DENVER'S STANDOUT STATION

5,000 WATTS—560 Kc.

Affiliated in Management With The Oklahoma Publishing Company
And WKY — Represented Nationally By The Katz Agency, Inc.
In 1776 Americans stood shivering in the scant warmth of campfires at Valley Forge. In 1812, America marched to the roll of war drums. In the late 19th century, one voice shouted "Remember the Maine!" and a million voices echoed the cry. In 1917, Christmas bells rang hollowly at thousands of our firesides.

And now—Christmas, 1941. Yes, there have been other American Christmases like this. But history recorded them and passed on to record America's ultimate return to the way of living that finds its essence in the spirit of Christmas. The radio industry bears an uniquely important responsibility as this calendar's Christmas approaches. Our task is well defined. Radio is essentially a business FOR the people, and consequently OF the people. AMERICAN radio can take comfort in that. The Fort Industry Company pledges itself to full cooperation with the United States government in defense of an ideal that has given us, among other blessings, FREE radio.

THE FORT INDUSTRY STATIONS

WWVA—WSPD—WMMN
WHEELING, W. VA. — TOLEDO, O. — FAIRMONT, W. VA.

WLOK—WHIZ—WAGA
LIMA, O. — ZANESVILLE, O. — ATLANTA, GA.
A very Merry Xmas
and a
HAPPY
NEW
YEAR

Standard Radio
When you think of

New Orleans

you think of:

The Sugar Bowl...

and

WWL

NEW ORLEANS

50,000 WATTS
(CLEAR CHANNEL)

The greatest selling POWER in the South's greatest city

They both have power; and plenty of it, but only one sends his arrow home.

IN RADIO IT TAKES MORE THAN POWER TO SEND A SALES MESSAGE "HOME"

There's a lot more to this radio business than power. Take us here at WSM for instance. Our 50,000 watts wouldn't mean as much without our low frequency . . . 650 kilocycles on a clear channel. Then, too, there's one of radio's largest talent and technical staffs . . . a group that has won for WSM five awards for showmanship and has produced such nationally famous network shows as the "Grand Ole' Opry," "River Boat Revels," and "Sunday Down South." But with all these WSM wouldn't be breaking sales record after sales record for clients unless it had a fast growing market . . . ready, willing and able to buy WSM advertised products. And there are plenty of case histories that prove the effectiveness of this "can't be beat" combination. Why not send for some today? Then compare WSM with any station, any where.

HARRY L. STONE, Gen'l. Mgr.
NASHVILLE, TENNESSEE

OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.
WHY MR. BLACK KEEPS COMING BACK

One of our clients (whom we shall call Mr. Black*) began a 13-week test campaign on KMBC in 1932. Every fifty-two weeks for nine solid years, Mr. Black has renewed his contract.

Why does he keep coming back?

It's not the allure of our pretty receptionist—nor the decorative scheme of our studios. Nothing like that. Mr. Black keeps coming back to KMBC because he gets results from KMBC.

That's the only reason any of our advertisers renew their contracts. So it's rather significant that three out of every four local and national spot accounts on KMBC are renewals. Only one in four is trying KMBC for the first time.

Three out of four are renewals. Pretty conclusive proof that KMBC gets results.

*Mr. Black's real name upon request.
To the radio advertising industry

on another year of meritorious

public service

Congratulations and

Season's Greetings
WANT A BIG RED OREGON APPLE?

Portland, Oregon, is one of the juiciest markets in the United States. Accounting for 29% of Oregon’s population, Portland alone does over 40% of its entire State’s retail business, and more than 71% of all Oregon wholesaling! And these figures were for 1940—do not include an estimated $70,000,000 consumer expenditure gain due to Defense employment!

Two of the reasons Oregon people spend their money in Portland are Stations KOIN and KALE. KOIN is one of the highest-rated “Showmanship” stations in the nation, and the only CBS outlet in Oregon. Its primary area includes over half the radio homes in the State. Its secondary area completes the coverage. Station KALE, on the other hand, concentrates in the metropolitan Portland area. It does a superb job of rifle-shot merchandising, where merchandising counts most.

Whatever your radio needs in Oregon, KOIN and KALE can do an apple-pie job for you! Let us prove it. Ask your Agency to ask the Colonel.

KOIN and KALE

CBS • Portland, Oregon • MBS

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932
Radio Operation Now Centers at Capital

Naming of Price as Censor, Operation of DCB Change Entire Picture

WASHINGTON is the radio hub of the nation—from every angle, from now on! Creation by President Roosevelt of a censorship bureau headed by Byron Price, executive news will centralize in Washington before news aspects of program transition will hardly be discernible to the audience.

Expected next is procedure programs will be funneled through headed by Archibald MacLeish, but with Lowell Mellett, assistant to the President, in the picture as official White House consultant.

DCB at Helm

The Defense Communications Board, headed by FCC Chairman James Lawrence Fly, after a fortight of work, is calling practically all of the shots. Most of the FCC staff is working under the direction of DCB, which has become a sort of super-FCC. Chairman Fly himself is devoting about 90% of his time to war activities, directly related to functions of the all-powerful DCB, he told a Congressional committee last week.

Precisely what changes will be necessitated by the impact of war upon radio is still pretty much a guess. Preliminary studies galore are in progress. The FCC may decide that the expedient thing to do will be to forget so-called social reforms all down the line, for the present in any event. But there has not yet been such a determination.

The chain-monopoly regulations are embroiled in litigation. Consequently, that is not an immediate industry concern. The newspaper-divorce issue has been temporarily recessed, with hearings scheduled to resume Jan. 8. Ban-ning of multiple ownership where overlapping service is concerned, and related issues, have no deadline.

A clue to the Commission’s trend of thought in this regard was given last week when it deferred indefinitely its investigation into the AT&T pension system. There had been plenty of advance publicity about it. Apparently, the Commiss-ion regarded it as secondary importance with a war on.

Exercize of meticulous care by broadcast stations in the handling of news, lest aid and comfort be given the enemy, is the keynote everywhere. Mr. Price’s censorship bureau will figure prominently in the molding of policy.

Mr. Price probably will have a branch devoted to radio, though there is no intention now of imposing anything in the nature of direct censorship on a mandatory basis. Censorship on military and Government news will be at the source. The big problem is outgoing communications.

Clearing the Dockets

Thus far, there has been no disposition at the FCC to freeze the existing broadcast structure or to shelve pending applications. Consideration has been given to the regular docket each Tuesday. That policy, however, may change. The effort is to clear up the docket as rapidly as possible, shorten the customary civil procedures and get the decks cleared for emergency war considerations.

One of the first real blows taken by radio nationally was the banning of weather forecasts last Friday by military order. (See page 12.) This immediately necessitated an overhauling of both national spot and local schedules. Detailed daily reports are taboo, probably for the duration.

Radio blackouts, which occurred daily during the first week of the war for most of the Pacific Coast area, have been curtailed. Whenever there is danger of air attack in any area, however, stations will be silenced at night until there is developed a system of “scrambling” or otherwise preventing use of radio carrier as plane beacons.

A number of committees are at work on technical phases of broadcast allocations. Every effort will be made to avoid any sweeping changes, which might disturb operations over a large area.

Thought is being given, among other things, to Navy requirements respecting use of frequencies at the lower end of the spectrum by broadcast stations. Possibility of interference with Naval communications by stations on frequencies up to about 600 kc, may necessitate, later on, temporary shifts in assignments. Stations on such frequencies not located close to coastal operations presumably would not be affected. There is even talk of temporary “swaps” of low frequency stations on the coast with high frequency stations in the interior.

Dropping Call Letters

Maintenance of station operations at peak efficiency, in accordance with the FCC standards of good engineering practice, may be one thing of the past, with probable relaxing of requirements where changes in assignments are deemed necessary. Directional antennas designed to provide maximum efficiency cannot be replaced as in the past, and less efficient operation therefore may be in the offing in certain areas.

One suggestion receiving consideration in connection with air raid operations is that stations forego the announcement of their call letters or location. Listeners would not be concerned, since most of them know the dial settings for their favorite stations and since

Trade Groups Organize War Council

Storer Head of United Setup Representing Entire Industry

FORMATION of “War Broadcasting Council” as an emergency wartime group made up of heads of trade associations in the broadcasting industry, was effected last Friday by George B. Storer, newly-elected president of National Independent Broadcasters Inc. The first meeting will be held today [Dec. 22] in Washington, and the five-man board will confer with DCB-FCC Chairman James Lawrence Fly and other Government officials.

Accepting the invitation to serve on the Council were Neville Miller, NAB President; John Shepard 3d, president of FM Broadcasters Inc.; Eugene C. Pulliam, president of Network Affiliates Inc., and Edwin W. Craig, chairman of the Clear Channel Broadcasting Service.

Mr. Storer, who, with L. B. Wilson, owner of WCKY, Cincinnati, was drafted to head the NIB a fortnight ago [BROADCASTING, Dec. 15], pointed out that in the war emergency, time is of the essence. He immediately arranged for creation of the Council and for the engagement with Chairman Fly.

Censorship Problem

Precisely how the unified group will function depends on the outcome of Monday’s meeting. Likelyhood of establishment of a permanent unit in Washington, to cooperate with both civil and military agencies identified with war activity, was foreseen.

Of prime importance, Mr. Storer felt, is the question of radio censorship, to be instituted as part of the operations of the new Censorship Bureau headed by Byron Price, executive news editor of the Associated Press. Presumably conferences will be held with wide officials regarding this important aspect of wartime radio operations.

The Council is regarded as significant since it brings together hitherto divided through their selected heads. It may result, it was thought, in a coalition of all elements in the industry for the wartime operation.

An operating agenda was the Council’s first problem. It was scheduled to confer with Chairman Fly during the afternoon. Mr. Storer was in Washington most of last week, handling preliminary details.
President's statement was interpreted as one relating to telegraphic rather than broadcast communication. In connection with broadcasting, censorship at the very source of news through the Price organization, would take care of the national news coverage. But local program origination must have to be carefully watched by stations on a voluntary basis, to guard against possible dissemination of dangerous information.

At the Source
Speculation about possible placing of censors at all or of introduction of other technical restraints was discounted. It was pointed out that a sensitive communications receiver hundreds of miles away could pick up a weak signal from a clear channel station in the interior of the country and amplify it sufficiently to pick up the intelligence. It's a job of script-handling at the source.

Mr. Early said the organization to be set up by Mr. Price would not in any sense be an agency for dissemination of news, as was the Committee of Public Information during the first war. He expressed the belief that Washington news gatherers would have little reason for direct contact with the Price office.

Operation Studied
Even on exclusive stories, he said, submission to the Director of Censorship might not be mandatory, but he felt that correspondents certainly "should" submit such articles lest they contain facts of military importance.

Precisely how the OFF organiza-
(Continued on page 51)

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In War Submitted
NAB Suggests Policies for Broadcasters to Follow

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In announcing publication of the guide, the NAB commented that it had been developed after careful consultation with military and defense officials. The guide was designed to detail and specify recommended broadcast practices in order to bring them into accord with the broad principles of public service and keeping information from the enemy enunciated Dec. 9 by President Roosevelt.

Network Installations Also
Attending the committee meetings in Washington last Wednesday and Thursday were John Shepard of Yankee-Colonial Networks, chairman; Vernon Anderson, of WJBO, Baton Rouge; Ben Ludy, WIBW, Topeka; A. J. Fletcher, WRAL, Raleigh, N. C.; Harry C. Butcher, CBS Washington, vice-president; Frank M. Russell, NBC Washington, vice-president; William Alfs, representing Leo Fitzpatrick, WJR, Detroit, the seventh member of the committee. NAB headquarters personnel also attended the meetings, including Arthur Stringer, secretary of the committee.

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All Americans shun censorship, just as they shun war. But the experience of this and of all other nations has demonstrated that some degree of censorship is essential in war time, and we are at war.

The important thing now is that such forms of censorship as are necessary shall be administered effectively and in harmony with the best interests of our free institutions.

It is necessary to the national security that military information which might be of aid to the enemy be scrupulously withheld at the source.

It is necessary that a watch be set upon our borders, so that no such information may reach the enemy, inadvertently or otherwise, through the medium of the mails, radio or cable transmission, or by any other means.

Finally, the Government has called upon a patriotic press and radio to abstain voluntarily from the dissemination of detailed information of certain kinds, such as reports of the movements of press and troops. The response has indicated a universal desire to cooperate.

In order that all of these parallel and requisite undertakings may be coordinated and carried forward in a coordinated manner, the NAB has requested the Associated Press, to be Director of Censorship, responsible to the President, and has requested that the (Continued on page 12)

Blackouts Out

THERE were no reported radio blackouts on the Pacific Coast last week up to Friday. The San Francisco Bay area, which underwent nightly blackouts last week following the Dec. 7 Pearl Harbor attack, did not have a single alarm from Dec. 12 through Dec. 15, it was reported by Coast broadcasters.

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Finally, the Government has called upon a patriotic press and radio to abstain voluntarily from the dissemination of detailed information of certain kinds, such as reports of the movements of press and troops. The response has indicated a universal desire to cooperate.

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It is necessary that a watch be set upon our borders, so that no such information may reach the enemy, inadvertently or otherwise, through the medium of the mails, radio or cable transmission, or by any other means.

It is necessary that prohibitions against the domestic publication of some types of information, contained in long-existing statutes, be rigidly enforced.

Finally, the Government has called upon a patriotic press and radio to abstain voluntarily from the dissemination of detailed information of certain kinds, such as reports of the movements of press and troops. The response has indicated a universal desire to cooperate.

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FOREWORD

THIS is a different war. It affects all phases of the nation's activity and reaches into every home. This is total war and victory requires the combined efforts of all our people. While we have learned much from broadcasting war news since 1939, we now have new responsibilities and vast opportunities. The relationship between broadcasting and Government and the manner in which it will perform its function as the chief source of news and information requires careful appraisal. Upon the judgments and policies now formulated will depend our effectiveness.

The broad outlines of the policies to be followed in dealing with news and radio were given by the President in his speech of December 9. The President said:

"This government will put its trust in the stamina of the American people and will give the facts to the public as soon as two conditions have been fulfilled; first, that the information has been definitely and officially confirmed; and second, that the release of the information at the time it is received will not prove valuable to the enemy directly or indirectly.

"To all newspapers and radio stations—all those who reach the eyes and ears of the American people—I say this: You have a most grave responsibility to the nation now and for the duration of this war.

"If you feel that a news story is an extraordinary piece of news, that it is news, you have every right to say so. But—in the absence of all the facts, as revealed by official sources—you have no right to deal out unconfirmed reports in such a way as to make people believe they are Gospel truth."

The National Association of Broadcasters, after careful consultation with the military branches of the Government as well as other agencies, has attempted to make more detailed and specific the broader principles as enunciated above by the President. With the objective of setting forth certain basic requirements, your Association offers to broadcasters this pamphlet as a guide to wartime broadcasting.

IN GENERAL

Accept the fact that this is likely to be a long war—with both reverses and triumphs. Avoid broadcasting news in a manner that is likely to cause exaggerated optimism. Likewise avoid creating an atmosphere of defeatism and despair. At all times practice moderation in the writing, delivering and scheduling of news broadcasts.

The writing should avoid sensationalism. The delivery should be calm, accurate, factual. There should be a minimum of production trappings surrounding news broadcasts. The news of America at war is sufficiently exciting; do not try to make it more so by presenting it with sound-effects. The tension needs to be lessened, not increased.

Newscasts should be scheduled at regular intervals, and in the absence of news of extreme importance, this regular schedule should be followed.

Artificial efforts to stimulate listening audience by promises of immediate interruption of regular programs for important news broadcasts should not be attempted. Let each event speak for itself.

Extreme care should be used in the handling and broadcasting of any communiques or radio reports from our enemies. They should not be used unless it is certain that those who trust in them have been given the facts.

In this connection, broadcasters should remember that extraordinary care must be used at all times. In war, a broadcast and not a printed statement has the effect of an official order. The news of America at war is too important to err in carelessness.

The broadcasting industry has been given to understand that it can use news from recognized press services because responsibility for that news rests with the press services. News gathered from other sources must be thoroughly checked and verified before broadcasting.

DO NOT

DO NOT broadcast rumors, “hot tips” or “unconfirmed reports,” no matter what their source. “Hot tips” and rumors may burn your fingers. If you have the slightest doubt on any story, check with your press association. It is better to have no news than to broadcast false or harmful news.

In this connection, a word of caution on news flashes. A good practice is to wait a few minutes after the first flash until you are perfectly satisfied from the following story that the flash is borne out.

Radio's speed of light is cause for caution. DO NOT broadcast news which concerns war production figures unless such news is officially based by the government.

DO NOT broadcast the movement of Navy vessels or any other vessels.

DO NOT broadcast news about the movement of troops or personnel either outside or within the territorial limits, unless it has been released officially by the War or Navy Departments.

DO NOT broadcast the location of vessels, either under construction or about to be launched.

DO NOT broadcast figures of Selective Service enrollments and inductions.

DO NOT broadcast personal observations on weather conditions.

Watch sports broadcasts for this. A late night or early morning comment that “it’s a fine, clear night (or morning)” might be invaluable information to the enemy. Stick to official weather reports your station receives from your local weather bureau.

DO NOT broadcast such imperatives as “Attention all men! Report to your local Civilian Defense headquarters tonight at eight.” Announcements may be requested in that manner. They should be changed to official orders. That person begins to be the one to determine the Advisory Committee requests all men, etc.” Reserve such “attention compulsers” for important war purposes.

DO NOT overestimate American power nor underestimate the enemy strength and thereby tend to create complacent confidence. Stick to the facts as presented in official releases.

DO NOT allow sponsors to use the news as a springboard for commercials. Such practices as starting commercials with “Now some good news, etc.” should never be permitted. Also it is important that such news-phrases as “bulletin”, “flash”, “news” and the like be used only in their legitimate functions. Do not permit, “Here’s good news! The Bargain Basement announces drastic reductions, etc.”

DO NOT use any sound-effects on dramatic programs, commercial announcements or otherwise which might be confused by the listener as air raid alarms, alert signals, etc.

DO NOT try to second-guess or master-mind our military officials. Leave this for established military analysts and experts, who are experienced enough to await the facts before drawing conclusions.

DO NOT broadcast any long lists of casualties. This has been specifically forbidden.

DO NOT permit speakers, in discussions of controversial public issues, to say anything of aid to the enemy.

DO NOT broadcast location of the plants engaged in the manufacture of war materials unless approved by the Government. This applies to emergencies such as explosions, sabotage, etc., unless such reports have been approved by the Government or cleared at the source by press associations.

DO NOT take chances with ad lib broadcasts, on the street or in the studio. An open microphone accessible to the general public constitutes a very real hazard in times of war. Questions should be prepared and answered in advance and extreme care should be exercised to avoid the asking of questions which would draw out any information or answer which would disclose matters or information of value to the enemy.

Any questions regarding the war or war production might make trouble.

DO

Maintain constant vigil over the news machines. Be sure to designate a responsible staff member in charge of the news at all hours of operation. That person begins to be the one to determine the advisability of breaking programs for news bulletins, flashes, etc. and should be responsible for all news during the period he is designated in charge of the news machines.

Look for further instructions on the press wires, from the National Assn. of Broadcasters, the War Department, the Navy, or other official sources.

See that every member of your staff knows and understands these guides. Let your entire news staff and announcers know your policy.

File a complete script of all your news broadcasts. Keep the file until the war ends. Prepare and present your news factually, authentically, calmly. This is repetition, but this caution cannot be repeated too much.

DO your job as best you can, knowing it is one of the significant jobs in this all-out war in which America is engaged. Do your job measured to every standard that we have set. Do your job in a manner that will satisfy yourself, advance the cause of free radio and serve the best interests of your country.

BROADCASTING • Broadcast Advertising February 22, 1941 • Page 11
Weather Reports Are Banned In Ruling by Federal Bureau

COMDR. F. W. REICHLDERFER, Chief of the U. S. Weather Bureau, in a letter last Friday said that stations must not carry weather announcements, except those released by local bureaus to prevent loss of life or serious damage to crops and transportation.

The order, for which he found no precedents in which stations first were notified that all weather broadcasts were prohibited. Then it was reported that an abbreviated censored broadcast, like the reports now carried in the daily press, would be available for broadcast.

Valuable to Enemy

Until Friday it was believed that stations might carry the same information as newspapers but Comdr. Reichelderfer's order stopped this on the grounds that enemies of the United States might "shop around and pick up enough information from several stations to determine weather conditions in a specific area."

On Dec. 16 the Weather Bureau in Washington had announced that effective immediately stations could only broadcast warnings of serious weather conditions such as cold waves, hurricanes, floods, heavy snows and the like. The press, however, was permitted to publish limited temperatures and precipitation data but only for the following 24 hours. This automatically forced the elimination of hundreds of service announcements from stations as well as forecasts carried on news broadcasts.

This announcement was followed by the first of several conferences which it is believed may allow stations to carry the same type of weather report as publications. In a letter received Friday by Commissioner Constantine manager of WRC-WMAJ, Washington, Comdr. Reichelderfer ascribed the ban to request from military authorities. The instructions were interpreted by Mr. Smith as commanding the inference given previously that local weather bureaus would give out limited information for stations. Following is the text of Comdr. Reichelderfer's letter to Mr. Smith:

"Dr. C. C. Clark, assistant chief of the Weather Bureau has passed on to me your inquiry with regard to the weather forecasting by broadcast by radio. Military authorities have requested that no weather information be given out over the radio broadcasting stations except when expected weather conditions are such that it is necessary to take precautions to protect human life, property, livestock or crops or in case of cold waves, storms, heavy snows, ice storms and other severe conditions are in prospect which would seriously interfere with transportation, business, industry and other activities directly or indirectly supporting our national defense efforts."

"If weather information even when confined to local observations should be broadcast from a large number of radio stations in the United States, it would be possible for a person outside our territorial limits to 'shop around' among the broadcasting stations and collect a considerable amount of information.

"An experienced meteorologist could chart this information and draw inferences as to the weather situation over the United States that might be of considerable value to the enemy."

"It is with a great deal of regret that the Weather Bureau finds it necessary to take restrictive measures of this character. We regret this especially in view of the fact that practically all the radio broadcasting stations have been rendering a very fine service in full cooperation with the Weather Bureau. I hope that these restrictions will not be long in effect."

No Cancellations

A check of agencies, stations and representatives by Broadcasting's New York office last week failed to reveal a single instance of contract cancellation by broadcasters. The agency has been sponsoring weather broadcasts. In every case, some other type of announcement was substituted for the canceled reports.

Stations which have been giving reports as a weekly service and advertising firms which have been including them on programs planned to substitute other copy. Some marketers have gone out of their way to give information on road conditions or fill its news periods with additional news flashes.

A survey by Broadcasting showed that the war-time ban would cause little if any loss of business for the broadcasters.

Among advertisers who would have been affected were Vick Chemical Co., Lever Bros. (Swan soap), Careton & Hoyes (Esso), John's Medicine), Smith Bros., Fels & Co. (Fels Naptha soap), Bristol-Myers (Minut-R, Sal Hepatica), Alkine Co. (Flem-O-Jelly), Frank G. Schrafft's (Schrafft's candy), and Musterole.

KILLED IN ACTION

ENSIGN MCCLELLAND

AUTO FIRMS SLICE ADVERTISING PLANS

LARGE-SCALE reductions in advertising placement by all motor car companies have been ordered as a result of the war situation. Nearly all companies took the step of cancelling all outstanding time and space orders several days after the war broke out, with a view to re-examining all commitments before restatement. The indication was that only a fraction of the advertising would be reinstated.

