiere Feb. 1 on NBC-Red, Sundays 4:30-5 p.m. As announced by C. L. Menzer, NBC program manager, the series will follow the theme of "This Precious Freedom," one of Oboler's most successful works, in pointing out through dramatic episodes the freedoms that Americans are now striving to preserve.

If Germans Come

TO AID in Canada's forthcoming Victory Loan, Winnipeg is staging a dramatization Feb. 19 of what might occur if the Germans occupy the city. Tentative plans call for CKY and CJRC, Winnipeg, to broadcast a "mock-up" 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, in addition to routine radio background questions.

IN PHILADELPHIA

in minds influence listeners

SELL THROUGH WFL

BROADCASTING • Broadcast Advertising

January 26, 1942 • Page 33
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

WSM

NASHVILLE, TENNESSEE

Where Sales Multiply

WISH

Where Sales Multiply

KFH

WICHITA

KANSAS

Call Any Edward Petry Office

Columbia's Station for the SOUTHWEST

AGENCY

Appointments

E. PRITCHARD Inc., Bridgeport, N. J.

(Fide of the Farm food products);

Thomas Gill Soap Co., Brooklyn (Soap),

and Wall-Street Shoe Co., North Adams,

Mass. (Styl-Era shoes), to Roy S. Durante

Inc., N. Y. Pritchard using WNEW and

WJZ. Plans for other accounts not yet

formulated.

D. M. BODINE & SONS, Trenton, N. J.


Ralph Enook account executive.

IVANHOE FOODS, Auburn, N. Y.

to Charles W. Hoyt Co., N. Y.

LANGENDORF UNITED BAKERIES,

San Francisco, to Rothstein & Ryan, San

Francisco.

ADAM SCHEIDT BREWING Co., Norri-


ROLLINS HOSIERY MILLS, Dan Molins

(hosiery and underwear), to Al Paul Latton

Co., N. Y. Plans notyet formulated.

IVANHOE FOODS, Auburn, N. Y.

to Charles W. Hoyt Co., N. Y. Plans not yet

formulated.

STANDARD GAS EQUIPMENT Corp.,

New York (heavy duty cooking equip-

ment), to Hiram-D'Onofrio Adv., N. Y.

radio contemplated.

TIARA PRODUCTS Co., New York (Ver-


Plans notyet formulated.

LOS ANGELES Bureau of Power & Light.

Los Angeles (public utility), to Buchanan

& Co., that city.

Defense Deduction Plan
Offered Staff of CBS

The 2,000 regular employees of CBS have been offered a payroll al-
lotment plan by Frank K. White,

CBS treasurer, whereby they may

authorize the network to make

weekly deductions from their sal-

aries for the monthly purchase of

either Defense Bonds or Treasury

Tax Notes, or both, as the employee

may request. The first deductions

were expected for the week ending

Jan. 23.

In a booklet to employees covering

the plan, CBS stated “President Roos-

velt recently said that the purchase of Defense Bonds should not

be in the spirit of sacrifice but

should be regarded by all Ameri-

cans as a privilege. The Payroll Al-
lotment Plan seems to provide the most convenient and systematic

method by which the salaried peo-

ple of America can exercise this

privilege of investing in a share of

their own Government.”

CBS Names Hutcheson

GUY C. HUTCHESON of the CBS

engineering department since 1935

and recently returned from a 20-

000-mile trip through Central and

South America for the network,

has been appointed CBS engineer

in charge of international broad-

casting. Assisting him will be Eu-

gene 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 cer-

tain representations in connection

with its correspondence courses, ac-

cording to a Jan. 22 FTC announce-

ment.

SOCONY salesmen (and dealers) supped on the Buffalo Broadcasting

Corp. recently marking the 6,000th news broadcast over WKBW spon-

sored by the oil company. A special program dramatizing the “scoops”

credited to Socony’s news service followed the dinner. Gathered around

the mike are (1 to r) I. R. Leunberry, executive vice-president of BBC;

H. Stewart Merriman, division manager of Standard Oil Co. of New

York, and C. A. Snyder, of J. Sterling Getchell, agency handling the account.

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

DEVOITING 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 ad-

dress 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. Smhey, director of en-

gineering of NAB, is arranging the pro-

gram of the meeting, assisting Dr. W. L. Everitt, of Ohio

State, who is general director of the conference.

