Dear Boss:

One of the greatest Christmas presents you could give your company is a series of WOR programs that will build greater sales in 1942.

The Staff
Another WLS Program Goes Coast-to-Coast on NBC!

"Ask Young America" Outstanding WLS Educational Feature

THE National Broadcasting Company has selected another WLS feature to be broadcast each week on its coast-to-coast Blue network. The program is "Ask Young America," one of our regular "School Time" series, and will be conducted by Harriet Hester, WLS Educational Director, with Julian Bentley, WLS News Editor, as moderator.

"Ask Young America" has been a once-a-week feature of WLS School Time for the past two years. The complete School Time series, broadcast five days a week, is now in its seventh season, and last year was part of the regular curriculum in 24,529 classrooms in 5,338 Mid-West schools, listened to by 870,000 students.

WLS is justly proud of this further recognition of our efforts to develop a practical use of schoolroom radio and of Mrs. Hester, who created and has so capably directed these activities.

HARRIET HESTER
Educational director of WLS and Prairie Farmer, Harriet Hester supervises "Ask Young America" and the "School Time" series. A graduate of Northern Illinois State Teachers College, Mrs. Hester taught at Caledonia, Ill., was supervisor of rural music in Winnebago County, Ill., visiting instructor at Northwestern University four years, and is a member of the Executive Committee on Rural Education in Illinois.

JULIAN BENTLEY
News editor of WLS and Prairie Farmer, Julian Bentley is moderator for the "Ask Young America" program. A graduate of Knox College, he is a veteran news reporter, linguist and writer of national reputation.

WLS is justly proud of this further recognition of our efforts to develop a practical use of schoolroom radio and of Mrs. Hester, who created and has so capably directed these activities.

For eight years a full hour of the weekly WLS National Barn Dance has been an NBC Coast-to-Coast feature.

MANAGEMENT AFFILIATED WITH KOY, PHOENIX AND THE ARIZONA NETWORK KOY, PHOENIX KTUC, TUCSON KSUN, BISBEE-DOUGLAS REPRESENTED BY JOHN BLAIR

The PRAIRIE FARMER STATION BURLINGTON D. BUTLER President GLENN SNYDER Manager

WLS CHICAGO

890 Kilocycles 30,000 Watts NBC Affiliate
You can't cover 7,321,786 people

...with ONE umbrella

... and you can't cover them with one radio station. This potential audience of The Yankee Network is so definitely grouped into markets that every one of the stations is necessary for adequate New England coverage. This is a more important factor than ever before because population is at a peak in all industrial centers, employment is up *30.5% and payrolls show an increase of *65.1% over 1940, according to latest available reports.

In addition to coverage, Yankee Network local stations provide the long-established acceptance that is essential for results. Year-after-year renewals by leading national advertisers tell a significant story of The Yankee Network's consistent sales success. Get the facts about more effective radio promotion in key markets of New England before you make sales and merchandising plans for next year.

*Source, New England Council
Prmary Reader for Time Buy-ers

TURKEYS:
Extremely large birds, distinctly edible. Much in demand for eating purposes during the winter holidays. Nebraska farmers sell them by the tons of thousands.

CORN:
So common in this area the kernels are used on bingo cards. But such a treat in the eastern cities that it is sold as a confection, hot, buttered and salted, for 10 to 20 cents an ear. One of Nebraska's major income sources, corn this year brings record prices!

POTATOES:
A favorite Nebraska crop. Dug from the ground, washed off and sacked in small lots, tons of these goodies are sold to city yokels by the pound.' With the present boom, little wonder Nebraska farmers are so happy.

CASH:
Silver and green paper treasure, reaped by Nebraska farmers in exchange for turkeys, corn, potatoes, and all other farm products and livestock. The crop of cash now held by agricultural hands is staggering. Nebraska farmers will trade their silver and greenbacks for your products, if you tell them what you have. Reach them with your message over KFAB.

You need KFAB, to do a complete selling job throughout Nebraska and her neighboring states!

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

BROADCASTING
The Weekly Newsmagazine of Radio Broadcast Advertising

December 15, 1941

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CLOSING
... see pages 48 and 49
Ahead from the first flash!

Hawaii bombing went over the air at 2:26 p.m. when the staff announcer, Len Sterling, interrupted the account of the professional football game between the Dodgers and Giants at the Polo Grounds to read the United Press bulletin from Washington giving the White House announcement of the attack.

And the United Press wire 18 minutes later carried the first eye-witness account—telephoned from Honolulu while bombs still were falling—of the air raid on Pearl Harbor.

In lightning succession followed scores of other first-news bulletins from the more than 100 United Press correspondents deployed over the entire Far East—keeping United Press reports consistently ahead, proving again that United Press provides "the world's best coverage of the world's biggest news."
Presenting R. K. WHITE, our new General Manager

Perhaps you recall our recent full page "want-ad" in this space in Broadcasting, and in Advertising Age, entitled "WANTED—a big man for a big job". Mr. R. K. White answered that advertisement, and today he is the new General Manager of Wright-Sonovox, Inc.

Ask any executive in the automobile industry, and you will find that for twenty years R. K. White has been one of the spark plugs in that hard-hitting, fast-moving business. He figured prominently in the development of Frigidaire. He was probably best known to the broadcasting industry as advertising manager of Chevrolet when he was responsible for Chevrolet's huge transcription campaign. In recent years he has been on the executive staff of Campbell-Ewald Co., Inc. . . . Now we of Wright-Sonovox are proud to announce that R. K. White is already on the job for "the greatest advance in entertainment since the advent of talking pictures".

Those of you who have heard Sonovox on the air or in pictures, already know the tremendous possibilities of talking and singing sound, in radio . . . With our present staff of ten people, including writers, production men, engineers and sound technicians, new Sonovox effects are now being achieved which are making one minute spots actual entertainment for listeners. We are happy that you can now have your Sonovox ideas interpreted and developed by a sales and merchandising expert of Mr. White's calibre—a big man for your big job. Say when!

WRIGHT-SONOVOX, INC.

180 N. MICHIGAN AVE. . . . CHICAGO

FREE & PETERS, INC., Exclusive National Representatives
Industry Takes Its Place in War Program

Keeps the Country Informed; Some Changes Pend

WAR TOOK on a new meaning for radio last week as the whole industry plunged headlong into national emergency operation and at once entrenched itself as the fourth arm of defense.

As soon as first word was flashed of Japan's surprise attack on Pearl Harbor Dec. 7, radio swung into action, throwing regular schedules overboard to keep the whole nation advised of minute-to-minute developments. By the end of the week, with all networks and most stations operating around the clock, news schedules had been adjusted to least disturb normal functions. But listener interest reached record peaks every hour of the day and night.

Plans All Ready

Following prearranged plans, the Defense Communications Board, headed by FCC Chairman James Lawrence Fly, took over before the emergency was an hour old. The fruits of more than a year of planning promptly were realized, and much confusion and unrest which might have reached the hysteria stage was averted.

The brunt of operation in a war economy was felt on the Pacific Coast, from San Diego to Seattle and as far east as Idaho, because of possible air attack. All stations were silenced, particularly after dusk, in these areas, to prevent use of their carriers as "homing beacons". Blackouts also were experienced momentarily in the East.

Prearranged plans all down the line affecting communications immediately became operative. The Army, charged with control of domestic communications in wartime, originated the orders for coastal blackouts and station silencing through Corps Area Interceptor Commands. Full instructions have been sent stations regarding operating procedure.

DCB became the supreme communications arbiter under an Executive Order signed last Wednesday by President Roosevelt, formalizing powers granted him under Section 606 of the Communications Act. Chairman Fly promptly dispelled fears of drastic action by pointing out that the order simply delegated to the DCB certain authority already contained in Section 606, and that it "does not mean that any general taking over or operation of private radio by the Government is contemplated."

Pointing out that the step was procedural, he said there is no change in policy or plans; that it has long been known that the military may require certain communications facilities in connection with the national defense, and that many of these needs already have been arranged by agreement, primarily with communications companies. He emphasized no censorship factor was involved.

In every quarter, the words of President Roosevelt, admonishing radio and the press to avoid alarm and rumor and to use caution and judgment, were echoed. The bywords were "avoid rumor" and "when in doubt, don't."

Chairman Fly expressed reasonable satisfaction last Friday with overall developments. He reiterated the need for caution and use of editorial judgment. Every device should be employed, he said, to avoid a nationwide "case of jitters" and pointed out that radio could perform yeoman service in this regard.

While the bugaboo of censorship repeatedly arose, it was definitely established that aside from military censorship at the source, there is no intent to invoke purely internal censorship affecting radio and the press. Outgoing communications are being censored, both by the Navy and on international shortwave broadcasts, through the Office of the Coordinator of Information.

Steps are being taken toward formation of a war information bureau, which would have functions which might be classified in the censorship category. This work in a measure now is being carried on under J. Edgar Hoover, director of the Federal Bureau of Investigation, but a permanent head later will be selected.

High Spots of Week

Any forecast of the future, as it pertains to radio, at this writing is practically futile. As the first week of war ended, these developments stood out:

1. There is no disposition to disturb commercial broadcast operations, save where Interceptor Commands order total blackouts because of imminent air attack or where martial law may be invoked because of contingency.

2. DCB is established as the supreme radio command, subject to such orders as the Army may give relative to domestic broadcasting.

3. Orders to stations in each area will come from Interceptor Commands, through FCC liaison, established in some areas and later to be expanded probably to cover all key areas.

4. Plans are being considered to reduce to a minimum the necessity of silencing stations, probably through adaptation of the British system of "de-homing" broadcast signals by scrambling assignments, staggering power or other technical means.

5. Encouragement is being given to restoration of news broadcasts on regular schedules, to avoid disruption of normal operations.

6. Program sponsors do not plan curtailment of schedules, the overall view being that disruptions are only temporary and that virtually normal operations will be restored after the flush of the early days of war.

7. There is no immediate disposition to call a halt to

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Washington, D. C., December 15, 1941

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normal regulatory pursuits, though events of the next few weeks may result in deviations from normal peace-time activities.

(8) There is no immediate intention of freezing station assignments, permanently silencing any stations, or of initiating any reduction in existingaid by Radio Adm. Leigh Noyes, director of Naval Communications; Breckenridge Long, Assistant Secretary of the Treasury; Herbert E. Gaston, Assistant Secretary of Commerce; Maj. Gen. Dawson Olmsted, Chief Signal Officer.

DCB and Programming

Some concerns were voiced over Paragraph 4 of the order (see text on page 12) which specifies that every department and agency of Government shall submit to DCB at such time and in such manner as the board may prescribe “full information with respect to all use made or proposed to be made of any radio station or facility and of any supervision, control, inspection or closure which has been or is proposed to be effected” under the order.

Some observers read out of this clause the possible delegation to the board with maximum coverage of clearing Government radio programs, but Chairman Fly told Broadcasting last Friday there was no such intent although the paragraph might possibly be susceptible of that interpretation. He said it was the intention of DCB and the FCC to “keep out of the whole programing field.

Means of complying with black-out orders, which proved a knotty problem at the outset of hostilities, were being devised by responsible authorities. Interdepartmental coordination, under the procedure already established, gives the orders for silencing of stations. Arrangements whereby a key station in each area is designated for coordination, but whether precipitated efforts on the part of broadcasters to procure that designation. As a practical purpose, it appeared likely that the station with maximum coverage would be designated. This was viewed as the most expeditious basis.

Suggestions also arose that coordinating committees of broadcasters be named in each area to handle war activities. This plan, however, has not yet crystallized. The Department of Commerce is prepared to alter station assignments was viewed as premature. Many plans have been discussed by DCB, it was pointed out, but until the exigencies develop, no steps will be taken. Every effort is being made to disturb in the least possible way normal broadcast operators.

Creation of a separate agency to coordinate war censorship was deemed likely. Postmaster General Walker is heading an interdepartmental committee. The censorship coordination plan with representatives of War, Navy, State, Justice, Treasury and the FCC as necessary. NBC will deal, with all serving temporarily, may be the head of the new agency.

Irresponsible reports that the Government promptly would place censorship in each broadcast station were quickly squelched. The overall plan does not embrace domestic censorship at all, it was pointed out, except for air traffic at the source by the military establishment. There was none during the last war. All operations, however, will be under surveillance with precise orders, with no provision to avoid espionage or subservient activity.

On the purely programming end, thought has centered around creation of a program clearing house, through which would be funneled all Government war programs. Archibald MacLeish, Librarian of Congress and Director of the Office of Facts & Figures, is presiding over the CBS department dealing with all Government information activities.

When Spots Are Hot, Cecil Brown, of CBS, is likely to be around. He had one of the war's most dramatic experiences Monday aboard the H.M.S. Repulse when the British battleship was sunk. His thrilling account included all the details of his leap overboard in the oily water and followed by a destroyer. Aged 33, he has been in Rome, Balkans, Middle East and Singapore for CBS, Monday morning, before leaving on the ill-fated battleship, he cabbed “Out for four days. Swell story.” This photo was taken earlier in the year while he was in Egypt.

The key White House official in charge of Government information is Lowell Mellett, former assistant to the President. Mr. Mellett also is director of the Office of Government Reports.

Creation of a committee, jointly headed by Messrs. MacLeish and Mellett, was foreseen as a possible overall mechanism to ensure that Government was entirely divorced from the Censorship Bureau, through which clearance of Government “programs might also be handled.

Master Unit Sold to Group at NBC

SALE of NBC's concert and talent divisions, including its wholly owned subsidiary Civic Concert Service, Inc., to four veteran NBC executives — Alfred H. Morton, vice-president in charge of television; D. S. Tuthill, assistant manager of the program and talent sales division; O. O. Bottorff, president of Civic Concert Service, and Mark A. Levine, recently appointed managing director of the network's concert division — was announced Friday by Charles Trammell, president of NBC.

Forming a new company, National Concert & Artists Corp., which will have headquarters at 711 Fifth Ave., New York, with branch offices in Chicago, Hollywood and San Francisco, these executives will resign from NBC as of Jan. 1, 1942, and assume the presidency.

Mr. Trammell expressed a belief that "the new company will be in a position to perform even more valuable personal service to them, particularly as no substantial changes will be made in the personnel who have served so long and faithfully." D. L. Cornet, recently elected vice-president of CCS, will remain in charge of the Chicago office. Samuel L. Ross, an important executive of NBC's Artists Booking, 1928, will be secretary and treasurer.

Noran E. Kersta, assistant to Mr. Morton, will become manager of NBC's television department on Jan. 1, 1942.

CBS, NBC Get Court Postponement

Arguments Deferred to Jan. 12 by Federal Tribunal

AN ELEVENTH-HOUR request for postponement of arguments on the FCC's chain-monopoly regulations made to the statutory three-judge court in New York was granted last Friday on petition of CBS. The arguments were postponed from Dec. 15 to Jan. 12. The CBS motion, argued in chambers, was strongly resisted by the FCC through Government counsel and by mbs, which supported the FCC position throughout. NBC joined in the CBS plea, which was based largely upon the recent retention of Charles Evans Hughes Jr. as trial counsel, and upon his unfamiliarity with the FCC's procedures. Moreover, the war situation presumably had a bearing.

Briefs by Dec. 29

The three-judge court, in authorizing the postponement, also ordered briefs to be filed by Dec. 29, counter-affidavits to be filed by Jan. 5 and reply affidavits or briefs by Jan. 10—two days before the arguments on the motions. A Supreme Court appeal is indicated either way. Arguments were heard last Friday by all three members of the court — Circuit Judge Learned Hand, and District Judges Henry W. Goddard and John Bright.

The FCC's position has been that the case was so far along that there appeared to be no justification of holding up arguments on its plea for dismissal or summary judgment or on the petitions of NBC and CBS for temporary injunctions [Broadcasting, Dec. 18].

Meanwhile, filing of briefs with the court likewise was held up, save in the case of MBS. It filed a number of pleadings last week, including its detailed brief, which was served the court last Friday. This supplemented affidavits of Fred Weber, CBS general manager, and Hope H. Barroll Jr., executive vice-president of WFGR, Baltimore, in opposition to the preliminary injunction motions.

The documents were filed by Emanuel Dannett, New York counsel, and Els G. Calwell, Hammond E. Chaffetz, Donald C. Beeler and Percy H. Russell Jr., Washington counsel for MBS.

In his 100-page affidavit, Mr. Weber held that the contents of the NBC and CBS that the regulations would “destroy the present structure of network broadcasting” and that “abolishing the highest view of the known and disputed facts.” He contended that “irreparable injury” would be done MBS through maintenance of “restrictive controls.”

The Barroll affidavit incorporated an exchange of letters between William S. Hedges and the WFGR affidavit relating to the loss of Red Network affiliation by the Baltimore outlet to WBAL. Mr. Barroll contended that the loss resulted to his station from a stay of the Commission regulations not only on future business but on some $50,000 of existing network business. These losses would apply equally to other MBS affiliates, he contended.

ARTIST UNIT SOLD TO GROUP AT NBC

SALE of NBC's concert and talent divisions, including its wholly owned subsidiary Civic Concert Service, Inc., to four veteran NBC executives — Alfred H. Morton, vice-president in charge of television; D. S. Tuthill, assistant manager of the program and talent sales division; O. O. Bottorff, president of Civic Concert Service, and Mark A. Levine, recently appointed managing director of the network's concert division — was announced Friday by Charles Trammell, presiden

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IMMEDIATELY following announcement last Sunday afternoon that Japanese airmen had attacked American possessions in the Pacific Ocean, the networks swung smoothly into 24-hour wartime operation with a minimum of confusion.

The rehearsals in crisis coverage gained during the nerve-racking days of the Austrian anachluss, the Munich crisis and the Nazi march into Poland, served to send personnel to their places in a broadcasting machine geared to slip easily into wartime operation.

Flash at Game

WOR, New York, at 2:26 p.m. (EST) Sunday interrupted its description of the Dodger-Giant professional football game to read a United Press flash of the Japanese attack on Pearl Harbor. Two minutes later the networks had hailed across the country by the full NBC, Red and Blue networks.

CBS inserted the announcement into the 2:30 station-break preceding its network's hour-long Sunday afternoon world news round-up, which was hastily reorganized.

Bob Trout was told over the cue line about the bombing and men- tioned it during his lead-in comment. Maj. George Fielding Eliot, CBS military expert, discussed strategic aspects of the attack. Meanwhile Jack B. Trout, assign- ing telephone conversation with KGMB, Honolulu, and a pickup from Manilla was cut during the broadcast.

At once the sleepy Sunday atmosphere of network headquarters came to life. At WOR, NBC rang four chimes in place of the usual three, notice to all NBC executives and members of the press and departments to contact their offices immediately. The other networks utilized their own private signals and by 3 o'clock the skeleton Sunday staffs began to receive reinforcements that soon swelled their forces to larger-than-normal proportions.

Typical of the methods employed by a trained radio newsman was the way in which Art Feldman, special events supervisor of NBC, brought to American listeners the first war news direct from Honolulu. Hearing the flash at home, he phoned NBC's operator at Radio City to place calls for Honolulu and Manilla and then got the network's traffic division from whom he ordered radio facilities between the islands and the NBC networks, for any time after 3 p.m.

