"NO, DEAR. IT'S THE SURVEY I WANT!"

- Maybe you think that Oscar, above, is stupid. But how would you like to have the results of a really authentic Iowa radio audience survey which tells what percentage of radio listeners write to their radio stations, and why? How would you like to know exactly what stations are "listened to most" — and where? How would you like to know the relative popularity of various stations at specific hours? What percentage of radio listeners read magazines? Are movie fans also good radio fans?

You can soon have this information. The 1942 Iowa Radio Audience Survey—result of personal interviews with nearly 10,000 Iowa families—will be released in a very few days. It gives the answer to almost every question you can ask about Iowa radio listening habits—summarized and also broken down by place of residence (urban, small town and rural), sex, age-groups and educational levels. It is one of the most outstanding pieces of radio research that has ever been made. Write and let us reserve a copy for you, now. No cost, and no obligation.

Address:

WHO

for IOWA PLUS!

DES MOINES ... 50,000 WATTS
J. O. MALAND, MANAGER
FREE & PETERS, INC. ... National Representatives
YOU THINK THAT'S SOMETHING? THE WLS MAIL IS LIKE THAT EVERY DAY IN THE YEAR!

SURE—in a way we are joking. But the volume of mail we get for commercial sponsors is no joke. It's exceptional! Consider the case of a trade school, for example. They received 15,663 inquiries in 16 weeks, asking for information on their job-training courses. The schedule was announcements only, 113 in all, run in the very early evening with a few Sunday daytime. The result—15,663 good, qualified leads. That's the response so many get to their WLS advertising. We have a score of other examples that WLS Gets Results. Just ask us . . . or ask any John Blair man.
NOW AS ALWAYS...

the STANDARD LIBRARY

is DEPENDABLE!

In these uncertain times, it is good to know that some things can be depended upon...

...the Standard Program Library, for example.

Today, with schedules shaky, with manpower—and womanpower too—donning khaki, station managers find ever-increasing reason to be grateful for the unvarying dependability that is Standard.

For Standard goes right on maintaining the musical and technical excellence of its basic library, turning out monthly releases sparkling with freshness and rich in showmanship...and finding time to put through such outstanding achievements as converting the entire library to Orthacoustic recording.

Yes, it's good to know that your Standard Program Library is always there, an almost inexhaustible source of good music, high in listener interest, and readily transformed into innumerable musical program ideas with a minimum of time and effort.

* Standard Radio

360 N. MICHIGAN AVENUE
CHICAGO, ILLINOIS

6404 HOLLYWOOD BOULEVARD
HOLLYWOOD, CAL.
Rooters from Brooklyn...

Sales for you right here...

You get both with:

WWL NEW ORLEANS

50,000 watts -- clear channel

Even Dodger-mad Brooklynites sometimes listen to WWL, New Orleans, as our fan mail proves. We've received letters not only from Flatbush, but from all over the U. S., as well as Canada and Alaska.

It's bonus coverage for you. But what makes WWL the No. 1 buy in the deep South is its home-market mastery.

To "own" New Orleans, sell via New Orleans' own favorite, WWL...

The greatest selling POWER
in the South's greatest city

You get **All Three** in **CENTRAL NEW YORK**

- A stable, wealthy urban population, whose purchasing power is 50% above national average
- Plus 75,000 prosperous farm families contributing 5% of the nation's farm products
- Add more than $125,000,000 for '42 construction alone to an already booming war-industry, and what do you get? Central New York - the triply rich combination market - that is most effectively reached and sold through WSYR, now five times as powerful!

**WSYR**
SYRACUSE, NEW YORK
H. C. Wilder, Pres.

**BASIC NBC Red NETWORK STATION**

* Take a stable, wealthy urban population, whose purchasing power is 50% above national average
  - Plus 75,000 prosperous farm families contributing 5% of the nation's farm products
  - Add more than $125,000,000 for '42 construction alone to an already booming war-industry, and what do you get? Central New York - the triply rich combination market - that is most effectively reached and sold through WSYR, now five times as powerful!
ONE OF A SERIES PRESENTING THE MEN WHO MAKE FREE & PETERS STATIONS

Samuel H. Cook
PRESIDENT, WFBL, SYRACUSE

1902—Ph.B., Syracuse University
1903—Sports Editor, Syracuse Post-Standard
1905—Graduate Manager of Athletics, S.U.
1910—Production Mgr., Brown-Lipe Chapin Co.
1922—Vice President, B-L-C Division, General Motors Corp.
1933—President, Oncoradio Radio Broadcasting Corp. (Station WFBL)
1941—President, Syracuse Chamber of Commerce

ANY TIME you’re within a Pullman hop of Syracuse, and see a group of laughing people gathered around some central attraction—well, go to the center of the crowd and there you’ll probably find the one and only Samuel H. Cook, President of WFBL.

Blessed with more energy and charm than a meadow-full of colts, Sam is also one of the shrewdest men in New York State—and one of the best radio-station operators, too.

Speaking of good operators, have you ever stopped to think how much of your success as a radio advertiser depends upon the management of the stations you use? Here at F&P, one of the first things we doped out for ourselves was that management is the key to the personality and popularity of the station, to its place in the community, to the authority and success of its advertising messages. Hence our basic consideration in forming associations has always been the management of the stations we could offer you.

Like WFBL, some of these stations are affiliated with CBS; others with NBC and MBS. But every station we represent is well-managed. And that is one of the greatest services we have to sell, here in this pioneer group of radio-station representatives.

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW — Buffalo
WOKY — Cincinnati
WQAY — Fargo
WISH — Indianapolis
WEZO-Kalamazoo-Grand Rapids
KMBC — Kansas City
WAYE — Louisville
WITCH — Minneapolis-St. Paul
WINS — New York
WMED — Peoria
KSD — St. Louis
WFBL — Syracuse
WHO — Des Moines
WHO — Davenport
KMA — Shenandoah
WCSC — Charleston
WIS — Columbus
WPTF — Raleigh
WORI — Roanoke
KOB — Albuquerque
KOMA — Oklahoma City
KTUL — Tulsa
KARM — Fresno
KDCA — Los Angeles
KOIN-KALE — Portland
KROW — Oakland-San Francisco
KIRO — Seattle
and WRIGHT-SONOVOX, Inc.

CHICAGO: 180 N. Michigan
Franklin 6373

NEW YORK: 217 Park Ave.
Plaza 5-4431

SAN FRANCISCO: 111 Sutter
Sutter 4323

HOLLYWOOD: 3112 N. Gordon
Gladstone 3949

ATLANTA: 112 Palmer Bldg.
Main 5667

Page 6 • July 6, 1942
War May Delay Action on Sanders Bill

Hearings Close With Craven Supporting House Measure; Jett Opposed

WITH ONLY an even chance of action at this session because of war exigencies and political elections this fall, the House Interstate & Foreign Commerce Committee formally closed hearings on the Sanders Bill (HR 5497) after hearing testimony intermittently over a 10-week period.

Overwhelming committee support for revision of the 15-year-old statute as it relates to broadcasting and apparently for revamping of the FCC organization was evident, but pressure of other activities are seen as deterrents to speedy writing or enactment of such legislation.

The closing sessions last week were highlighted by the wind-up testimony of FCC Chairman James Lawrence Fly, who, during the hearings, practically broke an endurance record with a string of appearances, and by Commissioner T. A. M. Craven, leader of the FCC's minority, who was on the stand most of last Thursday.

Fly-Craven Contrast

The Fly and Craven appearances constituted a study in contrasts. Whereas Mr. Fly denounced the Sanders Bill from every conceivable angle and hit out at the "two New York corporations" and the "so-called NAB" as the triumvirate which fostered the legislation for purported self-interests in these war days, Commissioner Craven took a diametrically opposite view. He supported the Sanders Bill virtually in toto, opposed the FCC majority views on all the controversial issues in which he, usually along with Commissioner Norman S. Case, has been in the minority, and endorsed recommended amendments both of the NAB and the Federal Communications Bar Assn.

The BLUE Network, only major network not heretofore heard from, closed the hearing record with the filing of a statement of Mark Woods, its president, designed to clear up misunderstandings about the BLUE's status and its views on the FCC monopoly rules.

Apropos option time, Mr. Woods stated flatly that the "very existence of network broadcasting" is dependent upon the ability of a network to operate as a cohesive unit, and he said that ability is based upon option time.

Final witness last Thursday was E. K. Jett, chief engineer of the FCC and chairman of the coordinating committee of Board of the Communications. Mr. Jett covered engineering problems largely, but opposed the Sanders Bill in its entirety on the ground that the war effort might be impeded and in view of post-war problems.

Chairman Lea (D-Cal.) told BROADCASTING he would appoint a subcommittee, probably of five members, to consider a redraft of the Sanders Bill, looking toward House action at this session. He indicated the Committee would not be appointed until after the hearing record is printed, which may entail several weeks. More than likely, he said, the Committee would not be named until September, anticipating a Congressional summer recess.

Subcommittee Prospects

The status of Committee members and their election campaigns at home will come into play on selection of the subcommittee. Presumably those who face serious election fights at home would prefer not to serve.

More than likely Chairman Lea himself and Rep. Sanders (D-La.), as author of the bill, will be two of the three majority members of the subcommittee. Rep. Bulwinke (D-N. C.), second ranking majority member, already has asked Chairman Fly to confer with him on certain aspects of the proposed new legislation, including a provision for "more permanent station licenses." It was logically assumed he would serve on the Committee.

There is no indication who the two minority members will be. A half-dozen of Republican members have been most active in the proceedings, including Reps. Wurther-servay (Cal.), Bingham (Ohio) and Youngdahl (Minn.).

Since the hearings began April 14, a total of 22 hearing days have elapsed, most of them morning sessions. There have been a score of witnesses, though several additional statements were placed in the record without reading.

That the Committee welcomed the testimony of Commissioner Craven was made clear. Chairman Lea said it was "wholesome" to have members of commissions express their own views as individuals and that he thought it was far better to have men of that type than men "who sacrifice too much in the interest of unity and harmony."

Craven Asks Over-all Policy

Commissioner Craven, in the thick of every FCC policy controversy, was eloquent in his support of everything from the reorganization of the agency to such controversial matters as mass-affiliation business dealings, newspaper ownership of stations and kindred policy problems. He charged the majority with going too far on these matters and held that the "chain monopoly rules, as issued, would "revolutionize" the industry and result in deterioration of broadcast service when peak performance is needed most.

While he agreed that Chairman Fly has taken leadership in the war effort as applied to communications, he held that enactment of new legislation now would hold no wise disrupt this work. Reorganization of the FCC into two autonomous divisions, he insisted, could be done practically overnight since the Commission staff already is organized along such functional lines.

Commissioner Craven's whole philosophy was that Congress created the FCC to administer policies established by it and not as an agency empowered to promulgate "new social-economic policies." He foresaw tremendous developments from the laboratory in a new "electronics era" which would open after the war and predicted that many of the problems that now loom so large will be regarded as insignificant then.

Advocates Alternate Restraints

In lieu of the network-monopoly ruling of the majority, Commissioner Craven advocated five possible restraints to be imposed upon networks, which he said, would accomplish more. He insisted that option time was the life-blood of network operation and could not be banned without destroying essentially cohesive network operation. The majority was looking too much at regulation of the commercial and economic aspects of broadcasting, rather than the over-all public service and free speech aspects.

Lt. Jett told the Committee he thought it would be a bad time to reorganize the Commission because of its important war work, and explained these functions.

Because of the war's outbreak, the FCC has been forced to foreshadow consideration of the clear channel problem, Mr. Jett said. He analyzed channel allocations on the continent growing out of the Havana Treaty, and introduced exhibits showing present coverage of all stations, the job done by Class I-A clear channel stations, and the area not now adequately served.

Advises Post-War Study

Pointing to the complications of measuring coverage, Mr. Jett said many regional stations, especially in the middle west, serve large rural areas. KFYR, Bismarck, he pointed out has the largest rural area during the daytime hours and is not on either channel. KTSA, San Antonio, on 550 kc, with 5,000 watts, renders a greater daytime coverage than WOAI, which operates on 1200 kc, with 5000 watts, he stated. At nighttime, however, the situation is reversed since WOAI has a clear channel and does not have its service curtailed by any station on the same frequency. In addition to the primary service of WOAI at night, its secondary service extends over a radius of approximately 750 miles in all directions, he pointed out.

The whole question of what to do about clear channels and higher power must await the termination

BROADCASTING  •  Broadcast Advertising

Vol. 23, No. 1  WASHINGTON, D. C. JULY 6, 1942  $5.00 A YEAR—15¢ A COPY

July 6, 1942  •  Page 7
Horton Now Slated as Chief Of New Branch Under OWI

W. B. Lewis Expected to Head Key Radio Post in Reorganization of Federal Information Units

WITH Robert Horton, director of information of the Office for Emergency Management, practically assured of the key post in charge of the news division of the newly-created Office of War Information, organizational plans will be laid by Executive Davis, director, and President Eisenhower, his side, are nearing their final stages—and announcement of full details of the setup is expected to be made some time this week.

While Mr. Davis, the former CBS news analyst whose appointment as chief of all wartime Government news and information was made by President Roosevelt June 13, concerns himself primarily with larger policy, and Mr. Eisenhower with administrative direction, it was reliably learned by Broadcasting that the actual handling of the Government's news output for radio as well as the press will be in the hands of Mr. Horton.

Lewis Seems Slated

The other four coordinate divisions being planned [Broadcasting, June 29] will include a radio division, which will take over the present radio functions of the Office of War Information, the EIM and other Government agencies. It is expected to continue the highly successful OFF radio projects of the last six months, but in addition will become a producer of programs. All radio directors of the various departments, bureaus and agencies will be responsible to it.

Meanwhile, they continued their huddles all last week with department and bureau officials, and early this week they expect to hold conferences with representatives of newspaper, radio and newsreel men to secure suggestions about the handling of news from the men with whom they must deal.

Scull Names Compton

WILLIAM S. SCULL Co., Camden, N. J., which distributes the Minute Man line of dehydrated soups and vegetables in a special territory, has appointed Compton Adv., New York, to handle its advertising, effective Sept. 15, for the Doom of the Dodo and Stroke out Forever, and advertising for them in all but the Scull territory is handled by J. M. Mathes Inc., New York.

Williams Extends

J. B. WILLIAMS Co., Glastonbury, Conn., scheduled to go off the BLUE for the summer after the June 29 broadcast of True or False, has extended the contract and will continue the quiz show without interruption. On July 14, Williams shaving cream will be heard on behalf of Glider brushless shaving cream until Sept. 14, when Williams shaving cream will return as the product promoted. Show is heard Mondays, 8:30-9 p.m., Agency is J. Walter Thompson Co., New York.

New York Office Opened By RW&Co To Servic.

Two Stack-Goble Client

ROCHE, WILLIAMS & Cunningham, advertising agency with offices in Chicago and Philadelphia offices, on July 1 announced the opening of a New York office, 400 Madison Ave. At the same time, the agency took over advertising for two accounts formerly handled by Stack-Goble Adv. Agency, New York, including Lewis-Howe Medicine Co. of St. Louis, and Carte: Price Furniture Co., New York (Litt' Liver Pills).

In charge of the new office, vice-president and general manager is R. A. Porter, who held a similar position with Stack-Goble. Radio and TV advertising has been transferred to Stack-Goble, while Gordon Cooke, a former Stack-Goble vice-president, is vice-president in charge of copy at RW&C. Further personnel is being selected. Telephone number is 932-7680.

Each of the newly-acquired accounts has a current network program, with the exception of Horace Heidt's Treasure Chest, which is on 60 NBC stations, Tuesdays, 8:30-9 p.m., and Carter's using inner Section, as well as 60 BLU stations, Mondays, 7-8:30 p.m. Both shows are continuing through the summer.

In Chicago Phil Stewart, announcer and producer who has been conducting the transcribed Deale in Demand, for the Baldwin Furniture Co. on five stations through Stack-Goble Adv. Agency, Chicago, has joined Roche, Williams & Cunningham in charge of radio advertising.

RW&C has taken over the Holland Furnace account, effective July 1. Abner J. Rubien, formerly of the New York office of Stack-Goble, has joined the Chicago staff of RW&C.

SIX CBS SPONSORS ON FULL NETWORK

With the announcement last week that three current sponsors using CBS for their programs will be added to the full network of 114 stations, the total number of advertisers taking advantage of the CBS 15% discount rate has reached six.

The first sponsor to contract for, the full CBS network under the discount plan was Lever Bros., Cambridge, Mass., for its Swan show, Tommy Riggs & Betty Lou, starting Aug. 30. Reynolds Tobacco Co., Winston-Salem, N.C., will use the full network for the Camel cigarette shows, which starts July 10 in the Friday-10:11 p.m. slot. General Motors Corp., Detroit, receives the 15% discount on operational shows, CBS\'s Cheers From the Camps, while the three latest sponsors to expect to make the move are Philip Morris & Co., Liggett & Myers Tobacco Co. and Coca Cola Co., whose first Plays for People and Crime Doctor, will go on the full network effective July 17 and 18.

Glenn Miller\'s orchestra, f.o., Chesterfields, goes to 114 CBS stations July 15, and the Pause That Refreshes On the Air for Ceci Cola expands July 19.
New Plan Projected for Equipment Dearth

Division of Time, Possible Deletions, Engineering Changes Considered

PESSIMISTIC over the broadcast equipment outlook, plans are being considered jointly by the War Production Board and the FCC in the form of a drastic preliminary substitute for the pooling idea, which may see some secondary stations voluntarily leave the air, others divide time, and changes in engineering requirements which will reduce substantially wear and tear on tubes and other component parts.

Utter futility of procuring from the War Production Board sufficient new raw materials to replenish industry inventories is expected to result in the voluntary belt-tightening by the industry, with the endorsement of the Governmental agencies. The problem transcends pure broadcasting—with practically all other sectors of the raw material tubes and transmitting equipment likewise affected.

No Guarantee

WPB, it is understood reliably, all other things being equal, was willing to accept the voluntary equipment-pool fostered by BWC-FCC Chairman Jack Lawrence Fly. But no guarantees could be given for raw material allotments and the plan therefore, at this stage, appears at least must be delayed until the industry makes a showing of voluntary economical operation.

The pinch has not yet reached the point, save in one or two isolated instances, where stations have been forced to curtail or terminate operation. Lack of technical manpower, as well as of spare equipment, are the real danger points.

The whole wartime operating setup embraces a contradiction of objectives. Both for public notice and morale purposes, many stations are operating beyond their normal schedules. Key stations in Flight Command areas are operating around the clock. They are compelled to avoid any suspicion on conservation on the one hand, and on around-the-clock operation on the other.

The precise equipment status of the industry apparently is confused. Chairman Fly said last Monday that if no tubes and spare parts are made available, only about 25% of the country's 900 stations would be on the air at the end of the year. This was based on a survey made by the Domestic Broadcasting Committee of BWC. But it later developed that this survey, based on a meager sample, did not take into account used spare tubes but only tubes now in transmitters and new spares. It is thought that perhaps the greatest single supply of tubes is in the used-spares category.

The BWC-FCC plan, sent to WPB May 1, provided pooling and allocation of all equipment in 17 radio districts into which the country would be divided, with interchange of equipment among those districts where necessary. The FCC, in the final analysis, would supervise the operation. But this project was premised on allocation of materials to replenish inventories.

Without that assurance, which cannot be given as the critical material situation tightens daily, this basic plan is viewed as premature and unworkable. Stations would be loath, it was pointed out, to contribute their spare equipment voluntarily if there were no assurance of future replacements.

Time Is Important

When and how the conservation plan will be invoked is still being discussed. Time is important, however, it was pointed out, with a number of stations in essential areas dangerously close to the borderline. Actively working on the whole problem are Leighton H. Peebles, chief, Communications Branch of WPB, and his radio chief, Frank H. McIntosh, as well as FCC engineers and personnel, headed by Chairman Fly and Chief Engineer E. K. Jett.

The plan, as finally evolved, may result in revision of existing regulations governing broadcast station operations to permit the exchange of non-essential areas to sign off without prejudice to their return to the air with the same facilities when conditions are less critical, or when economically feasible.

Another project may involve allowing stations to reduce their hours of operation from the minimum now prescribed to possibly a half-day, sharing with other stations in the same area, so there will be continuous service during normal operating hours. The sharing would be on regular assigned frequencies of the station, rather than on a double-up basis.

An important factor in equipment conservation is expected to be a reduction in decibel output and an increase in modulation, increasing not only the life of tubes but reducing stress and strain on all other equipment. This move, which to engineers might be viewed as resulting in a deterioration in quality, would hardly be discernable to listeners.

Industry Must Act

After such steps voluntarily are taken by the industry, showing a willingness to cut to the bone and make sacrifices, it is presumed WPB Communications Branch will be in a position to recommend allocation of replacement material to the responsible officials of WPB, Army and Navy.

The pooling plan is regarded as a good in theory but obviously premature, in the light of known factors. Moreover, it was thought that much of the equipment thrown into such a stock pile would be obsolete or in bad state of repair. Many stations, for example, during normal times, did not carry adequate spare equipment and would have little to contribute.

Folger Strips to Return

J. A. FOLGER & Co., Kansas City (coffee), on Sept. 21 resumes its five-weekly transcribed serial Judy & Jane on stations in Bismarck, Dallas, Denver, Des Moines, Duluth, Fargo, Grand Island, Houston, Kansas City, Minneapolis, Oklahoma City, Omaha, St. Louis, San Antonio, Topeka, Wichita, Tulsa, Yankton, Springfield, Mo. Off for the summer, the serial is one of the oldest spot strips on the air and was pioneered by J. S. Atha, Folger advertising manager, over a decade ago, WBS, Chicago, transcribes the serial. Agency is Lord & Thomas, Chicago.

Monopoly Petition Denied

A MOVE by the FCC to have the so-called chain-monopoly case pending in the statutory three-judge court in New York expedited was denied last week by the New York tribunal. Previously, the court had set argument for Oct. 8, following its summer adjournment. The FCC sought to have the court reconsider that action and hear argument on its motions for summary judgment on July 7. District Judges Henry W. Goddard and John Bright denied the FCC plea.

The presiding judge, Learned Hand, was absent.

MBS Board Meeting

SALES and program policies for the Fall were discussed at an MBS board of directors meeting held July 2. Present were Lewis Allen Weis, Don Lee; T. C. Streibelt, WOR, New York; W. E. Maecfarlane, E. M. Antrim, WGN, Chicago; H. K. Carpenter, WHK-WCLE, Cleveland; John Shepard, 3d, Yankee Network; J. E. Canipeau, CKLW, Windsor-Detroit; Hulbert Taft Jr., WRK, Cincinnati; I. R. Lounsbury, WKWB-WGR, Buffalo; Benedict Gimbel Jr., WBN, Philadelphia; Hope Barroll, WFB, Baltimore; Fred Weber, general manager, and Ed Wood Jr., sales manager of MBS.

Texaco Opera

TEXACO Co., New York, for the third successive year will sponsor the 16 Saturday afternoon broadcasts of the Metropolitan Opera on the BLUE starting Nov. 28. Heard from 2-5 p.m., the operas will be broadcast on approximately 174 stations, including a group of CBC outlets. Milton Cross, BLUE announcer, will serve as commentator and will deliver commercials. Texas agency is Buchanan & Co., New York.

Cudahy Names Grant

CUDAHY PACKING Co., Chicago, has appointed Grant Adv., Chicago agency, to handle Old Dutch Cleanser, effective July 10. Company is currently sponsoring Helmutte, Monday through Friday, 10:30-10:45 a.m. (Time Cooper is account executive. Army and Navy.

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National Spot Drive Mapped In Federal Salvage Campaign

McCann Announces Details as Media Funds Are Raised to Finance Extended Promotion

A NATIONWIDE campaign of one-minute announcements, to be broadcast five times a day for 14 days beginning July 20 on 213 stations, will make up radio's part in the national salvage advertising campaign to secure scrap materials for the war effort.

At the same time, in Washington, it was announced by Donald M. Nelson, WPB chairman, and Lionel J. Rosenwald, chief of the Bureau of Industrial Conservation, that the overall campaign for scrap materials would formally start July 13, immediately after completion of the current rubber drive, which will continue until July 10 on request of President Roosevelt.

McCann Gives Details

The full details of the campaign, which will utilize space in 1,791 daily newspapers, 9,280 weeklies, three national magazines, 64 business papers and farm papers, were revealed at a meeting of some 500 media representatives, editors and writers, held in New York July 1, under the chairman-ship of H. H. McCann, president of McCann-Erickson, advertising agency placing the campaign.

Robert W. Wolcott, president, Lukens Steel Co., and chairman of the American Iron & Steel Institute, which has written under the salvage advertising drive to the extent of $1,500,000, with another $500,000 hoped for from other industries, explained the requirements of the steel industry if it is to reach its potential output.

Paul C. Cabot, deputy chairman, Bureau of Industrial Conservation, WPB, outlined the aims of the Government to stimulate the flow of all scrap materials—steel, rubber, copper, aluminum, paper, etc.—and the way in which this summer's advertising drive fits into the over-all continuing plan.

Chester La Roche, president, Young & Rubicam, and chairman, the Advertising Council, described the inception of the scrap advertising campaign, which was outlined by a group of Chicago agency men working under the leadership of Leb Brehm, to whom the Advertising Council had assigned the project, and whose plans succeeded in securing the necessary financial support of the interested industries. Edwin Blum, president of the Institute of Scrap Iron & Steel, told of the part the junk men who collect the waste material play in the entire salvage campaign.

E. D. Madden, vice-president, McCann-Erickson, presented the details of the advertising drive, which will get under way the latter part of the month. Some of the advertising will be distributed over a period of several months but radio will be emphasized at the outset of the campaign, he said.

Transcribed announcements, recorded by World Broadcasting System, were devised in four 60-second sound effects, which were adapted to local conditions and can give the address and phone number of local salvage committee.

Talking Bomber

In a recorded presentation of the radio part of the drive, several different types of announcement were demonstrated, the straight single-voice announcement, the sound effects type, the dramatized announcement and the Sonovox one, with an Army bomber doing the talking. Each announcement included a campaign slogan, "Throw Your Scarp into the Fight!"

A catchy song, "Junk Will Win the War," written for the campaign by Kent and Johnson, creators of the Pepsi-cola and other familiar radio jingles, was included in the presentation, sung by Bing Crosby and the Tune Twisters and played on a disc. This widespread use of the tune on major radio programs is one of the special exploitation stunts planned in conjunction with the advertising, it was stated.

Agency executives said that the station list was just about completed and that letters of instruction regarding all aspects of the campaign will shortly be sent to stations.

Transcribers Consider Petrillo's Ban; Attitude of "Watchful Waiting" Is Seen

MORE THAN a dozen transcription company executives met at the Hotel Roosevelt, New York, last Friday morning for an informal luncheon gathering, Mr. Miller explained, was to bring the subject out into the open so that each transcription executive would be able to compare his own line of thought with those of the others and go away with an over-all industry view of the situation.