Recent Problems

A panel on Broadcast Station

Operation Under Wartime has been

arranged by Mr. Smhey and will

consider such subjects as priorities,

procurement, fire fighting, and

property protection, telephone lines,

battery operated equipment for

emergency use, radio broadcast si-

lencing system, temporary and

auxiliary antennas and emergency

equipment.

Members of the panel will be

Frank Cowan, AT&T; J. D'Agos-

rtino, NBC; Raymond F. Guy, NBC;

R. V. Howard, KFSD; 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 Com-

munications Board. Mr. Howard

is expected to discuss his own experi-

ences 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 ap-

plications of broadcast facilities in

time of emergency. Gerald Gross,

assistant chief engineer of the FCC

who recently returned from a sur-

vey trip to Europe, will tell of radio

operations under fire.

More Talks

Other speakers will include:

Karl Troeglen of WIBB, To-

peka, engine-driven emergency

power plants; Daniel Noble, mo-

obile FM equipment; Jack DeWitt,

WSM, Nashville, studio transmit-
	er links and high-frequency an-

tennas; 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 & Reproduc-

ing Standards Committee formed

last June. Although work of the

committee has not been completed, o-

ficials of the conference state

enough important items have been

standardized so engineers can be-

gin to make their equipment con-

form.

The pressing problem of engi-

neering replacements because of the

demands of the armed forces and the

general war effort will be cov-

ered in a roundtable led by Dr. Everitt.
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 word 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 sub-committees 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 of Ala., who, 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 re-fusing to grant a license to an applicant who is qualified, where the existing stations insist that it will not be a profitable operation, and where it may even cause loss to themselves.

“The Supreme Court has indicated a pretty definite disinclination to go in that direction, 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 probably are “exaggerated” cases in which the addition of “wildcat” stations would jeopardize the operation of stations previously making a fair economic return and rendering good service to their community.

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

Wakes Them Up

Continuing the discussion, Chairman Fly stated:

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

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. Rumple’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

DON'T FORGET DOUBLE SAVINGS! • through our COMBINATION RATES • and BONUS POINT ADVERTISING

The TWINS do the IMPOSSIBLE!

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

January 26, 1942 • Page 35
Censorship Protest
(Continued from page 7)

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

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

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

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

“At this important time in the history of American broadcasting,” he said, “it is most essential that the support of the entire industry be given wholeheartedly to these suggestions. It is hoped by this that the fine spirit exhibited by broadcasters in the imposition of self-regulation prior to the issuance of this Code will be continued in the fullest support of these suggestions.”

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

Mr. Ryan and his staff met last Thursday with representatives of international broadcast stations to discuss Code provisions applicable to their operations. Functioning in cooperation with the Coordinator of Information, the international group for nearly a year has adhered to voluntary restrictions on program matter. Mr. Richardson was named last week as Coordinator of International Broadcasting to join Mr. Ryan.

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

Contracts Mailed Affiliates of Blue
NBC and Blue Continuing to Permit Split Hookups

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

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

Divided Hookups

No immediate change is contemplated in the current 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. Littlehale Agency. Harry Frazee, freelance director working on Gangbusters, was named Blue production manager. Samuel Bronfman, 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. W. Vernon, of the Blue sales department, as director of research.

KLA, 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 its frequency from 1010 kc. to 910 kc. This represented a modification of a previous authorization to operate on 1010 kc.

KARK, 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 its frequency from 1010 kc. to 910 kc. This represented a modification of a previous authorization to operate on 1010 kc.

The Blue still has a long way to go in doubling its power on its second channel, however. The FCC issued an order permitting the station to operate at 5,000 watts at 920 kc. The station, however, has been operating on a power of 2,500 watts at 920 kc. The order conceded that 5,000 watts at 920 kc. represented a substantial portion of the station's half-day output voluntarily.

Longer Hours

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

KPRO Selects Jessup
For Commercial Post

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

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

Meredith to WLW

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

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

KARK NBC RED
"Arkansas" Preferred Station
"IN THE CENTER OF"

of Arkansas... of U. S. Projects

The Dial.... to CENTER Your Advertising

ED ZIMMERMAN

5000 WATTS
920 KC

"Arkansas" Preferred Station

For a big chunk of it, use the DECATURE station,
New FCC Branch Headed by Headed

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

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

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

Mr. David joined the FCC in 1939 as secretary to Mr. Fly and a year later was appointed to the Law Department as a broadcast attorney. He joined the Donovan office last year to handle radio liaison in connection primarily with international broadcast operations. Allen W. Saylor, acting chief of the Inquiry Section will work under Mr. David.

