MARTHA DEANE, nee Marion Young, sells things, makes friends galore. Martha Deane, nee Marion Young, was recently asked to sell, make friends, for a polish. In 7 weeks this persuasive lady sold 200% more polish for its maker than he had sold during the same period in 1940. She, incidentally, talked 33 new wholesalers and 800 additional dealers into stocking, boosting, selling the polish. In 7 weeks, mind you!

★ Weekdays, at 2:00 P. M.—to be sponsored at what is known as a “ridiculously low cost”. Write, wire or phone.
"It's Been a Good Year," WLS advertisers tell us. Here are a few of their experiences in 1941:

- A fruit jar manufacturer received 40,759 requests for a recipe booklet offered on 77 announcements.
- A mail order advertiser sold more than 114,000 fountain pens from WLS advertising.
- A vitamin advertiser got requests for 20,990 samples from 13 quarter hours.
- A poultry magazine received 11,297 subscriptions as a result of six programs—subscriptions from 41 states and Canada.
- A cough remedy advertiser, offering four $1 prizes daily, received 86,305 letters in 26 weeks!

This is only a small part of our 1941 story—a story of consistent and resultful effort through the years. We've had more than a million letters a year since WLS came under its present management in 1928.

We pledge ourselves to continue our same program of constructive service to radio listeners in Mid-West America and to our advertisers.
The YANKEE NETWORK reaches New Heights of Service to...

In every emergency, for nearly two decades, The Yankee Network has been keyed to meet whatever exigencies existed immediately and efficiently. That is the reason why now... every ounce of trained manpower... every modern facility... every station in every important area of New England is united in service every minute, every day.

It is obvious what this means in peak-plus audiences, added to the already wide acceptance of The Yankee Network. It is equally obvious what it means to advertisers who want to build sales and good will in one of America's great markets.

There's a job to do in '42 and THIS is the network that will do it.

THE YANKEE NETWORK, INC.
21 BROOKLINE AVENUE
EDWARD PETRY & CO., INC., Exclusive National Sales Representative

BOSTON, MASS.
APPLES: Fruit. Grows on trees. Hundreds of trees comprise Big Business! Big business is what Nebraska farmers do when they sell apples.

SUGAR BEETS: Vegetable. Sold to refineries to make beet sugar. Nebraskans now are selling more sugar beets than ever before!

OIL: Black, viscous fluid. Light! However, it's an indispensable product. Nebraska's oil industry is new, rapidly growing, and adding great wealth to the state income.

COIN: That from which party of the first part must part, to persuade party of the second part to part with... such products as apples, sugar beets, and oil. Buyers literally shower Nebraskans with coin, to buy Nebraska products. In turn, Nebraskans seek to trade this coin for your products. Tell your sales story over KFAB. You need KFAB, to do a thorough job in the farm areas throughout Nebraska and her neighboring states.

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WE PAY RESPECTS

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

BROADCASTING
The Weekly Newsmagazine of Radio
Broadcast Advertising

December 29, 1941

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A BONUS OF LISTENERS DURING THE WINTER MONTHS

TAMPA
FULL TIME 970 Kc.

NATIONAL REPRESENTATIVE
JOHN BLAIR & CO.

IT'S Programs That Pull the Listeners
Broadcasting, unlike other public services, has no precedent for war. But American Broadcasting has already shown that it has the power, the brains, the facilities for serving the nation in WAR as well as peace.

This nation is proud of its Broadcasting System. The American people look to broadcasting with complete confidence that it will continue to inform, to hearten, and to strengthen the will to win.

Western Electric
It’s all very well to sit in an office poring over data books in order to dig out the cold, hard facts about radio station power, coverage, rates, etc.

But what about station personality, management, “editorial” policy, ability to sell? What about the character of the audience, its likes and dislikes?

Long ago we learned that the answers to such questions are at least as important as coverage figures. And that’s why our 15 good men are constantly on the road, learning about the markets and stations we represent — learning the things you need to know in order to make your radio efforts get bigger results.

Whether or not you buy a single one of our stations, everything we know is yours for the asking. That’s the way we work, in this group of pioneer radio-station representatives.
J. Harold Ryan Named Broadcast Censor

Walter Damm May Be Liaison Officer; Price Working on Organization

ACTING in accord with industry suggestions, Byron Price, Director of Censorship, last Friday appointed J. Harold Ryan, of Toledo, vice-president and general manager of the Fort Industry Co., as broadcast censor, with the title, Assistant Director of Censorship.

The appointment had been recommended by the war-born Radio Coordinating Committee, representing the heads of the five industry trade groups, which met in Washington Dec. 22-23 at the call of George B. Storer, interim president of National Independent Broadcasters.

In cutting across intra-industry discord, the committee also decided, upon recommendation of FCC Chairman James Lawrence Fly, it would be desirable to name an industry liaison officer in Washington to deal with the Defense Communications Board, FCC, Director of Censorship, and other war agencies having radio functions. The name of Walter J. Damm, managing director of WTMJ, Milwaukee, and former NAB president, was mentioned for this important post. Whether the appointment will be made by the coalition of trade groups or by the Government remains to be decided.

Unanimous Choice

Mr. Damm's name, it is understood, was selected from the entire roster of the nation's broadcasters. They sought a man thoroughly familiar with all operating aspects of radio and having the confidence of all segments of the industry. Similarly, it is understood Mr. Ryan's name was selected after a thorough canvass of executive personnel of stations.

The Ryan appointment was made by Mr. Price in an announcement last Friday—one of the first executive positions he has filled since assuming office a fortnight ago. Mr. Ryan will be the industry contact on clearance of questionable data. The theme, advocated by Mr. Price, is for self-regulation on censorship, so far as possible, in all media.

Mr. Ryan assumed his new duties coincident with announcement of his appointment last Friday. In announcing the appointment, Mr. Price said Mr. Ryan would "deal principally with problems affecting radio". Simultaneously he named John H. Sorrelts, of New York, executive editor of the Scripps-Howard newspapers, as assistant director of censorship, in charge of press activities. He indicated that one or more additional assistant directors would be named.

Mr. Price said that both executives would come to Washington on leave of absence from their present positions, "each at a considerable personal sacrifice". He characterized Mr. Ryan as a "practical radio executive" and added that he "has the endorsement of the broadcasting industry".

Mr. Ryan heads the radio division of the new Office of Censorship. As vice-president and general manager of Fort Industry Co., he directs the policies of WSPD, Toledo, where he resides; WWVA, Wheeling; WMMN, Fairmont, W. Va.; WLOK, Lima, O.; WHIZ, Zanesville, O., and WAGA, Atlanta. Mr. Storer is president of the Fort Industry Co. and Mr. Ryan's brother-in-law. In the initial conference of the committee with Mr. Price, he asked that the name of a broadcaster who might be available for the post be suggested.

NAB Board to Meet

Chairman Fly, in his first meeting with the group last Monday, urged that a broadcaster be named as a liaison officer between the industry and the FCC during the emergency. While the name of Mr. Damm was selected by a majority of the group, final action was withheld pending determination of the manner in which the proffer would be made.

JOHN HAROLD RYAN

Neville Miller, NAB president, declared the NAB would "cooperate wholeheartedly with any representative whom Chairman Fly might designate for the post." He added that a meeting of the NAB board would be called about mid-January to review the entire war situation and to take all possible steps to cooperate in the war offensive.

Conferences were held over a two-day period by the extraordinary committee with Chairman Fly and Mr. Price. Attending the sessions, in addition to Messrs. Miller and Storer, were John Shepard 3d, Yankee Network, president of FM Broadcasters Inc.; Eugene Pulliam, WIRE, Indianapolis, president of Network Affiliates Inc.; Victor Sholes, director of the Clear Channel Broadcasting Service, as proxy for Edwin W. Craig, WSM, Nashville, who was contacted by phone.

Mr. Craig was prevented from being in Washington by Nashville Draft Board activities.

No arrangement was made for future meetings of the committee, which originally had been designated the "War Broadcasting Council". The committee, it is understood, divided by 3 to 2 on the policy matters, with Messrs. Miller and Craig in the minority. The networks did not participate in any of the proceedings.

It is their intention, however, to carry on their Government dealings in the same fashion as heretofore. Whether the developments will result in ultimate creation of an overall radio council, on a permanent basis, constituted a lively topic in broadcasting circles.

Mr. Damm, while not now a member of the NAB or any other group except FMBI, is one of the industry's best known and most active figures. He headed the NAB as president in 1931-32, has served as a member of its board of directors on several occasions and is regarded as one of the industry's foremost authorities on newspaper ownership, copyright and overall management problems.

Treasury Names Gaston

Mr. Price has not yet completed organization of his office, which undertakes one of the most important tasks in the wartime picture.

With the naming of Mr. Ryan, however, he has hurdled his first big problem. Under the Executive Order issued Dec. 19 by President Roosevelt, creating the Office of Censorship, there will be a censorship policy board made up of Cabinet members and other high Government officials and a censorship operating board, established by Mr. Price, to consist of representatives of "such departments and agencies of the Government as the director shall specify."

This board, under the supervision of Mr. Price, will perform such duties with respect to operations as the director shall determine. The only member thus far named to the operating board is Assistant Secretary of the Treasury Herbert E. Gaston. Mr. Gaston also serves as the Treasury member on the DCB and is a former newspaperman of national repute.

The FCC, among other agencies, will name a member. Chairman Fly himself had participated in the preliminary discussions on the censorship plan and his alternate has been Chief Engineer E. K. Jett. The latter, it is thought, would be the logical selection. Whether his preoccupation with other war duties will prevent this, is the question. The Office of Facts & Figures, to which has been delegated the function of clearing Government radio programs among other duties, also is expected to have a
Concerning War, Radio and Hitting Below the Belt—An Editorial

THE PRESS-RADIO battle, we thought, had been fought, settled and forgotten several years ago. Press associations are in the business of selling newspapers. Radio reporters are recognized on a par with press reporters, from White House to night court. The media, as news disseminators, are synonymous. The only difference is the mode of publication.

But since the war, there develops the painful realization that die-hard publishers, and some of those who sell newspaper space in competition with radio, are attempting to revivify the feud. This indecent, opportunistic minority has seized upon war censorship as the vehicle to sock radio.

All industry, all people, have a battle for survival in this war. Those who would seek to take advantage of a competitor on a war premise alone are hitting below the belt.

In the few short weeks since the war, some of the anti-radio tactics that have developed are amazing. There is the proposal that news broadcasts be held up for a stipulated number of hours after newspaper publication (i.e., that only stale news go on the air). There is the suggestion that news sponsorship be banned; the proposal that radio be censored rigidly, but that the newspapers by self-regulation work out their own rules. And then there's the crass commercial approach, authored by one newspaper representation organization, that advertisers be cajoled away from radio because of the blackout "gamble", and inferred Government take-over of radio.

Nothing can more undermine public confidence in the press than sneak efforts of this calibre. If need be, radio could fight back in kind! There's more listening today than ever before. And more important, the public has confidence in radio.

Editor & Publisher talks about the eventual effect upon the listening public of getting their news "interlarded with commercials that occasionally rival the old patent medicine advertising in blatancy". It suggests that stations either bar the sale of news periods for commercial sponsorship, or limit rigidly the tone and time of the commercial announcement.

To its professional readers, who know better, Editor & Publisher leaves the impression that practically all news broadcasts are laxative-sponsored. It so happens that probably much more than 90% of the news, over both networks and stations is sponsored outside the proprietary fields.

And would our contemporary propose that newspapers henceforth place no proprietary or even laxative advertising within sight of war news?

"War means revolutionary changes. It will affect newspapers, magazines and billboards along with radio. No one will be spared. If commercial hours are cut, chances are newspaper will be rationed. In England the reduction in publication size is some 40%. Censorship was almost a cuss-word just a few weeks ago; today it is accepted as a necessity to help win the war."

Radio is going to be censored along with the press. Certain types of news that is publishable on the printed page may have to be curtailed or even eliminated on certain stations, because of coverage range. But the plan is to handle it by self-regulation, not by stationing censors in each master-control room.

Any move to force radio to withhold news until it is stale will be combated, not only by the industry but by Government itself, for millions who do not have access to newspapers are entitled to get the news by radio. The two media, so far as possible, will be treated alike. That's because they are alike, except for radio's greater speed.

Broadcasters recognize that the censorship to which they must accede will differ in some respects from that imposed upon the printed media. They know too, that the Government is relying upon radio to do a somewhat different, and unquestionably more important task, in the war offensive, but they're not crowing about it.

In designating J. Harold Ryan, Fort Industries Co. vice-president and general manager, as radio censor, Director Byron P. Price has made a fortunate selection. Mr. Ryan is intelligent, steady, cool and considerate. He has no newspaper background, but a distinguished career as a business man and broadcaster. It's a real sacrifice for Harold Ryan to leave his business and his home in Toledo. But every broadcaster should be grateful that a man of his calibre and prestige has been selected for the thankless task of radio censorship.

All media will have their hands full for the duration. Each will be called upon to contribute in its particular sphere. All probably will have to battle together against special taxes on advertising and other restraints. This certainly is no time for one to seek a competitive advantage over the other because of essential war operations.

We hope the ill-advised, headstrong minority that already has launched an anti-radio crusade under cover of the war emergency will quickly realize this is all-out war, and will spare their journalistic colleagues further embarrassment.

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representative who will be identified with radio aspects of the new Censorship Policy Board named by the President will comprise Vice-President Wallace, Secretary of the Treasury Morgenthau, Secretary of War Stimson, Attorney General Hull, Secretary of the Navy Knox, Lowell Mellett, director of the Office of Government Reports and Assistant to the President, and Archibald MacLeish, director of the Office of Facts & Figures. Postmaster General Walker is chairman of the board. This top advisory group will consult with Mr. Price with respect to policy and the coordination and integration of the war censorship.

The operating board probably will meet frequently, perhaps daily, since: it will be the active body. The policy board will meet only occasionally with Mr. Price, it is understood, for the handling of questions of transcendent importance.

Mr. Price temporarily is headquartering in the Post Office Bldg. in which the FCC also is located. Permanent quarters have not yet been assigned. He told Broadcasting he did not believe there was any need for a large staff at headquarters. There already is a potential censorship force at work in the field, such as functioning branches of the Army and Navy, FCC monitoring service and other activities.

To Be Voluntary

A guide for broadcasting definitely is being considered and will be drafted soon. Mr. Price commented on the extent to which the broadcasting industry already has gone into voluntary censorship, mentioning particularly the NAB-WAR GUIDE [BROADCASTING, Dec. 22].

At this stage there is no plan to delegate censors for each network or station operation. Voluntary censorship will be the keynote. The censorship imposed upon radio probably will differ in several respects from that invoked against printed media because of the essential difference in the methods of conveying intelligence. Because radio broadcasting is an all-spectrum operation, the censorship at the source may be of a somewhat different nature than that affecting newspapers.

Ideas originally advanced of setting up interferences on certain channels so signals could not be heard beyond the border apparently have been dropped. This, particularly insofar as clear channel stations are concerned, would be a most restrictive service that rural and remote listeners would be deprived of programs. These very people do not have access to newspapers or other current media.

Esso Renews for Year

ESSO MARKETERS, New York (gas and oil), on Jan. 1 renews for 1942 its 56-week time periods on 34 stations. Programs are aired four times daily Monday through Saturday and twice on Sunday. Marshakl & Pratt, New York, handles the account.

John Shepard Hurt

JON SHEPARD, president of the Yankee Network, fractured his shoulder Christmas Day. He is at Faulkner Hospital, Boston.

A SPECIAL Christmas Party program in conjunction with the ninth annual Police & Fire Department Toy Fund campaign was televised by WOUB, CBS' television adjunct in New York, on Dec. 26.

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Albers Transfer

ALBERS BROS. MILLING Co., Seattle (Friskies, flapjack flour), on Jan. 2 shifted the weekly half-hour mystery drama participation program WHodunit? on 7 CBS West Coast stations, Thursday, 7:30-8 p.m. (PST). Ben Alexander, announcer, takes the show as a contract, with Ben Alexander, announcer, Jim Fonda, is Hollywood producer of Lord & Thompson, agency servicing the account. Max Hutto is NBC production representative on the show.

Penn. Salt Series

PENNSYLVANIA SALT MFG. Co., Chicago, through its subsidiaries, Lewis, American, and Eagle Mfg. Co., Chicago, on Jan. 5 will start a 13-week campaign of transcribed one-minute announcements three times weekly on 10 midwestern stations. Agency is Sherman K. Ellis & Co., Chicago.

United Fruit on CBS

UNITED FRUIT Co., New York (Bananas show), on Feb. 2 will start The World Today, news round-up by CBS correspondents on 37 stations, Monday through Friday, 9:45-7 p.m. Agency is BDBO, New York.
Blue Net Being Transferred to RCA

Affiliates Are Asked
To Meet Jan. 15

In Chicago

TRANSFER of the Blue Network from NBC to RCA, as one of the steps toward ultimate complete separation of the networks, is being effected under authorization last Tuesday by the FCC covering voluntary assignment of three key stations of the Blue.

Mr. Harold Ryan was wired all of the Blue Network affiliates that an "important meeting" would be held Jan. 15 at the Drake Hotel, Chicago, "to concern the future operation of the Blue Network." "We believe your presence is essential and hope you will be able to attend," Niles Trammell, NBC president, wired. Mr. Trammell, it is indicated, will become chairman of the board of the new network operation.

Woods, Kobak Slated

Physical transfer of the Blue from NBC to RCA, as a subsidiary operation, will be effected before the close of business Dec. 31. For bookkeeping and other purposes, it is desired to consummate the transaction by the first of the year.

The Blue will be operated under a new corporate name, not yet announced. It is expected to be either the Blue National Broadcasting System, though two or three other names are under consideration.

Mark Woods, vice-president and treasurer of NBC, is slated to become president of the new operation, with Edgar Kobak, vice-president in charge of Blue Network sales, as the executive vice-president. The two new firms will be separately staffed, but will headquarter at Radio City.

RCA became the licensee of the three NBC-Blue stations and was licensed to the network itself, under action taken last Tuesday by the FCC pursuant to the announced intention of NBC ultimately to dispose of one of its two networks.

Blue Staff Continues

The Commission granted a petition of the M. A. Leese Radio Corp. for transfer to it for NBC of the license of WMAL. This was the fourth Blue Network outlet heretofore licensed to NBC.