Petrillo Said Everything

Prior to Friday's meeting, all was quiet on the recording-AFM front. The union made no further statements on the subject and when national headquarters were questioned as to their plans they replied that "all the AFM had to say had already been said" by their president, James C. Petrillo, in his letter of June 25, which notified the makers of all record labels that AFM members would no longer work for them after July 31 [BROADCASTING, June 29].

General Public Silence

Executives of the recording companies continued to maintain a public silence, although within their own individual organizations there were many conferences and much speculation as to what demands the union would eventually make as an alternative to a nationwide strike. A number of industry figures expressed the belief that what the AFM really wants is a royalty from each record played in a jukebox or on the air. Others privately stated their opinion that the union is seeking to use the transcription companies as a club to force radio stations to employ more musicians throughout the country.

Several agencies using transcriptions for their clients generally reported an attitude of watchful waiting when queried as to their reaction to the proposed ban.

ASCAP OFFICIALS IN JUSTICE TALKS

WITH THE renewed ultimatum of the Dept. of Justice that it allow its writers members to grant radio performances right of first refusal to those companies, executives and officials have been in touch with the department regarding adjustment of the dispute.

While no formal word has come either from Federal officials or from ASCAP, it was thought the department would issue its requirements to comply with the department's interpretation. The department's rejection for the second time of ASCAP's attorney, was said to indicate that ASCAP would either have to capitulate or face litigation involving transfer of its consent decree [BROADCASTING, June 29].

Last Wednesday, NAB-BMI President Neville Miller and Sydney M. Kaye, vice-president and general counsel of BMI, conferred with Attorney General Edward F. McGrady, chief of the litigation section, Anti-Trust Division. It was assumed they discussed aspects of the ASCAP situation arising out of the BMI also functions under a consent decree entered at about the same time in a suit brought to brook in March, 1941.

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PETRILLO SAID EVERYTHING

Prior to Friday's meeting, all was quiet on the recording-AFM front. The union made no further statements on the subject and when national headquarters were questioned as to their plans they replied that "all the AFM had to say had already been said" by their president, James C. Petrillo, in his letter of June 25, which notified the makers of all record labels that AFM members would no longer work for them after July 31 [BROADCASTING, June 29].

General Public Silence

Executives of the recording companies continued to maintain a public silence, although within their own individual organizations there were many conferences and much speculation as to what demands the union would eventually make as an alternative to a nationwide strike. A number of industry figures expressed the belief that what the AFM really wants is a royalty from each record played in a jukebox or on the air. Others privately stated their opinion that the union is seeking to use the transcription companies as a club to force radio stations to employ more musicians throughout the country.

Several agencies using transcriptions for their clients generally reported an attitude of watchful waiting when queried as to their reaction to the proposed ban.
more people listen to local shows of the following types on WOR than to similar local shows on any other New York radio station...

COMEDY, SPORTSCASTERS, SPORTS BROADCASTS, NEWS, QUIZ SHOWS, CHILDREN'S PROGRAMS, WOMEN'S PARTICIPATING PROGRAMS, HALF-HOUR EVENING SHOWS

TIMEBUYERS, ADVERTISERS...

Is your show, perhaps, similar to one of the types mentioned above? Is it being exposed to its greatest potential audience? Remember that a loss of even 1% in New York may mean thousands of possible customers who are not hearing your message!
Federal Manpower Plan Pends During Study of Industry Need

Broadcast's Position Is Still Not Clarified As 'Essential' by Government Heads

PROGRESS of various Government agencies and industry organizations in seeking a clear definition of radio personnel's place in the nation's manpower drive was held under close wraps last week as reported in this space last week. The War Manpower Commission, Selective Service and the U. S. Employment Service are collaborating in a study of the nation's essential industries to emphasize that radio is not to the maintenance of the industries.

One clarification in the procedure to be followed by the Government in declaring employe categories as "essential" was given by the WMC where it was said that employe lists requested by the manpower commission from Government agencies and industry organizations would be culled and classified. The lists then would be turned over to the U. S. Employment Service, it was said. Under the plan, as now publicized, five Federal boards would then refer to the U. S. Employment Service in their consideration of men called up for military service or reclassification.

Technicians Problem

It was indicated by various Government officials that during the next month or so, when a study week that radio may soon be classified as an "essential" industry. This major step would then clarify the position of a radio employe called before his draft board. However, it was emphasized, that even in the event that radio is officially recognized as "essential" the problem still remains of a determination of which classes of broadcasting employes will be recognized as necessary to carry on station operations.

It was pointed out that to date many test offers, and also the possibility of local and mountain areas, is optimistic, with radio programs scheduled to stay on the air for the next six months. In the traditional seasonal slump not expected to occur this year, according to the new optimistic tone, have just returned from a six-week tour of 16 BLUE affiliates in those areas.

Kiggins Optimistic

GENERAL tone of business throughout the Pacific and mountain areas is optimistic, with local radio programs scheduled to stay on the air through next year, according to Fred Kiggins, BLUE vice-president in charge of stations, who has just returned from a six-week tour of 16 BLUE affiliates in those areas.

MBS Shows Big Gain

MBS network billing figures for the first six months of 1942 amounted to $5,335,103, an increase of 78.04% over the corresponding period in 1941, when the figures were $2,979,881. Mutual billings for the month of June, 1942, also showed an increase, amounting to $690,772, or 24.48% greater than the June, 1941 figure of $534,813.

SERGEANT-PILOT Brian Hodgkinson, former announcer of CKY, Winnepeg, is now a prisoner of war in Germany. He recently wrote to his parents in Winnepeg that he has nearly recovered from pneumonia, is in good spirits, and is working on a book about his experiences in Germany, and is writing a musical comedy for presentation at the theatre of the prison camp where he is staying.

TRAMMELL TRAVELS to the annual outing held by the NBC employes athletic association. Here Mr. Trammell, NBC vice-president, is chatting with Clay Morgan (left) assistant to the president. Currently, Mr. Trammell is recuperating from a severe operation and taking note of this, employes presented him with a door prize of a bottle of vitamin pills.

WOODYARD, MARTIN PURCHASING WFTM

NEGOTIATION for the purchase of WFTM, Fort Myer, Fla., for an undisclosed sum has been reported by Ronald B. Woodyard, executive vice-president and general manager of WING, Dayton, and WIZE, Springfield, O., and Reggie Martin, manager of the latter station.

Under the deal, which will soon be submitted to the FCC for approval, Woodyard has bought 85% of the WFTM stock with Mr. Martin acquiring the other 15%. They now own Fort Marten Broadcasting Corp., 60.1% owned by W. E. Benns Jr., manager of WFTM, and his mother, Mrs. W. E. Benns Sr. Other principals of the assonor are Mrs. J. F. Richardson, LaGrange, Ga., 22.7%; O. D. Whitaker, of Vernon, O., 9.8%; and Fred H. Mellor, local attorney.

The purchasers have announced they have Fox Film Bros. of Fort Worth, Tex., for the station Aug. I and will name James Turner as WFTM's general manager. Turner was hired by the FCC in 1939, going on the air in March of 1940, and operates with 250 watts fulltime on 1240 kc.

Chaimer Fly Is Sworn For New Term of Office

WITHOUT POMP or ceremony, FCC Chairman James Lawrence Fly was sworn in last Wednesday to begin his new seven-year term as a member of the FCC, following unanimous confirmation of his nomination by the Senate the preceding Monday. The oath was administered in the Chairman's office by N. F. Cureton, chief of the FCC's Service Division. No one else was present.

Mr. Fly's term is for seven years from July I. He has served on the FCC since 1939, having succeeded Frank R. McNinch, who retired from the arduous post because of ill health. In addition to his FCC duties, Mr. Fly is chairman of the Board of War Communications, wartime policy-making body governing all communications created in September, 1940, as the Defense Communications Board, and the name of which recently was changed.

Movie Exhibitors Favorable to Radio

Marked Trend To The Medium Noted in National Survey

THE ATTITUDE of movie theatre management is far more favorable toward radio promotion of films than it was three years ago, according to the results of a survey conducted by Twentieth Century-Fox, according to a report of the all picture disclosed by a canvas of exhibitors through the country, Fox will place a large part of its total budget in paid radio advertising, according to a spokesman for the company.

To discover the attitude of theatre operators towards radio advertising and to determine their specific preferences in regard to quarterly transcriptions, spot announcements and network programs for picture promotion. Fox submitted a questionnaire to major operators about 185 key cities, through its field exploitation service. Approximately 80% of the questionnaires have been returned.

Favorable to Radio

Although the company is not making public the details of the results, the box office figures indicate a favorable view now held by exhibitors in regard to the use of radio to advertise movies, as compared to general aversion to the idea several years ago. Reasons indicated for withholding the specific results of the survey is that the information, showing the effective use of the radio, would be less favorable if Fox Film if released and thus made available to competitors.

Another survey to be conducted by the film company will seek to discover the public's preferences in regard to newspaper and radio material, exploring further the best possibilities for movie merchandising.

Bayuk Cesses

BAYUK CIGAR Co., Philadelphia's distinguished The Inside of Sports thrice-weekly on MBS, after sponsoring the program on that network for over four years. Although a renewal was scheduled for June 30, the cigar company, maker of "Phillies," has probably discontinued the sports show permanently, and for the present no replacement has been named. Bayuk continues to sponsor Cal Tinney's Sisng Up The News on MBS Monday, Thursday and Friday, 8-10 radio network.

NAB Board Meeting

A MEETING of the NAB Board of Directors—the first since the annual convention in Cleveland May 18-20—has been called by NAB President Neville Miller for July 14-15 at the Palmer House, Chicago. On the agenda are a number of important matters, as determined by the executive committee of James C. Petrillo, AFPM president, banning manufacture of transmissions or records for broadcast use, effective Aug. 1.
Now IN NASHVILLE
advertisers who are particular about where they buy their radio time can get 5,000 Watts on 980 Kilocycles—the new power and frequency combination now available over WSIX.

Long the favorite Nashville station with local advertisers because of its demonstrated ability to pull, WSIX now offers improved power and frequency for still greater coverage. Rate card as yet unchanged from old 250-watt rate.

SPOT SALES, INC.
20 E. 57th St., New York • 360 N. Michigan Ave., Chicago
Market at Third St., San Francisco

WSIX
5000 WATTS
980 KILOCYCLES
"The Voice of Nashville"
NASHVILLE, TENN.
AFRA Will Take Vote by Referendum Hoping to Eliminate Chicago Session

FOLLOWING the request of Joseph B. Eastman, director, Council of Defense Transportation, that conventions and other meetings be curtailed as far as possible to leave the nation's transportation facilities free for duties essential to the war effort, the American Federation of Radio Artists is holding a national referendum of all its members to amend the organization's by-laws, eliminating the year's national conventions.

This move, which Emily Holt, AFRA's national executive secretary, described as "a purely patriotic procedure, since the annual convention is an important part of AFRA's activities," is the second change in the union's convention plans. Originally scheduled for Los Angeles, the convention had been moved to Chicago and all social features cut out so that the union's business might be handled with a minimum expenditure of time for meetings and for transportation.

If, as is expected, the amendment is adopted, the 1942 convention will be cancelled altogether.

CBS Mediation

AFRA and CBS have agreed to submit their differences over the contract covering staff announcers and producers at WABC, New York, to the New York State Mediation Board and have signed a contract putting all of the agreed conditions into effect as of July 2. The disputed items will be considered by the mediation body in August and when the Board makes its decisions they will become effective retroactive to July 2. Most questions concern the length of the union contract and the wage increases.

Attorneys for AFRA and for the talent booking agencies are discussing the possibility of an early revision of the contract governing the relations of AFRA members with the bookers although it still has more than a year to run. If the lawyers conclude that a revision should be undertaken now, executive officers of the union and the agencies will then begin negotiations.

WQAM, Miami, has appealed to the National Labor Relations Board for a reversal of the interim report of W. P. Webb, trial examiner, recommending that Fred Handrich, former news editor at the station, be reinstated with back pay. AFRA had charged that Handrich was discharged because of union activities; WQAM alleged that he was unsuitable at this time to hold such a post in time of war.

AFRA has until July 13 to file its answering brief to the station's appeal plea that the examiner disregarded its testimony, and oral argument before the NLRB in Washington has been set for July 16.

Survey of Wine Stores Shows Radio Preference

RADIO as the best type of media to sell a particular brand of California wine preferred by 28 retail liquor store dealers in Manhattan, Bronx, Brooklyn and Queens, among those replying to a mailed survey sent out by Phillips, Alberton & Bull, New York, trade relations and merchandising firm.

Asked to check one type of media as the one to "help most to create sales of (the wine) over the counter," 40 of the 100 dealers sent in usable answers. Of these 65% preferred radio advertising, 25% newspapers, 7.5% billboards, and 2.5% magazines.

Tyler Joins Weed

HAAN J. TYLER, formerly commercial manager of KSFQ, San Francisco, on July 1, took charge of west coast sales for Weed & Co. In this capacity Mr. Tyler will be responsible for the company's entire list establishing his headquarters in Los Angeles with a branch office in San Francisco.

Co-incident with the appointment of Mr. Tyler, KSFQ named Weed & Co. to represent it in Southern California as well as nationally. For two years Mr. Tyler has been connected with KSFQ. Before that he was with Free & Peters.

Ernest F. Bader Claimed by Death

ERNST F. BADER, general manager of KFON, Omaha, and pioneer Nebraska radio man, died June 28 at the Clarkson hospital, Omaha, after a brief illness.

Mr. Bader was survived by his wife, Mrs. Effie; two sons, Hugh and Bruce; a daughter, Mrs. Ralph Trotter of Glendale, Cal., and his mother, Mrs. J. R. Bader, Fremont, Neb. The two widows and two grandsons, Hugh was associated with his father at KFON. Mrs. Bader is the widow of Arthur Baldwin, of KFON, Fremont.

Funeral rites took place in Fremont June 1, with the entire staff present through courtesy of Frank B. Shope, general manager of KOIN, Omaha, who operated KFON that afternoon.

Mr. Bader was born in Nebraska City Sept. 10, 1889. He was educated at the University of Nebraska and at Central Wesleyan College in Missouri. After a period in the furniture business with his father he entered broadcasting as head of one of the first radio stations in the state.

Seven years ago he left Omaha to head the Los Angeles office of Caples Co. He returned to Omaha in November, 1941, to assume management of KFON, then in the formative stage. Largely through his untiring efforts the station held its inaugural broadcast March 4, 1942.

A diligent worker, Mr. Bader was a member of the Omaha Ad Club, C of C, Los Angeles Ad Club and the Nebraska Broadcasters' Assn.

Huss for Health aids

PIERRE J. HUSS, formerly INS foreign correspondent, has started a new account on NBC New York, Sunday, 7:45-8 p.m.

Health aids Inc., Jersey City, makers of medicinal psychical aids, announced the airing of a 15-minute program which started July 6. Huss, who secured an interview with Hilary J. Poole, the company's new public relations manager, is the author of The Foe We Face, published by Doubleday & Doran, New York. Raymond Specter, New York, placed the account.

Book Test Successful

MARTIN J. POLLAK Co., New York, is conducting a campaign for Soldier's Souvenir Handybook [Broadcasting, June 15], using four additional stations, following the announcement of the program starting on WATC, Newark, Jersey City, and WINS, New York. Company now uses announcements on WHN, New York; WOR, Boston; WPEN, Philadelphia; WHOM, Jersey City; N. J.; Emil Mogul Co., New York, handles the account.

J & J Using 63

JOHN N. JUDD, New Brunswick, N. J., on June 29 started a campaign for its Red Cross Blood Donor Test meetings, scheduling 10 spot announcements weekly on 63 stations. Agency in charge is Young & Rubicam, New York.
For more than two decades the automotive worker has been a symbol of Detroit. The product of his skill not only placed America on wheels, but flashed the fame of Detroit's industrial greatness all over the world.

The automotive worker is still doing a grand job for Detroit, and for the Nation. According to the Michigan Department of Labor and Industry 250,000 former automobile workers have now joined forces with a quarter-million other war workers in the Detroit area to produce the trucks, tanks, bombers, planes and guns so urgently needed for victory. The pay of these workers in April, this year, was a total EXCEEDING 26 MILLION DOLLARS WEEKLY.

The patriotism and close proximity of these workers to the armament they create is resulting in the investment of a substantial part of their earnings in War Bonds. They have money to spend now and will have money to spend when the war is over.

The advertiser who impresses his name, or his product, upon Detroit's war workers will reap rich dividends now and later. Let WWJ, the most listened-to radio station in Detroit, help you win—and keep—friends in this great market.
Channels Controlling Public Opinion

Mr. Fly resumed the stand for his seventh consecutive appearance last Tuesday. Chairman Lea requested the committee to permit the chairman to complete his written statement, in the interest of time. Mr. Fly completed his 35-page prepared statement in about an hour and the Committee recessed until Wednesday for cross-examination.

Mr. Fly devoted his testimony to Section 7 of the Sanders Bill, calling upon the Committee to study and report to Congress on chain broadcasting, licensing of networks, newspaper ownership of stations, and the clear channel problem.

He vigorously supported the chain-broadcasting regulations, citing a case or three in party, "the abuse", "illustration" and "cure". On licensing of networks, initially proposed by CBS President Paley but afterward modified by the CBS president, Mr. Fly said the issue could only be met after fullest study and opposed such an undertaking at this time because the Commission now is "essentially a war agency".

Apropos newspaper ownership, the chairman said the Commission's statement was still that when "you're dealing in channels for control of public opinion, there is a clear reason for scrutiny of the character the FCC has given the newspaper situation".

Dealing with the clear-channel study, the chairman said this was basically an engineering problem. He suggested that if the Committee desired further testimony it should call the FCC's chief engineer, E. K. Jett, as one fully qualified to explain the controversy that is under discussion "from the public point of view".

Income of Networks Shown on Exhibits

Chairman Fly introduced a series of exhibits dealing with chain broadcasting. Replying to a question previously asked by Rep. Haken, who had pointed out that only 45 of the 96 witnesses who appeared at the original FCC proceedings had been called by the three national networks, Mr. Fly produced an exhibit indicating that only six of the witnesses actually were called by the FCC.

Another exhibit showed that in 1941 CBS had a net income, after Federal income tax had been paid, amounting to 55.8% of the total depreciable value of all of its property, tangible and intangible. NBC's percentage was 67.2%.

CBS showed no profit as an independent entity, Mr. Fly said, but its stockholders "do show substantial profits". An exhibit showed

that the consolidated net broadcast income of seven MBS stockholders for 1941, before payment of Federal income tax, amounted to 67.5% of the depreciable value of all their broadcast property.

Another exhibit indicated the proportion of stations and power affiliated with national networks and showed that whereas NBC and CBS have 40.2% and 37.8% of the millimeter and 14% of the power, the BLUE and MBS have only 8.7% and 8.5%, respectively.

Asserting the importance of these figures is not readily apparent, Mr. Fly said that two of the networks do not have sufficient power to be "audible throughout the nation". The exhibit also disclosed, he said, that only 45.3% of the nighttime power of the country is unaffiliated with any national network. "Obviously, no new network can enter the field if it must seek its affiliates only from these small and scattered independent stations," he said.

The eight chain-broadcasting regulations were each designed to remedy a specific abuse uncovered by the investigation, he said. Mr. Fly discussed each of them in turn, using illustrations generally familiar to observers.

Abuse of Territorial Exclusivity Claimed

Citing exclusivity of affiliation, Mr. Fly said that the "abuse" reposed in the situation where listeners in a number of cities are deprived of many network programs and the country's radio service is limited. He cited the 1939 World Series on MBS, as an example, declaring that some NBC and CBS stations wanted to carry the series but that the networks said no, standing on exclusivity. The cure is the FCC's regulation 3.101, providing that network affiliation contracts may not be drawn to prevent a station, if it so desires, from carrying programs from another network.

The "abuse" of territorial exclusivity was described as a condition wherein, if the regular affiliate in an area decides not to carry a program, the network may not offer that program to any other station in the area. He pointed out that WRVA, Richmond, has a contract with CBS that provides the network with exclusive ability to send programs to any other stations within 80 miles of Richmond.

MBS, he said, prior to the proclamation of the regulations, was even more vulnerable with respect to this "abuse" than CBS or NBC. He cited the MBS contract with Don Lee, giving the latter territorial exclusivity for the whole Pacific Coast. The only saving grace, he said, was the provision that MBS would give up these exclusivity clauses whenever the FCC so ruled or the other networks voluntarily gave them up.

The cure, he said, is regulation 3.102, providing that the regular affiliate may not prevent some other station from carrying a network program in the event the regular affiliate rejects it.

On duration of affiliation contracts, Mr. Fly said the station usually is bound by the contract for five years and the network for one year. The cure, he asserted, is regulation 3.105, which originally provided that affiliation contract might not exceed one year, which at that time also was the period of the license. Consequently, the Commission lengthened the term of the license to two years and coincidentally the maximum term of affiliation.

Claims Local Programs Are Discouraged

Discussing option time, the most controversial of the regulations, Mr. Fly said that by taking an option on all the hours of its affiliates, CBS is able to discourage non-network programs. NBC, he asserted, has substantially the same effect by optioning the best hours of its stations. He said these options discourage not only local program production, but national programs as well.

He cited in evidence that the Milwaukee station of the American Broadcasting Co., owned by Mr. Burns, has long been affiliated with the NBC network, but "is not going to continue the option of time to another network from the time already bought and scheduled; third, certain hours of the day are excluded from network options, and left free for sale on a first-come first-served basis to networks and non-network users alike; fourth, further protection for local programs, they are afforded 56 rather than 28 days' notice before they are forced to give way for a network program. Pointing out that this type of option has sometimes been called "non-exclusive", Mr. Fly said that the method was simple. He disclaimed the NBC and CBS contentions that time can't be cleared under the option rule and discounted the "horrors" enumerated. He described as "nonsense" the contention of CBS Counsel John J. Burns that networks would be unable to clear time for speeches by the President if the option rule is enforced.

Outlines Ownership Of Stations by Networks

Beyond that, Chairman Fly disputed the allegation that the regulation would "break up the business", asserting the charge always is raised in monopoly cases of this sort. He said option time rule had been modified once at the request of the networks, to suit their convenience, and that if anyone has further amendments to suggest which will make the rule still more convenient, the Commission would give such suggestions "full and fair consideration". But he asserted the Commission would not modify the power of "option time to block the growth and development of network broadcasting in this country."

Mr. Fly next took up station reclassification programs, pointing out that the requirement under
"I know you will be pleased as I was to learn that in the judgment of the executives of the continued increase in sales is being credited directly to the advertising."

"I consider it a great compliment to the effectiveness of WHN."

—M.A.G.

These words were written by the agency executive on an account which is now in its second year on the air with a WHN-planned program — two years of continuous broadcasting matched with two years of "continued increase in sales." Doesn't that indicate why America's most powerful independent station belongs at the top of your advertising schedule for Summer and Fall?

WHN
50,000 WATTS • 1050 CLEAR CHANNEL
NEW YORK

Chicago Office: 360 N. Michigan Avenue
Advertising Industry Told by Council How to Aid in Mobilization of America

HOW advertising can mobilize the American people for the total war is explained in a 24-page booklet titled "A plan for winning war," one of its principal tools to help win the war' which the Advertising Council is now distributing to industry associations and to individual companies.

Pointing out that advertising can get from Americans voluntarily the same kind of cooperation the Axis gets from its citizens by total war and need for planned, coordinated advertising" is urgent, and that we cannot afford to wait for a Congressional appropriation for a nationwide advertising campaign, assuming that the conflicting points of view in Washington might be eventually resolved in favor of the idea, the brochure urges industry to "set up advertising facilities to educate and inspire all the American people to full participation in the war."

Four Principal Proposals

Specifically, the Advertising Council War Information Plan proposes four main points: "1. that the Advertising Council shall supply facts to industry concerning basic themes the Government wishes publicized; 2. that each major industry or a combination of industries shall then decide which themes they prefer to promote and publicize, provided this theme has not already been adequately covered; 3. that each industry or a combination of industries shall then provide advertising facilities adequate to promote this theme properly; 4. that the Advertising Council, cooperating with industry committees, shall plan, clear, and secure approval of such advertising from Government."

Current themes, the Council states, would include a base campaign to explain the meaning of war, and each one's part in winning it, and supplementary, specific campaigns to raise funds for the USO, Red Cross, etc., to accelerate the sale of war bonds, to explain rationing, conservation, prices, etc., to build moral in war industries, to speed proper organization of civilian defense, to encourage car pooling, etc.

As an example, the Council outlines its base campaign on total war, designed to supplement and reenforce all other war information campaigns. As the base job, it rates the largest budget, the Council states. "Total War might be assigned to the automobile industry; could be effective with $12,930,545 spent in 12 months."

All Major Neta Planned

Plans calls for the expenditure of $2,900,000 for 208 half-hour programs, one evening broadcast each week on each of the four nationwide networks or a combination of daytime and nighttime program, with sponsorship rotated among participating advertisers. Advertising expenditures include approximately $3,000,000 for magazine; $4,000,000 for newspaper; $3,000,000 for outdoor advertising; $1,000,000 for business and technical publications; and $750,000 for production costs.

A substantially different campaign, that on Civilian Defense, is also outlined. "Government plans might indicate that advertising should concentrate in a short three-to-six-months' period—just those people in coastal, Great Lakes and Gulf areas and in other selected cities what must be done now to protect their homes and businesses from possible enemy action," the Council explains, adding that such a campaign would cost about $2,000,000 and might be assigned to the household appliances industry.

Radio and Newspapers

Radio and newspapers are the chosen media, using all daily papers in 20 metropolitan areas and in the major cities of the Great Lakes and Gulf regions, and a tailor-made network

ATLANTIC NETWORK TO TEST OPERATION

ATLANTIC Coast Network, regional chain of ten stations, formed at May by American Broadcasting Co. [Broadcasting, May 11], began operations July 1 on a purely experimental basis to test plans, programs, and operational set-up, according to Edward Codell, manager of the network. Experiment will continue for six weeks, after which full scale operations will go into effect, Mr. Codell said.

The network, represented nationally by John Blair & Co., consists of eight basic stations, including WNEW, New York; WOR, Newark; WAPI, Washington; WFBF, Baltimore; WPEN, Philadelphia; WELI, New Haven, WMLW, New Bedford; WCOF, Boston; WPGI, Pawtucket Providence, as well as two supplementary stations, WBOC, Hagers town, Md., and WIEJ, Salisbury, Md. President of American Broadcasting Co., which will operate AGN in Harms, LaFolit, who is one of the new licensees, owns controlling interest in five of the stations, WNEW, WPEN, WPEN, WBNC and WELI.

Blue Programs Listed For Teamed Sponsorship

NINE PROGRAMS particularly suitable for "teamed sponsorship" on the BLUE were listed last week by Phillips Carlin, BLUE Vice-President of announcing. Team sponsored by four-companies, the Blue program allows four non-competitive advertisers, whose products have been purchased by one, to continue the advertisement for one sponsor. Total sponsorship of one producer and one adver tiser will be the featured sponsor in the Blue program that appears weekly in recent months.