Uncertainty was expected to hover over the entire situation until definite developments come out of Washington as to the volume of automotive production which will be permissible after the much-reduced January quota. Some sources here state it is their understanding that virtually no passenger car output will be permitted after Jan. 31, but this cannot be confirmed. Should such a development ensue—and its possibility is well indicated by the very tight situation in rubber, for tires—it is assumed here that promotional effort would be virtually nil. It is by no means certain that such could be hoped for, analysts declare, would be a volume of institutional advertising during the war period, to keep brand names in front of the public for the post-war market. Agencies have moved rapidly to adjust to the new conditions. Agencies servicing Ford and General Motors accounts were the first to begin to strip personnel, and the past week has seen the Chrysler group of agencies follow suit. J. Stirling Getchell, Ross Roy and Lee Anderson Adv. Agency all made substantial reductions in staff, scattered through various departments. It was said that layoffs are continuing in other agencies which previously made cuts.

Summer in Charge

No IMMEDIATE successor has been appointed by NBC for the position of owner of the NBC’s public service division, held by the late Walter G. Pres- tou Jr. His assistant, Harrison B. Summers is temporarily in charge of coordinating the department’s activities, assisted by Grace Johnson.

McClelland First Radio War Victim

KLZ, Chief Engineer Killed in Pearl Harbor Attack

RADIO'S first known hero of World War II, Ensign Thomas E. McClelland, USNR, on leave of absence from his duties as chief engineer of KLZ, Denver, was killed in action Dec. 7 during the Japanese attack on Pearl Harbor, Hawaii. Complete details are lacking because of censorship. Ensign McClelland was one of the few non-commissioned officers of the United States Navy to receive a commission.

Notification of his death was received by his widow, Mrs. Lovel McClelland, who, with the couple’s two daughters, Jane and Susan, had been a guest of the United States Naval Academy at Annapolis, when the news was received. As the family of the late Ensign was so near the campus, it was believed the family would be the first to receive the news.

It is understood that a message will be telegraphed to her at the family home in the Mesa Valley, Colorado, rate not exceeding 100 words, using the following form: "End.

Took Refresher Course

A volunteer for active service, Ensign McClelland was commissioned as a naval reserve officer. In April 1941, he was sent to the U. S. Naval Academy at Annapolis for a "refresher" course in communications. His long experience in commercial radio, dating back to 1929, coupled with four years of service as a Navy enlistee from 1924 to 1928, was believed largely responsible for his appointment as a commissioned officer. As an honor extremely rare for a man without college training.

After receiving his honorable discharge from the Navy in 1928, Ensign McClelland entered commercial radio as a member of the staff of WDAF, in his native Kansas City. From that beginning he worked up to the position of chief engineer for that station, in which capacity he served until he accepted a similar position at KLZ in September, 1935.

New Installation

During the next five years, he directed the redesigning of the station's downtown studios, as well as installation of its new 5,000-watt transmitter and construction of its mobile broadcast facilities.

But still a Navy man at heart, he told KLZ officials of his desire to get back into the service because "we've never seen what they need" and requested leave of absence. This granted, he immediately contacted Naval authorities and was rewarded by his selection as a member of the Annapolis Communications School.

Ironically, his last letter to a former co-worker said: "The family is now living in Portland. I hope we will never have to say goodbye. But I guess that depends on the Japanese Ambassador."

In addition to his widow and daughters, he is survived by two sisters, Betty Sue McClelland, of Kansas City, and Mrs. L. H. Dille, Rapid City, S. D.
"12 LIVESTOCK OUTFITS USED WHO IN '41!"

When livestock breeders and such go on the air to induce their fellow-farmers to attend their livestock sales, you can bet your bottom dollar that they use the "listened-to-most" station. Contacting farmers every day, they naturally choose their station "out of the feed-box"!

Therefore we of WHO are pretty proud of the fact that no less than twelve livestock breeders' associations, commission houses and stockyards used time on WHO during 1941! Six of the twelve are Iowa outfits. The other six are scattered around in adjacent states—in Lakeland, Minnesota, and Unionville, Missouri, for instance. They know by their own experience and their neighbors' experience that WHO really covers "Iowa Plus". Thanks to WHO, they often draw customers to their sales, not just from their own county, but from distances as great as four or five hundred miles!

Yes, people out here have reason to know that WHO has effective listenership as well as good signal strength all over "Iowa Plus". If you don't know it, too, let us send you a recent mail-return map. Or just ask Free & Peters!

WHO for IOWA PLUS!

DES MOINES . . . 50,000 WATTS
J. O. MALAND, MANAGER
FREE & PETERS, INC. . . . National Representatives
ABC Asks to Sell 3 Outlets to RCA

WJZ, WENR, KGO Involved; Seek WMAL Assignment

PAVING the way for separation of the Blue Network from NBC, applications were filed last Thursday with the FCC for voluntary assignment of the licenses of WJZ, New York; WENR, Chicago, and KGO, San Francisco, from NBC to RCA. The stations subsequently would be transferred, it is understood, to the new subsidiary, which would take over operations of the Blue Network as a separate corporate entity.

Simultaneously there was filed with the FCC a petition by WMAL, Washington Blue Network outlet, seeking voluntary assignment of license from NBC to M. A. Leese Radio Corp., owner of the physical property. The petition was in the nature of a request for reconsideration and granting, setting aside the previous Commission action of Oct. 4, 1940, denying the WMAL case because of the newspaper-ownership aspect.

Operating Plan

While no specific date for separation of the NBC networks has been set or announced, it was understood that once the WJZ, WENR and KGO licenses are shifted to RCA, the parent company will take over temporary operations of the Blue as a subsidiary. This would result from a "dividend in kind" from NBC to RCA which would transfer all of the assets, contracts, and physical equipment segregated in the Blue to the parent company.

Then, it is understood, RCA would hold these properties until such time as the new separate subsidiary will have been created, and then transfer the assets, contracts, personnel and other Blue properties to the new operating subsidiary.

The FCC, it is expected, will consider the voluntary transfers shortly. Because NBC is 100% owned by RCA, and because the proposed shift is in line with policies established by it in the so-called chain-monopoly rules, no hearing or long-drawn-out procedure is indicated.

No announcement has come from NBC regarding the overall separation plans, except the filing of the formal applications for assignment. The name "United Broadcasting System" has been reserved by NBC with corporation officials in Albany, N. Y., but no definite determination has been reached, it was said.

Reports have been current (Broadcasting, Dec. 8, Dec. 15) that Mark Woods, NBC vice-president and treasurer, and Edgar Kobak, NBC vice-president in charge of finance, will become the directing heads of the new company, once it is established.

The WMAL petition, after reciting in detail the facts surrounding acquisition of the station by the Leese company, which is 100% owned by the Washington Star, seeks to have the Commission reconstrue its previous findings. The case was placed in the pending file as a "future acquisition" of a broadcast station by a newspaper within the meaning of Order 79, relating to newspaper ownership of stations.

Dr. John Haggerty, president of the newspapers' association, the Congressional rebuff and active opposition from the parent AFL, early in December unleased the first blast in his program to follow up his efforts of this year at the coming session of Congress (Broadcasting, Dec. 8), although his projected program aims specifically at the station question, to follow the Communications Act, one of its principal goals is imposition of an excise or franchise tax on new radio facilities in commercial stations.

Recent Resumes

RICHFIELD OIL Co. of New York, on Jan. 6 resumes Confidently Yours, thrice-weekly show featuring Arthur Hale, Tuesdays, Thursdays, Saturdays, 7:30-7:45 p.m. on 25 MBS stations. Program was discontinued by Richfield because of the oil shortage but was kept on by MBS as partly a sustainer and partly local sponsorship, it is Hixson-O'Donnell Adv., New York.

ASCAP Cuts Melon

A FOURTH-QUARTER distribution of $600,000 to ASCAP members was voted by the Society's board at its meeting last Wednesday. Added to the $7,700,000 distribution of the three-quarters of 1941, this brings the year's total to $8,550,000, just about $1,000,000 less than the total of $8,850,000 received by the ASCAP members in 1940. The board announced the acceptance of 47 new writer members and five new publisher members into the Society. John O'Connor, chairman of the executive committee, withdrew his resignation, which the board had previously refused to accept.

New Advertising Tax Possible

As Revenue Plans Are Studied

Levy Would Likely Apply Equally to All Media; No Action on FCC Cost-of-Regulation Plan

WITH another huge defense tax definitely in prospect early next year, tapping a whole group of new revenue sources, it is thought some sort of levy on all advertising may be in the wind. No further developments have been revealed pointing to a franchise tax on communications facilities such as radio broadcasting stations.

Although an advertising tax might develop, it is thought Congress has its eyes opened sufficiently during committee hearings last fall, when all media united opposing a proposed 5-15% impost on radio's net time sales of $100,000 a year and more, to preclude any possibility that it will again tumble into any discriminatory tax proposition involving radio.

Applies to All Media

It is understood the Joint Committee on Internal Revenue Taxation feels any advertising tax should apply proportionately to all media, without distinction among them.

Moves toward a special tax on radio facilities or operations have arisen from various quarters. Best-known are the attempt of the national Printing Trades Assn. to push through the discriminatory 5-15% time sales levy, which was finally deleted from the 1941 Revenue Act by the Senate Finance Committee after approval by the House; and the suggestion of FCC Chairman Edmund Lawrence Fly for a cost-of-regulation tax on all communications facilities.

John B. Haggerty, president of the printers' association,Despite the Congressional reversion and active opposition from the parent AFL, early in December unleashed such a fight that several months to develop and pass such a tax bill, according to the Joint Committee. Chairman Doughton, chairman of the House Ways & Means Committee, has indicated that hearings on the new bill may start in mid-January.

Few Commissions

CHANCES for commissions in the radio section of the Navy's public relations bureau are slim. Applicants have found that all billets in the section now filled and that as openings occur they are being filled from already commissioned reserve officers.

Although some specialists in radio have been called to active duty, J. Harrison Hartley, chief of the radio section, reports there are a great number who have not been called up, but that is the probable any new commissions will be issued until the supplies of reserves is exhausted.

BACK ON THE AIR March 20 will be Ontario Government's Tourist Bureau for a weekly program on 50 NBC-Blue stations, second year of radio advertising designed to attract U. S. tourists. Last year's show was a success, especially in dispelling rumors that wartime travel in Ontario was difficult. The program will be called The Ontario Show and will feature Col. Stoopnagle, along with a Canadian cast. CBL, Toronto, will be included in the hookup but carry other commercials. Walsh Adv. Agency, Toronto, places the account. Program will be heard Fridays, 7:30-7:45 p.m. Signing the contract in the CBL studios is Douglas R. Oliver, travel bureau director. Watching (1 to r) are W. George Atkins, Walsh vice-president; W. Donald Roberts, Blue salesman; Col. Stoopnagle.
“Folks, this is my first opportunity to greet so many people at one time in Baltimore and the Central Atlantic States. It's possible only because the little WBAL man has let me use his new 50,000 watt, Red Network station. So, through ‘One of America’s Great Radio Stations’, I say to one and all--

‘A Very Merry Christmas and the Happiest of New Years.’”
Industry Rallies to Nation’s War Effort

Defense Dominates Schedules of Stations

STATIONS throughout the country continued their extraordinary coverage of the war which increased staffs and overtime programs as the conflict entered its third week.

BROADCASTING has compiled a series of reports on the activities of many stations which follows:

**Net's Full Time**

AS THE handling of war news settled from the crisis stage to that of normal broadcasting routine, the nationwide networks have discontinued fulltime operation, although standing ready to resume it at any time it should be necessary. NBC and CBS are currently on a 20-hour schedule, from 7 a.m. to 5 a.m. (EST), two hours later than the pre-war network schedule. MBS has an 18-hour day, from 8 a.m. to 2 a.m. with the West Coast coming in, Wel signing off 30 minutes later. All New York key stations of the networks, however, are maintaining their individual 24-hour schedules, as are a number of the New York independent stations which instituted midnight-to-dawn phonograph programs long before the advent of the war.

N. Y. Defense Periods

WEAF and WJZ, NBC's New York outlets, last week started special daily periods for the dissemination of civilian defense information, so that all public and volunteer workers can tune in for instructions at specified periods.

**Funds from Poles**

ONE ANNOUNCEMENT in Polish on WEAF, New York City, last week resulted in $11,000 in cash for defense savings bonds and stamps the same day the station reported. Hundreds of listeners flocked to the Polish Home in Jersey City to give their money after hearing the one announcement over the WNZV-MI head of WHOM's Polish language department.

**Music Donated**

KFI-RECA, Los Angeles, reorganizing its music library, has turned over special arrangements and stock orchestrations of popular tunes more than a year old, to Army and Navy training centers on the West Coast.

Contest Winners

EILEEN HOSKINS, of Denver, and Stanley Drake, of Hackensack, N. J., have been named winners of a nationwide snapshot contest conducted on the Stars Over Hollywood program on CBS sponsored by Bowey's Inc., Chicago, in the interests of Dari-Rich products. Winners will receive an airplane trip to Hollywood, entertainment with Ray Milland and Claudette Colbert as host and hostess, and will appear on the program Jan. 10, 12:30-1 p.m. in a dramatization especially written by them. Scribner & Co., Chicago, handles the account.

**Air Raid Orders**

AIR-RAID precaution programs based on war-time experience in English communities and described by the BBC have been made available to stations in the U. S. for rebroadcast purposes through BBC's New York office, 605 Fifth Ave., Mrs. Anthony J. Drexel Biddle Jr., wife of the U. S. ambassador to the United Kingdom in London, is arranging to bring to the microphone each week, beginning Jan. 1, speakers who will describe the part women are playing in civil defense, production, and other branches of Britain's war effort. Recordings of BBC programs are being furnished for use by the number of cities Defense Council through WNYC, and other local authorities.

**WPBG Is Clearance Station**

ROY THOMPSON, managing director of WPBG, Altoona, Pa., who has been appointed Chief Air Raid Warden of Blair County, has made an arrangement by request of the mayor of Altoona to have WPBG serve as a clearance of official communications. By arrangement with the Pennsylvania Railroad Co. huge fog horns will be sounded three times which will be a signal to tune in WPBG for an official message. An advisory committee, comprised of skilled technical men, has been appointed by Mr. Thompson to control and operate the system for the Blair County area.

**Breaks for Defense**

DURING the emergency, WNYC, New York's municipal station, is devoting its station break periods to announcements asking its listeners to help in the defense program and giving them simple directions for doing so.

**News for Theatres**

WCBS, Springfield, Ill., has made arrangements to rush war news to theatres in Springfield and its four principal theatres. Scoop on the first Japanese attack released to the theatres was followed by a newspaper promotion plugging the station's news coverage and 14-hour schedule.

**Newsmen of CBS**

Hollywood, working under realistic war conditions during the first blackout imposed by war on Southern California at the beginning of the war with Japan. Checking and editing by candlelight the news bulletins flashed in from Hawaii and the Philippines are (t to r), Jack Beck, Michael Farrar, and John Reddy.

**Newsroom Effects**

WCOL, Columbus, Ohio, an INS client, has set up microphones in the Columbus office of the news service to give listeners an idea of newsroom activity caused by the war.

**During Blackouts**

DESPITE radio blackouts that kept them off the air for hours at a time, KGW-KEX, Portland, Ore., maintained a 24-hour staff schedule. During broadcast silences, the stations set up a public address system outside the Portland Oregonian building, housing the studios, and presented running news accounts lasting as long as 45 minutes, which attracted hundreds of street listeners. The stations arranged for news broadcasts from the local Newseal Theatre lodge, and installed lines to the offices of Mayor Earl Riley, where two broadcasts a day were originated during the first week of the war, with the Mayor instructing citizens on precautions to be observed.

**Stamp Sales Booth**

WRBL, Columbus, Ga., following up its 100% purchase of Defense Bonds and Stamps, is starting a special program during which the WRBL mobile unit will serve as a traveling sales booth in local residential sections, with broadcasts telling listeners where the sales booths are, and who are working each night. WRBL also is arranging a news information service for officers at Fort Benning.

**Remember!**

TO FACILITATE regular broadcast of important defense information WLS, Chicago, Illinois, includes all Army, Navy, Marine, Defense Bond, Red Cross and similar announcements in a quarter-hour period, Remember Pearl Harbor, at 7:30 a.m. every day.

**Technicians to Aid**

RESOLUTION offering Chicago's Civilian Defense Commission the individual and collective support of members of Local 1220, Associated Broadcast Technicians' Union was adopted at the group's meeting Dec. 12.

**On the Spot**

WHEN air production dropped and the sponsoring local Chevrolet dealers gave up the man-on-street program, WOR, Omaha, Nebr., by Foster May, news and special events director, the station sold the series to Janot & Gallagher, Omaha (Buethe Radio), May was sent to Central America to work up a transcribed series on "The Romance of Coffee." As it turned out, he was in Guatemala City two days before the Jap attack on Hawaii, and witnessed Guatemala's declaration of war on Germany and Italy in the National Palace. Using their show, "Nightbeat," Earl TGWA, he broadcast an eye-witness description to WOW listeners.

Frost Warnings

CONSIDERED of vital importance to citrus ranchers and farmers in the Pacific Coast KFI, Los Angeles, on Dec. 15 resumed its nightly frost warnings after being halted temporarily by the weather information is still being withheld by West Coast stations because it may aid the enemy," Bernard N. Smith, KFI farm reporter asserted in announcing resumption of the broadcasts.

**Recreational Drive**

WCHS, Charleston, W. Va., in addition to being on the air continuously since the first attack, is promoting a. recruiting campaign for the Navy in cooperation with local recruiting centers. Promptly after President Roosevelt's message on Dec. 8, Ted Eiland and Johnny Sinclair of the WCHS staff resigned to join the Navy.

**WWRL Gets Ready**

WWRL, New York, has made plans to fingerprint and photograph its personnel and issue identification cards. WWRL, which has installed lines into WOR, New York, to permit coverage of national events.

(Continued on Page 48)

"Dastards"

NOTED for his frequent colorful derision of Earl Godwin, NBC Washington commentator and veteran newspaperman, has developed a new general reference to the Japanese aggressor. Taking a cue from President Roosevelt's reference to "dastardly attacks" by the Japanese, Commentator Godwin now refers to them in his newscasts on WMAL, Washington, for the local Thompson's "those dirty yellow dastards." Subject came up at the President's press conference Dec. 17 where he warned Earl to be careful of that first consonant.
DEW STAR
Now
Running with the ball

After 14 years, WLAC is saying good-bye to its 5,000 Watt transmitter. Early in the new year, the powerful voice of WLAC'S new 50,000 Watt transmitter will begin "carrying the ball". The signal will be a touchdown-natural for any All-America Advertising Team desirous of winning the plaudits of the population in the great Tennessee Valley "Power Bowl".

WLAC
Nashville, Tenn.

Columbia's Nashville Outlet * J. T. Ward, Owner * F. C. Sowell, Mgr.
Paul H. Raymer Company, National Representatives * UP News
CBS Technicians Awarded Increase

Arbitrator Grants 6% Boost

To End Long Controversy

CBS TECHNICIANS were awarded an approximate six percent increase in pay in an arbitration decision handed down in Chicago last Wednesday by Dr. John A. Lapp, terminating their disagreement between the network and Associated Broadcast Technicians Unit pending since last September.

The increase is based upon length of service, and technicians under the award also will receive payment based on time-and-a-half for all over twelve hours worked in any one day within the stipulated 40-hour week. These provisions, along with other minor considerations in the 21-page decision, are retroactive to Oct. 1, 1941, and will remain in force until Oct. 1, 1942, when the ABTU-CBS five-year contract expires.

Had Asked 20%

Under the terms of that contract, which provides for negotiation on pay issues every year, the union last September notified CBS of its desire to negotiate on wages, hours and travel expenses. The union, in addition to other requests, was primarily seeking an approximate 20% increase in pay.

The management broke down from time to time until both parties agreed to arbitrate. The hearings were held before Dr. Lapp in Chicago for six days from Nov. 23 to 29 [available to broadcast by Dec. 11]. The award applies to all the 275 CBS technicians, and the pay raise represents an annual payroll increase of approximately $60,000.

DCB Advises Reduction

In Use of Leased Wires

DUE to the current war situation, the Defense Communications Office for Emergency Management, has requested that orders for long distance telephone lines be reduced. The wire circuits should not be placed with telephone companies except in cases where the service is essential to the national defense.

The DCB pointed out that in addition to long distance calls in main traffic toll there has been a recent great increase in requests for leased facilities and that any increase in the number of leased lines means a reduction in the number of facilities available to half the usual distance messages and a possible regarding of the handling of such messages are important to national defense.

New MBS Analyst

MERITT RUDDOCK, son of A. B. Ruddock, former U. S. diplomat serving in Berlin, Brussels and Peking, is now a new analyst and is broadcasting six days weekly 10-10:15 a.m. Mr. Ruddock, a Harvard graduate, is a Newman at WNL, Richmond.

Who's Who at the DCB

ARMS Allotted

and was appointed flag secretary and fleet communication officer in 1917 by the staff of Admiral T. Mayo, then Commander in Chief of the Atlantic Fleet.

During 1918 he accompanied Admiral Mayo on inspection of all U. S. Naval activities in allied countries, as well as the Grand Fleet. He was awarded the Broke during the bombardment of Ostend, Belgium, by HMS Terror. He held the rank of Rear Admiral for his World War services.

In 1919, commanding the Biddle, he inspected the rescued refugees from Odessa, and with HMS Calypso assisted in salvaging a Russian tug transporting refugees.

From Sept. 10, 1920, until June 1, 1922, Admiral Noyes served as Atlantic Coast Communication Superintendent with the Office of Naval Communications, when the Colorado was commissioned Aug. 10, 1923, he was named her gunnery officer, later becoming executive officer.

He was a member of the U. S. Naval Mission to Brazil from Dec. 5, 1926, until May, 1929, and on March 17, 1929, reported for duty as Commander Destroyer Division 32. During the next two years he served successively as Commander of Destroyer Divisions 14 and 7.

Receives Promotions

On duty in the Navy Department in Washington from July 1931 until July 1934, he was in charge of the training division of the Bureau of Navigation, and later was named Assistant Budget Officer. He commanded the Richmond from August, 1934, until early in 1936, when he went to the Pensacola Naval Air Station for aviation training. Becoming a naval aviator on March 1, 1937, he was assigned command of the Yorktown, an aircraft carrier, on April 20, 1937.

On March 1, 1938, he was transferred to duty as Chief of Staff and Aide, Commander, Aircraft, Battle Force. On June 24, 1939, he was placed in charge of the Naval Communications in the Office of the Chief of Naval Operations. In January 1940, he became one of the original five members of DCB when it was created May 1, 1940, by President Roosevelt.

In addition to the Navy Cross, Admiral Noyes has received the Victory Medal, Atlantic Campaign Clasp —USS Pennsylvania, and the Decoration of the Order of St. Stanislaus by the Polish Government. He has also received letters of commendation for the rescue of aviators, one of which was over the CA coast of California, Feb. 12, 1935, while in command of the Richmond, and for directing the Lexington's search for the missing Earhart plane. They cited him a woman flyer in the Pacific in 1937.

He was named a rear admiral July 5, 1939. On July 5, 1919, Admiral Noyes married Sue Webb Spencer, of Williamsburg, Va. His two step-sons, John and Mrs. E. F. Dissette, Golf is one of his favorite recreations, but he probably won't find much time for the links for some time.

Hawaiian Attack Brings Records for Listening

HIGHEST single evening "Sets-in-Use" figures ever released by C. E. Hooper Inc., were reported last week when 47% of the American radio sets were found in use on Dec. 7, the Sunday the Japanese attacked Pearl Harbor in Hawaii.

First place in the list of "First Fifteen" network programs rated in the December Hooper National Audience Ratings Report on evening programs goes to Charlie McCarthy and Walter Winchell, who tied with a 29.9 rating. Fibber McGee took second and third place respectively, with The Aldrich Family Fourth. The programs in their respective order are: Jack Benny, Radio Theatre, Coffee Time, Major Bowes, Bandwagon, Take It or Leave It, One Man's Family Time to Smile, Kay Kyser, and Orson Welles.