He then grabbed a cab for his office, arriving not long before his call was completed to KGU, Honolulu. Feldman said he wanted an immediate news report on the bombing of the city, the naval base and the airfield. The voice at the other end identified itself as Lorlin F. Thurston, chief executive of the station, who said that he had no microphone at hand as the studios were two floors away.

Feldman said he would ask that New York and, with urgent instructions to Thurston to keep the circuit open by talking continuously, no matter what he said. Feldman dashed out of the news room and up the stairs to NBC master control. The engineers started shifting patch cords to plug the phone circuit into the two NBC networks; Feldman, back at his desk, ordered the San Francisco overseas telephone operator to keep the circuit open, and at 4:08 Mr. Thurston was on the air.

Line Commandeered

Two minutes later, the American public heard the operator break in to commandeer the circuit for an urgent military message. But Feldman, hot on the trail of the world's big news story of the day, immediately asked for another circuit and at 4:40 KGU delivered a six-minute eyewitness report of America's first battle with Japan.

Ruthlessly interrupting or can- celling commercial programs to bring news of later developments from the Pacific Coast, or from Washington, where radio reporters brought their microphones into the White House newroom to report on the conferences of the President with the Cabinet and his military advisors, their voices coming through the air above a background of excited conversation and typing, the networks specialized in news and news analysis throughout the remainder of the day and night. Established schedules were scrapped and new ones, on a 24-hour-a-day basis, set up.

High spot of the MBS Sunday broadcasts was the report of Royal Arch Gunnison from Manila of the landing of Japanese parachute troops in the Philippines, which was front-paged on Monday morning's newspapers with full credit. Another Mutual scoop for that day was the presence of Donald Nelson, SPAB head, on the OEM's Keep Em Rolling program, first broadcast by any high Government official since the Japanese attack, which compensated for the loss of the OPA chief, Leon Henderson, scheduled speaker, who was rushed back to Washington when the war broke out.

Mutual's battery of newscasters was headed by John B. Hughes, and Lulu.

Happened Here

PICKUP from Manila, scheduled by NBC for inclusion in the Treasury Hour broadcast Tuesday failed to come through on schedule, not be- cause of censorship or any other military reason, but be- cause of any trouble with communications between the Philippines and Continental United States, but due to an unromantic line break between San Francisco, where the shortwave signal was re- ceived, and Hollywood, where the program was being fed to the rest of the network.

Far East news authority, from Los Angeles; Paul Schubert, naval authority from KABC, Los Angeles; Lewis Jr., Walter Compton, Frank Blair, Richard Eaton, from Wash- ington; Cedric Foster from Bos- ton, and B. S. Berovici, from Rochester.

Mutual's representative in Man- ila, Royal Arch Gunnison, was heard three times on Sunday, and Elizabeth News, with Blair, from Dutch East Indies, once. Vincent Sheean, foreign correspondent just returned from the Far East and Claire Booth, playwright and jour- nalist, were in interview in New York by Dave Driscoll in a special broadcast on Sunday.

Commercials Cancelled

At CBS in New York, William L. Shier read the bulletins as they came in during the early even- ing, cancelling his General Foods commercials, and at 6:30 p.m. CBS killed the cookies-and-cream batch of Wigley's Gene Autry broadcast for news from New York and Lon- don. More news from John Daly in New York and Edward Murrow in Washington was followed by a round-up of reports by military experts in the United States and correspondents in Manila and Lon- don, for the Mutual Lipton Tea program was scuttled.

Elmer Davis did his regular news round-up at 8:55, and at 10:30 CBS began a broadcast of news from the Normandy and South Amer- ica and Europe which lasted until 1 a.m. In addition to the regular CBS correspondents, the broadcast included talks by Dorothy Thompson and Arthur Menken and a round-up of editorials in leading newspapers.

After bringing its audience reports by Bert Silen in Manila, Sidney A. Yavitz, from Batavia, and Young in Singapore, Harrison Form- man in Hong Kong, Ed Mackay in Shanghai and Mel Jacoby in Chungking, NBC wound up its Sunday with a coment- ters' roundtable, presenting William Hillman, Max Jordan and H. V. Kaltenborn from New York; Wilfred Flesier, Morgan Reayt and Ernest K. Lindley from Wash- ington; Edward Tomlinson from Chicago and Upton Close from San Francisco.

At midnight when that broadcast ended, NBC started a Latin Ameri- can round-up with Everett A. Bow- man from Buenos Aires, Peter Brennan from Panama, Sr. Carrera from Rio de Janeiro, a staff an-ouncer at XEW, Mexico City, Bert Silen from Manila and Fred Bate from London.

All networks kept on through the night, as they have each night since, interrupted by news programs with frequent news bulletins. On Monday they all carried the President's message to Con- (Continued on page 60)
West Coast First to Go on Wartime Basis

Blackout of Radio Daily Event On Pacific

PACIFIC COAST stations, first to feel the air raids incidental to possible attack by enemy planes, have developed an emergency operation schedule through cooperation with the FCC and the 4th Interceptor Command.

Stations up and down the entire Pacific area were ordered silent every night through Friday following the Japanese attack on Pearl Harbor.

The first complete radio blackout came the evening of Dec. 8 when stations in California, Washington, Oregon and Idaho went off the air in compliance with an Army order. Although there was no official explanation, it was feared that transmitters would serve as homing beacons for enemy planes. Pacific Northwest stations left the air about 5 p.m., with KIRO, 50-kw. CBS outlet in Seattle, remaining in operation for Army and Navy instruction only. San Francisco stations were silent for more than three hours after leaving the air shortly after 6 p.m., with others in southern California following at 7 p.m.

Flashes Allowed

During these first hours of silence, stations were allowed to carry one-minute news flashes every quarter-hour up to midnight. This "blackout" was relieved at 9:30 a.m. Tuesday, when five-minute newscasts every half-hour were permitted, continuing on this basis until 12:34 p.m. When networks and independent stations resumed normal operation after 1½ hours of complete or partial silence. On Dec. 10 stations were off from 3 a.m. to 7:30 p.m., and a second time from 12:20 p.m. to 1:05 p.m. Staggered schedules of radio silence were ordered Thursday and Friday.

Additional radio blackouts will be required, not only to prevent enemy planes from locating objectives, but also to help local monitoring stations locate the enemy, it was stated. Station engineers are silent except at infrequent intervals, enemy aircraft attempting to fix the source of signals have "plenty of time to drift about and lose the 'direction again', experts declared.

Under the operating plan developed for West Coast stations, the highest-powered station on the lowest wavelength has been designated as the "home base" station, and all other facilities monitor that station. When the beacon station announces that all stations will leave the air, they are to do so immediately, with similar instructions from the key station controlling and coordinating return to the air.

KPO Proctor

KPO, San Francisco, was made proctor of stations in the territory of the Fourth Interceptor Command and S. Army, according to an announcement last Tuesday. Interceptor command, headed by Brigadier Gen. William Ord Ryan, Presidio, San Francisco, notified stations to keep their independent stations on. In an air raid warning would be given they were to shut down immediately with that station. They were ordered to resume operation only when KPO or KFI, the special instruction, was given. This is interpreted as a "stop" directive over domestic broadcasting stations, stated that so far no steps had been taken to censor radio newscasts, other than the shutdown order

CBS director of public affairs, to coordinate shortwave news coming from stations from the Far East. Bill Slocum, CBS New York special events director, also was in San Francisco to supervise coverage on the West Coast.

Ken Fry, NBC Chicago special events director, was sent to the Coast to take charge of all Pacific Coast war newscasts being received via NBC's Hollywood shortwave and radio newspaper post and other sources. All listening post reports were available to the wire services and working press, with NBC setting up a special press room for their convenience.

Although no official censor board had been established by mid-week for regular radio newscasts, special request was made by the Army and Navy that stations and networks eliminate specific news of value to the enemy. Networks promptly imposed a voluntary self-censorship.

Although the international crisis hit home on the Pacific Coast with overpowering surprise, network and independent stations did not lose a moment in setting up rigid protections against possible sabotage of broadcast facilities. Armed detectives and police were out duty within stations, as well as around transmitters, at KFI, KECA, KJH, KNX, KMP, KFWM, KTRA, KFDY, KRRD and other Southern California stations.

In addition, sandbags have been stacked around the CBS transmitter at Torrance, Cal., as a protection against any eventuality. NBC is camouflaging the aluminum roof of its studios and installing blackout curtains, as well as boarding up its main lobby master control.

Radio's First Week of Wartime Operation

Broadcasting, entering its first war, came through the first week with the praise of an appreciative public, the president's encouragement, and the support of audible journalism and public service.

Since the second when teletype machines spewed out the first flash warning of Japanese attack, there was no interval in the 24-hour service, liaison with civilian defense authorities was established, staffs were augmented, guards thrown around transmitter, the profit motive went out the window and radio dug in for the duration.

Pearl Harbor Bombing The First High Spot

Despite the all-round good performance, certain things stood out. In chronological order those that must have stuck in the public mind were the vivid description of the public announcement, of the broadcast from Pearl Harbor; KZRH Manager Bert Silen's broadcast of the bombing of Manila, Cecil Brown's dramatic account of the sinking of the Arizona, and the Frances Marion picture.

But with broadcast has undergone a change in those last seven days, the effect of which is just beginning to be noticed. There's more martial music, Government announcements are increasing, and some material, especially in newscasts, will be taboo.

President Roosevelt's speech Tuesday night in which he summed up broadcasting and the press' responsibilities (see page 7) and his request that there be a press' recognition that no long casualty lists be publicized (see "Friday" story) were the two outstanding weather-vanes of the new broadcasting era. Following is a day-by-day chronicle of broadcasting's first week of war:

Sunday

The Japanese attack Dec. 7 found radio in Washington surprising but quickly ready for action. First news of the attack came from the White House itself when President Roosevelt telephoned his press secretary Stephen E. Early at the latter's home. Mr. Early called the three press associations on a conference tie-up and broke the news. Following this he informed the offices of the three major networks but they already had the information from the press services.

In Washington staffs were quickly summoned and the State, War and Navy departments as well as the White House were cleared with newsmen. In the latter case, permission was granted for the first time for ration cards to set up equipment, and White House press room in the Executive offices.

NBC assigned Bakhage, its Washington commentator, to post; CBS had Eric Severeid covering developments there, while Fulton Lewis Jr., covered for MBS WINX, Washington, also covered the White House. All news released in Washington cleared through Mr. Early, who received it direct from the President himself. The latter procedure greatly simplified coverage for the networks, centralizing the handling of all announcements of the attack and damage.

A story sent after the first flash was received President David Sarnoff of RCA wired Mr. Roosevelt, promising the cooperation of RCA's affiliated companies and placing the White House at the disposal of the President.

Alfred J. McCoor, chairman of the MBS board, W. E. Macfarlane, president, and Lewis Allen Weiss, vice-president, wired Chair-
“Folks, this is my first opportunity to greet so many people at one time in Baltimore and the Central Atlantic States. It’s possible only because the little WBAL man has let me use his new 50,000 watt, Red Network station. So, through ‘One of America’s Great Radio Stations’, I say to one and all—

‘A Very Merry Christmas and the Happiest of New Years.’ ”
President Issues Executive Order on Radio

Following is the full text of the Executive Order signed by President Roosevelt last Wednesday (Dec. 10) transferring to the Defense Communications Board functions vested in the President under Section 606 of the Federal Communications Act:

WHEREAS: The Senate and House of Representatives of the United States of America in Congress assembled have declared that a state of war exists between the United States and the Imperial Japanese Government; and

WHEREAS: Section 606 of the Communications Act of 1934 (48 Stat. 1104; U.S.C., title 47, sec. 606) authorizes the President by rules and regulations to prescribe the closing of any radio station and the removal therefrom of its apparatus and equipment, and to authorize the use or control of any such station and/or its apparatus and equipment by any agency of the Government under such regulations as the President may prescribe upon just compensation to owners, executors, administrators, or any person having the legal right to control and/or use such property.

NOW, THEREFORE, by virtue of authority vested in me under the Constitution of the United States and under the aforementioned joint resolution of Congress dated December 8, 1941, and under the provisions of the aforementioned Section 606 of the Communications Act of 1934, I hereby prescribe that from and after September 24, 1940 the Defense Communications Board created by the Executive Order of September 24, 1940 (hereinafter referred to as the Board) shall exercise the power and authority vested in me by Section 606 of the Communications Act of 1934 pursuant to and under the following regulations:

1. The Board shall determine and prepare plans for the allocation of such portions of governmental and non-governmental radio facilities as may be required to meet the needs of the armed forces, due consideration being given to the needs of other governmental agencies, of industry, and of other civilian activities.

2. The Board shall, if the national security and defense and the successful conduct of the war so demand, designate specific radio stations and facilities or portions thereof for the use, control, supervision, inspection or closure by the Department of War, the Department of Navy or any other agency of the United States Government.

3. The Board shall, if the national security and defense and the successful conduct of the war so demand, prescribe classes and types of radio stations and facilities or portions thereof which shall be subject to control, supervision, inspection or closure, in accordance with such prescription, by the Department of War, the Department of Navy or any other agency of the United States Government designated by the Board.

4. Every department and independent agency of the Government shall submit to the Defense Communications Board, at such time and in such manner as the Board may prescribe, full information with respect to all use made or proposed to be made of any radio station or facility or and any supervision, control, inspection or closure which has been or is proposed to be effected pursuant to paragraph 3 hereof.

5. No radio station or facility shall be taken over and operated in whole or in part or subjected to governmental supervision, control or closure unless such action is essential to national defense and security and the successful conduct of the war. So far as possible, action taken pursuant to this Order shall be in accordance with the current needs of civilian governmental agencies, the normal functions and services of which require maintenance of civilian morale.

6. Until and except as far as said Board shall otherwise provide, the owners, managers, boards of directors, receivers, officers and employees of the radio stations shall continue the operation thereof in the usual and ordinary course of business, in the names of their respective companies, associations, organizations, owners or managers, as the case may be.

7. The head of any department or agency which uses or controls any radio station pursuant to the terms of this Order shall ascertain the just compensation for the use or control of such radio station and recommend such just compensation in each such case to the President for approval and action by him in accordance with the provisions of subsection (4) of Section 606 of the Communications Act of 1934 (U.S.C., title 47, sec. 606 (d)).

8. By subsequent order of the Board, the use, control, or supervision of any radio station or facility or class or type thereof assumed under the provisions of this Order may be relinquished in whole or in part and any restrictions placed on any radio station or facility pursuant hereto may be removed in whole or in part.

9. The Board is hereby designated, in accordance with the provisions of Section 606 (a) of the Communications Act of 1934, to make such arrangements as may be necessary in order to insure that communications essential to the national defense and security shall have preference or priority with any carrier subject to the Communications Act of 1934. The Board may issue any regulation which may be necessary to accomplish this purpose.

10. All terms herein used shall have the meanings ascribed to them in Section 9, as amended, of the Communications Act of 1934.

11. All regulations of general applicability issued by the Secretary of War, the Secretary of the Navy, or any other governmental agency under these Presidential regulations shall be published in the Federal Register.

FRANKLIN D. ROOSEVELT.
Apple markets, too, must be picked off at just the ripe moment...when local price and commodity conditions insure volume sales at a profit. That's why the Washington State Apple Commission depends on Spot Radio. They have seen the speedy effectiveness with which this powerful medium stimulates carload sales...through advertising aired on the best stations...in specifically selected markets...at precisely chosen times. And, best of all, flexible Spot Radio, by doing successfully its immediate task, has furthered the Commission's long-range objective: the profitable extension of a once-short selling season.

In your business, too, the major advertising problem is simply the sum of numerous variable local problems...each of which can be most effectively, most efficiently solved with specially directed, precisely timed and intelligently placed Spot Broadcasts. Ask a John Blair man!
First Raid Alarm Creates Confusion In New York City Conference Called to Solve Problems in First Alarm

NEW YORK CITY's first air raid alarms last Tuesday afternoon found the city's broadcasters doing their part in keeping the "infected" last Thursday. But in the face of frequently conflicting reports considerably at variance in the way in which they carried out that difficult task.

Several broadcasters have requested that a meeting be arranged with officials of the military and civil defense programs and it is understood that such a meeting will probably be called as soon as Mayor LaGuardia, who is head of civilian defense, returns from the Pacific Coast.

Warnings Carried

WOR reported it broadcast warnings of the air raid alarms and the subsequent "all clear" signals requested by the police department as well as some press service bulletins. The station put a siren on the air to supplement the sirens of police and fire trucks.

NBC broadcast only the official police warning to air raid wardens to be heard on the air on its New York stations. WABC, CBS outlet in New York, also treated the affair as a rehearsal.

WNYC, New York's municipal station, acted as a clearing house for official news, phoning other stations of each official bulletin. This was temporary expedient, the station explained.

Joseph Lang, general manager of WHOM, Jersey City, and chairman of the NAB foreign language committee, on Thursday wired all foreign language stations in the metropolitan area, notifying them that until a permanent coordinator has been named, arrangements have been made with the Pittsfield, Mass., manager of WNYC, to notify the stations regarding air raid signals and other emergency announcements.

AAAA Midwest Group Studies Radio Problems

CENTRAL COUNCIL of American Assn. of Advertising Agencies held a one-day closed "condensed conference on broadcasting" in Chicago at the Lake Shore Athletic Club. Radio group meeting headed by J. Scott of Schwimmer & Scott, Chicago, heard a talk on television by Bill Eddy, director of Balaban & Katz television station, WXYZ, who outlined the operation, problems, and new developments in television.

The group also discussed FCC regulations regarding network operations, the latest AFRA rulings, and the differential between the local and national rate structures of stations. Although the subject of 2½% cash discounts was also discussed, no joint action was taken.

DR. FRANK CONRAD, 67, Father of Broadcasting, is dead.

The end came to the noted Westinghouse assistant chief engineer just as he was watching the medium he had pioneered launch its great effort to help bring the world out of tyraminal domination. A heart attack suffered Nov. 6 while driving to Miami, Fla., from Pittsburgh had placed him under a physician's care at his Miami home, 1277 N. Venetian Way.

A few in the industry knew the assistant chief engineer of Westinghouse Electric & Mfg. Co. was ill, his death coming as a shock to thousands of friends in radio and affiliated lines.

Handy With Tools

Born May 4, 1874, in Pittsburgh, Dr. Conrad was the son of a railroad mechanic who scoffed at schooling and believed in the handi-crafts. When young Crawford finished seventh grade at the Starratt Grammar School in Pittsburgh, he showed a knack with tools and secured employment in October, 1890, as a bench-hand in the Garrison Alley plant of Westinghouse.

Young Conrad's immediate superior, Philip Lange, left him to guard the laboratory while he went on a trip to Europe. With time on his hands, the embryo scientist began to tinker and found himself in his natural groove. At the age of 25 he had perfected a round electric meter of the type now universally used.

Dr. Conrad's radio experiments started before World War I, about 1915, when he rigged up a little wireless set to pick up time signals from the Naval radio station in Washington. He and a friend had a $5 bet involving the accuracy of their watches and each day they synchronized the timepieces with the Westinghouse master clock. This bet led Dr. Conrad to synchronize experiments and by means of his reception of Navy time signals he won the bet and learned the Morse code in the process.

Continuing his tinkering, Dr. Conrad picked up signals from another Pittsburgher who was playing with a spark coil as a hobby. They began to communicate with each other by means of their simple apparatus.