Applications for the transfers were filed with the FCC the preceding week [BROADCASTING, Dec. 22] and action came swiftly. The FCC in its announcement Dec. 24 said it had acted upon the "stated willingness of NBC and RCA to dispose of one of the former two networks".

By virtue of the approval of the voluntary assignments of the three licenses—WMAL, WENR and WMAL—formerly belonging to NBC, it will be a heretofore Chicago; KGO, San Francisco—from NBC to RCA, steps will be taken for separation of the two networks. It is presumed that for the time being RCA will be the operator of the Blue Network, using the same staff and facilities now employed for operation of the Blue.

The FCC said it had granted the assignments "pursuant to the finding of an outside purchaser to assume such operation." Meanwhile, it is expected NBC, as a wholly owned subsidiary of RCA, will declare a "dividend in kind" assigning to RCA all of the assets, contracts and physical equipment segregated in the Blue.

The FCC announced that at the same time it had granted the WMAL-Star application and had removed it from the pending files, where it had been reposed by virtue of the newspaper ownership investigation. The Commission, it was announced, "took cognizance of the indicated plan of network operation and, also, of the substantial investment ante-dating Order 79 [newspaper ownership order] made in WMAL by the Evening Star Newspaper Co., which owns the Leese Corp."

It is expected the Star promptly will take steps to build new studios and create its own operating staff. This may be accomplished within the next few months, it was thought.

In addition to granting the assignments to RAC of these three stations, the FCC, as part of the plan for separation of the Blue Network, granted a petition of KGO for reconsideration and grant of its license renewal. A scheduled hearing was cancelled.

KOA, Denver, licensed to NBC but owned by General Electric Co., was granted a petition for reconsideration and granted a regular renewal of license. A hearing likewise was cancelled.

Ryan Well-Equipped to Serve
As Broadcast Industry Censor

UNCLE SAM'S new radio censor—John Harold Ryan—has never wielded a blue pencil or a pair of editor's shears. But he knows radio practically from Genesis. And, most important, he gets along with almost everybody.

If Byron Price, Director of Censorship, had had the time or inclination to search the rolls of both radio and journalism for the ideal man to fill the radio niche, he might well have wound up with Mr. Harold Ryan, 56-year-old vice-president and general manager of the Fort Industry Co., which operates a half-dozen stations, is well known in the industry, though he has never been given to floor speeches at conventions or personal publicity. His brother-in-law and partner in business is George B. Storer, who is interim president of National Independent Broadcasters and who is spending most of his time these days making shell castings at his steel plant in Detroit.

Gets Leave of Absence

Stations in the Fort Industry fold are WWVA, WSPD, WMNN, WLOK, WHIZ and WAGA. The station was acquired back in 1925 and Mr. Ryan hasn't been out of the radio business since.

In his new post Mr. Ryan will take leave of absence from Fort Industry Co. operations.

More about the new chief of the radio division of the Office of Censorship:

He's a practical broadcaster—now president of the national board of directors of the National Broadcasters Assn., former president of the Ohio Broadcasters Assn.

A native of Toledo, he attended grammar school and high school in that city. Then he enrolled at Yale, from which he was graduated in 1908. A diligent student, he won the coveted Phi Beta Kappa key. His fraternity, Beta Theta Pi, became a major extracurricular activity, an interest he has maintained with an unbroken string of attendances at national conventions, dating from 1907.

After college, Harold Ryan returned to Toledo to enter his father's business, the Arbuckle-Ryan Co., at that time manufacturers of agricultural equipment and railroad supplies. Upon his father's death, he became treasurer, which position he retained until dissolution of the company in 1928.

Following the first war, the lines in which the company was interested had nosedived and active operations were ended in 1925. He then embarked upon the gasoline business with Brother-in-Law Storer, which proved a direct route to broadcasting.

In 1925 Mr. Storer got the idea of marketing oil and gas from service stations erected adjacent to railroad sidings, with gasoline purchased in tank car lots. The saving was thereby passed along to the customer. In 1927 the Fort Industry Oil Co. was formed to expand the operation. Stations were maintained in Cleveland and Toledo. The owners, in seeking methods to promote their product, decided arrangements were started with the then local station, WTAL. Soon the Storer-Ryan group owned the station. The call letters were changed to WSPD.

In 1928 WGHF was purchased in Detroit, but after three years it was sold to the King-Trendle interests and now is WXYZ.

Against the backdrop of radio, the gas business lost its glamour. In 1931 the gas stations were sold and the firm looked around for new radio fields. WWVA was purchased and placed under the guiding genius of Mr. Ryan. In 1932, CKOK, which later became CKLW, was established in Windsor, Ont., serving the Detroit area. It was later disposed of. In 1936 WMNN was purchased and in the fall of 1938 WLOK joined the Storer-Ryan group. A year later came WHIZ and last year WAGA was acquired.

The Ryan hobbies are far from ordinary. His home in suburban Toledo where he resides with his wife, the former Frances Storer, is a veritable treasure of rare first editions. Genealogy is his forte. For several years he has been tracing descendants of the Capetian kings, who ruled France from the 10th century, and he has ferreted out about 10,000 descendants, with five centuries to go.

He can walk the legs off any young fellow and is a contract bridge player at the Culver Club, a class. Remarkably keen but genial and soft-spoken, Harold Ryan has an uncanny memory. Far from being straight-laced, he is congenial, interested in others, witty and appreciates a good story.

THREATENING to break Black Sambo's hot cake eating record is Tom Brenceman (left), jovial m.c. on the five-weekly half-hour NBC-Blue participating show, Breakfast at Sardi's, as agency and network representatives staked an early morning bulging St. Lawrence restaurant following a recent broadcast. Hearty eaters are (1 to r.), Brenceman; Myron Elges, NBC-Pacific Blue salesman; John Masterson, Raymore; John Ryan, traffic director; John Nelson, radio director of that agency; Mark Buckley, Lord & Thomas account executive; Robert McAndrews, NBC Western division sales promotion manager.
Year Finds Radio Focusing on Defense

Billings Again Reach New Records But Costs Increase

WITH national defense keynoting their 1941 activities, the three national networks—CBS, CBS, MBS—in year-end recapitations reported record billings, increased costs and generally expanded operations. Although defense features for the last year have established radio as perhaps the most effective medium of expression in a war-threatened nation, the important function of broadcasting in this respect was highlighted with emphasis late in the year—on Dec. 7, when the Japs attacked Pearl Harbor. All networks reported that wartime operation came smoothly, the result of practice and planning, particularly in handling news broadcasts.

One of the principal developments of the year was the establishment of network program service for outlets in Latin American countries. International shortwave activity also increased substantially during the year.

### CBS

CBS during 1941 devoted much of its best talent and choicest time on the air to defense programs, which the network places at the top of its review of the year's activities. In addition to many special events broadcasts, talk periods given over to defense topics and standard programs which took on a defense flavor, CBS listed such shows as "Spirit of '41, for coverage of America's armed force; "Proudly We Hail," dedicated to defense workers; "Calling Pan America."

Expansion of the CBS news staff, now including 23 foreign correspondents, has made "the CBS news beat the world," the report states, the William Brown's report of the sinking of the Repulse and the Prince of Wales as a "highlight of the hectic year."

Outstanding achievement of the CBS shortwave division was building an organization with more than 50 home office members to operate the new CBS Latin American Network of 74 stations which will be functioning soon as the two nearly-completed 50-kw. shortwave transmitters are finished. Meanwhile, to facilitate its service to foreign listeners, CBS has set up permanent news centers in 10 languages.

In the other direction, the CBS listening post, with eight reporters and five technicians listening constantly to broadcasts of news and propaganda from abroad, provides much valuable material to newspapers, magazines and press associations, and turns over complete reports to the Coordinator of Information.

Chief achievement of the CBS engineering department was the completion of the new $600,000 transmitter for WABC, New York, which entailed building an island of concrete in Long Island Sound before work on the transmitter plant could commence. CBS engineers also installed FM transmitters in New York and Chicago and at year's end were nearly finished with the erection of the shortwave transmitters at Brentwood, L. I.

Since July 1, WCBW, network's television station in New York, has operated a minimum of 15 hours weekly. CBS has also continued its experiments with the full-time television system developed by Dr. Peter C. Goldmark, chief television engineer, in 1940. FM broadcasts were also started in New York and Chicago.

In addition to a dozen or more adult educational programs, CBS continued its expansion of the School of the Air until every one of the American Republics and Canada had pledged cooperation and support for this series.

**Paley Sets Goals**

William S. Paley, president of CBS, in his year-end statement, named "two great goals"—winning of the war and the winning of the peace—which CBS plans to keep in mind in presenting news, public discussion, historic events as they happen, and in maintaining national morale through appropriate programming. "The skills and techniques of radio broadcasting," he said, "are admirably adapted to promote and intensify nationwide devotion to those goals."

Broadcasters have been able to bring to bear "responsible judgment, trained personnel, and worldwide facilities from the moment of the first bulletin of the treacherous attack on Hawaii," Mr. Paley declared. He added that radio's task now is "to keep ourselves fully and unerringly informed and by that means to keep the nation's general and special objectives, and to do our part towards contributing to the national morale by assuring that the American people shall continue to be the best informed people in the world, and that there shall be kept before them all the realistic facts and human drama of men's actions in these stirring times."

### MBS

Starting the new year with 193 affiliates, MBS reports that 48 new stations joined the network bringing, the year was the establishment of MBS's national communications service, the most effective medium of expression in a war-threatened nation, and the network's board of directors has increased its staff, including foreign correspondents stationed at strategic points in foreign countries to broadcast news analyses.

### NBC

Although the last month in 1941 brought radio to the fore as the quickest and best method of disseminating war news, almost the entire year in the broadcasting industry was devoted to informing the public of defense preparations, especially the Good Neighbor policy between the Americas, and expansion of facilities both nationally and internationally to meet ever-growing demands on American broadcasting.

During the first ten months of 1941, NBC broadcast 1,062 defense programs on its networks, while broadcasts from overseas on NBC grew to a total of 3,000 during 1941 or about 10 per day.

NBC news programs increased 65% in volume, while the staff of foreign correspondents was increased to more than 40. NBC opened two listening posts in 1941, the Pacific one Aug. 14 and the Eastern post July 23, rebuilt its 

(Continued on page 37)
Eleven big packages...each of them from a new program advertiser signed in the four weeks since WHN went 50,000 watts. They mean greater radio enjoyment for WHN's millions of listeners. They indicate how more and more advertisers are now turning to WHN...the biggest buy in spot broadcasting!

WHN
1540 BROADWAY, NEW YORK
Chicago Office: 360 N. Michigan Avenue

50,000 WATTS—AMERICA'S MOST POWERFUL INDEPENDENT STATION
Reports Revived of Merging FCC, Other Federal Bureaus

Wholesale Transfers of Agencies to Other Cities

REVIVAL of official reports involving creation of a department or bureau of transportation and communication, which would embrace the FCC, ICC, CAA and other Governmental agencies identified in these fields, developed in Washington last week following passage of the Overman War Powers Act and the Executive Order transferring a number of bureaus and agencies from Washington to the field.

In the war hubbub, with developments taking place overnight, there appeared to be no well-defined activity toward creation of the new department, probably with cabinet rank, but in high quarters it is understood the project had been revived.

Some four years ago a proposal for creation of such a department, which would embrace all agencies in the transportation and communications fields, got under way. There were consolidations subsequently, but the ICC, FCC, Federal Trade Commission and CAA were definitely excluded. The President was given powers to consolidate other agencies, however.

Many Offices Moved

Ordered removal from Washington of the SEC, U. S. Patent Office and several other agencies and bureaus took Washington completely by surprise, even though there had been sporadic reports of such contemplated moves since the national emergency developed.

Director Harold D. Smith announced the drastic actions after consultation with President Roosevelt. The moves were formalized by an executive order and will take place within 30 to 60 days, with agencies removed probably for the duration to such widely separated points as Pittsburgh, St. Louis and Chicago.

These geographical moves are designed to make room for an influx of some 40,000 additional war workers. Whether the FCC would be affected in the geographical moves is problematical, though in Congressional quarters it was stated there was no reason why all agencies save the War and Navy Departments and those essentially part of the war high command should not be moved from Washington.

These physical moves, however, have nothing whatever to do with the reported consolidation of regulatory functions. The FCC is labeled a defense agency. Since the war's development, FCC has been under the Defense Communications Board, an established part of the war operation. DBC could not be moved forward from Washington if the intention of members of five is made up of representatives of the War, Navy, State, Treasury (Coast Guard) and the FCC, with Chairman James Lawrence FLY being head of the board.

Chairman Fly declared last week he had heard nothing about moving the FCC out of Washington in whole or in part. He emphasized the Commission's close tie-up with defense activities. Budget Director Smith, however, apparently has kept his own consensual views.

The orders of the preceding week, for example, came as a surprise to the agencies affected and to most of Washington's officials.

Power Under Law

The War Powers Act authorizes the President to make such redistribution of functions among executive agencies as he may deem necessary for the national security and defense and for successful prosecution of the war. He can redistribute any functions, duties and powers hitherto by law conferred upon any executive department, commission, bureau, agency, governmental corporation, office or officer as he regards "best fitted to carry out" the purposes of the Act.

Under Section 2 of the act, the President is authorized to "utilize, coordinate or consolidate any executive or administrative commissions, bureaus, agencies, governmental corporations, offices or officers now existing by law" and transfer any of the duties or powers from one existing agency to another.

He also is authorized to abolish any bureau and confine its duties upon some other department or bureau, but the latter authorization would require recommendations to Congress.

The War Powers Bill was enacted by Congress during the week of Dec. 15 and signed by the President Dec. 18. Under it he created the Office of Censorship, headed by Byron Price.

The original Government recognition committee, appointed by the President several years ago and headed by Louis Brownow, former District of Columbia Commissioner, originally had recommended consolidation of the transportation and communications agencies.

This plan was dropped, however, insofar as it affected certain of the key independent agencies including the FCC, after committees of Congress specifically exempted them from such moves.

There would be plenty of opposition, it is thought, to the lumping in of the FCC with other agencies engaged in regulation of communications and transportation, because of the difference in regulatory functions. Public utility common carriers are affected in virtually every phase, save that of broadcasting.

Moreover, there is now pending before the House and Senate separate bills to reorganize the FCC by setting up two autonomous divisions of three men each, one to handle public communications or broadcasting and its related services, and the other private communications, including handling all of the utilities operations. The chairman of such a reorganized commission would be the executive officer. Hearings tentatively are scheduled before the House Interstate & Foreign Commerce Committee between Jan. 15 and Feb. 1 on the Sanders Bill.

Should the legislation propose creation of a new department, with cabinet status, Congressional approval would be required. If, on the other hand, it simply entailed consolidation of agencies, under an existing department or a new independent establishment, no new legislation would be required, under the War Powers Act.

WMT Explosion Reports

WITNESS to one of the explosions at the shell-loading plant at Burlington, Ia., Dec. 12, WMT, Cedar Rapids-Waterloo, Ia., had made arrangements with KBUR, Burlington to feed WMT a special broadcast from the scene.

WOOD Is Granted Increase to 5 kw.

KWTO Given Modification; Boosts for WSUI, WCNW

DISPOSING of a long-pending case, the FCC last Tuesday granted WOOD, Grand Rapids, a construction permit to increase its power from 250 to 5000 kw. and KFDM, Beaumont, operating on 860 kc. A joint petition for rehearing, filed by the Denver and Beaumont stations, was dismissed upon request of the stations.

WSUI Increase

WSUI, Iowa City, operated by the State University, was granted a construction permit to increase its night power from 1,000 to 5,000 watts and make changes in its directional antenna. It operates unlimited time on 880 kc.

WCW, Bridges, was granted a construction permit to change frequency from 1600 to 1190 kc., increase power from 250 watts to 1,000 watts, and change hours of operation limited to 880 kc.

WOC, Fort Wayne, was awarded a construction permit to change frequency from 1600 to 1190 kc., increase power from 300 watts to 1,000 watts, and change hours of operation limited to 880 kc.

B & W Changes Format

FOR FEAR of disclosing information, the powers that be have strength and location of American military units, Brown & Williamson Tobacco Co., will change the format of its NBC-Red Wings of Destiny program, discontinuing dramatizations of authentic stories from the files of the Air Corps. Starting Jan. 2 the program plans to base its dramas on aviation fiction, and because of priorities also will abandon the weekly prize of a Piper Cub airplane. Agency handling the account for Wings king-size cigarettes is Russell M. Seeds Co., Chicago.

Mueller Anniversary

C. F. MUELLER Co., Jersey City, N. J. (macaroni & spaghetti), is planning its large consumer advertising campaign in all media, keyed to the celebration of its 75th anniversary through 1942. Besides usual annual shows and sponsoring Mark Hawley News on 13 CBS stations, company expects to expand radio activities in commemoration of the anniversary, Agency is Maxon Inc., New York.

PERFORMING RIGHTS to "Marchets," one of the classics of American music, have been acquired by BMI through its affiliate, the M. M. Cole Publishing Co.
Many Executives Influence Time-Buying

You can sell men who make time-buying decisions through promotion in Printers' Ink

Advertisers are like families. Just as your station offers advertisers complete family coverage, so Printers' Ink provides radio stations with coverage of the family of executives who contribute to advertising decisions... advertising, management, sales and agency executives.

In every firm there are varying opinions. If an advertising campaign has proved successful, there will be those who hold the time ought to be increased. Others will demand that sales and advertising be expanded into new territories instead. Still others may encourage the use of a national medium to take the place of local advertising.

And, when all the opinions, ideas, and facts are chipped into the hopper, out will come one decision. It will say: "Your station is on the list," or "Sorry—next time, maybe."

You can use the advertising pages of Printers' Ink to convince advertisers of the merits of your market. It is the one medium for station promotion more truly balanced than any other in its appeal to the important branches of executive decision.

Direct contact with people who make advertising decisions in all industries, from air-conditioning to wearing apparel, is yours through Printers' Ink, because it is the only publication edited to help all business move its products and services.

A CASE IN POINT

PRODUCTS: Food and liquor.

APPROPRIATION: Over $1,000,000.

QUESTION: What officials are factors in determining the media you use?

ANSWER: In our company, we have our advertising department. This department is under the supervision of the vice-president. We have an agency where they assign a man to our account. The agency has a media man whom we depend upon for guidance, working with our advertising department. Our president and vice-president finally "sit in" to hear recommendations from our agency and advertising department on media and programs. We generally discuss far in advance our problems and develop together the "theme."