MBS Figures

MUTUAL announced last week an inaccuracy in the cumulative gross figures for 1940, released Dec. 5 as comparable with earlier figures for 1941 [BROADCASTING, Dec. 8]. The 11-month cumulative 1941 figures, highest in the network's history, topped 1940's similar period ($4,190,071 instead of $4,017,189) by 5.6%. If 1940's political program was deducted, last year's 11-month total would be $3,896,175 (instead of $3,805,865), jumping the increase to 9.6%.

Nitrate Spots Dropped

CHILEAN NITRATE Educational Bureau, New York (nitrate of soda), due to war demands on nitrate and uncertainties of deliveries effective Jan. 5 will cancel its half-hour transcriptions of Uncle Sam's stations throughout southeastern United States. O'Den, Sheldon & Canady, New York, handles the account.

CANCELED FOR WAR

WAAT Drops All-Night Request—Music Program

SACRIFICING one of its most popular features in the interest of national defense, WAAT, Jersey City, has cancelled its popular midnight-to-dawn program on which listeners were invited to telegraph their own war requests. A straight program of news and music is now carried all night in its place, conducted by Anspach. The WAAT Union has been notified not to accept request telegrams for the station.

Explaining the move, WAAT officials said that in their opinion the program could too easily become a tabloid of fifth column telegrams. They cited an example that a telegram requesting "Dear Arabella" for "Mike and the boys" from Joe in Peking would be acknowledged on the air, conceivably could signal "Mike and the boys" to execute some previously planned bit of sabotage. As a result, WAAT's telephone traffic on the program ran about 100 wires at night, piped by direct wire to Announcer Price in the studios.
From ALL Angles....

KTSA IS YOUR BEST BUY IN THE SOUTH TEXAS MARKET

* COVERAGE
* LOCAL ADVERTISING PREFERENCE
* MERCHANDISING
* AUDIENCE ACCEPTANCE
* PUBLIC INTEREST
* MOST COMPLETE STAFF
* COMMUNITY SERVICE

"A Great Radio Station in the Great Southwest"

REPRESENTED BY JOHN BLAIR & CO.

MEMBER............ The Taylor-Hine-Scranton Group

KGNC, AMARILLO KEVO, DALLAS KTSA, SAN ANTONIO KRGV, LUBBOCK.

CENTRAL SALES OFFICE - 900 E. Tower Petroleum Bldg., Dallas, Texas

Telephone Riverside 5663  Ken L. Sibson, General Sales Mgr. TWX Dl 297

550 KC KTSA FULL CBS

SAN ANTONIO
BOB HOPE
"CHAMPION OF CHAMPIONS"

HERE AT THE RED NETWORK . . .

We can't even **BLUSH** any more!

(First, Second and Third Awards in Fame-Motion Picture Daily Poll
Go to Red Network Programs)
The Experts, as well as the Listeners, Give NBC RED Top Honors—and That's no Blushing Matter!

Of course we’re happy about winning the top three honors in the Fame-Motion Picture Daily Poll—but the Red’s fine showing all along the line means a great deal more from a practical angle than just the annual winning of popularity polls.

It demonstrates, primarily, why 36.9% more radio families "listen most" to the NBC Red Network than to any other network by day… and 41.7% more by night… as revealed by the listeners themselves in the All-County Census of Radio Listening Habits.

In addition to winning the top three places in the "Champion of Champions" classification, NBC Red programs took the lion’s share of the remaining honors. In all, NBC Red shows won 14 first places—against 7 for the next network and 1 for the third—12 out of 22 second places and 9 out of 19 thirds.

So, to the experts, for doing such a good job of reflecting the vast listening audience’s preferences, thanks… to the winning artists and sponsors—congratulations!

BOX-SCORE—1941
Fame-Motion Picture Daily Poll

**NBC RED** took *three out of three* (first place, second place and third place) in these 5 classifications: Champion of Champions…Best Comedienne…Best Comedy Team… Best Master of Ceremonies… Best Variety Program.

**NBC RED** took the *top two* (first place and second place) in these 3 classifications: Best Classical Male Vocalist…Best Comedian…Best Dramatic Series.

**NBC RED** took first place in these 14 classifications: Champion of Champions (Bob Hope)… Best Popular Male Vocalist (Bing Crosby)… Best Classical Male Vocalist (Richard Crooks)… Best Comedian (Bob Hope) … Best Comedienne (Fanny Brice)… Best Comedy Team (Fibber McGee & Molly)… Best Sports Announcer (Bill Stern) … Best News Commentator (H. V. Kaltenborn) … Best Master of Ceremonies (Bing Crosby) … Best Dramatic Series (One Man’s Family) … Best Variety Program (Kraft Music Hall) … Best Quiz Show (Information Please) … Best Daytime Serial (Vic & Sade) … Outstanding New Star (Red Skelton).

**NBC Red Network**

The Network MOST People Listen to MOST (by the vote of the listeners themselves!)

NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service
Adair Is Appointed To Broadcast Post

Willoughby Now Assistant as Cruse Enters Service

APPOINTMENT of George P. Adair as acting assistant chief engineer of the FCC in charge of the Broadcast Division, and of John A. Willoughby as acting assistant chief of the Broadcast Division, was approved by the FCC last Tuesday in a series of shifts necessitated by the call to active duty of Lieut. Comdr. Andrew Cruse, assistant chief engineer in charge of the Common Carrier Division.

Mr. Adair

The FCC, upon recommendation of Chief Engineer E. K. Jett, shifted Gerald C. Gross, assistant chief engineer in charge of broadcasting, to succeed Mr. Cruse on a temporary basis. Mr. Adair was named temporary successor to Mr. Gross and Mr. Willoughby took over Mr. Adair's former duties.

Short Notice

Mr. Cruse, a Naval Academy graduate and a naval reserve officer, was called to active duty last Monday, on one day's notice. He served from 1934 until 1936 as chief of the Electrical Division of the Department of Commerce, but became assistant chief engineer of the FCC in charge of the Telephone Division in 1936. Afterward he was made assistant chief engineer in charge of common carrier operations.

Last April Mr. Gross was named assistant chief engineer in charge of broadcasting, being promoted from his post as chief of the International Division. He succeeded Andrew D. Ring, who had resigned to enter private practice of engineering. Simultaneously, Mr. Adair was named assistant chief of the Broadcast Section with promotion in grade, and Mr. Willoughby was named chief of the Standard Broadcast Application Section [Broadcasting, April 14, 1941].

The temporary promotions are for the duration or until Lieut. Comdr. Cruse returns to his post.

Adam Hat on Coast

ADAM HAT STORES, New York (hat chain), on Dec. 16 sponsored the world featherweight championship fight at Los Angeles between Richie Lewis and Jackie Wilson on 13 NBC Pacific Blue stations KECA KGO KEX KJR KPK KGA KFSD KTMS KOH KFBK KGW KERN KTRC, Tuesday, 5:45 p.m. (PST). Clinton (Buddy) Tess, NBC Hollywood chief announcer, handled round by round description, while Abbott Tessman did the commentary. Glickman Ady, Co., New York, has the account.

Discs Insured

WTRY, Troy, N. Y., has taken out a $5,000 insurance policy to protect five transcriptions comprising a one-hour Christmas Eve program. Coverage is for breakage, fire and theft. The $5,000 value was placed on the recordings in view of the time of station personnel, along with materials and talent, in recording everything from a message by Governor Lehman, neighbors and mayors, three college presidents, and choirs and other singing organizations of Troy, Albany and Schenectady.

GEN. ADAMS LAUDS SERVICE OF RADIO

OFFICIAL commendation to broadcasters for their "effective, patriotic assistance and enthusiastic cooperation" with the Army's enlistment drive came last week from Major General E. S. Adams, The Adjutant General, in letters to the NAB and all U. S. stations.

"The Army Recruiting Service is greatly appreciative of the effective, patriotic assistance and enthusiastic cooperation which broadcasters have given to the Army in its huge task of procuring unprecedented numbers of applicants for aviation cadet training, and for enlistments for the Regular Army," Gen. Adams declared. "Radio has contributed immeasurably to the success of the program to date.

"In view of recent developments and the recently expanded Air Force program, that task has been further increased and calls for redoubled efforts to give us the Air Force we must have. We know your 'Keep 'Em Listening!' will help us to 'Keep 'Em Flying!'"

Amateurs' Return Seen

For Wartime Activities

DEFENSE Communications Board within a short time will authorize the return to the air of hundreds of amateur radio stations, to furnish communications vital to national defense, according to officials of the American Radio Relay League, national amateur organization. Necessary auxiliary and emergency communications facilities are to be back in operation shortly, they indicated.

While normal amateur activities have been suspended due to the war, certain amateur operations performing necessary defense functions are to be given special DCR authorization upon application by Federal, State and municipal officials, AARL indicated. Where emergency amateur networks are already organized, activation of all stations in the network results from request and certification by the proper authority. Amateurs returning to the air under special authority will operate under regular amateur rules of the FCC.

SILENCE of an hour on WEA, New York, from 8:52-9:52 p.m. on Dec. 14, was due not to any war shut down but because of a faulty tube in the NBC transmitter, Whistestone, L. I. It was announced by the New York NBC offices.
Birth of a Defense Essential

★ Just sixty-five years ago the first two-way, outdoor telephone conversation was held. It took place on October 9, 1876, between Boston and Cambridge, Massachusetts. Thomas A. Watson, an early associate of Alexander Graham Bell, has described this first "long distance" call of two miles in this way:

"We got permission from the Walworth Manufacturing Company to use their private wire running from Boston to Cambridge, about two miles long. I went to Cambridge that evening with one of our best telephones, and waited until Bell signaled from the Boston office on the Morse telegraph sounder. Then I cut out the sounder and connected in the telephone and listened."

After describing a number of adjustments that were necessary before the telephone would work, Mr. Watson continued: "I rushed back to my telephone and listened. Plainly as one could wish came Bell's 'ahoy, ahoy!' I ahoyed back, and the first long distance telephone conversation began."

"Ahoy" has changed to "hello." Two miles have changed to across the continent or around the world. The telephone has changed from an experiment to one of the essential tools of an effective nation — and never more so than now, when its speed and certainty help in the drive for defense production.

*This is a quotation from The Telephone Hour heard on Monday evening, October 13. This program is a regular Monday night feature of the N. B. C. Red Network.
Test Case Is Proposed by Disc Firms On Validity of MPPA License Fees

A TEST case on the validity of license fees invoked by Music Publishers Protective Assn., on recording of ASCAP selections is contemplated by a group of independent transcription manufacturers, it was learned authoritatively last week in New York.

The transcribers, it is understood, will challenge the validity of charges ranging from 25c to 50c for recording of ASCAP selections as well as a flat charge of $15 per selection per year for library transcriptions. The case presumably will be premised upon terms of the consent decree entered into by ASCAP with the Department of Justice early this year.

Transcription companies understood to have joined for prosecution of the litigation are NBC Thesaurus, Associated Music Publishers, Standard Radio, Lang-Worth, and C. P. MacGregor World Broadcasting System, pioneer in both the library and commercial transcription field, has decided against participation in the litigation. This decision, it was reported, was based upon the heavier volume of commercial transcriptions handled by WBS.

The suit will be based on the provision of the Copyright Act specifying a royalty of 2c to the copyright proprietor upon phonograph records. Originally the transcription industry paid only the 2c on each side manufactured. More than a decade ago MPPA, trustee for certain publishers dealing through ASCAP, imposed a charge of 50c per selection per transcription manufactured and sold, with the understanding that no transcription could be used more than once, and providing that 25c additional be paid for each use. The charge for production selections was 50c.

This has been construed as a special performance fee on commercial transcriptions. The charge, it is held, was imposed not by virtue of the copyright law, but because MPPA threatened to restrict the performance of compositions between the time of their recording and the time of the broadcast. Subsequently, when library transcriptions came into vogue, the charge of $15 per selection per year was imposed.

The ASCAP consent decree carries a specific provision that no member of ASCAP shall exercise power to restrict from public performance for profit any copyrighted music composition for the purpose of permitting the fixing or regulating of fees for the recording or transcribing of the composition.

Contracts between transcription companies and MPPA terminate at the end of this year. With the consent decree entry, preliminary decision was reached to make a test case. The legal question will center around whether the 2c per side payment complies with the requirements of the Copyright Act, particularly in the light of the consent decree provision.

Fox's Position

Harry Fox, general manager of MPPA, has taken broadcasting to task for confusing that position with his service as agent and trustee for more than 800 individual copyright owners in the licensing of their music for transcriptions. "MPPA," he writes, "is a trade association for the popular music publishing industry and as such does not issue transcription licenses or collect license fees. The writer, as you know, is agent and trustee for copyright owners both here and abroad and my principals consist of several hundred firms who are not members of MPPA and not affiliated with the association in any way."

Mr. Fox stated that as yet he has had no discussions with transcription companies regarding any changes in the terms of the licenses, but that he plans to meet with them before the first of the year and will be glad to hear what suggestions for changes they wish to propose.

Canada Wire to Coast

EXTENSION of service to both the Atlantic and Pacific Coasts has been announced by Press News Ltd., Toronto, the radio news subsidiary of Canadian Press. Press News now serves upwards of 20 Canadian stations with spot news, sports, farm and other features. The reporting staff at the Toronto office numbers seven, with the wire service and staff of Canadian Press from all parts of the Dominion available. Operations were started July 1 with a small Eastern network.
Disc Firms' Stand On MPPA Urged

Broadcasters Favor Plan to Ask Revision of Fees

SUPPORT of the transcription companies in their efforts to secure revision of recording fees from the Music Publishers Protective Assn. was assured by broadcasters who attended the NAB district meetings the past few weeks on the West Coast [Broadcasting, Dec. 8], in Minneapolis Dec. 11-12, and in Chicago last Monday and Tuesday.

Resolutions were passed at these meetings favoring the licensing method used by BMI and SESAC, based on the copyright law stipulation of a straight 2-cent fee per recording as against a higher fee arbitrarily set by the MPPA.

Interlocking Setup

In Minneapolis, E. Claude Mills, chairman of ASCAP administrative committee, in response to a query by a broadcaster as to why ASCAP does not adjust the recording rate charged transcription companies by MPPA said ASCAP could not act for MPPA, but at the same time admitted MPPA and ASCAP had a 95% interlocking membership.

Milt Blink, co-owner of Standard Radio who spoke at both Minneapolis and Chicago meetings, stated that the gains broadcasters have accomplished in the reduction of ASCAP fees could very well be nullified if the ASCAP publishers through MPPA are allowed to charge an arbitrary fee for recording rights that is higher than the copyright law stipulates, and in an effort to recoup losses on performance rights, increase recording fees to a point where the transcription companies would be forced to pass on that increase to the broadcaster.

Ralph Wentworth of Lang-Worth, and Frank Chizzini, manager of Chicago office of NBC Thesaurus, both stated that the MPPA fees were not only inequit- able, but stressed that BMI and SESAC and other licensing pools abide by the straight 2-cent recording fee.

Sterling Salt on Red

INTERNATION SALT Co., Scranton, long a user of spot radio for Sterling salt, on Jan. 20 will use a network program for the first time with the sponsorship of a quarter-hour musical and variety show on NBC-Red, featuring Ted Steele's Orchestra and Allen Prescott as m.c. The program will be heard Saturdays at 10:30 a.m., time now occupied by America the Free, sponsored by the Anacin Co., which will shift to 11-11:30 a.m. Saturdays on Jan. 20. At the same time the Anacin program will give up its usual 1 p.m. repeat to the West Coast on 20 Red stations. Agency for Sterling Salt is J. M. Mathes Inc., New York, and Blackett-Sample-Hummert, New York, handles the Anacin account.

"You can quote me on this said the president to the press..."

In a widely-publicized story carried by trade papers last month, Dr. George A. Bunting, president of the Noxzema Chemical Company, revealed that their quiz program was doing a whale of a job in fourteen markets.

Ruthrauff & Ryan, the firm's agency, prepared figures on sales increases for the first nine months of 1941 as compared with the same period last year. These figures showed increases ranging from 40% to 130%.

According to this report, the one market showing an increase of 130% was the Twin Cities, home of WCCO, the station that blankets this great market and the rich Northwest.

In actual sales results, out of all 14 stations...WCCO brought the greatest sales increase.

Produced by WCCO on behalf of Ruthrauff & Ryan, "Quiz of the Twin Cities" has all the qualities essential to good radio selling: the right idea...the right production...the right station.

If you want the best in the great Northwest...check time availabilities on WCCO.

WCCO 50,000 WATTS WHERE IT COUNTS THE MOST
MEN'S CLOTHIER IS CONVINCED

Buys Entire Sports Schedule of WTMA After
Test Campaigns Show Radio's Power

SINCE it went on the air back in June, 1939, WTMA, Charleston, S. C., has been trying to prove to the men's clothiers of the city that they could use radio effectively and profitably. Repeated efforts, however, resulted in no more than an occasional spot announcement campaign when seasons changed, or at Christmas.

Finally persistence was rewarded and Sam Berlin, proprietor of Berlin's Men's Store, oldest and largest in Charleston, agreed to sponsor all sports on the station. Hard-headed businessman that he is, Mr. Berlin was skeptical but that was several weeks ago. Listen to what he has to say now:

"We are completely sold on radio as an advertising medium and we were sold on definite, tangible results. For 51 years we have operated Charleston's oldest and greatest men's store and in that period of time we have tried every conceivable means of getting our message across to the public, with varying degrees of success and failure.

A Sports Campaign

"With radio, we admit that we were skeptical. From time to time, we ran spot announcement campaigns calling attention to our different brands of merchandise, such as Fashion Park suits and topcoats, Bostonian shoes, Manhattan shirts, and so on. Frankly, we didn't know whether they were doing any good or not.

"At the beginning of the football season just past, we decided on an all-out sports campaign over WTMA. We sponsored the daily sportscast, play by play accounts on local and out-of-town games, resumes of games and sports bulletins. The reaction was immediate. Customers came into the store asking for this or that piece of merchandise that they had heard about on the radio.

"Sales swung upward as a direct result of each broadcast, and we were convinced that, for our particular business, at least, we had found the right medium and the correct way to use it. So much so, that for 1942 we have bought the sports program of WTMA for the entire year; every single local item of a sports nature will be broadcast under our sponsorship, and we're looking forward confidently to the best year in our history."

Berlin's will spend 85% of its advertising budget in 1942 on radio and WTMA feels it has proven that radio can do a job for men's clothiers.

AMOS 'N ANDY, stars of the Campbell Soup Co. program, will make their first film in several years, a short titled "Unusual Occupations." It will be produced by Paramount.

Murrow's Lecture Tour Covers Entire Nation

FULL SCHEDULE of dates and cities for the lecture tour of Edward R. Murrow, chief of CBS' European bureau now in this country, was announced last week by Music Corp. of America, which recently purchased Columbia Artists Bureau. In most instances Mr. Murrow will speak during January and February at local clubs in the cities he plans to visit under mutual arrangements of the clubs and CBS outlets in the cities.

Schedule follows: Jan. 5, Boston, WEAF; Jan. 6, Ithaca, WCHU; 7, Philadelphia, WCAU; 8, Hartford, WDRC; 9, Buffalo, WBKB-WGR; 13, Columbus, Ohio, WBO; 16, Chicago under the auspices of the Annenberg Foundation. In five California cities, Jan. 19 to 23, inclusive, he will speak under the auspices of the St. Realty Corp., in Los Angeles, Long Beach, Pasadena, Santa Barbara and San Diego, respectively. Feb. 1, Minneapolis, as guest of WCCO; 2, St. Paul, also WCCO; 10, San Antonio, KJSA; 12, Houston, at the St. Paul's Episcopal Church group; and on Feb. 15 and 19 Mr. Murrow will lecture at Town Hall in New York.

Berlin Holds Newsmen

JOHN PAUL DICKSON, MBS representative in Berlin, has been interned by German authorities with 14 other United States newsman, according to a German report to Mutual last week which gave no further details.

Mutual cancelled broadcasts from Berlin on Nov. 13, 1941, when Dickson notified Adolph Opfinger, Mutual program director, that further radio reports from Germany were impossible "because censorship has made them useless at the present time." [Broadcasting, Nov. 24]. That censorship was under consideration by the German authorities, Mutual understood at that time, and last week's report was the first word Mutual had had from Dickson since his transatlantic telephone conversation with Mr. Opfinger.

WDRC, Hartford, will underline entire expense of a Jan. 8 lecture by Edward R. Murrow, CBS London chief, who will address an invited group of press, radio, and defense officials. The talk will be broadcast on WDRC and its FM affiliate W65H. The lecture was arranged by Franklin M. Doolittle, general manager.

A YEAR 'ROUND
SANTA CLAUS

Not only at Christmas, but on the other 364 days, as well, WOAI gives a vast listening audience the benefit of superb programming which combines the best of NBC, TQN and local production—plus nineteen years of knowing how!

A merry, "year 'round" Christmas to one and all!

WOAI
San Antonio
50,000 WATTS
CLEAR CHANNEL
AFFILIATE NBC
MEMBER TQN
REPRESENTED NATIONALLY
BY EDWARD PETRY & CO.

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KMA is “edited” for FARMERS-not cafe society!

Pay Envelope Deduction For Defense Sanctioned
PAYROLL deductions to pay for Defense Bonds or Stamps, when authorized by the employee, are recognized as legal deductions under the Fair Labor Standards Act, it was announced last Monday by Baird Snyder, recently named acting administrator of the Wage & Hour Division of the Labor Department. While workers cannot waive their rights to time-and-a-half for overtime after 40 hours, they may voluntarily accept straight time in cash and the balance in defense securities, Mr. Snyder declared.

"Employees are urged to give serious consideration to a plan under which they can allot their overtime pay to be put into Defense Bonds and Stamps," Mr. Snyder commented. "Various kinds of these allotment plans are now being worked out by AFL and CIO unions in different parts of the country among workers engaged in production for victory, and this program appears to be spreading rapidly." Where deductions are made for Defense Bonds, they must be the amount actually paid for the bonds and not the face value of the bonds, it was explained.

Folger’s Change
BECAUSE of congested telephone service resulting from the series, Folger Coffee Co., San Francisco (coffee), has discontinued its thrice-weekly quarter-hour classified selling service, Today’s Best Buys, on KNX KSFO KJOIN and twice-weekly on KFSO, following declaration of war Dec. 8. The bargain counter program has been replaced with a public information bureau service for the duration. Firm will continue to sponsor a thrice-weekly five-minute version of Today’s Best Buys on 18 other West Coast stations, with listeners submitting their bargains and offers to buy by letter. Agency is Raymond R. Morgan Co., Hollywood.

Why is it that KMA, boasting only 5,000 watts, has a far-flung audience that listens to KMA as few people, anywhere, listen to any other station? The reason is simple. KMA’s audience is primarily farm people. And KMA is their kind of station. It understands their problems—knows, for instance, that the price of hogs is more important to them than all the gossip about cafe society.

Hence, KMA is edited for them—gives them the kind of news, information and entertainment they want. The result is a fierce loyalty to KMA, an amazing responsiveness to KMA advertisers. If that’s what you want, write for the complete KMA story today.

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

150 COUNTIES AROUND SHENANDOAH, IOWA

THOMAS TART, formerly in charge of one of NBC’s New York theatre studios, has been named assistant to George Monahan, recently appointed head of the guards and detectives assigned to guard the network’s control rooms and studios in Radio City.

FREE & PETERS, INC., Exclusive National Representatives

BROADCASTING • Broadcast Advertising  December 22, 1941 • Page 27
New York Revising Its Air Raid System

Only Army Can Require Silence by Stations During Attacks

UPON his return to New York from an inspection of the civilian defense activities on the Pacific Coast during the first week of the war, Mayor Fiorello H. La Guardia, director of the Office of Civilian Defense, immediately began overhauling the New York set-up to avert any repetition of the confusion accompanying the false air raid alarms that city during the previous week [BROADCASTING, Dec. 15].