When the United States entered the World War, Dr. Conrad was drafted. During his service he rigged up an airplane radio outfit, described as the first ever developed. Another of his inventions was a hand-grenade and thrower.

The war over, he resumed his wireless experiment at home and at Westinghouse.

He expanded the transmitter in his garage and started to broadcast phonograph records when he tired of merely talking with other wireless operators around that section.

'First Sponsor'

Running out of records, he borrowed a stack from a nearby music store which asked for a mention on his "program." This has often been referred to as the first sponsored broadcast.

Naturally Dr. Conrad's sons were interested in the radio gadgets and began to bring in amateur performers. A department store, hearing of the stunt, advertised receiving sets which would pick up Dr. Conrad's programs.

The project caught the fancy of the late Dr. Harry P. Davis, then Westinghouse vice-president, who figured regular broadcasters would set up a new field of radio activity. Dr. Davis and other Westinghouse officials got behind the project and obtained a license from Federal authorities to operate KDKA. Thus a commercial station was launched in 1920.

One of the early broadcasts carried the results of the Harding-Cox presidential election.

Later Westinghouse built a transmitter of 50 kilowatts, a proved so successful that an even larger transmitter was constructed with two 50-kilowatt tubes operating on the same frequency. The larger transmitter was employed as a broadcast station experiment.

In 1922 Dr. Conrad bought and placed in operation an experimental shortwave transmitter, 8XS, operating on 100 meters. This was the first Westinghouse shortwave transmitter.

All through the years Dr. Conrad remained active in the Westinghouse radio operations and experiments. His genius was responsible for many of the improvements made from time to time by this company. A detailed account of the Westinghouse experiments was printed in Broadcasting Nov. 24, 1941.

NEW IT&T SERIES TO BE EXTENDED

REVERSING the usual procedure, International Telephone & Telegraph Corp., New York, has started a quarter-hour daily program on WJSV, Washington, which will bring to the United States a daily period of news about Latin America, gathered by the United Press bureaus throughout South and Central America and the West Indies.

Company, which operates more than half of the telephones south of the United States and the principal cable system between the Americas, is presenting the new series in the interest of American understanding, with the idea that it is just as important for us to know about the daily life and culture of Latin America as it is for them to know about us.

Plans are now under way for the extension of the series to other cities. Agency is Marshall & Pratt, New York.

Thanks to CBS

AN RCA error last Sunday resulted in an extra broadcast from Miami for National Broadcasting when Ford Wilkins, CBS representative in Manila, delivered a description of conditions over the combined Red and Blue networks. NBC executives who had ordered a report from Manila representative supposed that this new man was speaking for him. When Ford Wilkins concluded his talk with the illuminating phrase "I now return you to CBS in New York."
CHRISTMAS "EXTRAS" for EXTRA SALES!

THESAURUS Subscribers get Special Holiday Programs as part of regular THESAURUS Program Service...

Subscribers to NBC Thesaurus receive special “holiday programs” on every major occasion throughout the year—programs like the current Thesaurus favorites, “Santa Claus Rides Again” ... the one-hour dramatic and musical presentation of Dickens’ famous “A Christmas Carol” ... the special “Christmas Calendar” series of thirteen 15-minute scripts with musical cues and fitting continuity. All holidays are similarly commemorated—an “extra” that means extra sales for stations, yet at no extra cost for the service.

For NBC Thesaurus is more than merely a collection of recorded music by famous artists. It gives you balanced, complete program material of every type, and sufficient scope to fit every type of sponsor, every type of audience. Yes, Thesaurus is a true program service.

Shall we send you full information, rates, availability, etc.

"Santa Claus Rides Again" THESAURUS CHRISTMAS SHOW FOR 1941

Carol Peterson as "Virginia," Craig McDonnell as "Santa," with Allen Roth in background conducting, record a sequence for "Santa Claus Rides Again," special Thesaurus Christmas Show for 1941.

The Roth Chorus sings the Christmas Carols in "Santa Claus Rides Again." The carefully trained, beautifully blended voices of these outstanding vocalists are a feature also of Allen Roth’s “Symphony of Melody,” regular twice-weekly, half-hour Thesaurus program.

Dickens’ “A Christmas Carol”—Another Thesaurus Christmas Show brings enthusiastic comments like this excerpt of a letter from Bill Doerr, WEJR, Buffalo, N. Y. Writes Mr. Doerr, “... We have many times silently thanked NBC for having made this fine program available. Every station subscribing to Thesaurus should find a sponsor for this show on Christmas Day.”
He Knew IT
IT'S NEWS until it happens, is the motto of Capt. Michael Fielding, news commentator of WIND, Gary, Ind., who scored a scoop last week when he predicted on his nightly quarter-hour commentary that Japanese aggression action 12 hours before it took place. His warning: "Don't be surprised if ... while Mr. Kurusu blandly assured Mr. Wells that everything is noisy-topsy ... Japanese troops suddenly plunge across frontiers in simulation of a technique which has wrought such wonders for Japan's axis partner. ... It's always best to watch out when a Japanese smiles—and every recent picture depicts Mesra. Nomura and Kurusu displaying as fine a set of molars as one could wish to see."

Katherine Fox Named
KATHERINE FOX, who joined WLW, Cincinnati, in 1937 as secretary to James D. Shouse, Crosley Corp. vice-president in charge of broadcasting, has been named coordinator of public affairs and defense broadcasts for the station.

Television Develops New Presentation Of War News as Events Occur Swiftly
TELEVISION, with the outbreak of hostilities between the United States and Japan, stepped up to a new level of importance, with both WNBT, NBC television station and WCBW, video adjunct of CBS, expanding their telecasting schedules to supply a vivid visual meaning to the war news, in addition to continuing their defense-aid activities.

WCBW, going on the air Dec. 7 with the latest bulletins and visual aids from 8:45 to after 10, marked the first time that it had operated on a Sunday. From then on through the week the station presented several news periods daily under the direction of Gilbert Seldes, head of the CBS television program department.

The station carried the speech of President Roosevelt on Monday at the same time that a waving flag was transmitted over the sight waves. Robert Aura Smith of the New York Times foreign news department has appeared several times.

Programs Cancelled
WCBW cancelled two regularly scheduled programs Monday afternoon and replaced them with news and maps. Cancelled programs were Boys in the Back Room and Children's Story. At the same time, spokesmen of the various branches of defense activity are presented each day. On Monday WCBW stayed on the air an hour and a quarter longer than had been previously scheduled.

An AP news teletype was installed in the studios of WNBT and a camera was focused on the copy as it issued from the wires. Sam Cuff, the station's war analyst brought new maps and photographs into the studio to interpret the incoming reports. NBC commentators, since the beginning of the war, have made nightly appearances before the cameras in roundtable discussions of the day's news. Among them are William Hillman, H. V. Kaltenborn, John Vandercook and Robert St. John. Monday evening a film on Hawaii, Japan and the Philippines was shown.

During the past several weeks WNBT has been conducting a defense training series in cooperation with defense organizations. Demonstrations of fire-control and first-aid methods have been emphasized. Both these will be continued and expanded, the station indicated. Meanwhile WNBT has been conducting a civilian defense drive to enroll every receiver owner as a "television defense aid". Such aides are to be responsible for marshaling non-receiver owners before screens during the presentation of the defense training series.

Wanted War News
SALE of portable radios and newspapers skyrocketed Dec. 8, first week-day of the war, according to a check-up of department stores and newspaper business offices made by CBS. Bloomingdale's store reported that Monday sales of the small radios showed an 800% gain while Mac's announced that the sets accounted for a large part of increased business. The Journal-American circulation figure showed an increase of about 35%; World-Telegram, 50% and the Herald-Tribune indicated that sales for that day passed the normal run by about 100,000.

Filipino Glossary
GEORGE J. VOGLER, formerly manager of KZRM, CBS Manila affiliate, who returned to the U. S. a week before the outbreak of war, has compiled a pronouncing glossary of Filipino town and island names for use of CBS war correspondents.

W. C. O. P. is doing a full time job in Boston featuring a complete new programming policy designed for greater listening in Metropolitan Boston
A. N. Armstrong, Jr. General Manager
W. C. O. P.
Represented by Headley-Reed Co.
New York • Chicago • Detroit • Atlanta
What's ahead for you Engineers?

Many of you who have chosen broadcasting as your life work were pretty young at the time of World War I. Let's look back—to see what's ahead.

Under wartime pressure, radio research went forward by leaps and bounds. Out of new ideas such as those developed by Bell Labs and Western Electric for military use came an entire new post-war industry—your industry of broadcasting.

Through peacetime years, Bell Labs and Western Electric kept right on pioneering—helping your industry to grow—with such major improvements as crystal control, stabilized feedback, the Doherty circuit, vertical radiators, directional arrays.

Now the pressure is on again. As in 1917-18, resources of Bell Labs and Western Electric are developing many new things in radio to strengthen our land, sea and air forces.

When the present war is over, can you doubt that broadcasting will surge ahead as a result of today's intensified research?

Look forward with confidence! Today's mobilization for war is also a mobilization for the peace to follow. Count on Bell Labs and Western Electric to give you new tools to help you make broadcasting finer than ever in the years ahead!


Western Electric EQUIPPED FOR BETTER BROADCASTING

Broadcasting • Broadcast Advertising

December 15, 1941 • Page 17
NEWSMEN of WLW and WSAI, Cincinnati, were in a huddle shortly after the news broke last Sunday night that Japan had attacked the Hawaiian Islands at 2:30 p.m. Sunday, the shortwave stations of NBC—WCAB—WOR and WNSM—were on hand to send out round-the-clock beaming news reports to Europe and Latin America as they were pouring in from the fighting fronts.

The Donovan office has assigned a member of its stenoc or shortwave material from its New York office. All news sources of the country s international stations, with the exception of KGEI, San Francisco, are duplicated in the office. When material is spotted that might give aid or comfort to the enemy the station is informed.

Both the CBS listening post in New York City, and the NBC post located at Bellmore, Long Island, have been continuing on a 24-hour schedule, picking up all foreign signals of sufficient strength to reach New York. These reports are recorded on special machines, translated, and immediately made available to the network s regular correspondents in the newsmen s offices, to the press and to the Government.

Both the listening posts, measured in number of programs and total hours of broadcasting, increased more than 400 per cent over normal in the first 84 hours of the war, a statistical report showed.

**FOREIGN LANGUAGE POLICY UNCHANGED**

A declaration of war against Japan, Germany and Italy will bring no ban on foreign-language broadcasting by domestic stations, it was learned at the FCC last week. Although no official word was given by the Commission, there was assurance that the FCC s attitude toward foreign-language broadcasts remains unchanged.

It is believed that since U. S. stations are doing an acceptable job in handling their foreign-language programs, they will be allowed to continue their regular broadcast schedules, subject only to the present voluntary controls.

**SHORT WAVES ON 24-HOUR BASIS**

**Networks Beam News to Europe and Latin America, Following Policy of Objectivity**

At the first flash that Japan had attacked the Hawaiian Islands on Dec. 7, the emergency broadcast plan had been worked out in careful detail months ago. Dewey Long, WSAI general manager, and Howard R. Chamberlain, WLW assistant program director, are standing at left. Below are WSAI announcer; Jay Fix, WSAI news editor; George C. Biggar, WLW program director; H. R. Gross, WLW-WSAI reporter and newsreader.

**ELLIS HOLLUMS APPOINTED NEWS EDITOR OF WQAM**

APPOINTMENT of Ellis Hollums, formerly executive editor of the Miami Herald, as news editor of WQAM, Miami, Fla., was announced last Monday by Fred W. Borton, president of the station, to Mr. Hollums resigned from the Herald Nov. 1, after 19 years with the paper.

Mr. Borton described the appointment of Mr. Hollums as a move to streamline its news-handling, commenting: "Our purpose is to try and present news factually and in as much detail as time will allow. Radio is in a position to take the place of the old-fashioned newspaper "extra" in quickly informing the public of news events. We feel that WQAM can do an even better job if we apply newspaper technique to the problem."

Mr. Hollums is a member of ASNA, NEA, Florida Press Asn., Associated Dailies of Florida, and the National Press Club, Washington.
Intermittently for a decade, local advertisers, agencies, radio stations, research organizations and others have been laying yardsticks on listening in Oklahoma City. With no known exception, WKY has emerged from such tests with a commanding lead.

But it is not altogether necessary to risk the sales success of a product in the Oklahoma City market on the miniature snapshot view exposed through the pinhole of any one such survey.

Look, rather, at the panoramic, comprehensive, authoritative picture of radio listening . . . the continuous, moving picture . . . in Oklahoma City and other major radio markets provided by specialized national research organizations.

But here, too, you'll find that no matter who takes the picture, WKY invariably dominates it. That's why it can be, and is, said with such confidence and frequent repetition that with daytime listeners in Oklahoma City, it's WKY 3 to 1.
Choose the PACE-SETTERS for BETTER BROADCASTING

G-E Tubes Mean Peak Efficiency

Here are a few ways GL-857B's meet your high-power, high-voltage rectifier requirements

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<tr>
<th>CIRCUIT</th>
<th>MAXIMUM A-C INPUT VOLTS* (RMS)</th>
<th>APPROXIMATE D-C OUTPUT VOLTS TO FILTER</th>
<th>MAXIMUM D-C LOAD CURRENT AMPERES</th>
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<td>SINGLE-PHASE FULL-WAVE (2 tubes)</td>
<td>7750</td>
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<td>SINGLE-PHASE FULL-WAVE (4 tubes)</td>
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<td>THREE-PHASE HALF-WAVE</td>
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<td>THREE-PHASE DOUBLE-Y PARALLEL</td>
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<tr>
<td>THREE-PHASE FULL-WAVE</td>
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*For maximum peak inverse voltage of 22,000 volts

The exceptionally rigid filament structure in this tube assures long cathode life. Arcback has been greatly reduced. The low voltage drop and low power loss between electrodes—characteristics inherent in this type of tube—assure peak efficiency and great dependability.

The GL-857B was made possible by General Electric's pioneer work. After developing the hot-cathode mercury-vapor rectifier tube, G-E engineers built the first high-voltage mercury-vapor rectifiers, soon accepted as standard throughout the industry. They introduced the 857, and later this 857B.

When you sign your next tube order specify General Electric tubes—proved in the laboratory, checked at our own broadcast stations, and verified by the long list of satisfied users throughout the radio industry. For your requirements in standard broadcasting, FM, or television see your G-E representative first, or write General Electric, Radio and Television Department, Schenectady, N. Y.
Tests of Equipment by Salesmen Restricted

As announced, the Commission said it would have excellent cooperation from many of the Army's command. F. G. Walsh, director of publicity with WPSI, Philadelphia, was appointed radio and television co-author of the Local Color Program under Civilian Defense. He takes over the dec. 27 and will be assigned to the station. Mr. Walsh has already arranged for two series of sports and sports building programs to originate from the WPSI station in Philadelphia, starting Dec. 15, and for similar programs to be originated from the WPSI station in New York. Mr. Walsh will plan programs for network and local station cooperation with sponsored programs.

LEVER CANADA SHIFTS

LEVER BROS. plan numerous changes in programs being used in Canada, with withdrawals and additions from shows now being used in the United States but not heard in Canada. During the first week of December, executives of Lever Bros., Ruthrauff & Ryan, J. Walter Thompson (Canada) Ltd., and Canadian Broadcasting Corp., met in Toronto to arrange a new setup for 1942. Among products to be advertised are Canadian stations under the new arrangement is Sunlight Soap, which has been sponsored on radio for some time.

VOGEL TALKS TO CLUB

SPEAKER at the Dec. 10 meeting of the Radio Executives Club, New York, was George Vogel, manager of KZRM, Manila, the Philippines, who spoke on radio reports on the islands, including political and geographical aspects of the group. Mr. Vogel came to New York several weeks ago, and is unable to return immediately because of the Japanese war. Visitors included John A. Allen, assistant to the president of NBC; Charles Tigue of Radio News, and Edgar Wilde, advertising manager of Phillips-Jones Corp., New York.
A Pen and Pencil Study
of Eversharp's "Take It Or Leave It"
in its second year on CBS

These gentlemen were worried about selling an $8.75 Eversharp pen and pencil set in a market where you can buy a pen for 29 cents and a pencil for a dime.

But not any more!

... not since they put the entire Eversharp appropriation into radio about two years ago, went on the air over CBS with "Take It Or Leave It".

... not since their sales jumped more than 100 per cent in less than a year.

... not since they found out that radio could sell pens and pencils all year around—on St. Swithin's Day as well as at Commencement and Christmas.
No wonder President Martin L. Straus of the Eversharp Company wrote to CBS:

"Radio has raised sales to new peaks all over the country. Radio alone has enabled us to reach housewives and college students; factory workers and business men; farmers and city folk—for practically everybody listens."

For more than a year, Eversharp has been writing the script of this brilliant success story on CBS. It's a script long familiar to people who sell cars or sterling silver. It's a script for people who make mattresses or refrigerators or cameras. In fact, it's for all manufacturers whose products cost a lot... last a long time. Radio can sell them just as successfully as it sells "quick turnover" items—the soups and soaps, the cereals and cigarettes. Just as successfully and just as surely.

CBS borrowed a pen and pencil from Eversharp (as well as the facts) to produce a new booklet, "Take It Or Leave It." Copies may be obtained from CBS, 485 Madison Avenue, New York.

THE COLUMBIA BROADCASTING SYSTEM
Lafount Chairman; First Meeting Deferred

FULL-SCALE reorganization of National Independent Broadcasters Inc., with George B. Storer, prominent broadcaster and industrialist, and L. B. Wilson, owner of WCKY, Cincinnati, drafted for the respective posts of president and vice-president, was announced last week by NIB headquarters in Washington.

Foregoing the national convention contemplated for this month in Chicago because of the “urgent national situation”, NIB canvassed its membership of approximately 100 stations telegraphically last weekend, resulting in the virtual unanimous response in favor of the new slate.

Lafount Chairman

Harold A. Lafount, former Radio Commissioner and NIB president during the year 1926-27, which year he was made chairman of the board, with E. M. Spence, general manager of WDDC, Washington, and former NAB secretary-treasurer, continuing as NIB secretary-treasurer, Andrew W. Bennett, counsel for NIB since its reorganization, remains in that capacity on a voluntary basis. A temporary board of 15 was established, to continue until the annual convention likely to be held within the next few months.

Instituted as a move to provide for the industry an all-inclusive trade association, presumably parallel to the NAB, the future format of NIB has not yet been divulged. Mr. Storer, who has not yet made a statement regarding his selection, is understood to favor a “united front” trade group, serving as a federation, under which separate industry entities could function. How far work has progressed along this line was not stated.

While FCC Chairman James Lawrence Fly has not yet made a statement regarding the revised NIB structure, it was recalled that he originally encouraged formation of the independent group, and fostered a trade association of independently-owned stations, with networks excluded from membership.

Sharp criticism of NAB, because of purported network domination, was largely responsible for the movement to revise NIB, which for the past several years has functioned as an adjunct of the NAB, representing largely independent stations. The scope of the organization has been broadened to include membership of the NAB, with the object of save those operated as owned or managed outlets of the networks.