Printers' Ink

The Weekly Magazine of Advertising, Management and Sales

185 Madison Avenue • New York, N.Y.
AFRICA and “somewhere” on the Egyptian front are the next possible stops for uniformed Tor Torland, former ace announcer and newscaster of KOA, Denver, shown with General Manager Lloyd E. Yoder. Tor was home for a brief leave of absence after resigning to enlist in the American Ambulance Field Service.

**CBC News Progress**

FOLLOWING a year of operations, the Canadian Broadcasting Corp.'s news service occupies 20% of all CBC broadcasting hours. The CBC news bureau was started Jan. 1, 1941, using wire services of Canadian Press and British United Press as well as news picked up by the CBC shortwave receiving station at Ottawa. Because of the interest in news, the CBC explains, it started its own news bureau where news would be edited to suit the needs of broadcasting, rather than take news edited by outside sources.

**Value of Radio News Service Stressed in Sarnoff Report**

Sole Aim of RCA Next Year Is to Help Win War and Aid Peace That Follows; Radio's Role Untold

TODAY’S radio news service parallels in importance its entertainment value, David Sarnoff, president of RCA said in his annual year-end statement last week and he added that radio entered 1942 with but one aim—to win the war and to win the peace that follows.

“The facility and speed with which radio has rallied the nation from an unlimited emergency to a wartime basis,” Mr. Sarnoff said, “emphasizes the value of network broadcasting as conducted in the United States. Interrupted by news bulletins, radio continues its musical programs, comedy and drama, for these are recognized as revitalizing tonics, needed more than ever in the busy days and nights of war.

Flexible Service

“Radio’s instantaneous reports from the Pacific and the eyewitness coverage of the war in Europe and Asia as the NBC circuits switched from continent to continent, from island to island, revealed as never before the flexibility with which broadcasting performs its service to the people. They hear history before it is written.”

The RCA president pointed out that the corporation’s manufacturing plants are employing more than 30,000 persons and that of these volume of unfilled orders 80% are for defense and 20% commercial. Because of the times, he said, the specific achievements of this period will come to light in later years in much the same way that the wartime developments of the radiophone, shortwaves and vacuum tube were revealed after the Armistice of 1918. In that connection, television, Mr. Sarnoff said, holds great promise of becoming a new radio service to the public.

When the victory is achieved, Mr. Sarnoff concluded, radio will be at the “ready” for the important postwar role which will be assigned to it by peace.

Maj. Gen. James G. Harbord, veteran of the first World War and chairman of the board of RCA, also alluded to the post-war place of television in his year-end report.

“ Television,” according to Gen. Harbord, “is in much the same position as the radiophone in the first World War. Then wireless was beginning to find its tongue; radio for the past few years has been opening its electric eyes. The military value of television has yet to be revealed”.

Gen. Harbord said that behind the curtain of military secrecy, scientists in their research laboratories are in the front lines of national defense. Their discoveries might turn the tide of battle. But in wartime science must of necessity withhold its big news stories.

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**KGU HONOLULU**

is back on the air, carrying on as usual with a full schedule of personalized local programs and a star-studded roster of NBC shows.

KGU is executing national advertising commitments as before.

Represented by THE KATZ AGENCY, Inc.
SOMETHING NEW about cattle brands was learned by Bill Shomette, field representative of WOAI, San Antonio, when he interviewed E. H. Hodgson, brand inspector at local yards.

ADVERTISING HELD BASIC IN PROGRESS

Advertising and aggressive selling have helped bring tremendous expansion of new and improved products, according to Prof. Neil H. Borden, of Harvard, who directed the recently completed four-year study of advertising conducted at the university. Addressing the American Marketing Assn. Dec. 29, Prof. Borden summarized findings of the study, on which a 1,000-page report has just been published by Richard D. Irwin Inc., Chicago.

Though in some instances advertising has increased merchandise costs, for the most part advertising and aggressive selling have helped greatly in promoting a growth in material welfare for the excess of the costs entailed, Prof. Borden said. In promoting a dynamic economy, advertising’s chief task from a social standpoint is that of encouraging development of new products, he explained.

“It offers a means whereby the enterprising may hope to build a profitable demand for his new and differentiated merchandise, will justify investment,” according to Prof. Borden. “From insuring investment has come the increasing flow of income which has raised man’s material welfare to a level unknown in previous centuries.”

The Harvard study, financed by a grant from Mrs. Alfred W. Erickson, of New York, was first suggested by the advertising Research Foundation, jointly operated by the Assn. of National Advertisers and the American Assn. of Advertising Agencies.

IT&T Adds WABC

INTERNATIONAL Telephone & Telegraph Corp., New York, expanding its series of news about Latin America which started recently on WJZV, Washington, [BROADCASTING, Dec. 15] on Dec. 29 adds WABC, New York, Monday through Friday, 6:10-6:15 p.m. Chief purpose of the broadcasts, which the sponsor airs without commercials, is to bring the Americas closer together and foster the Good Neighbor Policy. Agency is Marshall & Pratt, New York.

Fred Warin has composed a special song for the student flyers of the Naval Air Training Base at Pensacola, Fla., and will play it for the first time, on his Pleasure Time broadcast for Chesterfields, Friday, Jan. 2.

Stops Criticism

TO ALLAY public criticism of foreign language broadcasts as to their need and purpose, WBYN, Brooklyn, is preceding all foreign language newscasts with the following English announcement: “WBYN is about to broadcast an authenticated AP news program in the (name of foreign) language, in order that many loyal Americans in our audience can be effectively reached only in (name of language) may be accurately informed of the news. We ask our English-speaking listeners to remember that it is of vital importance to civilian morale that these good people receive accurate news reports, lest they turn to short-wave propaganda from enemy countries.”

Krueger on WOR

G. KRUEGER BREWING Co., Newark (beer and ale), has purchased Get Go Get It, audience participation treasure-hunt show on WOR, New York, Wednesday 8:15-8:45 p.m., and will start sponsorship Feb. 4. Series has been a WOR sustainer for the last several months, is owned by Mary Chase, directed by Robert Shayon, with Joe Bolton and Bob Emery as masters of ceremonies. Compton Adv., New York, handles the account.

KSFO Names Weed

LINCOLN DELLAR, general manager of KSFO, San Francisco, has announced that Weed & Co. has been appointed national representative of the station.

PAUL GLASS, noted for his research work on classical music, has transcribed and edited “The Old Master Series” for the BMI repertoire of radio and concert orchestras.

FAVORITE READING

Ex-KROD Announcer Looks For Trade News

Editor, Broadcasting:

Just a short note since I’m minus a typewriter. Rather distressing since I’m not much of a peacock. However, wanted to ask you if my copies of Broadcasting were on their way. Miss that magazine more than anything else. However, I could go for a cup of Maxwell House Coffee and a hamburger. You never miss a thing ’til it’s gone.

England is quiet now. No Jerry’s have been over for some time. That is, enough to really warm things up.


(EDITOR’S NOTE—Mr. Sims was formerly the engineering staff of KROD, El Paso, and now is with the Civilian Technical Corps at a Royal Air Force station in England.)

OUR FAMILY includes
678,400 PROSPEROUS FARM HOMES

Give serious consideration to developing the farm market for a long swing. It will be far easier to entrench yourself with the farmer today than when competition for his steady, “parity-plus” income becomes universal.

MARKET LETTER

Add to this the fact that WIBW is grounded in soil with the highest conductivity rating in America . . . our 5,000 watts on 580 kc which does the work of a million watts at the other end of the dial . . . and you have the reason why WIBW advertisers get results in five states.

TIE UP THIS FARM MARKET ONCE AND FOR ALL WITH WIBW!

WIBW IN “The Voice of Kansas”

REPRESENTED BY CAPPERS PUBLICATIONS, INC.

NEW YORK
DETROIT
CHICAGO
KANSAS CITY
SAN FRANCISCO

BROADCASTING • Broadcast Advertising
December 29, 1941 • Page 15
As usual K TAR was there

Who's Who at the DCB

MAJ. GEN. DAWSON OLMSTEAD

NEWEST MEMBER OF OLMSTEAD

SANTA CLAUS picked a typical December night in Phoenix for his annual before Christmas visit. Instead of snow, ice and sub-zero weather for a greeting he was welcomed by one of the Valley of the Sun's beautiful "Sun-Glasses Girls". He was surrounded by thousands of starry-eyed, hatless and mittenless youngsters of every age. Old Saint Nick might have felt a little strange had it not been for the friendly company of a fellow traveler... Arizona's most popular giver of gifts... K TAR.

The annual before snow, ice valley youngsters might have not been a he was the "fork Chicago Cleveland CLAUS of every age. Welcomed the beautiful San Francisco The Sun's Broadcasting company of the capital's service social life, Gen. Olmstead's hobbies are fishing and boating.

RAID SIGNAL PLAN

AN AIR-Raid signal plan, submitted to the Government by Robert A. Catherwood, general manager of WWRL, New York, whereby low-powered radio stations would be utilized to warn of approaching air raids is being considered by the DCB, according to word received by Mr. Catherwood from FCC Chairman Fly. The WWRL plan which was also submitted to the NAB, would require listeners to leave their radios on before retiring each evening. Low-powered stations which ordinarily sign-off at midnight would stand by without broach programs, but ready to sound an air raid alarm and the later all-clear signal. Listeners could sleep and be awakened only by an actual air raid alarm.

WINS WSFA CONTEST

RENA STONE, secretary to John Hynes, timebuyer of Lord & Thomas, New York, has been awarded first prize of $25 in a contest conducted by WSFA, Montgomery, Ala. for secretaries of agency timebuyers. Station sent out a booklet, titled "Story of WSFA," and secretaries were to show the booklet to their bosses, and jot down in 50 words, her remarks. Second prize of $15 was awarded Flora B. Jack, N. W. Ayer & Son, Philadelphia, and third of $10 to the branch office of K TAR in Chicago.

BROADCASTING • Broadcast Advertising
Not just a Holiday Wish...

SOMETHING WE’LL WORK FOR
TWENTY-FOUR HOURS A DAY—

A

VICTORIOUS NEW YEAR
to every American!

WNEW NEW YORK
1130 ON THE DIAL

SERVING NEW YORK AND NEW JERSEY 24 HOURS A DAY—7 DAYS A WEEK!
Muzak’s W47NY Starts Schedule

Represents Test of New FCC Service-For-Fee Idea

W47NY, New York’s newest FM station, quietly commenced regular operations last week, after several weeks of test activity supervised by Muzak Corp. W47NY’s 13 hours of daily programs consist of transcribed music sent to the transmitter atop 70 Pine St., third highest building on the second floor in the city for Muzak Studios, Ben Selvin, Muzak vice-president, is in charge of programming for the station.

Several musical items on the schedule are important news bulletins which will be interjected into the broadcasts as they are received on the United Press ticker at the transmitter, where Walter Graham heads the technical staff operating the 3-kw. General Electric transmitter.

General manager of the station, in charge of operations and sales, is P. K. Leberman, veteran broadcaster whose radio career began with the Navy and who is owner of the WILCO, Seattle, as well as president of Family Circle magazine, whose subsidiary corporation, FM Radio Broadcasting Corp., has an application for an FM license and is seeking the cooperation of someone who will acquire a transmitter and the site at 70 Pine, which have now been turned over to Muzak for use by W47NY.

Muzak also has received from the FCC an experimental license for an FM station to be operated on 117.65 me. and to be operated in such a manner that its programs will be available only to subscribers to the station’s service. This will be done by broadcasting along with the programs a discordant note which will be picked up only by receivers equipped with Muzak at a rental fee. In granting this license, the FCC expressed interest in it as the first experimental live transmission by a broadcaster to collect for service directly from the listeners instead of from advertisers. This would be a radio adaptation of the basic Muzak operation of supplying continuous musical programs uninterrupted by speech to restaurants, hotels, etc., by wire on a fee basis.

Scott Howe Bowen

Scott Howe Bowen, one of radio’s pioneer commercial developers, died Dec. 29 at his winter home in West Palm Beach, Fla., following a brief illness. He was 53.

In addition to his widow, he leaves three sons, Scott Jr., 28; Frederick Clement, 18; and Roger Conant, 16. He also is survived by a sister, Mrs. John Gardfield, of Cleveland. A nephew, John Gardfield Jr., is a salesman on the staff of WGAB, Cleveland. Mr. Bowen had two stepchildren also, a son and daughter.

President and owner of WIBX, Utica, Mr. Bowen had taken over active direction of the station about six years ago, following dissolution of Scott Howe Bowen Inc., pioneer spot broadcasting firm which was largely responsible for placing of many of radio’s early accounts on the air. He dissolved his spot company after exclusive station representation came into vogue, and because of impaired health.

Mr. Bowen died following a long illness which kept him in a hospital in Syracuse practically all last summer. About a month ago he went to his winter home in Palm Beach, but shortly after arrival was forced to return to a hospital.

One of radio’s most colorful figures and a master salesman, Scott Bowen had built up the station. He had owned WIBX while directing the activities of his spot sales organization, but regarded it as a testing laboratory.

Test Pilot in First War

Scott Bowen served in the first World War as a test pilot for the U.S. Air Service. He spent several years in the advertising field with numerous publications, and left Condé Nast and Collier’s in 1927 to form Scott Howe Bowen Inc. Then the largest independent commercial enterprise in radio, he was largely responsible for placing on the air such accounts as Chevrolet, Buick, Dodge, Chrysler, Quaker State Oil, Continental Oil, Beech- nut, Philco, Bulova Watch, Benrus Watch, Gillette, Canada Dry and A&P.

SCOTT HOWE BOWEN

Scott Howe Bowen was born in Elvyra, O., Nov. 27, 1888, the son of Samuel Howe Bowen, scion of New England family that traces its lineage to the Mayflower Pilgrims. His mother was a descendant of Thomas Hooker, founder of Hartford, Conn., and first Colonial governor of that state. His father was Martin Webster Pond, a grand nephew of Noah Webster. He had emigrated to Ohio by ox-cart in 1818.

He attended Oberlin Preparatory School and matriculated at Oberlin College in 1898, only to be forced to leave because of a breakdown in health. He then went to the U. of Colorado for a year and finally entered Harvard. But after a year at Harvard his family met financial reverses and he had to go to work. His first job was as a reporter on the old Cleveland Leader.

He left the paper after a year to become advertising manager of Cleveland Bell Telephone Co. and later joined the Baker Electric Co. as assistant advertising manager. In 1914 he joined a Cleveland printing company, with which he remained for two years. In 1916 he became interested in aviation and promoted a company to market an automatic control device for aircraft.

One month after the United States entered the war, young Bowen enlisted in the aviation section of the Signal Corps. He was commissioned a second lieutenant after a training course and became a pilot. He was one of the first two or three hundred pilots to be commissioned by the Army. He became an experimental and test pilot in 1917, headquartering at Langley Field, Va. It was not until the very eve of the Armistice that he was attached to a bombing squadron scheduled for duty in France. Disappointed, he secured his discharge on Nov. 12, 1918.

After the war, Scott Bowen joined McGraw-Hill as a copy writer. Later he formed Technical Publicity Inc., specializing in trade paper publicity. Then he joined the Frank Presbrey Agency as a new business executive. Successively he worked for various enterprises until in 1926 he became eastern advertising manager of Colleague Humor, which he left to handle Pennsylvania and Southern advertising for Collier’s.

In 1927, while with Collier’s, he saw the power of radio advertising when that magazine, through its broadcasts, increased its circulation from 125,000 to 850,000 in a short period. He wrote the Department of Commerce for a list of stations, sent all of them a letter offering to act as the sales representative, secured 85 signed contracts.

COURT CLARIFIES EMPLOYER RIGHTS

An employer may freely speak his mind on labor issues, so long as he does not attempt to coerce his employees or restrain their organization, the Supreme Court held last Monday. The decision is expected to have a profound effect on the administration of the Wagner Labor Relations Act and the activities of the National Labor Relations Board, since statements by employers on labor issues have been a principal basis for unfair labor practice claims.

Associate Justice Murphy, who wrote the opinion for the seven court members participating in the decision, declared that the Wagner statute does not enjoin an employer from expressing his "view on labor policies or problems," although "in determining whether a course of conduct amounts to restraint or coercion, pressure exerted verbally may no more be disregarded than pressure exerted in other ways."

The decision, arising from an NLRB case involving Virginia Electric & Power Co., to diabase an independent union of its employees, is regarded as significant to the communiqué affair, and is expected to have a great effect on the long-term relationships between company management and the industry's independent unions.

Standard Oil Continues

STANDARD OIL Co. of Indiana, Chicago, will not decrease its 1942 advertising budget. Decision to discontinue weekly half-hour Auction programs on Jan. 9 and NBC Blue specials which made a few weeks ago, it was explained, and the company, it is predicted will shortly be back on the air with a new network program or possibly a transcribed spot campaign. McCann-Erickson, Chicago, is agency.

Sunkist Plans Spots

CALIFORNIA FRUIT GROWERS EXCHANGE, Los Angeles (Sunkist lemons), supplemented its short-wave advertising with a 15-minute spot on Jan. 7 on NBC-San Francisco. The spot, "Hedda Hopper’s Hollywood," on Jan. 5 starts a 15-week campaign using five spot announcements weekly on stations in 20 eastern and southern markets. Following a three months lapse, the schedule will be resumed on July 1 with Mrs. Lord Thomas, Los Angeles.
DEATH STALKS A SACRED COW!

"DARK FANTASY"
Originating in WKY's Studios for
NBC RED NETWORK
Fridays 11:30-11:55 p.m., C.S.T.

WKY has made boloney out of the sacred cow of big-time radio that the major crop of hinterland studios is corn.

No double standard of programming exists at WKY. Facilities, staff and talent are maintained continuously to provide programs of local flavor and appeal as attractive and polished as any network show.

Specimens of WKY productions have been aired frequently over NBC in recent years. Currently, WKY enjoys the rare distinction of being one of the very few stations outside major production centers to originate a dramatic series for NBC's coast-to-coast Red network. This, to be sure, is acknowledgment from headquarters that the "sacred cow" is dead at WKY.

And this mystery drama, "Dark Fantasy", is preceded the same evening on NBC Red by still another sample of WKY's "know-how" when the all-Negro "Southern Rivers" originates in WKY's studios.