Almost his first move was to call to City Hall representatives of the national networks for a discussion of the part radio should and should not play at a time of alarm. At this meeting, held Dec. 14, and at a similar meeting of all broadcasters in the metropolitan area the following day with Morris Novik, general manager of WNYC, the city's municipal station, and Lester B. Stone, executive secretary to the mayor, it was agreed the stations would accept orders to go off the air, which presumably would be given only at such times as their signals might constitute beacons or landmarks for enemy aviators, only upon orders received directly from Army authorities. Neither the major nor any of the OCD officials is authorized to issue such an order, it was stated.

The OCD agreed to pass along to the broadcasters word received from the Army that a raid is imminent and Mr. Novik is now working out with the New York Telephone Co. the technical details of a signal system to connect OCD headquarters with all metropolitan stations, so that any immediate alarm may be flashed. In the meantime should an alarm be given Mr. Novik will phone the message to the stations, using a code prepared for this emergency to avoid a counterfeit signal being passed.

No Raid Rumors

On their part, broadcasters agreed to refrain from broadcasting any rumors, press reports or other information regarding alleged air raids until they receive word from the OCD. At that time, when the city's air raid sirens will also be sounded to warn the citizens to seek shelter, the stations agreed that if they had not been ordered off the air they would utilize whatever time remained between the OCD signal and the Army order to cease broadcasting, to reiterate the instructions for behavior during an alarm, especially urging the people to remain calm.

As Mr. Novik expressed it, "A siren can alarm and warn you, but it does not have a soothing effect. The human voice, on the other hand, can warn you and at the same time, by its own calmness, help to create a similar sense of calm in its audience."

Advice to Listeners

In most instances, it is expected the Army order for the station to leave the air will precede the OCD signal, as the latter is not to be given until a raid is almost upon the city. When the station signs off, it will follow the form of announcement suggested by the War Department, stating that it is leaving the air "in conformity with the national defense program" and urging its listeners to keep their sets turned on so that they may get full information as soon as the station returns to the air. The return signal will also come directly from the Army.

On Wednesday, when New York tested its new air raid sirens, broadcasters, recording companies and retail stores with recording apparatus for sale sided the city authorities in checking the carrying power of the sirens. Broadcasters and recording companies sent mobile units and portable equipment to points two, four and six miles distant from the sirens, while the stores picked up the sound with microphones on the sidewalk in front of the buildings and also with others inside the stores.

At 3:59 p.m., one minute before the test began, each recording unit was put into operation, with the operator stating that he was stationed at such a location and was speaking at such a level. Following the recording of the sirens, he repeated this announcement. Through this cooperation the police secured information regarding the efficiency of the present warning set-up and also data which will aid them in establishing other siren locations throughout the city.

With DCB Consent

WHOM, Jersey City, which regularly broadcasts programs in eight foreign languages, last week began the following announcement on hourly call letter breaks: "WHOM is owned and operated by American citizens, and broadcasting American programs with foreign languages with knowledge and encouragement of the Defense Communications Board."

Things most typically

CHICAGO

in astronomy
it's the Adler Planetarium—

in radio—it's W-G-N

The FIRST STATION in Chicago and the FIRST CHICAGO STATION in the Middle West
A Clear Channel Station—720 Kilocycles

MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 E. 42nd Street, New York, N. Y.
PAPA H. KAYMER CO., Los Angeles, Calif., San Francisco, Calif.
BEAUTY WENT A-BEGGING, but not for long, when these four beauties picketed the offices of Owen Vinson, producer of the NBC-Blue Knickerbocker Playhouse, seeking an opportunity to lend a few new glamour angles to the air waves. Stymied in their efforts to get a spot on the program, the quartet—(1 to r) Rosemary Madden, Barbara Hale, Mary Owen and Audrey Corley—picked up their signs and started parading. Relenting, producer Vinson finally gave the nod to Miss Owen, on the strength of her audition, and she will appear on the Dec. 27 Playhouse, sponsored by Procter & Gamble Co., Cincinnati.

B A R ASSOCIATION NAMES SYKES HEAD
JUDGE E. O. SYKES, former member of the FCC, was elected president of the Federal Communications Bar Assn. for 1943 at the annual meeting of the group Dec. 13. He succeeds Herbert M. Bingham.

Paul M. Segal, well-known Washington attorney, was elected first vice-president, and Elliot Lovett, second vice-president.

Judge Sykes
Mr. Segal

Washington Managers Named Defense Police
REPRESENTATIVES of six Washington stations were included in the group of 25 members of Congress, newspaper and radio men, and merchandising executives sworn in last Tuesday by Maj. Edward J. Kelly, superintendent of the Washington Metropolitan Police Department, to serve as members of the District auxiliary police.

Radiomen sworn in were: Lawrence J. Heller, WINX; Kenneth H. Berkeley, WRC and WMAL, general manager; A. D. Willard Jr., general manager of WJew; William B. Dolph, WOL; and Norman Reed, program director, WWDC, Washington.

Syracuse Change
AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes) starting with its Dec. 12 broadcast of "Information Please from WSYR," NBC-Blue outlet in Syracuse, to WOLF, independent in that city. Shift was made to make room for Ballantine's "Three Bird Time" on the Blue when NBC put into effect a 28-day recapture clause included in the American Tobacco contract [BROADCASTING, Nov. 3], calling for the "recapture" of any of the 13 Blue outlets carrying Information Please which is on the basic Red. This is the second such American Tobacco shift necessitated in the Syracuse market. Kay Kyser made the same change-over on Nov. 19 [BROADCASTING, Nov. 24] when a conflict arose with Bayer's American Melody Hour.

Pan American Names Rep.
HOME OWEN GRIFFITH Co., Hollywood, has been appointed Pacific Coast representative of Pan American Broadcasting Co. New York. Latter firm represents KZRM and KZRF, Mauin, P. I., as well as Latin American stations.

SPECIAL SALUTE to W33H, Hartford, on its commercial debut Dec. 15 was extended by W33H, Hartford, pioneer PM outlet with greetings and best wishes as well as a floral tribute.

WHEN YOU SEE THIS

Only then YOU'LL SEE A LOWER COST THAN WTAM'S $ .000073 PER FAMILY

Compare WTAM on two counts: First, divide the 15 minute daytime rate of each Cleveland Station by the number of families each claims in its Primary Area. Don't stop there. Make the second count. Take any Survey . . . and check the actual number of listeners each Station has . . . all day . . . all night . . . all week. WTAM leads. More listeners . . . more regular listeners. The "lowest-cost-per-ear" Station in Cleveland.

That's why WTAM is the first choice of smart network, spot and local time buyers . . . coast to coast.

WTAM
Cleveland-Ohio
50,000 WATTS
N B C Red Network
OWNED AND OPERATED BY NBC

REPRESENTED NATIONALLY BY SPOT SALES OFFICES
IN THE FRONT ROW ON FOREIGN

...United Press Correspondents

Wherever and whenever news breaks abroad, United Press reporters are there to cover it. They follow troops into the field, go with fleets into battle. They file dispatches from cities ablaze from bombs and shellfire. They talk with the man under arms, the man in the street, the man in power. They report at first hand, as the pictures on these pages show, the happenings and the viewpoints of nations of first news interest.

This close-up reporting of world-wide events by United Press is a noteworthy factor in its achievement of “the world’s best coverage of the world’s biggest news.”

UNITED PRESS
Henry T. Gorrell, left, in the turret of a British tank near the front lines in Iran.

While their car is being camouflage Wallace Carroll, in tin hat, look over map with army guides conducting him to the Russian front.

To Virgil Pinkley, a camouflaged British soldier at Singapore demonstrates his American-made sub-machine gun.

Frederick Oechsner visits the German war front as army experts examine a captured enemy tank.

At the temporary American embassy at Kuibyshev, Henry Shapiro, left, discusses war moves with Ambassador Steinhardt.
"Killed in Action"

Radio's Honor Roll for World War II has its first known tragic inscription.

"Ensign Thomas A. McClelland, 37, USNR, killed in action, Pearl Harbor, Hawaii, Dec. 7." Tom McClelland was chief engineer of KLG, Denver. Several months ago he was called to active duty. His orders carried him to Hawaii. He fell one of the victims to the infamous Jap attack. Next of kin, his wife and two daughters, have been notified.

The circumstances under which Tom McClelland met his death are not yet known. There may have been others in radio who were victims of the same treacherous assault. Tom McClelland gave his life for his country. He is radio's first known war hero.

Tom's supreme sacrifice brings home to all in radio the horror of war. His colleagues and all others in the craft extend to his family deepest sympathies and the solace that he died honorably and heroically for his country.

Radio 'Thumbs Up'

A FORTNIGHT of war has had a sobering influence on radio. All elements—the public, the advertiser, the agency and the broadcaster—have learned things haven't and won't go to pot overnight.

It's too early even now to do any long-range predicting. West Coast radio temporarily has been hit by enforced nocturnal silence. But by the same token, daytime hours have never been more valuable, and listening has eclipsed all previous records. American ingenuity, which invented radio, will find means of licking the radio blackout just as the British, with a far less complicated broadcast structure, have succeeded in maintaining operations even during air raids.

The business outlook is uncertain, perhaps, in the retail end. National business, both network and spot, is likely to continue its upward trend because brand names must be perpetuated for the post-war economy. And even in the retail field, as long as goods can be procured, people will buy. There's more money in circulation now than ever before.

In retrospect, the last two weeks have been among the greatest in radio's eventful history. If ever a doubt existed about radio's necessity, it was dispelled forever by the events since Pearl Harbor.

By the same token, lessons were learned. It isn't necessary to break into the middle of a high C to "scoop" the competitive station on a news bulletin. And it's bad radio for an announcer to dash through a news period all choked up with emotion. Regular news periods and straightaway restraint are adequate, desirable and in the radio tradition.

Another development, which can be attributed to promotional enterprise and zeal rather than other considerations, has been the publicizing by stations of their selection as "key" outlets in connection with Army Interceptor Command operations in their areas. Some complaints have been heard that stations have taken "competitive advantages" by circulating their "key station" selection.

The facts are that stations in every instance were not selected as "keys" because they had the best facilities in the area, but that such factors as availability of power supply and auxiliary equipment were prime considerations.

We're all in this war to win. We feel confident there will be no backbiting and drag-out competitive conflicts.

Let's keep it "thumbs up" for the duration!

War Censorship

CENSORSHIP always has been anathema to the American press. Radio has inherited this principle and has defended freedom of expression in print and on the air as zealously as its contemporary medium.

War has made censorship necessary. The President proposes a combination of "mandatory and voluntary action." Basically, it will be censorship at the source" as in military information is concerned. That suprises no one; it's been evident since the Japs plunged the Pearl Harbor stiletto on Dec. 7.

Precisely what restraints will be placed upon radio remain to be seen. There are many ways in which radio inadvertently might be used by an unscrupulous adversary. Such simple devices as "request" musical selections, birthday greetings on musical clocks, and ad lib man-on-the-street interviews come to mind as possible vehicles for transmission of intelligence.

No one properly can take issue with this censorship decree. We are faced by a ruthless enemy. He has used the fifth column with greater effect than his mechanized battalions.

Radio can perform its function of keeping the public informed, and of maintaining morale without certain types of programming that might be used by wily espionage agents.

Selection by the President of Byron Price as director of censorship is a wise choice. One of the nation's top-flight editors, "Fx", as he is known to AP men throughout the world, knows news from every angle. He was White House, State Department and Capitol correspondent for the AP before he became Washington Bureau news editor in 1922. He served abroad in the Army in 1917-19. He served as Washington Bureau chief of the AP from 1927 to 1937, and became executive news editor of the entire AP report in 1937.

Mr. Price will have an inter-departmental advisory committee. Lowell Mellett, assistant to the President, and executive director of Office of Government Reports will be one of its members. He has shown an awareness and an appreciation of radio during his Government tenure that is certain to be reflected in the new agency's work. Moreover, Presidential Secretary Steve Early himself, a former colleague of Byron Price, is known to the AP as familiar as any official with the workings of radio and in an advisory way and can be expected to contribute in wholesome fashion during the formative stages of the war censorship organization.

In establishing his new organization, Mr. Price will have a separate branch devoted to broadcasting. It is hoped he will select men familiar with the peculiar requirements of radio, most intimate of the news media, in staffing his radio branch. Events of the last fortnight have demonstrated that the public is most sensitive about its radio and that undue interference can undermine morale with startling speed.

Dr. Frank Conrad

FOR more than a half century Dr. Frank Conrad served Westinghouse, and the nation as well, in his countless experiments with radio and other electrical equipment.

Now Dr. Conrad, who died Dec. 10, is receiving the tributes of an entire world whose course he was so instrumental in shaping through pioneering exploits in the field of radio. Impressive praise was paid to his memory during a memorial broadcast by his own KDKA, which he built in 1920 from a bread board into a great medium for the transmittal of thought and entertainment.

Among those who honored the Father of Broadcasting were Dr. Samuel Harden Church, president of Carnegie Institute, and David Sarnoff, head of the ABC, whose early support from the station of his creation came recognition of a list of achievements few men have equaled.

As long as there are men who enjoy the convenience and luxury of electrical devices there will be symbols of tribute to a scientist who started in a great industrial plant as a bench hand and rose to world-wide fame.

The Father of Broadcasting has passed on. But the fruits of his labors are here, there, everywhere in every broadcast station in the land and in the world. Tragically, he was not permitted to watch broadcasting take its place as one of the main weapons by which forces of tyranny will be overcome by a free people blessed with a free radio.
JAMES R. CURTIS, president of KFRO, Longview, Tex., has taken ex-
aminations for a radio telephone first class license to give him
in the station should occasion arise. Curt-
ins holds a license to practice be-
fore the FCC.

C. MERWIN DOBNS, president and
general manager of KGER, Long-
Beach, Calif., continuing his annual pror-
beauties, has distributed more than $100,000 in cash and balance in
Defense Bonds.

ALBERT A. GROBE, former
manager of the New York Broadcasting
System of which WINS was key station, and
radio director of Mayor LaGuardia’s
recent campaign for re-election, has
joined WOR, New York, as night
manager and newscaster. Mr. Grobe
will handle station operations during
evening hours.

PAUL M. KANE, former
salesman of WPEN and WIP, Philadelphia,
who had offered last summer, was
promoted to corporal at the Edgewood,
Md., chemical warfare station.

ED HEATON, formerly manager of
KDKA, Pittsburgh, who was
Showgirl, former agency man, has
joined the sales staff of KCKN, Kan-
sas City.

THOMAS F. SCHULZ has been
transferred from the Chicago Trans-
radio bureau to St. Louis as manager of the station. Mr. Schuld
was formerly program
director of WNEW, in New York.

JOHN MCLOY, general manager of
WKAT, Miami Beach, is the father of
a girl born Dec. 4.

BOB ROBERTS, secretary of the
Cedar Rapids Jr. Chamber of Com-
cerce, will soon join the WMT sales
staff to take over the accounts formerly
handled by John Palmer who was
recently called to duty at Fort Knox,
Ky.

RUTH WOOD, assistant director of the
Consumer Foundation, WIL, Cincinnati,
will become a
dietician in the Army hospital, Fort
Custer, Mich.

HARMON W. BURNS Jr., formerly
associate director of the WOC Radio
Gallery, has been commissioned
as a second lieutenant in the Navy and is now in
duty.

WCCO Names Sheehan
As Assistant Manager

AL SHEEHAN, operations direc-
tor of WCCO, Minneapolis, since
has been named assistant
manager of the station in charge of all program and produc-
tion. It was announced last Monday by Earl H. Gammans,
WCCO general manager. Before
returning to broadcasting proper, Mr. Sheehan had been
manager of the WCCO Artists Bureau since 1935.
The bureau became an independent office in 1936.

Mr. Sheehan joined WCCO in 1928 as announcer, going with the Argonaut, when that station
began regular operations. In his new position he will supervise every-
thing that goes on the air locally, all
assignments of announcers to
the traffic department, all music clearance, trans-
scriptions, copy, announcers’ as-
signments, sales, press, production personnel and general assignments. Mrs. Hayle C. Cava-
lor, former production
manager, will assume new
functions as director of special events, under direction of Mr. Sheehan’s office.

1921. Then he was State Depart-
ment correspondent; head of the
special staff which covered the
Washington Arms conference in
1921 and 1922; and a member of
the staff which covered the London
Arms Conference in 1930. He helped
cover 11 national political conven-
tions, and along with the AP’s convention staffs in 1928, 1932, and 1936.

In 1922 Price became news editor of the Argonaut, where he remained until
becoming a vice-president of the C. & O. Railroad, Mr. Price became Washington bureau
chief. While serving in that capacity, with the largest staff of
reporters in Washington under him, he found time to write three col-
sions which have been numbered inter-
pretive stories.

Those who have worked under him say they’ve never seen him
ruffled even in the most exciting
moments of news handling. And
they’ve never seen him display any
outbreak of temper or prima-donna-
nism.

Mrs. Price is the former Priscilla
Alden, of Washington. They
were married in 1920. Mr. Price is a
member of the American Legion.
Phi Beta Kappa, Phi Delta Theta,
Tau Kappa Alpha, and Pi Delta
Epislon. He is a member of the
National Press Club, Overseas
Correspondents Club, half a
year served as president of the latter in
1938.
In the heart of our hearts, the blessings which have been ours during the year 1941, it is our hope that, during 1942, together, we can help to bring back Peace on Earth, Good Will toward Men.
EMPLOYEES OF CBS GIVE PAY BOOTS

EFFECTIVE Jan. 4, 1942, CBS will grant salary increases ranging from $104 to $221 annually to employes earning up to $75 a week, it was announced Dec. 15 by William S. Paley, CBS president. The blanket salary increase is designed to help meet the rising cost of living for employes in the moderate earning level, it was explained.

Exceptions to the general raise are made for CBS personnel whose salaries have been adjusted since Oct. 1 and those paid on a union wage scale.

Under the approved formula, all covered salary up to and including $30 weekly is to be increased 10%; between $30 and $40, 7½%; between $40 and $50, 5%; i.e., a person with a present salary of $75 weekly, who is not in one of the two excluded categories, will receive an increase of $3 on the first $30 of salary, 7½ cents on the next $10 and 5 cents on the next $10, a total weekly increase of $4.25 and an annual increase of $225. The increases affect 980 employes, out of a total of more than 2,000.

Explaining why the network is retaining existing arrangements for unionized employes, Mr. Paley commented: “Because of past, current and future operation of automatic pay increases, or mechanisms of adjustment or re-negotiation in existing arrangements with unions, it has seemed wise and fair to allow our relations with unionized employes to remain within the existing framework of such relations.”

Gift of 10,000 Shares Of CBS Stock by Paley

WILLIAM S. PALEY, president of CBS, on Oct. 31 made a gift to an unnamed recipient of 10,000 shares of CBS Class B common stock. It was reported last Tuesday by the Securities & Exchange Commission in a supplement to its monthly summary of transactions by company officials.

According to the SEC report, Mr. Paley’s CBS holdings of Class B common stock were reduced to 244,366 shares, in addition he held directly 530 shares and indirectly, through a holding company, 87,984 shares of Class A common stock of CBS.

Power of Radio

SOME ADVERTISERS have satisfied themselves as to the pulling values of their programs by seeking pantries and drug cabinets of people who had been listening in over a stated period, William H. Quillin, radio director of Cockfield Brown & Co. Toronto, told a recent meeting of the Toronto Sales Research Club. There are over 1,780,000 radio homes in the Dominion, he stated, and on at least one occasion fully half of them were tuned in to one broadcast, surveys had shown. Surveys show that people who hear about a product through broadcast programs invariably buy more than families who had not heard of the product by radio, he said.

NANCY HUDSON

ADD beautiful brunette looks to a degree from Duke U with honors in English, member of Phi Beta Kappa, president of Chi Delta Phi, honorary literary society, associate editor of The Duke, college magazine and you have Nancy Hudson, director of local news and public relations for WBIG, Greensboro, N. C. Receiving her degree from Duke U, Nancy did graduate work in radio writing at Columbia U under Eric Barnow, plus a course in short story writing. This was followed by a year as local column editor for Radio Guide. Coming home to Greensboro, Nancy wrote a series of 26 historical scripts, It's Great to be a Tar heel, radio history of North Carolina. And as her boss proudly points out she has won a fine reputation in WBIG's area as reporter and interviewer.

Paid Broadcast Periods Extended by Dominion

THE CANADIAN Government has added three more paid network broadcasts and two more spot announcement campaigns to its list of wartime broadcasts. On Dec. 17-18 the Wartime Prices & Trade Board gave quarter-hour network talks in French and English over a total of 61 Canadian stations. On Dec. 18 the Steel Controller of Canada gave a quarter-hour talk for the National Salvage Campaign on 49 Canadian stations.

The National Salvage Campaign Committee has also placed three weekly spot announcements for 24 weeks on practically every station. The Finance Department at Ottawa has placed a special Christmas War Savings Certificate campaign consisting of twice-weekly spot announcements on nearly every Canadian station.

Johns-Mansville News

JOHNS-MANSVILLE Corp., New York, on Dec. 20 starts Elmer Davis and the News on CBS, Monday through Friday, 8:55-9 p.m., taking over the program from Colgate-Palmolive in Jersey City, whose contract expires Dec. 28. J. Walter Thompson Co., New York, is agency.

Mr. Thomas Assigned KXOK Program Post

APPOINTMENT of C. L. (Chet) Thomas, general manager of KFRE, Columbia, Mo., to additional duties as program director of KXOK, St. Louis, was announced last week by John C. Roberts, KXOK general manager. Mr. Thomas will divide his time between the two stations, both of which are owned and operated by the St. Louis Star Times as NBC-Blue outlets.

Mr. Thomas has been with the Star-Times organization for the last five years, as general manager of KFRE. For six years he had served as traffic manager and station activities director of WLW-WSAI, Cincinnati; two years at WINS, New York City, as assistant manager, and one year at KSD, St. Louis, as assistant sales manager.

Holbrook's Post

ART HOLBROOK, new commentator of WIBW, Topeka, will be named coordinator of radio communications in Kansas by the State Council of Defense, according to an announcement by Gov. Payne H. Ratner. Mr. Holbrook's appointment has been recommended by Gov. Ratner and is expected to be made official at the next meeting of the council.
After 7 years, Sears reports: “In every test KRNT has always pulled”

When the candid-camera caught this shot of Eli Shapiro, general manager of Sears, Roebuck & Company's store in Des Moines, he had just made the following report about Sears' experience on the air:

“In seven years of daily advertising on our news program over KRNT, we have made numerous tests to determine the sales-power of our radio messages.

“Usually the tests have been on items not otherwise advertised. And always, whether on large or small items, KRNT has produced excellent results. Naturally we keep on.”

To Mr. Shapiro's report, we see no need to add anything.

DON BELLING, manager of the Los Angeles office of Lord & Thomas, has been elected executive vice-president and director, William J. Fringle, with the agency 14 years, has been named a vice-president.

ALEXANDER GADDESS has resigned as public relations manager of the Pennsylvania Chain Store Council to join Ivey & Billington, Philadelphia agency.

RAY MOUNT ROGERS, formerly with Gerth-Knollin Adv., Los Angeles, on Dec. 8 joined the San Francisco office of Lord & Thomas.

SIDNEY H. WEILER, formerly owner of the Philadelphia agency bearing his name, has retired from the advertising field to become Acting Pennsylvania State Administrator for the sale of defense bonds and stamps.

ROBERT F. ELBICK, formerly district research of Blaisdell & Hummerst, has been named director of research for Ruthrauff & Ryan, Chicago.

CHESTER DUDLEY, account executive of Benton & Bowles, New York, recently married Elizabeth Ann Kendall, of Dobbs Ferry, N. Y.

OSCAR LIEFFERS, BBDO, Hollywood, account executive, has enlisted in the Navy.

FRANK WALSH, 16 years with Foreign Advertising & Service Bureau, Inc., New York, has joined Nelson Cheesman Co., Charleston, S.C., as copy chief. John E. Fontaine has been elected executive vice-president.

IRVING SLOAN, assistant to Jack Loemmer, timebuyer of Lord & Thomas, Chicago, has been commissioned as Ensign in the Ninth Naval Reserve District and reports Dec. 22. He will be assigned to the public relations office.