Mr. Storer

Among the state delegates are: Glenn Marshall Jr., WFOY, St. Augustine, Fla.; Ralph L. Atlass, WJJD, Chicago; Martin L. Leich, WBOW, Terre Haute, Ind.; Ben Ludy, WIBW, Topeka; S. A. Cisler Jr., WGRG, Louisville; Thompson Guernsey, WLBJ, Bangor; James Mr. Lafount, Dec. 9 wired the some; Sepaga, WSLI, Jackson, Miss.; Lloyd C. Thomas, KGFW, Kearney, Neb.; Edward Codel, WPAT, Paterson, N. J.; C. J. Lanphier, WEMP, Milwaukee; Ed Crane, KGIR, Butte; E. C. Reineke, WDAY, Fargo, N. D.; Ralph R. Brunton, KJBS, San Francisco; A. J. Fletcher, WRAL, Raleigh, N. C.; Selection of Messrs. Storer and Wilson to the helm of NIB was applauded by those aware of the development. Both are well-known and outstanding figures in the industry and both represent ownership in substantial broadcast operations. Meeting Postponed

On Dec. 6, Mr. Lafount, as NIB president, advised state delegates telegraphically that the proposed Chicago meeting be postponed until after the holidays but that the suggestion had been made that new officers be selected now. He pointed out that Mr. Storer, owner of WAGA, Atlanta, WLOK, Lima, WSPD, Toledo, and WHIZ, Zanesville, and WMMN, Fairmont, had been proposed as president, with Mr. Wilson as vice-president. He asked for advice from the delegates as to their desire to occupy the position.

After what was described as an “overwhelming vote” in favor of these officers had been received, the number is to be 100 NIB membership as follows: “Urgent national situation makes imperative postponing general Chicago meeting but requires immediate action to elect active officers to take effective action on pending problems of the industry. Telegraphic vote of state delegates nominates following station owners by overwhelmingly majority: President, George Storer, WAGA, WLOK, WSPD, WHIZ. Vice-President, L. B. Wilson, WCKY. Secretary-Treasurer, Ed Spence, WDDC. Chairman Board, Lafount, WORL, WNBC, WEL. Please telegraph immediately 500 Edmonds Bldg., Washington, if forgoing approved by you or whom you desire occupy these positions. Immediate action urgent.”

Oppose New Note

As Broadcasting went to press, NIB headquarters stated that the vote for all officers was just as overwhelming. Machinery immediately was set in motion, to work up an agenda for a general convention. Mr. Storer also was said to be planning a trip to Washington to set up organization plans. One or two of the state delegates, it is understood, took the position that efforts should be made to re-vamp the NAB to conform with preponderant industry opinion, rather than to set up an entirely separate but horizontally competitive trade group. Disenfranchise-ment of networks as NAB voting members was the main suggestion in this connection.

Mr. Storer, who in addition to his station ownership is president of the Standard Tube Co. of Detroit, a steel fabricating concern, has been active in radio for more than a dozen years. His tube company now is engaged in defense production, devoted almost 100% to shell casing manufacture.

Mr. Storer, it is understood, while appreciating the desirability of effective radio representation in Washington during the emergency, had concluded that defense activity was more important. He was prevailed upon, it is understood, to take over the NIB leadership during the emergency.

Mr. Storer’s brother-in-law, J. Harold Ryan, vice-president and treasurer of Fort Industry Co., actively directs the five stations. In 1927 the Fort Industry Oil Co., subsequently merged into Fort Industry Co., acquired WSPD in Toledo. In 1928, WGHQ (now WXYZ) in Detroit, was acquired. Subsequently the other stations were established.

Mr. Wilson, likewise a veteran broadcaster, is one of radio’s best known figures, by virtue of his personality, interest in industry affairs and all round “showmanship”. He pulled WCKY out of the rut of “Covington, Ky.” operation to a full-fledged 50,000-watt CBS station in Cincinnati over a period of a decade.

Wilson’s Background

Mr. Wilson, now in Florida, asserted he thought NIB is the “right idea in these times when we all must contribute all we can.” He said he agreed to accept the vice-presidency only if Mr. Storer would take the presidency.

Mr. Wilson is a chain theatre operator in Covington as well as a banker, boiler factory head and broadcaster.

Mr. Spence, veteran station operator who established WPG for the Municipality of Atlantic City, became secretary-treasurer of the NAB upon its reorganization in 1938. He left two years later to establish WWDC, new Washington local. With the revitalization of NIB he became its managing director.

OFF TO THE WAR

Los Angeles Rademien Join

Military Services

JAPAN’S attack brought quick entrance of Los Angeles radio personnel into the service. Earl Finley, Hollywood publicity director of Don Lee, joined Army Intelligence in which he is a reserve lieutenant. Robert Bullock, Don Lee engineer, has returned to his West Coast calling engaged for duty. Shirley Lauter Horton took over the Don Lee publicity post. Miles Auer and Adolph Leifer, of NWB, have joined the Navy communications division.

Helen Flynn, assistant to Fox Case, West Coast special events director for CBS, reported to Army intelligence in Washington. Paul Ebeling joined the Army Air Corps. William T. Pickering (president of Heintz, Pickering & Co., Los Angeles sales, is assigned to Coast Guard patrol duty in Los Angeles harbor. Ronald Ross, of J. Walter Thompson Co., joined the Navy.
3-Point Landing

Happy Landing Is Assured When Your Advertising Campaign Takes Off on WFBM

1 WFBM local broadcasts have a percentage of Indianapolis listeners that equals top-ranking network features;

2 CBS programs are heard in Central Indiana only over WFBM because there is no other station in the area offering the basic schedule of the Columbia Broadcasting System and

3 WFBM offers an exclusive merchandising and promotional service that cannot be duplicated anywhere in Indiana

USE WFBM FOR A 3-POINT LANDING IN THE INDIANAPOLIS MARKET
Broadcasts of Casualty Lists Are Restricted In Army Plan

Names of Newsworthy Persons Are Not Included;
War Department Sugests War News Credo

EMPHASIZING discretion and public service, the War Department last night directed one of its groups along with advice in connection with transmitter protection, activity of radio newsgroup editor groups in each State, and establishment of a regular schedule of official communiques by the War and Navy Departments.

The War Department recommended that stations confine their broadcast of casualty lists to "only names of persons in your immediate listening area", leaving publication of complete lists up to the newsgroups. Following release of the War Department's recommendations, developed by the Radio Branch of the Bureau of Public Relations, headed by Ed Kirby, NAB president of public relations, the NAB advised stations to refrain entirely from broadcasting the names of casualties.

Elevating Morale

Responding to this action, Mr. Kirby declared:

"This is deeply appreciated, as the broadcast of casualty lists would, in effect, set up obituary columns on the air at such a time when such time can be used to elevate morale rather than depress it. Because of the opportunity for mispronunciation of names in broadcast, such lists should appear in print rather than uttered over the air. No objection to mention, however, occasional newsworthy names, or, of course, broadcast of numbers of casualties."

The War Department also emphasized Secretary of War Stimson's caution against broadcasting or publishing information in the strength, positions, or movements of U. S. troops.

In the same memorandum station managers were advised to call for military protection of their broadcast plants where necessary, although the War Department urged to request the services of Federal troops only when local forces are inadequate or exhausted.

The supplementary statement indicated the primary responsibility for protection of broadcast stations and public utilities lies with the owner and the local and State government, but advised that if local forces are unavailable, requests should be submitted to the Adjutant General Command after all local resources are exhausted.

District directors of NAB have been requested to furnish immedi-
ately to Mr. Kirby the names of State chairmen of news editor pro-
grams who should be placed in touch all over the country during the current cycle of NAB district meetings. The groups, cooperating with War Department officials, were set to work together in coordinating their coverage and treatment of war news.

Original Plan

The War Department's original recommendations regarding broadcast of casualty lists follows:

No casualty lists will be released until nearest of kin have been notified. They will be available for immediate broadcast, upon request, from this wire (press service). To eliminate undue anxiety, however, it is suggested that only names of persons in your immediate listening area be broadcast. No network will broadcast complete lists, although newspapers will publish them. Names of casualties, when reasonably available, should be broadcast only in regular newsreel periods or in groups in time set aside for that purpose and not as flashes, interrupting regular program service. Rumors of casualties should not be broadcast. No surmises of persons believed to be on casualty lists should be broadcast until officially confirmed in official releases from the War Department.

NAI Attacks 'Radio Royalists'

After Hour Session With Fly

Blistering Attack Is Delivered By New Group; FCC Praised; Superpower Draws Its Ire

A SHARP attack upon what it characterized as the "radio royalty" for alleged efforts to "discredit the motives, deny the need and deprecate the accomplishments" of Network Affiliates Inc., recently formed industry trade group, was launched last Monday, (Dec. 8), after its board of directors had conferred for more than an hour with FCC Chairman James Lawrence Fly.

In an announcement to its members, NAI said its board had outlined the formation and objectives of the trade group to Chairman Fly and had received from him "the cordial good wishes for the success of the new organization, which Mr. Fly recognized as the only existing radio broadcasters group which represents the broadcasting business — the independently-owned network affiliate."

This was followed with the full text of a statement made by the committee to Chairman Fly attacking the "radio royalists", enumerating the accomplishments of NAI since its formation, and outlining its objectives.

The executive committee consists of President Eugene Pallum, WIRE, New York; Secretary-treasurer W. J. Scruggs, WWJ Detroit, and directors Ronald Woodyard, WING, Dayton; Luther H. Hill, KRNT, Des Moines; Hoyt Yost, WREX, Memphis; John A. Kennedy, WCHS, Charleston; Gordon Gray, WJJS, Winston-Salem, and Donald Davis, WJB, Kansas City. Paul D. P. Spearman, Washington attorney and former general counsel of the FCC, is counsel for the organization and presided at the conference with Chairman Fly.

NAI Gets a Rap

In the statement made to Chairman Fly, NAI said it was formed "because no other organization is functioning as a buffer of network affiliate stations." This was regard-
ed as a sharp criticism of the NAB, though no direct reference to the trade association was made. The fact that it has been under fire of Chairman Fly, as well as in other quarters, gave credence to this interpretation.

The NAI board met in Washington Saturday, before dispersing. On Sunday immediately after the outbreak of hostilities with Japan, the board authorized President Pallum to inform President Roosevelt that it was placing at the disposal of the Government the complete facilities of every member station.

The executive committee recognized, it stated, that in time of war the broadcasting industry is "subject to immediate operation by the Government," and thus made clear to Washington officials that the network affiliate stations knew their responsibilities and were prepared to assume them "voluntarily and wholeheartedly."

In its statement to Chairman Fly, NAI said that its copyright committee had been able to obtain revisions and clarifications of ASCAP contracts, which will result in savings of $1,000 to $2,000 per year. It was adding that "no other organization had made any effort in this direction." It also observed that it had been responsible for simplification of transmission regulations that would be of "tremendous benefit and convenience to every station" bearing the notation that "no other organization had succeeded in making any headway in this direction."

Poké at Superpower

A vigorous thrust was made at superpower, as one of the prime objectives of NAI. It said it had organized nationwide opposition to superpower and through its legislative committee is prepared to "oppose the granting of superpower applications." No other organization has taken "one single step to combat this danger," it said, alleging that the superpower group was the most highly financed lobby ever organized in Washington to promote the interests of any radio group."

A portion of the Sanders Bill was made by the group, with the declaration that it had discovered that it is "skillfully designed to make almost impossible the improvement of facilities and the expansion of community service of practically every radio station in the United States outside of the radio royalists group." The bill was already drafted with "careful deliberation and is being promoted by the radio royalists who now are industriously seeking to discourage membership in NAI."

Declarating that passage of the Sanders Bill in its present form would be a "serious blow to more than 90% of the country's radio stations", NAI charged that "radio royalty" had deceived the industry regarding this measure. It was further charged that this group "always plays together and functions in behalf of its own spe-

(Continued on page 29)
MARKETS, like fingerprints, differ from one another. Differing markets mean differing sales-problems...that’s one reason why Spot Radio was born. For Spot Radio gives you the flexibility you need to match your methods to your markets... provided you really know those markets in the first place!

And that, of course, is why our NBC Spot Specialists wanted us to run this ad. To point out to you that they have at their fingertips all vital facts about each of the 11 American areas covered by the 17 NBC Key Stations: facts they’re glad to pass on to you, without obligation.

Want to know the listening habits of Pittsburgh—? The buying habits of San Francisco—? Retail outlets and dealer setups in Denver, Chicago or Washington—? Is Philadelphia a department store city—? New York—? Fort Wayne—? Schenectady—?

Call in a NBC Spot Specialist!

For our men are on very intimate terms indeed with these markets. They’ve been close to them for years—have watched every change, every development...right down to the present day, hour and minute. And facts and figures aren’t their only stock in trade. For—based on these facts and figures—they can offer you solid selling-suggestions to help put your product over the top.

Call a NBC Spot Specialist today!
Lorillard Revision

P. LORILLARD Co., New York (Beechnut cigarettes) on Jan. 2 will replace Don't Be Personal on 6 NBC Pacific-Red and 6 Pacific-Blue stations with a half-hour of news and music, Fridays, 8:30-9 p.m. PST. Program will be titled Beechnut King's Size Weekly. Agency is Lennen & Mitchell, New York.

Skelton in Film

RED SKELTON, Hollywood star of the weekly NBC Red Skelton & Co., sponsored by Brown & Williamson Tobacco Co. (Raleigh cigarettes), has been signed for a leading comedy role in the MGM musical film "As Thousands Cheer," written by Irving Berlin and Moss Hart. Truman Bradley, attorney on that program, portrays a detective in the 20th Century Fox film, "The Night Before Christmas," now in production. Harriet Hilliard, vocal-ist on the Red Skelton & Co. broad-cast, has been given the lead in Coast Zone, to be produced by Columbia Pictures.

Perry's Surprise

RICHARD PERRY, newscaster of WFAA-WBAP, Dallas-Fort Worth, hardly thought the notes which he was jotting down for a concluding newscast at 3 a.m. on Monday regarding the Japanese attacks on Hawaii would have almost nationwide circulation. Paul Short, chief Barker of the Dallas Tent of the Variety Clubs of America, who caught Perry's broadcast, however, had a different thought on the matter. He promptly sent out mimeographed copies of the 500-word message to 16,300 theatres throughout the country.

Book Spots Suspended

SIMON & SCHUSTER, New York, Your Income Tax will suspend its campaign for two weeks over the holiday season and will resume broadcasting Jan. 6, it has been announced by Edwin A. Kraft, manager of Northwest Radio Adv. Co., Seattle. The publishers will run continuously for eight weeks from Jan. 5 to Feb. 28 on 588 stations. A series of new transcriptions is being recorded and will be in the hands of the stations on Dec. 30, according to Mr. Kraft.

Lehn & Fink Spots

LEHN & FINK PRODUCTS Corp., New York, (Hinds Honey & Almond cream), on Jan. 8 will start announcements for five weeks on 65 stations. Campaign is a re-emption of a schedule which ran earlier in the fall. Agency is William Esty & Co., New York.

Walter G. Preston Jr.

WALTER G. PRESTON Jr., 29, manager of the NBC's public service division, on Dec. 6 was found dead in his New York apartment. A graduate of Yale, Mr. Preston became assistant to Mr. Robert M. Hutchins, when the latter was elected president of the University of Chicago in 1920. While in that position, Mr. Preston surveyed radio's possibilities for public relations and adult education. In 1932, he became administrative vice-president of the Bankers Reserve Life Co., and in 1935 joined NBC as assistant to the vice-presi dent and treasurer. He supervised such programs as America's Transcribed Meeting of the Air in New York, and the Chicago Round Table broadcasts. He is survived by his wife, Marguerite.

WTJS 1 kw. License

WTJS, Jackson, Tenn., has obtained a license to cover its recently granted increase from 250 to 1,000 watts, unlimited time. Station has been operating with the increased power by a temporary authorization for the past several months. New equipment of WTJS includes a 15-acre land tract, 2 miles south of Jackson, on which has been built a new modern transmitter building housing the latest type RCA 1 kw. transmitter. Directing antenna system consists of two vertical steel towers each 189 feet high.

Catherwood to WWRL

ROBERT A. CATHERWOOD, formerly radio consultant specializing in the reorganization of independent stations, and previously account executive of WOR, New York, has been named general manager of WWRL, New York, as announced by William H. Reuman, president of the Long Island Broadcast- ing Corp., which operates WWRL. Mr. Catherwood was at one time with the Scripps-Howard newspaper chain, and also spent five years abroad as advertising consultant.

Holiday Serial

UNUSUAL CHRISTMAS presentation of a daytime serial version of Dickens' 'Christmas Carol' has been arranged for the week of Dec. 22 by Wheaton Corp., Rahway, N. J., for the nine stations carrying its Wheaton Playhouse program five times weekly. Five transcribed quarter-hour episodes, produced by Ed Wolf Associates, will feature Edmund Gwenn as Scrooge and Ted Donaldson, as Tiny Tim. Compoz, New York, is agency.

Both the Hartford Courant and the Hartford Times, the city's daily newspapers, have started carrying program listings for WSGH, Hartford, Conn., FM station. The station also carries daily announcements that WSGH listings can be found on the radio pages of the two newspapers.

An usual KTAR attracted them

IT'S a natural! In Arizona radio the "smart money" is on KTAR. That is recommendation enough for men who have learned the hard way that it pays to stay with a good lead. The result -- KTAR microphones regularly attract such audience thrilling per-sonalities as John Henry Lewis, Joe Louis, Bill Tilden and Les Stoeter. The same is true with the biggest names in advertising. KTAR offers what it takes to attract and hold them -- more complete coverage of the rich Arizona market.

KTAR

PHOENIX, ARIZONA
Key station of the
Arizona Broadcasting Co., Inc.

PUBLISHED DAILY BY THE PHOENIX INDEPENDENT PUBLISHING COMPANY, INC., 1201 E. HAYES ST., PHOENIX, ARIZONA, AFFILIATED WITH THE PHOENIX REPUBLIC AND GAZETTE

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HEAD UNBOWED, despite the shoulder-sagging title of Executive Officer of the Public Relations, Intelligence & Plant Protection Branches, Office of the Quartermaster General, John S. Hayes, Lt. QMC looks on as Col. R. A. Osburn, Chief of the P.R., I&PPB, QMIG, points to a BROADCASTING station map whose dots represent each broadcast presented on the activities of the Quartermaster Corps. Lt. Hayes, assistant director of program operations for WOR-Mutual, took a year's leave of absence last April 21 to head the Radio Section in the Public Relations Division in the Office of the Quartermaster General, Washington. The lieutenant's new title was given him recently in recognition of defense efforts.

**NAI Attack**

(Continued from page 28) no interests, never in behalf of the entire industry."

The "effective activity and resulting accomplishments" of NAI "loom as a threat to the traditional control of the industry by the same "radio royalties"", the board advised Chairman Fly, adding that it is "easy to understand therefore why they are so actively engaged in attempting to check and thwart NAI."

**Praise for FCC**

Regarding FCC matters, NAI said it had taken the position that counsel and cooperation with the FCC not only has "common sense but essential to healthful growth of radio". Charging their opposition seeks to convince broadcasters and the public that the Commission is the enemy of broadcasting service, NAI said the result of this "hymn of hate is suspicion and misunderstanding on all sides."