Nets Get Delays

Both CBS and RCA-NBC last Wednesday were granted a 30-day extension in which to reply to the Department of Justice anti-trust suits, filed in Chicago on Dec. 31 in the Federal Court. CBS now has until Feb. 24 in which to reply, and RCA-NBC until Feb. 25. Orders were issued by the Federal District Judge Charles E. Woodward to whom the case has been assigned. A new action was pending in 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 meeting, although MBS executives had met Thursday and Friday in an effort to reach a common ground for revision of the ASCAP limits 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 on their preliminary conversations. Alfred J. McCosker, chairman of the board of MBS, and Keith Masters, network attorney, accompanied Mr. Weber in his appearance 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. Merser, program manager, NBC; Mark Woods, president, Edgar Kobak, executive vice-president, Phillips Farlin, 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. Strauss, Bernard C. Schaefer, senior in charge of Emergency Management; M. L. Ramsay, Leith E. Oye, Federal Works Agency; Carl L. Gehl, R. E. Scneider, Civil Service Commission; George R. Gillenham, FCC; M. E. Gilbride, Justice Department; Roscoe Wright, Norman W. Baxter, Commerce Department; Jesse W. Keen, President, Federal Agriculture Col.

SLASHES ORDERED IN SET PRODUCTION

CLAIMING it will conserve large amounts of strategic materials, the War Production Board last Saturday ordered cuts in the domestic radio receiver and phonograph production amounting to from 30% to 45% of average production for the first nine months of 1941.

The limitation order, signed by James S. Knowlson, acting director of priorities and former president of Radio Manufacturers Assn., also required corresponding cuts in the use of tube sockets for domestic receivers. The order went into effect immediately for 90 days, when the situation will be reviewed for 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 limitation on tube sockets may place a premium on large, multi-tube sets, it was thought, although the order itself imposes no restrictions on size or construction of receiver. Defense and lend-lease receiver construction was excepted from the order.

In announcing the limitation, the War Production Board estimated that during the 90 days, the order will allow the by the order 750 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 its CBS show, Monday, 10-10:30 p.m. Arrangements may be made, an agency spokesman indicated, to have Welles continue on shortwave while on his trip. In that case format of the show will be changed to emphasize a good neighbor angle and new talent will be recruited from the countries visited. Another possibility, he said, is that an interim program will be substituted, probably a name band.

R. Ernest Dupuy, E. M. Kirby, War Department; Comdr. R. W. Berry, Frank E. Mason, J. Harrison Hamer, John P. Ware, Navy Department; Charles Charles, Alford, Powel, Vincent, O. Collins, Office of the Navy Secretary; R. M. Strain, Walon Oronow, Shaker Allen, Interior Department; W. S. Salybury, Wallace L. Kedderly, Agricultural Department; William D. Yarnell, Office of Education, John Oglivy, Rockefeller Foundation; Herman Lebow, National Labor Relations Bureau; M. J. McDermott, State Department; Robert J. Bargen, Office of Government Reports; Morris Brophy, Nathan H. David, Office of Coordinator of Information.
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</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jell-O Program—Jack Benny...</td>
<td>5</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>Chase &amp; Sanborn Program...</td>
<td>3</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Archie Family...</td>
<td>4</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td>Lux Radio Theatre...</td>
<td>4</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Fibber McGee &amp; Molly...</td>
<td>5</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>Bob Hope Program...</td>
<td>6</td>
<td>12</td>
<td></td>
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<tr>
<td>Major Rovers Amateur Hour...</td>
<td>13.6</td>
<td>12</td>
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</tr>
<tr>
<td>Maxwell House Coffee Time...</td>
<td>8</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td>Kate Smith Hour...</td>
<td>9</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>Truth or Consequences...</td>
<td>10</td>
<td>6</td>
<td></td>
</tr>
</tbody>
</table>