Suggested BLUE programs were "A Round John's Bottle"; "Weekly War Journal"; "Believe It or Not;" "Green Hornet, K.B."; "Your True, Dear Old Dad: Daughters of Uncle Sam" and "Producers Carry the War," currently on the air tour ing theatres, and "This Is the Truth," also on the air.

Buttermilk Series


Hudson Heads 'Cheers'

TED HUSING, CBS sportscaster, has been assigned as m.c. on the "Night Games From the Camps on CBS June 23," has been assigned permanent m.c. of the "Games From the Camps on CBS June 23" sponsorship campaign, for General Motors Corp., Detroit, Tuesday, 7-9-10:30 p.m.

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Here are a few suggestions for prolonging the life of pure-tungsten-filament tubes. Specific installation and operating instructions are available for every General Electric tube, as well as general instructions for water-cooled and air-cooled types. Send us a list of the G-E tubes you use. We shall be glad to furnish you with complete service information. A brief review of these instruction sheets will enable you in many cases to get thousands of extra hours from hard-to-get tubes. General Electric, Schenectady, N. Y.

1. Keep filament voltage as low as possible consistent with output and permissible distortion.

2. Minimize anode dissipation by careful tuning of transmitter.

3. Be sure there is plenty of water flowing on water-cooled anodes and plenty of air on air-cooled anodes to prevent hot-spotting and gassing.

4. Keep plenty of air on the glass bulb—particularly on the seals where glass joins metal or leads go through—to reduce electrolysis and gas evolution from glass.

5. Switch leads every 500 hours, preferably once a week, when filaments operate on d-c.

6. During starting cycle be sure the instantaneous current does not exceed 150 per cent of normal current.

7. Raise plate voltage in easy steps when starting.

8. Prevent damage caused by overloading the plate circuit. Use protective devices such as a fuse or relay.

9. Hard water (over 10 grains per gallon) should not be used for water-cooling. Distilled water will reduce scale formation on anode.
Ingenuity in Utilizing All Available Material Required in Canada

By J. A. OuiMet
Assistant Chief Engineer, Canadian Broadcasting Corp.

Outside of winning the war itself, no subject is closer to the heart of the American broadcaster than the problem of plant maintenance under wartime restrictions. Broadcasters throughout the country have published two noteworthy contributions on the subject recently—one, excerpts from some of the Canadian experiences as related at the C.R.C. Radio Institute of America broadcast on March 30 edition; the other by Charles H. Singer, WBT technical supervisor, now also with the Army, in the March 30 edition. We urge everyone to secure and read these, and to acquire his technical staff to study the articles intently, and this one, excerpts from some of the Canadian experiences as related at the C.R.C. Radio Institute of America broadcast on March 30 edition, which is essential study for any broadcasting engineer.

FOR THE CBC the problem of maintaining its operations in war time is essentially the same as that which faces American broadcasters. It is confronted with the same serious economic difficulties, with the same danger of sabotage, and finally with the same possibilities of enemy action which may bring about the destruction of its facilities.

With 10,000 miles of transmission lines operating through five time zones, the CBC network extends from Sydney, N. S., to Vancouver in B. C., and links together a total of 57 stations.

To man these facilities a technical staff of more than 150 is maintained, exclusive of the engineering personnel of its headquarters in Montreal.

The first wartime measures were introduced right at the start of the war, in the fall of 1939, and were directed against possible sabotage. These included the use of barbed wire, the installation of flood lights, the erection of sand bag barricades, and the establishment of armed guards at all main outside plants.

Sand Barricades

To protect vital parts against destruction by explosive projectiles that may be directed from outside of the enclosed structure, sand barricades have been erected around the guy anchors and at the base of all vertical radiators.

The same precaution is also taken for the outside power stations and in front of certain sections of the transmitter building on towers as large as the glass brick section of the transmitter at Viger, Que.

It may be interesting to note that sand bags are not used here but loose sand between wooden supports. This construction is in sections so that damage to one part of the structure will not cause all the sand to pour out, rendering the whole barricade useless. It was learned by experience early in the war that sand bags are not suited to long exposure to Canadian climatic conditions, all the sand bag barricades that were originally installed and then removed due to their height.

Protection against sabotage is, of course, only a small part of the measures we have had to take. The situation in Canada with regard to sabotage of equipment and difficulties in procurement are just as serious as in the USA and perhaps even more so, since practically all the major radio parts and transmitters are made in Canada are to be purchased from American manufacturers.

As a contribution towards the solution of the general problem of equipment shortage and as an alternative way of insuring the continuity of service, the engineers of the CBC are now concentrating their energies in an extensive continuing programme of radio engineering. The equipment of the CBC is so varied and flexible in its use that it is possible to change or modify any equipment in the company's general stock to meet any emergency situation. A few examples of this are the CBC's efforts to make the broadcasting equipment of the CBC suitable for use in hospital emergency services, and the CBC's efforts to make the broadcasting equipment of the CBC suitable for use in home emergency services.

War Manual

The backbone of this conservation drive is a sort of war economy manual which is distributed to all who handle equipment. This manual outlines the facts of the problem and indicates practical ways of meeting it. This has been prepared in loose-leaf form so that sections can be modified or added with ease. It is supplemented by releases from Engineering Hqrs. that keep the interest of the staff in conservation matters constantly alive. The material for these releases is generally taken from papers or articles in newspapers and magazines which provide some interesting examples of shortage difficulties or of particularly interesting ways of meeting those difficulties.

An accurate inventory has been made of all CBC facilities, spare parts, expendables, and even of some called "junk piles" as a preliminary step towards redistribution if necessary. With the number of plants operated by the CBC and its equivalent, within one organization, of the idea of "pooling of equipment" which is being considered by American broadcasters under this plan the spares of any one of the CBC stations can be shipped at a moment's notice to any other CBC plant which may be in distress.

In addition, there has been undertaken and carried out an intensive campaign against sabotage and against the use of equipment for personal benefit. The CBC is making every effort to keep its equipment in operable condition and to prevent damage to its facilities. It is also making every effort to keep its equipment in operable condition and to prevent damage to its facilities.

Cut in Power Output

But perhaps the most important contribution that broadcasting made towards conservation of tubes and equipment would be to actually reduce the power output of broadcast stations. A 20% power reduction might double the life of tubes and yet afford all the service to the listener. The CBC engineers are convinced of the advisability of this measure and have already taken a progressive step towards its application in recommending its adoption to the Canadian Radio Administration.

In conclusion, the situation is such as to require the adoption of the necessary simple modifications to the control and protective circuits of the CBC's plants at all stations to switch over to reduced power operation without delay as soon as permission is granted. Tests that have already been made show that many tubes that had to be taken out of service due to the high power load can be used to give more hours of useful life in operation with reduced power output.

To counteract the inevitable degradation of operating standards as inexperenced staffs gradually replace fully qualified personnel, an extensive educational program has been established to give the necessary technical background to the newcomers as well as to refresh the knowledge of the regular men who have been able to remain.

These arrangements are being made in the hope of developing a trained reserve. There are three other methods by

(Continued on page 14)

Page 20 • July 6, 1942

BROADCASTING • Broadcast Advertising
In 1939, TVA power sales amounted to $5,507,000.00. In 1940, these sales increased to $15,300,000.00. Over the same period, 23,000 additional farms were electrified.

Yes, there's a power "boom" in the Tennessee Valley area—one of the nation's richest industrial spots.

There's no blackout of Power in the Tennessee Valley!
Sydney Ross Co. Active in Latin Field

Subsidiary of Sterling Devotes 60% of Big Budget to Radio

WITH a Latin-American advertising appropriation for 1942 of more than $2,300,000, of which 60% is devoted to radio, the Sydney Ross Co. is an even bigger figure in radio than its parent organization, Sterling Products Inc., in United States radio.

Using 224 stations in 19 Latin-American countries—and arrangements are now under way for the addition of one or more stations in Paraguay, which will give the company broadcasts from every country in Central and South America—the Ross schedule for the year calls for 4,199 half-hour programs, 4,998 quarter-hour shows and 2,292,400 announcements.

Placed Directly

Radio schedules are placed directly by the 31 branch offices of the company throughout Latin America, according to E. Calliari, who directs this branch of the Sterling advertising from headquarters in Newark, where a staff of two handles all of the propagation material used in the various campaigns. Six Spanish girls are kept busy typing scripts and cutting stencils for these programs.

Sterling has used radio in Latin America for 15 years, Mr. Calliari said, but the big impetus came in 1939 after the acquisition of the Sydney Ross Co. and since that time the company has constantly increased its radio appropriation. Until recently spot announcements, varying from 10 words to one minute in length, were used exclusively, but now programs have been added.

Latin American radio practice is quite different from that in the United States, Mr. Calliari explained. Announcement ads are usually placed between program or distributed within a participating program of music, comedy or home economics instruction. There are many stations, announcements and phonograph records make up most of the program schedule, and if the station is popular there may be as many as 20 announcements, read one after another, between records.

RADIO scheduling is done on the basis of preference and not on the basis of cost, according to Calliari, which accounts for the high percentage of spots. It is the program—listeners, not advertising dollars—that is the basis for the scheduling.

Scheduling radio in Latin America is no easy matter, according to Calliari, but it is necessary to radio scheduling in any part of the world.

When Historians of The Future...

From the Asheville (N.C.) Citizen, June 22

SHOULD the two-weeks' scrap rubber campaign launched by President Roosevelt prove to be an outstanding success, a large portion of the credit thereof should, and doubtless will go to the more than 800 radio stations of the country that are working ceaselessly behind the drive at all hours of the day and night.

Indeed, this is not only true of the scrap rubber campaign, but along all others of the national war effort including rationing, community defense, war stamps and bonds, scrap iron drives, etc.

These, in addition to the almost hourly broadcasts of war news and bulletins, hedged around by the problems of censorship, have added greatly to the burdens placed on radio stations in keeping the public fully and properly informed of our war effort.

These services of course add greatly to the operating expenses of radio stations everywhere, some of which are now doing duty 24 hours a day in areas where defense workers are living, providing news and entertainment to the thousands of men and women who get up late and deserve as good a radio fare as daylight workers.

When the historians of the future shall write the record of the great agencies that assured final victory for the United Nations, the contributions of America's radio stations will rank high in the annals of the Second World War.

BROADCASTING • Broadcast Advertising

Page 22 • July 6, 1942
Showmanship can be merely spectacular, or it can be spectacularly successful.

At KNX it is successful—for KNX showmanship builds audiences that pay dividends to Southern California advertisers. Examples?

CONGRATULATIONS JUNIOR!
Recently the presentation of more than 1500 model planes, by their schoolboy builders to U. S. Navy officials for use in pilot training, was broadcast to the nation with elaborate ceremonies from the forecourt of KNX...Such special events broadcasts, developed by KNX, are frequently so important that they go coast-to-coast over CBS.

KUDOS FROM BILLBOARD...
Billboard's award for the outstanding piece of radio station exploitation in 1941 went to KNX, for having streets in a war housing project named for its programs and stars...KNX, too, was first in Southern California to inaugurate an all-night schedule of balanced radio for night war-workers.

KNX's dealer service, moreover, is showmanship that goes all the way to the dealer's counter. It, too, is part of the spectacularly successful showmanship that year after year helps to make KNX the favorite sales medium for Southern California advertisers—those who demand cash register results.

KNX
50,000 WATTS • LOS ANGELES

COLUMBIA'S STATION FOR ALL SOUTHERN CALIFORNIA • Owned and operated by the Columbia Broadcasting System • Represented nationally by Radio Sales: New York, Chicago, St. Louis, Charlotte, San Francisco
STATE RADIO CENSUS TABLES
Previously Released by U. S. Census Bureau
With Dates of Publication in Broadcasting

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<th>State</th>
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<td>New Hampshire</td>
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NOTE: Number of Occupied Dwelling Units as reported by Census Bureau in advance releases. Percent radio-equipped calculated by NAB Research Dept. from Series H-7 Bulletin following the Census Bureau practice. Number of radio units, or radio homes, estimated by applying percent ownership to those units not answering radio question and adding such to those reporting radio.

NBC INTER-AMERICAN COLLEGE
Permanent Institution to Be Launched Soon,
Supplementing University Courses

By STERLING FISHER
Director, NBC Inter-American University of the Air

AFTER a long period of preparation, the NBC Inter-American University of the Air, a permanent institution dedicated to the promotion of mutual understanding and good will among all the people of the Americas, is ready to emerge into the spheres of broadcasting and public utilization. The scope of its proposed activities is visible in the fact that it will offer regular radio supplements to college courses in 22 nations simultaneously.

Concepts of Freedom

Its first series in the United States, *Lands of the Free*, will be launched on NBC July 6 in the evening period 10:30-11 following the inaugural broadcast June 28. This special broadcast featured short addresses by such noted statesmen and leaders as Dr. Don Esquel Padilla, Mexican Secretary of State; Dr. Don Luis Quintanilla, Mexican Minister to the United States; A. A. Berle, Assistant Secretary of State, and J. T. Thorsen, Minister of War Services for the Dominion of Canada. Dr. James Rowland Angell, NBC public service counselor and president emeritus of Yale U, gave an account of the origin of the University of the Air and its objectives.

The historical series, *Lands of the Free*, will seek not merely to trace the history of the Western Hemisphere through a succession of dates, wars and heroes, but will put focus for the first time upon the development and growth throughout the Americas of the concepts and operations of freedom in its widely varying manifestations, from the town meeting of New England and the United States of Rights, to the first representative election in the New World—the Cabildo in Asuncion, Paraguay, in 1539.

Within a few weeks after this historical series has been tested out, it is expected that the musical series *New World Music* will be ready to take its place on the air throughout the nations of this Hemisphere that may desire to make use of it.

Local Groups

The rapidly expanding plans of the Inter-American University of the Air do not confine themselves, however, to the airwaves alone. As Dr. Don Esquel Padilla, under the distinguished guidance of more than two score leaders of inter-American culture and education, is seeking every proper parallel means through which it may make the most rapid and powerful possible contributions to understanding among the peoples in the Americas.

To achieve this purpose, it is working out methods of utilizing these radio "courses" not only as the basis for assigned listening by college students of history, music, art, etc., but also for laymen, the like, but also of giving them maximum utility for many other groups throughout the nations that are connected with Inter-American affairs.

The latter are well represented by the nationwide Commission to Study the Organization of Peace, which has announced the adoption of the series *Lands of the Free* as the official study project for its thousands of local organized groups. A series throughout the United States, which are making a survey of the problems of post-war organization.

Each broadcast of this first series as well as subsequent ones will not only be presented on NBC's domestic network of 134 stations, but also will be translated into Spanish and Portuguese for transcription by the American Institute of Inter-American Relations, and transmitted by those nations and other radio stations of the Hemisphere.

Public relations programs will also be offered to the College in connection with the greater parallel project of great scope and general public interest is the Institute of Inter-American Relations, now in process of being organized by the Inter-American Committee of the Air in Cooperation with Columbia U. Tentative features of this Institute which will be open to a limited number of studying for students of Inter-American affairs on the payment of a nominal fee, will be:

1. Demonstrations of the broadcasting and college class utilization of the series *Lands of the Free*, and *New World Music*.
2. Lectures by eminent authorities of this and other American nations covering such fields as: history, geography, art, the theatre, radio, and motion pictures.
3. Pan-American art exhibits and colored motion pictures of inter-American educational subjects.
4. Inter-American commercial and educational exhibits.
5. Demonstration broadcasting of the programs on the NBC short-wave international stations.
7. A special week-long musical entertainment feature in Radio City Music Hall, New York, based upon one of the series of the Inter-American University series *New World Music*.
8. Concurrent, one-day, similar institutes to be held at some other universities in the United States, and possibly also at a few selected universities in Latin-American nations, with all the institutes sharing their leading features, for that day's audience, with the general public through radio.
9. Concurrent meetings in New York, under the Institute's auspices, of other groups and organizations interested in Inter-American affairs.

Publications Used

A wide variety of publications are being specially prepared and made available for the convenience of the directors of the broadcasts of the Inter-American University of the Air, in order to increase their usefulness both to students and the general audience. The remarkably comprehensive social-historical geography, *Latin America*, by Preston E. James, has been adopted as an official reference for the *Lands of the Free*. It contains a special preface by Dr. Angell regarding its utilization in connection with the program.

The important *Hammond Co. World Atlas* has also been officially adopted for map reference purposes.

To provide detailed advance information about programs and suggestions for their use in group and classroom development, a booklet has been issued "Listeners' Aid for *Lands of the Free*", which the company is making available at 25¢ a copy to cover costs. Listeners will undoubtedly find additional enjoyment and benefit from the broadcasts by supplementing them with references to these special publications.

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**Tomlinson's Pact**

EDWARD TOMLINSON, BLUE authority on Inter-American affairs, in signing a 82-week contract with the network for a continuation of his broadcasts has added a quarter-hour period, Sunday, 6:45 p.m. to his schedule of analyses of hemispheric and inter-American news. Current Blue Pool is Sunday, 6:45-7:45 p.m., and as one of the regular contributors on *World Review*, Sunday, 7:30-8:30 p.m., Tomlinson will be heard in the new niche starting July 19.
Keep (sales)
Growing
With

KGW

"The Key to the Great West"

The anticipatory buying boom has levelled off—you've got to go out looking for sales now—and here's the place to find them!

Portland ranks second among U. S. cities of 400,000 or over in percentage of payroll increases. Paced by the shipbuilding industry, the entire Portland area is more prosperous than ever before.

People here have money to spend—lots of it. Tell 'em about the things you have to sell over KGW!

KGW
Portland, Oregon
5,000 watts • 620 kilocycles
NBC Red Network
Represented Nationally by
EDWARD PETRY & CO., INC.

ON THE BEAM!

KEX

"The Voice of the Oregon Country"

KEX is the only outlet in this busy, thriving, prosperous area carrying a full schedule of BLUE NETWORK programs. KEX is "going places" with the BLUE and that means that a lot of choice spots are available on KEX between established audience programs. Get in touch with the nearest Raymer office, or wire for availabilities.

KEX
Portland, Oregon
5,000 watts • 1190 kilocycles
Represented Nationally by
THE PAUL H. RAYMER CO.

BROADCASTING • Broadcast Advertising
July 6, 1942 • Page 25
XXII. CENSUS OF RADIO HOMES IN THE STATE OF NORTH CAROLINA
Number of Occupied Dwelling Units, Percent Radio Equipped and Number of Dwellings having Radios by Counties and Cities of 25,000 or More Population: Urban, Rural-Nonfarm and Rural-farm: 1940

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</tbody>
</table>
Sixteen years ago the Carolinas were not as prosperous, or populous, as they are today. Neither was WBIG. But in those days WBIG did a faithful job in its primary area... The Magic Circle. It never stopped doing that job. Today, when the Carolinas are alive with industry, WBIG advertisers reap the reward. Today WBIG is the "Prestige Station of the Carolinas".

There's no magic about your sales success when you tell your story to 1,000,000 people in the WBIG Magic Circle. It's just a case of using the prestige station in one of the country's busiest markets. WBIG has been "tops" in the Magic Circle for sixteen years. So success over WBIG isn't magic. It's sales logic.

And that's a logical tip for you.
### XXIII. CENSUS OF RADIO HOMES IN THE STATE OF LOUISIANA

Number of Occupied Dwelling Units, Percent Radio Equipped and Number of Dwellings having Radios by Counties and Cities of 25,000 or More Population

#### Urban, Rural-Nonfarm and Rural-Farm: 1940

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<th>Parishes</th>
<th>All Units</th>
<th>Urban Units</th>
<th>Rural-Nonfarm Units</th>
<th>Rural-Farm Units</th>
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<td>34.9</td>
<td>3,828</td>
<td>57.2</td>
</tr>
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<td>34.9</td>
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<tr>
<td>Caddo</td>
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<td>56.6</td>
<td>25,069</td>
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### Cities of 25,000 Or More Population

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<td>Baton Rouge</td>
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<td>New Orleans</td>
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<tr>
<td>Shreveport</td>
<td>26,909</td>
<td>76.2</td>
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**W.W.L**

NEW ORLEANS

870 KC • CBS • 50,000 Watts • Clear Channel

Represented Nationally by the Katz Agency, Inc.


CBS

sets

net
daytime

circulation at 315,000 radio
homes; net nighttime at 425,000. Ask Branham
Company for details.

Native, pure bred bulls improve beef strains in the fast-
growing livestock industry which is adding to spendable
wealth in the KWKH area.

*BULLY BEEF*

"Bully Beef" will help win the war . . . and additional spendable wealth created
by the fast-growing livestock industry in North Louisiana, East Texas and South Arkansas
will help win your battle for sales. Livestock money goes into all pockets—
from farmer to financier. It circulates, buys the products you have to sell. KWKH
is a potent sales medium in this area . . . the home of thousands of able-to-buy,
eager-to-buy radio families.*

Buy KWKH for dominant coverage of one of the south's richest livestock markets
. . . a market selected by federal agencies for more than 300 million dollars of
war construction.

*KWKH

CBS

A SHREVEPORT TIMES STATION

SHREVEPORT, LOUISIANA

MEMBER SOUTH CENTRAL QUALITY NETWORK

The SELLING POWER in the BUYING MARKET
XXIV. CENSUS OF RADIO HOMES IN THE STATE OF MARYLAND

Number of Occupied Dwelling Units, Percent Radio Equipped and Number of Dwellings having Radios by Counties and Cities of 25,000 or More Population

Urban, Rural-Nonfarm and Rural-Farm:

1940

<table>
<thead>
<tr>
<th>County</th>
<th>All Units</th>
<th>% Radio</th>
<th>Urban Units</th>
<th>% Radio</th>
<th>Rural-Nonfarm Units</th>
<th>% Radio</th>
<th>Rural-Farm Units</th>
<th>% Radio</th>
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</thead>
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<td></td>
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<td>99.9</td>
<td>2,157</td>
<td>65.0</td>
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<td>5,881</td>
<td>99.9</td>
<td>2,157</td>
<td>65.0</td>
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State Total     | 465,683   | 88.1   | 386,056     | 95.4   | 267,652             | 95.4   | 124,112         | 84.4   |

Cities of 25,000 Or More Population

<table>
<thead>
<tr>
<th>City</th>
<th>Units</th>
<th>% Radio</th>
<th>Units</th>
<th>% Radio</th>
<th>Units</th>
<th>% Radio</th>
<th>Units</th>
<th>% Radio</th>
</tr>
</thead>
<tbody>
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<td>218,790</td>
<td>99.9</td>
<td>218,790</td>
<td>99.9</td>
<td>218,790</td>
<td>99.9</td>
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<td>92.7</td>
<td>9,585</td>
<td>92.7</td>
<td>9,585</td>
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<td>93.2</td>
<td>8,185</td>
<td>93.2</td>
<td>8,185</td>
<td>93.2</td>
</tr>
</tbody>
</table>

LESSON IN LOGIC:

BALTIMORE represents the majority of radio homes in MARYLAND!

To reach this profitable market your most economical medium is WCBM

The only BLUE NETWORK outlet to Baltimore’s 1,000,000

SELL BALTIMORE THRU WCBM!

John Elmer, President

Today Baltimore is actually a beehive of industry . . . one of the nation’s busiest war production centers
MARYLAND'S OLDEST BROADCASTING STATION
and
THE VOICE OF BALTIMORE

Has progressively for twenty years become more firmly entrenched in the homes of Baltimoreans.

LICENSED MAY 8, 1922 — MEMBER CBS BASIC NETWORK SINCE 1927

"THERE'S ALWAYS A GOOD SHOW OVER
WCAO"

600 KC.
5000 WATTS NIGHT & DAY SOON

C. E. HOOPER REPORTS ON
A MASS MIGRATION!

<table>
<thead>
<tr>
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</thead>
<tbody>
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<td></td>
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<td>A</td>
<td>B</td>
<td>C</td>
<td>D</td>
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<tr>
<td>8:00 A.M. - 8:30 A.M.</td>
<td>4 3 1 5 2</td>
<td>2:00 P.M. - 2:30 P.M.</td>
<td>3 2 1 5 4</td>
<td></td>
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<tr>
<td>8:30 A.M. - 9:00 A.M.</td>
<td>3 4 2 5 1</td>
<td>2:30 P.M. - 3:00 P.M.</td>
<td>3 1 2 5 4</td>
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</tr>
<tr>
<td>9:00 A.M. - 9:30 A.M.</td>
<td>1 5 3 2 4</td>
<td>3:00 P.M. - 3:30 P.M.</td>
<td>1 2 5 3 4</td>
<td></td>
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</tr>
<tr>
<td>9:30 A.M. - 10:00 A.M.</td>
<td>5 2 3 1 4</td>
<td>3:30 P.M. - 4:00 P.M.</td>
<td>2 1 4 3 5</td>
<td></td>
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<tr>
<td>10:00 A.M. - 10:30 A.M.</td>
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<td>4:00 P.M. - 4:30 P.M.</td>
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<td></td>
</tr>
<tr>
<td>10:30 A.M. - 11:00 A.M.</td>
<td>1 2 3 4 5</td>
<td>4:30 P.M. - 5:00 P.M.</td>
<td>2 1 4 5 3</td>
<td></td>
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</tr>
<tr>
<td>11:00 A.M. - 11:30 A.M.</td>
<td>3 1 4 5 2</td>
<td>5:00 P.M. - 5:30 P.M.</td>
<td>1 2 3 5 4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>11:30 A.M. - 12:00 Noon</td>
<td>4 3 2 5 1</td>
<td>5:30 P.M. - 6:00 P.M.</td>
<td>1 4 2 5 3</td>
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</tr>
<tr>
<td>12:00 Noon - 12:30 P.M.</td>
<td>2 3 1 4 2</td>
<td>6:00 P.M. - 6:30 P.M.</td>
<td>3 4 1 5 2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>12:30 P.M. - 1:00 P.M.</td>
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<td>6:30 P.M. - 7:00 P.M.</td>
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<tr>
<td>1:00 P.M. - 1:30 P.M.</td>
<td>2 3 1 4 3</td>
<td>7:00 P.M. - 7:30 P.M.</td>
<td>4 2 1 3 5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1:30 P.M. - 2:00 P.M.</td>
<td>2 2 1 3 3</td>
<td>7:30 P.M. - 8:00 P.M.</td>
<td>3 2 1 5 4</td>
<td></td>
<td></td>
</tr>
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</table>

... A migration of radio audiences from network stations to W-I-T-H! Hooper's Baltimore survey covered weekday listening audiences... and ranked station W-I-T-H 1st, 2nd or 3rd in 20 out of 24 half-hour periods from 8 A.M. to 8 P.M.

Look over the chart.
Switch over to W-I-T-H.
And, then, watch summer sales jump!