The identical skill, experience and effort applied to these network programs are employed in dozens of local WKY programs every week. Each is skilfully moulded to the needs of advertisers and the acceptance of an audience which it keeps bigger and happier than that of any other Oklahoma station.
Shortwave Stations Rally to the Call

Truth About News Given Foreign Countries Via Broadcasts

WITH THE coming of war to America, the country's shortwave broadcasters rallied to the call just as enthusiastically as domestic broadcasters, increasing their already prodigious task of spreading what they had long before realized to be the most effective propaganda—the plain unvarnished truth about world events—to the four corners of the globe.

The men and companies operating shortwave stations are the same who have made our American system of broadcasting the greatest in the world—CBS, NBC, Crosley, General Electric, Westinghouse—names of pioneers in broadcasting at home as well as abroad.

Costly Operations

Last year, for direct operating expenses not including the part-time services of executives and personnel on the payrolls of the domestic stations owned by these companies, they spent something like $1,500,000 for shortwave broadcasting. During that time, NBC and Crosley, first to begin experiments with the sale of international broadcasts to American advertisers, took in less than $100,000 in commercial revenue between them.

Last year also, in accordance with the PCC ruling that all shortwave stations have a minimum power of 50 kw., all of these companies made sizable investments in new or improved facilities, CBS alone spending $500,000 for its new transmission plant at Brentwood, L. I.

G-E, proud possessor of the country's most powerful shortwave station, WGEO at Schenectady, is currently dismantling the WGEO transmitter for shipment to the Pacific Coast for operation by the Federal Government to reach the Far East, a job not being performed solely by EGEI, G-E station in San Francisco. Until another superpower transmitter can be assembled, WGEO will use its former 50-kw. transmitter for service to Europe and Latin America.

Last year also saw the inception of three Latin American networks, affiliated as branches with NBC, CBS and WLWO in much the same manner as are networks in this country, except that instead of receiving their programs by wire lines from the originating stations these networks below the Rio Grande get their programs from the United States by shortwave radio for rebroadcasting locally.

International broadcasting began in this country at almost the same time as domestic broadcasting, but at the outset the important thing was not programming but research, as radio engineers began to experiment with higher frequencies than those in the standard broadcast band.

But the early programs, chiefly rebroadcasts of the schedules of domestic stations, soon began to attract an audience abroad and before many years had passed American shortwave broadcasters were building programs especially for their foreign listeners.

European Propaganda

It was not, however, until the late 30's that the use of the shortwaves by various European governments for propaganda purposes made American broadcasters conscious of the need for a positive counter-propaganda of our own, especially in programs for Latin America, which was being bombarded with the sales talk of the dictatorships from abroad.

And it was then the conclusion was reached that the best propaganda possible for America and the democratic way of life was something no dictator dared to use, the broadcasting of straight news, uncensored or uncensored.

Today as never before the emphasis in our international broadcasting is on news. WLWO, 75-kw.
French newscast, for example, to France and to French West Africa at the same time.

Second only to news in importance in the shortwave schedules are the speeches of President Roosevelt and other United States Government officials. When the President speaks, his voice is carried around the world, and when he has finished his words are repeated in a score of more translations, each sent straight to the country speaking each language.

Feature Programs

But the programs shortwave abroad are not all newscasts nor speeches of State. Fine musical programs, such as CBS's Sunday Evening Hour, NBC's Metropolitan Opera broadcasts on Saturday afternoons and WLWO's Cincinnati Symphony concerts on Saturday evenings; programs about American places and people, such as G-E's Travelogues of the United States; other broadcasts of such typical American phenomena as prize fights and swing bands—all have large and enthusiastic audiences in Latin America and abroad.

Such a broadcasting service costs money and lots of it—$500,000 in 1941, probably more than $2,000,000 in 1942. Why are these frankly commercial companies except the World Wide stations in Boston, WRUL-WRUW, which are supported by grants from various foundations and a purely institutional effort—all U. S. shortwave stations are owned by companies who are also active in domestic commercial broadcasting, willing to expend such sums with no chance for any appreciable immediate return?

The answer, like the service, is typically American, a mixture of motives, a combination of patriotism and profit. Today they are doing their part to promote the American way of life throughout the world because of their faith in that way of life.

And, when they are successful—with America is successful—the American system of broadcasting, founded on enterprise and supported by advertising, will become the international system of broadcasting as well, providing future profits for American shortwave broadcasters that will amply repay the effort and expense of their present pioneering.

In Washington officials of the Office of the Coordinator of Inter-American affairs said last week that a network of communications facilities virtually to blanket Latin America with important broadcasts from the United States whenever an address of significance is scheduled for that area.

As in the case of President Roosevelt's speech Dec. 9, which 48 Latin American stations have reported carrying, other addresses will be piped into all corners of that continent. The OCA also said that American shortwave facilities are being expanded to compete on more favorable terms with European transmitters. It was pointed out that European nations, now under German control except Sweden, Turkey and European Russia, have a geographical advantage—for example, Buenos Aires is 6,000 miles from New York.

It is hoped that by March of this year the United States will have 13 international stations in operation, all of 50,000 watts or more. CBS now has antennas for two 50 kw. transmitters—one completed and the other expected to be ready in two or three weeks.

Bitner to Dispose Portion of Shares

Family Will Receive Stock; Grants to WMSD, WTIC

AUTHORITY for Harry M. Bitner, publisher of Hearst's Pittsburgh Sun-Telegraph, to sell the larger portion of his stockholdings in WFBM, Indianapolis, to members of his family, was granted last Thursday by the FCC which simultaneously announced similar permission for deals involving WMSD, Muscle Shoals, Ala., and WTIC, Hartford.

Share Disposal

Of the 1,822 1/2 shares which Mr. Bitner owns out of WFBM's 2,700 total, the newspaper publisher is selling 337 1/2 each to Harry M. Bitner Jr., WFBM business manager, his son; Evelyn Bitner, his wife; and E. Evelyn Pierson, of Pittsburgh, his daughter. Total consideration to Mr. Bitner Sr., who will retain 101 shares, is $75,000. Balance of the station's stock remains intact with Jeanne S. Bitner, wife of Harry M. Jr., having 337 1/2 shares; Jesse L. Kaufman, 20; Ralph Euler, 135; Dorothy Kapner, 135, and Mrs. Pauline E. Schoen, 50.

Muscle Shoals Deal

The Muscle Shoals deal passes the outright ownership of WMSD's 1,000 shares (100%) of common stock from Mrs. Estelle P. Chapman to Joseph Carl Russell and Joseph Wigge Hart, Nashville architects, and Frank Mitchell Farris Jr., Nashville attorney, previously with the New York Trust Co. Sale price was $25,000. Twenty per cent of the station's stock had previously been held by Horace L. Lohnes, Washington attorney, who returned over to Mrs. Chapman several months ago for this deal.

The voluntary transfer in the WTIC deal involves the shifting of control from The Travelers Indemnity Co. to The Travelers Insurance Co., an intra-company change. Several years ago the efforts of Travelers to shift the ownership within the company had met with repeated FCC refusals.

Business is wonderful in San Diego right now. Look at the picture above... this picture means that millions of extra dollars are pouring into this 1941 boom town over and above the $90,000,000 in purchases made in this market year. When you consider selling the Pacific Coast, consider San Diego... and when you consider selling San Diego, you must consider Don Lee Station KGB, the better-than 2 to 1 choice of San Diego radio advertisers.

Here's how KGB has kept pace with San Diego's phenomenal growth:

KGB's local business in October, 1941, as compared with the local business handled in October, 1940, showed an increase of 55.5%

KGB's local business during the first 10 months of 1941 as compared with the total local business handled during the first 10 months of 1940 showed an increase of 55%

Local station time business, placed with the equally-powered parity-rate, network-affiliated San Diego stations during the week of Nov. 16-22 inclusive:

<table>
<thead>
<tr>
<th>Station</th>
<th>Local commercial programs, week.</th>
<th>Local station time, commercial.....</th>
</tr>
</thead>
<tbody>
<tr>
<td>KGB</td>
<td>72</td>
<td>21:10 hrs.</td>
</tr>
<tr>
<td></td>
<td>30</td>
<td>8:30 hrs.</td>
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</tbody>
</table>

Take a tip from the LOCAL radio advertiser... he knows! His better-than 2 to 1 preference for KGB Service in the San Diego area is proof of KGB Dominance in the busiest, dollar-spendingest market in the West! It's the National Spotters' Paradise.

S. W. FULLER, Manager
Represented by Blair

MUTUAL DON LEE
THOMAS S. LEE, President
LEWIS ALLEN WEISS, Vice Pres., Gen. Mgr.
NBC BASIC BLUE NETWORK • ST. LOUIS, MO.
REPRESENTED BY WEED & CO., NEW YORK, CHICAGO, DETROIT, SAN FRANCISCO • AFFIL
Modern selling demands modern methods. Scientific study of markets and how to reach them is the keynote.

Advertisers want lucrative markets. They’re on the lookout for "up and at 'em" stations that produce. KXOK and the Mid-Mississippi-Valley Market offer one of the richest combinations in the nation. Population is continually increasing as a result of defense work . . . retail expenditures are climbing . . . industrial employment is 27.8% above last year’s figure and defense appropriations are approaching the one billion dollar mark. Here are pointers to more business in KXOK’s broadcasting radius penetrating four states in its primary area alone. Write or wire for details of KXOK’s solid responsive coverage in this valuable "money maker" market.

KXOK

630 KC. 5000 WATTS DAY AND NIGHT

ED WITH KFRU, COLUMBIA, MO., OWNED AND OPERATED BY ST. LOUIS STAR-TIMES
Radio's War Niche

SOBERLY but confidently radio enters 1942—its first full year of war. It is geared for the job, which it knows will be long and arduous. It will contribute everything toward the victory ahead.

What transpired during the fateful and lamented 1941 for radio must be forgotten. Dollar-wise, 1941 probably will be radio's biggest year. But overhead skyrocketed, too. Regulatory reforms and innovations, some in force, others deferred or pending, took a heavy toll in tribulation and unrest—and dollars, too.

But all this now adds up to zero. It's no longer what has been, but what will be. The task isn't going to be easy, for there will be heartaches and tears. Radio's responsibility is great, because it is accountable to 130,000,000 Americans, whom it serves as eyes and ears. By shortwave it also is doing a job for the outside world.

Radio's task is to keep the public informed, first and foremost. It must maintain morale, as the medium closest to the fireside. In that responsible position it must also keep America interested and entertained. It must overcome rumor, avoid hysteria and save lives. It must be on the alert every moment.

For three years the nation has been preparing for a war economy. The dramatic events of early December were the culmination of what was expected. All last year national defense was the keynote, as events in the other hemisphere brought the day of actual involvement closer.

It makes no appreciable difference that American radio has no war precedent to follow, for modern wars are fought by nations, not armies or navies alone. The whole American life is undergoing radical change.

European radio has war precedent, dating back to the first onslaughts of Germany's dictator, Radio is a prime military objective. Control of the microphone in subjugated nations came with control of the fortifications and state-houses. But in every instance these were government-owned stations or systems.

With the United States at war, radio by the American plan, privately operated, receives its baptism. It has the confidence of the people because it has never wilfully misled them. It has the confidence of most of those in government, particularly the military.

Every day, every hour, world history is made. Radio is the vehicle for fast conveyance of this greatest story of all time. It appreciates the magnitude of its task and the tremendous responsibility it shoulders.

Radio looks toward 1942 as its greatest year, not in those material things but in preserving democracy in a dictator-infested world. Just as it sells merchandise, service and defense bonds, radio can sell patriotism, loyalty and victory.

The Changed Order

IN EVERY emergency there is talk of a "new order" to meet the requirements of government. Practically every walk of American life will be affected in the changed economy now taking form.

Already there is revived talk of combining related regulatory functions through centralization of agencies. Creation of a department or bureau of transportation and communications, which would combine the FCC, ICC, CAA and other government units now established as separate entities, is being discussed.

It is the reappearance of a four-year-old plan espoused by President Roosevelt, but which came only partially effective.

Now under the war powers vested in the Chief Executive through the Overman Act, he has a free hand in Government reorganization. If a department is created, with Cabinet rank, Congressional sanction would be necessary. But if the President should determine that it would best serve the nation's interest to consolidate any or all of these agencies under an existing department, he can effect this without Congressional approval, unless he decides to abolish certain of the functions. In the latter instance, Congressional consent is required.

In meeting the totalitarian assault, many changes in Government are essential. There already have been sweeping changes. If the Chief Executive decrees changes affecting the regulation of radio, through a consolidation of agencies, the industry, of course, will follow through. That, however, does not mean that the industry is precluded from advancing its ideas toward a sounder development.

Perhaps under such a fused regulatory structure, radio would stand to benefit in that it would be only one of many related fields subjected to regulation of a single administrative board or department. There might result more orderly regulation. Moreover, radio repeatedly has demonstrated its ability to meet an emergency by invoking self-regulation, in large measure eliminating the necessity for governmental intercession.

Removal of a dozen or so governmental agencies from Washington to other cities has aroused speculation over the fate of the FCC entirely apart from the bureau consolidation talk. It is conceivable, according to Government spokesmen, that all governmental agencies except those directly responsible to the military, will be removed for the duration to make room for an expected influx of some 40,000 additional war personnel.

The FCC, there can be no doubt, is more and more a war agency. It is functioning largely as an adjunct of the Defense Communications Board. Members of that board are attached to war operations—two of them high-ranking military officers, one an assistant Secretary of State, and another an assistant Secretary of the Treasury in charge of the Coast Guard. And the fifth member—FCC Chairman James Lawrence Fly — is practically a war cabinet member.

Possibly certain of the FCC functions could be moved. But the headquarters operation, it seems to us, whether under the existing structure or as part of a consolidated agency, should remain in Washington.
prizes, were Bailey, vocalist.

firm 1929, metropolitan and Collier's.

corps in May,

For Jack, as he is widely known, has pioneered advertising innovations almost since the days when he was an office boy.

Jack's flair for advertising first came to light in early 1918 when he and Charles Daniel Frey, Chicago artist and portrait painter, launched the then new business of supplying art to advertising agencies. His previous two years of apprenticeship in the advertising department of the American Steel & Wire Co., Chicago, proved a practical background.

Jack enlisted in the aviation corps in May, 1917. Quickly convoys to France where he became a member of the 20th Squadron of First Day Bombardment Group, flying the first American-made planes over the front. On Sept. 18, 1916, he was seriously wounded in action. For 10 years following the war, he sold advertising for Cosmopolitan and Collier's.

No less propitious time could have been chosen to launch an advertising career, but on Oct. 1, 1929, the day the stock market crashed, Needham, Louis & Brophy, was organized in Chicago. The firm prospered, and in 1935 Louis was ready for another venture, the comparatively new field of radio advertising.

His first program for S. C. Johnson & Son, launched on NBC for 13 weeks in the fall of 1932, featured Ted Weiss's orchestra, and Ilia May Bailey, vocalist. Each week electrical waxes, awarded as contest prizes, were flown by a special Johnson plane to the winners.

Broadcasting started having its first serious battle for newspaper log listings and editorial comment in early 1933, so Louis hit on the idea of utilizing radio itself to publicize programs. He initiated the Johnson Daily Radio Guide, five-minute transcribed commentary on radio programs of the day, which was released to stations throughout the country under the sponsorship of S. C. Johnson & Son Inc.

Although Johnson was already producing a radio program since 1929, it was decided to launch an additional show to advertise automobile polish. Louis, on a tour of the country, auditioning program possibilities, tuned in his car radio to Jim and Marian Jordan doing a show from Chicago titled Smackout. Jim was telling tall tales. The night previous, Jack and friends had been discussing the annual Liars' Club contest at Burlington, Wis.

The two ideas clicked in Louis' mind, and resulted in a new program, with Jim Jordan's partner, Don Quinn, conceiving the name, Fibber McGee & Molly. He was vindicated in 1937 when the latter program moved to top place in the summer ratings with a 14 Crossley. When Fibber McGee & Molly made a permanent shift to Hollywood in January, 1939, the show really soared.

Louis' perspicacity has proved itself three times since he entered radio. He gave Alec Templeton a show of his own as a summer replacement for Fibber McGee & Molly in July, 1939. Miles Labs took over Templeton on NBC-Red stations, for a long-term contract. Ransom Sherman's Hep Haasa was such a popular summer replacement for Fibber McGee & Molly in 1941, that S. C. Johnson & Son bought it as a second show.

It is now sponsored by Johnson & Gemble Co. on CBS. In Fibber McGee's stooge, Gildersleeve, Louis recognized a character around which to build a new show.

The weekly NBC Great Gildersleeve, sponsored by Kraft Cheese Co. (Parlyn), and starring Hal Peary, is the result. In but a few months that show has moved into top brackets, under Louis' direction.

Louis still has time for outside interests. In Evanston, Ill., his home, he is chairman of Draft Board No. 1, a trustee of the local hospital, a Community Chest director and school board member. Also he serves on the State Bank & Trustee Co. board. In addition he is on the board of directors of S. C. Johnson & Son, Racine, and S. C. Johnson & Burgford, Ontario. For relaxation he plays golf and is a crack trapshooter of the Chicago Shooting League.

Louis was born March 3, 1895, in Indianapolis. Married to Henrietta Johnson, June 18, 1942, they have two sons, John, a student at Deerfield Academy, Mass., and Tim, 13, attending Evanston High School, and Michael, grade school pupil in that city.

ANDY McDERMOTT has been transferred from the Toronto office of Stovin & Wright, station representatives, to the Montreal office; his place at Toronto is being taken by Ralph Brow, formerly with the Winnipeg Tribune.

BETHIEL CARPENTER has joined the sales department of KOA, Denver. The success-minded, recently named continuity editor.

FOX CASE, CBS West Coast special events director, has returned to his Hollywood headquarters after two weeks in San Francisco.

STERLING COUCH, educational director of WDBF, has been appointed a member of the state committee on nutrition.

DON GILMAN, NBC Western Division vice-president, received a gold engraved watch and brief case as a gift from Hollywood employees.

INS Post to Chaplin

W. W. CHAPLIN, heretofore national defense expert for International News Service, has been named war editor of INS in charge of the vast and undated war round-ups, special broadcasts, features, as well as his daily column "Arms And The Men," which features American forces. Mr. Chaplin has been covering war and American defense for INS since 1934, when he was assigned to the Italian-Ethiopian front. He also served as manager of INS bureau in Rome and Paris, while last year he made a 30,000-mile survey trip of Australia, Singapore, Dutch East Indies, Manilla, Hawaii, Guam, Wake and Midway Islands.