Perrine Shifted

CHARLES PERRINE, Hollywood manager of Ruthrauff & Ryan, has been transferred to the copy and plan department of the agency's Chicago office, taking over his new duties in January. John H. Weiser, who recently joined the agency as account executive, takes his place.

'March' Drops Repeat

NEGLIGENCE of the weather caused by the Pacific Coast, including test blackouts, air raid alarms, and shutting down of radio stations, as copy of Time, sponsored on NBC-Blue Thursdays, 8:00-9:00 p.m., has discontinued its repeat broadcast to the West Coast at 11:15-12:30 p.m. Since Dec. 11 West Coast listeners have been hearing the original program at 6 p.m. Agency is Young & Rubicam, New York.

Smith to Botsford

HASSEL W. SMITH, partner in Long Adv, Service, San Francisco and San Jose, Cal., has been appointed radio director of Botsford, Constantine & Gardner, to headquartering in Los Angeles, Mr. Smith will divide his time among West Coast offices of the agency.

WSAZ, Huntington, Va., has appointed Howard H. Wilson Co. its national sales representative.

WRIGLEY DONATING HALF-HOUR TO NAVY

Wm. Wrigley Jr. Co., Chicago, in accordance with its plan to make national defense the underlying theme of its radio programs [Broadcasting, Dec. 8], is planning to turn over the half-hour it purchased on CBS, Thursdays at 10:15-11:15 p.m., to the Navy or possibly some other branch of the service with the company offering production facilities. Plans have not been announced although program is scheduled to start Jan. 1.

Dear Mom (Spear mint gum) heard on 65 CBS stations, Sundays at 6:30-7:15, was originally scheduled to shift to the Thursday period, but was discontinued Dec. 6.

Gene Autry's Melody Ranch (Douglasmunt gum) on 6:30-8:30 immediately preceding Dear Mom now occupies the entire 45 minutes from 6:30-7:15 p.m., and includes a 20-minute historical dramatic sketch each week of some phase of the U. S. armed services. Arthur Meyerhoff & Co., Chicago, is the agency on Dear Mom program; J. Walter Thompson Co., Chicago, on Melody Ranch.

BBDO Coast Additions

WITH TAKING over the Standard Oil Co. of California account on Jan. 1, BBDO has reorganized and enlarged its San Francisco staff, headed by L. Hurst, manager. Fred Meyer, vice-president of Dan B. Miner Co., Los Angeles, joins BBDO as media director. C. E. Creamer, formerly of Raymond E. Morgan Co., Hollywood, and Milton Burnham, of Pacific Rural Press, have been appointed field representatives. Transferred from BBDO, Minneapolis office were C. H. Ferguson, account executive in charge of Standard Oil Co. of California advertising, and C. M. Oehler, head of research in the West. Tax Cummings has been made Standard Oil account copy chief having been transferred to West Coast from New York.

Radio for Film

RADIO and other media will be utilized in an advertising campaign being formulated by Donahue & Coe, New York, for the Arnold Productions film "Shanghai Gesture" to be released through United Artists.

"She's one of a figure of 818,340 in WFDF Flint Michigan's half millivolt contour."

KSO KRON

BROADCASTING • Broadcast Advertising

Page 36 • December 22, 1941
Bannerman Foresees Institutional Copy, Sales Effort Offsetting Price Ceilings

SOME cancellations in broadcast advertising in the early part of 1942 due to price ceiling regulations which went into effect in Canada Dec. 1, more sales aggressiveness and ingenuity on the part of station operators, and more institutional broadcasting are seen by Glen Bannerman, president and general manager of the Canadian Assn. of Broadcasters as developments in the forthcoming year.

New Products to Appear

"There undoubtedly will be a decline in advertising revenue from manufacturers of heavy goods or durable goods," states Mr. Bannerman. "Some of this may be taken up through these manufacturers using institutional appeal to keep their name and trademarks before the public."

"I believe, and it is only a personal point of view, that there will be expanding opportunities for more broadcast revenue from food, drugs and ordinary household requirements. New products will come on the market to replace products curtailed by reason of lack of necessary raw materials."

"Undoubtedly, the price ceiling regulations will cause some hesitation and some cancellations in the first month or two of 1942. "So far as I can see, if I were a station operator, I would redouble my efforts to increase local business and the service that the station could render to the local community."

"One thing is certain—sales managers and salesmen for the member stations are going to have to plan more thoroughly to secure the same results as they have enjoyed in 1941."

Light Touch Urged In Daily Business

Danzig Advises Radio Editors To Retain Human Viewpoint

RADIO publicity in time of war and the need for preserving the light touch are discussed by Jerry Danzig, publicity director of WOR, New York, in a letter to radio editors, last week.

"Our reaction to the war at first was a fervid conviction that we would never again want to write about the discovery of the millionth egg sold at auction in New Jersey or what one of our favorite news commentators' little boy said to his daddy at the breakfast table," he wrote. "That was our first reaction.

Perspective Regained

"Since those first hectic hours a week ago, we have had an opportunity to do some thinking and to regain our perspective."

"Our first obligation is to bring you all the news of WOR and Mutual's broadcasting activities in relation to the war. This is an obligation, to write you not only bald statements of actions and policies, but where possible to interpret them without idle conjecture or speculation. We pledge ourselves to do this."

"But somehow there still seems to be a need for millionth eggs if we are to keep our national balance and above all our sense of humor. Out of the millions of words of news that have come from England, outstanding have been the sometimes humorous, sometimes pathetic little feature stories of the average man. They're sidelong, of course. Human interest stories, some slight, some wistful, some healthy bellylaughs. But we think they're part of our everyday living, and so we want to keep sending you.

Game First!

QUEER, these Americans! The telephone room of WOR, New York, which normally receives about 15 calls per minute, reported only five calls during President Roosevelt's brief war declaration on Monday. Two were wrong numbers. On the other hand, ten people called in to protest the station's interruption of the Dodgers-Giants professional football game Sunday afternoon with bulletins on the Japanese bombings.

Lorillard News

P. LORILLARD Co., New York (Beech-Nut cigarettes), currently sponsoring the weekly half-hour Don't Be Personal on 6 NBC-Paci fic Red stations, Friday, 8:30-9 p.m. (PST), replaces that feature Jan. 2 with a dramatization of stories behind the news, utilizing the same stations and network time. Titled King Size Weekly, format will follow that of a weekly news magazine. John B. Hughes is news analyst and narrator on dramatized portions of the program. Leith Stevens' orchestra will supply atmospheric background. Sam Pierce, West Coast manager of Lennen & Mitchell, will produce as well as announce, and collaborate with Paul Franklin, script writer. Firm has sponsored Don't Be Personal on West Coast networks for the past 65 weeks.

Raymond Gram Swing, MBS news analyst, due to present crisis, will forego his regular vacation, scheduled for the three weeks following his Christmas eve broadcast, and remain on the job "for as long a time as the situation warrants." Plan has been for John Gunther to substitute on Swing's schedule Monday through Thursday broadcasts, 10-10:15 p.m.

these stories, striving to retain our integrity in sending you feature material that is both honest and usable along with news of radio's war coverage."

Kraft's New Lineup

KRAFT CHEESE Co., Chicago (cheese), through J. Walter Thompson Co., Hollywood, has signed Victor Borge, Danish comedian, to a five-year contract for weekly appearances on the NBC Kraft Music Hall. Bing Crosby continues to be featured along with Jerry Lester, comedian, Kraft Choral Society, Kraft Music Maids and John Scott Trotter's orchestra. Mary Martin, film actress and singer, joins the program Jan. 1 as a permanent feature, replacing Connie Boswell. Borge is a protege of Harry Maidlish, manager of KFWE, Hollywood.

"WDAY MAKES EASY SLEDDING FOR SALESMEN IN THE RED RIVER VALLEY! LET US PROVE IT!"

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WDAY FARGO, N.D. 5000 WATTS - NBC
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, NAT'L REPRESENTATIVES

BROADCASTING • Broadcast Advertising December 22, 1941 • Page 37
When you buy WCAE you get...

TIME PLUS

A COMPLETE, PRACTICAL
MERCHANDISING SERVICE

RETAIL STORE DISPLAY
Permanent stands in 130 retail outlets for use of WCAE advertisers. Exclusive display—minimum of 2 weeks.

PERSONAL CALLS ON DEALERS
Anything from a one-day survey to a full week of intensive merchandising among retailers and wholesalers.

STEADY NEWSPAPER PROMOTION
30 inch advertisement, or larger, daily and Sunday promoting WCAE programs and sponsors.

Out of these and many other special services available (22 in all) a full-fledged merchandising program can be arranged and executed.

The KATZ Agency · National Representatives
New York Chicago Detroit Atlanta Kansas City San Francisco Dallas

WCAE PITTSBURGH, PA.
5000 Watts · 1250 K.C.

MUTUAL BROADCASTING SYSTEM

WISN MILWAUKEE
5000 WATTS
DAY & NIGHT
COLUMBIA

INTERNATIONAL RADIO SALES - REPRESENTATIVES

BROADCASTING · Broadcast Advertising
NAB Outlines Procedure for Obtaining Deferment From Service for Technicians

WITH radio technicians at a premium, particularly as replacements for station engineers entering active military service, the NAB last week recommended a procedure for dealing with selective service officials to secure deferments in necessary cases and indicated it was continuing its efforts to promote training courses for technicians in schools all over the country.

The following procedure is recommended by NAB to stations whose technicians are to be inducted through selective service—providing it is impossible to replace them immediately:

The initial request for temporary deferment must be made to the local selective service board. All facts relating to the station's difficulty or inability to replace the registrant with a qualified technician should be set forth in writing pointing out specifically the importance to national defense of keeping the station on the air.

Specific Data

The document should show the duties of the technician in question, the duties of other technicians employed, and, if it is a fact, the fact that the work of the technician cannot be performed by others already employed. All facts developed by investigation or otherwise as to the inability to replace the registrant should be set forth, and should deal with the immediate situation, not generalities.

If the local draft board refuses deferment, appeal then may be taken to the local board of appeals. If the board of appeals also refuses deferment, consideration of the case may be requested of the State selective service director, through the occupational advisor for the State. If deferment is refused, and the situation remains serious, stations are asked to notify NAB headquarters in Washington, giving the full name and address of the technician, documented facts, procedure that has been followed to date and the complete history of the case.

NAB then will request Selective Service Headquarters in Washington to make an immediate investigation of the case. Selective Service Headquarters has asked that requests for such investigation be clear through NAB in Washington.

Although it was pointed out by NAB that the exact number of trained radio technicians desired by the armed forces is a military secret, the Army still has urgent need for such expert personnel. Both the Army and Navy have requested NAB to promote the establishment of technical radio courses in schools and colleges throughout the country and plans for expediting the institution of these courses were discussed by the NAB national defense committee last Wednesday and Thursday, with A. J. Fletcher, of WRAL, Raleigh, N. C., appointed to head a special subcommittee.

In a Dec. 15 letter to Arthur Stringer, secretary of the committee, Lieut. Col. Henry L. P. King, Officer in Charge of the Military Personnel Division of the Office of the Chief Signal Officer, declared: "The NAB is urged to instigate and promote the institution of fundamental signal communication training courses at schools and colleges throughout the United States; that is, fundamental courses in the installation, operation, and maintenance of radio equipment. You are authorized to assure the educators who will be in charge of such courses that the need of the Army for such men is urgent.

MOViNg to provide complete facilities for broadcast, such as those enjoyed by the press, the Radio Branch of the Bureau of Public Relations of the War Department last Thursday night inaugurated a "radio room" in the Munitions Bldg. in Washington. Now in temporary quarters in the radio branch's offices, it is planned to construct soundproof booths where networks and independent stations can originate first-hand news broadcasts.

Designed for standby service, the War Department plans to staff the radio room to operate at least until midnight and perhaps around the clock on a 24-hour basis. The three national networks first used the facilities Thursday night.

The Radio Branch also announced last Friday that stations desiring to send commentators to operation bases first must secure credentials for such personnel, through the War Department in Washington rather than locally.

M & M Drops Plans

M & M CANDY Co., Newark, which had been contemplating a network show early next year [Broadcasting, Dec. 1], due to the war, has changed its plans and will not go on with its proposed radio expansion for the present. Lord & Thomas, New York, handles the account.

Another Branch for Branham!

MEMPHIS

SIDNEY NICHOLS, for the past ten years with The Memphis Commercial Appeal, in charge

There's a Branham-man within a few minutes to a few hours of every important advertising contact.

THE BRANHAM COMPANY

CHICAGO NEW YORK

Detroit - Dallas - Atlanta - Charlotte - St. Louis - Memphis

Kansas City - San Francisco - Los Angeles - Seattle

"AMERICA CALLING," composition written by Meredith Willson, Hollywood musical director of the NBC Coffee Time sponsored by General Foods Corp. (Maxwell House coffee), is being released through the educational division of Irving Berlin Inc., music publishers.
Many Programs With Christmas Theme Are Slated for Holidays by Networks

DESPITE the war emergency the networks have again planned their annual contribution to listeners featuring Christmas music, choral programs, dramatizations of famous Yuletide stories, and coverage of holiday celebrations throughout the country.

Highlights of MBS' Yuletide coverage include the Christmas Eve message to the world by Pope Pius XII; President Roosevelt lighting the National Community Christmas Tree from the grounds of the White House; Midnight Mass from St. Patrick's Cathedral, New York; Dickens' "Christmas Carol" from Hollywood Dec. 23, and a special feature Christmas in Railroad Stations, with pickups from New York's Grand Central, Cincinnati's Union Terminal, and Connecticut's New Haven station the day before Christmas.

CBS Caravan

Throughout the week Mutual has scheduled programs of carols by noted choirs in different parts of America, and on Dec. 25 will broadcast Army shows from camps in cooperation with the War Dept. WOR, Mutual's New York affiliate, last week gave its 123rd Annual Children's Christmas Party for children, nurses and nephews of WOR employees.

Columbia's 1941 "Christmas Caravan," third in the series, stresses choral music, including the annual broadcast of Handel's "Messiah."

Recently, a Fairchild owner had occasion to make a recording in Cleveland and to play it back in N. Y. on other Fairchild equipment. The recording was made in 359 seconds. The playback was made in precisely 359 seconds. Broadcast stations have learned to depend on this split second performance of Fairchild reproducing equipment. Write for free descriptive literature.

CONSTITUTING the largest business transaction handled by WERC, Cincinnati, contracts were signed last week with the W. T. Wagner Sons Co., makers of soft drinks and drink mixers and the Burger Brewing Co., for sponsorship of the 1942 play-by-play accounts of the Cincinnati Reds baseball games. Registering smiles are left (seated) J. V. Koons, vice-president, and William Huston, president of the Burger Brewing Co. Standing (1 to r) H. E. Fast, WERC sales manager; U. A. Latham, WERC sales staff; and Hubert Tuit Jr., WERC general manager. Waite Hoyt, ex-Yankee star, now sportscaster, will do the play-by-play assisted by Dick Neshbitt.

Sealtest program by Rudy Valle.

On NBC's television station WNBT, a Christmas Eve dramatization of "The Adventures of Maxie Peto" will be telecast and on Christmas Day, three special programs will be presented, including the fairy tale "Hansel and Gretel," an animal film and a Christmas Varieties show. NBC Theesaurus is sending its subscribers for use during Christmas week a half-hour script with music adapted from the famous editorial presented annually in the New York Sun, titled "Yes, There Is A Santa Claus."

WHN, New York, will present an exclusive broadcast Christmas Eve from St. Bartholomew's Church featuring a full hour of carols by the choir.

WBLY, New York, on Dec. 11 began a 30-day program test period on 1,000 watts daytime and 340 watts night under authorization of the FCC. From sign-on at 7 a.m. to sunset, the station's output, which covers on 300 watts day and night, will test under its increased daytime power.

EMPLOYEES of WGH, Newport News, Va., were voted a 225 defense bond as a Christmas bonus at a recent meeting of the board. Some 25 station employees are affected.
NEW MUSIC program series, Chicago Symphony on Monday, Wednesday and Friday, and Music in Chicago on Tuesday and Thursday, has replaced the Chicago Opera program on WHIP, Hammond, Ind. New series will also be directed by Mark Love, station's artistic director and soloist with Chicago Opera and Symphony Orchestra and will consist of selections by well-known musicians and interviews with members of the Symphony Orchestra and with prominent local music patrons.

Latin Lore
LATIN AMERICAN legends, typical of the rich traditional background of the Spanish-speaking peoples south of the Rio Grande, are presented in a new series which started recently on WREA, NBC’s international shortwave station. Alvaro Gonzales, staff member of the Spanish section of NBC’s International Division, reads the legends in Spanish. Each presentation is dedicated to one of the Spanish-speaking Latin-American Republics.

Distaff Defense Show
WWWS, Pittsburgh, on Dec. 15 started a 15-minute, six-day weekly, *Women In Defense* program, a center of information for women who are interested in defense work and clearing house for special news and publicity released by National Defense agencies. Coordinator of the program is Mrs. Bett Anderson, formerly secretary to Senators L. D. Tyson and C. W. Waterman and also editorial writer and columnist for the *Washington Post*.

Their Boys Are Serving
SWITCHING from a variety interview program from the homes of Cincinnati residents, Jerry Bichler’s *Neighbors*, heard Tuesdays, Thursdays and Saturdays at 8:30 p.m. on WCKY, Cincinnati, is now combined, effective Dec. 16, to visits at homes of families having boys in the service. Program is designed to give listeners a picture of the people behind the boys who are serving in the Army, Navy and Marine Corps.

How to Serve
TO ASSIST citizens to decide for themselves where their services can be put to best use, *United We Stand* has been inaugurated at WEEL, Boston, heard Monday through Friday 4:30-4:45 p.m. On each broadcast, Jay Weidley and Fred Garrigas interview a member of the armed forces to get first hand information on what civilians can do for defense in New England.

Ski Staff
WINTER sports enthusiasts get information on weather conditions, instructions on how to ski, and hear experts voice their opinions on the sport on *Let’s Go Skiing* to start on WHN, New York, Dec. 24. Heard every Wednesday, 7:45-8 p.m., program is sponsored by the Manufacturers Trust Co., New York, through Huber Hoge & Sons, that city.

Taught by Ear
MUSIC EDUCATION by auditory rather than visual training is the aim of a weekly series of half-hour broadcasts to start on Oregon's School of the Air on KOAC, Eugene, Ore., next semester.

Defence Plugs
NICELY BLOOMED, *Thumbs Up, America!*, ten minutes of singing and announcements on the Army, Navy, Marine Corps, Defense Bonds and stamps, Maritime Commission, etc., went on the air from WFFA-WBAP, Dallas-Fort Worth, Dec. 2 at 11-12:55 p.m. (CST), to be heard Tuesdays, Thursdays and Saturdays. A like period at the same hour was also inaugurated over KGKO, Fort Worth, for Mondays, Wednesdays and Fridays. Program was designed to take care of the accumulation of defense material. Service spot announcements such as Red Cross, Community Chest, Christmas Seals and others continue to be scheduled by the traffic department through the log.
## THE Business of BROADCASTING

### STATION ACCOUNTS

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### Revised Rate Card Announced by Red Network

The revised rate card for the Red Network includes a new rate for the 130 stations it covers, including KDKA, WBAL, and WDVE. The new rate reflects increased demand for radio advertising in major markets.

### Red Cross Special

BRISTOL-MYERS Co., New York, on December 19, 1941, announced a special rate for the Red Cross broadcast. The rate was set at 15,000 per hour for all 102 stations covered, including NBC, CBS, and ABC.

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*Ad*
AXIS GOT THE KIDS
Serial Characters Wound Up
Just Before Attack

ON FRIDAY, Dec. 5, Gordon Alderman, program director of WAGE, Syracuse, concluded a 13-week original serial, Jungle Drums. Locale of the show was an uncharted isle in the South Pacific, on which the story's two characters, Ron and Red, were shipwrecked. The show got to be too much of a job for Alderman, who not only wrote but directed it, so he decided to conclude it just as Ron and Red discovered the island was a secret base for the Nazis and Japs.

All last week, following the Dec. 7 Jap attack, the station has been deluged with calls wanting to know whether Ron and Red were killed by the Japs in their attacks in the Pacific. Through a quirk of fate he had worked his plot to a climax that paralleled the Jap attack in the area. Now he doesn't know what to do. The phone just continues to ring, and kids of Central New York demand to know whether the program is off the air because Ron and Red were killed.

WITH EMERSON Drug Co., Baltimore (Bromo Seltzer), through Ruthrauff & Ryan, New York, on Jan. 10 starting Ellery Queen, detective series, on about 60 NBC-Red stations, Saturday, 7:30-8 p.m. (EST), tie-in promotion is being planned by Columbia Pictures Corp. for its film, "A Close Call for Ellery Queen," which goes into national release 20 days later.

SPOTCASTING BUILDS MORE SALES...AT LOWER COST!

More money for the HOT SPOTS
Nothing wasted on the DEAD SPOTS
Special attention to the TOUGH SPOTS

JOHN BLAIR & COMPANY
NATIONAL STATION REPRESENTATIVES

KMOX
THE VOICE OF ST. LOUIS • CBS

SIXTEEN YEARS AGO—ON CHRISTMAS EVE—KMOX BEGAN BROADCASTING FOR THE VERY FIRST TIME.

Sixteen years ago—on Christmas Eve—KMOX began broadcasting for the very first time.

That week, a St. Louis newspaper reported, "The announcement of station KMOX coming on the air has had an electrical effect on the radio market. Christmas radio set sales are breaking all records." Another paper predicted, "wonderful entertainment is in store for us, especially with the great programs of The Voice of St. Louis."

We have all come a long way in radio since then. Today, almost everyone in the St. Louis market owns a radio. As for that prophecy of "wonderful entertainment," today, most St. Louis radio sets are tuned to KMOX most of the time!

On our sixteenth birthday, we thank the nation's advertisers who have made possible this great growth of KMOX. We know the best way to show our appreciation is to make our seventeenth year the greatest yet. It's going to be!
FM Success Story
GEORGE HARVEY, salesman of WGN, Chicago, has undisputed evidence there were two attentive listeners to a spot announcement on WSGC, FM adjunct of WGN. Father of a baby girl last week, he installed an FM set in his wife’s hospital room, then bought a 30-word station break announcement on the FM station at card rate ($5) to herald the event.

New Mackay Service
RADIOTELEGRAPH service between New York and Honolulu direct and between New York and Manila direct to supplement its regular service to these points via San Francisco was established last week by Mackay Radio & Telegraph Co. after permission for the operations was granted Dec. 15 by the FCC. Admiral Luke McNamee, Mackay president, stated that these direct channels have been established in order to provide uninterrupted service to the Island possessions during blackout periods at San Francisco when the radio stations are inoperative. The company was also given permission to operate radiotelegraph service between New York and Moscow.

Canada Curtailed
PRODUCTION of radio receivers in Canada for next January has been cut to 60% of the January 1940 production, according to an announcement Dec. 15 by Munition Minister Howe. The cut was made to conserve materials and labor for war effort and will not affect radio equipment being made for the Canadian government. It is expected that this will bring production down 10,000 sets per month. Last October radio production was curtailed for domestic use by 25% of the 1940 figures.

Tower Starts Its Slide to New Location

TOWER MOVED 30 FEET INTACT
WMBG Does Job Itself When Nobody Can Be Found to Undertake Novel Task

THE ONLY way out was to do the job themselves, officials of WMBG, Richmond, Va., discovered when nobody would contract to move one of the 215-foot Lehigh self-supporting towers some 30 feet to provide a new directional pattern.

Since it was necessary to avoid disrupting the pattern or creating interference, the tower had to be moved intact and kept grounded in the process.

First step was to install new foundations. Eight anchors were installed and guy cables were broken with strain insulators. Two levels were attached to the tower and a transit set up to assure vertical position. Two pieces of 10-inch channel iron were bolted to the tower legs about three feet from the ground and extending out two feet past tower legs.