W-I-T-H The Peoples' Voice in Baltimore
Represented Nationally by HEADLEY-READ Company
## XXV. CENSUS OF RADIO HOMES IN THE STATE OF WEST VIRGINIA

Number of Occupied Dwelling Units, Percent Radio Equipped and Number of Dwellings having Radios by Counties and Cities of 25,000 or More Population

### Urban, Rural-Nonfarm and Rural-Farm: 1940

<table>
<thead>
<tr>
<th>County</th>
<th>A1 Units</th>
<th>Radio Units</th>
<th>Urban Units</th>
<th>Radio Units</th>
<th>Rural-Nonfarm Units</th>
<th>Radio Units</th>
<th>Rural-Farm Units</th>
<th>Radio Units</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>% Radio</td>
<td>% Urban</td>
<td>% Rural-Nonfarm</td>
<td>% Rural-Farm</td>
<td></td>
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<td>Business</td>
<td>Units</td>
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</tbody>
</table>

### Cities of 25,000 or More Population

<table>
<thead>
<tr>
<th>City</th>
<th>Units</th>
<th>% Radio</th>
<th>Radio Units</th>
</tr>
</thead>
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<tr>
<td>Charleston</td>
<td>17,950</td>
<td>89.8</td>
<td>16,120</td>
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<td>Clarksburg</td>
<td>8,245</td>
<td>91.7</td>
<td>7,560</td>
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<td>Huntington</td>
<td>20,939</td>
<td>87.3</td>
<td>18,272</td>
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<tr>
<td>Wheeling</td>
<td>16,555</td>
<td>90.0</td>
<td>15,101</td>
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</table>

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**This is... THE WEST VIRGINIA NETWORK**

**WCHS** CHARLESTON

5,000 on 580

**WSAZ** HUNTINGTON

1,000 on 930

**WPAR** PARKERSBURG

250 on 1450

**WBLK** CLARKSBURG

250 on 1,400

Covering 80% of the State's Buying Power

---

**Page 32 • July 6, 1942**

**BROADCASTING • Broadcast Advertising**
XXVI. CENSUS OF RADIO HOMES IN THE STATE OF MINNESOTA

Number of Occupied Dwelling Units, Percent Radio Equipped and Number of Dwellings having Radios by Counties and Cities of 25,000 or More Population

Urban, Rural-Nonfarm and Rural-Farm: 1940

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<thead>
<tr>
<th>County</th>
<th>All Units</th>
<th>Urban Units</th>
<th>Rural-Nonfarm Units</th>
<th>Rural-Farm Units</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>% Units</td>
<td>Radio Units</td>
<td>% Radio</td>
<td>Radio Units</td>
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<td>Radio</td>
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<td>Units</td>
<td>Radio Units</td>
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<td>% Radio</td>
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<td>Units</td>
<td>Radio Units</td>
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<td></td>
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<tr>
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<td>Units</td>
<td>Radio Units</td>
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<tr>
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<td>% Radio</td>
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<tr>
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<td>Units</td>
<td>Radio Units</td>
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<td>% Radio</td>
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<td>Units</td>
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<td></td>
<td>% Radio</td>
<td>Radio</td>
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<td>Radio</td>
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<td>% Radio</td>
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<td>Radio Units</td>
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<td>% Radio</td>
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<td>% Radio</td>
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<td>Units</td>
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<td>Radio Units</td>
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Cities of 25,000 Or More Population

<table>
<thead>
<tr>
<th>City</th>
<th>% Units</th>
<th>Radio Units</th>
<th>% Radio</th>
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</thead>
<tbody>
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<td>Duluth</td>
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<td>137,922</td>
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<td>6,303</td>
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<td>6,103</td>
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<td>St. Paul</td>
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<td>77,882</td>
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<td>Rural-Nonfarm Units</td>
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<td>Radio Units</td>
<td>% Radio Units</td>
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Cities of 25,000 Or More Population

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<thead>
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<th>City</th>
<th>Units</th>
<th>Radio Units</th>
<th>% Radio Units</th>
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<td>62,570</td>
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<td>63.4</td>
<td>11,097</td>
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<td>9,471</td>
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<tr>
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(BROADCASTING • Broadcast Advertising)
BROADER COVERAGE NOW GIVEN BY AP
THE VAST news coverage given radio listeners is emphasized by the wide expansion of the special Associated Press radio wire during the first six months of this year. Oliver Gramling, assistant general manager of Press Assn, radio subsidiary of AP, has announced that 111 new stations have been added to the 24-hour special AP radio wire in the first half of 1942.

New PA bureaus also have been opened at Denver, San Francisco and Huntington, W. Va., since the first of the year. These supplement other PA bureaus which provide state and regional news exclusively for the radio wire, as well as the 100 AP domestic bureaus which also contribute daily to the special AP wire.

Disc for Movie UNITED ARTISTS Corp, New York, in distributing a quarter-hour transcription based on its current picture "Friendly Enemies," to about 75 exhibitors of the film, for placement with local stations in various parts of the country. Thomas J. Valentinco, assistant general manager of UA, points out in a special announcement.

At present the CBC national network consists of 10 CBC-owned and operated stations and 20 privately-owned stations. There are, in addition, 30 privately-owned stations which receive all or part of the CBC sustaining programs. This accounts for the great increase in the number of stations in the Dominion and places CBC radio in a position to reach as many as 200 million Canadians in the Dominion.

GREAT LAKES COLLISION Co, Buffalo, is testing spot announcements on WIRB, Buffalo, placed thru Ellis Adv. Co., that city.

KFQD
Anchorage
Alaska
Located Geographic Center of Alaska
Headquarters Alaska Defense Command
Alaska’s Oldest Station Direct Representation

BROADCASTING • Broadcast Advertising

CENSUS OF RADIO HOMES IN THE STATE OF GEORGIA
Number of Occupied Dwelling Units, Percent Radio Equipped and Number of Dwellings having Radios by Counties and Cities of 25,000 or More Population
Urban, Rural-Nondes and Rural-farm: 1940

(Continued from page 34)
### XXVIII. CENSUS OF RADIO HOMES IN THE STATE OF KANSAS

<table>
<thead>
<tr>
<th>County</th>
<th>All Units</th>
<th>Urban Units</th>
<th>Rural-Nonfarm Units</th>
<th>Rural-Farm Units</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Units</td>
<td>% Radio</td>
<td>Units</td>
<td>% Radio</td>
</tr>
<tr>
<td></td>
<td>Radio</td>
<td>Units</td>
<td>Radio</td>
<td>Units</td>
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<td>Units</td>
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<tr>
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<tr>
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<td>669</td>
<td>10%</td>
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<tr>
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<td></td>
<td>110</td>
<td>10%</td>
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<tr>
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<td>778</td>
<td>25%</td>
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<td>60%</td>
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<tr>
<td>Wilson</td>
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<td>31%</td>
<td>538</td>
<td>25%</td>
</tr>
<tr>
<td></td>
<td>60%</td>
<td></td>
<td>157</td>
<td>10%</td>
</tr>
<tr>
<td>Wilson</td>
<td>2,767</td>
<td>17%</td>
<td>1,233</td>
<td>10%</td>
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<td></td>
<td>60%</td>
<td></td>
<td>534</td>
<td>10%</td>
</tr>
<tr>
<td>Wilson</td>
<td>1,695</td>
<td>32%</td>
<td>669</td>
<td>10%</td>
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<tr>
<td></td>
<td>60%</td>
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<td>110</td>
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<tr>
<td>Wilson</td>
<td>1,695</td>
<td>31%</td>
<td>538</td>
<td>25%</td>
</tr>
<tr>
<td></td>
<td>60%</td>
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<td>157</td>
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</tr>
<tr>
<td>Wilson</td>
<td>2,767</td>
<td>17%</td>
<td>1,233</td>
<td>10%</td>
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<tr>
<td></td>
<td>60%</td>
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<td>534</td>
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<td>Wilson</td>
<td>1,695</td>
<td>32%</td>
<td>669</td>
<td>10%</td>
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<tr>
<td></td>
<td>60%</td>
<td></td>
<td>110</td>
<td>10%</td>
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(Continued on page 37)
CENSUS OF RADIO HOMES IN THE STATE OF KANSAS
Number of Occupied Dwelling Units, Percent Radio Equipped and Number of Households having Radios by Counties and Cities of 25,000 or More Population
Urban, Rural-Nonfarm and Rural-Farm: 1940
(Continued from page 30)

<table>
<thead>
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<th>County</th>
<th>All Units</th>
<th>% Radio</th>
<th>Radio Units</th>
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<td>1,637</td>
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<td>552</td>
<td>72.9</td>
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<td>72.5</td>
<td>1,192</td>
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<th>Radio Units</th>
<th>Rural Nonfarm Units</th>
<th>% Radio</th>
<th>Radio Units</th>
<th>Rural Farm Units</th>
<th>% Radio</th>
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<td>809</td>
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<td>64.8</td>
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<td>23</td>
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<td>1,057</td>
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<td>105,543</td>
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COMMENTATORS HIT BY SENATOR LUCAS
RADIO newscasters and news writers came in for a heavy share of Congressional attack last Tuesday when the Senate took time out for a discussion of "wild" rumors.

An article by Drew Pearson and Robert S. Allen, Washington commentators and conductors of the syndicated column "Washington Merry-Go-Round" which was the major target of Sen. Lucas (D-011) to remark that the article, which attempted to analyze the Murray bill for relief of small business, was "typical of a great many articles that apparently are not based on authentic information but on rumor only".

He went on to state there are "but few new commentators or news writers who have knowledge of the facts and of those who possess such familiarity there are some who prefer not to use them because, as a general rule they do not make sensational headlines"

Sen. Lucas then developed his theme that commentators are inclined to substitute opinion for fact. He declared that "I have heard statements made over the radio time and time again. I have heard commentators, and I have read news articles from various individuals who are writing about this war and time and time again they have substituted their opinions, based upon unreliable facts for the opinions of the Army and Navy and the War Production Board"

Sen. Lucas declared that he was a "fan" of radio commentators and newspaper columnists. "It seems to me that they are in a position to do the greatest good if they will do it, especially the radio commentators," he said. He added that "they are in a better position to do good than practically any single group that exists in America today."

CALIPERS TO MEASURE LIGHTNING
WSM Tower Globe Used To Determine Bolt Intensity By Hole Size

PIERCED 150 times by lightning and battered by the elements for seven years atop the 787-foot transmitter tower of WSM, Nashville, a nickel-plated copper sphere is the object of intense study by General Electric.

From the metal ball, Dr. Karl B. McEachron, GS research engineer at the high-voltage engineering laboratory at Pittsfield, Mass., has revealed important facts about the quantity of electricity in the lightning strokes that punctured the holes. His findings were told June 25 at the summer convention of the American Institute of Electrical Engineers.

Measuring Method

Along with his associate, J. H. Hagenguth, Dr. McEachron has devised a method for measuring a hole made by lightning in thin metal surfaces the quantity of electricity involved in the continuing part of the stroke which caused it. Lightning is characterized by two major effects, Dr. McEachron explains, one causes explosions and the other often results in fire.

Studies and experiments by Dr. McEachron further revealed that holes are punctured in thin metal objects by the continuing flow of current which produces holes of a definite size. Accordingly, it is possible to determine the quantity of electricity involved by the size of the hole and a special formula calculated by Dr. McEachron and Mr. Hagenguth.

Largest hole in the WSM globe was 0.9 inches in diameter which contained enough electricity to light a 40-watt lamp for about 80 seconds. While it is uncertain the number of times the sphere was actually struck by lightning, WSM records indicate that there were at least 24 direct hits and Dr. McEachron believes the number to be higher. One stroke would produce several holes, he stated, although more than one stroke might contribute to the same hole.

Vesey, Wheeler Office
HOWARD VESEY, junior partner in the Washington office of Kirkland, Fleming, Green, Martin & Ellis, and Edward Wheeler, attorney of the same firm, have resigned to establish their own law offices in the Bowen Bldg., Washington. Mr. Vesey has been in the firm, the Washington branch of which is headed by Louis G. Caldwell, for the last decade, and has specialized largely in coal matters. Mr. Wheeler, son of the Montana Senator, has been with the firm some two years.

Peanut Campaign
NATIONAL Peanut Council, meeting recently in Pensacola, decided to use spot radio along with other media in a national campaign to make the public conscious of the food value of peanuts and peanut products. W. B. Jester, Atlanta, secretary-treasurer of the Council, is directing the effort.

Lt. Lindow Is Assigned To Camp Wolters' Radio FIRST LT. Lester W. Lindow, general manager of WFBM, Indianapolis, before entering the service, has been named head of the radio section of the public relations office of Camp Wolters, Tex.

Expansion of the camp's radio activities is expected with Lt. Lindow's appointment. Already regular programs are broadcast on KGGO, Fort Worth, and KRLD and KSKY, Dallas, as well as the transcribing of broadcasts for other stations.

Lt. Lindow was graduated from U of Wisconsin in 1934 after which he worked for Hearst newspapers as associate editor of the Advertising Almanac. From 1938 to 1940 he was commercial manager of WCAE, Pittsburgh, shifting then to WFBM until he began active Army duty this year.

Summer Radio Courses
WILLIAM J. ORCHARD, copy editor of BBDO, New York, will conduct a course in "Advertising Copy" at the summer session of Columbia U, New York, and Prof. H. K. Nixon of that University will offer courses in "Advertising Principles and Advertising Psychology." The session starts July 7 and lasts six weeks. Registration starts July 2.
### XXX. CENSUS OF RADIO HOMES IN THE STATE OF ARKANSAS

#### Number of Occupied Dwelling Units, Percent Radio Equipped and Number of Dwellings having Radios by Counties and Cities of 25,000 or More Population

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#### Cities of 25,000 Or More Population

<table>
<thead>
<tr>
<th>City</th>
<th>% Radio</th>
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<tbody>
<tr>
<td>Fort Smith</td>
<td>90.17</td>
</tr>
<tr>
<td>Little Rock</td>
<td>24.67</td>
</tr>
</tbody>
</table>

#### KXRA

**THE ONLY CBS STATION IN ARKANSAS**

Soon on 1010 kc. with 10,000 watts day and 5,000 watts night
## XXX. CENSUS OF RADIO HOMES IN THE STATE OF CONNECTICUT

Number of Occupied Dwelling Units, Percent Radio Equipped and Number of Dwellings having Radios by Counties and Cities of 25,000 or More Population  
Urban, Rural-Nonfarm and Rural-farm: 1940

<table>
<thead>
<tr>
<th>County</th>
<th>All Units</th>
<th>Urban Units</th>
<th>Rural-Nonfarm Units</th>
<th>Rural-Farm Units</th>
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<td>Units</td>
<td>% Radio</td>
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<td>% Radio</td>
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<td></td>
<td></td>
<td>Radio Units</td>
<td></td>
<td>Radio Units</td>
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<tr>
<td>Fairfield</td>
<td>110,235</td>
<td>96.6</td>
<td>106,420</td>
<td>97.4</td>
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<tr>
<td>Hartford</td>
<td>116,446</td>
<td>96.6</td>
<td>112,776</td>
<td>97.3</td>
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<tr>
<td>Litchfield</td>
<td>23,352</td>
<td>93.4</td>
<td>21,240</td>
<td>93.6</td>
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<tr>
<td>Middlesex</td>
<td>14,084</td>
<td>94.6</td>
<td>13,319</td>
<td>93.1</td>
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<tr>
<td>New Haven</td>
<td>159,037</td>
<td>92.1</td>
<td>156,820</td>
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<tr>
<td>New London</td>
<td>32,834</td>
<td>92.3</td>
<td>30,290</td>
<td>94.8</td>
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<tr>
<td>Tolland</td>
<td>5,491</td>
<td>96.0</td>
<td>5,000</td>
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<tr>
<td>Windham</td>
<td>16,189</td>
<td>95.7</td>
<td>15,312</td>
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<tr>
<td>State Total</td>
<td>448,682</td>
<td>95.7</td>
<td>429,260</td>
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<table>
<thead>
<tr>
<th>City</th>
<th>Units</th>
<th>% Radio</th>
<th>Units</th>
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<tr>
<td></td>
<td>Radio Units</td>
<td></td>
<td>Radio Units</td>
<td></td>
</tr>
<tr>
<td>Bridgeport</td>
<td>39,236</td>
<td>96.4</td>
<td>37,937</td>
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<tr>
<td>Bristol</td>
<td>7,629</td>
<td>97.9</td>
<td>7,471</td>
<td>97.9</td>
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<tr>
<td>Hartford</td>
<td>44,252</td>
<td>97.1</td>
<td>42,970</td>
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<tr>
<td>Meriden</td>
<td>10,790</td>
<td>96.2</td>
<td>10,629</td>
<td>96.2</td>
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<tr>
<td>Middletown</td>
<td>7,871</td>
<td>96.1</td>
<td>7,471</td>
<td>96.1</td>
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<td>New Britain</td>
<td>17,266</td>
<td>96.5</td>
<td>16,759</td>
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<td>42,480</td>
<td>97.3</td>
<td>40,349</td>
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<td>New London</td>
<td>5,157</td>
<td>96.6</td>
<td>5,000</td>
<td>96.6</td>
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<td>Norwalk</td>
<td>10,964</td>
<td>95.8</td>
<td>9,724</td>
<td>95.8</td>
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<tr>
<td>Stamford</td>
<td>12,246</td>
<td>96.9</td>
<td>11,763</td>
<td>96.9</td>
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<td>Torrington</td>
<td>7,055</td>
<td>95.9</td>
<td>6,688</td>
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<td>Waterbury</td>
<td>12,987</td>
<td>96.2</td>
<td>12,429</td>
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<tr>
<td>West Hartford</td>
<td>8,915</td>
<td>98.9</td>
<td>8,429</td>
<td>98.9</td>
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<tr>
<td>West Haven</td>
<td>8,085</td>
<td>97.5</td>
<td>7,818</td>
<td>97.5</td>
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Selling Power in the Hartford market at the LOWEST PRICE

5,000 WATTS

**WNBC**

HARTFORD 5,000 WATTS DAY AND NIGHT BASIC BLUE

National Representatives: HEADLEY-REED COMPANY  
NEW YORK • CHICAGO • SAN FRANCISCO • ATLANTA • DETROIT
**Purely Programs**

**How It Hits**

THE IMPACT of the war on the plain citizens is dramatized in a weekly British Broadcasting Corporation program, "Little Town, U. S. A." Action centers around the inhabitants of "Littletown," and their reactions to the war's effect on their everyday life. The series started with the story of a young man, working in a converted factory manufacturing parachutes, overcoming the objections of his father, rector, and neighbors, to the use of a new safety device in the manufacturing of the parachutes.

**Young America**

REPORTS on the wartime activities of youth groups such as the Scouts and the 4-H clubs are presented each week on CBS, in an attempt to increase public recognition of the contributions being made by American youth to the nation's war program. "Youth on Parade" presents a thirteen-year-old reporter with news of the patriotic doings of his contemporaries. A-teen-age singing star, and the Young American Choristers contribute songs, and the Junior Workshop Players present dramatizations.

**Gobbling With Farmers**

CONVERSATIONAL aspect lends interest to "The Farmer Talks With Larry Haeg," in which Mr. Haeg, newly-appointed agricultural director of Women's Institutes, transcribes interviews with farmers from all over the state using a mobile unit to travel to the farms. Also featured are federal and state officials and all those who might have news of importance to the farmers.

**All About Heroes**

HEROES and parents of heroes in the armed forces will furnish talent for "Stars On The Air," a twice-weekly half-hour program sponsored by Goldberg's Fashion Forum, Chicago (Clothing), on WCLF, Chicago. Announcements of meeting and activities of Army and Navy mothers and fathers clubs will be given by Cynthia Cooper, m. e. Agency is George H. Hartman Co., Chicago.

**WING**

Delivering Great Sales for your product

**Because:**

In the past two years the population in Dayton has increased 50,000 people, and payrolls $87,000,000.00.

**WING**

Represented by Weed & Co.

**Power of Women**

PRESENTED on WJSV, CBS Washington outlet, since May 31, 1942, quarter-hour Sunday program devoted to the problems of work for women in wartime, is now heard on CBS, with Gunnar Borg, BALTIMORE, who dramatizes the personal story of someone who has survived a tragedy of World War II. Survivors of Pearl Harbor, Dunkirk, and torpedoed American ships have appeared. The time is donated to the Red Cross and listeners are urged to call in during the broadcast and verbal arrangements are made over the air for their blood donations. In the first few days, the station reports, there were almost 100 donors who called while the program was on the air.

**Men of the Waves**

TO THE UNSUNG heroes of the sea, the men, the WACS, the Canadian Broadcasting Corp. has dedicated a new weekly program "The Merchant Navy," which will be heard Friday evenings starting July 10 when it will be aired from the Montreal Sailors' Institute. The programs will be entertaining for the merchant seamen and will include a weekly dramatized exploit from the lives of these seamen.

**Radio Ribbons**

STRITLY SCREWY is the pattern for "The Werps," ten-minute comedy serial on WBMB, Chicago, five afternoons a week. "Young, Proving that a radio serial can itself be the show is a take-off on wartime serials. Fifteen assorted characters are played by Elmer Bolender and Sherman Marks, director, actor and author.

**War Facts**

KMYR, Denver, is now broadcasting "Facts for War," under the direction of the U of Colorado, which provides civilians "orientation courses now being given Army and Navy trainees. Continuing, which may run 26 weeks, will deal with details of war strategy, air and naval bases, supply routes and specific problems of the United Nations.

**On the Auer**

SHOWCASING new types of programs for sponsor consideration, CBS on July 5 started a weekly half-hour variety show titled "Mischa, the Magnificent." Mischa Auer, film comedian, is m. e. of the program, which will include comedy, drama and music.

**Emerald Isle**

STORIES of old Ireland as told by Kathleen Connelly in her native Irish brogue and songs by Tenor Jimmy Nolan comprise "Smith's Irish Eyes," sponsored on KGW, Portland, Ore., by the local Harly Optical Co.
NEIL SPENCER and Joan Downing resigned June 20 from the engineering staff of WOR, New York. Spencer entered military service, William Stahl, engineer, has been raised to fulltime status.

JOHN HESLIP has rejoined the engineering staff of WIBW, Topeka, Kan., as an apprentice operator, after an absence of six months.

J. R. POPPELE, chief engineer of WOR, New York, has been made a fellow of the Radio Club of America, an organization aiming to provide research material of interest to radio engineers.

LEROY WOLFE, engineer of WIP, Philadelphia, has joined the Philadelphia Defense Command as a monitor officer.

WILLIAM ROBINSON, recording engineer of WIP, Philadelphia, has been signed to teach a summer course at Swarthmore College, with a student body comprised of Signal Corps personnel.

JOSEPH MARSHALL, formerly of WOR, New York, has been added to the engineering staff of WFLN, Philadelphia. He replaces Fred Moore, who left to join Canadian military forces.

CLIFFORD RICHARDS, radio operator at the transmitter of WFCF, Chicago, was given a party by staff employees June 30 on the eve of his departure for civilian duty with the Army Signal Corps, Wright Field, Dayton.

KENNETH MOORE, transmitter operator of WKZO, Kalamazoo, Mich., is the father of a girl, Lois Kay, born June 15.

NORMAN GUIMOND has resigned as radio engineer of the Massachusetts State Police to become chief engineer of WOCB, West Yarmouth, Mass. Frieda W. Flint, wife of WOCB's program director, Harrison Flint, has obtained a restricted radio telephone license and is now working a regular shift in the control room.

HARVEY SQUIRES, former operator of KYX, Moosehead, Minn., is to the Government service at Ottawa, N.J.

IVY CALVERLEY is the first female engineer to work at CKY, Timmins, Ont. She replaces Don Montmorency, now in the Navy.

JOHN O. HIRSHOP, control operator of WTAR, Norfolk, Va., joined the Army June 18 and is stationed at Camp Lee, Va.

KENNETH MEYERS, graduate of the National Radio Institute, and Francis Peters are now engineers of WMNH, Marion, O.

STUART B. LELAND, formerly of the engineering laboratories of the Norma-Hoffman Mfg. Co., has joined WSRN, St. Louis, Conn., as transmitter engineer.

RUSSELL E. HUNT, of Towson, Md., has joined the studio engineering staff of NBC Chicago as a vacation engineer.

DELBERT WOFFORD, of Memphis, has joined the engineering staff of WCHI, Columbus, Mass.

HOWARD J. BOWMAN, engineer of WDJ, Detroit, has resigned to engage in welding research for the Fisher body division of General Motors.

JOHN P. CAMPION, of New Milford, Conn., has joined the control staff of WDRM, Hartford.

LT. NELSON GARDINER, formerly of the CKY, Winnipeg, control room, now with the Royal Canadian Corps of Signals, recently married Eileen Taylor at Winnipeg.

CHARLES K. CHRISTISON, formerly of WAIK, Winstont-Salem; WPT, Kingsport, Tenn.; and WHG, Greensboro, N.C.; now in England, has been transferred from the RAF to the engineering department of BBC.

DICK YOVNOW, New York engineer of Deen Records, is currently in Hollywood on a special recording assignment.

MERWIN STARTU, operator of WIBW, Topeka, Ind., was inducted June 20 into the Navy.

Sound Division Created

By Stromberg - Carlson

Creation of a new sound system division to handle the sound problems of Government requirements and of war industries has been announced by Stromberg-Carlson Tel. Mfg. Co., through McCann-Erickson, New York. Head of the division is A. C. Schifino with A. R. Royle, as sales manager. Others to serve in the new branch are L. A. Randall and N. F. Siebeniche.

The sound system includes not only a straight voice system suitable for general and emergency announcements but is adaptable for music to workers, radio program pickups and two-way communication between guardhouses and sections of the plant.

Union Election at WHOM

ELECTION by technicians of WHOM, Jersey City, on their choice of joining local 1212 of the International Brotherhood of Electrical Workers (AFL), American Communications Asso. (CIO), or for neither, has been ordered by the National Labor Relations Board. Details are to be worked out by the NLRB regional office in cooperation with interested parties. Following NLRB practice, no date has been set for the election, the matter, however, is to be concluded in 30 days.

KSD—The Post-Dispatch Station

ST. LOUIS • 550 KC • NBC Red

Ask your Agency to ask the Colonel!

FREE & PETERS, Inc., National Representatives

BROADCASTING • Broadcast Advertising

HOW WAR CONDITIONS ARE AFFECTING THE MANUFACTURE AND YOUR USE OF PRESTO SOUND RECORDING EQUIPMENT

If your station makes instantaneous sound recordings you will want to have these facts:

Glass base recording discs are still available for immediate delivery. There is present scarcity of the materials used for making these discs and the materials have no apparent military value. We are still recoating used discs.

New recording equipment cannot be purchased by broadcasting stations or other civilian users. Consequently, only about 10% of our plant capacity is now devoted to making recording equipment, and this for government departments. The other 90% of our plant is used to manufacture radio transmitters and receivers, amplifiers and other special communication equipment for war uses.

We are in the process of doubling the size of our plant to aid our engineering department in making more efficient use of our shop facilities and thus increase our output of urgently needed military equipment.

We are still able to furnish replacement parts such as idler wheels, turntable screws, cutting heads, pickups and feedscrows and to recondition Presto equipment for stations entitled to use the A-3 preference rating for maintenance.

If you have any new and inexperienced operators who have questions about the handling or upkeep of your Presto equipment, ask them to write us. We'd like to help them if we can.

PRES TO

RECORDING CORP.

242 WEST 55TH ST. N.Y.

World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs

Loaded, Too!