The group said it holds no brief for the Commission but neither does it sanction the "unjustifiable attacks which have been made on the Commission, and especially on the Chairman of the Commission, by these radio royals who apparently are determined to destroy that which they cannot rule." It added that it holds the opinion that the industry's problems can best be solved by "common sense, cooperation and discussion with the Commission as the regulating body, rather than by such methods as the all-out attacks which the radio royals are making."

NAI said that it had formed three committees—copyright, legislative, and network group, the latter made up of members representing affiliates with each network to institute negotiations to obtain more equitable contract provisions, to carry on major work. It added that the organization proposes to represent the independently-owned network stations, "free from outside influence and domination". NAI under its organization structure exludes stations in the 250-watt-local category, whether or not network-affiliated, as well as Class I-A stations having superpower potentialities. It will hold its first meeting, designed to elect a permanent slate, in Chicago about mid-April. Temporary headquarters have been established in the Munsey Bldg., Washington.

**Wall Managing WIBC As McLaughlin Leaves**

**RESIGNATION** of A. C. McLaughlin as vice-president and general manager of WIBC, Indianapolis, and assumption of active management by H. G. Wall, president and principal owner, was announced 1 a.m. week.

Mr. Wall, an attorney, heretofore has not been active in direction of the station which began operation in 1938. Mr. McLaughlin, who has not announced future plans, took over active direction of the station upon its formation. It is a regional on 1070 kc. and an MBS basic outlet.

J. J. Flanagan, also a charter employee, has been advanced to commercial manager, Mr. Wall announced. Jack Morrow has been named program director and William Haley, formerly of KMOX, St. Louis, is director in charge of rural programs.

**Crosley Adds Reuters**

REUTERS', British news service, has been added to supplement AP and INS services used by editorial rooms of WLW-W9AI-WLWQ, Cincinnati, it has been announced by James D. Shouse, vice-president of the Crosley Corp., in charge of broadcasting. Reuters will present the news of the Far Eastern front to the stations' news analysts by direct wire from Shanghai and events of the European and African conflict from London. These reports will be short-waved to Long Island, N. Y., and filed by special lines to the WLW teletype machines.

**The Station Most Chicagoans Listen to Most**

**WMAQ**

The station that broadcasts 12 out of the 17 most popular programs on the air today.

It's the station with the programs that gets the listeners—so place your radio advertising campaign where you are assured a large, responsive audience.

WMAQ
Chicago
50,000 Watts 670 Kc
Chicago key station of the famous National Broadcasting Company
Red Network

Represented Nationally by
the NBC Sales Offices in
Chicago • New York
Boston • Washington • Cleveland
Denver • San Francisco • Hollywood

Broadcast Advertising December 15, 1941 • Page 29
SEASON'S GREETINGS
As the holiday season approaches, we bid farewell to the year that is past with thankfulness for the definite and encouraging progress it has brought. Such success as has fallen to our lot, we owe to the many advertisers whom we have had the privilege of serving; and we take this opportunity to express the hope that the services we have rendered them may also have contributed to their success. With the hope that the New Year may be for all of us a year of continued progress, we extend to our advertisers and their agencies, and to all who may chance to read this, our sincere wishes for a joyous holiday season.

**SPOT RADIO LIST**

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**REPRESENTED NATIONALLY BY**

**EDWARD PETRY & CO., INC.**

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO

THE YANKEE, COLONIAL AND TEXAS QUALITY NETWORKS
HOW Pierpont
Discovered “One-Way” Coverage

PIERPONT is an advertiser. He has long relished the rich city markets of Albany, Schenectady, Troy, Utica, Binghamton, Poughkeepsie, Kingston, Pittsfield, Burlington, and the prosperous towns and farms surrounding them. But they’re so widely separated! How to reach them all?

Radio, Pierpont is convinced, is just the thing. But so many stations! And the expense!

One day a WGY representative called on Pierpont. “You can cover the entire market of eastern and central New York and western New England with just one station,” he said, “WGY”.

“What’s that?” Pierpont shouted; “$50,000 in watts and a member of the Red Network of NBC—at a cost of only a few cents per thousand listeners! Why, it’s wonderful!”

“Well, here’s the idea,” calmly explained the WGY rep. (He’s used to such enthusiasm.) “It’s the one way to cover the whole market at one shot.”

“When can we start?” cried Pierpont.

Well, Pierpont did start using WGY’s “one-way” coverage. Now his advertising problems in WGY’s wealthy market are solved. And his sales are doing very nicely, thank you.

Speaking of sales, want to help yours? Write to WGY for more information. Or ask at any NBC Spot Sales Office.

JOVIAL JOKESTERS Harry Hershfield, “Senator” Ed Ford, and Joe Laurie Jr. (1 to r, standing), stars of the Can You Top This program on WOR, New York, gaze as Alfred J. McCosker, president of WOR, signs the commercial contract for the series. N. E. Reesely, assistant secretary of N. W. Ayer & Son, represents Kirkman & Son, Brooklyn, which starts the weekly series Jan. 6, 1942, for its soap product.

NBC BOARD STUDIES SEPARATION PLAN

BET with emergency war operations, NBC’s board of directors met last Monday (Dec. 8) but did not act on the plan for separation of the Red and Blue networks. While no formal statement was made, it is understood that further study of the plan was delegated to a committee of the board.

The over-all plan, proposing complete divestment of the two networks, with the Blue probably to become the “United Broadcasting System”, is the result of many months of study and exploration. Mark Woods, NBC vice-president and treasurer, and Edgar Kobak, vice-president in charge of Blue Network sales, were said to be slated to become president and executive vice-president respectively of the “UBS” [Broadcasting, Dec. 8].

With the uncertainties incident to the war, it was thought the whole plan might be held in abeyance, at least until the present confusion and hysteria has been dispelled.

Ballantine on Blue

P. BALLANTINE & SONS, Newark (beer), through J. Walter Thompson Co., New York, on Dec. 12 shifted the weekly half-hour variety program Three Ring Time from MBS to 52 NBC-Blue stations, Friday, 8:30-9 p.m. (EST), with West Coast repeat via transmissions, 9-9:30 p.m. (PST). Continuing to feature Milton Berle, comic, and Charles Laughton, dramatic actor, cast also includes Shirley Ross, vocalist, and Bob Crosby’s orchestra. Bill Goodwin is announcer-stooge, with Maury Haneland agency producer. Myron Dunton is NBC Hollywood producer assigned to the show.

Ballantine on Blue is also heard over Blue stations in Philadelphia, Chicago, St. Louis, and New Orleans. The program will start on MBS the week of Dec. 19.

RCA Dividend

FOLLOWING the meeting of the RCA board of directors in New York Dec. 8, David Sarnoff, president, announced the following dividends: On outstanding shares of first preferred stock, $1.25 per share; on the last quarter to holders of record Dec. 19.

Foreign Tongue Outlets Offer Their Facilities

OPERATORS of foreign language stations in metropolitan New York, meeting Dec. 9 at the headquarters of WHOM, Jersey City, decided to ask state, city and Government agencies to make fuller use of their facilities than ever before in view of the fact that many listeners in that area understand foreign languages more perfectly than they do English.

All important wartime messages can be brought on these stations to the foreign-speaking peoples in any of the following languages: Italian, Polish, German, Yiddish, Spanish, Hungarian, Lithuanian, Czech, Ukrainian, Greek, Armenian, Chinese, Syrian, Russian and French.

At the meeting it was stated that the agencies will be requested to call on the foreign-language stations for this service as one that no strictly English language station can possibly offer.

Present at the meeting were representatives from WBTN, Brooklyn; WCNY, Brooklyn; WBNX, New York; WWRL, Queens; WEVD, New York; WHOM, Jersey City, and WOV, New York.

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Keys to Lumberjacks

RADIO is being used to recruit lumberjacks, teamsters and busmen to Northern Ontario lumber camps. The Abitibi Power & Paper Co., Toronto, has placed a series of quarter-hour programs of hillbilly tunes, popular with the lumberjacks, with CKGB, Timmins, Ont.; CIKI, Kirkland Lake, Ont.; CKRN, Rouyn, Que.; and CVD, Val d’Or, Que., to help in recruiting 1,000 men needed in the company’s big lumber camps in Northern Ontario. Account was placed direct.

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MBS BOARD VOTES NEW STOCK PLAN

APPROVAL of the MBS budget for 1942 was voted Dec. 1-2 at the meetings in Chicago of the Mutual board of directors and stockholders, who also considered plans under which six additional member stations of Mutual would increase their shareholdings in the corporation, as announced Oct. 31 [Broadcasting, Nov. 3].

Present at the meetings, presided over by W. E. MacFarlane, WGN, president, were: A. J. McCormick, president of WGN and chairman of the MBS board; Lewis Allen Weiss, Don Lee executive vice-president for the west coast; Theodore C. Streibert, WOR, executive vice-president of MBS; E. M. Antrim, WGN, executive secretary-treasurer; Fred Weber, general manager; Directors H. K. Carpenter, WHK-WCLE, John Shepard III, Colonial; Stockholders J. E. Campeau, Hubert Taft, Jr., Benedict Gimbel, jr., Leonard Kapner, I. R. Lounsberry, Hope Barolli, jr., Ed Woodruff, jr., MBS sales manager; Miles Lamphear, auditor, and Keith Masters, legal adviser.

TRIBUTE TO SENATOR

Brings Many Congressmen

To KGHS, Pueblo

RECENT TRIBUTE to the late Senator Alva B. Adams of Colorado, originating from KGHS, Pueblo, Col., following the funeral in Pueblo, Dec. 4, attracted one of the largest Congressional delegations ever to assemble in a radio station.

Participating in the half-hour broadcast were: Senators Willis (R-Ind.), O'Mahoney (D-Wyo.), Hatch (D-N. Mex.), Johnson (D-Colo.), Wiley (R-Wis.), Elender (D-La.), Butler (R-Neb.), Downey (D-Cal.), La Follette (Prog-Wis.), Chandler (D-Ky.), Wheeler (R-Mt.), Gillette (D-Iowa), Truman (D-Mo.), Chavez (D-N. Mex.), O'Daniel (D-Tex.), Clark (R-Ihaha).

Representatives present and participating were: Robinson (D-Utah), Murdock (D-Ariz.), Champion (R-Co.), Anderson (D-N. Mex.), Lewis (D-Colo.). Also present was Oscar L. Chapman, Assistant Secretary of the Interior.

Stromberg Divided

STROMBERG - CARLSON Telephone Mfg. Co., Rochester, has declared a dividend of 50-cents a share of common stock payable Dec. 24, the first since Dec. 1, 1937. The dividend, payable to stockholders of record Nov. 29, is "due to large measure to the sweeping progress made by FM—the broadcasting phenomenon of 1941," said Lee McClave, secretary and general manager. NO NEED to pardon that Southern accent. The gentleman from North Carolina is rather proud of it. The Turners were old settlers in Raleigh and the gentleman's grandfather fought on the Confederate side during the Civil War. Grandson Fletcher, of the Raleigh Turners has since migrated to New York, where he is timebuyer for J. M. Mathes Inc.

FLETCHER TURNER

Fresh out of Duke U in 1931, Fletcher went to work in his father's bottling plant, tired of it, packed and came north. In February, 1938 he landed his first job in New York—in the production department of J. M. Mathes—he has been with the agency ever since.

After two years, he was transferred to the radio department as general utility man and all-around assistant to Bill King, radio director; together they were pretty much the whole radio department. Fletcher says he did practically all types of work.

About two years ago, as the Mathes radio accounts grew, a separate division of timebuying was created and Fletcher was given radio schedules for such accounts as Canada Dry, Spur and Ginger Ale, Luden's, New York State Milk and International Salt.

Business administration was Fletcher's "major" at Duke, where he starred on the track team and once came within two inches of tying the State pole-vault record. Right now his sport is golf, his hobby, amateur photography. He's quite a football enthusiast, too, and has recently been elected president of the New York chapter of the Duke Alumni Assn., which has over 700 members. Fletcher is still pretty much of a newcomer. He and Dorothy Lippincott, of New York, took the step last Aug. 20.

Gordon Owen told them about it on KSFO's local program... 'The Home-Service Council'.

May we give you the complete details on how to crack this rich San Francisco -Northern California market?

Added proof that KSFO local programs reach a tremendous audience — and sell them!
Chase & Sanborn Shift Drops Abbott & Costello

STANDARD BRANDS, New York, with the Jan. 1 shift of the Chase & Sanborn coffee account from J. Walter Thompson Co. to Kenyon & Eckhardt, has released Bud Abbott and Lou Costello, comedy team, from their contract after Dec. 28.

In a new agreement, Edgar Bergen was given control of the Chase & Sanborn Show, a setup the comedy team reportedly also sought. As a result Abbott & Costello are said to have served unofficial notice of withdrawal. Abbott & Costello are reported as having a $7,500 weekly offer to head a new half-hour program.

Thomas D'Arcy Brophy, New York president of Kenyon & Eckhardt was in Hollywood recently for conferences with Bergen and to discuss takeover of the show. Joe Stauffer, New York radio director of that agency is setting up a Hollywood production unit, signing Don Clark, KPI, Los Angeles producer. Maury Holland, current producer, will be given another J. Walter Thompson Co. assignment. Mary Hanrahan, Hollywood business manager for Edgar Bergen, assumes additional responsibility of talent buyer for the show.

RCA Transfers

JOHN K. WEST, district sales manager at Cleveland for RCA Mfg. Co. since 1935, has been assigned to San Francisco, replacing E. J. Rising, resigned. Harold M. Winters of the Kansas City district, has been transferred to fill the vacancy in Cleveland. District manager at Kansas City is now Harold R. Maag, formerly in charge of merchandising activities in Southern California.

BRASS-BOUND BESSIE of another era, presented to Charlie Smithgall, the Morning Watchman, 6-8 on WAGA, Atlanta, has more significance than the obvious humorous angle. Frost Cotton Motors, with two announcements on Charlie's program, indicated in the presentation of the gift that it was not just a suggestion to help National defense but that it also represented a coordination of effort.

Radio Bond Drive Is Speeded by War

Air Drenched With Promotion For Defense Certificates

WHEN WAR was declared on the United States last week, radio did a tremendous job in further support of the Treasury's defense bond and stamp program. Within 24 hours after the declaration, according to Vincent F. Callahan, chief of the Radio Section, every station in the country, every news commentator and every network commercial program was using especially prepared copy wired to them by the Treasury.

Henry Morgenthau Jr., Secretary of the Treasury, was strong in his praise of the stations and sponsors.

"The wholehearted cooperation of the radio industry in this crisis is most gratifying to me," the Secretary declared. "Virtually every radio station and every radio advertiser has rallied to our support. Every station and program to which I turn my radio is carrying defense bond and stamp announcements. Radio is rendering a great service to the Treasury in these vital days."

During the first 24 hours of the crisis the Treasury sent approximately 2,000 telegrams to sponsors, radio stations, news commentators, and women's program directors, outlining the editorial policy of the campaign, effective immediately. On Monday night more than 15 commercial network programs carried the new defense bond announcements.

Quick Messages

The work of the radio stations in getting word to all stations was greatly facilitated by cooperation of NBC, CBS and MBS, Mr. Callahan said. The teletype services of NBC and CBS were turned over to the Treasury, as was the Mutual conference call system, to get new announcements to their affiliated and M & O stations by the quickest possible method. Without this cooperation from the networks, it would have been almost impossible to contact all stations on such short notice, according to Mr. Callahan, owing to the staggering amount of telephone and telegraph traffic out of Washington that day.

This month more than 40,000,000 pounds of burley tobacco will be sold in Johnson City and four other towns in WJHL's primary coverage area. Tobacco growers are getting more money for their crop this year than ever before. And remember, WJHL is the only single advertising medium that can give you adequate coverage of this market at one low cost.

1000 WATTS • 910 KC • NBC BLUE

WJHL

International Radio Sales Representatives

W. Hanes Lancaster Manager

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PLANNING AN "AIR" RAID ON MOSCOW (Ky.)?

If you're revving up for an air blitz on Moscow (Ky.), WAVE will probably carry your message there all right—but after that, you'll probably wonder why either you or we took the trouble! Moscow, you see, is a darned sight different from the Louisville Trading Area (which, alone, accounts for 54% of Kentucky's retail business)! WAVE reaches every sector of this moneyed market, and we get the listening audience because we're the only NBC Basic Red Network station for 100 miles around! When do we take off for you?
THE TIMKEN GIRLS SELL STAMPS
WHDC and Factory Team With Stunt to Boost Local
Sales of Defense Certificates

EDITOR’S NOTE: The following story is printed by the editor of Broadcasting as an example of how patriotism, civic spirit, and enterprise of a local business organization and a radio station may aid the Treasury in furthering the promotion and sale of United States Defense Bonds and Stamps. This story was submitted to Broadcasting by the Treasury, with the explanation that its publication would aid materially the Defense Savings campaign by indicating methods through which radio stations, in cooperation with their sponsors, can assist the Defense Savings Program.

ONE DAY last month Felix Hinkle, manager of WHDC in Canton, O., and Roy D. Moore, State administrator of the Ohio Defense Savings Committee, approached the Timken Roller Bearing Co. with an idea to promote the sale of defense stamps in Canton. The enthusiastic cooperation of the Timken Co. with the plan resulted in stamp sales during the four-day campaign of $36,417.10—only $1,000 less than the total sales in Canton from May 1 to Oct. 1.

To accomplish these outstanding results, Timken combined radio advertising, publicity stunts, and newspaper advertising, but according to executives of the company, the cost of the promotion was nominal.

Timken Girls
First step was to choose eight Timken factory girls as “Timkenettes” for the four-day sale, Nov. 1, 11, 17, and 22. Costumed in especially designed red, white and blue outfits, the “Timkenettes” sold defense stamps on the streets, in offices, and conducted a courier service for residential districts. They were used in a variety of publicity stunts, directing people to the defense stamp booth, erected by WHDC in Courthouse Square. The “Timkenettes” were also tied into the radio promotion through skits broadcast the night before each Timken Defense Stamp Day.

Each day of the sale, Timken set a goal for Defense Stamp sales. An effigy of a Timken workman, “Pal Joey” by name, was hoisted up the Courthouse flag pole as sales progressed. His slogan was “Give me a boost, help me touch the flag before sunset.” “Pal Joey” reached the flag long before his appointed time each day, as on all four days the goal set was reached and passed.

The radio promotion consisted of a daily man-on-the-street interview at the defense stamp booth, and eight spot announcements per day for four days.

Full-page newspaper ads and teaser copy were used to introduce and arouse public interest in the Timken “Mystery Man”. On the fourth day of the sale, each defense stamp purchaser received a specially designed receipt. The Mystery Man, an unidentified Canton resident, roamed the streets seeking out persons who could show such a receipt. The lucky persons were awarded from $1 to $5, and it was estimated that over 75% of the persons who received any part of the $100 given away in this manner, returned to the booth immediately to purchase more Defense Stamps with their prize money. The interest aroused by radio and newspaper publicity in the “Mystery Man” stunt resulted in Defense Stamp sales of $15,081.10 on the fourth day of the campaign.

The campaign was promoted by store window cards, and four banners hung across the street. Every available publicity angle was tied into the campaign.