A chain fall was attached between the skids. As it pulled the tower, guys were adjusted by blocks and falls so it remained vertical. Insulators were installed in one leg at a time when the tower reached its destination, guys were removed and once again it was self-supporting.

Ultra-High Wave Tube
Put on Market by GE
NEW TRANSMITTING tube especially suitable for operation as an ultra-high-frequency power amplifier has been announced by the Radio & Television Department of General Electric Co., Schenectady. Designated GL 6010-B, the tube has a coated cathode heated by electron bombardment from an auxiliary filament. Anode and cathode are fitted with coolers for forced-air cooling.

Parallel plane electrodes of the tube are closely spaced to facilitate neutralization with grid plate capacitance. Grid-cathode capacitance of 23 micro-microfarads and low lead inductance provided by disk-like terminals. When used as a class C radio-frequency amplifier, the tube has a maximum c.e. plate voltage of 1350. Maximum plate current is 150 milliamperes; maximum plate input is 100 watts and maximum plate dissipation is 50 watts. The tube has an amplification factor of 30.

EDUCATION AWARDS OFFERED BY KIRO
PROPOSED awards for outstanding contributions to education and public service in radio were announced last week by KIRO, Seattle, with the approval of the suggestion of Saul Haas, KIRO vice-president, for the creation of the "KIRO Educational Radio Award" with prizes totaling $500.

The proposal of the awards was first made to Major Harold Kent, Bureau of Public Relations, U. S. War Department, head of the School Broadcast Conference held in Chicago Dec. 4 who conveyed the information to the conferences.

Seven cash awards will be made under the plan approved by executors of the station, ranging from $150 first prize to five prizes of $50 each. Honorable mention citations will be given to other outstanding contributions. Details for dissemination of information and execution of awards are being planned under a committee headed by Parker Wheatley, director of radio activities for Northwestern U. Competition is open to anyone interested in education or public service as a radio function.

Messages of patriotic appreciation for the gesture have been received by KIRO from Dr. Keith Thorp, superintendent of Evaluation of School Broadcasts Committee, Ohio State U.; Dr. Alpheus Smith, Columbia U.; Dr. Lyman Bryson, professor of education at Teachers’ College, Columbia U.; Sterling Fisher, CBS director of education; and Parker Wheatley of Northwestern U.

63.3% Heard FDR
PRESIDENT ROOSEVELT and the Bill of Rights program "We Hold These Truths", broadcast Dec. 16 on all major networks 10-11 p.m., were heard by 63.3% of radio set-owners interviewed at home, according to a statement issued last week by the Cooperative Analysis of Broadcasting, which announced the rating established in all-time high for programs using a regular radio technique. Audience for the President was his fourth largest to be recorded by the CAB.

Britain Dec. 25 Pickups
ANNUAL message to Great Britain by His Majesty King George VI will be broadcast Christmas Day on Mutual and XHC 9-11 p.m. from London. Immediately preceding, a full-hour broadcast titled "Absent Friends," with pickups from all parts of the British Empire, will be heard on XMC from 8 to 9 p.m., through the facilities of the BBC.

FM’s Pioneer Manufacturer

FM’s PIONEER MANUFACTURER

NEWS! NEWS! NEWS!
The REL DL line of FM transmitters employs the NEW Armstrong phase shift modulator.

The advantages of this latest Armstrong development.

RADIO ENGINEERING LABS., INC.
Long Island City, N.Y.

BROADCASTING • Broadcast Advertising
Canada Copyright Fees Frozen by Agreement

BECAUSE of price ceiling regulations which came into effect in Canada Dec. 1, the Canadian Assn. of Broadcasters announces an agreement has been reached by the CAB, the Canadian Performing Rights Society, and BMI Canada, to freeze the present rate of 1 cent for BMI and 8 cents for CPRS on every receiver licensed at March 31, 1941, as a basis for paying 1942 copyright fees.

The Copyright Appeal Board was scheduled to meet at Ottawa Dec. 15 to hear the appeals for the tariff recently filed (Broadcasting Nov. 24) but in view of the agreement this meeting was merely a formality. CPRS has filed for 14 cents per set, BMI Canada for one-third of whatever fee the Appeal Board might set, and the CAB had filed objections to anything over 8 cents per licensed receiver.

The rate set for 1942 by agreement due to price ceiling regulations allows both CPRS and BMI a year to study developments under the new agreements in the United States, and enables the CAB next December to make such representations to the Copyright Appeal Board as may appear advisable in the interest of the member stations. Fees to be collected by BMI Canada and CPRS in 1942 will amount to $116,377 in copyright fees.

UP Buys BUP

CONTROLLING interest in British United Press Ltd., has been transferred to the United Press Associations by Charles F. Crandall, BUP president and managing director, who will continue as president under the new setup. R. W. Kelsey, manager for Canada and F. H. Fisher as general manager in Great Britain, E. M. Williams, vice-president of UP, has been elected to the board of directors, replacing W. E. Hopper.

WSB, Atlanta, has started its annual "Listen to Library" drive to bring more good books to Georgia school libraries and school libraries. Conducted in cooperation with the Georgia Library Assn., WSB carries a heavy schedule of announcements asking listeners to contribute spare books.

In the old days they fired a gun from The Citadel in Halifax, Nova Scotia to tell the time.

Today the population listens to CHNS for the time.

NOTE: They Still Fire the Gun Keeping Up the Old Traditions! Traditions, However, Don't Get Much Business.

CHNS Does — Try It.

EUGENE DUCKWALL

WHAT STARTED out to be a career in retail merchandising turned into one of national radio advertising for Eugene Henderson Duckwall, business manager and time-buyer of Lord & Thomas, Hollywood. Thoroughly equipped for his job, Gene was assistant to media manager Harwin T. Mann, in the agency's Los Angeles office, before taking over his present job in October, 1937. He has also held forth in the media department as assistant manager.

He knows all phases of timebuying, and across his desk pass contracts for many major and regional accounts. Among them are California Fruit Growers Exchange, Union Oil, All Year Club, Purex Co., Unocal Corp., Southern Pacific Co.

After attending high school in Dayton, O., and taking a two-year engineering course, Gene came west in 1929, with Los Angeles as his terminal point. He obtained a job in the merchandising department of the Broadway Department Store, remaining there a year. Then he attended U. of Southern California's school of Merchandising, majoring in advertising.

With class assignments often demanding direct work in the Broadway Dept. Store, Gene returned to that firm's employment upon graduation in June, 1933. Another nine months rolled by and in April, 1934, Harwin T. Mann of Lord & Thomas, offered Eugene a post that eventually resulted in his present responsible position. When the agency established its Hollywood radio department in 1938, he became business manager and time-buyer.

Married to his college sweetheart, Josephine Brown, on Sept. 30, 1935, he is the father of a three-year-old daughter, Carol.

BIBLIOGRAPHY listing 30 authors of books and articles on frequency modulation has been compiled by Elizabeth Kries, engineer, Zenith Radio Corp. Chicago, and is being distributed with Zenith's monthly FM Progress bulletin.

HEADLINER

The best act, the best song, the best station become headliners. People see and hear them in preference to others. Headline stations from coast to coast use Blaw-Knox Vertical Radiators because they give better broadcasting results. And these better results are inherent in the structural and electrical advantages of Blaw-Knox Vertical Radiators ... the natural benefits of an experience that covers virtually the entire history of radio. Whatever your antenna problem, we'll gladly discuss it with you.

BLAW-KNOX VERTICAL RADIATORS


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The big boss said: “Mike, take a column. Add humor and wit. Multiply by the number of our renewals. Divide into readable items. Now what have you got?” Call for Anacin! * * *

WCBM has Baltimore's most popular sports announcer—and said S. A. has Baltimore's most popular sports idea! It's "Counting Out The Experts"—a quiz show along info Please lines, bringing such guests as Alfred Gwynne Vanderbilt and Footballer Swede Larson to the mike. Written and produced by Bill Dyer—now sustaining—year-round best bet for any man's product. (Confidentially, the cost is casual.)

Now I know how Edison must have felt when the next fellow came along and "borrowed" from his incandescent lamp. Over a year ago WCBM carried the first Balto. telephone quiz program show. Today two other Balto. stations are following suit—and apparently doing not bad. P. S. Ours still has its 74.6 listening audience, thank you!

PENNY FOR PENNY, COVERAGE BETTER THAN ANY! We concentrate on Baltimore ... because that's where business is concentrated! Especially today, with a 20% population increase—thanks to national defense! Buy Baltimore—all of it—by buying WCBM! * * *

"Mornin', sleepyheads! Gimme a sentence with the word Massacruets. Give up? Ah bought ma boss tabbacy fo' Xmas — and Massa chewed it all de time! Yuck! Yuck! Yuck!" (PAUSE) For relief, local citizenry turn to WCBM's "Morning Glories"—the town's only different A.M. participating show. Semi-classical music paves a smooth road for dozens of national spots. Yep—there's room for you!

Go hire a hall! Well, you do when you buy WCBM—only there's no charge! Baltimore's biggest studio auditorium—seating over 450! Our Merchandising Department will be glad to show you through—via your inquiry.

Radio Advertisers

SANTA FE VINTAGE Co., Los Angeles (Three Crown wine), which recently started using an average of 30 spot announcements per week on 7 Southern California stations will continue that campaign through January, utilizing KJH KMTX KIEV KGFJ KMP C KMKD KPWB. Agency is West-Marquis Inc. Los Angeles.

ALKINE Co., New Brunswick, N. Y., last week started 14 weather reports weekly on WQXR, New York. Company has been sponsoring Ramses on WOR, New York, and announcements on WIP and WFEN, Philadelphia, through Redfield, Johnst.

VITAMIN Co. of AMERICA, Los Angeles (vitamin tablets), in a 30-day test campaign which started Dec. 16 is using daily transcription announcements on XEL0, Tia Juana. Firm continues expanding schedule to include Southern California stations within 90 days, using strictly institutional copy. Agency is Adco Adv., Los Angeles.

L. ORILLIARD Co., New York (Union Leader), on Jan. 5 starts sponsorship of the last quarter-hour of Sounds on WCCO Minneapolis 6:45-7 a.m. Agency is Lennen & Mitchell, New York.

RED-E-E FOODS Inc., Los Angeles (Cinch cake mix), is sponsoring five-weekly program in Polly Patter-Pone's Poetry on KFAC, that citizen's contract is for 13 weeks having started Dec. 15. Elwood J. Robison, Jr., Los Angeles Adv., Los Angeles, has the account.

PACIFIC GAS & ELECTRIC Co., San Francisco, on Jan. 1, 1942 renewed for 32 weeks its two-hour nightly recorded program Evening Concert on KYA. San Francisco. Program is presented nightly weekly. Agency is McCann-Erickson, San Francisco.

ROCKWOOD & Co., Brooklyn (Chocolate Bars), recently started partial production on WTB, Norfolk, and chain-breaks on WMBG, Richmond, to its full schedule, producing a total of 21 stations now used in the campaign. Federal Radio Agency, New York, handles the account.

IN A COOPERATIVE deal, four top Victor Recording dealers are alternately sponsoring a Tuesday-through-Friday, 16-minute program featuring recorded compositions of KPAC, Los Angeles. Tying in with commercials, is a brief commentary on the recording industry. Agency is American Music Co., Kelly Music Co., Clair's Record Bar, Crawford's Inc. Chas N. Stahl Adv. Agency, Hollywood, has the account. William Farquhar is account executive.

PROBLEMS OF Defense, Taxes and Labor Discussed at NAB Regional Meetings

EIGHTEEN STATIONS were represented at the NAB District meeting last Monday and Tuesday at the Palmer House, Chicago. Presided over by William A. Hutchinson of WAAF, Chicago, the meeting on Monday was occupied with a session on music problems at the hands of Carl Haverlin, BMI; Claude Mills, ASCAP; Leonard Callahan, SESAC; M. M. Blink, Standard Radio; Frank Chizini, NBC Theatres; Niles Grant, C. P. MacGregor, appeared.

C. E. Arney of NAB outlined taxation, legislation and labor problems affecting the industry. Discussion of defense industry, emphasized the desirability of keeping program content, alleviating of the station during an air raid, methods of protecting transmitters, checking the authenticity of military requests and other defense problems.

Defense Problems

Tuesday meeting was split into two sessions—salesmanagers group headed by William Cline, WLS, Chicago, and a national defense discussion group attended by station managers, news editors, and program directors.

Broadcasters of District 11 met in Minneapolis Dec. 11-12. Several resolutions were approved by members, opposing Government-paid advertising campaigns in competing media as "tending to dampen the enthusiasm of broadcasters in their efforts to that end;" favoring "the reappraisal by Congress of the policies governing the regulation of the broadcasting industry"; requesting the NAB to ask all Government agencies to eliminate all accounting of national defense programs from individual stations, and if confirmation of broadcasts by individual stations is to be requested, that it be supplied by NAB; recommending that programs be not interrupted for broadcasting news flashes except in cases of most unusual importance.

A principal feature of the Minneapolis meeting was a Dec. 12

ACHING NECKS and bulging eyes resulted when this group of radio folk, and California citizens took time out from recent NAB meetings on the Pacific Coast to journey into the Dyerville Flat of Humboldt State Park in California, where they inspected the world's tallest living tree, a giant redwood designated the "Founder's Tree". Taking a look are (l to r) Cal. Frank Fellegren, director of the NAB Bureau of Radio Advertising; W. B. Smullin, president of KIEM, Eureka; NAB President Neville Miller; Carl Haverlin, BMI Coral, KIEM program director; Don Telford, manager of KUIM, Grants Pass, Ore.

There's "sock" in 5 KW on our 580 kc frequency—equal to more than a million watts at the other end of the dial.

Broadcast Advertising
A SPECIFIC POLL—

On the sales effectiveness of WBBM-developed programs.

reveals how successfully WBBM builds specific shows to sell specific products.

Our oldest advertiser now invests seven times more than when he started—and has cut selling costs in half—

a new account, the first week, received traceable returns eighteen times his investment.

a national spot client had past year's Chicago sales zoom 45% up.

No wonder 80% of all accounts renew—

and the average established sponsor* currently using a WBBM-devised program has been with us four and a half years.

May we "program you to top man position" with our ten million listeners?

*Clients on WBBM show more than a year.

ELECTRIC Radio-Television Institute, Omaha, operating a technical school for several years and more recently in Minneapolis, has appointed Video & Sound Enterprises, Omaha as agent. Radio and other media to be used.

BROADCASTING • Broadcast Advertising

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STATION ACTIVITY
(Continued from Page 16)

Fort Wayne On Job Operations at WOWO-WGL Fort Wayne, went on a war-time basis with the first news of the Japanese attack. WOWO has been on a 24-hour basis; WGL is maintaining normal schedule with plugs at signoff urging listeners to tune to WOWO. At the Monday morning department meeting following the first Japanese assault on Hawaii, responsibilities were assigned and policies discussed. A general staff letter of instructions followed.

News Tone WRVA, Richmond, Va., advertising in nine daily newspapers in the State, notified listeners it would operate on a 24-hour basis, with newscasts every hour on the hour from 12 midnight to 6 a.m. Listeners were told to leave their radios at low volume, with a distinctive tone to be broadcast to draw listeners to their radios, rather than sitting by them during long periods of silence.

Latin Pickup THE 16-station Latin American network, Cadena Radio Inter-Americana, of which WLW, Cincinnati, is the American key, have been granted permission to broadcast all news programs originated by WLW. The offer was made through Antonio Villalba, coordinator of the network, by James D. Shouse, Crosley Corp. vice-president in charge of broadcasting.

Ready for Trouble WDRC, Hartford, Conn., has held a practice blackout and instituted other precautions for emergencies such as air raids. All employees have received specific instructions on what to do in event of an air raid, and emergency supplies of candles and flashlights have been laid in.

Youngstown Ruling J. L. BOWDEN, manager of WKBN, Youngstown, has barred foreign language speeches from the station. Mr. Bowden said that he had taken the action in the belief that national defense can best be served by having all radio programs understood by all citizens.

Asleep in his office was Warde Adams, assistant program service manager of WRVA. Adams moved a cot into his office so he could keep a 24-hour watch on the teletypes. Sanford Terry, WRVA engineer, sneaked this shot just as Adams was rising to snatch a glance at a bulletin.

Service Flags DON SEARLE, general manager of KOIL, Omaha, KFAB and KFOR, Lincoln, has announced that the stations will provide gunned service flags for display in all homes which have men in the armed services. The flags are made of gunned paper and are 5 x 8. A red border, slightly more than an inch in width, surrounds a field of white upon which a blue star is printed. Additional stars for each additional service man will also be provided.

Quicker City Bureau A RADIO division for cooperation with civilian defense has been set up by all stations in Philadelphia. Each month, a different station member will act as coordinator. The coordinator will be on call during his tenure for 24 hours a day.

Emergency Studio WLS, Chicago, employees have been photographed and fingerprinted for identification, and as additional defense measures, studio visiting hours have been cut to five mid-day hours and two city policemen have been assigned to 24-hour duty at both the station's Chicago studios and the transmitter in suburban Downers Grove. RCA. Richardson installing additional equipment in the Eighth Street Theatre, where its National Barn Dance originates, for use as a canteen studio.

Florida Shutdown REPORTS indicating the possibility of an air raid resulted in the shutting down of all stations in the Jacksonville area for three hours Dec. 13. Capt. Charles F. Martin, chief of the Jacksonville Naval Air Station, stated that the air raid alarm was not a test but would not state the information for which the precautions were taken.

TEXAS Quality Network arranged a special issue of its Texas Forum of the Air, weekly transcribed discussion by the Texas Congressional delegation on Dec. 8. Led by Senator Tom Connally, chairman of the Foreign Relations Committee, who introduced the war resolutions, Texas Congressmen discussed the war as it will affect the Lone Star State. Transcribed Monday in the House Radio Room in Washington, the program was heard over TQN Wednesday.

Denver Cooperation ALL FIVE Denver stations—KOA, KLZ, KVOD, KMYR, KFEL—are cooperating to make their newscasts comply with official requests. A news committee was formed by Members Don Martin, KOA; Fred Fleming, KLZ; Dick Leonard, KVOD; Ben Bezoff, KMYR; Bill Welsh, KFEL. Robert Hudson, head of the Rocky Mountain Radio Council, is committee chairman. Representatives of the FBI and Army agencies will be invited to attend committee meetings.

Service Branch KLZ, Denver, has set up a "public service bureau" in the station's news department to handle calls from the public on matters relating to war coverage. Information as to enlistment requirements and other contact data are made available. An Army Staff Sergeant has been assigned to handle the recruiting end, it was reported.

KINY Active KINY, Juneau, Alaska, the only means of adequate communication with hundreds of isolated mines and camps in the Territory, is keeping the populace informed of the fast-moving war events. The station is operating on a 24-hour basis. Station Manager Walter R. Carl has been given an important share in the task of keeping the Alaskan people ready but calm. Messages of reassurance are broadcast frequently. Special instructions from officials are transmitted. Edwin A. Kraft, KINY owner, says a series of broadcasts for CBS is being arranged.

News and More News! WQXR, New York, has added five new periods of AP news summaries daily during the present crisis, bringing the station's news service to a total of 15 daily to keep its listeners informed on late war news without interrupting regularly scheduled programs except for urgent bulletins.

Stamps For Sale WINX, Washington, in conjunction with the activities of the WINX Christmas Committee, which collects gifts from a booth in downtown Washington to be distributed to servicemen, has established a defense stamp outlet with stamps on sale every day 6 a.m. to 9 p.m.
EWAL GREBE, for 18 years foreign news editor of the Toledo Blade, is now devoting full time to his news analyses on WSPD, Toledo, after broadcasting on the station five nights weekly for more than a year. His analysis follows the 6 p.m. news report of Jim Uebelhart, who uses UP, INS and Reuters. Formerly Mr. Grebe was heard on WSPD at 11:15 p.m. He came to Toledo in 1931 after having been with AP in Cleveland, Columbus and other cities.

Mr. Grebe joins WSPD

Free & Peters Shift

FREE & PETERS, national station representative, has moved its Los Angeles office to 1512 N. Gordon St., Hollywood, and is sharing accommodations with Wright-Sonovox Inc., controlled by the former firm. Hal W. Hoag is Southern California representative of Free & Peters Inc. Jack Ross is West Coast manager of Wright-Sonovox Inc.

Big Wine Contract

K. ARAKELIAN Inc., New York (Mission Bell wine) on Dec. 16 signed what is believed to be one of the largest individual contracts for wine ever placed on a local station. Terms call for 1,267 15-second cut-in announcements, 936 one-minute announcements and 312 15-minute musical programs yearly, on WNEW, New York. Contracts are for 52 weeks, non cancellable and represent a 101% increase over placements made by the company on the station last year. Company to go on Jan. 1. News schedule of 60 announcements weekly on WINS, New York Firestone Adv. Agency handles the account.

Diary in Braille

BERLIN, Dec. 16—In the months following its 50th anniversary last year, CBS has increased its news coverage of Europe. The station now broadcasts for 16 hours daily. Newscasts include a report from Paris, which is sent to Berlin for translation. It is then broadcasted by the American Red Cross, which plans to send it by mail to blind persons.

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

Lucky little girl—she is learning the advantages of being "lower." In radio a lower frequency gets the breaks, too.

These facts are not disputable:
Lower frequency equals longer wave-length, longer wave-length equals stronger signals. In New York WMCA occupies the prize frequency (170) with enough power to sell over 12,500,000 people economically.
CONSIDERATION of new station
and modification applications under
normal procedure is planned by the
FCC until definite policies are estab-
lished in relation to availability of
equipment under policies es-
blished by other Governmental
agencies, it was learned last week
at the FCC.

At its regular meeting last Tues-
day, the Commission considered its
customary "flimsy" on cases ready
for action on new stations, im-
proved facilities and the like. The
policy may be changed at any time,
it was pointed out, depending upon
availability of transmitters, anten-
tenna structural steel and other
essential equipment.

First Wartime Grant
Basic policy, it is presumed, will
be established by the Defense Com-
munications Board which, under
powers vested in it by the recent
Executive Order signed by Presi-
dent Roosevelt [BROADCASTING, Dec.
15] is the virtual final arbiter on all
communication activities.

At its meeting Dec. 16 the FCC
en banc granted a new 100-watt
local to Iowa Great Lakes Broad-
casting Co., Spencer, Ia., to be
operated on 1240 kc. fulltime. This
is the first wartime new station
grant.

A new assignment on the choice

790 kc. regional frequency was au-
thorized by the FCC with the
granting of a construction permit to
WWNY, Watertown, N. Y., to
shift from 1300 kc. and to increase
its power from 500 watts to 1,000
watts, with hours increased from
daylight to unlimited time. Simul-
taneously, the FCC set for hearing
applications of WHC, Rochester;
WGBC, New Albany, and WKPT,
Kingsport, Tenn., for assignment
on 790 kc.

WSBT, South Bend, was granted a
construction permit to increase
power from 250 watts day, 100 watts
night, to 250 watts fulltime.
1490 kc. WMVA, Martinsville,
Va., was granted similar authority
on 1450 kc.

EFFECTIVE with the December is-
sue, NBC's monthly list of network
advertisers is being released in three
sections, covering the Red Network,
Blue Network and Pan American Net-
work advertisers.

DON'T DO THIS

• • • to your aluminum rec-
ords if you plan to have them
recouted. A needlessly large
percentage of records sent us for
recouting must be sold as scrap,
because the owners have
attempted to obliterate the
recorded program and have
thus ruined the alu-
imum base.

There is no reason for de-
stroying your recordings.
They are never played. The
thousands of records that
arrive at our plant each week
are immediately stripped, re-
coated and sent back to you.
The better their condition
when they arrive, the better
your recoated records will be.

Store your records where
they will not be dented or
cratched. When you are
ready to send them for re-
couting, order a box or two
of Presto glass base discs.
The wood cartons, in which
the glass discs are shipped,
make ideal containers for
shipping back your alu-
imum records.