St. John in London

ROBERT ST. JOHN, NBC news commentator recently assigned to the NBC London bureau arrived safely in the British capital last Tuesday, he informed NBC headquarters. New York last week. Formerly AP correspondent in the Balkans, St. John was wounded by German machine gun fire, when with other correspondents he escaped just ahead of the advancing Germans. After his recuperation he became an NBC news commentator and held that post until his transfer to Lon-

Hawley in New Post

HUDSON HAWLEY, news editor of NBC International Division, last week resigned to take up duties as editorial assistant to Stanley Richardson, director of Shortwave Broadcasting. Mr. Hawley was a member of the Stars & Stripes newspaper of the AEF in World War I, and later spent more than 17 years as a correspondent for American press associations. He also was awarded the Order of the Purple Heart for wounds received in action.

Steele's New Book

JOHNES STEELE, foreign news analyst of WMCA, New York, has written Men of War, soon to be published by Sheridan House. Volume is to be a compilation of reference book and character study of important men figuring in World War II.
BEHIND the MIKE

ELLISWORTH STEPP has been named acting production manager of KOA, Denver, with Don Martin, regular production manager, called to San Francisco by the NBC news and special events department.

GEORGE PETERS, formerly newspaperman, has joined the news staff of WOAI, San Antonio.

HIL SMITH, formerly of WKNY, Kingston, N.Y., has joined the announcing staff of WHAT, Philadelphia.

MAURICE MARCOUX has joined the announcing staff of CKYD, Val D'Or, Que.

CARL WILL, formerly of the Philadelphia Record, replaces Eddie Niles as news editor of WIP, Philadelphia. Mr. Mayer resigned to take a newspaper post in Washington.

NEIL HARVEY, announcer of WCAU, Philadelphia, has joined WPEN, Philadelphia.

TED LEDZ has been named news editor of KSAN, San Francisco.

BOB GORNEK, announcer, formerly of KSBV, Oakland and more recently freelance, has joined KYA, San Francisco.

BOB DAVIES, announcer-newscaster, formerly of KSAN, San Francisco, has joined KFIE, Folsom, Cal.

HENRY ALLEN, formerly of KYSM, Miami, has joined the announcing staff of WLOL, Minneapolis.

NEIL HARVEY, formerly of WCAU, has joined the announcing staff of WPEN, Philadelphia.

ED COONEY, of KGHL, Billings, Mont., is the father of a girl born Dec. 15.

EMIL DORRE, continuity editor of WURL, New York, has resigned.

DENNIS HOWARD, formerly of WMGM, N.Y., and Ted Darling, formerly with WQAM, Miami, are now with WWPg, Lake Worth, Fla. Darling is chief announcer.

GEORGE SUDERMAN, a native of Kansas, has joined KSAL, Salina, Kans., as news commentator.

Indestructible

MRS. CECIL BROWN, wife of Cecil Brown, recently received this tribute from the CBS Far Eastern correspondent who was aboard the H.M.S. Repulse when it was sunk a few weeks ago. "Heathen reasonably satisfactory. In October, the air force crashed me. November an army truck plunged over a hill with me. In December, the Mercury tried to sink me. Since no additional branches of the force remain, don't worry about the indestructible Mr. Brown."

TRUE BOARDMAN. Hollywood writer on the CBS Silver Theatre, sponsored by International Silver Co., has just completed work at Universal on four Bud Abbott and Lou Costello pictures. Wendell Niles, announcer on the CBS Al Pearce Show sponsored by R. J. Reynolds Tobacco Co. (Camel cigarettes), has a role in an untitled Republic picture.

PERRY HILDEARY, KIN, Phoenix, announcer, on duty when news was leaked that Japan had attacked Pearl Harbor, promptly resigned and enlisted in the Navy.

KENNETH VON EGIDY, former NBC Hollywood news writing staff, succeeding William Rittgen, transferred to the network's San Francisco studio, has left for NBC Chicago special events director, currently on the West Coast, in organizing the San Francisco newsroom.

MAX HUTTO, assistant to Bob Moss, NBC Hollywood news manager, has been made a producer.

DAVID BANKS, formerly announcer for station in Little Rock; Jackson, Tenn., and Memphis, has joined WWJ, New Orleans on a temporary basis.

DAVE McCOWAN, former announcer of WMBS, Uniontown, Pa., and staff member of WCAE, Pittsburgh, has joined the communication division of the Army Air Corps.

JIM BRITT will do the play-by-play and Bill Corsentino the color on the MBS broadcast of the East-West All Star Football Game sponsored by Gillette Safety Razor Corp., Boston, on Jan. 3. Costant was switched to New Orleans.

WARD GLENN, previously of WIBC, Indianapolis, has joined the announcing staff of WTOL, Toledo.

DONALD C. CAMPBELL, formerly of WNBC, Montgomery, Ala., has joined the announcing staff of WHK-WCLE, Cleveland. He succeeds Bob Carter, who resigned to join the Navy.

HARLEY ROBB, new to radio, has joined WIK-WCLE, Cleveland, as audience mail supervisor. He succeeds John Hamburger, who has been promoted to the transcription department.

CARL ERICKSON, announcer of WNO-WGL, Fort Wayne, is hospitalized for pneumonia.

MARTIN JOHANSEN, formerly announcer and news editor of WPBM, Indianapolis, has joined KSTAR, Phoenix.

WILLIAM M. PAISLEY, director of the music library for NBC, has been elected to a participating membership in ASCAP.

JOHN LINDSAY, program director of WAC, Augusta, Ga., has resigned to take a similar position with WGBG, Greensboro, N.C. Replacing him at WAC is Bob Miller, formerly director of WPID, Petersburg, Va., and previously of Young & Rubicam, New York.

S. J. GORDON, former announcer of WWM, Mansfield, Wis., has enlisted in the Army Air Forces and has been stationed at Camp Kesslar, Miss.

ALLAN SCOTT, news commentator of WGN, Chicago, has been appointed a deputy coordinator of the Chicago defense program.

VICTOR LINFORD is a new addition to the announcing staff at CKLW, Windsor, Ont.

BILLY MILLS, musical director of the weekly NBC Fibber McGee & Molly, sponsored by S. C. Johnson & Son Inc. (floor wax), has organized a naval band at Long Beach, Calif. He conducted an artillery band during World War I.

WWNY Staff Changes

RECENT changes in personnel at WWNY, Watertown, N.Y., include the appointment of Jean Clos as program director, Louis Saff Jr., as commercial manager, and Mrs. Emma Chappell to handle women's and children's programs. Bill Burns of the Syracuse U Radio Workshop, has joined WWNY as announcer, and Bob Walters has been made director of farm programs. The station's entire staff received 5% bonus checks this month.

WNNX NEW YORK

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

5000 WATTS Directional

OVER METROPOLITAN NEW YORK

WBNX NEW YORK

The Winning Number

WAIK listeners listen, believe and buy. WAIK's spot on the dial is worth a fortune to the wise time buyer who signs on the dotted line.

WARR

Winston-Salem, North Carolina

National Representatives

International Radio Sales

Ask any Edw. Petty office for more information about WHAS, one of the eighteenth CBS 50,000 watt stations.
AFM's Board to Hold Its Semi-Annual Session

INTERNATIONAL executive board of the American Federation of Musicians, union's governing body, will hold its semi-annual meeting beginning Jan. 26, probably in Miami, although the city had not been definitely named last week. Radio matters will undoubtedly be discussed but no changes in the AFM's relationship to the broadcasting industry are anticipated, union officials stated.

The licenses issued by the AFM to the makers of transcriptions and phonograph records have been extended without change for a three-month period from Dec. 31 expiration date of the current licenses. These licenses were formerly issued for one-year terms but were reduced to six-month licenses a year ago when James C. Petrillo, AFM president, expressed the belief that the recording question should be open for frequent examination and change, if necessary. The present reduction to three months was ascribed to "war uncertainties" at AFM headquarters.

MBS Staff Serving

FIVE MEMBERS of MBS affiliates have joined the services since the outbreak of the war. Mark Pinley, publicity director of the Don Lee network, has been called up as a first lieutenant in the Army Military Intelligence Reserve. He has been succeeded by Shirley Lauter Horton, Robert E. Bullock, Don Lee engineer, has gone into the Naval Reserve as ensign. Gerald Brinkman of the sales staff of WLOL Minneapolis, has enlisted in the Army. Lawrence Bostow, announcer, and Floyd Wynn, sports-caster of KJFK, Minot, N. D., have volunteered for the Naval Reserve.

CBS Writers Pact

CBS has signed a two-year contract with Radio Writers Guild giving West Coast writers a five-day week, 1% raise and overtime, guild shop, vacation with pay, severance pay, salary adjustments based on cost of living, prohibition against boycott or picketing.

WWNY, Watertown, N. Y., is donating every station break to the Red Cross in its drive for funds in Jefferson County.

SALES PROMOTION & PUBLICITY DIRECTOR

OF A 50,000 WATT MAJOR NETWORK KEY STATION IS ANXIOUS TO MAKE A CHANGE FOR THE BETTER

Salary: Not less than $5,000; not more than $7,000.

Recommendations: One, or more than one, unsolicited complimentary letter for every major promotion and publicity job produced since holding down this position.

Experience: Fifteen years of promotion, advertising, merchandising and publicity. Four of these years with CBS and NBC.

Age: Thirty-five years.

Address Box 272A

BROADCASTING MAGAZINE

December 29, 1941
A TOAST to the biggest block of time ever sold by KSFO, San Francisco, is being quaffed by the principals in the contract signing (t to r): Haan J. Tyler, sales manager, KSFO; Frank Oznarart, account executive, KSFO; Eugene H. Salvegard, president, General Brewing Corp., San Francisco; Burton C. Granich, account executive, McCann-Erickson. Contract is for Lucky Lager Dance Time seven nights weekly, 10 to 12 midnight for 52 weeks.

Dent to Heffelfinger

FULTON DENT, formerly radio director of Frank Presby Co. and radio program director of Federal Ad. Agency, has joined Heffelfinger Agency, New York, as radio director. H. Curtis Colby, formerly vice-president of Frank Presby Co. & Murray Breese Associates, also has joined the Heffelfinger Agency, as director of merchandising activities.

Dr. Pepper Campaign

DR. PEPPER Co., Dallas (soft drink), on Jan. 19 starts a new series of quarter-hour transcriptions, Monday through Friday, on approximately 50 stations throughout the South. Title: Ten-to-Four Ranch, programs feature Dick Foran and Martha Mears in a period of cowboy songs, drama and music. Benton & Bowles, New York, handles the account.

Kellogg to Resume

KELLOGG Co., Battle Creek, Mich. (All-Bran), on Jan. 8 will resume its schedule of transcribed announcements on stations throughout the country. Company took a three-week hiatus, starting Dec. 12, during the Christmas season. Account is placed through Kenyon & Eckhardt, New York.

FIRST station in Indiana in 1924

and still the

FIRST STATION in Indiana in 1942

FOLLOW THE LEADER...WFBM...TO GREATER SALES

TO REACH THE HOOSIER MARKET—IN INDIANAPOLIS USE
Murray Endorses Plan for Child Radio Group

ENDORSEMENT of the principle of establishment of radio councils on children’s programs in Canada, following the plan in the United States, came from Major Gladstone Murray, general manager of the Canadian Broadcasting Corp., following a recent conference with Mrs. Dorothy Lewis, vice-chairman of the Radio Council on Children’s Programs.

Mrs. Lewis, who has just completed a swing around the United States in furtherance of the civic radio council plan, conferred with some 15 CBC executives and station officials at the Royal York Hotel in Toronto. The children’s program technique developed in this country and other ideas relating to the part listeners take in program development were covered.

P&G Show Ready

PROCTOR & GAMBLE Co., Cincinnati (Ivory Soap), has signed Irene Ryan, as comedienne, and Gordon Jenkins, as musical director, of the weekly half-hour program, Help Hazard, starting Jan 2 on seven CBS West Coast stations, Friday, 7:30 p.m. (PST). Star- ring Ransom Sherman, comedian, with Martha Tilton, vocalist, show will be released to the West Coast stations for three weeks and on Jan. 23 expanded to include 87 additional CBS outlets, Friday, 10:30 p.m. (EST). Joe Parker, former NBC Hollywood producer, has been signed by Compton Adv. Co., the agency. Jack Harvey and Arthur Standen are on the writing staff. Under supervision of James Siebler, Hollywood talent agent, weekly show takes over the CBS Friday night time recently vacated by Louis Parsons’ Hollywood Premieres which was sponsored by Lever Bros. (Lifebuoy).

News Series on Red

LIBBY-OWENS-FORD GLASS Co., Toledo (shatterproof glass), on Jan. 10 or 17 will start a new type of news program on 30 NBC-Red stations. Saturdays 8:45-8 p.m. Titled War Correspondent, the program will have Ben Grauer as the only permanent member to handle commercials and coordinate the program from New York. The show will change locale weekly, shifting to whatever part of the world news seems most vital. Any one of NBC’s 36 foreign correspondents will be called upon to broadcast, and if New York is the news center regular NBC commentators will be featured. Agency handling the account is Fuller & Smith & Ross, Cleveland.

San Diego Hookup

TO SERVE the San Diego area, KGB KFSD KFMB plan a telephone hook-up to be known as the Victory Network. Cost will be pro- rated among the three stations. Setup, scheduled to start operating in late December, will make possible simultaneous release of pro- grams geared to morale building, defense precaution information and official war news bulletins, it was said.

Rep.’s Greeting

LOOKING for something different in holiday greetings, the switchboard at Stovin & Wright, Toronto station representa- tives, was clogged when word got about that the following was the way in which the phone was an- swered in the days preceding Christmas: “Season’s Greet- ings! What the hell do you want?”

Enter the Service

A NUMBER of San Francisco Bay area radio men have answered the call to arms in Uncle Sam’s military forces since Japan’s declaration of war. King Harris, account executive of KGQ, was called to active duty as a Navy ensign; Martin Levin of the KQW mail-messenger department joined the army; Curtis Peck, chief engineer of NBC in San Francisco, is serving part time as lieutenant commander in Naval Communications; Lon Hughes, who had been conducting a financial news program daily on KYA, is now a lieutenant in the navy; Bert Buzzini, newscaster of KQW, San Jose, enlisted in the navy as yeoman, and Mel Mack, stock clerk of KPO- KGQ, has enrolled in the Califor- nia State Guard.

General Foods Shift

GENERAL FOODS Corp., New York, sponsoring the five-week-quarter-hour dramatic serial The Second Mrs. Burton, on five CBS West Coast stations, through Ben- ton & Bowles, for Baker’s Choco- late, on Dec. 29 shifts the program to Young & Rubicam in the interest of Jell-O products, utilizing the same list of stations, Monday through Friday, 4:45 p.m. (PST). Sharon Douglas, Gale Gordon and Ann Stone continue to be featured, with Ted Sher- deman assigned as agency Hollywood producer. John M. Young is writer. Hal Sawyer announces with Erwin Yee, organist, supplying atmospheric background music.

RCA Latin Hookup

RCA MFG. Co., Camden (Victor records), on Dec. 18 started a series of shortwave programs beamed to Latin America, featuring Marcella Uhl, mezzo- soprano, on WRCA, New York, NBC shortwave adjunct and WDOS, Westinghouse station in Boston, Thursday, 9:45-10 p.m. During the series Miss Uhl will popularize songs and melodies which are well known to U. S. listeners, but still unknown south of the Rio Grande. Account was placed direct.

Waste Drive a Success

WASTE Paper Consuming Industries has renewed its national waste paper conservation campaign on 125 stations in 37 large cities. A 24% increase in waste paper accumulation compared with a year ago is announced by Olian Adv. Agency, St. Louis, which cites a steady increase in telephone calls from the announcements.

REAP A HARVEST OF PLENTY WITH W PEN

Make it a really Happy New Year for your clients by giving them added sales in Philadelphia. Use the “station that sells.”

W PEN

5000 WATTS—950 ON THE DIAL

A RESOLUTION... to end Resolutions

Our clients don’t have to make resolutions to play the Red in Richmond. They simply renew on WMBQ—the Red Network Outlet. WMBQ does a job—the clients do the rest.

WMBQ offers you the Red Network audience—5,000 watts daytime—1,000 watts night and equal density of coverage at lower rates. Before you buy—get the WMBQ story.
TWO-QUARTERS of a million home and auto push-button sets in the New York metropolitan area were adjusted by radio repair servicemen when WNEW, New York, shifted recently to the new position on the dial of 1130 kc., according to returns from a mailing piece sent out by the station to 4,000 repair men. Besides promising the servicemen a quarter-hour weekly program to tell set owners the "whys" and "hows" of such service, WNEW sent the repair men and stores on its mailing list window streamers which read "WNEW is now 1130 kc. on your dial. Have your push-button set adjusted and get a general reception check-up."

KTAR Movie
KTAR, Phoenix, has just ended a coast-to-coast showing of its color movie, "Romantic-Progressive Arizona," produced by KTAR and the Phoenix Republic & Gazette. Eight thousand Arizonians witnessed the home showing of the movie on a program augmented by personal appearances of radio and newspaper staff members. Public appearances were in charge of J. Howard Pyle and Jimmy Creasman, both of the KTAR staff.

Baltimore Greetings
WBAL, Baltimore, in the December issue of its retail publication Business in Baltimore, reprinted Christmas greetings and messages from the presidents and leading executives of companies advertising on the station. Wholesalers and retailers in the Central Atlantic States could see messages, along with WBAL's own Christmas greeting.

Recipes Book
CHINESE COOK BOOK, containing 55 recipes, is a limited holiday premium available to listeners upon receipt of 20 cents, and offered on the five-weekly quarter-hour KNX, Hollywood, newcast, Bob Garred Reporting, sponsored by Planters Nut & Chocolate Co., San Francisco.

A STRONG SECOND
WTRY's Intensive Coverage of the Towy-Alkemy-Schachmeister Contest is Exceeded Only by One 50,000-Watt Station!

Sincere Wishes for a Prosperous 1942
From the Makers of LEHIGH VERTICAL RADIATORS

Make

BUDGETS
S-T-R-E-T-C-H
• with our COMBINATION RATES
• ... and BONUS POINT ADVERTISING

THE BRANHAM COMPANY

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IN COLLABORATION with Warner Brothers, WWSW, Pittsburgh, has arranged for a weekly half-hour morale-building show, Keep 'Em Smiling, which emanates from backstage at the Stanley theatre each Monday at 2:30 p.m. Walt Framer is m.c. of the show, interviewing entertainers appearing on the stage for that week. Program promotes sale of defense stamps by sending listeners a 10-cent stamp with an autographed picture of a Hollywood star upon receiving a stamped return envelope and a dime. No plugs or commercials are used, and entertainment is contributed gratis.