WHO Golden Gloves
WHO, Des Moines, will hold its fifth annual Golden Glove amateur boxing tournament in the Des Moines Shrine Auditorium Jan. 19, 26, Feb. 2 and 9, according to Bill Brown, WHO sports editor. A team of eight local boxers will be chosen in the competition to represent WHO in the Chicago Tournament of Champions. The WHO bouts are the only ones in Des Moines officially sanctioned by the Chicago Tribune, originator of Golden Gloves tournaments and sponsor of the Chicago tourney. Last year 266 amateur boxers and 27 teams competed in the local tournament.

Stella Unger Series
NBC RADIO-RECORDING Division is preparing a series of five-minute transcriptions titled Look in the Mirror, featuring Stella Unger, to be available to local stations for spot advertising. Miss Unger is heard on NBC Red, Wednesdays 9:30-9:35 p.m. on a live program, while transcriptions are heard on over 200 stations.

WHO Golden Gloves

Radio is the all-important news source here in the Northwest and with the addition of the Associated Press Radio Wire KFYR is the only single medium capable of serving North and South Dakota, Western Minnesota and Eastern Montana. Ask any John Blair man about sponsoring a newscast.

BISMARCK, N. DAK.

NBC affiliate • 550 kilocycles • 5000 watts day & night

BROADCASTING • Broadcast Advertising
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Two thousand different groups applauded their personal visits. Just another reason why the listeners in the great Cincinnati market are WCKY-minded.
Tell Ambassadors...

personally tell our story to more than five hundred thousand people in past two years. Two hundred and thirty-one cities visited personally by these Good Will Ambassadors at WCKY expense. Sixty-three different types of Service Clubs, Educational Groups, Fraternities, Red Cross and Community Chest drives, State and County Fairs, Garden Clubs, Conventions, Labor Organizations, Commencements, and Military Posts.

L. B. Wilson
Radio Goes to War

WAR — GRIM, swift, terrible — has struck home. In a twinking the "defense" program has become a "victory" drive. Radio, for the first time in its meteoric development, goes to war. It faces the supreme test, as does the nation itself.

The shock of the Jap attack threw things off balance momentarily. Mistakes were made; confusion was provoked; there was hysteria. Radio was not entirely faultless in the spread of "unconfirmed" rumor, fed through customary news channels. But, all in all, radio has acquitted itself well.

Let's not delude ourselves about censorship! Military censorship is on and will remain on until victory is won. The allmighty "scoop" must be forgotten, until it is checked for fact and has passed Government scrutiny as matter that will not give aid and comfort to the enemy. That edict comes from the President of the United States, the commander-in-chief of the armed forces.

Every broadcaster, every man who faces the microphone, should read and re-read the words of the President in his address to the nation last Tuesday. Every newspaper and every broadcast station, Mr. Roosevelt said, has a most grave responsibility now and for the duration. And in his words, neither has the "right in the ethics of patriotism to deal out unconfirmed reports". That is the solemn warning. It must serve as the guide-post for journalism, whether printed or aural.

In material things, radio is going to be affected, particularly in the earlier stages. Shutting down of stations on the coasts during imminent air attack or during black-outs, means commercial cancellations and rebates. Release of time for war communiques, for Government informational broadcasts, and for morale purposes, also may cut in on normal schedules.

These may be only temporary dislocations. After the period of trial and error, readjustments will come. There is no disposition to disturb normal operations beyond absolute necessity.

A good portion of this issue of Broadcasting—first since the assault in the Pacific—is devoted to coverage of radio aspects of the first week of war operations. The Defense Communications Board, headed by FCC Chairman Fly, moved swiftly. Broadcasting was a secondary consideration in those early hours, since danger of espionage in the non-domestic communications fields was paramount. The job was done—done expertly, ably.

To predict the future would be sheer fantasy. The military establishment is calling the moves; the FCC, insofar as broadcasting is concerned, executes them. The safe, sane policy is for radio to follow orders, avoid controversy, be on the alert, and use its head.

Stations must avoid use of microphones by unknown persons. The "man-on-the-street" type of broadcast should be rigidly controlled and supervised lest some crack-pot, or even subversive influence, gain access to an audience and spread rumor that might result in panic. Transmitters should be guarded, particularly those outside city limits. Radio is a military objective. It must be guarded against sabotage. The function belongs to state or municipal police, not the Army.

The President foresees a long war. There will be a drain on radio personnel, because Uncle Sam needs experts and radio has them. There will be longer hours, tougher work, and heavier overhead. Quibbling about hours, union demands, and all that should be banished for the duration.

American radio already has been under siege. In Honolulu and in Manila broadcasters have felt the impact of war; have heard bombs explode, not knowing whether the next blast would blow them into eternity. Broadcasts to the United States, even under those conditions, went ahead.

On the Continent, radio as well as lights have been doused—silent...mission to use of their carriers as arms. Only days ago, few thought it would happen here anytime soon. In England, stations continue to broadcast on standard bands, because they have evolved a "deeming" technique that entails technical alterations. Before long it is expected this system will be adapted here, and that radio "blackouts" will cease.

All last week reports were rampant that radio assignments would be frozen, that powers would be increased or decreased, and that a rigid censorship would be clamped on everything. A war of nerves was on, too. Nothing of this sort has happened, but some of it may.

Questions, too, have arisen about a moratorium by Government on social reforms in radio — the chain monopoly regulations, the newspaper inquiry, the ban on multiple ownership, and other activities which pale into comparative insignificance against the backdrop of a nation fighting for its life. The answer, at the moment, is that these "social objectives" will be carried through. There appears to be no disposition to postpone, slow down or shelve.

With the first war flash, radio found itself enlisted for the duration. The majority of stations stayed on all night that fateful Sunday. Most are maintaining continuous operation. The networks are providing around-the-clock service. That's the new radio tradition, established spontaneously.

Broadcasters have a solemn duty in this hour of crisis. In Seattle the other day a riot followed the silencing of stations. The public didn't know what had happened when the blackout came and no station could be heard for the explanation. That happened only because it came so soon after the shock of the war's break and because the public hadn't been informed via radio.

And that tells the story of the industry's responsibility, of the abiding faith all America has in its radio—a faith that did not appear with its appalling impact until crystallized by the stark grip of war.

Heeding the words of the President, radio regarded it a privilege to perform its duty in the nation's defense until the war is won. Radio will do its job!

Pied Typographers

SMALL WONDER that public resentment against organized labor has reached such a high pitch. Outrages of labor cliques against essential defense industries caused Congress to shift its position on labor even before Japan perpetrated its infamous attack.

Now radio again is made the butt of a new labor attack—this time the International Allied Printing Trades Assn. His proposal [see Dec. 8 Broadcasting] to impose a franchise tax on radio, appropriate 50% of broadcast facilities for "non-profit" groups, and in effect disrupt commercial operations, constitutes an effort in the direction of mass lobbying against radio probably never before attempted.

The strange part of this crusade is that Haggerty's group already has been repudiated on its advertising tax by the American Federation of Labor, of which the printers' unions are part. In responsible labor quarters doubt even is expressed that the crusade represents the viewpoint of the entire printing trade group. Last August, at the hearings before the Senate committee on the franchise tax, W. C. Hushing, chairman of the AFL Legislative Committee, testified in opposition.

About the same time the American Federationist, official organ of AFL, reported that the executive council of AFL held the proposed tax would "unfairly discriminate in favor of newspapers and against radio stations, taking work away from a new industry and throwing work to an old one." The council then adopted a motion reading: "While labor believes that the United States Government should levy extra taxes on the people to pay for defense work, we do not believe in punitive or discriminatory taxation such as a special levy on radio advertising broadcasts."

In the face of that rebuke, Haggerty revives not only the confiscatory tax proposal, but seeks to goad his unions into an all-out fight against radio. AFL itself should look into the amazing development.
JAMES LAWRENCE FLY

TOP MAN in radio today, with the United States at war, is James Lawrence Fly, chairman of the Federal Communications Commission and the Defense Communications Board. After a stormy regime at the FCC and a continuing line of squabbles with the industry, Chairman Fly looms as the No. 1 personality in the United States broadcasting and communications picture.

As chairman of the FCC he is in a position to implement these far-reaching plans for the industry's participation in defense, from the military as well as the civilian side. Right now he is closely identified with virtually every conceivable facet of communications operations.

Long respected for his acuteness and energy, Chairman Fly surprised no one when, on Sunday afternoon, Dec. 7, he happened to be at his offices as the first flash was heard that Japan had attacked Pearl Harbor. Immediately he put in motion much of the complicated machinery set up through a year's planning by the FCC and DCC to operate in just such an emergency. Aided by key personnel of the FCC during the remaining Sunday hours and far into the early morning of the next day he contacted executives of communications companies, authorized special operating permits and generally supervised the tremendous mass of detail incident to the switch from a peace to a war footing. Within a few more hours he was presiding over meetings of both DCC and the FCC, from which developed still more emergency orders.

Coming into radio cold, "Larry" Fly has won respect in the industry for the way he assimilated a practical knowledge of its technical aspects. He surprised many, late in 1939, after only a few weeks on the Commission, when he was participating in the tail-end of the chain-monopoly hearings, with his ability to talk intelligently with technical experts on engineering aspects of network operation. The same has been true of his participation in proceedings concerning television and FM broadcasting.

A graduate of the U.S. Naval Academy and former counsel of the Tennessee Valley Authority, Mr. Fly was nominated to the FCC by President Roosevelt on July 27, 1939, succeeding Frank R. McNichin as chairman on Sept. 1 of that year, with term to expire June 30, 1942. Little more than a year later—Sept. 24, 1940—President Roosevelt created the five-man Defense Communications Board, charged with planning the relationship of communications to national defense. The President named Chairman Fly head of the new advisory group at the time it was formed.

Youngest man to hold the FCC chairmanship, Mr. Fly was born on a farm in Dallas County, Tex., Feb. 22, 1898, coming from pioneer Colonial stock. He attended country grade schools at Seagoville, Dallas County, until 1914, and was graduated from the Dallas City High School in 1916, which he attended in between labor and oratorical events. While attending school he worked at farming, a job at a cotton gin, store clerking and tele- phone operating in a local telephone system. He paid his way through high school by serving as a general clerk in Dallas courts.

In 1916, after being graduated from high school, he spent three months at a Naval Academy prep school at Annapolis, and in 1917 was appointed to the Academy. He was graduated in 1920, after winning the class debating championship and the Henry Van Dyke prize for the best essay and serving as class secretary. High grades won him an officership in the midshipmen regiment.

After serving three years in the Navy, largely on the Pacific Coast and in Hawaii (he had one tour of duty as a midshipman on the Oklahoma), he resigned in September, 1923. He had specialized in gunnery, but at the same time had studied law, which had led to his appointment as advocate for various naval courts and boards. Upon retirement, the 25-year-old ensign entered Harvard Law School, winning scholarships each year, and in 1926 was appointed a Full Board of Student Advisors, a coveted honor. After two years at Harvard, and before his graduation, he passed the Massachusetts bar and was admitted to practice.

In the summer of 1924 he was employed by Harvard Law School Assn., and the following summer was a law clerk with the admiralty law firm of Burlington, Vedder, Masten & Pearey, New York. After graduation in 1926, he was admitted to the New York bar and associated with the firm of White & Case, New York, specializing in corporate and financial practice.

His work with this firm received recognition during President Hoover's administration, and in 1929 Mr. Fly was appointed by Attorney General Mitchell as special assistant to the Attorney General in connection with a number of anti-trust suits, one of them being the broadly prosecuted antitrust suits against the Sugar Institute, Bolt, Nut & Rivet Mfg. Assn. and the Wool Institute. He also handled the Justice Department's investigation of price-fixing problems of the Western Coal and Coke and Dredge Rate Case before a Federal three-judge court in Washington, D.C. In 1932, arising out of an order of the Interstate Commerce Commission.

Mr. Fly remained with the Justice Department after President Roosevelt's inauguration and supervised several important cases growing out of the Agricultural Adjustment Act and the Oil Code. Under the New Deal, he was in charge of the preparation of two major TVA cases which won favorable decisions from the Supreme Court, and in 1936 he assisted former SEC General Counsel John J. Burns in defending the Utility Holding Company Act. He became a partner in his law firm in 1936, and three years later was named general counsel as "a fitting recognition of his administrative responsibilities and past services".

Chairman Fly in 1923 married Mildred Marvin Jones, of San Antonio, Cal. They have two children—James Lawrence Jr., 13, and Sara Virginia, 11. Though not a "joiner", he is a member of the Harvard Club, New York, the St. George's Country Club, Westport, Conn., and the Seminole Club, Forest Hills, N. Y., where he formerly maintained his residence. Before that he was a member of the Harvard University Sparkling Society, the Men's Club of the University of Texas, and the Mineola Y.C.C. He has played golf occasionally, and tennis whenever he could snap an opponent.

But since the war erupted, he's been working a three-man shift himself.

LOLLY C. THOMAS, owner and general manager of KGFW, Johnstown, Neb., was recently elected president of the Kearney Chamber of Commerce.

CHESTER B. CAHN, former news- manager of WPON, radio, has joined the sales staff of WBYN, New York.

JACK JARELL, formerly city editor of The Times-Dispatch (Richmond), State Journal has joined INS, foreign news desk, New York.

HOWARD CLARK, formerly of Chicago Daily News, is now a part-time commercial manager at CKX, Brandon, Man.

FRANK R. CAN, formerly manager of CRLW, Windsor, Ont., has been named by the Hudson's Bay Co., Winnipeg, where he is advertising manager, to take a post with the Wartime Price & Trade Board, Ottawa.

FRED W. CANNON, sales executive at All-Cana & Son's Facili-Tours office in London, is the father of a 4-pound, 2-ounce boy, James Herbert, born Dec. 3.

WILLIAM S. PENN, formerly of WGN, Chicago, and of Iowa station, Iowa City, has joined the Chicago Radio Club as a production and research assistant.

WILLIAM S. KNAPP, formerly of the sales department of WJY, Tuscola, Ill., has been appointed merchandise manager of WIBC, Indianapolis.

ROBERT F. ANTHONY, formerly program director of WORT, Spartanburg, S.C., has joined WSFA, Spartan- burg, as merchandising and promotion manager. He is succeeded by Wil- liam F. Coffelt, WSFA production manager.

WILLIAM MUDDA, from KBBND, Bend, Ore., has joined KHSL, Chico, Cal., as salesmen.

DR. RAY H. MANSON, vice-president and general manager of the Stromberg-Carlson Telephone Mfg. Co., Rochester, has been elected to the official positions by the Radio Manu- facturers' Assn. of vice-president, a member of the board of directors, and chairman of the RAU set division. He succeeds Paul V. Galvin in the latter two positions.

I. R. BAKER, manager of transmitter sales of RCA Manufacturing co., is at Johnstown, N.Y., for a physical checkup.

PILOT OFFICER D. R. Ports, Army, formerly chief public relations chief at CKY, Winnipeg, has joined the RCAF, Toronto, Ont., and is posted to No. 3 Wireless Training School of the RCAF, Winnipeg.

MISS BILLEE WHEELOCK, formerly director of women's programs of the National Y.W.C.A., Cheyenne, has been appointed national sales manager of KDKO, Monterey, Cal.

Frederick Leunschne

FREDERICK LEUNSCHNER, counsel on the Pacific Coast for RCA and NBC, has joined the medical staff of a heart ailment at the Good Samaritan Hospital, Los Angeles. Before that he had been a graduate of the University of California and Columbia Law School. Mr. Leunschner has been serving as an attorney for NBC for 11 years. He is the son of A. O. Leunschner, eminent astronomer of the University of California. His wife and a daughter, Lyn, survive.

John Charles Wilson

JOHN CHARLES WILSON, 32, chief investigator of the Justice Department, has most recently in the technical radio research department of Hazeltine Service Corp., Little Neck, Long Island. He is a graduate of the University of New York, of the U of California and New York Law School, where he was a member of the Bar Association, a coveted honor. After two years at Harvard, and before his graduation, he passed the Massachusetts bar and was admitted to practice.

In the summer of 1924 he was employed by the Harvard Law School Assn., and the following summer was a law clerk with the admiralty law firm of Burlington, Vedder, Masten & Pearey, New York. After graduation in 1926, he was admitted to the New York bar and became associated with the firm of White & Case, New York, specializing in corporate and financial practice.

His work with this firm received recognition during President Hoover's administration, and in 1929 Mr. Fly was appointed by Attorney General Mitchell as special assistant to the Attorney General in connection with a number of anti-trust suits, one of them being the broadly prosecuted antitrust suits against the Sugar Institute, Bolt, Nut & Rivet Mfg. Assn. and the Wool Institute. He also handled the Justice Department's investigation of price-fixing problems of the Western Coal and Coke and Dredge Rate Case before a Federal three-judge court in Washington, D.C. In 1932, arising out of an order of the Interstate Commerce Commission.

Mr. Fly remained with the Justice Department after President Roosevelt's inauguration and supervised several important cases growing out of the Agricultural Adjustment Act and the Oil Code. Under the New Deal, he was in charge of the preparation of two major TVA cases which won favorable decisions from the Supreme Court, and in 1936 he assisted former SEC General Counsel John J. Burns in defending the Utility Holding Company Act. He became a partner in his law firm in 1936, and three years later was named general counsel as "a fitting recognition of his administrative responsibilities and past services".

Chairman Fly in 1923 married Mildred Marvin Jones, of San Antonio, Cal. They have two children—James Lawrence Jr., 13, and Sara Virginia, 11. Though not a "joiner", he is a member of the Harvard Club, New York, the St. George's Country Club, Westport, Conn., and the Seminole Club, Forest Hills, N. Y., where he formerly maintained his residence. Before that he was a member of the Harvard University Sparkling Society, the Men's Club of the University of Texas, and the Mineola Y.C.C. He has played golf occasionally, and tennis whenever he could snap an opponent.

But since the war erupted, he's been working a three-man shift himself.
LESLIE HIGBE, former employee of the Library of Congress, has joined the announcing staff of WDNJ, Dur- ham, N. C.

ALLYN CORRIS, of the WOV, New York, announcing staff, has been selected for the new 1560 Club program which replaces the 1390 Club with the change over of the station's facilities with WNEW, New York. Alon Courtney, m. c., of the latter program, resigned Nov. 27.

BOB CARTER, chief announcer of WMCA, New York, and commentator for the Paramount Newswheel of the Good-Will Hour program, has joined WXYZ, Detroit, and the Michigan Network to handle special assignments, including the Housewives' Smoothie.

LEW WALKER, announcer of WBYN, Brooklyn, on Dec. 1 became the father of an 8-pound, 2-ounce baby daughter.

BILL PENNELL, former announcer of WIOO, Miami, has joined the announcing staff of WHN, New York.

WILLIAM F. RILLEY and Joseph N. Snyder have joined NBC Chicago guide staff.

JANET KISTEMANN, traffic manager of KYA, San Francisco, and Lloyd Franke of the United States Coast Guard, were married Dec. 7 in Oakland, Calif.

ROBERT BEATTY, formerly of Hamilton, Ont., is the AY Your Request announcer on the nightly BBC Radio News program in London, Ont., from the British Broadcasting Corp.

GORDON KEEBLE, announcer of WCH, North Bay, Ont., has moved to KGDB, Timmins, Ont.

JACK HYATT, ex-newspaperman and radio publicist, has joined the radio division of the Committee for the Celebration of the President's Birthday, replacing Rose Evans, resigned because of illness.

ROBERT BENSON has joined the announcing staff of WDAS, Philadel- phia.