ENGINEERING staff of WWRL, New York, has received permission from the Police Dept. to possess firearms, and the technicians now carry pistols while on duty to prevent possible attempts at sabotage. The night watchman is also permitted to carry a gun.

July 6, 1942 • Page 41
Baseball Sponsors Carry War Plugs
Same Messages Are Carried On Weekly Allocations

TIEING in with the radio allocation plan for sponsored programs, 20 advertisers using a total of 132 stations to broadcast baseball games in July-Thursdays to deliver two Government messages per broadcast. Messages for the week, July 6-12, are on behalf of the USO and Coast Guard recruiting. Messages for the second week, July 13-19, are the 10% Club (war bonds) and bicentennials for the Navy.

The plan calls for one message to be delivered prior to the middle of the first inning and not to extend beyond the start of the second inning. The second announcement is to come not later than the last pitch of the eighth inning.

Uniform Plugs

Under this new plan, all sponsors will be asked to carry the same messages each week. In the past, according to the radio section of the Office of War Information, sponsors were approached by individuals in the department seeking radio cooperation. Confusion resulted.

According to OWI, sponsors or their agencies will be supplied with facts and figures on each approach. The OWI and preparation of the announcement will be up to them. The idea is to obtain the widest variety of treatment instead of a constant cabled announcement.

OWI tried to contact every sponsor of baseball broadcasts. Eighty of the 20 sponsors agreed to the plan. OWI will turn over the idea to other sponsors overlooked, as soon as they make themselves known.


Canadian Gov't. Paid Spots

The CANADIAN Government, for the War Information Service Committee of the Department of Finance, starts a paid spot announcement campaign about July 6 to run seven days weekly wherever possible on all Canadian stations—70 with announcements in English and 14 with announcements in French. Sponsors will receive mentions and flashes will be used five times daily, and will urge buying of war bonds and stamps for the semi-wealthy.

The account is placed by the Advertising Agencies of Canada War Finance Committee, Toronto.

FRANK CUEHL, MBS correspondent in Montreal, has been covering the hours over the Tuesday period of the six-weekly programs of Australian news heard on MBS 11-15-16:30 a.m.
MUTUAL CITRUS PRODUCTS Co., Anaheim, Cal. (MCP Pettit), in an eight-week summer campaign which ends in late July, is using from 2 to 5 spot announcements weekly on KIDO KORE KHQ KSL KGHX. Firm in addition sponsors an average of three participations per week in Newspaper of The Air on KOIN: International Kitchen on KPO; Homekeepers Calendar on KOMO; Art Baker's Notebook on KFI. Agency is Charles H. Mayne Co., Los Angeles.

SCHUTTER CANDY Co., Chicago (Bit-O-Honey), has placed 15 30-word spot announcements weekly on WLW, Cincinnati. Agency is Rogers & Smith, Chicago.

McMAHAN FURNITURE Co., Santa Monica (Southern California chain), placing direct, sponsors a daily quarter-hour early morning commentary featuring Fleetwood Lawton on KFI and KECA, Los Angeles. In addition, a transcribed version is sponsored six times weekly on KERN, Bakkenfield, and KMJ, Fresno. Firm also sponsors a six-week half-hour of news and recordings on KLAS, Pasadena, and weekly participation in Los Angeles, a Portuguese language program on KGOL. Agency: J. W. Shafer is advertising manager.

HALDWIN HILLS Properties, Los Angeles, to promote Baldwin Hills Village, new apartment style community, is sponsoring weekly participation in The Bridge Club on KFI, that city, and Norman Young's Happy Homes on KHI, Hollywood. Contracts are for 52 weeks having started June 12. Other Southern California radio will be used. Hixson-O'Donnell Adv. Inc., Los Angeles, has the account.

DOUBLE COLA BOTTLING Co., Waco, Tex., in a 13-week test campaign ending Aug. 7 to promote Chukker, a new soft drink, is using 21 transcribed one-minute musical announcements per week on WACO, that city. Featured is Dave Lane, Hollywood vocalist-pianist. Agency is Barnes Chase Co., Los Angeles.

WM. WHIGLEY Jr., Co., Chicago (cheaning gun), has started sponsorship of transcribed rebroadcasts on WIND, Gary, of Bob Berzie & All the Lads, as carried on CBS. WIND time is 3:35-5:20 p.m, Agency is Arthur Meyerhoff & Co., Chicago.


TURCO PRODUCTS Inc., Los Angeles (cleaning compound), out of radio for six months, in a summer campaign which started in late June is sponsoring five participations weekly in Art Baker's Notebook on KFI, that city. Warren F. Feltman Adv., Huntington Park, Cal., has the account.

L. B. LABS, Hollywood (hair oil), in a 13-week campaign starting July 6 will sponsor three-minute news flashes twice daily on KFSO, San Francisco. If innovation is successful, campaign will be expanded to include other West Coast stations. Agency is Chasser-Gale & Co., Los Angeles.

HUDSON COAL Co., Scranton, Pa., producers of anthracite, and Port Petroleum, Schenectady, gasoline distributors, have each signed for seven-weekly programs of AP news from Press Assn., AP radio subsidiary, on WSNY Schenectady, new 220-watt outlet scheduled to go on the air early in July. Agency for Hudson is Leichtzin & Nelson, Schenectady.

METROPOLITAN Federal Savings & Loan Assn., Los Angeles (investment), in a two-week campaign ending July 10, is using a total of 150 live one-minute spot announcements on KECA and KMPC, placed by Elwood J. Robinson Agency, Los Angeles.

**Radio Advertisers**

GENERAL FOODS Corp., New York, which has been sponsoring the Wednesday evening Symphony Hall program of recorded music on WQXR, New York, since September 1940, has extended its contract for eight weeks after the current contract expires on July 29. New series will continue to be heard for Saturday coffee from Oct. 5 through Dec. 16 in the 8-9 p.m. period. Agency is Young & Rubicam, New York.

GEO. F. STEIN BREWERY, Buffalo, has renewed Korn Klobbers on WBRF, Buffalo, for 26 more weeks, Tuesday and Thursday, 6:30 to 6:45 p.m. Ellis Adv. Co., Buffalo, directs the account.

NESBITT FRUIT PRODUCTS, Los Angeles (California orangeade), expanding its summer campaign, on June 30 added WNAX, Tantoon, S. D., to the list of stations carrying the twice-weekly quarter-hour transcribed advertising series, Passing Parade with John Nesbitt. Contract is for 13 weeks. Kelse Adv. Agency, Los Angeles, has the account.

SUNBROCK'S SHOWS, Chicago, is using a heavy schedule on WNEW, New York, to promote the first New York engagement of its Wild West Rodeo, Hollywood Thrill Show and Circus, opening at the Polo Grounds in July. Over a period of three weeks, June 27-July 19, the company has contracted for 101 spot announcements and 30 10 and 15-minute periods on various programs, with performing artists doing the commercials for the programs, many of them of the news type. Account is handled direct.

**3 Important Classifications**

**DRUG**

**GROCERY**

**TOBACCO**

W-G-N has more national and local spot time than any two other major Chicago stations combined.

A Clear Channel Station

50,000 Watts

720 Kilocycles

**Mutual Broadcasting System**

**Eastern Sales Office**: 220 E. 42nd Street, New York, N.Y.

**Paul H. Raymer Co.**, Los Angeles, Cal., San Francisco, Cal.
Broadcast Operations in Wartime
(Continued from page 26)

as much while giving only 15% more radiation. By placing the emergency antenna close to the transmitter building, the question of the emergency transmission line offers no problem.

To protect against the loss of power service some of the CBC plants are already equipped either with two independent electric power feeds or with a standby gas engine. Unfortunately other points have no such power protection but efforts are being made to locate, on the used equipment market, old gasoline engines and generators which might be assembled to provide at least enough power for operation of these plants out of their driver stages.

Only one of the CBC transmitters uses high-level modulation where low-power operation is not feasible and all other plants either have or will have facilities permitting rapid switching from full power to reduced power out of the driver stages. This provision, which can usually be made with only minor circuit changes and is already a most useful one under normal conditions, may now become a necessity with the present shortage of power tubes becoming more acute each day.

Now obviously, emergency antennas, alternate power supplies and low-power operation are no guarantee against the total loss of the plant, or against serious interruptions of service in a multitude of different ways. The only way to get around this eventually is to have another transmitter which can take over in an emergency. Fortunately such protection is possible at most of the CBC main outlets.

Standby Equipment

These standby transmitters have been assembled from old units which were taken out of service from other CBC stations whose power was increased some years ago. The case of the Vancouver standby may be more interesting. Normally, this is the SW station CBXX which is used to provide SW broadcast service to sparsely populated areas in B.C. which can not be covered by CBC's broadcast band transmissions. This short-wave transmitter was originally located with the main transmitter at Lulu Island outside Vancouver. The masts for the short-wave double are used at present to support the emergency antenna for the main transmitter and the short-wave transmitter itself has been moved directly to the studios while a new SW doublet was installed on the roof of the hotel in which we are located. This same antenna is also used as a T aerial for broadcast standby service with the SW transmitter modified for operations on the frequency of the main transmitter. This transmitter can serve also as a studio transmitter link. The only drawback is, of course, that the regular SW service would have to be discontinued in case of an emergency. This, however, is not serious.

It has been found from experience that the various wire circuits to and from a studio plant may actually be all routed through the same telephone exchange, in which case the destruction of this particular exchange may be just as serious as the loss of the studios. To get around this difficulty the emergency studio point should be located in another part of the city that its loops will follow a route different from that taken by the regular facilities.

At all CBC studio points, all remote gear, amplifiers, microphones, stands, cable, or wire telephones, sound effects turntables, portable recorders, mobile units are to be kept away at all times from main studios and are to be stored in the safest possible location. This measure will be very inconvenient from an operating standpoint, but on the other hand, no matter what disaster may befall, it is highly likely that both main studio facilities and the remote gear would be destroyed at the same time.

Five Main Steps

All these measures which have been described are pretty obvious and none represents any innovation:

Protection against sabotage, by the erection of fences and barricades, by the provision of flood lighting and armed guards.

Protection of plant by fire instructions and precautions.

Standby and emergency equipment by efficient utilization, by good maintenance and operations practices, by the rehabilitation of obsolete units, by the elimination of unnecessary operations and by the reduction of the power of transmitters.

Protection of transmitter operations by emergency antenne, by operations out of the driver stages, by standby generators and by standby transmitters of low power.

Protection of studio operations by dispersion of facilities, by the setting up of emergency control points and by the use of portable equipment and mobile units.

Gibbons' Estate

AN ESTATE of $20,000 was left by Floyd T. Gibbons, a correspondent and radio news commentator, who died Sept. 24, 1939. It was disclosed last week in an accounting filed by his sister, Mrs. Zelda Mayer, in Surrogates Court, New York. A sum equal to a year's salary was bequeathed by Mr. Gibbons to employees who had been with him a year or more. Mrs. Mayer, Edward T. Gibbons Jr., and Donald E. Gibbons, brothers, and Margaret Chapman, another sister, share the remainder of the estate.
Policy Laid Down For Wartime Ads
Lt. Powell Explains Need for Military Regulations

COMPANIES busy with war production have a right to talk about it in advertising, Lt. Col. Richard H. Powell, War Dept. representative, said June 30 in addressing the National Industrial Advertisers Assn. convention June 29-July 1, at the Hotel Traymore, Atlantic City, on the subject "War Dept. Policy on Advertising."

Nevertheless, he cautioned that institutional advertising of this character should not reveal information of value to the enemy, that it should not "imply that the Army favors any particular manufacturer or businessman over his competitors," and should present the Army in a creditable light.

Following Pearl Harbor, Lt. Powell pointed out, the Army found it necessary to expand its public relations facilities just as industry converted its plants and extended existing operations. However, he added that War Dept. policies regarding the use of Army or war activity themes were not "hastily thrown together overnight." In fact, he said, many of the regulations are actually based on Government statutes.

Penalties Provided

For example, the Espionage Act sets up certain penalties for "obtaining or seeking to obtain information of military or naval importance, where the intent is to use such information to injure the United States," he said.

Another example cited was an act of 1932 which "prohibits the reproduction in any manner, by manufacture, printing or other means," of Army insignia without express authorization as prescribed by the Secretary of War.

Lt. Powell said it was not easy to determine the exact point where value of information to the enemy outweighs value of boosting morale. In cases of this kind, he said it was necessary to exercise "common sense" rather than adhering to fixed rules. In illustration, he said that much information can be released locally which cannot be given national or even state-wide circulation, as in the case of an airplane plant. The presence of the plant means that local residents know of its existence and the local release of some information may be permitted.

Admitting that a spy or saboteur could then go into a town and obtain some information, Lt. Powell pointed out this method would require a complicated organization to assemble a real picture of American war activity. This by common sense practice of allowing local dissemination of information which requires a complicated spy system to collect, the Army is making it more likely to detect such activity he concluded.

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SERGEANT STRIPES now adorn the uniform of Jean Connolly, secretary of William T. Cavanagh, program-production manager of WTAG, Worcester, Mass. Miss Connolly as a member of the Massachusetts Women's Defense Corps has been assigned to all publicity for Region 3 of the corps.

BROADCASTING

July 6, 1942 • Page 45
EXPLORATION and its application to a network is fast becoming a point of interest to many radio and advertising executives, according to Mr. Case, CBS West Coast director of public relations. "We consider this phase of promotion so essential," Mr. Case declared, "that a department has been established in Hollywood specifically for exploitation under David Davidson.

To exemplify operations of this department, he singled out the campaign conducted for Harry W. Flannery, Hollywood commentator. Mr. Flannery has recently released his book, "Assignment to Berlin," a record of his experiences as a CBS correspondent in that city. The six-point campaign using this book to gain additional listeners for the network follows:

(1) Letter released on CBS letterhead to more than 500 Pacific Coast bookshops stressing the profit to them in book sales, to be obtained by promoting Flannery; (2) five subsequent postcard mailings informing the bookshops of that many promotional moves made for Flannery; (3) Los Angeles window displays; (4) interviews featuring Flannery on other CBS commentators programs; (5) news stories and meetings discussing the book's content by journalistic societies of high schools in the Los Angeles area; and (6) guest appearances at social clubs.

Public Servant CURRENTLY being distributed by WQAM, Miami Beach, Fla., is its annual compilation of public organizations served by the station.

Prizes to Scouts STIMULATING added interest in the campaign to collect salvage rubber for war use, Earle C. Anthony, owner of KFLX-KECA, Los Angeles, on June 22 offered three prizes totaling $500 to Boy Scout troops accumulating greatest amount of the vital defense material.

Contest details were announced over both stations during the drive, Mr. Anthony expressing belief that the added incentive would spur Los Angeles Boy Scouts to greater efforts. First prize, which was second as $150 and third, $100. Troop members, upon turning in rubber at the various depots established at service stations, received receipts for same. Each Scoutmaster in turn entered total at Scout headquarters in that area. Entries are being tabulated. Prize winners will be announced shortly.

Ladies Invited TO BUILD a listening audience for the Canadian Government War-time Prices & Trade Board's daily serial Soldier's Wife, CROC, Hamilton, Ont., invited 150 of the leading club and church women of the city to its main auditorium. Commercial Manager William Sulliel outlined radio's part in the war, and CROC's women's editor Jean Girard addressed the club and church women to use the station's institutional programs for announcements of activities. With a roving microphone Jen Girard quizzed the ladies on their work with the Board, the price ceiling authority, and the interviews were played back immediately, were later used as promotion on the air for the price ceiling program, Soldier's Wife.

Parts of Call CHILDREN listening to The Sea Hound, adventure serial presented on BLUE in cooperation with the Office of the Coordinator of Inter-American Affairs, are to be offered a map of South and Central America. City by city, the ports visited by "Capt. Silver," leading character of the series.

**Super Stuff**

BECAUSE of the increase in business on WJZ, BLUE New York outlet, since a local management was set up in January, the station is issuing every two weeks a new program schedule in folder form, covering every hour of the day and giving full information on sponsors and talent for each program and announcement. With the first issue, released last week, WJZ introduced the term "Super Market" to describe its coverage — "21 million people living in Greater New York and 62 other good-sized cities in six states, working on 176,000 farms and in 20% of America's industry."
TO SELL AMERICA, the new Kolynos toothpowder every druggist in the country will receive a copy of this counter display which is being prepared by William E. Malone Jr., advertising manager of the Kolynos Co., Jersey City, H. W. Blades, vice president (center) and Robert T. Meyers, sales manager. Radio will be an integral part of the promotion campaign slated to begin in mid-July with programs on the four major networks as well as day and evening spots being used. Agency is Blackett-Sample-Hummut, New York.

Show Transcribed
PUBLICIZING the War Dept. program, The Army Hour, broadcasts each Sunday, KSTP each week transcribes the entire show and then station production men break segments into quarter-hour programs throughout the week. Numerous spot announcements are used to plug the Sunday show along with display ads and special newspaper stories.

KSTP's news bureau also has now installed a special teletype circuit in the local Golden Rich depart-ment store and provides store customers with latest bulletins.

Fitch Displays
LOCAL BALLOTTING and counter and window displays in local drugstores are part of the dealer promotion behind the current "favorite local band" nationwide contest being sponsored by F. W. Fitch Co., Des Moines (shampoo). The band chosen in each of 13 geographical sections by popular vote will appear on a broadcast of NBC's Summer Fitch Bandwagon, with the broadcast originating in the local NBC station in each case. Agency is L. W. Ramsey Co., Des Moines, Ia.

In the Dark
A LUMINOUS BUTTON is being distributed to listeners in connection with broadcasts of The Shadow, transcribed series produced by Charles Michelson, New York. The emblem bears a silhouette of "The Shadow," principal character of the program, and glows in the dark, after being held up to a bright light. Three new subscribers to the series are: WQAM, Miami; WMBS, Uniontown, Pa.; and KGU, Honolulu, Hawaii.

War Song Contest
WITH the conclusion of a contest for U. S. servicemen for the best singer, several weeks ago, Hour of China, featuring Phil Spitalny and his all-girl orchestra, launches a contest for the best war song of World War II. Each week, the program will give one new song its first public performance. There will be no prizes. General Electric Co., Cleveland, sponsors the show. BBDO, New York, and Foster & Davies, Cleveland, handle the account.

Smokes For Discs
TRADING IN old phonograph records for cigarettes, is the suggestion offered listeners of WDBS, Philadelphia. Harold Davis, program director, has scheduled a series of announcements tying in with the record salvage campaign of the recording companies. Proceeds from the discs turned in will be used for the purchase of cigarettes for Army camps. The record senders may name a soldier to whom the smokes are to be sent.

War Agency Guide
TO ANSWER multiple questions on civilian and military occupations in the armed forces sent by listeners to the conductors of Today's War and You, weekly half-hour program on WBBM, Chicago, the station has published a chart listing war agencies in Chicago. Names of officials and bureaus are given along with a job directory and copies of the chart are offered free on request.

Manpower Show Extended
ORIGINALLY sponsored by the National Manpower Board, the program features Robert Blades, vice president, BBDO, radio and television consultant, and former chairman of the Radio Department of the National Manpower Board. The series will continue through 1943.

IN international viewpoint is the theme of a 12-week Sunday night series on National Networks. The series, "War Today's America," will include reports from armed forces headquarters.

MEET STEPHEN JOCelyn OF WICHITA
Boom Baby with a future!

"My name is Stephen Jocelyn. My dad, Meredith Jocelyn, operates a pilot's training school here in Wichita. His business is booming now, and he has great faith in Wichita's future. So, you can see why I'm a 'Boom Baby' with a future... born in boom times in a piece full of promise."

Marcus Studio Photo

The truth about Wichita, Kansas, is this: Sure! We're having a whole boom in this area. Rather than hide the fact—rather than be afraid...
The Radio Census

IT IS TRULY remarkable how well the radio homes estimates—for they could only be that—of the Joint Committee on Radio Research, made in 1938, stack up against the final figures being released State by State by the U.S. Bureau of the Census and being published by Broadcasting as fast as possible.

As a matter of fact, a study of the newly-released figures for about half of the States, as compared with the Joint Committee figures, shows that in most cases the Joint Committee leaned backward on the side of conservatism.

It will be recalled that the Joint Committee comprised representatives of the Assn. of National Advertisers, the American Assn. of Advertising Agencies and the NAB, and that the actual work on its estimates, based on two nationwide surveys, was done under the then committee secretary, now NAB research director, Paul F. Peter. He was commissioned to calculate, as fairly as possible, the number and percentage of radio homes in each State and county. He did the job to the satisfaction of all—but always lingering was the knowledge that at best his figures were merely educated guesses.

Then the Census Bureau included a radio question in the decennial census of 1940. Some quarters felt trepidation lest this “show up” the Joint Committee calculations. Yet everyone close to the scene knew that the margin of error in the Government census was bound to be considerable, for the census takers reported that people more than often balked at answering any question whether they had radios in their homes. The reason was simple: All the old propaganda about a tax on radio sets to help defray the cost of American broadcasting, now happily a dead issue.

It took the Census Bureau nearly two years to get around to issuing the State radio counts due to the press of other duties deemed more important, especially defense demands of last year and war demands this year. In the meantime, of course, it was well known that the radio population was on the upswing, not down.

Mr. Peter, for the NAB membership, and cooperating with Broadcasting for the entire industry, undertook by scientific methods to project the Census Bureau’s State and county radio and occupied dwelling counts to furnish the total and percentage tables currently being published by Broadcasting. Following accepted statistical practice, the actual number of radio homes was estimated from the State releases by applying the per cent of ownership to those dwelling units not answering the radio question and adding such to those reporting radios. The result is a fair count as of 1940.

Analyzing the State percentage figures as we are publishing them—and we hope to complete the entire series within a month or so—Broadcasting took the first 24 State releases and the State estimates and compared them with the Joint Committee’s State percentage estimates. We found that the Joint Committee estimates were lower for 14 States than the new figures, higher for 10 States. The Joint Committee’s overestimates ran from a .9 differential in the case of one State to 13.6 in another—but nowhere did it run over 7.9.

On the other hand, its underestimates for the 14 States ran from .1 in the case of one State to 11.7 in the case of another, but nowhere else over 6.8. This is truly an evidence that the Joint Committee erred, if it erred at all, on the side of conservatism. And it should be remembered that the figures we are publishing are still 1940 figures—and that manifestly they are still conservative in view of the fact that two of the most fruitful years of new and replacement set sales, including auto sets and second and third fourth sets for the home, have elapsed since the 1940 official census count.

The promotion departments of stations and networks, the market analysts of agencies and sponsors, may safely use these new figures as showing the irreducible minimum of the radio equipped homes in each State and each county of the nation.

How About This?

LET’S GET the record straight on one thing. Is FCC Chairman Fly for or against the present system of broadcasting?

Mr. Fly is the most important official in communications. By virtue of his chairmanship both of BWC and the FCC, he wields greater power than any other man in radio history. His reappointment by President Roosevelt for a seven-year term demonstrates the confidence the chief executive has in him. Whatever the Administration’s views on radio regulation, it is evident Mr. Fly has carried out its mandates.

During testimony on the Sanders Bill, Mr. Fly several times spoke disparagingly of radio advertising and advertisers. On one occasion he said, “Nobody listens to advertising except the people that are doing it.” Another time he commented it wouldn’t be serious if the industry made less money. Threaded throughout this oral testimony was the inference that there’s something wrong about the profit motive.

We don’t want to do Mr. Fly an injustice. Maybe in the cross-fire he gave incomplete or generalized answers. The point we make is that the law provides for a private broadcasting structure—the American Plan. Until that law is changed, it seems to us officers of the FCC should not indulge in blanket indictment of a structure that actually is supplying the world’s best radio service.

Vindicating

HEARINGS on the Sanders Bill, which would remodel the Communications Act and spell out the functions of the FCC in the more controversial fields, have been concluded by the House Interstate & Foreign Commerce Committee. There have been divergent schools on the advisability of considering new legislation during wartime, both within the industry and within the Government.

We believe the hearings have been healthy, irrespective of the outcome. The issues have been clarified. The need for amendment of the 1935-year statute, insofar as it applies to radio, appears to have been amply demonstrated. The FCC-BWC Chairman James Lawrence Fly has agreed in a sit down with Rep. Bullwinkle (D-N. C.) to work out certain amendments.

It is not our contention that the Sanders Bill should be enacted as drafted. Not even its author, Rep. Sanders (D-La.), proposes that. He has clearly stated he’s wedded to the provisions of the bill, but wanted it used as a vehicle for the development of appropriate legislation. It certainly has served that purpose.

One development of the hearings, to which there was no outright opposition, was the proposal that broadcasting stations be issued permanent or long-term licenses, so that licenses won’t approach each renewal period with fear and uncertainty. Licenses are issued for three months; then for six months; then for one year—and now for two years. The law allows three years, in the Commission’s discretion.

Louis G. Caldwell, counsel for MBS, who opposed practically all of the provisions in the Sanders Bill, and who has given all-out support to the FCC’s chain monopoly regulations, first proposed that licenses be issued permanently, or at least for a substantial term of years. Rep. Bullwinkle picked up the theme and obtained from Chairman Fly the agreement to draft a proposed amendment reaching this vital subject.

It will be evident now that Chairman Lea (D-Cal.) is disposed to name a subcommittee to draft a revised bill, with the hope of action this year. Even if Congress recesses this summer, this subcommittee could conclude its work prior to reconvening in the fall. Whatever the action of the House, assuming this schedule is pursued, hearings in the Senate before the Interstate Commerce Committee, are likely. There is pending the White Bill, after a fashion a companion of the Sanders Bill though not as far reaching in proposed FCC organization changes.
BROADCASTING • Broadcast Advertising

JAMES M. COX Jr., director of the Cox newspapers in Atlanta, Dayton, Miami and Springfield, O., and vice-president of the chain of their radio sta-
tions—WSB, Atlanta; WHO, Day-
ton; WCPO, Cincinnati; and Miami—has been named a member of the committee headed by Morris Novik, coordinator of radio for Civilian Defense in New York and manager of WNYC, New York municipal station.

STEVE MUDGE, has returned to the New York sales office of MBS, after a brief period in the Chicago office, pinch-hitting for Ade Hutt during the latter’s illness.

ARTHUR HUNGERFORD, business manager of the NBC television depart-
ment, has been commissioned a lieu-
tenant (j.g.) in the Navy, and is on active duty at the Harvard U training school.

JOHN VAN CRONKHITET has re-
turned to the West Department of WATN, Watertown, N. Y.

BERT GEORGES, manager of the Le-
tourneau stations—WHER, Port-
aulding, Tex; KRTL, Tocoa, Ga.; and
—married Justine Helen Flint in Portmouth June 25.

SIDNEY B. GAYNOR, KIJI, Holly-
wood, is now vacationing, plans to attend weeks of conferences with New York and Chicago agency executives.

EUGENE PEARSON, account exe-
tutive of KOA, Denver, has re-
ceived a captain’s commission in the Air Corps Reserve, and will report for duty July 11.

GEORGE EDWARD STERLING

BECAUSE George Edward Sterling was thwarted in his youthful ambition to attend West Point, the enemy in this war is going to suffer a lot at his hands.