A BELL-RINGER in more ways than one is John Gambling (right), conductor of the early-morning gym class on WOR, New York. Here he receives a bronze "no school bell" from State Commissioner of Education Charles H. Elliott for his "unique services to the schools of New Jersey." Idea is that Gambling will ring the bell on his program on winter mornings when principals of various New Jersey schools ask him to call off classes because of bad weather. Each winter Gambling serves 125-odd schools in this manner.

Keeping Posted
DESIGNED to keep Italian listeners accurately informed on Government activities, a new Italian-American defense series in the Italian language has been started by WHOM, Jersey City, Tuesday, Thursday and Saturday, 9:45-10 p.m. Titled Democracy Today & Tomorrow, the program is directed by Joseph Lupis, editor of the newspaper Il Mondo.

Day of Fun
OPTIMISTS and humorous events in the day's happenings make up Good News, a five-minute show on WROK, Rockford, Ill. Sponsored by Stickey's men's clothing store, the program salutes a Rockford resident active in civic affairs.

Musical History
A COMPACT HISTORY of musical development from the 17th century to date will be presented in a series of five programs starting Jan. 2 on WQXR, New York, titled Music of Four Centuries. Programs, conducted by Miss Johnson-Nashville, will include music of the 17th & 18th centuries; the early Italian period, during which vocal and instrumental music as we know it had its beginnings; the development of the symphony and opera in the 19th and 20th centuries; and program and instrumental music in the 19th century and other characteristic forms in the latter 19th and early 20th centuries.

Taproom Recordings
RECORDING programs in suburban taverns selling the sponsor's product is the unique feature of Tavern Trouper, sponsored by the Gleeck Brewing Co., Minneapolis, and heard over KSTP, that city. Taverns showing the largest increase of sales of Gleeck's brews over the previous week are chosen as the site of the recordings which are broadcast five-nights weekly at 10:15. Randy Merriman, free lance m.c., treats the tavern patrons to a comedy routine following cutting of the transcription.

Strange Tales
UTILIZING the theme that everyone has a story to tell, a human experience to relate, WWRL, New York, is airing a new interview program titled What's Your Story? Persons with human interest, amusing and dramatic stories to tell as well as those with unusual occupations and pastimes are invited to appear on the program. A portion of the program is titled "What's Your Hobby?" and features a five-minute interview with an interesting hobbyist.

Privates Tell 'Em
QUESTIONS submitted by the officers are answered by enlisted men at Fort Hancock, N.J., on You Tell 'Em Soldier, which started last week on WHN, New York. Soldiers are given a choice of two queries, one that is "difficult" and one that is "easy," in addition to a jack-pot question. Jack Arthur, who conducts Battle of the Boroughs on CBS, is m.c.

Days of Yore
SPONSORED by the Farmers National Bank, a news program which reviews the headlines of 20 years ago in heard over KSAL, Salina, Kan. All types of news are included in the show, titled Calling 1921, even to reading a few of the old advertisements.

4-H Quiz Show
INCLUDED on the Dixie Farm Hour, heard over WSB, Atlanta, is a 4-H Quiz program which features two boys and two girls each week, chosen from a different Georgia County. Under the direction of G. V. Cunningham, 4-H club leader, questions are asked concerning the farm, homemaking and the household. Bill Franee handles studio production.

Beyond the Rails
TO BRING MESSAGES to the fur traders and trappers in northern Quebec, CKVD, Val d'Ore, Que., has started Calling the Far North, a public service program on which friends and relatives of the fur trappers and traders can send messages to men living beyond the railway.

SALES TAKING A POWDER IN TALCUM (Ky.)?
Don't get too shaky if your Talcum (Ky.) sales have run out on you. Make up the loss a thousand times over by concentrating on the Louisville Trading Area — where defense payrolls have added more than $5,000,000 a month to an effective buying income normally 33% greater than that of the rest of Kentucky combined! . . . With WAVE — the only NBC Basic Red Network outlet within 100 miles — you get complete coverage of this Area for far less than the cost of any other medium! Want it?

LOUISVILLE'S WAVE
5000 Watts
970 K.C. • N.B.C. Basic Red
NATIONAL REPRESENTATIVES

KSD — The Post-Dispatch Station
St. LOUIS • 550 KC • NBC Red

FREE & PETERS, INC., National Representatives

BROADCASTING • Broadcast Advertising
Baker Says Video Hit Hard by War
Companies Face Serious Loss, GE Executive Predicts

TELEVISION, as with the other services provided by the radio industry, probably suffered more from the national defense program than and other service, since it was not as far advanced, according to Dr. W. E. Timmins, vice-president of General Electric Co., in a review and forecast of radio and television.

Estimating that there are probably still a few hundred television stations operating in the states of daily television station bulb and in manufacturers, Dr. Baker stated the production of additional receivers of some degree or of new designs depends on the priorities situation and the decision of the individual manufacturer as to whether it is more desirable to utilize such material as for television or broadcast or television receivers.

Losses Faced

He added that "it appears evident that unless some steps are taken to increase the number of television receivers, the companies operating television transmitters will be faced with a continuing loss which in time may reach such proportions as to justify serious question as to the desirability of holding their licenses for a television transmitter. Fortunately the FCC is cognizant of this situation and will undoubtedly insist in obtaining an equitable solution."

Although stating that it is impossible to predict the future of any industry and particularly one including consumer goods, Dr. Baker remarked that the radio industry has perhaps an advantage over others in that it provides a service that can be used by the government for instructional and educational purposes. This fact, plus the cooperative attitude of the industry as a whole, may permit sufficient activity so that after the war, as after the first war, radio will be one of the larger businesses that will help soften the difficult period of economic readjustment."
Industry Goes All-Out
In Red Cross Campaign

WHOLE-HEARTED support of the annual Red Cross War Fund Drive is being given by the organization by all its departments. The $50,000,000 drive which got under way with the Presidential Proclamation, Dec. 8, is receiving assistance from all networks and local stations with top-ranking stars, name bands, artists unions and commercial programs offering their services. All major networks have offered free time for special event programs and local stations are putting on their own broadcasts in connection with local appeals.

In addition to complete network and station shows, the Red Cross is receiving support in the form of spot announcements from more than two-thirds of all commercial programs on the air, with 100% support expected soon. G. Stewart Brown, National Director of Public Information and Charles Dillon, radio director for the Red Cross in Washington, praised the spontaneity and wholeheartedness with which the entire broadcasting industry accepted the appeal.

John B. Kennedy's Sunday half-hour commentary period on WNBW, New York, as a sustainer, 6-5:30 p.m., has been purchased for 52 weeks by Simon Ackerman Inc., New York, for its retail clothes, Ehrlich & Newman, New York, is the agency. Kennedy is sponsored during the week by R. C. Williams Co., New York, and Swidem-berg Cigar Co., that city.

**A PERFECT PAIR**

**SPOTCASTING**
BUILDS MORE SALES
...AT LOWER COST!

**for PROSPERITY in Fairmont, W. Va.**

**CBS**

**ASK THE JOHN BLAIR MAN**

December 29, 1941 • Page 33
ULTRA-MODERN in every respect is this new transmitter building of WKY, Oklahoma City, as portrayed in this architect's drawing. The new $150,000 plant will include everything required for present broadcasting needs, as well as facilities for television, increased power or new methods of broadcasting, including a complete studio with turntables and other equipment. A three-tower antenna array, ranging from 910 feet (highest in the nation and equal to the highest in the world), to 250 and 250 feet, is being constructed by Truscon Steel Co. Included in the equipment is an alternating current standby generator. Nearby will be built living quarters consisting of a modern, six-room house, completely separate from the transmitter. Construction of the plant, located one mile east of Britton, Okla., is being supervised by H. D. Gillette, Washington consulting engineer, and Jack Lovell, WKY chief engineer. Architects are Parr & Aderhold.

CBS Hollywood employees, numbering more than 300, are being photographed and will carry identification.

WLWO, Cincinnati, 75,000 watts, is presenting complete schedules this week. WLWO planned two-hour program to the Chas. R. I. American chain. WLWO operated on its regular night-time frequency of 11,710 kc.

WFBR, Baltimore, paid substantial holiday bonuses to all employees. Commercial Manager Purnell H. Gould presented donor with the book "Theatrical News" by Al H. May for November is heaviest on record.

KSTP, St. Paul, put one plan for donations on its daily "Definite Line" Board and the Minneapolis chapter received 28 electric sewing machines for the donation. Thirty machines were offered three hours after the broadcast, 20 came in by evening and the total reached 28 before the next broadcast.

FAIRCHILD PORTABLE RECORDER

- Hundreds of Fairchild F28 recording equipment are doing double duty as portable and studio recorders. Sturdy ruggedness is built into the Fairchild F28, brilliant tone-perfection is there, too. Fairchild are leading suppliers of high quality equipment to radio broadcast stations. Write for descriptive literature.

"... it had to satisfy Fairchild first."

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WJR, Detroit, raised over $3,000 in pledges during a recent four-hour broadcast dedicated to the Goodyel- lows of Detroit, an organization devoted to bringing holiday cheer to underprivileged children of the city. Under leadership of General Manager Ken G. Fitzpatrick, the program director of WJR, the four-hour broadcast included the entire staff of WJR, who volunteered all of their services. Listeners sent in pledges to the Goodyealows Fund with their musical requests.

KLZ, Denver, recently entertained soldiers stationed at Balloon, Panama Canal Zone, by a special program. The broadcast was transmitted in KLZ studios and sent by air express to honor enlisted men from the Rocky Mountain area, who were celebrating at the Balloon YMCA.

USING the daily broadcast of the CBS School of the Air, heard from KLZ, Denver, is Alphonse Korklin, teacher of Earl High School, Denver, who was one of two teachers to receive a special award for an essay on "Practical Use of Radio in the Classroom." Award given in the operation of the National Educational Assn. and CBS, was presented to Korklin by Arthur Wuth, educational director of KLZ, in a special broadcast.

KWK, St. Louis, has secured the exclusive local franchise for Reuters news service. Reuters reports, to be sponsored by Grissedale Bros., Bre- vely Co., St. Louis, will be handled by MiltonKelley, who recently joined KWK.

KDON, Monterey, Cal., on Dec. 8 originated for MBS the dedication ceremonies of the United Service Organizations recreation building to be completed in the United States, at Salinas, Cal., the $60,000 building was completed in 59 days.

KROS, Clinton, Ia., cooperating with the Clinton Kiwanis Club, recently donated time to a talent program to raise $300 for food. Clothing and local attention for Clinton's underprivileged children. Work of the station resulted in an over-subscription to the fund of $100 which was turned over to the Junior Chamber of Commerce for its Toy Mending program.

DON LEE Broadcasting System, Hollywood, on Dec. 23 celebrated the tenth anniversary of its experimental television station WEXA with a special broadcast consisting of live talent and motion pictures. To house the station, a new $250,000 studio building was recently erected on a 1,700 foot hill, Mount Lee, overlooking Hollywood.

RESULT of an idea of Chester R. Hinkle of WING, Dayton, is in the defense bond and stamp booth erected on the court house grounds. Opened Dec. 16, the booth sold $5,000 worth of bonds and stamps the first five days above.


ASSOCIATED DENTAL SUPPLY Co. San Francisco (Painless Parker toothpaste) to Theodore H. Segal, Adv., San Francisco. Firm is using weekly studio program on KFRC, San Francisco.

MARIN DAIRYMEN'S MILK Co. San Francisco (Marin-Dell milk) to Richard K. Bryne, San Francisco. Firm has been sponsoring Buddy's Amateur Hour for several years on KCSC. MORRIS PLAN BANK, Washington, D.C., to Aldrich, Keenon, & Co., Washington.

SOIL-OFF MFG. Co., Glendele, Cal. (paint cleaner), to Buchanan & Co., Los Angeles.


PERCY BLOCH Co., Philadelphia (Bare Dams, stoneware), has appointed Philip Klein Adv. Agency, Philadelphia, to handle advertising. It is expected radio will be used.

CHARLES MARCHANT Co. (Marchant's Hair Rinse & Golden Hair Wash) to Joseph Katz Co., New York, A. R. Rock- roth is agent. The firm, Radio, magazines, transportation and trade publications to be used.

Records for Camps

Editor, Broadcasting:

WCNW has just turned over several hundred of its duplicate copies of records to the several armed forces' services in the Brooklyn-Lon area for the boys serv- ing in training camps and reception centers.

Throughout the country, each and every radio station has hundreds of new and old records that, if airing, their local camps would appreciate. Why not suggest that radio stations forward these rec- ords to their near Army or Marine reception centers and camps. The boys, from what I am told, would appreciate the thought. It'll help them spend their idle mo- ments entertaining.

Dec. 23, 1943.

ELIAS I. GOOFERY, General Manager, WCNW, Brooklyn.

MBS BOARD of Directors has ap- proved a group insurance plan for all mutual employees who have been with the network over three months, where- by each employe is provided with $2,000 insurance, without cost. Those in higher income brackets have the privilege of purchasing additional in- surance at their own expense.

Barn Dance to Coca Cola

AFTER 16 weeks as a sustaining program, the WIS, Columbus, S. C., Barn Dance was sold last week to the Columbus Coca Cola Co. for 26 weeks. While on a sustaining basis the show drew an average of 1,000 paid admissions in the township auditorium.

Philip Morris Inquiries

PHILIP MORRIS & Co., New York, through its agency, Biow, Co., that city, is inquiring among stations for availability of news periods with a view of using them to promote Revelation and Bond Street tobacco.

Swift Spots

SWIFT & Co., Chicago (Pard dog food), on Dec. 15 started a 15-week schedule of five transcribed an- nouncements weekly on WMAQ, Chicago, and WWJ, Detroit; twice weekly participation on Janet Ross Shopping Circle and two tran- scribed announcements weekly on KDKA, Pittsburgh, and participation on thrice-weekly Evening Neighbor on WLS, Chicago. Agency is J. Walter Thompson Co., Chicago.

DON DANIELSON, formerly of the Dixon (Ill.) Telegraph, has joined CBS Chicago as a publicity writer. Robert Hartman has transferred from publicity to program department where he will aid in writing scripts for CBS Wrigley programs.

"OK. Kid '42
I'll take you \"Places\"

"Yes—I'll take you places in '42—fast!" says WSAI's Winged Pluck. "I'll take you into the hearts and minds of WSAI's 2,000,000 listeners. And I'll take THEM into the WSAI network. We'll fill 'em with the news, views and opinions of America. And I'll see to it that your WSAI campaign is pro- moted all over town through street car and bus cards, neon signs, downtown window displays, a house organ to dealers, taxi covers...and now—DISPLAY ADS in the CINCINNATI ENQUIRER. So hop on—let's GO PLACES!"
Measure for Communications Seizure Delayed Because of Congress Recess

DELAY in enacting an amendment to the Communications Act which would broaden the scope of Section 606 to authorize the President to seize during wartime wire, cable and other communications facilities as well as radio was indicated last Tuesday after the Senate Interstate Commerce Committee held hearings on House and Senate proposals to this end.

Since no committee quorum could be gathered, and none probably could be secured over the holidays, it now appears that Senate action, either in approving the bill passed by the House Dec. 19 or a new Senate version, will be postponed until the new session of Congress convenes in January. It was indicated the committee would be called early after the new year, and that Senate action should shortly follow the committee's recommendations.

Satisfactory to Fly

Appearing before the Senate committee, FCC Chairman James Lawrence Fly urged speedy action on the measure, citing the emergency nature of the legislation. Although the House-approved bill differs in several details from the proposal recommended originally by the FCC and DCB, Chairman Fly commented that either measure would be satisfactory to them, since the general principal of necessary authorization is provided in both.

The principal point of interest for broadcasters in the legislation, since the Communications Act itself provides for seizure of broadcast facilities by the President, lay in a House amendment to the original proposal which would place a time limitation on the seizure authority, tying it down to not more than six months after termination of a state or threat of war. The original proposal had left the time factor.

Olives and Dollars

75% of California's Olive acreage is in the Sacramento and San Joaquin Valleys. The 1940 Olive crop represented nearly $3,000,000 for the olive growers of Interior California. Curtailment of imports on olive oil and olives has given a tremendous impetus to this industry. 1941 has shown a sensational increase in revenue to growers.

The McClatchy stations dominate this tremendously rich market. Wise advertisers will be in on this increased buying power. Use the dominant stations of California's great interior valleys...

KFBK, Sacramento and
KMJ, Fresno

FM

with

Simplified

CIRCUIT DESIGN

GENERAL ELECTRIC

Serving the Rural West

McClatchy Broadcasting Company

KFBK SACRAMENTO, CALIFORNIA
KMJ FRESNO, CALIFORNIA

HARMONIOUS was the note struck by this group of NBC Hollywood orchestra leaders at recent luncheon staged in honor of Paul Whiteman (seated, center), musical conductor on the Burns & Allen Show, sponsored by Lever Bros. (Swan soap), and attended by more than 30 prominent composer-bandleaders. Merry maestros are (seated, l to r), Meredith Willson, host, and orchestra leader on the Maxwell House Coffee Time Show, sponsored by General Foods Corp.; John Scott Trotter, of Kraft Music Hall, sponsored by Kraft Cheese Co.; Whiteman; Kay Kyser, band leader of the College of Musical Knowledge, sponsored by American Tobacco Co.; Billy Mills, musical director of Fibber McGee & Molly, sponsored by S. C. Johnson & Son; standing, Rudy Vallee, of the Rudy Vallee Show, sponsored by National Dairy Products Corp.; Horace Heidt, of the Treasure Chest Show, sponsored by Lewis-Howe Co. (Tums).

at the discretion of the Chief Executive [Broadcasting, Dec. 22].

Russell F. Place, NAB counsel, followed Chairman Fly to the stand at the Senate hearings to urge that this time limitation, provided for wire facilities in the House version, be extended by the Senate to provide similar protection for a take-over of broadcasting facilities. Such action was opposed by Chairman Fly on grounds that it would delay final approval of urgent legislation, approved by the War and Navy Departments.

In case the Senate, following recommendation of the Senate Interstate Commerce Committee, broadened the six-month provision to include broadcasting, the measure then would go to conference, a procedure which would bring further delay, Chairman Fly pointed out.