CONGRATULATIONS for Noran
E. Kersta (right) on his new posi-
tion as manager of the NBC tele-
vision department, are extended
by NRC's Vice-President in Charge
of Television, Alfred H. Morton. Mr.
Morton is resigning from the net-
work Jan. 1 to become chairman of
the board of Civic Concert Service,
which will be a subsidiary of the
newly formed National Concert &
Artists Corp.

Ziemer Addresses Club
On Inception of Nazism
GREGOR ZIEMER, European
commentator of WLW, Cincinnati,
was the principal speaker at the
meeting last Wednesday of the
Radio Executives Club of New
York, speaking from personal ex-
périence on "How Nazis Are Made",
Mr. Ziemer, formerly foreign cor-
respondent for the Chicago Tribune,
New York Herald Tribune and
London Daily Mail, and for 11 years
dean of the American School in
Berlin, discussed the rise of Nazism
and development of the National
Socialist party as he observed it
from its inception.

"The greatest sticking of heads
in the sand in history was when the
civilized nations of the world re-
 fused to recognize the progressively
 growing menace of Hitlerism in the
days before he came to power in 1933," Mr. Ziemer declared.

Mr. Ziemer drew the longest at-
tendance of the year to the Wednes-
day meeting. Guests included Fred
Palmer, WCKY, Cincinnati; Cecil
Carmichael, WLW; C. B. Locke,
KFDM, Beaumont, Tex.; George
Bond, General Electric Co.

A NEW transcription firm, known as
Professional Arts has been opened in
San Francisco at 428 O'Farrell St.
Neg Montell, formerly of the Ann
Francony, Jr. to become chairman of
his new programs, and Jack Schnetzer are
the operators.

Marine Training
LICENSED amateurs or young
men from 18 to 23 are offered free
training to qualify for merchant
maritime duty in various capacities,
including radio operators, by the
U. S. Maritime Commission,
through the U. S. Employment
Service of the Social Security
Board and the 1,500 State employ-
ment offices affiliated with it. Train-
ees receive pay while learning,
along with free transportation,
clothing, food and quarters, with
jobs at high wages available after
training. Particulars may be pro-
cured from any State employment
office or from the U. S. Maritime
Commission, Washington.

Gerdy Joins COI
ROBERT GERDY, CBS trade
news editor, has resigned, effective
Dec. 19, to join the press division
of the Office of Coordinator of
Information. In his new position,
he will work under Joseph Barnes,
chief of the New York press divi-
sion. Gerdy is the third CBS pub-
licity man to leave for the Office of
Information, Robin Kinead and Alice Dannenberg having preceded him.

New Disc Firm
G. C. BIRD & ASSOCIATES, new
Hollywood transcription production
unit, has been established at 1746
N. Gramercy Place, with G. Curtis
Bird as general manager. Firm will
produce under trade-name label of
Dial-Dramas. Three new quarter-
hour serials, of 39 episodes each,
have been completed for sponsor
consideration. Trio includes Ex-
clusive Story, Suspicion, and If It
Had Been You!

Bowl Game Plans
WITH announcement that the Rose
Bowl game New Year's Day will
be played in Durham, N. C., in-
stead of Pasadena, NBC's report
of exclusive Red Network fea-
ture will come from Duke Stadium
at 1:45 p.m., with Bill Stern at the
microphone. The annual Shriners' ben-
efit game shifted from San
Francisco to New Orleans, and from
New Year's Day to Jan. 3, will be
basketball exclusively on Mutual,
under sponsorship of Gil-
lette Safety Razor Co., Boston.

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Boost YOUR sales
Advertise over Central America’s
most modern stations
190,000 AMERICANS
OF THE CANAL ZONE
BUY AMERICAN

HCK-HP5K
640 Kr. 6,003 Kr.
Panama, Panama

Color Panama

BROADCASTING • Broadcast Advertising
**Washington Center**

(Continued from page 10)

...function in acting as clearing house for Government programs which has not yet been disclosed.

This plan has been under consideration for several weeks. Necessity for it arose with the tremendous increase in demand for radio time by Government agencies.

The need for coordination has existed for the last year, and networks and stations alike have urged a solution. It has been pointed out that the President himself inevitably seeks to avoid interference with regular program schedules by utilizing time, wherever possible, during the late evening hours.

Although details of the coordinating system have not been announced, it is understood administration will be in the hands of William L. Lewis, CBS program vice-president now on leave as radio advisor to OFF, and Douglas Meservey, formerly assistant to Bertha Brainard, manager of NBC's Special Services and talent department, now on leave to serve with Mr. Lewis. Also in the picture is Dr. Frank M. Stanton, CBS director of research, who will serve as a special consultant in OFF [broadcasting, Dec. 8], who will concentrate on surveys to determine public knowledge of the civilian defense programs.

**Schedule Problems**

In place of plans espoused in some Government quarters under which stations would be asked to devote a certain period during the day to such programs as instruction in air-raid precautions, it is understood OFF may function actively in a "funneling" operation through which such broadcast information would be arranged for with an eye on the greatest effect on listeners and avoidance of repetition of regular program schedules. Such an operation would emphasize the maintenance of present program schedules as nearly as possible to insure an informed audience at moments of crisis, it is believed.

The new Committee on Defense Information, set up in mid-December as an all-out policy committee for information on defense activity of the nation, is made up of key representatives named by Government agencies, and it will advise OFF "in its time of extra duty and in improving the country's information on the defense effort."

With Mr. MacLeish as chairman, committee members include James C. Dunn, political relations adviser to the Secretary of State; Ferdinand Kuhn, assistant to the Secretary of Treasury; John J. McIvoy, assistant Secretary of War; Vidal Stevenson, special assistant to the Secretary of Navy; L. M. C. Smith, special assistant to the Attorney General; Lowell Mellett, director of the Office of Government Reports; Wayne Coy, liaison officer of the Office of Emergency Management; Oscar Cox, lend-lease counsel; Capt. Robert E. Kintner, OFF.

NO 'KEY' PUBLICITY

News of Stations Considered

As Restricted

STATIONS selected as "key" outlets by the various Interceptor Commands are advised by the FCC and the War Department that their selection is considered of a restricted nature and as such may not be publicized in any manner.

This is pointed out in instructions for stations going off the air in case of air raids sent out by the FCC.

Both the War Department and the FCC point out that such information would give "aid" to the enemy and must be closely guarded. In other words, no mention may be made in any promotional activity, on the air, in house organs or otherwise that a station has been designated as a key.

Kastor Agency Changes

EDWARD ALESHIRE, formerly radio director of Sherman K. Ellis & Co., New York, and before that a vice-president of Benton & Bowles, Chicago, and a member of the radio departments of Lord & Thomas and Blackett-Sample-Hummert, Chicago, has joined H. W. Kastor & Sons, Chicago, as executive of the Procter & Gamble (Teel) account. William H. Kears, vice-president of H. W. Kastor & Sons, will transfer from Chicago to New York where he will be executive in charge.

GM Group's Program

INLAND MFG. DIVISION of General Motors Corp., Dayton, on Dec. 14 will sponsor a half-hour program on CBS featuring Christmas music as sung by a chorus made up of 100 children of the company's employees. The group was formed in 1938 by Richard Westbrooke, its present conductor, as the result of annual Christmas parties given by the sponsor at which the children sang carols.

Larmon, LaRoche Given Higher Posts at Y&R

SIGURD S. LARMON on Jan. I will succeed to the presidency of Young & Rubicam, New York; Chester J. Larmon, now president, will become chairman of the board and chief management officer, and Raymond Rubicam, now board chairman, who made the announcement of the personnel changes last week, will become chairman of the executive committee. This committee, responsible for the policies of the agency, will have as members in addition to Mr. Rubicam, Messrs. Larmon and J. H. Geise, treasurer.

Mr. Larmon has been with Y & R 13 years, first as an account executive and for the last 10 years as a vice-president of the company with supervision of a number of accounts and in charge of new business. Before joining the agency Mr. Larmon was an account executive with N. W. Ayer & Son, and formerly served as sales manager of Western Clock Co. and district manager of Columbia Phonograph Co.

Net Show Planned

AMERICAN HOME PRODUCTS Corp., Jersey City, is looking for a half-hour, five-time weekly spot for a new radio network show, Blackett-Sample-Hummert, New York, agency in charge, is making inquiries for affiliations, but has not yet set up detailed plans.

In CANADA--It's the 'All-Canada' Stations

The rich Canadian West

LISTENS to 'ALL-CANADA' STATIONS

Spotted in the best markets of the thriving West—assuring you listener preference in each locality they serve—programmes all over the 'All-Canada' radio stations get results every time. Merchandising and programme assistance if and where you want it!

Ask your advertising agency or All-Canada representative for coverage data and rates

**THE CANADA 'WESTERN GROUP'**

WFMJ

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

Headley-Reed Co.

National Representatives
Others Lack Requests; Increase in Demand For Time Noted

MBS announced last week that, effective immediately, the following "war clause" will be inserted into all new contracts for commercial programs on the Mutual network and will be attached as a rider to all previously signed contracts for programs now being broadcast on this network:

"If the advertiser's business in the product to be advertised hereunder shall be substantially curtailed or substantially interfered with by reason of the existence of the state of war between the United States and any other government, then the advertiser shall have the right to terminate this contract by giving to MBS at least two weeks prior written notice of his intention so to do. Such notice must be given by the advertiser not later than two weeks after the business of the advertiser shall have been so curtailed or interfered with."

Others Unchanged

The other coast-to-coast networks at the week's end had not followed Mutual's lead and were still maintaining their usual contract provisions for cancellation of commercial programs only at the end of 13-week periods. NBC reported that it had had no requests for "war clauses" since the United States has been at war and CBS stated that the few requests it had received had been rejected.

MBS said that none of its advertisers had invoked the war cancellation privilege to date, although one motor car manufacturer had allowed his program to terminate on the expiration date instead of extending the contract as had previously been planned.

It was generally agreed that the agitation among advertisers and agencies for war cancellation clauses has been much less strident than was the case in the fall of 1939 when Europe was plunged into war. At that time a number of advertisers tried unsuccessfully to get such clauses into their network contracts, but as the war progressed the demands for them dwindled almost to none at all, it was reported.

The situation regarding talent contracts differs from that of the contracts for facilities, the majority of a score of New York advertising agencies interviewed by Broadcasting reporting that war clauses have for some time been included in their contracts with the stars of their radio programs.

No provision for wartime cancellation is made in the Code of Fair Practice and accepted by the agencies, but this covers only the payment of minimum scale and does not apply to such stars as Helen Hayes and Robert Young, whose CBS Sunday night series will terminate Dec. 28 as a result of the first invocation of a war clause.

Two Cancellations

Miss Hayes' sponsor, Thomas Lipton Inc., is withdrawing the program because of the uncertainty of shipment of tea from Japan. Following the final Helen Hayes broadcast, the half-hour period will be filled with a news show until the completion of the 13-week cycle. 

Only other wartime cancellation learned of as yet is that of the Chilean Nitrate Educational Bureau, whose 30-minute transcriptions of Uncle Nathele on 18 stations in the Southeast will close Jan. 5 due to the war demands for nitrate and the Hayes, whose CBS Sunday night program, "This campaign is handled by O'Dea, Sheldon & Canaday, New York.

Jones' quarter-hour reports of the White House Conferences, broadcast twice weekly on MBS under sponsorship of Chrysler Sales Division, will terminate at the end of the contract, which will not be renewed as had been expected, and the M & M Candy Co. has given up its idea of starting a network program in January as contemplated, but these constitute changes in plans rather than actual cancellations. Lord & Thomas, New York, handles the M & M account; the Chrysler program was placed through Lee Anderson Adv. Co., Detroit.

Another radio loss that might have been charged up to the war, although it occurred in November while this country was still at peace, is that of the Jimmy Filker program on MBS, sponsored by the Tayton Co., Los Angeles cosmetic manufacturer, which withdrew because of trouble in obtaining priorities for the brass used in the company's lipstick and paper for cartons, according to BBDO, New York, agency in charge.

Spot Flexibility

Leading station representatives in New York, also queried by Broadcasting, reported a few requests for war clauses by advertisers and most of these, the representatives stated, had been made months ago. By and large, however, the extreme flexibility of spot broadcasting, with two-week cancellation notices the rule, offers the advertiser all the protection he requires and most of the reps said that they had had no demands for war clauses.

On the contrary, they stated that the only demands advertisers are making on them is to clear more time for their spot campaigns with news periods and announcements adjacent to news periods being most sought.

WOR, New York, also stated that it has received numerous requests for comedy shows, indicating, according to the WOR sales executives, that some advertisers at least are looking beyond the immediate supreme listener interest in news to the time when the public will be turning its radio dials for entertainment which will aid it to escape for a short time from the grim realities and to recuperate through laughter.

Quick Changes

The consensus of broadcasters, agency men and representatives was that for the present at least radio is in no danger of losing any appreciable part of its revenue. Indeed, at the moment, business is on the upswing for broadcast, in sharp contrast with such advertising media as outdoor, with its billboards blacked out for miles of countryside because of the impossibility of otherwise darkening the roadside signs when air attack is threatened, and monthly magazines, whose closing dates are too far ahead of publication to permit changes in copy.

Radio's flexibility, which will permit if need be the rewriting of a closing commercial while the pro-

WE EXTEND OUR SINCERE GREETINGS AND BEST WISHES FOR A MERRY CHRISTMAS AND A HAPPY NEW YEAR.

KWHK and KTBS
50,000 WATTS • CBS 1000 WATTS • NBC RED

The Shreveport Times Stations
SHREVEPORT, LOUISIANA

REPRESENTED BY THE BRANHAM COMPANY

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D.S.—Minute Man

DAVID SARNOFF, president of RCA and chairman of the board of NBC, has been named chairman of the National Radio Minute Men Organization, established in connection with the Treasury Defense Bond and Stamp campaign. As chairman of the group, Mr. Sarnoff will select well-known Americans to act as Minute Men on network broadcasts. They will speak for one minute on such programs, plugging bond and stamp purchases. Radio Minute Men also are selected in each city in the country to make similar speeches over local stations.
gram is in progress, making this medium more attractive now than ever before to many advertisers, it was stated. The same condition exists to a lesser degree in newspapers, which are also securing increasing lineage from advertisers.

It was generally agreed, moreover, that in most cases the ability to make last-minute changes is of much greater importance than the right to cancel a program series on short notice, as in almost every instance the advertiser would have enough material on hand to continue sales and advertising for another 13 weeks after his supply of raw material had been shut off.

The example was cited of a watch manufacturer who imports his mechanisms from Switzerland and who a year ago was insisting on war clauses in his contracts for radio time, yet who has not to date curtailed his radio advertising in the slightest.

* * * ASSURANCE of cooperation has been given broadcasters by a number of national advertisers and advertising agencies in the effort by the industry to offer every facility to the Government and at the same time maintain schedules, insofar as possible.

D. B. Davis, president of General Mills, Minneapolis, in a short address at the conclusion of Vantage Lady daily episode on NBC-Red, said, "We have informed executives of all radio networks which carry our programs that they are at liberty to cancel programs at any time when news bulletins of public interest become available.

Fibber Needed

On the Fibber McGee & Molly program on NBC-Red, H. F. Johnson Wax Co., Racine, Wisconsin, sponsors of the program, stated that "the makers of Johnson's wax and Glo-coat believe it is in the public interest to continue programs as an advertisement as Fibber McGee & Molly. They have a place in our national morale."

Mr. Freeman, owner, Fibber McGee & Molly, said, "There is no doubt that the war is going to affect advertising along with other business enterprises. We are going to have to adjust ourselves to last minute changes of schedules and in general enter into a very cooperative attitude with the broadcasting companies, newspapers and advertisers. Insofar as our company is concerned, immediate billing should not be materially affected and one way or the other, the products we advertise are staple items not generally affected by changing conditions, and at the moment we know of no serious priority problems."

It was learned that the W. A. Shafer Pen Co., Madison, for which the Seeds agency directs radio advertising is at present issuing 1942 contracts for spot announcements on an extensive list of stations.

Regardless of whether a manufacturer secures raw materials necessary to produce his own trade marked goods, Mr. Keys said, "we believe he should continue to advertise his company, his company name, and his product name before the product.

One leading Chicago agency has worked out an agreement with the networks whereby it will not request raw materials if its programs are interrupted by news reports, providing the interruption comes within the entertainment period of the program. If the break should come during the commercial time a rebate will be requested. Other agreements which will be equitable to both the networks and the agencies are being worked out.

Regent on MBS

JERRY YAWNE, baritone, and Ted Strasser's orchestra will be featured on the quarter-hourly musical series to start Jan. 5 under sponsorship of Riggs Tobacco Corp., Brooklyn, for Regent Cigarettes [Broadcasting, Dec. 1]. Program, to originate in New York, will be aired on five MBS Network stations, Monday, Tuesday and Wednesday, 9:30-10:45 p.m. Agency is M. H. Hackett Inc., New York.

Bryan Donates Books

GEORGE BRYAN, CBS newscaster, has sent his entire collection of text books on navigation and seamanship, collected as a hobby in his spare time, to the Naval Training Center library to be used as research books for students.
Defense Keynotes FCC Activity in Year

Annual Report Reviews Marked Expansion In Its Scope

NATIONAL DEFENSE was the FCC keynote during the 1941 fiscal year, according to the FCC's annual report released Dec. 21. The report made no legislative recommendations to Congress but said some recommendations may be advanced later, growing out of such proceedings as the newspaper-ownership inquiry.

Emphasizing functions of the Defense Communications Board, the FCC report listed functions of such new organizations as the National Defense Operations Section and the Foreign Broadcast Monitoring Service. It called attention to increased activity in the international broadcast field and technical developments such as frequency modulation and television.

50,000,000 Receivers

As of Nov. 1, 1941, the report showed, 915 standard broadcast stations were in operation or under construction—871 and 35, respectively—with an estimated 50,000,000 receivers serving the listening audience. Authorized during the year were 68 new stations. It was pointed out that in addition to an extension of the license period for standard broadcast stations from one to two years, operation aspects were substantially improved through the March 29 reallocations under the North American Regional Broadcasting Agreement.

In a letter of transmittal for the 66-page printed report FCC Chairman James Lawrence Fly stated that because of the war situation, the scope of the document had been extended to include developments up to the present state of war rather than limiting information as of June 30, 1941.

Among events during fiscal year 1941 were the network-monopoly regulation, the newspaper-ownership inquiry, the oral arguments on proposed rules against multiple ownership, along with hearings on such developments as FM and television.

On the FCC's national defense activities the report stated:

"Solving the many communications problems arising from the nation's defense effort is a primary concern of the FCC. The rapid expansion of the Army and Navy, especially their air forces, the development of civilian defense plans and projects, the rise of new and perilous conditions on the high seas, the interruption of all direct cable service to the continent of Europe (the United Kingdom, France, and the Azores excepted), the need for adequate presentation of United States broadcasts via shortwave to other countries, especially in Latin America, the increase in telephonic graph, and radio communications traffic concurrent with the defense program—these and a variety of other developments during the past year have profoundly affected the day-to-day business of the Commission.

Two New Sections

"No part of the Commission's work has been left unaffected by emergency requirements, and two new sections—the National Defense Operations Section and the Foreign Broadcast Monitoring Service—have been established to meet particular defense needs. "In addition to aiding in the development of new facilities and services as part of the defense effort, the Commission has been concerned with preventing any possible misuse of existing facilities." Amateur radio communications here and abroad and the use of portable long-distance transmitters by amateurs were banned as war started; a nation-wide system of alarm stations having certain functions already been established, each station policing a particular area much as a policeman patrols his beat; the citizenship of operators and of many communication facilities is now being checked; and international carriers are being required to keep on file originals of all overseas cable and radio communications.

Tips Received

Foreign Broadcast Monitoring Service, set up Feb. 26 by the FCC in cooperation with DGB, is now actively translating, transcribing, analyzing and reporting on from 600,000 to 900,000 words transmitted daily by foreign broadcast stations throughout the world, the report estimated. Operating on a 24-hour every-day basis, FBMS personnel carefully watches for interference and trends in broad-casts, speeches, news and entertainment from foreign countries, reporting immediately to Government officials responsible for counter-propaganda or other action, if necessary, it was explained.

"The importance of listening in on foreign transmissions is attested in the fact that propaganda intercepted at almost invariably follows the example set in short-wave broadcast, but follows it with a lag," the report declared. "Also, those now made available for counter-propaganda are responsible for counter-propaganda as necessary, if it is needed."

"If necessary, it was explained."

"The importance of listening in on foreign transmissions is attested in the fact that propaganda intercepted at almost invariably follows the example set in short-wave broadcast, but follows it with a lag," the report declared. "Also, those now made available for counter-propaganda are responsible for counter-propaganda as necessary, if it is needed."

Reemphasizing the FCC's official stand of "no censorship," the report declared:

"The importance of listening in on foreign transmissions is attested in the fact that propaganda intercepted at almost invariably follows the example set in short-wave broadcast, but follows it with a lag," the report declared. "Also, those now made available for counter-propaganda are responsible for counter-propaganda as necessary, if it is needed."

The Commission has emphasized that it exercises no power of censorship over radio communications. However, the Commission is concerned to see that licensees use their power of program selection in the public interest. It is especially concerned with the maintenance of well-rounded rather than one-sided presentations of public issues. It welcomes complaints when verified."

OPERATION FATAL TO VICTOR DALTON

VICTOR DALTON, 50, owner of KMTR, Hollywood, died late Thurs.-day at Queen Alexandra Hospita, Los Angeles. Death came following an operation for a malignant ailment. He had entered the hospital four weeks ago.

A pioneer in Southern California broadcasting, Mr. Dalton about 16 years ago acquired KMIC and KGFI in Glendale, Cal. The former station later became KRD, Los Angeles. Later he bought KMTR from Frank Doherty, the present owner of KRRD. Mr. Dalton also operated Radio Newsoel Service, syndicated news transcription service, and was owner of Dalton Auto & Furniture Loan Co.

Surviving Mr. Dalton is his wife, Leona Valde Dalton. Funeral services had not been announced as BROADCASTING went to press.
Government Buys GE Transmitter
Shipped to KSFO for Use In Shortage Programs

Cutting through red tape, the Government has purchased from General Electric Co. its 100,000-watt shortwave transmitter, used by WGEO at Schenectady, for approximately $150,000 and is shipping the plant to San Francisco for use in reaching the Far East.

Associated Broadcasters Inc., operating KSFO, San Francisco, headed by Wesley I. Dunn, will install and operate the new transmitter but the transmitter will be the property of the Office of Coordinator of Defense Information, headed by Col. William J. Donovan. It may be sold later to Mr. Dunn when a permanent site is procured, or otherwise disposed of by the Donovan Office.

Priority Obstacle

The transaction, marking the first time the Government has purchased a transmitter for a private operator, was held as a necessary step in order to improve shortwave service to the Orient. At present only one station — GE's KGEI in San Francisco — is serving that area.

Difficulties encountered by Mr. Dunn in connection with procurement of a transmitter resulted in action of the Donovan Office, which is coordinating shortwave broadcasting. The project, from its start last fall, was strongly advocated as a national defense measure to counteract Axis propaganda. Mr. Dunn volunteered to install the station.

As GE's engineers in Schenectady are dismantling the 100,000-watt transmitter, Associated engineers on the Coast are preparing for installation at the temporary location. They will have the transmitter working full-blaster by mid-January. The station was granted a series of shortwave assignments last October, shared with eastern outlets, at the behest of Col. Donovan.

GE announced last Friday it had sold the WGEO transmitter to the Donovan Committee. WGEO will use an auxiliary 60,000-watt transmitter for programs to South America, with replacement construction of another 100,000-watt transmitter contemplated.

Announcement of the transmitter sale came only a few days after Leeland Stowe, foreign correspondent of the Chicago Daily News, reported from Chungking that an Axis propaganda blitz in the Far East had caught the United States flat-footed. The OCDI, however, has been working on details for the new shortwave station on the Coast for several weeks evidently recognizing the need for additional American shortwave service to the Far East.