Among the daytime leaders, there are three which are 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</th>
<th>Rank</th>
</tr>
</thead>
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<td>Ma Perkins...</td>
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<td></td>
</tr>
<tr>
<td>Pepper Young’s Family...</td>
<td>2</td>
<td>9</td>
<td></td>
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<tr>
<td>Tom Minn—Bob Crane...</td>
<td>9</td>
<td>32</td>
<td></td>
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<tr>
<td>Shooters...</td>
<td>20</td>
<td>50</td>
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<tr>
<td>Jack Armstrong...</td>
<td>4</td>
<td>18</td>
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<td>Stella Dallas...</td>
<td>5</td>
<td>11</td>
<td></td>
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<td>Guiding Light...</td>
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<td>14</td>
<td></td>
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<tr>
<td>Young Widder Brown...</td>
<td>7</td>
<td>15</td>
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<td>Vic and Helen...</td>
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<td>13</td>
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<td>Light of the World...</td>
<td>10</td>
<td>7</td>
<td></td>
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<td>Mary Martin...</td>
<td>11</td>
<td>10</td>
<td></td>
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<tr>
<td>Peppy Young’s Family...</td>
<td>12</td>
<td>20</td>
<td></td>
</tr>
<tr>
<td>Life Can Be Beautiful (C)...</td>
<td>11</td>
<td>17</td>
<td></td>
</tr>
<tr>
<td>Our Gal—Sunday...</td>
<td>9</td>
<td>19</td>
<td></td>
</tr>
<tr>
<td>The Woman in White...</td>
<td>6</td>
<td>12</td>
<td></td>
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<tr>
<td>Right to Happiness...</td>
<td>6</td>
<td>14</td>
<td></td>
</tr>
<tr>
<td>Kate Smith Speaks...</td>
<td>6</td>
<td>14</td>
<td></td>
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<tr>
<td>Romance of Helen Trent...</td>
<td>7</td>
<td>37</td>
<td></td>
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<tr>
<td>Mary Martin...</td>
<td>7</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Peppy Young’s Family...</td>
<td>8</td>
<td>16</td>
<td></td>
</tr>
<tr>
<td>Road of Life (R)...</td>
<td>10</td>
<td>12</td>
<td></td>
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</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 staged by Pres. Roosevelt, Wendell Willkie, and the Aldrich Family as features, the broadcast rated 12.2.
Wendell Willkie’s address at 11 p. m. on Friday, June 6, was tabulated at 1.1.
Queen Elizabeth, on Sunday, Aug. 10 (6 p.m.), was tuned in by 16.9% of set owners.
One rating was also made on Charles Lindbergh. His address of Friday, Oct. 3, rated 6.3.

CHNS
Halifax, N. S.
Key Station of the Maritimes
Ask JOE WEED

Page 38 • January 26, 1942

BROADCASTING • Broadcast Advertising

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

Sports

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

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

Baseball and Football

BASEBALL — During the baseball season, the CAB again reported on listening to play-by-play broadcasts, both major and minor leagues, heard in the 33 CAB cities. Averaged out from May through September, daytime baseball (7 days) listening stood at a level of 13.5%. The monthly figures are:

<table>
<thead>
<tr>
<th>Month</th>
<th>May</th>
<th>June</th>
<th>July</th>
<th>August</th>
<th>September</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average</td>
<td>15.5</td>
<td>14.6</td>
<td>16.1</td>
<td>13.4</td>
<td>13.7</td>
</tr>
<tr>
<td>Average</td>
<td>15.5</td>
<td>14.6</td>
<td>16.1</td>
<td>13.4</td>
<td>13.7</td>
</tr>
</tbody>
</table>

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

Meantime, a notable increase in listening to the World’s Series was recorded. The games this time were played between Brooklyn and the New York Yankees on October 1, 2, 3, 4, 6, and 7. The average rating was 21.3% as against 22.2% the year before when Detroit and Cincinnati were the contenders. In both years the Mutual network carried the play-by-play description.

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

<table>
<thead>
<tr>
<th>Month</th>
<th>Oct. 12</th>
<th>Nov. 1</th>
<th>Dec. 22</th>
<th>Jan. 12</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average</td>
<td>25.2</td>
<td>26.2</td>
<td>27.2</td>
<td>27.2</td>
</tr>
</tbody>
</table>

CAB Organization

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

In 1934 the CAB was reorganized, taking its present set-up as a mutual, non-profit organization with a governing committee of six, three of whom are appointed by the ANA and three by the American Association of Advertising Agencies. This committee sets all policies, business, financial and research. Crossley Inc. is still employed to do the field and technical work. The CAB is the official organization for rating radio programs. It is supported by leading advertisers, agencies and stations 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 name. He or she needs to give sufficient information about the program to enable the investigator by cross checking, station, time, or description of the program, to enter it on CAB records as having been heard. This method has several outstanding advantages such as speed, accuracy, economy. It obtains the answer to the vital question “Has the program made a conscious impression—a factor which the advertiser, to be successful, must know.