In opposing such amendment of the House bill, which if approved by the Senate in toto could become law without going to conference, Chairman Fly declared that although he was "not entirely happy with the specific wording of the old law, or even of this bill," he would be apprehensive about going back to the House for further proceedings. He added that he did not think "this is a propitious occasion to reopen this problem," reemphasizing the need for speedy action.

No Plans to Take Over

Chairman Fly told the four committee members at the hearing—Chairman Wheeler (D-Mont.), and Senators D. Worth Clark (D-Ida.), Gurney (R-N.Y.), and Austin (R-Vt.)—that so far as the FCC and DCB were concerned, they were "content" with the House draft of the proposed amendment, since they were interested principally in the general proposition of authorization of power to the President. The House bill, which tied in several provisos on the wartime take-over powers, would be "wholly workable", he indicated.

Responding to direct questions from Chairman Wheeler, Chairman Fly emphasized that generally speaking there are no present plans, to take over communications, either permanently or temporarily, and that the only basis of taking over would be in times of emergency, when the armed forces might need to preempt facilities for defense purposes. He added that under certain circumstances the Army or Navy may take over specific facilities in specific areas, although there was no general plan to commandeer all facilities.

Arguing for the amendment, Chairman Fly observed that the whole scheme of communications is closely interwoven and that it would be illogical to take over radio facilities and then not be able to complete the circuit with wire facilities. "Communications is the nervous center of fighting operations," he declared, "and without communications disaster is almost inevitable."
Better Disc Terms Foreseen by Fox

WBS Asks a New Contract

Others May Negotiate

TRANSCRIPTION companies wishing to include ASCAP music in their library services will probably be able to secure more favorable terms than the former $15 per composition per year, according to Harry Fox, agent and trustee in charge of the recording rights of the music of more than 500 copyright owners, including most ASCAP publishers.

Mr. Fox said his principals realize that not all the broadcasting stations have as yet taken out ASCAP licenses and are willing to take that fact into consideration in drawing up new contracts with the makers of transcriptions.

Negotiations Pending

World Broadcasting System has already asked for a new contract, Mr. Fox stated, adding that he expected to confer with Associated Music Publishers before the end of the year and that he was hopeful of negotiating a new contract with them as well. None of the other transcription firms has yet approached him regarding contracts, he said.

Both WBS and AMP are currently recording some ASCAP tunes under a short-term arrangement which expires Dec. 31. The other producers of transcription libraries—NBC, Standard Radio, Lang-Worth and C. P. MacGregor—have not included ASCAP compositions in their services since the break between the broadcasting industry and ASCAP a year ago.

Plans for an industry suit to test the validity of any recording fees in excess of the 2-cents-per-composi- tion-per-performance established as a maximum by the Federal copyright law [BROADCASTING, Dec. 22] are temporarily at a standstill. Transcription company executives in New York indicated last week that no action would be instituted until it has been proved impossible to secure satisfactory terms through negotiations.

Disc Rehearsal

In the NBC recording studios, New York, was staged by J. Carson Brantley (cen- ter) of the Salisbury, N. C., agency by that name. Going over scripts is Bob Burns (right), actor, with Hubert Chain, of NBC recording, holding the stop watch. Sponsor is J. Reynolds Tobacco Co., Winston-Salem, for Brown’s Mule chewing tobacco.

DATA ON FOREIGN LANGUAGE SOUGHT

To bring its information on for- eign-language broadcast activity up-to-date, the FCC last week sent to foreign-language station operators a new questionnaire surveying their operations during the last two months of 1941.

In announcing the new question- naire, the FCC emphasized that it did not indicate any change in attitude toward foreign-language broadcasting, although it was possible that some changes along lines of general control may be in- stituted, with the United States at war.

The new questionnaire, which will supplement information gathered in a similar survey conducted more than a year ago, is designed to bring out details of actual foreign-language operations, including programs and personnel.

Upon the outbreak of the war the FCC indicated that no change was contemplated in its attitude toward foreign-language broadcasters, although it was indicated that operators must be more careful than ever in handling programs in a foreign tongue.

The War Department also has expressed confidence in operators in the foreign-language field.

Big Norwich Expansion

NORWICH PHARMACAL Co., Norwich, N. Y. (Pepto-Bismol), after two very successful tests last fall, one with What Burns You Up program on the Yankee network, the other with spot announcements on seven stations scattered throughout the country, has announced 1942 plans calling for expanded campaign to start about mid-Feb- ruary in 36 markets. Transcribed announcements will be used 8 to 24 times weekly for 26 weeks, representing an increased layout of about 49% over the past year. At the same time Lawrence C. Gumbinner Adv. Agency, handling the account, indicated that advertising for Un- guentin will also be increased.

Year-End Roundup

(Continued on page 10) overseas shortwave plant, erected new studios in Radio City, San Francisco and Chicago, and raised the power of its shortwave stations, WRCA and WNBI to 50,000 watts.

Inauguration of its Mexican network of 23 stations marked the begin- ning of NBC’s extended Pan- American Network of 109 stations; the Blue network gained 26 stations, four stations were added to the Red, while six new stations became optional outlets to Red or Blue.

As the country grew more aware of the national emergency, less time was devoted to light dramatic entertainment and more to dramatic themes concerning the security of this hemisphere; religious programs were based on an international theme more than ever before, and defense activities for American women were highlights of programs handled by NBC’s women’s division.

Regular sports programs showed a 10% increase over 1940; musical programs emphasized music of, by and for the two Americas, and factual newscasts reached an all-time high during 1941; NBC television station WNBT became a full commercial station July 1, and NBC readied the transmitter quarters of W2XW, its FM station, to accommodate a new 10,000 watt unit.

Lee Anderson Is Victim Of Cut in Auto Output

LEE ANDERSON ADV. AGENCY has recently announced that it was retiring from the advertising field as soon as its activities could be wound up. The retire- ment was taken in advertising circles here as a direct result of the curtailment of automobile produc- tion and advertising-firstnoticed among the large national agencies of the Detroit area. Anderson handled the account of the Chrysler division of Chrysler Corp., and also placed occasional institutional advertising for the corporation. This, along with Goodyear Lifeguard ac- count administration, comprised its outstanding activity.

It was expected that the affairs of the agency would be concluded sometime in January. For the time being the Chrysler division is not using advertising, waiting along with other automotive accounts— for clarification of the forward production picture. Meanwhile, the reduc- tion of personnel in Detroit automotive agencies was continu- ing, in some cases at an accelerat- ing pace.

WBS, Atlanta, gave its employees a $25 cash Christmas bonus, along with four-day vacations.
In the Control Room

J. D. BLOOM, chief engineer of WWL, New Orleans, on Dec. 17 became the father of a girl.

LIEUT. DAN HYNES, 122d Observation Squadron, formerly an engineer of WWL, New Orleans, on Dec. 13 married Marie Adele Read of the WWL accounting department. Mrs. Hynes is a sister of Lieut. A. Louis Read, USN, commercial manager of WWL.

CLIFF BIXBEE, engineer of WCAE, Pittsburgh, has joined the Army.

LESTER SACKS, formerly Norristown police department radio operator, has joined the engineering staff of WJIB, Philadelphia.

CLAYTON DONALDSON, former engineer of KYW, Philadelphia, according to word received at the station, is now radio operator on an American-built pinises being ferried to battle areas.

CHARLES HUESTON, Lancaster, Ohio, has joined the engineering staff of WJUS, Beckley, W. Va., replacing William Barron. Estill Williams and Glen Lee Bellow, WJUL control room operators, have been granted their third-class operators tickets.

CARL E. SMITH has been appointed chief engineer of WDK-KEW, Cleve-

Charles Hueston, Lancaster, O., has joined the engineering staff of WJUS, Beckley, W. Va., replacing William Barron. Estill Williams and Glen Lee Bellow, WJUL control room operators, have been granted their third-class operators tickets.

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COL. R. J. PALMER, president of WHO, Des Moines, on Dec. 20 personally distributed the fifth annual Christmas bonus to members of the station staff. Bonuses were computed on a scale of 5% of annual salary for one year of service, 6% for two years, 8% for three years, 9% for four years, and 10% for five years or more. WHO employees on Dec. 21 staged a Christmas party for Col. Palmer and O. M. Maland, vice-president and general manager of the station.

Palm-Fringed is this modern home of KPBO, Riverside, Cal., new 1,000-watt fulltime station 1,440 kc., which recently started operating under management of W. L. Gleeson. Located 11/4 miles north of the downtown business district, the structure contains nine business and executive offices, a large auditorium-theatre, two medium-size studios and a news bureau room. Equipment includes a 1,000-watt Collins transmitter and a 366-foot Truscon self-supporting tower.

Heavy Federal Orders

MORE than a billion dollars will be spent by the Government next year for radio equipment to pursue the war, Dr. Ray H. Hanson, vice-president and general manager of Stromberg-Carlson Telephone Mfg. Co., revealed last week.

He said this was six times the volume of factory billings for all radio receiving sets produced by the industry last year and predicted a shortage of radio receiving sets for consumers. Present sets, he warned, must be made to last, urging the public to keep exist ing sets in order. At the same time, he warned all prospective purchasers of radio sets to beware of bargain merchandise thrown on the market now, pointing out that radios purchased now may very well have to last their owners for the duration.

'Hour' May Return

Buchanan Co., New York, agency handling the Treasury Hour program which was discontinued with the broadcast of Dec. 23 after six months on the air, sponsored for 13-weeks by Texas Co. and for a like period by Bendix Aircraft Corp., is forming an association of 17 aircraft manufacturers throughout the country to undertake sponsorship on a cooperative basis. Group will be known as the Associated Aircraft Manufacturers. If plans work out, an agency spokesman indicated, the program will be back on the air within a month.

1,400% Increase in Year For FM Sets Claimed

DURING the last 12 months the number of FM receivers in the United States has increased 1400%, according to a survey announced Dec. 18 by Dick Dorrance, business manager of FM Broadcasters Inc., national FM trade association. With about 15,000 FM receivers in the entire country at the beginning of the year, by Dec. 1 the total had grown to 180,000, and pre-Christmas sales figures indicate that by Jan. 1, 1942, there will be from 230,000 to 250,000 sets in use, representing a listening audience approaching 1,000,000 persons.

At the start of 1941 not a single commercial FM station was operating in the nation, according to FMBI. By mid-December 62 stations had been authorized, with 24 now in full daily operation. FM receivers manufacturers have increased from a half-dozen to 20 during the year, offering more than 100 different set models.

New Equipment Firms

TAKING over activities of General Communications Products Co., Hollywood, the present, two new firms, United Sound Engineering Co., and Sound Equipment Co. of California, have been organized with headquarters at 6245 Lexington Ave., that city. Headed by R. J. Thompson and Joseph E. Turner, under partnership, United Sound Engineering Co. will handle remote amplifiers, speech input and transcription equipment for the radio industry. Sound Equipment Co. of California is concentrating on Government production only, manufacturing airplane amplifiers and inter-com- munication systems. Latter firm is headed by Norman Lawton as president, with R. J. Thompson first vice-president and secretary as well as director of engineering. Roger A. Lowell is vice-president and general manager.

W2XQR Resumes Operation

AFTER having been off the air for moving purposes to a new home atop New York's Chanin Bldg., W2XQR, FM affiliate of W2XQ, New York, has resumed operation on its 5-10 p.m. daily period on 45.9 m.c. with 1,000 watts. Shortly, the Interstate Broadcasting Co., station owner, hopes to operate the FM outlet commercially as WSNY. With location of the station is expected to give listeners about 16 times greater signal radiation.

Fifteen former employees of NBC Chicago now in the U.S. military service have found Christmas gift packages by NBC, Chicago, employees group.

ILLINOIS?

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

BROADCASTING • Broadcast Advertising

Page 38 • December 29, 1941
Johnstone, Morgan Tour For Birthday Ball Drive

G. W. JOHNSTONE, chairman of the radio division of the Committee for the Celebration of the President's Birthday Ball, and Keith Morgan, national chairman of the Committee, are currently on a tour of 11 states in connection with the drive for funds to fight infantile paralysis. Mr. Morgan is addressing organization meetings, and Mr. Johnstone is meeting with radio people and handling regional and local broadcasts at each stop.

Broadcasting arrangements already have been made in 10 key cities for the official opening of the campaign Jan. 12. Network broadcasts are planned to start Jan. 11 and continue through Jan. 30, date of the President's Diamond Jubilee Birthday Ball, celebrated throughout the country.

Transcriptions of spot announcements in Italian, French and Spanish were written and produced by Normanwarembud, program director of WBYN, Brooklyn, New York, all of whom are doing the scripts. The spots are being distributed to all foreign language stations to promote the "Fight Infantile Paralysis" campaign. The campaign also is distributing 200 discs featuring one-minute English spot announcements by five radio announcers and newscasters—Tom Slater, Frank Knight and Alois Havrilla of MBS, Tom Martin of CBS, and Bill Gell of WHN, New York, all of whom donated their services. Stations also will carry transcribed messages about the drive by William Green, president of the AFL, and Philip Murray, AFL, president.

Writers to Aid Defense

HOLLYWOOD Radio Writers joined with members of Screen Writers, Screen Publicists and Newspaper Guild in organizing for national defense service at a meeting held in the Roosevelt Hotel, that city, Dec. 16, Randolph Van Nostrand, acting publicity director of the Los Angeles County Defense Bureau, and the 600 members attending to contribute their skill.

because he had some knowledge of radio was given a general utility job in the radio department. There he helped with production, talent and scripts as well as time buying. And in 1938 when the Mason radio department was undergoing expansion, Ed was appointed time buyer. It’s not hard to guess Ed’s hobbies: Football and boxing.

Yule Spirit

A REAL good neighbor and a gentleman with proper Christmas spirit is Ray Lyon, head of WOR, New York, recording and transcription division. Each year Lyon rig up a huge amplifier and loudspeaker system, collects a flock of Yuletide records, and puts on a Christmas concert for the other tenants in the apartment house where he lives. This year’s concert from 11 to midnight last Wednesday had all the neighbors out joining in the good spirit of the Eve.

New Religious Discs

CREW OF THE GOOD SHIP GRACE Inc., Los Angeles (religious), currently sponsoring the weekly half-hour Haven of Rest on 32 Don Lee Pacific Coast stations, Sunday, 3:30 p.m. (PST), plans to discontinue that live network program about Jan. 18 replacing it with a transcribed version, concentrating on West Coast 50,000 watt stations. In addition, the religious program will be placed on more than 40 other stations nationally. List is now being compiled by Paul (Bob) Myers, business manager of the corporation. Besides the present live network program, transcribed versions are currently sponsored on KCLW, Detroit; WMBI, Chicago; KTUC, Tucson; KSUM, Bisbee; KFEL, Denver; K0Y, Phoenix.

Wilbur Heads WTSF

BOB WILBUR has been named manager of WTSF, St. Petersburg, Fla., succeeding Russell Stratton, now on active duty with the Navy. Mr. Wilbur entered radio as a singer in the early ’30s as a college student, and has been identified with broadcasting in the Tampa Bay area for the last five years.

ED WILHELMS

ED’S THE MAN behind the scenes in all the sporting events sponsored by Gillette. He is the only buyer in New York, but aids with the commercials, arrangements and production. Last year he purchased time on 287 stations for the World Series, believed to be one of the largest commercial hookups in history. He’s at the ringside of the fight broadcasts on MBS and this year bought the time and aided in other arrangements for Gillette’s sponsorship of many of the pro basketball games as well as the Orange, Sugar, Cotton Bowl and East West contests on New Year’s day.

But all that is just one phase of Ed’s activities. He sets up schedules for such Mason radio accounts as B. B. Rabbitt, General Electric, Hecker Products, C. F. Mueller, Tetley Tea, Benson & Hagdons or Continental Briar Pipe.

A native son, Ed was born in Manhattan, Aug. 21, 1910. On finishing De Witt Clinton High School, he went to work for an insurance company, and after some years, became secretary to Ken England and Mabel Albertson who were doing radio scripts for some of the leading mediators of the day. That was in 1934. It gave Ed his first view into the workings of radio from the talent end.

Two years later, the writers decided to leave for the Coast, and Ed who had just married (Tillie Kiefer) and set up housekeeping, ‘found it impossible to go along. Ed, a family man, found himself without a job. But while working with these writers Ed became associated with the Loeb Drees Rehearsal, which was a Mason show. From it came to know some of the agency officials, came to them, and

Ann's letter is a success! Sales sure are up. ED of Wins are soon going to 50,000 watts! Good luck.
ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION

DECEMBER 20 TO DECEMBER 26 INCLUSIVE

Decisions . . .

R. B. Davis Spots

R. B. Davis Co., Hoboken, N. J. (Cocomalt), following a successful test of the Food Fair on WEEL, Boston, starting Jan. 5 will begin participations on women's programs on the following seven additional stations: WOR WGTAM WJR KMOX KMPC KROW. Company, formerly an extensive use of radio before starting on WEEL was off the air for about six years. Agency is Murray Bresee & Assoc., New York.

Network Accounts

All time EST unless otherwise indicated.

UNITED FRUIT Co., New York (9-11 p.m.). Mon., thru Fri., 1-4:30 p.m. Agency: HAVO, N. Y.

J. B. WILLIAMS Co., Glensington, Conn. (above cream) on Jan. 5 starts thru NBC affiliate thru Broadcasting Corp. stations, Mon. 9-10:30 p.m. Agency: J. Walter Thompson Co., Toronto.

Sooooff MPG Co., Glendale, Calif. (paint cleaner), on Feb. 3 starts for 52 weeks sponsoring Bob Garrett Reporting on 3 CBS California stations (KNX KARK KSFO), Tues. 2-3:55 p.m. (PST). On Feb. 5 also repeats for 52 weeks, Bob Garrett Reporting on same list of stations, Thurs. 5:45-5:55 p.m. Agency: Buchanan & Co., Los Angeles.

Renewal Accounts

D. L. CLARK Co., Pittsburgh (candy bars), on Jan. 1 renew for 13 weeks Service With A Smile on 54 NBC-AM stations. Mon., thru Fri., 1-4:30 p.m. Agency: Felder & Ryan, N. Y.

PROCTER & GAMBLE Co., Cincinnati (Ivory Snow), on Dec. 29 renew for 52 weeks, Life Can Be Beautiful, on 48 CBS stations, Mon. thru Fri., 1-1:15 p.m. Agency: Compton Adv., N. Y.

PROCTER & GAMBLE Co., Cincinnati (Ivory Snow), on Dec. 29 renew for 52 weeks, The Story of Mary Martin, on 48 stations, Tues. 8-8:30 p.m. Agency: Rathrauff & Ryan, N. Y.