Westinghouse Shifts

W. GORDON SWAN, traffic manager of WBG-WBEA, Westinghouse stations in Boston-Springfield, has been named program manager of the newly organized general manager to C. S. Young, acting general manager. He succeeds John F. McNamara who assumes the new post of director of programming and religious activities. Mr. Swan has been with Westinghouse since 1924 and Mr. McNamara since 1930. The post of traffic manager remains vacant for the present.

MBS Suit Is Rumored Against Blue Network

Rumors of an impending suit to be brought by MBS against NBC over the allegedly illegal operation of the Blue network which have resulted in purported loss of business by MBS were reported in New York radio circles last week, although executives of both networks denied the content.

The general belief was that if MBS should decide to bring such a suit, it would probably take no action until Jan. 15, date the statutory three-judge court in New York is to hear the petitions of NBC and CBS for a temporary injunction restraining the FCC from putting into effect its chain-monopoly rules. MBS has entered into the case in support of the FCC.

MBS, according to these reports, will sue for $10,000,000 damages, charging that the time option clauses in NBC's contracts with its affiliate stations are in violation of the Federal anti-trust law and that NBC's application of these clauses has harmed MBS illegally. As a major proof of its claim, MBS is expected to cite the Balloon Three Ring Time program which last week moved from MBS to the Blue. The switch to Mutual, was caused largely by the Blue exercising its option and withdrawing from the Mutual network for station which were also Blue affiliates, amounting to about 50% of the list, MBS stated at the time.

Clause for Six-Month Return Is Sought in New Seizure Bill

APPROVAL last Friday by the House of a bill (HR-8231) extending the war emergency powers of the President under Section 606 of the Communications Act to wire communications systems, but with a clause requiring return of such facilities six months after the termination of war or the threat of war, had prompt repercussions in the broadcasting industry. Another provision of Section 606, granting the President broad powers to take over radio facilities, does not carry the six-month termination clause.

With the measure now in the Senate, it was indicated that steps promptly would be taken to revise Section 606 to give similar protection to radio. While there is no thought of taking over broadcasting facilities of any character, it was nevertheless felt in industry circles that the protection afforded wire communications under the House amendment should be extended to the broadcasting field.

Hearings Stated

Hearings probably will be held before the Senate Interstate Commerce Committee next week. The bill as passed by the House was introduced by Chairman Lee (D-Cal.) and superseded a measure (HR-8231) which he had introduced Dec. 12. The former bill, re-written in committee, would have placed wire communications under Section 606 (e) of the Act, which deals with radio stations.

DCB-FCC Chairman James Lawrence Fly had advised the House committee in executive session Dec. 17-18 that the DCB and FCC had had discussions of a bill over the telephone industry or any other field of wire communications. He had repeatedly given the broadcasting industry similar assurances. The President desires Government control during wartime is based on the desire to create the least interference possible with private operation, he said. On Dec. 10 the President, by executive order, transferred to the DCB all of his functions under Section 606 [BROADCASTING, Dec. 18].

The House bill specifies that upon proclamation by the President that there exists a state or threat of war involving the United States, the President, if he deems it necessary in the interest of national security and defense, may, "during a period of six months after the termination of such state or threat of war and not later than such earlier date as the Congress by concurrent resolution may designate," take steps ranging from suspension and amendment of rules and regulations to commandeering of wire facilities upon just compensation to the owners.
DECEMBER 13 TO DECEMBER 19 INCLUSIVE

POLLS OF RADIO EDITORS

Picks Hope as Champion

BOB HOPE, heard on NBC-Red, has been named "champion of champions in Motion Picture Daily's sixth annual poll of radio editors. Second and third were Richard Crooks and Bing Crosby. Red Skelton was named the season's outstanding new star and leading comedy team was Fibber McGee & Molly. All are heard on the Red Network.

War Baby

First wartime birth of a new station was authorized last Tuesday when the FCC issued to Iowa Great Lake's Broadcasting Co., a construction permit for local facilities in Spencer, Iowa. Assumed was 100 watts fulltime on 1240 kc. Principals in the permittee company are Lawrence W. Isaacson, Spencer, Iowa, director and executive officer, and Arthur L. Dunham, chairman of the board; Mrs. Anna L. Dunham, vice president; and Robert G. Leshou, assistant bank cashier, president, 714 N. 4th St., Spencer. The station will be located in the northernmost townships of the state.

Clears Consider Service to Nation

HOW CLEAR channel stations, with their city and rural audiences, can best serve the country during the war was the main topic of the annual meeting of the Clear Channel Broadcasting Service in Nashville last week.

Sixteen independently-owned Class I-A stations reviewed their program of the past three months on their control from Victor Sholis, director of CBS. Experiences of the stations since the war were related and advice exchanged.

Edwin W. Craig, directing head of WSM, Nashville, presided as chairman. Attending were also Louis G. Caldwell, Washington station, B.B. DeTar, Pittsburgh; James E. Moroney, WFAA -WBAP, Dallas; Fred Worth; Carl J. Meyers, WG, Chicago; M. C. Stone, and Jack Dwitt, WLS, Chicago; James Rockwell, WLW, Cincinnati; J. Leonard Reinsch, WSB, Atlanta; and F. M. Thomas, WJR, Detroit; James M. Denno, Des Moines; Rene, Guy Cavety and W. H. Summerville, WVL, New Orleans.

Network Accounts

All time EST unless otherwise indicated.

New Business


JOHNS - MANVILLE Corp., New York (insulations), on Dec. 29 starts Elmer Divine on an unnamed number of CBS stations, Mon. thru Fri., 3:30-3:40 p.m. Agency: J. Walter Thompson Co., N.Y.


Renewal Accounts


W.M. WHIGLEY, Jr., Co., Chicago (Doublemint gum), on Dec. 21 renewed for 52 weeks Melody Ranch, on 72 CBS stations, and extended broadcast time for the first time on 25 MBS stations. Tues., Thurs., 7-7:45 p.m. (EST), to Sunday, 6:30-7:15 p.m. Agency: J. Walter Thompson Co., New York.

CUMMER PRODUCTS Co., New York (Molle, 20 renews for 52 weeks Battle of the Bees, on 45 CBS Red stations. Mon. thru Thurs., 7:30-8:30 p.m. re-broadcast 12:30-1 a.m. on 12 Pacific Red stations. Agency: Young & Rubicam, N.Y.

PROCTOR & GAMBLE Co., Cincinnati (Ivory soap), on Jan. 3 renews Truth or Consequences and adds 2 spot, totaling a make a total of 63 stations, Sat. 8:30-9 p.m. Agency: Compton Adv., N.Y.

CUMMER PRODUCTS, Bedford, Ind., on Jan. 21 reneges on contract, for Midnite for 52 WABC stations. Mon. thru Thurs., 11-11:30 p.m. for the broadcast of a total of 60 NBC-Red stations, Wed., 8:30-9 p.m. Agency: Young & Rubicam, N.Y.

STERLING PRODUCTS, New York, on Jan. 5, renews for 52 weeks Orphans of the Wind, thru Tues. and Thurs. on 91 NBC-Red stations, Mon.-Sat., 8-9 p.m. Agency: Blackett-Sample-Hummert, N.Y.

STANDARD BRANDS, New York (Tenderleaf Tea), on Jan. 4 for 52 weeks renews for the sale of Tenderleaf Tea on NBC-Red stations, Sun., 8:30-9 p.m. Agency: Kenyon & Eckhardt, N.Y.


Distributorship

BBF, New York, on Jan. 3 renewed with the Lou Levy Co., Chicago, for the sale of BBF's children's program, thru Tuesdays, Wednesdays, Thursdays, Saturdays, and Sundays on NBC-Red stations, Mon. thru Sat., 5-5:30 p.m., also thru ten NBC stations, Sun., 10:30-11:15 a.m., 10-10:30 a.m., 5-5:30 p.m., 10:30-11:15 a.m., and 10-10:30 a.m. Agency: Rutherford & Ryan, N.Y.

PROCTOR & GAMBLE Co., Cincinnati (Ivory soap), on Jan. 3 renews for the sale of Ivory soap on NBC-Red stations, Mon. thru Fri., 4:15-5 p.m., also thru 20 NBC-Blue stations, Mon. thru Sat., 7-7:30 p.m., and thru 20 NBC-Red stations, Mon. thru Sat., 10:30-11:30 a.m., 1-1:30 p.m., and 5-5:30 p.m. Agency: Furse & Gage, N.Y.

GENERAL FOODS Corp., New York (Bakelite coffee), on Jan. 1 shifts The Second Mrs. Barton on CBS Pacific network, Mon. thru Fri., 4:15-5 p.m., also thru 20 NBC-Blue stations, Mon. thru Fri., 4:15-5 p.m., and thru 20 NBC-Red stations, Mon. thru Sat., 10:30-11:30 a.m., 11-11:30 a.m., and 1-1:30 p.m. Agency: Ivey, Compton Adv., N.Y.

R. J. REINOLDS TOBACCO Co., Winston-Salem, N.C. (Camel), on Dec. 31, will renew with the Peppar Agency, on 94 NBC-Blue stations, 20 NBC-Red stations, 9:30-10 p.m., and the first week in Jan. shifts Ogilvy, on 60 NBC-Red stations, Thurs., 3-3:15 p.m. thru March 26. Agency: Ogilvy & Mather, N.Y. for the first week in Jan. shifts Ogilvy, on 60 NBC-Red stations, Thurs., 3-3:15 p.m. thru March 26. Agency: Ogilvy & Mather, N.Y.

W.M. WHIGLEY, Jr., Co., Chicago (Doublemint gum), on Dec. 21 renewed for 52 weeks Melody Ranch, on 72 CBS stations, and extended broadcast time for the first time on 25 MBS stations. Tues., Thurs., 7-7:45 p.m. (EST), to Sunday, 6:30-7:15 p.m. Agency: J. Walter Thompson Co., New York.

PROCTOR & GAMBLE Co., Cincinnati (Ivory soap), on Dec. 20, renewed for 52 weeks Pepper Young's Family, on NBC-Red stations, Sun., 8-9 p.m. thru April 15, also thru five NBC stations, Sun., 8-9 p.m. thru April 15. Agency: Proctor & Gamble Co., Cincinnati.

ALPINE OIL Co., New York (Naphtha), on Dec. 20 on 12 NBC-Blue stations, 12 NBC-Red stations, Sun., 8-9 p.m. thru April 15, also thru five NBC stations, Sun., 8-9 p.m. thru April 15. Agency: Proctor & Gamble Co., Cincinnati.
Help Wanted

Junior transmitter operator—with sound basic engineering knowledge—5 kw. W.E. Station W2R, Columbia, South Carolina.

Engineer—Licensed, draft exempt engineer, Virginia local government job to assist, steady worker. Box 271A, BROADCASTING.

Combination Man—License and good voice for straight commercial voice. CBS Mutual station, central Georgia. State age and draft status. Box 256A, BROADCASTING.

Chief Engineer—Expanding Alaska station. Must be thoroughly experienced in all phases. Also capable copying press. Willing pay high salary to engineer interested in permanent desirable position. Give full details. Box 257A, BROADCASTING.

Mutual-Yankee-Colonial Station—can use Junior Announcer at once, experienced with Collins equipment, general announcement work. Write stating salary needed. Box 251A, BROADCASTING.

Announcer-Program Man—Capable of handling remote, news, commercials, daily log and southerns, live talent programs. Non-network station in West, include references, some experience all details. Starting salary $120 per month. Address Start KRIF, Newspaper operated in Mills City, Montana.

Operator-Announcer wanted—500 watt RCA in city 2,000 in heart of Great Willamette Valley, the finest section of Oregon, no extreme heat or cold. Fine, new building, monthly expense and congenial staff. If interested in change to more agreeable climate and pleasant surroundings write and send photo to Manager KWWL, Albany, Oregon.

Salesman—Regional station, large midwest market offers excellent opportunity for salesman who can sell successfully and reliably. Good chance for steady, sober, dependable producer to earn good income and build himself a position. Write airmail details all radio sales position held; box 258A, BROADCASTING.

Sales Executive—Regional, independent station, making position from thoroughly competent radio sales executive with proven record who can and will make good in assignment challenging his finest ingenuity and ability. Highest personal character and outstanding record in originating and directing sales department essential. This job demands a dynamic, hard-hitting man with tested ideas, ability to personally sell against tough competition and to select and direct productive salesmen. Moderate salary will be paid but bonus on total net sales will assure an income comparable with production. Write fully past record, give references, exact past sales production and personal earnings each position last ten years. Enclose photograph and personal data. Box 259A, BROADCASTING.

Situations Wanted

War! Woman newspaper-announcer, continuity, women's programs. Capable. Two years' experience. Box 255A, BROADCASTING.

Continuity writer—Woman, now employed as head of department in 5000 Watt station. Also agency experience. Available on two weeks notice. Box 257A, BROADCASTING.

Salesman—Available February 1st, age 35, married, draft exempt. Good-rounded background with thorough knowledge of sales, ability to close. Write selling quality, N.Y. for full details. Complete information by return mail. Box 260A, BROADCASTING.

ANNOUNCER—wants position with midwest or eastern station. College man, 5 years experience. Married, available immediately. Network experience. Box 255A, BROADCASTING.


New Yorker—wishes part-time continuity, announcing small station vicinity while studying dramatics. Reporter, advertising copy, writer. Draft exempt. Box 254A, BROADCASTING.

Wanted—Position as manager, or program director. Young, married, five years experience local and network stations. New employer, but seeking opportunity in larger operation. East coast. Box 256A, BROADCASTING.

College Woman—now serving as Program Director, Continuity writer, and commentator desires position as women's feature writer and commentator. References. Willing to accept responsibility. Box 258A, BROADCASTING.

Young Woman, now writing radio commercials for top-ranking New York agency, wishes opportunity in fast-paced western or southwestern city. Varied advertising and public relations type. Box 250A, BROADCASTING.

Chief Engineer—Fifteen years practical experience. This is no jack-of-all-trade proposition. I come on a three-months' trial basis, then if mutually agreeable, I stay. West permanent connection in program-service organization. Box 251A, BROADCASTING.

Women's Feature Writer And Commentator—Single woman, 28 years of age, experienced, now employed, also admitted to practice before FCC—familiar with current radio procedure. Will combine writing-announcing with legal and secretarial duties. Box 255A, BROADCASTING.


Chief Engineer-Assistant Manager—or position requiring following qualifications: 10 years continuous experience radio including news-writing, chief engineer, business management, copy writing. Only one change made in 10 years, that voluntary as present. Hard driver in work, energetic, tactful, draft deferred—married. Must be permanent, $60 week. Credit and character references. Box 259A, BROADCASTING.

Wanted to Buy

Late type 250-watt transmission speech, transcription equipment, and accessories. Box 252A, BROADCASTING.

Will buy—two frequency monitors, two modulation monitors and one limiting amplifier. Give particulars. Box 257A, BROADCASTING.

Wanted to Buy—Federal field intensity meter. Box 254A, BROADCASTING.

Radio Engineering Consultants

Frequency Monitoring


Silver Spring, Md.

Phone: 769-W. N.Y.

Radio Engineering Consultants

Frequency Monitoring


Silver Spring, Md.

Phone: 769-W. N.Y.

For Sale

Two Ideas—270 ft. towers with insulated capacity tops. WHIO, Dayton, Ohio.

"KROM-A-TONE" POST CARDS

Newest, most economical, method of displaying any product. Samples and prices on request. Graphic Arts, 297 Market St., Hamilton, Ohio.

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

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Consulting Radio Engineer

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BROADCASTING • Broadcast Advertising

December 22, 1941 • Page 57
DCB to Advise Under New Priorities Plan

Faster Action Seen Under Revised Method

PROMISING relief from many broadcasting priorities and supply troubles, plans to handle material needs for the communications industry were announced Thursday by the Defense Communications Board and the Office for Emergency Management.

Final plans to expedite the tight supply situation were announced after weeks of consultation between the Office of Production Management, Supply Priorities & Allocations Board and DCB.

Advisory Duty

Under the plan DCB will act as advisor to OPM in all supply and priorities matters for the communications industry. The experts of DCB will work with a new Communications Branch being set up in the OPM Division of Civilian Supply to serve as a nucleus of a new unit, to be quartered close to the FCC engineering department in the New Postoffice Bidg., is Leighton Peebles, former NRA executive and recently chief of the plumbing and heating branch of the Civilian Supply Division.

Mr. Peebles, as chief of the Communications Branch, would be assisted by three engineers appointed by DCB to serve on a fulltime basis—loaned for the purpose by the FCC or other agencies represented on DCB. First of these engineering officers to be designated was George J. Dempsey, FCC engineer in the common carrier section since 1935.

Two others are expected to be named shortly, one to handle telegraph and the other to be in charge of radiocommunications, broadcasting and other radio services. It is thought that the new unit may have a personnel of about 50, including men transferred from other OPM functions and the remainder new employees.

OPM had made no announcement of Mr. Peebles' appointment as Broadcasting went to press Friday, and although it was expected momentarily, some concern was felt over reports that reorganization plans within OPM itself might temporarily delay establishing the new setup.

Really a combination of two separate functional ideas, the new plan establishes DCB as the advisory and policy-recommending agency on priorities and allocations for the entire communications industry, with the new Communications Branch of OPM charged with responsibility to implement and process actual priority grants and allocations. With OPM switching from a priority assignments basis, the new setup is expected to function all-importantly for radio and other communications services which have suffered from the priorities system in effect up to a short time ago.

In announcing the development, DCB expressed the view that the new plan will afford expeditious handling of communications' priorities matters, OPM Priorities Director Donald M. Nelson told FCC Chairman James Lawrence Fly he thought the new arrangement "holds great promise for well-considered and efficient action" for the industry in its supply problems. Similar views were also expressed by Joseph Weiner, assistant director of the Civilian Supply Division, and J. S. Knowlson, former J.RA executive and now Deputy Priorities Director.

How It Works

Blueprinted functions of the new organizational setup were revealed in the DCB announcement as follows:

1. DCB “assumes the responsibilities of acting as advisor” to OPM in supply matters; DCB “will undertake to formulate a program covering the overall requirements of the communications industry for a particular period,” probably a year or a “reasonable period.”

In such an allocations program DCB in its advisory capacity would weigh the different services of the communications industry — broadcasting, telegraph, cable, radiocommunications, mobile radio services and other radio branches — to determine their relative importance in the war effort, as well as from a non-defense viewpoint.

It is believed DCB will maintain close liaison to ensure that the OPM Communications Branch gives the higher priority to favorable allocations to communications services of urgent character, with lower ranking for services non-essential to the war effort.

One of the most important DCB functions will be to recommend to OPM or SPAB “policies covering communications problems,” which might include rationing of civilian communications services. The board also is to make recommendations on what orders should be promulgated along rationing lines, as well as basic rules to guide various OPM branches processing priority applications.

Liaison Branch

2. OPM has created a new Communications Branch in the Civilian Supply Division, which will be the liaison agency in OPM to handle the processing of communications priority applications.

3. The Priorities Liaison Committee of DCB, popularly known as Committee No. 13, along with the “priorities representatives” of the industry technical committees of the Board, will continue to function on a part-time basis to “consider broad questions of policy and proposals which may affect the communications industry as a whole or major portions of it.”

The priorities committee of the Army-Navy Munitions Board, which presently maintains liaison with OPM, also will engage in liaison activities with DCB under the new setup, to coordinate all studies and recommendations which may have direct bearing on priority matters of concern to the military services.

Also last week, on Dec. 18, the OPM Priorities Division issued a new repair, maintenance and operating supplies order, P-100, replacing the old Order P-22, which had been amended so much and so often that even OPM employees could not keep it up.

The new order is largely a consolidated and clarified version of P-22 and its many revisions, and it includes commercial broadcasting and other communications services, as before. A principal change in the new order is provision that manufacturers can accept up to 110% of the dollar volume of their use in the corresponding quarter of 1940, instead of the previous 100%. The change was made to allow for price increases.

Peebles' Career

Mr. Peebles, head of the new Communications Branch, has been chief of the engineering and testing branch of the Division of Civilian Supply since Oct. 9. Before coming into the national defense organization in June, 1941, as head of the power section of the Office of Price Administration Civilian Supply, Mr. Peebles was with the Securities & Exchange Commission.

He began his Government career in 1931 as chief of the lumber division of the Bureau of Foreign & Domestic Commerce of the Department of Commerce, remaining there until 1933, when he was named deputy of public utilities and communications. He remained with NRA until it was dissolved late in 1936, when he joined the SEC.

Before this period he had wide experience as an engineer, working as an instruction supervisor for the J. C. White Engineering Corp., New York, from 1907 to 1918, in charge of construction of numerous power houses and dams, as well as radiotelegraph stations. At one time he also was with General Electric Co. as an engineer.

Mr. Peebles was born in Peters burg, Va., in 1883. He studied engineering at Union College, Schenectady.

J-W-T Foreign Gains

1941 BUSINESS in every international operation, except England, will be the largest in the history of J. Walter Thompson Co., according to Samuel R. Meek, who is responsible for that branch of the company’s activities. Included in these operations are business in South America, Latin America, Canada, Australia and India.

California Broadcasters Name Connor Liaison

TO AVOID confusion and insure expedite handling of official news affecting home defense, Richard F. (Dick) Connor, head of the Los Angeles advertising agency bearing his name, has been drafted on a salary basis by the Southern California Advertisers Assn. to act as fulltime radio coordinator among stations in that area and the Citizens Defense Committee during the war emergency.

SBOA on Dec. 16 established offices at 542 S. Broadway in downtown Los Angeles, where 24-hour service will be maintained with direct wires to all broadcasting stations in the area.
Planning for Tomorrow's Problems Today

During the past few months, a great deal has been written about the seller's market, and its effect on advertising. Salesmen, armed with reasons for delivery delays, try to keep customers happy. Business is booming. In the defense industries, huge backlogs of orders will take the entire output of scores of plants for months to come. Shortages of material are the usual, rather than the unusual thing. Commerce feels the tremendous sales impetus of re-employment, increased consumer spending.

In such a scene, curtailment of advertising seems at first glance a logical and economical method of avoiding unnecessary expenditures, of conserving resources.

But business history proves this is not so.

Industry's dusty archives are full of forgotten names of honest products . . . forgotten because their makers failed to realize that the public is fickle only because its memory is short.

It is highly improbable that this ad, or any other we might run, would result directly in a contract for time on WLW. But we aren't particularly concerned about this month's business, or next, or the next after that. Our business was never better.

But we are concerned about next year, and the years after that, when a seller's market, and an economy of oversold production, return to the norm—a buyer's market and keen competition for the customer's nod of acceptance.

Thus it is that we choose to practice what we preach . . . to keep at their sharpest selling tools and selling techniques that will come in handy when once again the buyer is back in the driver's seat.

Not only because we believe that the best time to advertise is when you have all the business you can handle—but because we feel it is only good common sense to keep reminding you of this important fact: when you buy WLW, you buy what is probably the lowest cost per impression in modern advertising.
You Hoped for It "After the Emergency"

—but it's here Today!

A 5,000-watt transmitter so modernized and improved — so automatic in operation — that there's literally nothing on the front panel to turn or twist! That's the kind of transmitter you probably hoped some manufacturer would develop...some time after the present emergency is over.

But the new RCA Type 5-E is here today. It's ready now because RCA had developed it before the present emergency began — and we honestly believe that no other manufacturer can match it for a long time to come. Check its advanced features for yourself:

- Motor-Driven Circuit-Tuning
- Complete Push-Button Control
- Flexibility, Efficiency, Economy
- Even Finer Performance than the 5-DX
- High-Speed Switching — Full Protection
- 100% Accessibility — All Tubes Visible
- Low-Cost Conversion to 10 KW
- Integral Cooling — No External Ducts

The whole story is well worth seeing...write for it today.

RCA 5,000 WATT BROADCAST TRANSMITTER TYPE 5-E

In Canada: RCA Victor Co., Ltd., Montreal