Fifty-two investigators, making calls eight 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 advertisers in the form of 24 semi-monthly reports which include ratings for each sponsored network program. Each rating which appears is a percentage of set owners and not of listeners. To illustrate simply:
If out of each 100 set-owners who are interviewed in the area covered by a given program, 20 report that they heard it, then the rating which appears in the report is 20. The number of stations carrying a program does not affect the size of the rating.

Programs Compared

The twice-a-month program reports—long a mainstay of CAB in formation—were, during 1940, amplified by the monthly “CAB Set Owners’ Reports.” This report compares chronologically all commercial network programs. It places the program rating in its proper perspective and additionally reports 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 which 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-
tigation. The summer reports — covering the five months of daylight saving time—are based on approximately 285,000 completed interviews with radio set-owners; the seven-month winter reports on 405,000.

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

The “CAB Analysis of the Use of Radio Sets” is an analysis of data on the ebb and flow of the radio audience—comparing the number of sets in operation by years, by seasons of the year, by parts of the day, by half-hours of the day, by income levels, and by geographical sections.

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

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

How Service Is Used

Subscribers use the CAB reports to help them:

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

SPUR SERIES ENDS DUE TO SUGAR BAN

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

In a letter to F. M. 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 this year as last, according to Newell-Evett-McCot, New York, agency in charge.

CARNATION Co., Milwaukee, for the third successive year signed a year’s renewal contract with WNYW, New York, for the five-weekly program “A Day as a Farmer” on behalf of Carnation milk. Agency is Erwin, Wasey & Co., New York.

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

Kesten Says CBS Continues Rebates

No Chance 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 advertisers 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 “live to the challenge of keeping America constantly, accurately and calmly informed of its destinies in a world war, without seriously disturbing its value to advertisers upon whose support must rest the greatest public service radio has ever been called upon to render,” Mr. Kesten states that the answer is “unequivocally yes.” In an unusual 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 interrupted, and 11 programs for war news broadcasts; news bulletins of overwhelming importance were broadcast before the start of only 12 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 889 commercial programs; inserted news bulletins before the start of only 27 commercial broadcasts, and interrupted only three programs after they had started.

Beeman’s Campaign

AMERICAN CHICLE Co., Long Island City, N. Y., through its new Pepsin Gum, has launched an extensive campaign of novel transcribed announcements of 3½-seconds duration. Featuring a woman’s voice, the announcements are aired 20-60 times weekly on 22 stations. If test is successful, plans call for expansion of station list.

POWER—WHERE POWER COUNTS MOST

THE GREAT TENNESSEE VALLEY

WLAC

NASHVILLE, TENN. soon going to 50,000 WATTS

REPRESENTED BY
PAUL H. RAYMER CO.
J. T. WARD, Owner
F. C. SOWELL, Manager

BROADCASTING • Broadcast Advertising

January 26, 1942 • Page 39
NEW SALES AGENCY FOR WLT'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.

Weaknesses 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, 8:30-9:05 p.m. (EST), with West Coast repeat, 9:30-10:05 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 Freebody Smith is Hollywood producer. Harry Ommerle, New York radio executive of Wm. Morris Agency, and Lawton Campbell, vice-president in charge of radio for Ruth- ravf & Ryan, agency serving the account, were on the West Coast in mid-January to confer and inaugurate the program format change.

CLINE JOINS WIBC

WILLIAM R. CLINE, formerly sales manager of WLS, Chicago, has joined WIBC, Indianapolis, as general supervisor and coordinator of all departments, as announced by H. M. Wall, president. Mr. Cline broke into radio in 1930 at WEAU, Eau Claire, Wis., and has been with WLS for the past nine years, starting as manager of program relations during the Chicago World's Fair in 1933. He is one of the founding sales manager division of NAB.
WANTED IMMEDIATELY--Experience control and transmitter engineer by network station. Give complete information in reply to H. M. Steed, WIAV, Grand Rapids, Michigan.

BROADCASTING CLASSIFIED

Situations Wanted (cont’d)

Program-Combination

Program Department--Long experience in radio, network or station management experience. Must have good common voice. Knowledge of radio and television. Strong production background. Must present complete details of experience, salary expected, age, family, etc. First letter: Send transcript if possible. KBIZ, Ottumwa, Iowa.