INTERNATIONAL SILVER Co. of Canada, Hamilton, Ont., on Jan. 4 renew Silver Theatre on 32 Canadian Broadcasting Corp. stations, Sun. 7-7:30 p.m. (EDST). Agency: Young & Rubicam, N. Y.

INTERNATIONAL SILVER Co., Meriden, Conn., on Dec. 28 renew for 52 weeks Silver Theatre on 56 CBS stations. Sunday, 6:30-7:30 p.m. (EST). Agency: Young & Rubicam, N. Y.


RCA MFG Co., Camden, N. J. (Victor records) on Dec. 22 renewed for 52 weeks, George Putnam & the News, Mon., Tues., Wed., Sat., 11-11:55 p.m. and Music You Want, Mon. through Fri., 11-11:30 p.m. both on WEAP, N. Y.

PROCTER & GAMBLE Co., Cincinnati (Ivory Snow), on Dec. 29 renew for 52 weeks, The Goldbergs, on 30 CBS stations, Mon. thru Fri., 3-3:15.30 p.m. thru Compton Adv., N. Y., and for 52 weeks, same time, thru Blackett-Sample-Hummert, Chicago.

PROCTER & GAMBLE Co., Cincinnati (Ivory Snow), on Dec. 29 renew for 52 weeks, Life Can Be Beautiful, on 48 CBS stations, Mon. thru Fri., 1-1:15 p.m. Agency: Compton Adv., N. Y.

PROCTER & GAMBLE Co., Cincinnati (Ivory Snow), on Dec. 29 renew for 52 weeks, The Story of Mary Martin, on 48 stations, Tues. 8-8:30 p.m. Agency: Rathrauff & Ryan, N. Y.


COLGATE-PALMOLIVE-Peet Co., Jersey City, on Dec. 29 renew for 25 weeks the Castile Soap (Toilet Soap & products & Crystal White) on 61 CBS stations, Mon. thru Fri., 10-10:30 p.m. thru Ted Bates Inc., N. Y., Myrtle & Marge (Super Suds) on 70 CBS stations, Mon. thru Fri., 10-10:30 p.m. thru Colgate-Palmolive Peet Co., N. Y., thru Sherman & Marquette.

Wm. Wrigley Jr. Co., Toronto (chewing gum), on Jan. 6 renew advertising on 7 Canadian Broadcasting Corp. Ontario stations, Tues., 9:30-10:30 p.m. (EDST); on 9 CBC Prairie stations, Tues.-10:10 p.m. (EDST) on CKAC, Montreal; CHBC, Quebec, and CKNX, New Waterford, Que., 8-9 p.m. (EST). Agency: Tandy Adv. Agency, Toronto.

LAMONT CORLIS & Co., Toronto (Sesame-Oin-Amie on 6,000 kw hours to daytime. Agency: Sesame-Oin-Amie, Toronto, Ont.) on Tues., 8-8:30 p.m. (EDST). Agency: Sesame-Oin-Amie, Toronto, Ont.

QUAKER OATS Co., Peterborough, Ont., 1-1:30 p.m. thru Rouleville on CHRC, Quebec; CKAC, Montreal, Fri. 8:30 p.m. thru Co., Peterborough, Ont., 8-8:30 p.m. Agency: Lord & Thomas of Canada, Toronto.


GENERAL FOODS (Jello) on Jan. 6 renew for 29 weeks Le San Francisco, 5 NBC stations, 8-8:30 p.m. Agency: Baker Adv. Agency, Toronto.


Network Changes

ALBERS BROS. MILLING Co., Seattle (Bunpach flour, Friskies), on Jan. 2 shifts Woodinville on 7 CBS West Coast stations, Thurs. 7-3:08 p.m. to 6 NBC Pacific Red stations, Fri. 12-12:15 p.m. Agency: Lord & Thomas, San Francisco.

KRAFT CHEESE Co., Chicago (Parkey margarine) on Jan. 4 adds 40 stations to Chicago, making a total of 90 stations on NBC-Red stations. Sun. 5-5:30 p.m. Agency: Needham, Louis & Broby, Chicago.

STANDARD OIL Co. of Indiana, Chicago, on Jan. 9 continues Alco- sodium, 5-5:15 p.m. Agency: Alco, N. Y.

PARKER PEN Co., Janesville, Wis., on Dec. 28 discontinued Walt Disney Program on 6 US stations, Thurs. 3-3:30 p.m. Agency: Blackett- Sample-Hummert, Chicago.

THOMAS J. Lipton Inc., Hoboken, N. J., Dec. 31 drops hope Theatre on 70 CBS stations, Sun., 8-8:30 p.m. reexpanded 10-30-11 p.m. Agency: Young & Rubicam, N. Y.

Applications . . .

DECEMBER 22

KWTO, Springfield, Mo.—Granted modification CP directional changes to protect KLMS and KFQD and petition of latter against KWTO grant.

WGW, Waynesville, N. C.—Granted CP change of 5.6 kw directional changes.

WNJ, New York.—Granted transfer of license to Yonezawa Shigeho from farmer Radosevich.

WLS, Chicago.—Granted transfer of license to WLS Ltd., owner.


WWS, Prague.—Granted petition of for power increase.

WTRA, College Station, Texas.—Granted petition for power increase.

WWRS, Des Moines.—Granted petition for power increase.

Station WNB, New York—Granted petition for construction permit.

Station WITC, Hoboken, N. J.—Granted petition for construction permit.

Applications . . .

DECEMBER 23

WXER, New York.—Extension special service authorization 15 kw un 1500 kw.

WNB, Board of Education, City of Buffalo, N. Y.—Granted preliminary non-commercial educational station 42.5 kw 1 kw FM emission.

WRO, Eugene, Ore.—Granted petition ofation for license.

WBTV, Charlotte, N. C.—Amend basic CP directional N to install new transmitter and move.

ROB, Albuquerque, N. M.—Modification special service authorization 50 kw to 2:1-22.

DECEMBER 24

KFQD, Anchorage, Alaska.—Transfer control from WRN to WQFQ.

KFWC, Cleveland, Ohio.—Granted CP new commercial television station.

KFIE, Phoenix.—Granted CP new commercial television station.

KFIE, St. Joseph, Mo.—Acquisition control from News Media Co. to Barton Pitta, 5 shares common stock.

NEW, Balaban & Katz Corp., Chicago.—Granted CP new commercial television station (formerly WEXIB) channel No. 2.

CAJL, Letterers of the new KONB, under construction in Omaha, Neb., have been changed to KBON.
Classified Advertisements

Help Wanted

Newly Licensed Operator—$80.00 monthly, room and board equivalent to $125.00 monthly. Draft exempt. 25,000. Box 252A, BROADCASTING.

Chief and Staff Engineer—Southern station, new Western Electric Equipment throughout. Box 293A, BROADCASTING.

Engineer—Georgia network affiliate. Prefer man having studio control room experience. $30 per week. State draft status. Box 219A, BROADCASTING.

Engineer—Licensed, draft exempt engineer, Virginia local. Permanent job to sober, steady worker. Box 374A, BROADCASTING.


ENGINEER — SPANISH — COMMERCIAL RADIO—Experienced commercial radio engineer with practical knowledge of Spanish and sales promotion ability. Willing to travel Latin America. Excellent opportunity with high grade organization for man who can qualify. Reply should contain complete personal information, education, experience and salary desired. Also, a small snapshot which will not be returned. Address Box 277A, BROADCASTING.

A 250 Watt Local Station—Located in South Atlantic state has open position for salesman who can not only sell but write copy. Excellent opportunity and living conditions for draft exempt man who can qualify. Give full details and expected starting salary. Box 304A, BROADCASTING.

Combination Man—Licensed and good voice for straight commercial announcing. MSB network station, central Georgia. State age and draft status. Box 257A, BROADCASTING.

SALES MAN—Experienced for local station in large Midwest city. Must have good record. Auto helpful. Drawing account. Good opportunity for salesman who can sell large accounts as well as small. Give complete sales experience, age and references. Position open immediately. Box 290A, BROADCASTING.

Versatile Announcer—With not less than three years' experience, highly regarded in present connection with network affiliate but wishes change. Submit small photo, education, background, draft status. Station WSE, Columbus, South Carolina.

BROADCASTING

Annual Reports Called by FCC

FOLLOWING annual practice, the FCC last week sent out to all stations its preliminary questionnaire on 1941 business, requesting returns by Jan. 15, at the latest.

For the first time, the FCC included commercial FM, television and international broadcast stations in its inquiry list. The Commission asked station reports, as soon as possible following closing of their books, but in no event later than Jan. 15, to supply it with total time sales, broken down between network, national spot and local, with a tabulation of commissions deducted, talent and sales costs, and other items of income.

WQXR Silenced

WQXR, New York, suffered the longest silence in its history Dec. 24, when a short circuit in the Edison Co. power lines feeding the transmitter put the station off the air for two hours, from approximately 3 to 5 p.m.

Randy Atcher of the Atcher hillbilly trio of WJJD, Chicago, has been called to military service and will leave Jan. 1.

Wanted to Buy


Good condition—two late model RCA, WE, or Premieretransmitters with pickups; one RCA, WE or Collins speech console; two RCA or WE microphones. Quote lowest cash prices and condition all or part. Box 288A, BROADCASTING.

For Sale

General Radio—Type 731-B Modulation Monitor—used three weeks. Box 279A, BROADCASTING.

250 Watt Western Electric 310B Transmitter—complete with tuning unit, crystals and tubes, in good condition. $2,250. Box 267A, BROADCASTING.

Classified Directory

Jansky & Bailey
An Organization of Qualified Radio Engineers Dedicated to the SERVICE OF BROADCASTING

National Press Bldg., Wash., D.C.

There is no substitute for experience


John Barron Consulting Radio Engineers Specializing in Broadcast and Allocation Engineering Earle Building, Washington, D.C. Telephone National 7757

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

Clifford Yewdall Empire State Bldg. NEW YORK CITY An Accounting Service Particularly Adapted to Radio Programming

Frequency Measuring Service

Exact Measurements Any Hour—Any Day R.C.A. Communications, Inc. 66 Broad St., New York, N.Y.

Paul F. Godley Consulting Radio Engineer Phone: Montclair (N.J.) 2-7859

Page & Davis Consulting Radio Engineers Munsey Bldg. District 8456 Washington, D.C.

A. Earl Cullum, Jr. Consulting Radio Engineers Highland Park Village Dallas, Texas

R.F. Clark Consulting Radio Engineer WASHINGTON, D.C.


Raymond M. Wilmotte Consulting Radio Engineer Designer of First Directional Antenna Controlling Interference

Rendezvous Bidg. • Wash. D. C. • D1. 7417

Advertise in BROADCASTING for Results
Limits on Weather Broadcasts Outlined in Letter to Stations

Comdr. Reichelderfer Announces Plans; Warning On Sports Events; Airway Data Curtailed

COMDR. F. W. REICHLERD- FER, chief of the U. S. Weather Bureau, has written a letter to all stations outlining restrictions on weather broadcasts caused by the war. At the same time offices of the Bureau asked Broadcasting to express to the broadcasting industry their appreciation of the cooperation of stations and their realization that the radio dissemination of weather information has turned out to be one of the Bureau’s “best services” to the public.

Comdr. Reichelderfer’s letter followed the same general lines as one addressed recently to Carleton Smith, assistant manager of WRC-WMAL, Washington [Broadcasting, Dec. 29].

The War Department Bureau of Public Relations, Radio Branch, is addressing a message to all announcers handling “Bowl Games” and other sports events over New Years warning them to be extremely careful in passing events less weather descriptions “of value” be aired.

It was learned in Washington also that steps are being taken by the Army, Weather Bureau and the Civil Aeronautics Authority to prevent weather broadcasts from airway stations reaching enemy ears. The same problem that caused the banning of weather forecasts on standard stations arose in connection with the airways stations—namely, an enemy submarine or ship could cause serious confusion by a careful shortwave receiver from one station to another and gathering enough information to make an accurate forecast for a wide area of the country.

Comdr. Reichelderfer’s follows in full:

For military reasons it has been necessary to request the discontinuance of the daily broadcasts of Government weather reports and forecasts by commercial radio stations. The purpose of this request is to prevent the radio broadcasting of any weather information except that passed by military or naval authorities.

Exceptions will be made when weather conditions require precautions to protect human life, property, livestock, or crops, or when cold waves, storms, heavy snows, floods, or other severe conditions are in prospect which will seriously interfere with transportation, business, industry and other activities directly or indirectly supporting our war efforts.

Authorized Reports

When severe or dangerous conditions are expected, Weather Bureau officers will furnish weather for radio broadcasts, provided military authorities have authorized these terms as more vital than the denial of weather information to the enemy at that particular time. Airway stations will be specifically advised in each such case that broadcasts of the warnings is authorized.

ALLOCATIONS PLAN MAKES PROGRESS

ALTHOUGH operating details still are to be finally approved, the new OPM-DCB communications allocations plan appears to be definitely getting under way. A general program for the joint operation, designed to alleviate an impossible material supply situation for the entire communications industry, including broadcasting, is to be mapped out Dec. 29 at a meeting of the DCB Priorities Liaison Committee in Washington.

Although not yet officially designated chief of the new OPM Communications Branch, Leighton H. Peebles, former NRA communications code administrator, has started preliminary organization of the new branch [Broadcasting, Dec. 22]. Mr. Peebles has been invited to attend the Dec. 29 DCB committee meeting, along with George J. Dempsey, FCC telephone engineer recently loaned as one of three DCB engineering representatives to work fulltime with the Communications Branch.

Under an OPM reorganization move coming immediately after DCB announcement Dec. 18 of the joint priorities operation, with DCB functioning as an advisory and policy-recommending capacity and OPM continuing as the implementing agency, industry organizations such as the new Communications Branch are now to report directly to OPM Director General William S. Knudson and Associate Director Sidney Hillman. As originally contemplated, the Communications was to have been set up under the Civilian Supply Division, directed by Leon Henderson. It was thought possible that through this shakeup the Communications Branch could be merged into the Materials Branch, although it would report, like the Power Branch, direct to Messrs. Knudson and Hillman.

LUCILLE GILLESPIE, assistant continuity editor of WBBM, Chicago, on Dec. 26 was to marry Fletcher P. Smith, Arlington Heights, Ill.

OFF Will Funnel U. S. Broadcasts' Super-Network Is Arranged For Special Programs

ASSURANCE that the recently established Office of Facts & Figures will definitely function as the coordinating body on clearances and clearances for movies, Washington recently received a request for a general reorganization of all weather radio and television programs, with Washington representatives of NBC, CBS and MBS.

Mr. Early indicated that OFF, headed by Archibald MacLeish, librarian of Congress, will determine policy and priorities for Government radio programs, seeing to it that the most important programs, particularly from a defense viewpoint, get a break on the air, while less important features may be shelved or discarded.

Emerging as a key figure in this operation is William B. Lewis, CBS program director, who will leave as OFF consultant on broadcasting. The idea of having a competent program man and experienced broadcaster in a top spot in the Government picture was to give prompt approval in industry circles. Also working with Mr. Lewis on OFF broadcasting matters is the recent appointment to Washington, as of December from NBC’s program and talent sales office in New York.

Plan Super-Network

The first concrete radio project of the OFF operation, which was discussed with Mr. Early, was a 15-week series of defense specials, to start in February and to be heard on all three networks Saturdays, 7:30-8:30 P.M., with West Coast repeats 12:45-1:15 a.m. (EST). To feature the talent, time for the series is being donated by the network, which will also absorb other incidental expenses. Described as one of the networks’ contributions to the war effort, the series will portray the scenes of the Allied Powers in World War II. Harold L. McClinton, vice-president of N. W. Ayer & Son, is said to be producer of the feature, to be modeled along lines of successful programs already on the air. Norman Corwin, of CBS, is to write and direct the shows.

Another indication of the gradual development of a coordinated scheme for Government public relations came last Wednesday with news of the appointment by President Roosevelt of Lowell Mellett, director of the Office of Government Reports, as Coordinator of Government Films for the duration. Mr. Mellett is to act as liaison officer between the Federal Government and film producers and distributors, establishing a clearance office through which Government movies for civilian consumption will pass.

KOA, Denver, has added a new station-wide public relations unit to its technical equipment.

The Washington Post
WE MADE A MISTAKE--
BUT WE'LL PAY FOR IT!

Realizing the need for an accurate cost control technique for our advertisers, WLW earlier this year introduced a comprehensive study entitled, "The Allocation of the WLW Radio Dollar in 345 Midwestern Counties."

Almost immediately, a number of WLW advertisers found this study helpful in controlling sales and distribution costs. In fact, the response has been so great to the Cost Allocation study that we now find we made one mistake—we failed to order enough copies of it to supply the demand. Our supply is completely exhausted, and we need more copies of the Cost Allocation study—right away. Therefore, we are authorizing any WLW sales representative to pay one dollar in cash for every extra copy that may be in your reference library. Naturally, we do not want to deny the use of the Cost Allocation study to any agency or any advertiser, so don't let us have the only copy in your possession. But we are anxious to secure your extra copies and we are willing to pay good dollar bills to get them.

In New York, call Warren Jennings at Plaza 5-9800; in Chicago, Walter Callahan at State 0366; and in Cincinnati, Harry Mason Smith at Kirby 4800. We know the dollar won't mean much to you—but the books do mean a lot to us. It will help us a great deal if you will take a quick look around your offices, then give us a call. Thank you very much.
CONFIDENT that the future of radio will be greater even than its past, the Radio Corporation of America has laid the cornerstone for the world's foremost center of radio research and pioneering - RCA Laboratories at Princeton, New Jersey.

The main section of the Laboratories will open in 1942, dedicated to the service of mankind, through increased usefulness of radio and electronics to the nation, to the public and to industry.

Radio has marched hand in hand with progress in electronics. The magic which created electronics — infinitesimal particles of electricity — lifted radio out of its mechanical era... took wireless out of the spark gap and sealed it inside the vacuum tube... took television off the mechanical scanning disc and put it in the Iconoscope.

In this hour of history RCA Laboratories fittingly symbolize our faith in the future—that science will blaze new trails in the unexplored wilderness of the electronic sciences through radio research.

RCA LABORATORIES
A Service of the Radio Corporation of America, Radio City, New York
Other RCA Services: RCA Manufacturing Company, Inc.
Radiomarine Corporation of America
National Broadcasting Co., Inc.
RCA Institutes, Inc.