As head of the newly-created Radio Intelligence Division of the FCC engineering department, George Sterling is the nub and nabob of a vast, intricate organization that will make short-lived any attempts at subversive radio in the United States or its territories and possessions.

The RID helps out the United Nations, too, but how, when and why are questions that cannot be answered here. What can be told, though, is that through 101 stations, manned by more than 700 persons under Mr. Sterling’s direc-
tion, every attempt by the enemy to filter propaganda into the United States or to send messages out of the country will be quickly brought under the thumb of the Army, Navy or FBI.

The RID not only will quickly locate the alien station but it will also give a thorough account of the station’s activities to the Government agencies most vitally con-
cerned. The RID was born July 1, 1940 when the President set aside almost $1,500,000 for this new service organization. The value of the organization is inestimable but if you want a dollars and cents estimate, just remember that Radio Intelligence frequently locates a lost bomber, conservatively valued at $250,000.

Mr. Sterling, incidentally, with the aid of his subordinates worked out a plane-location technique in cooperation with the Army and Navy that promises soon to become an exact science.

The least you can say about Mr. Sterling is that he is a practical radio man. It is hard to say more than enough about him. He has lived radio since 1908 when he be-
came an amateur operator. Born June 21, 1894 at Peaks Island, Port-
land, he comes from a long line of sea-going folk. As a youngster this sea-going heritage persistently cropped out but his mother did her best to keep him on land, for many a Sterling had gone to sea in ships that never returned.

After experimenting with ama-
teur radio for some time, meanwhile becoming Maine’s first licensed amateur operator and station own-
er, Mr. Sterling served on the Mexican border in 1916 with the Second Maine Infantry and over-
seas with the 103rd Infantry, 26th Division. Later he transferred to the Signal Corps.

Here he served as a radio instruc-
tor and completed officers training during the West Point of the AEF. He assisted in organizing and oper-
ating the first radio intelligence section in the Signal Corps which engaged in locating enemy radio stations and intercepting their mes-
sages. And he recalls how the Sign-
ral Corps captured a German dirigible by aiming a beam for the ship to ride.

After the war he served as a radio operator in the Merchant Marine, and as a marine radio inspector for RCA, beginning in 1922. The following year he entered Federal service as a radio inspec-
tor in the Bureau of Navigation. In 1935 he was appointed inspec-
tor in charge of the FCC third radio district in Baltimore, being transferred to the Field Division of the FCC in 1937 as assistant chief.

On July 1, 1940 he was appointed chief of the National Defense Op-
erations Section, Field Division, Engineering Department. He is author of the Radio Manual, recog-
nized as a standard textbook on radio communication, equipment and procedure by radio schools and for Government training pur-
poses. The manual is also used as a reference book in colleges and universities.

Mr. Sterling demands and gets quick action. The RID works as an aid to the various Government agencies engaged in detecting sub-
versive activities. Among depart-
ments are the Army, Navy, Civil Aeronautics Authority, State Depart-
ment, Office of Censorship, Office of War Information, Weather Bureau and others. The organiza-
tion does not supplement the Foreign Broadcast Monitoring Service, but assists it. For example, RID makes recordings of enemy propaganda which are studied by the FBI foreign language experts and analysts.

The RID is a close-knit, hard working outfit and its boss, Mr. Sterling, glows when he talks of the loyalty, perseverance and love and dedication of his assistants. It is hard to say they’re a hand picked, highly experienced group.

On Dec. 25, 1923 Mr. Sterling married Margaret Farray in Wel-
land, Ont. They have two daugh-
ters, Patricia, 14, and Muriel, 9. While he hasn’t much leisure, he does indulge in one hobby—amateur radio.

JENNINGS PIERCE, NBC Holly-
wood public service director and man-
ager of station relations department, has returned following a month of con-
ferecnies with affiliates.

HENRY SULLIVAN, commercial manager of WGMT, Wilson, N. C., is attending Atlantic Christian College in preparation for a Navy commission.

HERBERT J. MILLER, sales manager of KXOK, St. Louis, has been accepted as a cadet in the Air Force. Bruce W. McGinnis, KXOK director until he went into the Army a year ago, has been promoted to a captain.

GUSTAV M. FRAGOLA, Midwest representative of SESAIC Inc., is in Holly-
wood for station conferences with Emil Gough, West Coast representative.

HOWARD LANE, general manager of McCrathy Broadcasting Co. and the newly organized Golden West Net-
work, reports a double promotion in New York for agency conferences on new fall business.

Connolly on Duty

JOSEPH T. CONNOLLY, promo-
tion director of WCAU, Philadel-
phia, has been called to active duty in the Navy, and is under orders to report to Harvard U July 1 for a training period. Joe has been in charge of sales promotion and Ken Stow-
man, publicity director, takes over trade publicity.

Anthony W. Roos

ANTHONY W. ROOS, head of the sales department Recording Corp, Bridgeport, Conn., died June 19 of a heart attack at his home.

ALBERT DAVIS, for the last two years in the Columbia office of John W. Cullen Co., newspaper representa-
tives, has joined the sales staff of the Chicago office of Joseph Hershey Mc-
gillers under manager Jack Spazie. Mr. Davis was formerly in radio and research department of H. W. Kastor & Sons, Chicago, the Oklahoma City Times and KTKO, Oklahoma City.

WILLIAM F. KNOWLAND, assist-
ant publisher and station manager of operating KLS, and son of J. R. Knowland Jr., AP di-
rector, reported for Army duty last week as a selectee. His brother, J. R. Knowland Jr., in lieutenant in the Army Air Force now stationed at Chanute Field.

HARRY MIZZLISH, general man-
er of KFMB, Hollywood, currently in New York on station business, re-
turns to his desk.

MAURICE McMURRAY, in the sales department of WHO, Des Moines, has joined the Army. Robert Harker, traffic manager, is now attend-
ing officer’s training school, being re-
placed by Stuart Stielman.

J. BURLY, LOTBRIDGE, manager of WOC, Davenport, has returned to his office following recovery from an auto accident May 29.

JOHN WILLIAMS, formerly of the National Television Network has joined the NBC Radio-Recording Division as a salesman. Coming to NBC from WNBC, Chase, in 1935, Williams spent some time in the re-
search division prior to working in television.

ELMER KRAUSE, auditor and per-
nsonnel manager of WGAR, Cleveland, has been commissioned a lieuten-
ant in the Army Air Force and will report at Miami Beach for training.

W. J. EDMONDS, formerly director of the Rochester School of the Air, has taken temporary leave to accept the post of educational advisor in the Office of the Coordinator of Government Films in Washington.

EDWARD H. ADAMS, KOD, Phila-
delphia, has completed his training in the Air Corps and will report for service.


WILLIAM K. RICHARDS, man-
er of WNYC’s radio department, has been named manager of WNYC, New York municipal station.

STANLEY H. RUSSELL, station man-
er, KJMB, Kansas City, for Civilian Defense in Kansas City.

SANDY McVAY, assistant manager of WATL, Atlanta, for Civilian Defense in Atlanta.
Every bomb dropped, every ship launched, every row furrowed is a blow for Victory.

That goes for words, too . . .

. . . providing they are words of strength, words of wisdom, words of cheer, words of inspiration. Such words are powerful weapons.

But there are different words. These words breed fear, distrust, discord, doubt. These words are sly. They say "no" to Victory.

How great is the responsibility of Radio, the medium of words, to examine every word with infinite care and wisdom. Only words of Victory must cross its lips.
JOHN STEADMAN, producer of KOA, San Francisco, is now handling the Dr. Kate show, heard over KOA and NBC, 10:45-11 a.m., from San Francisco's Radio City. He replaces Wally Ruggles who has joined the San Francisco office of the Coordinator of Information.

JOHN DEVINE, formerly with WTM, Corpus Christi, has joined KGNO, Wilson, N. C.

BILL MORROW, Hollywood gag writer on the NBC Jack Benny Show, has been signed by 20th-Century-Fox Film Corp. in a similar capacity and will work on the screenplay, "The Meanest Man in the World," which is to feature the comedian.

CONNIE HAINES and Bob Carroll have been signed for vocal spots on the weekly half-hour new NBC Meredith Willson-John Nesbitt program, which started June 30 under sponsorship of S. C. Johnson & Son (war), summer replacement for Fibber McGee & Molly.

BILL DANCH, Hollywood writer, has taken over that assignment on the weekly CBS Tommy Riggins & Betty Lou program, sponsored by Lever Bros. (Swan), as a summer replacement for Burns & Allen.

STELLA UNGER, New York commentator on the NBC Your Hollywood News Girl, will originate her program from the West Coast for four weeks starting July 8.

WALTER TURNER, announcer of WYFA, Wheeling, W. Va., recently passed his flight test after completing civilian pilot training and will receive a private pilot's license.

JACK HORNER, announcer of KSAL, Salina, Kan., is to leave for the Army at some time in July. His place will be filled by Sam Virts, formerly of KGNO, Idaho City, Kan.

WENDENE WILSON has joined the program department of WOR, New York, replacing Dorothy Sherman, resigned.

GEORGE A. PUTNAM, announcer, has taken over his third daytime serial in that capacity with an assignment on the Story of Mary Martin, sponsored by Procter & Gamble, Cincinnati on NBC for Ivory Snow. Putnam announces the General Foods Corp., Porteis Fives Case on NBC and Seventy-six Huband on BLUE for Dr. Lyon's Toothpowder.

HENRY RACKS, announcer of WWRL, New York, married Dolly Bissell of Southampton, Long Island, N. Y., June 23.

Six programs weekly originating from army camps in Portsmouth harbor defenses.

GEORGE CASE, formerly program director of WCFL, Chicago, who was to have rejoined WING, Dayton, as program director last week, has instead joined the staff of WGN, Chicago, as a producer.

HELEN ANN YOUNG, music librarian of KSAL, Salt Lake City, has returned from a tour of the east where she visited music and education department of CBS, NBC and BLUE.

DONALD BERTH, Wake Forest U. student, has joined the announcing staff of WOTP, Wilson, N. C.

JACK DAVIES, announcer of KSAL, Salt Lake City, who recently enlisted in the Army, has been assigned to radio work at Fort Douglas in the public relations department of the 9th Corp. Area.

VINCENT LLOYD SKAFF, newscaster of WMBD, Peoria, Ill., has joined the Marine Reserve and is stationed at San Diego.

JACK CLIFTON, announcer of WOTM, Wilson, N. C., in Clifton Springs, N. Y., recovering from an operation.

HEN LAIRID of WHBY, Appleton, Wis., and chief sports announcer of the Wisconsin Network, is the father of a baby girl, Bonnie Rae.

Willard Egolf of KVOO Receives AFA Honors

SIGNAL honor for radio was the appointment of Willard Egolf as vice-chairman of the Advertising Federation of America Council on Advertising Clubs at the 38th annual AFA Convention in New York last week [Broadcasting, June 29]). Along with his new office, Mr. Egolf automatically becomes an AFA vice-president.

Mr. Egolf is Mr. Egolf present tenth district lieutenant governor of the AFA and immediate past two-term president of the Tulsa Advertising Federation.

BILL CAMPBELL, summer relief announcer of WIP, Philadelphia, has been made a regular member of the staff, replacing Walt Newton, who left for WGN, Chicago.

KEN NILES CBS Hollywood announcer, has been appointed a staff producer of that network and is assigned to the weekly half-hour Hollywood Showcase, sponsored by Richard Hudnut Inc. (cosmetics), on West Coast stations.

ALEX ROBB, NBC Hollywood program sales manager, is in New York for conferences on shows packaged by his department.

HERB POLESI, Hollywood radio writer-producer, is in Chicago to produce a Marine Corps service short film.

CHARLES BENNETT, Hollywood writer-producer, is writing and producing radio serialization, his screenplay, "39 Steps," directed some years ago by Alfred Hitchcock.

A. WILLIAM ALDRICH is a recent addition to the announcing staff of CKGB, Timmins, Ont.

JIM CRIST, special events announcer of WFMD, Frederick, Md., has been elevated to assistant program director. LOIS LORRAINE, former freelance public relation agent, and previously with CBS, has joined NBC as publicity director, both trade and general, for WWAQ, the network's New York outlet.

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HOWDEE R. MEYERS, assistant promotion and assistant special events director of WGN, Chicago, has been appointed radio director of the Chicago Office of Civilian Defense by Mayor Edward J. Kelly, succeeding Alan Scott, now associated with the Navy.


GEORGIA GREY, formerly of WEZU, Youngstown, Ohio, has joined WREO, Cincinnati, as director of women's features.

JOHN ADAMS, recently of WCAO, Baltimore, who was an announcer, is now a member of the athletics and reception office at Kenmore Field, Miss.

JACK HENDRON, sales manager of KWK, St. Louis, is the father of a baby boy.

ARTHUR J. FUXAN, J.R., has joined the letter staff of WHLS, New Orleans, Charles H. Blaine, the predecessor, has been added to the traffic department.

JAMES MACMURRY, formerly with WJIR, Jacksonville, Ill., has joined WTP, Raleigh.

GEORGE LEE MARKS, formerly of WZQ, Oklahoma City, and WMAQ, Chicago, has joined WOAI, San Antonio, as program director.

MAX CONDON, singer of KUOA, Sleeve Springs, Ark., has won the National Cincinnati Opera auditions and will work with the Cincinnati Opera Assn. this summer. Bob McWatters, new to radio, has joined KUOA's announcing staff.

ROBERTA DRAPE, and Dick Glaser, recent graduates of Ohio Wesleyan U., are doing announcing and continuity writing at WMRN, Marion, Ohio. Bill Gross from Ursus U., also has joined the announcing staff and is writing continuity.

NAT BERLIN, formerly head of announcing at W2NO, New York, is now a private in the Army Air Forces, assigned to the public relations office at Fort Bliss, Army Air Forces, U.S. He is currently producing several programs over local stations.

DALE TYPFR, formerly Washington and New York newspaperman and now a radio commentator, and the former Miss. Edie Penin, of Riverdale, N.Y., have been married in Yuma, June 21.

JUICE DISQUE Jr., a writer for Mr. District Attorney of NBC and Gay Busters on BLUE, has been appointed NBC script editor by C. J. Meevy, manager of the NBC program department. Disque will work under Lewis R. Titterton, manager of the script department.

BILL WOOD, formerly announcer of KOGO, San Francis- cisco, has been commissioned a lieutenant in the Navy.

RAY BURRF, Hollywood writer-producer, has joined KOAC, San Fran- cisco.

BUCK HINSMAN, studio manager of the Starkville studio of WGC, Columbus, Miss., has been appointed to production manager. Bert Craig, Miss. of Co., has joined the station.

Shackelford, of Columbus, has joined the announcing staff for the summer. Charlie H. Wolf, WGBI announcer, has returned to his regular job.

CHARLES NILES, formerly of KGDE, Fargo, N.D., has joined KVOO, Moorehead, Minn., as program director.

GENE GRAVES formerly of WOG, Selma, Al., has been appointed announce- ing staff of the new WSNY, Selma, Ala.

IAN CUBBERLY, KOY, Phoenix, producer of the weekly "Love Story Time," has recently transferred to WLS, Chicago. Jack Wages, announcer, has taken over production of that program. In the same station, KOY continuity editor, assigned toattles.

MARVIN J. MOYNIHAN, of NBC Hollywood purchasing department, resigned on June 15. Replacing her is Max Nunnan.

ALI HENRY, formerly with NBC in New York, joined WGEN, Philadelphia, as summer relief announcer.

RIP MISENARD has joined the announcing staff of WIS, Columbia, S. C.

Mr. Porter

Porter in Navy

WILLIAM A. PORTER, since 1930 a Washington attorney specializing in radio, reported July 1 for active duty in the Navy as a junior lieuten- ant. He goes to the Naval Training School at Harvard for the six- week training course and is assigned to the Bureau of Aeronautics. LT. Porter has closed his law offices for the duration. Before establishing his own office, he was a partner in

Mr. Porter in the Littlepage firm.

ANN SHANK, newswoman of WBHA, Appleton, Wis., is to join the Marine Corps. She will be stationed at Quant- man, Virginia. M. AUSTIN GRANT, newswoman of WJU, Detroit, is the father of a recently born baby girl.

CLAYTON G. GOING, formerly reporter of the Poughkeepsie New York- er, has joined WGEA and WQGO as a shortwave stations editor in Schenectady, N.Y., as news editor and English announcer.

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Latin American Equipment Shortages Threat to Goodwill Efforts, Says Royal

RADIO'S role in educating the peoples of Latin America in their part in the United Nations war effort is imperilled because of shortages of essential broadcast apparatus, John F. Royal, NBC vice-president in charge of international relations, reported upon his return from Mexico City early last week.

During his two-week visit to the Mexican capital he conferred with prominent broadcasters who told him that lack of replacement parts is becoming so critical that many stations are in danger of being forced off the air unless these parts are released soon by the United States.

Shutdowns Imminent

Mr. Royal said that some broadcasters are still waiting for equipment ordered months ago. Two Mexican stations, he stated, are using their last set of tubes and when they are gone the stations will have to shut down unless they can get the American supplies which are being held at the border.

"We are now broadcasting an ever-increasing number of programs over our affiliated stations in Latin America in collaboration with the Office of the Coordinator of Inter-American Affairs," he said. "Unless these stations are able immediately to obtain the replacements necessary for their operation, there will be no outlets for these important programs in the strategic countries to the south. They are eager to continue to cooperate fully in the United Nations effort, and we must see to it that they are not obliged to discontinue their vital activities due to lack of equipment which we can supply.

"If there is any red tape or confusion causing the delay of the immediate dispatch of these important replacements to the Latin American stations, it should be eliminated at once. I am certain that Washington is aware of this situation, but officials may not fully realize the danger of the time element. This is a vital factor in hemispheric and United Nations solidarity and it merits immediate attention."

Mr. Royal cited the value of such programs as March of Time, Cavalcade of America, This Is War, Americas All, Plays for Americans and other programs broadcast in Spanish on NBC shortwave stations and rebroadcast by members of its 126-station Pan-American Network, programs which are presented by NBC in cooperation with the Office of the Coordinator of Inter-American Affairs. Speeches of President Roosevelt and of other leaders in hemisphere affairs are widely rebroadcast in both Spanish and Portuguese, he said.

"In a laudable gesture of solidarity, many Latin American radio stations long ago ceased broadcasting Axis programs in their countries, even though it meant the loss of considerable and much-needed revenue," Mr. Royal concluded. "In recognition of this move, we should do all that we can to help them continue their activities on behalf of the United Nations and thus contribute effectively towards the ultimate defeat of the aggressors."

REPORTS on the Tuesday and Friday press conferences held by President Roosevelt will be broadcast on WMCA, New York, starting July 7 with Ted Wingo, the station's Washington correspondent, as reporter.

MATTHEW WISE

The Tuneful Topics program with "Madeline" on WHIO, Dayton, recently celebrated its fourth successive year on the air. Knowing that people must eat in the summer as well as in the winter, the A. H. C. Denkmann sponsors the program four mornings weekly the year round. And the sponsors say that Madeline does an excellent job of telling her listeners what to eat, where to buy it and how to prepare it.

Madeline Wise is graduate of the Shuster Martin School of Dramatics of Cincinnati. Her varied experiences include Chauff皋us week, monologues, dramatic radio stories and serials. She writes her own copy for her program.

Her Tuneful Topics places accent on appetizing and nutritious menus for breakfast, lunch dinner, party luncheons, buffet suppers and formal dinner parties. Women listeners constantly call her for the solution to the problem of getting children to eat foods good for them. and Madeline generally has the right answer.

She says that the reason her program is so popular is that "we do not try to tell women what to do, I just have a daily chat with them, and we iron out our food problems together."

Army Radio Camp

SET UP exclusively to train radio technicians, Camp Murphy, Florida, was opened formally July 5 simultaneous with its first graduation ceremonies. Opening of the camp, the Army announced, marks a wide expansion in the application of radio to Army uses. Maj. Gen. Daw- on instead, chief signal officer of the Army, attended the opening ceremonies which were presided over by Col. Hugh Mitchell, camp commanding officer.

The camp was named in honor of the late Lieut. Col. William Herbert Murphy, Signal Corps, a pioneer in the development of radio beams and radio equipment for military aircraft. Col. Murphy, a resident of Washington, was killed in action February 3 while serving as a communications specialist for the United Nations High Command in the Far East.

"THAT'S THE POINT"

explains Suzy our Steno.
"After we've served you our ace sales builders, we make a complete report on all merchandising conducted for your program and product. The WSAI advertiser sees in detail how WSAI's great merchandising program works for him."

"IT SELLS FASTER IF IT'S "

WSAI'S SALES AIDS

1. Street car and bus cards
2. Neon Signs
3. Display Cords
4. Newspaper Ads
5. Taxicab Covers
6. Downtown Window Displays
7. House-organ
8. "Meet the Sponsor" Broadcast

CINCINNATI'S OWN STATION

WBED

WEIGHTS & FACTS

5,000 Watts Day and Night • Represented by Spot Sales, Inc.
Forms New Agency

BRUCE ANGUS, former account executive of Harry A. Berk Inc., New York, has formed an advertising agency bearing his name, with offices at 420 Lexington Ave., New York. A large part of the new agency's business lies in insurance and financial advertising, but Mr. Angus does not plan to confine his activities to these fields, it has been reported.

WGN Drops Talent Agency

TALENT division on WGN, Chicago, on July 1 was discontinued after two years of booking engagements for WGN talent and Chicago Tribune writers. Marvin Welt, director of the division, will continue to handle bookings, and writers, among them Bob Elson, Marcia Winn and Arch Ward, setting up his own agency after a mouth vacation.

JOHN D. LUPTON, account executive of N. W. Ayer & Son, New York, reported for duty as first lieutenant in the Army Engineer Corps July 4. He will be stationed at Fort Belvoir, Va.

HENRY F. WOODS Jr., publicity director of McGann-Erickson, New York, has been named to rejoin the advertising department of Standard Oil Co. of New Jersey. Replacing him is Thomas F. McMahon, formerly assistant publicity director of the agency.

SANDY CUMMINGS, formerly with the Hollywood staff of Benton & Bowles, and now an Army lieutenant, is stationed at the Fort Riley officers' training school as instructor.

CHARLES E. JONES, general manager and account executive of Keino Adv. Agency, Los Angeles, recently became the father of a girl.

SHOWALTER LYNCH

NEVER AFRAID to blaze new trails, Showalter Lynch, vice-president, radio director and timebuyer of Mac Wilkins & Cole, Portland, Ore., has cut a consistently straight path through the early radio advertising world. For more than a decade, Bud, as he is known to his associates, has pioneered Pacific Northwest radio with one clear idea as his guide. He believes a radio program should select the most logical group of potential prospects for the goods or services the sponsor wishes to sell. An entertaining program is merely the means to that one end—to sell something to the listening public.

That the above guide is a practical one, he demonstrates in his successful handling of such accounts as Neighbors of Woodford, Portland, Ore. (insurance), for which he currently writes and produces the weekly Grandpappy & His Pal on 26 BLUE West Coast network stations. Another Lynch production is the nightly Star Family, originally sponsored by Fahey-Brookman, Portland, Ore. (men's clothing), on KOIN. C. E. Hooper Inc. has rated it the most successful local newscast on the Pacific Coast. Other choice accounts include Custer & Devers, Portland, Ore. (Golden West Coffee), currently sponsoring the transcribed Five Miniature Melody Time on stations in Oregon, Washington, Idaho and Montana.

Born in Wellington, Kansas, Jan. 27, 1904, Bud trekked west at an early age and trudged to grammar and high schools at LaGrange, Ill. Attending the University of Oregon for a short while, he was graduated from Whitman College, Walla Walla, Wash., class of '27.

Following a year as production manager of KGW, Portland, Ore., he struck out for himself in 1930 forming his own production agency. That enterprise in turn led directly to his present affiliation with Mac Wilkins & Cole in 1931.

A family man as well as a radio pioneer, his wife, formerly Miss Edith Bader, and a 9-year-old daughter, Nancy Carolyn, complete the distaff side of the Lynch household. When he can get away from his job as radio director and timebuyer, Bud likes nothing better than to play "gentleman farmer" on his three-acre estate in the Palantine Hill district of Dunthorpe, just outside Portland. He is also handy with a fly rod which he uses to advantage on Oregon's noted trout streams.

OPA'S NEW SERIES

TO EXPLAIN RULES

TO EXPLAIN the importance of such problems as rent control, price control and rationing, Neighborly News, a 15-minute daily series sponsored by the Office of Price Administration, will bow July 10, at 7:30 p.m. over WGN, Chicago, and several other West Coast stations.

The narrator in the role of the friendly neighbor who drops in for a quiet talk with the family, OPA regulation will be discussed with the aid of occasional dramatic spots.

No series tried last April with Frank Craven as the neighbor, the program reached a wide audience and received considerable mail response. Encouraged by this response to an unannounced broadcast, the OPA officials have decided to present a regular series. The first script will feature the neighbor discussing price ceilings with the family. Scripts are written by Will McMorrow.

Chemicals Inc. Spots

CHEMICALS Inc., Oakland, Cal., in a 12-week campaign started June 29 is using five announcements per week on KQW, San Jose, Cal.; three weekly on KSAN, San Francisco, and two on KOIN, Portland. Other stations nationally will be added to the list within the next 30 days. Firms recently renewed twice-weekly participation in Marjorie Mills home appliances program on nine Yankee network stations. Agency is Botsford, Constantine & Gardner, San Francisco.

Interstate News

INTERSTATE BAKERIES Corp., Kansas City, Mo. (Butternut bread, Dolly Madison cake), on July 1 started sponsorship for 22 weeks of Donald McGibney & the News, quarter hour newscasts three evenings weekly on WBBM, Chicago. Agency, Paul Reis & Co., Kansas City, Mo.
TO ENLIST foreign language broadcasters in its drive to collect old phonograph records, Records for our Fighting Men Inc. has appointed a foreign language committee of Jewish and Italian radio announcers, Oscar Gore, Jewish commentator, and Enzo Gugliotta, Italian announcer of WEVD, New York, co-chairmen of the committee, will form sub-committees in all cities which have foreign language broadcasts.

RAF flying veterans of the Libyan campaign against the Vittis are the stars in an interview feature of the new edition of Men's Fighting Men, transcribed series offered to NBC Thesaurus subscribers by the NBC Radio-Recording Division for sustaining broadcasts only.

NARRATION of Al Sisson, of WHAM, Rochester, delivered as part of the Bausch and Lomd celebration of Army and Navy Night in Rochester's Red Wing Stadium, was so well received that Rep. Joe O'Brien (R. N. Y.) had the piece inserted in the Congressional Record of June 25.

WHBQ, Memphis, after ten years of occupancy in the local Hotel Chardige, has moved to new and larger quarters on the mezzanine floor of the Hotel Gayoso, one of the South's oldest hotels. Installed in the new studios are complete new transcribing facilities.

WEIM, Fitchburg, Mass., is now carrying its daily program schedule in Raisinez, leading Pifier daily published in that city.