For Sale

APPROXIMATELY LAST of April one transmitter, plant complete, consisting of the following major items: 1 RCA 15 kW Transmitter. 1 unit 200 kw 35 kw cross section 8400 tube antenna 50 ft. complete transmitter, speech equipment. Box 75, BROADCASTING.

TOWER LIGHTING MOTOR GENERATOR SET--GE 240/320-220 volt a.c. GE Generator, 110 volts D.C., 1500 volts D.C. Motor, insulated, for frame and generator by isolanite insulation. Drive shaft. KUOA, Bloom Springs, Ark.

JANSKY & BAILEY

An Organization of Qualified Radio Engineers

Dedicated to the

SERVICE OF BROADCASTING

JAMES C. McNARY

Radio Engineer

National Press Bldg. 1205
Washington, D.C.

PAUL F. GODLEY

Consulting Radio Engineer

Phone: Monticello (N. J.) 2-7859

JOHN BARRON

Consulting Radio Engineers

Specializing in Broadcast and Allocation Engineering

Earle Building, Washington, D. C.

Telephone National 7757

HECTOR R. SKIFTER

Consulting Radio Engineer

FIELD INTENSITY SURVEYS

STATION LOCATION SURVEYS

CUSTOM BUILT EQUIPMENT

SAINT PAUL, MINNESOTA

CLIFFORD YEWELL

Empire State Bldg.
NEW YORK CITY

An Accounting Service Particularly Adapted to Radio

Radio Engineering Consultants

Frequency Monitoring


Consulting Engineers

Churchman Hill, Brooklyn 1, N.Y.

A. EARL CULLUM, JR.

Consulting Radio Engineers

Highland Pork Village

Dallas, Texas

Frequency Measuring Service

EXACT MEASUREMENT ANY HOUR--ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N.Y.

RING & CLARK

Consulting Radio Engineer

WASHINGTON, D.C.

Unny Bldg. 1332
New York, N.Y.

ADVERTISE in

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 long protracted investigation.

Rejection of the industry-backed suggestion, the second such action by the FCC during the proceeding, came after an hour-long FCC meeting which immediately followed the 55-minute argument for the motion by Judge Thomas D. Thacher, general counsel of the Newspaper-Radio Committee.

The inquiry resumed immediately after the FCC decision was announced, with the Newspaper-Radio Committee beginning its affirmative presentation. The FCC presentation against newspaper ownership of radio facilities was concluded Dec. 5, when the inquiry was recessed, first until Jan. 8 and later extended to Jan. 21.

History of Press

Appearing as Committee witnesses at the Wednesday and Thursday sessions were Dr. Ralph D. Casey, director of the Minnesota U School of Journalism, and Dr. Frank Luther Mott, director of the Iowa U School of Journalism. Countering much of the academic testimony supplied by a series of FCC witnesses at last year’s sessions, Dr. Casey testified on the history and development of press associations and their present “co-operative and accommodating” relations with radio, and Dr. Mott on the history of the American press.

Scheduled to appear at the resumption of hearings on Jan. 28 also is Dr. Frederick S. Siebert, director of the U School of Journalism, well-known authority on freedom of the press and author of Rights & Privileges of the Press.

Other witnesses to be called by the Committee Judge Thacher told the FCC, will include Andrew D. Ring, former FCC assistant chief engineer and now a Washington consulting engineer; Dr. Paul F. Lazarsfeld, of Columbia U; Prof. J. Parker Bursik, 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 an associate counsel of the Committee, opened the Wednesday session with a detailed argument in favor of the petition to adjourn the hearing for the duration of the war. The formal petition was signed by Harold Hough, chairman of the Committee.

Pointing out that the general question involved in the long-drawn newspaper inquiry was whether the granting of broadcast licenses is in the public interest, convenience and necessity when it vests common control of one or more radio stations in one or more newspapers, Judge Thacher declared that the only legal function of the entire proceeding could be legislative in character and that the inquiry necessarily must be limited to developing legislative recommendations, if any, for Congress. He stated flatly that testimony to be presented by witnesses on behalf of the committee would be presented with this in mind.