PHIL EDWARDS relief announcer of WSOY, Champaign, Ill., has moved to KGRO, Fort Worth, Tex.

ROBERT BENGSON relief announcer of WFNS, Philadelphia, has enlisted in the Marine Corps.

TOM MARVIN, announcer on the CBS Major Bowes program, and Paul LaPorte, production man on the same show, became fathers last week, each reporting a 7½-pound baby daughter.

NORMAN PIERCE, formerly of WJJD, Chicago, has joined the a- nouncing staff of WCFL, Chicago.

LEOPOLD FRANK has joined the announcing staff of CKVD, Val d'Or, Que.

JACK HORNOR, formerly of KILO, Grand Forks, N. D., has joined the announcing staff of WTMJ, Milwau- kee.

KEN BURKARD, formerly of KLS, Oakland, has joined KHSI, Chico, Cal. Bob Sunby, KSUL, announcer, is the father of a girl born recently.

ETHEL CRANE, formerly secretary to O. K. Corrigan, former president of KGGN, Amarillo, Tex., late in December is to be married to John Lewis.

SANCY GOODE for five years home service advisor for Kansas Gas & Electric Co., has joined KMBC, Kansas City, as director of the KMBC Happy Kitchen.

BERNE ENTERLINE, formerly chief announcer of WSOY, Decatur, Ill., has joined the announcing staff of WMBD, Poria, Ill.

WYNOA PORTWOOD, formerly of KXO, Sweetwater, Tex., has joined the announcing staff of KGKO, Fort Worth, Tex.

PHIL EDWARDS, relief announcer of WJJD, Chicago, has enlisted in the Marine Corps.

TED MAC MURRAY, director of XHC Tom Mix, is the father of a girl, born recently.

CLIFF WILLIAMS, formerly of Grant Adv. Agency, Chicago, and Wayne Nelson, formerly of WJJD, KXYZ, has joined the announcing staff of WIND, Gary, Ind.
LATIN RADIO POST GOES TO WEAVER

SUPPLEMENTING the Communications Division of the Rockefeller Committee, Nelson A. Rockefeller, Coordinator of Inter-American Affairs, on Dec. 7 announced appointment of Sylvester L. Weaver as director of the committee's radio section, with Merlin H. Aylesworth continuing as chairman.

Also appointed were Russell Pierce, as associate director of the Communications Division, in charge of administration and projects of the New York office, and John W. G. Ogilvie, associate director with special radio responsibilities, according to Mr. Rockefeller. All three will be on the New York staff of Don Francisco, director of the Communications Division.

Mr. Weaver, formerly advertising manager of American Tobacco Co., on Sept. 1 was given leave of absence to serve as associate director of the Communications Division in Washington. Formerly he was manager of the Young & Rubicam radio department.

Mr. Pierce, formerly Argentina manager and vice-president of J. Walter Thompson Co., helped organize the South American operations of the agency. Mr. Ogilvie assumes the position formerly held by Mr. Weaver, but will be located in New York. Until recently he was director of radio for International Telephone & Telegraph Co., and from 1936 to 1938 was president of Radio Corp. of Puerto Rico.

ALASKAN INNOVATION

Sponsored Program Shortwaved
To KFAR, Fairbanks

FIRST SHORTWAVE rebroadcast for Alaskan listeners of a network commercial is claimed by KFAR, Fairbanks. Alaskan stations with no network wire facilities here-to-fore have been permitted by FCC ruling to rebroadcast sustaining programs only.

Amendment to the ruling was made in November and the first commercial presentation was Camel Sports Review, sponsored by R. J. Reynolds Tobacco Co., through the Wm. Esty & Co. Program is heard every Saturday as released from the Pan American network of NBC. KFAR employs a special dual-diversity receiver with a rhombic antenna of the directional type to assure maximum reception of the programs.

No wonder Chicago and middle western radio listeners turn first to W-G-N— the station with a “Hometown” origin and viewpoint! Consequently, W-G-N Delivers More Listeners to YOUR Program.
ANNOUNCING

KROI. El Paso, in order to give contestants a chance to hear themselves on the air, recently broadcast a complete transcription of the El Paso ISY schools cafeteria contest.

RADIO LIBRARY. available for the use of all schools and interested persons throughout the Panhandle of Texas, Oklahoma and New Mexico, has been established by KGNC, Amarillo. Library will contain information and reference to various phases of radio and will be published through the station's facilities, newspaper notices and by personal letters sent out by WRB. John Ballentine, WRB.

WHBY, New York, will make transcriptions of President Roosevelt's speech on the Bill of Rights program Dec. 15, 10-11 p.m. and translate it into Hungarian, Spanish, Jewish and Italian. Disc translations will be played several times on the following days.

EIGHTH language to be broadcast daily on NBC's shortwave stations WRCR and WNBII is Finnish with the addition this week of a daily half-hour program for Finland under the direction of Aro Haara, American of Finnish parentage. The broadcasts also will be carried on WHOI, Boston shortwave station.

WRR, Dallas, originated the broadcast of the annual clash between the Methodist of Southern Methodists U. Dallas and the Owls of Rice Institute. Houston played Dec. 6. Game was described by Charlie Jordan, WRR sportscaster. Color of the game was handled by Dale Drake. WRR staff.

WLS of Chicago will hold its eighth annual "Christmas Giving Party" Dec. 20 at the Stevens Hotel, Chicago. Admission is limited to members of Salvation Army and Volunteers of America charity Christmas work. One hour of the party will be broadcast and members of the station's talent staff will entertain the 4000 children and parents expected to attend.

WOWZ, Fort Wayne, has increased its operating time to 17 hours daily, except Sunday, with the addition of a new program. "International Club Meets Czar" will be heard 12 midnight to 1 a.m. Paul Roberts is m.c. and covers the meeting of the 5000 members of the club, which is sponsored by the Berghoff Brewing Corp., six nights weekly.

KPHB. Great Falls, Mont., on Nov. 22 celebrated its 10th birthday and acquisition of 1000 watts fulltime with a special hour program. Celebration program 9-10 p.m. was built around theme of "Hi Neighbor! More Power to You." First half-hour was produced locally with speeches by local citizens, songs by the Apollo Male Chorus, and message of congratulations from Gov. Sam C. Ford. Last half-hour consisted of music from Pacific network of CBS on regular network "Hi Neighbor" show. Owned by Buttery Broadcast Inc. with Joseph F. Wil- liams, manager, KPHB obtained its first license Oct. 38, 1922.

COK, Havana, has started a series of 50 Salutes to American Cities, presented each Wednesday and Friday 6-7 p.m. carried also by COBZ shortwave, and CMNZ, longwave in cooperation with the International Radio Club which will rebroadcast the programs through its affiliated stations. COK-TV will broadcast two programs a week for the same period in honor of Cuba. Inaugural program presented Lieutenant Col. James Marine, of the Republic of Cuba, Senior Jose Cidre, president of the Cuban Tourist Commission and Jack Rice, president of the Interna- tional Radio Club. A Cuban Flier, who flew to Havana for the ceremonies.

WQNR, New York, has set up a five-minute program, "Fors The Future," based on a shopping column idea. Broadcast two times daily, with spots being sold for local participating sponsors and already five have been signed. Broadcast time is 9 a.m. and 12 noon, Monday through Friday.

WQAM, Miami, is authorized by the FCC to increase its transmitter and increase its day power from 1,000 to 5,000 watts on 500 kc. continuing with 1,000 watts at night.

WHR. Stanford, Conn., on Dec. 9 broadcast a memorial program titled "Heywood Broun, Friend & Neighbor," from the country home of Libby Hol- man who sang two of the favorite songs of the late newspaper columnist. Featured also were anecdotes by Walter O'Keefe and a recording of President Roosevelt's reading of Broun's Christmas Story. M.C. for the show was George T. Brey, literary agent, with Bill Voss, WSHR program director, as producer. Half-hour program which was rebroadcast by WWC, Bridgeport, was witnessed by notables including Harold Ross, New Yorker editor and Louis Rainer, stage and screen actress.

RCA Catalog Campaign

Selling Many Records

COOPERATIVE PROMOTION by RCA-Victor dealers and the company itself of its "Catalog Concentration Campaign" during the past nine weeks has resulted in the most successful record merchandising drive RCA has ever staged, according to W. W. Early, RCA-Victor district sales manager.

In addition to arrangements by the dealers with local radio stations for spot announcements plugging the campaign and gift records, RCA's promotion included special "Music You Want" programs on 70 stations from coast-to-coast, features in national magazines and radio, gift offers to buyers, and record reviewers columns. Although reports are still coming in from dealers, "a great sales harvest is an- sured", and the results so far promise the gaining of many new customers.

Carl H. Brockhagen

CARL HOMER BROCKHAGEN, controlling owner of Cesana & Associates, San Francisco and Los Angeles agency, and previous to that publisher of the Call-Bulletin, San Francisco, died December 2. He was formerly president of the San Francisco and Seattle Advertising clubs and at one time was associated with the Record-Herald in Chicago; publisher of the Sacramento Union, president of the Portland (Or.) Telegram, associated with the Post-Engineer, Oakland, Cal.; the Spokane Spokesman Review and the Seattle Post-Intelligencer.
Philco Appoints Grimes Head of Video Station

DAVID GRIMES, Philco chief television engineer, has been named general manager of WPTZ, Philco television station in Philadelphia, following reorganization of the station's staff and operation activities. He is in charge of both engineering and program departments replacing Nick Alexander, resigned. Mr. Alexander may remain with Philco in another executive capacity. The reorganization places engineering men in key positions.

C. J. Bingley has been advanced to station manager as coordinator for both the engineering and program departments. The position of program director is temporarily filled by R. (Ted) Herr, Philco "trouble shooter", Warren Wright, local radio director, resigned.

Paul Knight, announcer, was advanced to studio director in charge of all the live studio programs. A division of program activities places Clarence Thomen chief cameraman in charge of all remote control television shows. Gilbert Brown, of the engineering staff, is director of all motion picture programs. Frank Vreeland and Ernest Walling continue as dramatic directors and Sallie Gunnell has been placed in charge of kiddie programs. The station will continue to operate 15 hours a week, but the program schedule becomes standard. The time will be equally divided, with five hours a week each for live studio programs, motion picture films and remote programs.

Greene-Revel Offices

HEADQUARTERS of the new music publishing company Greene-Revel Inc., jointly owned by Mort Greene, Harry Revel and BMI [BROADCASTING, Dec. 8], will be at 1557 N. Vine St., Hollywood, with branch offices in New York at 680 Fifth Ave. and in Chicago in the Woods Bldg. Both ASCAP writers, Mr. Revel is president and Mr. Greene vice-president, while two BMI associates, Robert Burton and Charles Lawrence, will be secretary-treasurer and assistant treasurer, respectively. The company's music will be available to all broadcasters, with licenses to be issued directly by the composers and authors to stations.

FOR THE FIFTH consecutive year, Bill Stern, NBC director of sports, and ace sports announcer, will cover the play-by-play description of the Rose Bowl game in Pasadena, NBC's 15th exclusive coverage of that game on New Year's Day.

Record Rules

RESTRICTIONS on recordings have been set up at WDAS, Philadelphia, by Program Director Harold Davis. Feeling that indiscriminate use of Christmas carols is not good for either station, listener or the carol, Silent Night and all other standard Yuletide songs have been placed on the restricted list with special permission necessary from the program department for use. Absolutely forbidden are swing or jazz arrangements of Silent Night and the First Noel though such treatment is permissible for Jingle Bells. Restriction also is placed on new record releases to avoid plugging.

KSFO Orchestra Out, New AFM Pact Likely

SAN FRANCISCO Local No. 6, Musicians Union, indicated Dec. 4 it would take no action against KSFO, San Francisco, which released its 12-piece staff orchestra about Nov. 1. The station has been operating without an orchestra for the past six weeks.

Bob Dunn, program manager of the station, stated that KSFO had spent more than its quota on the orchestra two months before the year was up and that the dismissal of the group was an economy move. KSFO had been spending $650 a week on music, Mr. Dunn stated, and saw where it could save between $5,000 and $4,000 by dismissing the musicians for the two final months of the year. On Jan. 1 KSFO, presently the CBS outlet, becomes an independent non-network station and a new contract for music is planned.

CJCA HONOR ROLL

Edmonton Has Many Staff Members on Duty

CJCA, Edmonton, Alta., is justifiably proud of its Honor Roll of staff members now with the Canadian Armed Forces. The list covers representatives in the Women's Air Force Auxiliary, Royal Canadian Air Force and the Army and Navy. Following are the members on the roll: Miss Alta Magoun, accountant, CWAVA; Bill O'Sullivan, control engineer, RCNVR; Ed Bryant, announcer, Edmonton Fusiliers; Doug Eatwalt, control engineer, RCAF; Ed Chown, salesman, RCNVR; Bob Keith, control engineer, RCAF; Ed Fee, control engineer, RCSC; Dick Taylor, now taking examination for the RCAF.

ACA-WBNX Renewal

AMERICAN Communications Assn., CIO union, has announced the signing of a renewal contract with WBNX, New York, running for two years from Oct. 1. New pact calls for wage increases running up to 17½% through semi-annual raises, with all employees receiving an immediate 5 per cent increase, retroactive to Oct. 1.

More Power To You

We Celebrated Our 19th Birthday With An Increase in Night Time Power

NOW

5,000 WATTS DAY AND NIGHT

KFBB

GREAT FALLS, MONTANA

1310 KILOCYCLES

C. B. S. AFFILIATE
THE BUSINESS OF
BROADCASTING

STATION ACCOUNTS

Nehi Corp., Columbus, Ohio. 25 as thru McCann-Erickson, Cleveland, Ohio.

South Bros., Poughkeepsie, N. Y. (tough
drop), 1 as thru, 1 week, 21 weeks, thru J. Barber Co., N. Y.

Raytheon Express Agency, New York, 20 as, thru Caples Co., N. Y.

Procter & Gamble, Cincinnati, (Lava soap), 19 as weekly, thru Blau Co., N. Y. 

Pope-Jenner, Memphis (Tostitos feeds), 1 as & 6 as weekly, thru Jack Dowd, Memphis.

California Packing Corp., San Francisco (Del Monte products), 7 as thru, thru McDonald & Co., Railway Express Agency, New York, 15 as thru, thru C絮les Co., N. Y. 

Studebaker Corp., South Bend, 25 as thru, thru H. Williams & Cunningham, Chicago.


KYY, Philadelphia


Iowa Soap Co., Camden, N. J. (Magie Washer Soap), 3 as weekly thru James G. Lamb, Philadelphia.


Camel, thru to, St. Louis (Red Crosse cough drops, 13 as weekly, thru North St. Thomas, Chicago.

Procter & Gamble Co., Cincinnati (Duz), 2 as weekly thru, thru West Coast Adv., Chicago.

KFBI, Sacramento


Product Corp., San Francisco (cleaner), 2 as weekly, thru North Coast, Chicago.

Mercantile Acceptance Co., San Francisco (booster), 13 as weekly, thru Columbia Adv., Chicago.

WLAV, LaGrange, Ga.

Penn Central Co., (fountain pens), 1 as weekly, thru United States Smurf Co., Memphis (Garnett and Davis), 7 as weekly, thru Simon & Garnett, Memphis.

Ralph-Johnson, Chicago (steel feeds), 3 as weekly, thru East Coast, Chicago.

KFAC, Los Angeles


W96C, Chicago

John W. Harding, Restaurants, Chicago (restaurant chain), 364 thru, thru Soares & Co., Chicago.

CFW, London, Ont.

Norwich Pharmatrol Co. (Norwich, N. Y. (proprietary), 6 as weekly, thru R. C. Smith & Son, Toronto.

Who, Des Moines


Sargent & Co., Des Moines (Sargent feeds), 6 as series, thru Fairall Co. & Co., Des Moines, American Publishers Council, 8 as weekly, thru B-Shaffner-Marriner, Los Angeles.

California Packing Corp., San Francisco (Del Monte products), 75 thru, thru McCrae Co., Railway Express Agency, New York, 15 thru, thru C絮les Co., N. Y. 

Studebaker Corp., South Bend, 25 thru, thru H. Williams & Cunningham, Chicago.


KYY, Philadelphia


Camel, thru to, St. Louis (Red Crosse cough drops, 13 thru weekly, thru North St. Thomas, Chicago.

Procter & Gamble Co., Cincinnati (Duz), 2 thru weekly thru, thru West Coast Adv., Chicago.

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CFW, London, Ont.

Norwich Pharmatrol Co. (Norwich, N. Y. (proprietary), 6 thru weekly, thru R. C. Smith & Son, Toronto.

WIBA, Madison, Wis.

Pittsburgh Plate Glass Co., Pittsburgh, 5 thru weekly thru E. B. N. N. Y. 

Manhattan Soap Co., New York (Sweet- heart soap), 8 thru weekly thru Frankfurth Bruck Adv. Co., N. Y.


Chamberlain Sales Corp., Des Moines, la-

(tobacco), 1 thru weekly thru Carry-Alms Inc., N. Y.

Berry Candy Co., Milwaukee (Chicken Dinner, Denver Sandwich candy bars), 74 thru, thru Cramer-Krauss Co., Milwaukee.

Walsh Medicine Co., Lynn, Mass. (proprietary), 10 thru weekly thru Erwin, Waas & Co., N. Y.

Utility Engineering Institute, Chicago (litho), 10 thru weekly thru New- World Paper Co., Chicago.

Lake-Spiro-Shurman, N. Y. (Lava soap), 1 thru weekly thru First United Broadcast, Chicago.


Weaver, Pepper, Jr., Chicago (cheese) thru weekly thru New- World Paper Co., Chicago.

Olsen Rug Co., Chicago (rug), 3 thru weekly thru Fells & Prosha, Chicago.


Levyl Aerospace Co., Mass (Spry), 10 thru weekly thru Rathburn & Ryan, N. Y. 


KFRC, San Francisco

Yellow Cab Co., San Francisco, 2 thru weekly thru to First United Broadcast, Chicago.

Breweries, San Francisco (beer), 3 thru weekly, thru Braisher, Davis & Stumpf, Co., San Francisco.

Dr. P. Phillips Canning Co., Orlando, Fla. (beer), 2 thru weekly thru to, thru C. L. Miller Co., N. Y. 

Pacific Brewing Co., San Jose, Cal. (beer), 6 thru weekly thru Brewer- Weeks Co., San Francisco.

CKCL, Toronto

British Cigars & Crystal, Toronto (Eng- lish chews), 6 thru weekly thru to First United Broadcast, Toronto.

Canadian Graphic, Toronto (graphical, top), 6 thru weekly thru to First United Broadcast, Toronto.

KFI, Los Angeles

Cigar Institute of America, New York (indu- stry promotion of cigars), 4 thru weekly thru E. B. N. Y.

Muckelco, Cleveland, 6 thru weekly thru Erwin, Waas & Co., N. Y.

New AM Method

Declared Superior to FM in

Avoiding Interference

DEVELOPMENT of an ampu- litude modulation receiver said to eliminate static and other

transmitted noise to a greater

degree than any other known method was reported last week in dis-

patches from Los Angeles.

The invention was attributed to Karl E. Pierson, an amateur ra-

dio operator, who asserted the Army Signal Corps had made tests of a station in F.O. number, N. J. laboratories, and had order-

ed some of them, presumably for experimental operation.