KPTS, San Antonio, convinced that thousands of tons of scrap rubber lie undiscovered along minor highways, recently instigated such a search in cooperation with the local junior division of the YMCA. Women with cars were sought and into each car four boys were placed. Driving to a designated point, the boys then secured the road sides for rubber. Each car traveled not more than four miles and yet an average of 200 pounds of car was maintained.

KDKA, Pittsburgh, through James B. Rock, general manager, has announced that 90% of local gross payroll has been subscribed to the purchase of war bonds. The payroll deduction plan, according to the announcement, has now 100% cooperation of the staff and has been in effect several months.

WQAM, Miami, issued bonuses to staff members on the last payday in June, based on the company's earnings for the first six months of 1942. It has been the station's practice to give such bonuses to its employees at Christmas and again at the end of the fiscal year.

KGOI, San Francisco, shortwave station of the GE, on June 28 launched a series of weekly roundtable discussions in Spanish, sponsored by the San Francisco Chapter of the Pan-American Society and featuring authors and lecturers on topics of interest to the Americas. The programs are beamed to Mexico, Central and South America.

Serving Georgia's Richest Market WITHOUT WASTE!

WATL

ATLANTA

MBS 250 W - 1400 K C

Represented by Spot Sales Inc.

BROADCASTING • Broadcast Advertising

July 6, 1942 • Page 55

Swift Is Winner

WRITING on the theme of "What Freedom Means to Me", Jack Swift, newscaster of KDKA, Pittsburgh, has won a $50 War Bond first prize in the 35-group Westinghouse Radio Stations Inc. $3,000 War Bond contest. Mr. Swift's entry will be judged with those of other group winners in the company-wide competition to determine grand prize winners. Groups consist of various works, divisions, districts and subsidiaries of Westinghouse Electric & Manufacturing Co. throughout the country.

JAMES W. GERARD, former Ambassador to Germany, presents a weekly analysis of history and current events in WINS, New York, Mondays, 7:45 p.m.

All Affiliates Are Given Rights to Service Game

IN ADDITION to the 160 stations affiliated with either NBC, CBS or Mutual in the 15-state Maine-Louisiana area which are slated to carry the Army-Navy game Nov. 28 under sponsorship of Esso Marketers [BROADCASTING, June 29], the three networks will offer the broadcast of the game to the rest of their affiliated stations without commercial announcements. The arrangement making this possible was made between Esso Marketers, and the networks in view of the large interest in the game for all sections of the country. Agency for Esso is Marshalk & Pratt, New York.

GOODWILL IN PITTSBURGH

where Mexican delegates to the convention of the Hotel Greeters Assoc. were interviewed on KDKA. Principals in the broadcast were (1 to r) Ignacio Carral, Mexican announcer, and Paul Shannon, KDKA announcer.

WOWO Is Bugler

BUGLER of Baer Field, Indiana, is WOWO, Fort Wayne. Station broadcasts "first call" at 6 a.m., "Rev-" "Poly-" at 6:15 which are carried by the camp's public address system. Between calls, military marches and popular tunes are played, a typical Army man's letter is read and news and official Army bulletins are broadcast.

FIRST radio clinic for AAA field personnel in Illinois was recently conducted in Rockford, Ill., to discuss method of disseminating agricultural information. Morey Owens, program director of WPRO, Rochester, was active in the forum and arranged with AAA officials for regular agricultural information to be used in WPRO's R. P. D. Club.

WHO, Des Moines, gave one $25 War Bond daily during the rubber drive for the most interesting 10 words completing the statement "I turned in my old rubber because..." The contest, was promoted on Bob Des Moines's 10:30-10:45 p.m. newscast.

WWDQ, Washington, has added all prize fights in Griffith Stadium to its schedule of special events. Broadcasts are sponsored by D. J. Krugman Men's Wear Store with Ray Carlson at the microphone.

WNAX, Yankton, S. D., recently brought listeners the sounds of sizzling branding irons and bawling of the "dogies" when Chris Mack, farm director, transcribed the annual Flying V-Roy Roundup in the saulills.

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

WF M J

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

Headley-Reed Co.

National Representatives

Every kid knows there's more than one way to see a ballgame. On the other hand, smart radio advertisers know there's only one way to get a "look-in" on the big Roanoke-Southwest Virginia market. And that's with WDBJ — the one station serving the whole territory.

Want a share of the area's $285,000,000 bankroll?
Sanders Hearings
(Continued from page 16)

the law that a station licensee be responsible for determining what shall and shall not go over his transmitter is not transferable. Regulation 3.105 provides that a station may not contract away his right to reject unsuitable or improper programs, he said.

Apropos network ownership of stations, Mr. Fly listed the 10 stations originally operated by NBC and the 8 stations licensed to CBS. Since the announcement of the regulations, he said this “concentration of stations has improved somewhat” since three of NBC’s stations have been transferred to the BLUE. He cited as an illustration the situation in Charlotte, where there are three stations, with CBS owning WBT, using 50,000 watts. He said this left only two low-powered stations, WSOA, with 250 watts, and WAYS, with 1,000 watts, to be shared among the Red, BLUE, and MBS.

The cure reposes in regulation 3.106, providing that no network shall own more than one station in any locality. When the contemplated sale of the BLUE is completed, he said, this requirement will automatically be met. The regulation also provides, he pointed out, that a network shall not be the licensee of a station in any locality where the existing stations are so few, or of such unequal desirability, that competition would be substantially restrained.

Praises NBC and RCA
For Separation of Blue

Describing the regulation calling for separation of the Red and the BLUE, Mr. Fly said that everyone—the FCC and the FCC minority—is in agreement that the BLUE should cease to be a “little brother” of the Red and should emerge as a full-fledged independent and competing network in its own right. Regulation 3.107 provides for the separation of these networks.

Mr. Fly said he wanted especially to commend “the businesslike and

West Coast Tour of Keith Kiggins

The LARGEST MARKET.

West Coast tour of Keith Kiggins, BLUE vice-president in charge of station relations, took him to San Francisco where he conferred with William B. Ryan (left), general manager of KGO and Tracy Moore (center), sales manager of the BLUE Western Division.
practiced, Mr. Swing will not be free of restrictions over NBC, he said. In that event, he declared, "he will have jumped out of the frying pan of exclusivity of affiliation and into the fire of territorial exclusivity."

Says Option Time Limits Self-Expression

NBC has announced, since the network regulations were published, that it intends to and perhaps already has, abolished territorial exclusivity. If it is in fact abolished it will not stand in the way of Mr. Swing's broadcasts, said Chairman Fly, and this in itself indicates the importance of the regulations "in opening up new channels for free speech on the American air".

Another example of the way in which territorial exclusivity has in the past "blocked free speech," Mr. Fly enumerated, was the experience of Theodore Granik's American Forum of the Air in Buffalo. The regular MBS affiliate in Buffalo decided not to carry the Forum, which Mr. Fly said was entirely within its province and on which there could be no complaint. A Buffalo independent wanted to carry the Forum but the network said no. He held the territorial exclusivity clause prevented it from sending the program to any other station in Buffalo. He pointed out that it was MBS' territorial exclusivity policy that was at fault, but that he understood MBS no longer practices exclusivity and the Forum now is heard in Buffalo.

Mr. Fly contended also that option time seeks to "throttle freedom of speech, or more particularly freedom of millions to listen". He cited the case of WFBR, Baltimore, from the Red to the less profitable Blue unless the station moved the National Guard program to make room for Oxydol. Mr. Fly asserted this was not an isolated example and that all over the country "option time operates to impede and hamper the development of local self-expression".

Asserts Congress Should Prevent Restraints

Mr. Fly cited a series of past incidents in which public service speeches scheduled on given networks were carried by only a handful of stations on the networks. In one instance on NBC Red, Rep. Boren's (D-Okl.) address was heard on only 35 of the 136 stations on the network and under territorial exclusivity no other station in the 101 cities could broadcast the talk. He cited the BLUE Network incident where a Town Meeting program was not broadcast in nine States.

On MBS, there was an incident wherein a readable program with prominent speakers was not heard in a half-dozen states. Finally, he cited a CBS speech by Rear Admiral Emory S. Land, head of the Maritime Commission, which was not heard in Norfolk-Newport News, a CBS station which moderating center, because the two stations in that city were not affiliated with CBS and because two other stations which carried the area—WRVA, Richmond, and WDBJ, Roanoke—did not carry the program.

Mr. Fly argued that restraints on the freedom of speech result from territorial exclusivity, territorial option time and option time, but these, "bad as they are," do not rival in their repressive effects what might be termed the "monopolistic" or united effort of the contracts as a whole upon free speech. The net effect of the contract provisions is to make the area "islands" to any new network," the Chairman said. "And to the extent that additional networks are kept out, freedom of speech is to that extent throttled."

Mr. Fly warned that four people—"even such outstanding citizens as Mr. Trammel (NBC), Mr. Sarnoff (CBS), Mr. M. C. Sarnoff (NBC), and Mr. Woods (BLUE)— should not have the right "to decide who shall and who shall not have freedom to reach a nationwide radio audience."

He added he was not suggesting that a new network could do a better job than the existing ones, but that he was suggesting that if Congress has a concern for free speech ("you will try to find me\) that monopolistic restraints do not prevent others—perhaps others of the calibre of these four and perhaps men even better equipped for the task—from also entering the field and doing their share for free speech."

'Monopolist Heaven' Portrayed by Chairman

Mr. Fly cited a speech made in 1923 by David Sarnoff, RCA president, and attributed to him the statement: "We ought to get away from these small stations and have just two or three, or maybe just one, big station." After reading excerpts from this address, Mr. Sarnoff's dream of 20 years ago, and that during the intervening years "he and another dreamer, Mr. Paley, have come perilously close to establishing that monopoly or oligopoly which Mr. Sarnoff predicted so frankly in 1923."

He said he was not content to move further and further away from what Mr. Sarnoff had called "small and comparatively cheap stations serving limited areas". Mr. Fly said he thought the 900 independent stations are the backbone of the American system of broadcasting and that he did not believe the Commission could stand idly by while the monopolists' heaven pictured by Mr. Sarnoff and seconded by Mr. Paley is achieved step by step.

Dealing with licensing of networks, Mr. Fly recalled that Mr. Paley in his testimony before the Senate committee last year said he thought the time had come for Congress to arrange for licensing of networks. Since then, he added, Mr. Paley has "somehow found the time to change his position". Declaring that licensing of networks is not something that can be arranged in an offhand manner, Mr. Fly said it involves a variety of complex problems, and should be undertaken only after the fullest study.

These include such matters as national service, fixed standards of coverage to the end that none of the people will be discriminated against, limitation of sponsorship of commercial programs on stations in the area where the advertiser has distribution. (He cited the situation of Lowell Thomas' news broadcasts over 25 stations for Sun Oil Co., assenting there appeared to be no good reason why Thomas' news broadcasts should not be heard throughout the country merely because Sun Oil does not advertise there.)

Any study of network licensing, Mr. Fly said, would have to examine this problem thoroughly, plus the effects of restraints which may result from either the saving of duplication of types of programs; what happens when two advertisers want the same hour on a network, and related problems.

Says FCC Is Now Basically a War Agency

Referring to an article in the June issue of Harper's written by Bernard S. Smith, introduced as an exhibit, Mr. Fly said Mr. Smith had found that 11 advertisers together furnish some 50% of all network programs and these companies, having been the first to come, are continuously through the years the first to be served. While this problem is wholly outside the present scope of the Commission's duties, it might become highly relevant in connection with any study of network licensing, he said.

Mr. Fly said he did not think it was the appropriate time to inaugurate such a study. The FCC now is essentially a war agency with war duties occupying the bulk of its time and its best energies.
and he felt this war work should be impeded at present by inaugurating an overall study of network licensing. Secondly, he said there are on the immediate horizon vast new developments which will profoundly affect the whole broadcasting picture—FM and television which are set for unlimited commerce and a collision immediately after the war.

Asserting he had the greatest hopes that these industries would flourish during the immediate post-war period, he said he felt they would be important factors in the expansion of business which will serve to stave off any possible post-war depression in this industry. Finally, he declared he was very much opposed to any licensing of networks prior to the full-scale duty.

Diversified Farming in Nova Scotia

STRENUIUS efforts to promote a wider diversification of farm produce in Nova Scotia. Basis of this programme is to increase production of home-grown foods so that the province's dairy and livestock industry, the basis of its agriculture, may continue to expand.

More apples are grown here than elsewhere in the British Empire. 1939 production was 2,039,605 barrels, of which 1,772,783 barrels of graded fruit were exported to England. War-time embargoes have since prevented fresh fruit exports, but the Government Marketing Board distributes the huge crop, half in processed form to England and the other half in Canada.

Nova Scotia is generously endowed with a climate which is without extremes of heat or cold. A fine bracing climate which develops human energy, both mental and physical. The country is similar to that of England and Scotland. Investigate!

NOVA SCOTIA
Radio Broadcasting Station

CHNS
HALIFAX, NOVA SCOTIA

USA REP.-Jos. Weed & Co.
New York City

Page 58 • July 6, 1942

BOOST YOUR SALES
Advertise over Central America's most modern stations

190,000

AMERICANS
OF THE CANAL ZONE
BUY AMERICAN

HOK-HP5K
640 Kc.
6,005 Kc.

Rep.: Melcher Gusman Co. Inc.
9 Rockefeller Plaza, New York City

BROADCASTING • Broadcast Advertising

This is too serious a matter, and too important from the point of view of radio listeners all over the country, to be entered into in an offhand manner. Any action must be preceded by a thorough study from every angle.

Alluding to newspaper ownership of stations, Mr. Fly pointed out that the Commission has instituted this study and will report on the problem "as promptly as possible". This investigation received its impetus from Congress, Mr. Fly asserted. He said a large number of Senators and Congressmen over the years had cited the need for the study and called attention to the fact that Senator White (R-Me.) had taken the Commission to task for not having formulated an opinion.

Many Newspapers Seek FM Stations

The question of joint ownership of newspapers and stations became acute last year when FM was opened up for commercial operation, Mr. Fly said, with 43 of the 99 applicants for FM on June 30, 1941, filed in behalf of newspaper interests. The investigation was undertaken for three purposes, Mr. Fly said: (1) To determine whether or not something needs to be done; (2) to determine whether, if something needs to be done, the Commission can and should do it under the present Act; and (3) to determine whether the Commission should instead make recommendations to Congress.

To buttress this point, Mr. Fly placed in the record his opening statement at the newspaper hearings just a year ago.

"Congressman Sanders has asked several previous witnesses why newspapers should be put in a prescribed class," Mr. Fly said. "He has asked why they should be treated differently from churches, schools and moving picture companies, etcetera. My answer is that if in the future there should arise a marked tendency for the ownership of radio stations to gravitate into the hands of churches, schools or motion picture companies that would be a matter which the Commission should properly look into." Dealing with clear channels and with that provision of the Sanders Bill which would require the Commission to study and report to Congress on them, Mr. Fly said "we very much wish we could embark upon such a study". Shortly before the war, he said, the Commission had planned a study of the clear-channel problem, but the shortage of engineers made it impossible to carry the project through. "Our engineers are too busy helping win the war at this time," he said.

"You have already heard two sides of the clear-channel problem. Mr. Sholis (Victor Sholis, director of Clear Channel Broadcasting Service), representing 15 or 16 clear channel stations, gave you the picture of the clear-channel controversy from the public point of view.

Chairman Placed Under Cross-Examination

Mr. Fly's eighth and final appearance before the Committee came last Wednesday at a full morning session devoted entirely to cross-examination. As author of the bill, Rep. Sanders took over the bulk of the examination, which at times reached fever pitch.

Alluding to Mr. Fly's testimony the preceding day regarding the Sun Oil Co. sponsorship of Lowell Thomas' broadcasts over a limited network of 25 stations, Mr. Sanders pointed out that the oil company was a private enterprise and of course looked at the profit motive. He asked the Chairman whether that motive would not be destroyed if there were the requirement that sponsors be full national networks, irrespective of distribution of their product.

Mr. Fly said he wanted to stress the point that stations throughout the country ought to have the opportunity of taking such an outstanding broadcast. He said he had not solved the problem or given it detailed consideration, but emphasized radio is a public service and consideration should be paramount.

Subsequently, when Rep. Wadsworth (R-N.Y.) took up questioning on the same line, Mr. Fly said he was using the view expressed by Mr. Smith in his Harper's article as one of the problems inherent in network licensing, and this view made him in no way made up his mind. He agreed that Mr. Thomas would have some say, as well as the advertiser.

Answering Rep. Sanders, Chairman Fly said Congress might decide after study that it would want to "override a private interest" in the interests of 130 million listeners.

Queried by Rep. Sanders on newspaper ownership, Mr. Fly said that no decision yet had been made on the investigation and that "several months" would elapse before the Commission's report. He insisted he had not made up his mind and that he did not know what the facts would prove, one way or the other. The question of the Commission's jurisdiction likewise has not been decided and the Commission might take one of several courses.

Says Public Interest Must Be Based On Facts

The public interest concept must be applied on the newspaper-ownership problem, Mr. Fly asserted, declaring that public interest "doesn't define itself" but must be based on the facts.

When Rep. Sanders asked whether "it is your view that the law does or does not give you authority," Mr. Fly rejoined that he did not think the Congressman wanted to "look over the edge of the bench and tell what his decision will be." He said he frankly did not know what conclusion he would reach and that he declined to answer the question on the basis that he hadn't completed his study.

Mr. Fly said that assuming the FCC determines it has the power to invoke a newspaper-divorcement order, it then would consider whether it should proceed, or take one of several alternative courses.

When Rep. Sanders asked about holding up newspaper applications, Mr. Fly said none had been granted and none denied since the proceedings started, claiming there was no point in disposing of applications prior to conclusion of the study.

Agreeing with Mr. Sanders that a fundamental question was involved in the right of the Commission to say, arbitrarily, that one particular class should not be entitled to licenses, Mr. Fly said he would have no objection to the Congressman expressing himself on the subject. But he added that most of the utterances of members of Congress have been the other way. If Congress wants to change its
FLYING HIGH is Dave Young, former sports announcer of KABC, San Antonio, as he receives the Sporting News Trophy voted annually to the most popular baseball announcer in the Texas League, from Early Wilson, station president. Known to the Army as Cadet David Olds, he is currently qualifying as a lieutenant in navigation. The award was for 1941, marking his second consecutive selection for the honor, and was presented as part of the ceremonies of soldiers' night at the San Antonio park.

position, he said he certainly had "no objection to that approach".

The case of KOB, Albuquerque, operating under a special service authorization on 770 kc, clear channel on which WJZ, New York, is dominant, was brought into focus by Rep. Sanders. He asked particularly whether the situation was one wherein the parties could not litigate because of the type of authorization given KOB, which was not in fact a license, recalling the court decision in the WLW case involving this issue.

Mr. Fly explained, after consultation with his counsel, that KOB was one of the stations left without an assignment under the Havana Treaty reallocation and that it has operated under different frequencies in the quest for a permanent spot for it, without injury to other stations. He said it was unlike the WLW case, since there the question was pure experimentation, and the FCC concluded that the experiment was over.

Purely An Engineering Problem, He Explains

Asserting that KOB would either have to be closed down or a home found for it, Mr. Fly said it was purely an engineering problem and if a frequency could be found that would do a good job without get-

official and had cleared through the Bureau of the Budget. Chairman Fly could not recall whether the matter was actually taken up at a meeting or circulated among commissioners. He said he had no doubt that the Sanders Bill was discussed at Commission meetings on several occasions, but did not recall precisely how it came up. He added it was not at all unlikely that the letter was circulated but that this had no bearing on the facts.

The letter itself was drafted by the FCC law department and "was not any more my property than that of any other commissioner," he said. Asked by Rep. Sanders whether it would not be desirable to have such legislative matters considered by the Commission as a whole, Mr. Fly said he thought it was. He added there is some divergence of opinion on the FCC and he thought the Committee would find that Commissioner Craven disagreed with some portions of the outline of his testimony on the Sanders Bill, which previously had been distributed to Commission members.

Rep. Sanders then alluded to a Dec. 12, 1941 Commission document dealing with activities of a committee created for the organization of a censorship office, on which the FCC was represented. Mr. Fly recalled this meeting was called a few days after the war and that FCC Chief Engineer E. K. Jett and Attorney Harry Plotkin had attended these sessions and had continued their contacts.

Rep. Sanders then quoted an extract dealing with control of "views and opinions" over the air and the statement that the FCC had the power to revoke licenses on that basis.

Youngdahl told his Opinion Is "Moonshine"
deferece to the Committee, he was opposed to any moves which would mean throwing that task aside. Rep. Youngdahl (R-Minn.) interposed he was very much interested in that statement and that it was "absolutely correct." Then Rep. Youngdahl asked why the FCC should not postpone the network monopoly rules until the war is over, on the same premise. Mr. Fly said the study had been completed for more than a year and that there was no work to be done.

In a detailed interchange, Mr. Youngdahl said it is still up to Congress to pass on the question and that he had been very much impressed with the caliber of witnesses who had appeared before the Committee and who had the public and war interests in mind. These witnesses, he said, thought much confusion and disturbance would result and that it was his feeling the Commission would do well to suspend the regulations for the duration.


There ensued a discussion of availability of stations on networks for public service broadcasts and congressional speeches. Mr. Youngdahl took the position that while time unquestionably could be cleared for the President, stations generally would prefer the "dollar sign" to speeches of lesser lights. Mr. Fly, however, insisted that as good as, if not better, coverage could be counted on for such programs under the rules. Stations generally want to carry such features and are not primarily interested in the return, he insisted.

He said the issue was being narrowed to whether Congress wanted the networks to force stations to take programs against their will and better judgment as to what is in the public interest. This point, however, was not pursued by Rep. Youngdahl.

Recalls Reaction Of Senate to Claims

Chairman Fly said that stations generally, in his judgment, preferred good public service programs to programs "from Hollywood and Broadway." He disagreed that the network rules would cause any confusion, pointing out that he had "lived with these monopolies for a number of years." He again discounted the predictions of ruin and disaster to business. The Senate considered the same issues presented to the House Committee against the monopoly rules and disagreed with the major networks and with Commissioner Craven's views, he added.

Irrespective of whatever Messrs. Saroff or Paley think, Mr. Fly contended, the arguments against the rules "do not amount to a hill of beans." He added that the question of profits is not being dealt with, that he thought the networks would stand to make more under the rules. "It wouldn't hurt if they made less," he said, reiterating previous testimony that "these big outfits make a 60% return on their investments."

If MBS, with its physical setup, can get along under the rules, Mr. Fly said he thought it followed that the two big network companies could make plenty of money under the same conditions under which MBS has "hobbed along." Moreover, he held that better programs would result from the competition.

Rep. Youngdahl pursued his contention that the rules should be suspended because of the fear of upsetting the system during war, but Mr. Fly insisted that if the Congressmen read the FCC's monopoly report, "you'll be on my side."

"I suppose that after the rules, the next step will be the breaking down of clear channels," Mr. Youngdahl commented.

Alluding to his testimony of the preceding day on clear channels, Mr. Fly said that the FCC does not propose to do anything on that subject during the war, because of its preoccupation with other things.

Control Of Foreign Language Outlets

Rep. Kennedy (D-N.Y.) asked in a general way about control of foreign language stations and the policy of licensing new stations. Mr. Fly explained the present voluntary controls set up by the foreign language group, under FCC scrutiny.

Rep. Sanders (R-Pa.) alluded to Chairman Fly's testimony on exclusivity and option time. He asked whether it would not be possible for networks, by the payment of option money to purchase time, to acquire what amounts to exclusive time anyway. Mr. Fly indicated this presumably could be done, but held that under the FCC rules stations would assume their proper license obligation.

When Rep. Wadsworth reopened the Lovell Thomas-Sun Oil case and asked whether Mr. Fly proposed to suggest that the sponsor be compelled to cover a larger territory, Mr. Fly reiterated he did not know the solution. He said it might mean a rebroadcast for the national coverage or cooperative local sponsorship, as is being done on certain other news programs. He said there was no way Congress or the Commission could force such a situation, although it might be done by legislation.

The FCC newspaper-ownership investigation was reopened by Rep. Jackson Brown (R-O.), who pointed out he had been absent for some days because of a flu attack. Chairman Fly reiterated his previous testimony that the FCC should dispose of the matter within a very few months. He said it may well be that the Commission will refer the whole matter to Congress and "put it to a vote one way or the other," or it may decide it has jurisdiction and take other steps.

Chairman Lea thanked Mr. Fly for his detailed testimony and the Chairman said he stood at all times ready to appear before the Committee. He said it was his plan to maintain a "closer contact" with the Commission to advise it of the work of the FCC.

Craven Favors Changes In Operation of FCC

Calling Commissioner Craven to the stand, Chairman Lea commented that it was "wholesome" for the Committee to hear from the Commission express their own opinions as individuals and that it was "far better to have men of that type than men who sacrifice too much in the interest of unity and harmony."

Mr. Craven read a statement, prepared by himself, covering all controversial phases of the FCC's functions. He commented Chairman Fly's leadership but suggested changes in FCC operation to eliminate confusion growing out of varying interpretations.

He supported the Sanders Bill and made a number of suggestions. He explained why he had opposed the commission's monopoly report and held that some form of option time was essential in the proper conduct of networks.

Mr. Craven alluded briefly to his service of 39 years of service in communications and his service as a member of the FCC since 1937. He regarded the Commission as an agency created by Congress to administer policies established by Congress and not as an agency empowered to promulgate new "social-economic policies." When the Commission encounters conditions and problems not foreseen at the time basic legislation was enacted, he said, it seemed most desirable that it should return to Congress for further instructions.

Mr. Craven described the Communications Act of 1934 as excellent legislation, but pointed out that Congress must amend the Act to make it clear which portions of the Act may require clarification and some sections.
vision. Most broadcasting problems grow out of the shortage of frequencies, he said. He criticized, without indulging in personalities, many practices of the FCC and asked specific instructions from Congress on policy questions. In view of recent controversies, he said it seemed desirable that Congress should specify more clearly to what extent it desires the Commission to regulate broadcasting. If it wants business practices of licensees to be regulated, it should say so or clearly specify the reverse.

He asked Congress to decide if the Commission has power to take into account alleged violation of laws, other than the Communications Act, which affect the conduct of licensees, referring specifically to the anti-trust laws by the networks in the chain-monopoly proceedings. He believed such alleged violations should be taken into account by the FCC only after conviction in other jurisdictions.

Favors Two Separate Divisions for FCC

Com. Craven approved provision of the Sanders Bill to set up the FCC into two autonomous divisions. Chairman Fly previously had vigorously opposed this provision.

The administrative and judicial work of the Commission can be divided along natural lines, he said. In urging separation of the FCC's functions, Mr. Craven thought experience had shown the dissimilarity of problems in various fields and the danger of attempting to deal with them with the same personnel.

Under cross-examination, Mr. Craven declared such a reorganization would not disturb the FCC's war work. He said it could be done practically overnight, facilitating the FCC's work and relieving the chairman of arduous duties.