Legislative Function

He argued that in view of the legal limitations on the FCC, only the legislative, and not the judicial function, of the Commission could be exercised in the hearing. He declared also that newspaper-connected applications for broadcast facilities never should have been placed in the "suspense" files, as has been done, since a legislative hearing could have no effect on them. "The FCC's duty is clear as a bell, and you have been avoiding it every since you put the newspaper applications in the suspense file," Judge Thacher heatedly commented to Commissioner Walker, presiding in the absence of Chairman Fly.

The petition of the Committee stated in part:

"Under existing law the statutory powers of the FCC, as interpreted by the Supreme Court, do not include the power of such a character as to exclude authority to adopt any policy, rule or regulation pursuant to which the Commission may deny a broadcasting license because the applicant owns, is interested in or associated with a newspaper. Moreover, the testimony adduced by Commission counsel discloses that even if the Commission possessed the power to discriminate between applicants because of their business interests, there is no ground for such discrimination against applicants interested in newspapers.

"In view of the legal limitations upon the powers of the Commission, the present investigation must be regarded as legislative in character, and designed to ascertain whether the Commission should recommend to the Congress the enactment of legislation authorizing the promulgation of policies, rules or regulations discriminating against applicants for broadcasting licenses because of their ownership, interest in or association with newspapers.

Would Be Hindrance

"Continuance of these hearings, which are inherently legislative in character, will not contribute to our victory against the nations which have waged war against us, and will create a diversion of the energies of all parties concerned from the necessary and essential activities of wartime. Nor is it reasonable to believe that Congress will turn aside from the national emergency to consider legislation discriminating against press activities in the radio field. Such measures, which will impede cooperation between Government, press and radio, should in the interest of the nation be postponed until after victory is gained."

The petition went on to hold that "none but an academic purpose could be served by the continuance of these hearings at this time" and that "interference with newspaper-radio operation would not only be unwarranted but would be a definite hindrance to a unified war effort."

It also asked that all pending newspaper applications be removed from the suspense file and receive "the same consideration as other applications involving no newspaper interest.

Responding to this request for some die adjournment, Commissioner Judge Thacher made a formal answer:

"The petition does not present a new matter. It was informally presented on Dec. 18 and formally passed on by the Commission in meeting to be held Jan. 21, after thorough consideration, was denied.

"A great deal of time and money has been expended in the preparation of this case, involving 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 estimales will require from nine to 12 days.

"Under the circumstances, the Commission is not impressed with the argument that the war effort will be forwarded by adjourning the proceedings sine die and lose the benefit of the tremendous amount of work which has already been done. The Commission believes the war effort will be advanced by completing this investigation at the earliest possible moment."

Praises News Services

Dr. Casey declared that American news services were more free, less controlled by Government influences, and more trustworthy than the news services of other countries.

He pointed out that the services had been formed in America to serve newspapers and had not accepted any subsidies from the State Department, nor were they tied to a Ministry of Information.

Dr. Mott reviewed American newspaper-shippers 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 an economic, editorial, and trained personnel, along with respect for handling news. Radio offers newspapers a challenge. When you forbid newspapers to do something, you are not limiting 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-FAIDELITY quality output, that please advertisers and audiences alike, can be combined with impressive savings in a 50 kw. transmitter! Here's how advanced RCA engineering does it:

HIGH-LEVEL CLASS "B" MODULATION in the 50-E gives you the double economy of low power-consumption and extremely long tube life. At average modulation, the transmitter draws approximately 115 kw. from your power line—less than $2.50 an hour at New York City current rates. And high-level modulation means better audio quality, too—the 50-E is virtually free from cross-modulation distortion; flat within ±1 db. from 30 to 10,000 cycles.

AIR-COOLED TUBES THROUGHOUT cut down both installation and operating costs. No water-pumps. No water-coolers. No water-problems, pipes or tanks! And no monthly water-bills...

BUILT-IN WIRE-DUCT still further reduces your installation costs by eliminating floor-trenches between units. UNIFIED FRONT PANEL construction presents a more pleasing appearance combined with cleaner mechanical design and mounting of equipment. VERTICAL CHASSIS CONSTRUCTION, without horizontal shelves, makes all parts easily accessible.

Only 281 square feet of floor space is ample for the 50-E (less external blower and transformer equipment). Complicated and cumbersome mechanical controls are eliminated by the use of electrical tuning on the RF power amplifier and exciter stages—adjustments are made by push-buttons on the front panel...

Ask your nearest district office sales representative to tell you the complete story.

Use RCA Radio Tubes in your station for finer performance

RCA Broadcast Equipment

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