He felt that in some instances a full and fair hearing has not been given to all parties with a legitimate interest in FCC proceedings. Moreover, he said the manner in which the FCC arrived at judicial decisions seems, in some instances, to be at variance with recognized practice and fair play. Instructions from Congress would be tremendously helpful to parties having business before the Commission and the Commission itself, he added. Attempts to safeguard the public interest by expediting procedural matters "cannot be carried to the point of entirely abolishing private rights," he said.

Favoring the judicial review provision of the Sanders Bill, Com. Craven said that while this would be helpful, he could not regard it as "an adequate substitute for efficient administration by competent and responsible commissioners." He said he was concerned over the long delays in litigation.

NAB proposals to the Committee have merit, he said, favoring particularly the proposal for declaratory rulings. The Commission's recent experiences with the chain broadcasting rules might have been avoided, he said, had it been able to render a declaratory ruling and had that ruling appealed to the courts before the rules became operative.

The NAB proposal relating to unauthorized penalties and sanctions is worthy of consideration, he said. The third NAB proposal, which would do no more than place in statutory form the law as already stated by the Supreme Court in the Sanders case, he said, had been to render a declaratory ruling and to render a declaratory ruling and have it turned down by the courts.

Favoring Section 6 of the Sanders Bill, Com. Craven said the Commission would not be expected to concern itself with the price paid for stock except insofar as that price might disqualify the purchaser to operate in the public interest.

Coming to the controversial Section 7, which would require the Commission to study and report on virtually all of the current issues, Mr. Craven said that either now or later the Commission should make a report and recommendations on the subjects and request directions from Congress.

Mr. Craven said he felt Congress had not seen fit to confer upon the Commission the power to regulate business practices or policies of stations. He said he could see no reason why such power should be conferred when stations are considered in the aggregate as networks.

Ascertaining networks are essential and that they operate efficiently and well, Mr. Craven said if legislation is considered necessary, Congress itself should outline specific practices.

Urging freedom of action both from the economic and practical standpoint and consistent with provisions of law, Mr. Craven suggested it might be helpful for Congress to enact certain provisions to serve as guideposts for the industries, which do not directly or indirectly control its economic or program development.

In this respect, he suggested as the maximum five possible restraints upon networks over the ability of a licensee to exercise his responsibility, which might be covered in the law.

He enumerated these as: (1) Where the station is prevented from broadcasting public service programs of any other network organization, with all programs broadcast by any public officer or on behalf of any government other local, state or national; (2) which prevents the station from rejecting or refusing network programs reasonably believed to be unsatisfactory, unsuitable or contrary to public interest, or from substituting therefor a program of outstanding local or national importance; (3) which prevents another station serving a substantially different area from broadcasting any network program or programs (4) which provides by original term, provisions for renewal or otherwise that the station will broadcast the programs of the network organization for a period of three years; (5) which gives the network organization an option upon periods of the station's time which are unspecified, or which can be exercised upon notice to the station within less than a reasonable time, such as 28 days.

With these safeguards, Com. Craven said he believed the overall result will be far superior to the adoption of any plan whereby both networks and licensees are subjected to the economic views of an ever-changing licensing agency.

Opposing licensing of networks, Mr. Craven said this would inevitably limit rather than encourage competition between networks. Networks are program production and sales agencies, he said, and if required to apply to the FCC for a license, the Commission will inevitably become both their economic mentor and the judge of the propriety of their program material. "This is censorship in its worst form and it is difficult to see where such action would end if once commenced."

Suggests Policy for Newspaper Stations

Agreeing that Congress might be justified in providing special qualifications for station licensees, Mr. Craven said he did not believe it should be based on the occupation or other business interests of the owner of the station, as suggested in the newspaper field.

Pointing out he had voted against

"When I hear my master's copy on WFDF Flint Michigan, I get quite a bang out of it."
the whole newspaper inquiry but had asked that the matter be de-
cided by Congress. Com. Craven said newspaper-owned stations
seem to operate very much like any other
good radio stations. If Con-
gress is to redefine and fix the qualifications of any station, Mr.
Craven suggested that it do so by
providing that on and after a date
of three years, no license shall be
granted for such a station except to
a corporation whose charter and by-
laws provide that the business
of the corporation is limited to the
test of broadcasting.

If further limitation of control
is desired, the charter of such cor-
porations should prohibit interlock-
ing directorates and duplication of
officials in public utility legislation.

Com. Craven did not believe
any limitations should be placed
by Congress or otherwise upon the
number of broadcasting services
which a network may conduct. As
new services such as television, FM
and facsimile are opened, first for
experimental work and later on a
regular basis, it is developed that
those who are best equipped tech-
nically and willing to make the in-
vestment are those engaged in
similar types of public communi-
cation.

As to the number of stations of
any class which may be licensed
to any network organization, Mr.
Craven said it is agreed that net-
work organizations should be per-
mitted to own stations in those
cities and at those places where
ownership is necessary for pro-
gram origination and for proper
network operation. The hitch comes
in an attempt to fix those points.
He believed Congress and not the
Commission should decide those
limitations found necessary. Com.
Craven attacked the policy of en-
couraging too many stations in the
business markets and of sacrificing

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BROADCASTING • Broadcast Advertising

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AIRWAYS TO SKYWAYS, George M.
Cahan (right), formerly pro-
gram director of WTJN, Trenton,
prior to that an announcer for
WHP, Harrisburg, and WCAU,
Philadelphia, was graduated July
3, the senior year. Chief at the
Columbus, Miss., air base, Cahan
made his last appearance before the
mike, being interviewed by PFC
Bob Beeks on Air Base Iena.

rural coverage and equitable dis-
tribution of facilities.

Reasonable Balance Should Be Struck

Declaring he believed in sound
competition, he said the foreclosing
of unsound competition will nullify
directions of Congress to distrib-
ute facilities fairly and equitably.
Mr. Craven added he felt a reason-
able balance has to be struck, with
emphasis on freedom of speech
rather than commercialism.
The three classes of stations—
clear, regional and local—remain
the best solution for the exercise
of free speech with the few chan-
nels available, he claimed. He
urged that all are necessary for a
balanced broadcast structure, but
added that care should be exercised
to avoid deterioration of service
provided by clear channels.
Through such facilities service is
provided to small towns and rural
areas, and when one of these chan-
nels is permitted to disintegrate or
be used for some other pur-
pose, "we irreversibly prejudice our
position both nationally and inter-
nationally."

In one sense clear channels pro-
vide a radio reserve for the future.
Com. Craven said, adding that it
seems wasteful to use up all that is
left of this natural resource merely
to multiply existing radio service in
large cities. He urged full hearings
with participation of all interested
bodies before any further chan-
nels are molested.

Mr. Craven said grants have
been made on an experimental
basis "which cannot be justified on
the basis of present conditions
which have been imposed in truly
sound competition, licenses which are of doubtful ben-
efit and value if true experimenta-
tion is to be fostered and encour-
ged".

Technical Progress
Of Radio Foreseen

Mr. Craven said nobody can pre-
cede either the technical course or
the economics which will affect
radio. Recent inven-
tive activity has centered around
electronic research in the micro-
waves, he said. This means the
present spectrum will be extended
considerably, making a
little more space not only for some sorely
needed radio channels, but also for
new radio uses.

Development of new circuits,
electronic tubes, and types of anten-
na has opened a "wide vista for
the peacetime application of
electronics to all sorts of activities,
luding communications and broadcas-
ting", he said. There was an inter-
ning development was what he
called "wide band transmis-
sion", which will facilitate tele-
vision and other modern methods
of transmitting quantities of printed
matter. FM will enhance quality
and extend the range of local sta-
tions and accommodate a large num-
ber of additional stations, he said.

"I foresee the day when not only
will we have color television broad-
casting stations all over the coun-
try, but also when every telephone
will have a connection with the
newspaper itself delivered by ra-
dio."

He foresaw a new era which
he termed the "electronic era", and
predicted the new industry will
provide the "kind of life-blood that
will require after the war", with
new communications problems for
Congress and the Commission.

"Therefore, it seems essential
that we do not base long-term leg-
islation upon what may appear to
be a good detailed solution of
today's minor troubles in radio. I
hold, however, that legislation will con-
tain statements of broad policy to-
gether with such checks and bal-
ances as are deemed necessary to
insure the development of radio as a
great democratic enterprise."

Mr. Craven said on cross exam-
ination he thought affiliates should
have more flexibility in exercising
their licensing responsibilities. He
thought contracts with networks
should be limited to three years,
which would give opportunity
to other outlets for network affilia-
tion. He felt opinion time was ab-
solutely necessary.

Rep. Sanders asked about the
not be in a position to decide, except from the engineering standpoint. He urged that Congress refrain from placing controls on power. A 500,000-watt station at night would reach half the nation, he said.

He declared he knew of no real interference caused when WLW operated with 500,000 watts and he knew of no stations that had been put out of business by interference from many smaller stations.

Com. Craven said that in the post-war development, there may be combinations of stations that would affect the FCC's present decision that will afford a new kind of service to the public and if that comes, the importance of power in excess of 60,000 watts may become negligible. FM will cover greater areas, he predicted.

Describes Rules As Revolutionary

At the afternoon session, Com. Craven was cross-examined further and he repledged himself to the revision of his rules. He reiterated his view of each of the eight chain-monopoly rules, elaborating in detail on the opinions expressed in his prepared statement. He held that if stations can have first call on network time, then it was only proper that the network should have a voice in the revision of its rules.

Replied to Rep. Youngdahl, he said the rules would "revolutionize" broadcasting.

Rep. Hinshaw asked about political pressures on the FCC on station grants, and Mr. Craven asserted he had never been asked to do anything he regarded as "wrong" and that there was no reason members of Congress should not express interest in their constituents. He said that other than the efforts of MBS in seeking action on the network rules, he recalled no other instance in which stations or networks had sought Commission intervention on business matters. Stations have "gripped" about networks but have asked no formal aid.

The FCC has not divided along political lines, Com. Craven declared. Usually it divides 5 to 2 or 4 to 3 on some issues. The dissenters are usually one Democrat and one Republican, and in some instances, two Republicans.

Rep. Patrick (D-Ala.) indicated he favored the position taken by Chairman Fly for more competition and greater opportunity in the network field, to which the witness replied that all he sought was an expression from Congress on these policy questions, rather than arrogation of questionable power. Com. Craven said, replying to Rep. Hinshaw, that he thought the question of insufficient outlets in cities having less than four stations could be handled "without breaking down the whole system" and through the application of a little thought and ingenuity. The Cleveland situation, one of 25 cities said to have insufficient outlets for four networks, could be handled by licensing an additional station.

Rep. Hinshaw said he hoped the

LISTENING INCREASES

Hooper Finds Audience Above
That a Year Ago

DESPITE RATIONING of gasoline, greater employment and greater "away-from-home" local activity associated with the war, radio listening remains at higher levels than it reached a year ago, according to the C. E. Hooper results reached in the second study of evening listening made since rationing went into effect on the Eastern seaboard [BROADCASTING, June 8].

Hooper's sets-in-use figure or overall listening in the evening throughout the Eastern and North Central time zones, was up to 26.2 for the week of June 25, 1942, or an increase of 1.3% points over 24.9 registered for the same period last year.

As further evidence that "the rationing areas are entirely responsible for the gain in the overall figure," Hooper also calculated the sets-in-use figures separately in eight cities in the gasoline rationed and non-rationed areas. The figure for non-rationed areas was found to be 28.1, while in rationed areas it was 27.7.

STANDARD RADIO is sending out to the subscribers of the library service, 30,000 fiber filing cases, which can be used as a supplemental file for transcriptions in lieu of the steel cases which are no longer available.

Commission through the use of "overall listening in the evening and get these situations adjusted without necessitating protracted legislation and litigation."

FCC Chief Engineer E. K. Jett read into the record a statement dealing largely with technical aspects, and more particularly to the clear-channel situation. He recommended that the modification of the Communications Act, or any remodeling of the law be held in abeyance until the impact of post-war problems and other developments become clearer.

The hearings were adjourned after Edward Hidalgo, attorney for RCA and its subsidiary, placed on the record a statement of Mark Woods, BLUE president, opposing the time-option ban. Mr. Hidalgo said the statement was presented in the light of testimony of MBS witnesses on the network rules and the status of the BLUE (See page 7).
Decisions

JULY 1

WBAI, Baltimore—Granted special serv-
ices authorization for changes in directional
antennas of no lesser dimensions in direction of
KETH to 65 mvpm.

KMYC, Marysville, Cal.—Granted con-
struction permit to move transmitter and
studio location.

WCOB, Columbia, S. Carolina—Granted con-
struction permit to assignment of license to Carolina Broad-
casting Corp. for total consideration of
$6,790.

WLBD, Brooklyn—Granted consent to
assignment of license to WLBD Inc.

WBAY, Tampa, Fla.—Denied special serv-
ices application for 770 kc, unlimited
with directional antennas with designated
for hearing applications for EP to change
frequency to 770 kc. and make changes in directional
antennas.

WPTZ, Philadelphia—Granted modifi-
cation of construction permit for new tele-
vision station to move in antenna system, increase EIR to 1,000 and exten-
sion of completion date.

NEW, Mobile's Inc., Anacostia, Mont.
—Granted motion to dismiss without prejudice
application for new station.

WCHY, Charlotteville, Va.—Granted re-
quest for disposal of application for mod-
cification of construction permit for exten-
sion of completion date.

WHL, Saginaw, Mich.—Granted re-
quiration for modification of construction permit for exten-
sion of completion date. Increase in
transmitter power to 750 kw, unlimited.

WIS, Columbus, S. Carolina—Granted modifi-
cation of construction permit for new television
station to move in and change on
extension of completion date of 9-24.

KURB, Long Beach—Denied modifi-
cation of construction permit as modified for exten-
sion of completion date to 10-12-42.

KEMP, Beverly Hills, Cal.—Granted modifi-
cation of construction permit for new television
station to move in and change on
extension of completion date of 8-8-42.

KXIC, Spencer, la.—Granted modifi-
cation of construction permit for change in type of
transmitter.

KNEC, Beverly Hills, Cal.—Granted modifi-
cation of construction permit for new television
station to move in and change on
extension of completion date of 8-8-42.

KXMI, Huntsville, Tex.—Granted modifi-
cation of construction permit for new television
station to move in and change on
extension of completion date of 10-5-42.

WLIZ, Bangor, Me.—Granted modifi-
cation of construction permit as modified for exten-
sion of completion date to 1-5-42.

Performance of Antenna Structure Insulators

LAPP'S CONTRIBUTIONS TO RADAR BROADCASTING ARE RECOGNIZED AS HAVING HIGH SIGNIFICANCE IN THE ADVANCE OF THE SCIENCE.

Because LAPP developments have been wholly pioneering in nature, it has been necessary to maintain complete secrecy of the facilities and equipment. However, the importance of such work has been recognized by the government, which has classified the design and methods of operation as secret. LAPP is the only company in the country engaged in the production of such equipment.

Moreover, the company has been granted a number of patents on its methods and equipment. These patents cover the entire range of radar broadcasting equipment, from the basic transmitter to the receiver and antenna systems.

Thus, it is evident that LAPP is playing a vital role in the development of radar broadcasting, and its contributions are being recognized as having high significance in the advance of the science.
Help Wanted

Program Director—Wanted at once. A well established radio station in the Northeast want a man who has had experience as a program director. He must be capable of producing ideas; building shows; able to handle staff and personnel, when necessary and take complete charge of the programming of the station. Wire or write full details. Box 618, BROADCASTING.

ANNOUNCER—Any license. Good voice. $80.00 to start. Raise in three months. Florida station. Box 617, BROADCASTING.

Are you a salesman making at least $400 per month? If you aren’t satisfied with that much, or don’t like your present location for good reasons, and can convince us with your sales and recommendations that Louisville, Kentucky is the right place for a man like you, then get in touch with Howard Perry, WORC sales manager, at once. This vacancy caused by one top salesman going to the air corps, and another hoping to find a local advertising agency. This job is a metropolitan man, but no pressure boy from the Bronx. It is person to person on any reasonable demand. Reasonable demands to right man, against fair earned commissions are welcome.

Wanted to Buy

Blow-Knos—Self-supporting tower 200 foot or over. Address P.O. Box 2259, San Antonio, Texas.

RCA, or GR Modulation Monitor—Meeting FCC requirements, Station WPPA, Magog, P. R.

Approved modulator-monitor—3 broadcast meters, and two convertible with pic-up bridge—1460 crystal. Box 611, BROADCASTING.

1 K.W. Transmitter—Must pass all FCC requirements and price within reason. Box 619, BROADCASTING.

Situations Wanted (Cont’d)

Operator—First class, experienced, copy trained—exempt. Box 607, BROADCASTING.

MAN—With twelve years experience as commercial salesman and manager desires job in southern station. Write Box 618, BROADCASTING.

ANNOUNCER—Beginner, send transcription, year radio college training. Versatile. Likes: Go anywhere. Wilbur Diliner, 2718 Sheffield, Chicago, III.

Situations Wanted


Yankee Network “top” news editor-writer-man—Available immediately. Good industry and work experience. permanent. Box 612, BROADCASTING.

ENGINEER—First class license, draft exempt, sober, not a drinker—in the habit of working. Prefer Jr. Ind. to broadcasting states. Now employed, available two weeks notice. Box 609, BROADCASTING.

Benson & Hedges News

3ENSON & HEDGES, New York, which started testing news programs for its cigarette commercials on individual stations on the West Coast, the Mid-West and the New York area in the early part of the year, will use more advertising for the first time when it places Paul Schubert, news analyst, currently employed by WOR in MBS in mid-August. Schubert, naval authority and author, who is doing a round of newspaper work on WOR for B & H Virginia Round cigarettes last April, will be heard on the station in the same program on which he appeared on WHRT.

The first, introduced at the NAB convention, where the radio department of the corporation in Detroit and Cleveland gave out as an industry rather than a private promotion, carry the leg-

CLASSIFIED Advertisements

Skippy Placing

ROSEFIELD PACKING CO., Alvania, Cal. (Skippy peanut butter), in a 62-week Southern California campaign starting July 10, will sponsor a weekly half-hour transcribed dramatic program, Hollywood Theatre, on KFI, Los Angeles. Other West Coast stations will also be utilized. Sidney Garfinkel Adv. Agency, San Francisco, has the account.

end: “Radio—In Service of Home and Country.” They are designed to be worn by radio folk as an emblem of pride in the work they are doing in the war effort.

A second order of 1,000 pins has been exhausted, and a new order for the same amount placed, making it possible to sell the pins at 50 cents each which covers cost and mailing. Through BROADCASTING, as of July 1, orders came from 120 individuals, ranging from one to 100. The service is a non-profit gesture in the interest of unity.

July 6, 1942 • Page 65

Professional Directory

JANSKY & BAILEY
An Organization of Qualified Radio Engineers
Dedicated to the SERVICE OF BROADCASTING
National Press Bldg. Wash., D. C.

JOHNNY BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Foe Building, Washington, D. C.
Telephone National 7757

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

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

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

McNARY & WRAITHAL
CONSULTING RADIO ENGINEERS
National Press Bldg. Dl. 1205
Washington, D. C.

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 846
Washington, D. C.

PAUL F. GODLEY
CONSULTING RADIO ENGINEERS
MONTCLAIR, N. J.
MO 2-7659

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

Frequency Measuring Service
EXACT MEASUREMENTS ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N. Y.

BROADCASTING for RESULTS!

G-REDAR Corp., Chicago (polish, mapes, waxes, insecticide), consistent user of spot radio, to Ashby, Moore & Wallace, Chicago. John B. Dunham is the account executive.


Express Account at Caples

IT WAS incorrectly stated in BROADCASTING, June 29, that the Air Express Division of Railway Express Agency, New York, had appointed Erwin, Wasey & Co., New York, as its agency. The entire account continues to be handled by The Caples Co., New York.
Secrecy Cramps Progress, IRE Fears

Loyal Workers Should Get Facts, Say Delegates

More IRE news on page 20

WAR'S IMPACT on the purely technological side of the nation's radio industry took top billing at an urgent meeting of the Institute of Radio Engineers, held June 29-July 1 in Cleveland. The Institute's board of directors announced that no further national meetings would be held for the duration.

Most disturbing note for the 300 engineers assembled in the Hotel Statler was the indication that distribution of technical information in the radio field is becoming more restricted as the war progresses.

Too Much Secrecy?

Arthur F. Van Dyck, president, warned that while the radio industry is "doing a tremendous job in the war effort there is danger of too much compartmentalization of knowledge." Speaking for the IRE directors, he said they recognize the need for the right kind and degree of secrecy, but that they "must guard against the present situation in the distribution of new technical information."

As the nation plunges deeper into the war, he said, "ways must be found of disseminating information to loyal workers, with security from the enemy, or our performance will be dangerous handled." Thus far, Van Dyck said, "Mere coordination through executive heads and committees is not properly beneficial. Ideas come from the technical workers themselves and each worker is fertilized only by technical details from other workers."

Effect on Strategy

"Ideas are more often sparked," he asserted, "by work in other fields than by work in the same field."

Van Dyck paid tribute to the part IRE is playing in the standardization of radio material for the armed services. Whereas radio designs for the Army and Navy have been radically different in the past, he said, radio techniques and communication practices are so similar in the two armed services that a high degree of standardization between the two is possible.

The work has been in progress for 15 months, he said, under the guidance of the American Standards Assn. and the direct supervision of IRE.

Paul V. Galvin, president of the Radio Manufacturers Assn., warned that American radio engineers and technicians "are up against some clever engineers in the radio and electronics field in both Germany and Japan. An examination of the technical literature will show you that, and the Nazis have turned out apparatus which will command your attention and challenge."

He pointed out that the whole pattern of war tactics and strategy has been altered by the use of radio communication and radio direction finders.

Galvin and Van Dyck spoke at a symposium on "What Radio Means in The War Effort," along with Neville Miller, president of the NAB, and E. K. Jett, chief engineer of the FCC.

Mr. Jett, also chairman of the coordinating committee of the Board of War Communication (formerly the Defense Communication Board), outlined FCC strides in supervising the nation's radio industry in wartime. He described systems now in effect to prevent vital information from falling accidentally into the hands of the enemy.

Research Cramped

He said the Board of War Communication's present wartime set-up included: Plans for synchronization of broadcast stations operating with matched crystals; plans for pooling of broadcasting equipment to insure maximum service; closure of domestic point-to-point stations; labor-industry studies concerning the adequacy of trained personnel to fill wartime communication needs; establishment of new direct circuits with points throughout the world; war emergency service for civil aviation.

Mr. Miller paid tribute to the radio engineers and the rest of the industry in "accepting in their stride their increased responsibilities," but pointed out there is much more to be done.

Although more than a score of technical papers were presented during the three-day meeting, consensus of the engineers was that the war has set back research to an immmeasureable degree simply by cutting down sharply the use of ordinary materials both for research itself and the commercial development of new products and technical improvements.

The pocket radio receiver received attention in the shape of a device developed by the Brush Development Co. of Cleveland.

The set, described by W. J. Brown of the Brush laboratories, is 6 inches high, 3 inches wide and 2 inches thick and is slipped into the pocket and connected to a tiny crystal receiver to be fitted into the ear much like a hearing aid. The wire also is the antenna for the set. The outfit is powered by two small batteries and peanut-sized tubes. Brown said it is ready for production.


Frequency modulation developments were described at sessions and included a new transmitter receiver for studio-transmitter relay, along with methods aiming toward ironing out FM distortion in loudspeakers.

Convention arrangements were handled by a Cleveland committee including Carl E. Smith of WHK-WCLE, chairman; P. L. Hoover of Case School of Applied Science, for studio-transmitter relay; Robert L. Kling; Karl J. Banfer; Robert L. Kline; Frederick C. Everett; Bruce W. David and Mrs. Hoover, in charge of women's activities.

SEVENTH SYMPHONY

Famous Russian Work to Be

Broadcast by NBC

AFTER A LONG series of international negotiations, NBC announced the first Western Hemisphere performance of Dmitri Shostakovich's "Seventh Symphony" would be broadcast by NBC Symphony Orchestra under direction of Arturo Toscanini, July 19, 4:15-5:15 p.m. It is the first time that NBC has been shortchanged to the world on NBC's international stations.

Latest work of the Russian composer, written during the fall of Nazi attack on Leningrad, the symphony's score and parts were printed on 54 mm. microfilm, rushed via special courier from Kuibyshev to New York, by automobile to Cairo and again by plane to America. The musical work was subtitled "The Symphony of Our Times," was given its world premiere March 29 in Moscow.

Pepsi-Cola Preparing To Enter Latin Market

PEPSI-COLA Co., Long Island City, N. Y., which has been promoting its soft drink on the air for the past year with the Kenneth Johnson jingle "Pepsi-Cola Hits the Spot," is planning to enter the Latin American market on station WSNY, selected by the company's local bottlers in various territories. Announcement was made last week by William G. Mack Jr., president of Pepsi-Cola.

The one-minute jingles, combined with some Latin folks of each country, have been recorded in Spanish by the company's advertising agency, Newell-Emmett Co., New York, and have already been airmailed to Cuba, Hawaii, Santo Domingo, Puerto Rico, Virgin Island, St. Lucia, Guatemala, Sal vador, Honduras, Costa Rica, Panama, Venezuela, British and Dutch Guiana, Peru, Bermuda, Jamaica and the Bahamas.

WSNY Names Healey

COL. JIM HEALEY, veteran news commentator and analyst, will head the news staff of WSNY, Schenectady, which expects to go on the air July 15. A former newspaper editor, commentator and publisher, Col. Healey turned to radio in the late 20's. He now conducts a news program on WTRY, Troy, N. Y., for the Stanton Brewery. According to WSNY, Col. Healey will edit the news programs for the station and as well as conduct a number of them. Hudson Coal Co. has recently signed for a nightly newscast series.

Standard Concerds

STANDARD OIL Co., San Francisco, in a deal worked out, starting July 16 for six weeks will originate from Hollywood Bowl the weekly Standard Symphony Hour on 33 Don Lee Pacific Coast stations, Thursday, 8-9 p.m. (PWT). Firm will broadcast one hour of the regular Thursday night Bowl concert agency is BBD, San Francisco.

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Are you landing your limit in Midwestern sales these days? It's simple enough — a matter of casting a line out to KMBC's audience (one whopper that won't even try to get away). The lure that hooks listeners, of course, is programming, and KMBC is one of only three U.S. stations ever to win a Variety Award for Program Origination. It's the only Kansas City station regularly feeding programs to a coast-to-coast network. And KMBC carries the basic schedule of CBS — by surveys, Kansas City's favorite network. With such infallible entertainment bait, there's nothing at all fishy about the way KMBC advertisers reel in profits. Better hook up with this "9 Ways the Winner" station. It has a whale of a lot to offer you.
The ratings of CBS shows on KLZ average 11.3% higher than their ratings nationally, according to recently released data of a nationally known program rating service. KLZ stands out in a network of standout stations... KLZ stands out in Denver with listeners and with advertisers!

KLZ Denver
5,000 WATTS—560 Kc.

AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING CO. AND WKY, OKLAHOMA CITY & REPRESENTED BY THE KATZ AGENCY, INC.