Dr. Lee DeForest, pioneer radio inven-
tor, assayed that Pierson's re-

ceiver appeared to eliminate noises more effectively than any other de-

vices he had received. He said Pierson had accomplished "what no other radio engineer working with amplitude modula-

tion has succeeded in doing. He employs special

silencers which possess the unique ability of reducing certain noise, reducing in their intensity to an astonishing degree all sorts of interfer-

e. It undoubtedly will prove an important factor in military radio communications," Dr. DeForest said.

Defies Noises

Mr. Pierson was reported as hav-
ing declared that his device more or less "defies reduction, and practice, which may be the reason it has not been discovered before". One of its functions, he said, is that contrary to what might be expected, the greater the noise, the more effectively it is eliminated. Moreover, he said, the weaker the signal, the greater is the new method's effectiveness.

Dr. DeForest stated that tests revealed the receiver could pick up code messages through interference noise "of such intensity that the signals themselves. In this re-

spect it said he exceeded FM transmis-

sion.

Watson's Rep Firm

LOREN L. WATSON, formerly general manager of International Radio Sales, has opened an independent radio sales repre-

sentative and has announced he will handle "the representative ac-

tive of WOL, Washington, effective immediately. Mr. Watson has taken space of 247 Madison Ave., New York, telephone, Murray Hill 4-5797. A Chicago office will be opened shortly, he said. Mr. Wat-

son joined the E. C. Watson represen-

tative organization from July 1938 until his resignation the end of No-

vember 1941 [Broadcasting, Nov. 24].

BILL MORROW and Ed Beloin, formerly the tag men for this seven-year, on the NBC Jack Benny Show, sponsored by General Foods Corp. (Jell-O), have started writing the life of the comedian which will be filmed later.
Technique of Department Store Discs As Used by Filene's Draws Criticism

Editor, Broadcasting:

Your feature article and your editorial concerning Filene's in the Dec. 1 issue, were, to say the least, sensational. The "technique" expounded in the article and endorsed in your editorial possesses an inherent fallacy, an unsound, misconceived principle which, if exploited to the limits of its possibility, will destroy the institution of broadcasting as we know it...

Radio is primarily and fundamentally a means of communication, much the same as the telephone or the telegraph. Because of its basic qualities, its component elements, it serves the secondary purpose of educating and entertaining. It is this phase of radio upon which the world system of broadcasting is built and accounts for the various uses to which radio is put, such as the dissemination of Government propaganda (in Europe), campaign speeches (in the United States), and the like.

An incidental portion of this secondary phase is selling merchandise or services. It is upon this one portion of a phase of radio that the American industry is built. It is the incidental commercial side of radio that has fostered our industry and thus far, despite this commercialism, our industry has conducted itself with honor and always has held uppermost the two main purposes for its existence. * * *

In an effort to carry out successfully its secondary function radio has called upon all the arts of the cultured world. Naturally, the cost of carrying out this secondary function is paid by those who can best afford it—business and finance. In return for this the business man is permitted to advertise his product or service, but only after the art form has been concluded.

Never have we permitted the art form to be the advertisement or vice versa. Everyone—the station owner, the agency, the advertiser—has respected radio for what it is and has shied from altering it, despite the inclination to do so. * * *

Radio under the "Filene technique" would be completely different from anything we had foreseen. The art form would become the advertisement and the advertisement would be the art form. The "technique" that sold so many shirts and silk stockings for Filene's is nothing more than a "dramatized commercial" 30 or 15 or 10 minutes long, depending upon the size of the sale the store has planned. You can well imagine the state of radio at that time when the "dramatized commercial" is our entertainment or when the "dramatized commercial" is combined with the "singing commercial"—an innovation already in vogue—to give us the "variety commercial" 15 or 30 minutes long...

The Filene "technique"—if carried to the fullest extent of its possibilities (and there is nothing to prevent this once the NAB Code is altered)—is the death warrant of radio as we know it in America today. Those stations who rejected the transcribed programs offered them should be commended for their splendid deed and the NAB and the NAB Code Committee should do everything humanly possible to prevent this "technique" from being introduced on any other station by any other department store or group of department stores. As for compensating the radio listener for the loss of art, culture, and entertainment that radio now provides, — there would be little need to worry about that because there would be few listeners as we understand the term today.

Robert Miller, WGES, Chicago.

December 5.

EDITOR'S NOTE: The writer takes the position that a 15 or 30-minute program of the type used and espoused by Filene's Worcester store is pure unadulterated commercial, albeit dramatized. If "could" be that, he says, and if it were so, we would oppose it just as avidly as we have endorsed the Filene's innovation. Our position is that a new technique has been devised: that it has definite entertainment and educational values, and that, incidentally, it sells goods. Regulations must be altered to accommodate improvements and innovations. And, as always, the seller of the merchandise must be kept within prescribed bounds, lest he let his zeal and enthusiasm carry him away.

The fact that Filene's dramatizes the history of the silk stocking in its new technique, does not brand the program 100% plug. It is the manner in which the technique is executed. Nor do frequent quips about "Jello" or "Lakelid" in jingle form violate code or good taste. The yardstick of good sense must be applied, too.

Broadcasting believes the writer has argued his point well. It still clings to the view that Filene's radio experience constitutes just about the biggest department store success story in industry history. And it feels that, properly safeguarded, it can be a boon to retail advertising and serve as a cushion for radio during the emergency.

WAR-NEWS-HUNGRY RADIO AUDIENCES DEMAND SPEED

That is why hundreds of alert radio stations use INS, with its high speed teletypewriter facilities operating at 60 words a minute, giving all the news in highlight and detail.

INTERNATIONAL NEWS SERVICE

Get it first, but first get it right

Great Britain declares war on Japan and thus Winston Churchill keeps his word to aid the United States—the life story of this great leader is dramatized in the most topical radio feature ever offered to radio stations.

IMPERIAL LEADER

For information write or wire
Kasper-Gordon Inc., 140 Boylston St., Boston...or Howard C. Brown Co., 6418 Santa Monica Blvd., Hollywood

BROADCASTING • Broadcast Advertising December 15, 1941 • Page 45
Freedom in Action
PLACING emphasis on the need for discussion, persuasion and toleration as the means of making democracy effective, the Canadian Broadcasting Corp. starts Jan. 15. A series of six-weekly broadcasts on How Freedom Works, the speaker will be William Thomas, noted Canadian educationist. Study groups are being formed, especially among the foreign-born, to listen to the talks which deal with topics "Why Better Voting," "How We Make a Law," "Why We Have Political Parties" and similar topics on the working of democracy.

Famous Classics
DRAMATIZATION of famous book classics by Oscar Wilde, Emil Zola, de Maupassant and Stevenson is the makeup of the KFRC, San Francisco program, "The Reader Theatre of Famous Classics," released weekly. Listeners are able to receive Book League of America editions of these classics for deposit to cover handling and postage. The series is being sponsored by Associated Dental Supply Co., San Francisco, and was placed through Theodore H. Segall Adv. Agency, that city.

Folks Tales
WELL-KNOWN folk stories are dramatized during the weekly half-hour program, "Grandma's Stories," started on the Arizona network, and originating from KFY, Phoenix. Children dramatize each story, with Oga Rogers acting as narrator.

Christmas Events
"IT'S CHRISTMAS EVERY DAY!"
"Yes," says WSAI's Winged Plug, "I present my sponsors with a nice Christmas package of new listeners daily, because I never let-up plugging the programs that I broadcast. Street car and bus cards, neon signs, movie trailers, taxicab covers, downtown window displays and a monthly house-organ for dealers are all part of the plan by which I play Santa Claus—delivering new listeners and new customers 365 days a year. I'd sure like to start making deliveries for you!"

WNBC RED AND BLUE—5,000 WATTS NIGHT AND DAY
CINCINNATI'S OWN STATION
REPRESENTED BY INTERNATIONAL RADIO SALES

Page 46 • December 15, 1941

Broadcast Advertising
AMERICAN CHICHE CO., Long Island City, N.Y., is on Dec. 21 will add WGY, Schenectady; KPO, San Francisco and KOA, Denver, to its extensive list of stations carrying station-break announcements. Agent is Reger, Browning & Hersey, New York.

WIBOLIT STORES, Chicago (department store chain), on Dec. 22 renews for the 7th consecutive year its early morning half-hour Wibolit's "Your Neighbor" program featuring special events announcer of KALB, Alexandria, La. Interviews Flight Lieut. R. Judge of the Royal Air Force and liaison officer at Turner Field, Albany, Ga. Lieut. Smith is stationed at Turner Field with the Air Corp. Ceremonies were broadcast on WGPC, Albany, Ga.

WESSON OIL & SNOWDRIFT Co., New Orleans, has started three participations weekly in "International Kitchen," conducted by Gladys Cronkrite on KPO, San Francisco. Account is also sponsoring "Haulhouse Horse" drama, weekly on NBC-Red network on coast. Agent is Fitzgerald Adv., New Orleans.

MOLKENBUHR BROS., San Francisco (Biltmore luggage) on Dec. 3 started a pre-Christmas campaign in San Francisco, using 50-word spot announcements several times weekly on KRON and KVA. Agency is Al- lied Adv. Agencies, San Francisco.

HAMMER-BRAY Co., Oakland, Calif. (Spark stoves) on Nov. 27 extended its radio program in the San Francisco area to include participations on "Kitchen Cab- inet," home economics program, six times weekly on KXL, Oakland. Account is also using participations six times weekly on the Housewives Protective League on KRON, San Francisco. Agency is D'Evily & Wads- worth, San Francisco.

KILPATRICK'S BAKERY, San Francisco (bread) on Dec. 1 started "John's Wkhift,"transcribed commentary. "John's Wkhift" was started three participations weekly. Agency is Emil Reinhardt Adv., Oakland, Calif.

CHRIS HANSEN LABS., Topeka, Kans. (Junket), on Dec. 12 started a transcribed dramatized spot announcement campaign three-weekly on 10 Kansas stations. Account is handled by McKein Ltd., Topeka, Kansas.

OAK VALLEY FARMS, Brooklyn (poultry) on Dec. 15 will start Monday, December 15, 1941, Page 47.

WHEELING A Fort Industry Market

You Can Trust Us!

Our theory has always been that the success of radio advertising, more than any other publicity medium, demands the most conscientious and fullest cooperation of the medium itself. Proper and efficient handling of production details is an iron-bound creed at WWVA. Here's proof of such performance from a top-ranking 4-A agency:

"You recently sent us a reference record of an actual broadcast of our series of programs. We have checked all the test records sent us by other stations and would like to commend you for the careful and competent handling you have done on this show."

Your show, be it live or transcription, is always safe in the hands of WWVA production men.
WARNING

Stop-look-listen for the "Must Advertising Buy of the Year." It's nearly deadline time. Our printer is roaring for copy. Advertising gates close December 23.

$192 full page • $108 half page • $60 quarter page
WIRE YOUR RESERVATION COLLECT • RUSH COPY
ESSAY CONTEST with awards ranging from $250 to $25 with a weekly award of $5 is being conducted on WBAP, Fort Worth, and KPRC, Houston, and the Texas Quality network. Sponsored by Texas Retail Grocers' Assn., the contest is being conducted on *We Who Are Young* series for grade and high school students. Essay subject is "Why We Trade With Our Independent Retail Grocers" and entry blanks may be secured from any independent grocer displaying the red, white and blue emblem of the TRGA.

KDLY Educational Exhibit COOPERATING with NBC, KDLY, Salt Lake City arranged for the special exhibit of educational bulletins and news of educational programs on KDLY at the Western States' Convention of Speech Teachers of America held in Salt Lake City last week. KDLY maintained attendance at its exhibit throughout the sessions equipped with full information for the benefit of teachers from eleven Western States.

KMOX Lobby Boards EFFECTING a tie-up with the Jefferson and DeSoto Hotels, St. Louis, the promotion department of KMOX is displaying illuminated boards in the hotels' lobbies which feature four programs weekly. Boards also carry an advertisement on rental of radios at the desk and offer tickets to audience shows produced in the KMOX Playhouse. Station reciprocates with courtesy spot announcements.

Cash for Cakes "CAKES for Charity" drive has been started by Norman Roser on his early morning Silverleaf Send-off program for Swift & Co., Chicago, five weekdays on WBBM, Chicago. Cash prizes will be awarded for the best cakes baked with sponsor's Silverleaf lard, and all cakes will be distributed to needy families by United Charities of Chicago. J. Walter Thompson Co., Chicago, is the agency.

Power blackout in the Southeast drought area gave WSJS, Winston-Salem, N. C., a chance to sell a series of broadcasts to Anchor Co., local department store. The WSJS mobile unit was set up at the curb and its generator used to light two floodlights trained on the store's show windows. Grady Edney and Priscilla Lambeth meanwhile described what they saw in the windows. The series was staged three evenings a week during the power shortage. At the right window Edney and Miss Lambeth are at the mike with Chief Engineer Phil Hedrick at controls.

Sears Contest MARKING its first intensive radio venture in the area, Sears, Roebuck & Co. is promoting its new Worcester store with a Christmas contest built around a six-week quarter-hour, Melodic Memories, on WTAG, Worcester, Mass. Contestants are offered $250 in awards for the best 25-word ending to the sentence: "I like Stations in Worcester because . . . " Weekly merchandise prizes are awarded.

BROCHURES


WDRC, Hartford—8-page blowup of Food for Thought series notifying boom-town attractions of Connecticut industrial area.

COWLER GROUP, WMJ, KSO, KRFT, WNAX—Six-page broadside coverage folder, Iowa Plus What?

KTSB, St. Paul—4-page, three-color plug for Keep 'Em Flying program, giving mail and other response.

NBC Pacific Blue—Four-page folder describing Breakfast at Sardi's.

Telecast Film Library

TELECAST PRODUCTIONS, Inc., New York, recently concluded a deal with Advance Television Picture Service, that city, making the former exclusive national sales representative for Advance, according to Myron Zobel, Telecast president. The agreement makes available to the television industry, through Telecast, several hundred full-length features and short subjects which will be offered to video stations. Package includes of 13, 26 or 50-week schedules, Mr. Zobel stated. He also revealed he was leaving for South America in search of films suitable for television.
Care in News Broadcasts and Measures To Safeguard Nation Advised by NAB

FOLLOWING UP the admonition voiced by President Roosevelt in his address to the nation last Tuesday night, NAB President Neville Miller immediately after the nationwide broadcast sent telegrams to all United States radio stations urging them to “exercise unusually careful editorial judgment in selecting news.”

In his wire Mr. Miller declared it was “equally important that announcers and newscasters report war news calmly, slowly and deliberately, so as to avoid horror, suspense and undue excitement,” agreeing also with a War Department recommendation that definite broadcast periods be established to handle war news. He pointed out that the program policy already had been adopted voluntarily by a large share of the industry.

Special Bulletins

Early last week the NAB mailed the first of its special bulletins, including in the four-page folder caution against program practices that might afford unintentional aid to the enemy. It was pointed out that every type of program must be carefully considered and watched, even such features as man-on-street interviews and quiz programs, which conceivably could bare important military or defense information.

Last Thursday Mr. Miller, who had interrupted his NAB district meeting itinerary to fly back to Washington from Denver early in the week, reemphasized the radio industry’s intention and desire to cooperate fully in the war effort, in letters to both President Roosevelt and FCC Chairman James Lawrence Fly.

“I know I speak for the entire broadcasting industry when I say we appreciate the grave responsibility we bear to the nation now and for the duration of the war regarding the handling of the news of the war, and I reassured the President, ‘May I again take this opportunity to pledge to you the whole-hearted cooperation of the broadcasting industry and to assure you that we shall at all times be conscious of our responsibility and endeavor in every way to fulfill our obligation to our country. I hope you will call upon us if we can be of any assistance to you in discharging the arduous duties of your high office.’

In a letter to Chairman Fly Mr. Miller declared:

“I want you to know that the NAB wishes to cooperate with you and all divisions of the FCC in every way to help solve the many problems which are arising due to the present emergency. I and various other members of the NAB staff have the honor to serve on several committees of DCB and have been in constant touch with many members of the FCC staff. However, new problems are arising every day, and if any of us can be of help to you in any way, we shall be very pleased to have you call upon us.”

Message to Stations

Mr. Miller’s telegram to all U.S. stations follows:

“President Roosevelt, in his broadcast Tuesday evening, issued a proper warning to radio and press when he said:

“To all newspapers and radio stations—all those who reach the eyes and ears of the American people—I say this: You have a most grave responsibility to the nation now and for the duration of this war. If you feel that your Government is not disclosing enough of the truth, you have every right to say so. But—in the absence of all the facts, as revealed by official sources—you have no right in the ethics of patriotism to deal out unconfirmed reports in such a manner as to make people believe they are gospel truth.”

“In this war period, it is extremely important that broadcasters exercise unusually careful editorial judgment in selecting and broadcasting news so that the public will have a well-rounded report on verified developments; and it is equally important that announcers and newscasters report war news calmly, slowly and deliberately, so as to avoid horror, suspense and undue excitement. We are in agreement with the War Department recommendation that for the handling of the war news definite periods of time be established, rather than the constant interruption of program service; except for news of transcendent importance.”

FCC 24-Hour Duty

Since the outbreak of the war, the FCC has been maintaining a 24-hour watch, to handle emergency developments. Constant contact is maintained with monitoring stations by direct line, under instructions from E. K. Jett, chief engineer. Until the declaration of war, the monitoring service watch was discontinued at midnight.

Lewis, the Traveler

Last week when Fulton Lewis Jr., Minsw writing reporter and Washington commentator, started his third 15-week lap of the Your Defense Reporter series, he had covered 65,200 miles to reach 51 different U.S. defense plants in 17 States. Mr. Lewis started the series on Memorial Day, June 6, 1941, visiting key points throughout the country, at the same time continuing his nightly broadcasts of comments on Washington affairs.

RICHARD G. SPENCER, formerly Red Network news editor, has been appointed photo editor of XHC, effective June 5. Sid Lewin, of the photographic staff on that date becomes head photographer.


Because of present war conditions, Radio Writers Guild, New York, has temporarily suspended negotiations started two weeks ago for a contract with CBS covering four employees in the network’s shortwave department. The RWG already has a contract covering CBS continuity and dramatic writers.

You’re not alone. Numerous advertisers have tried to do a selling job in the active-selling Tri-City market with “outside voices.” One by one they’ve found they were actually wasting time—as far as this prosperous area was concerned. These advertisers now are carrying regular schedules on WHBF—and getting not only attention—but action! Good reasons for the 1,741,442 good income folks in the Tri-City area WHBF is the single source of faithful 5000-watt service 18 hours daily. . . . “home-town” service always available regardless of weather. Let us show you the “inside pull” for Tri-City sales results you want. Write!

Howard H. Wilson Co.
National Representatives

W H B F
The 5000 Watt Voice of the Tri-Cities
Affiliate of Rock Island, Illinois Network

W H B F
Broadcast Advertising

December 15, 1941
Approval Pending On Shepard Pacts
Letters From Nets Awaited On New ASCAP Formula
FORMAL acceptance of the per program license drawn up by ASCAP at the request of John Shepard 3d, president of Yankee and Colonial regional networks, was expected momentarily at the Society's headquarters late last week. Mr. Shepard had already agreed to the terms, it was stated, but had not signed the contracts pending the receipt of letters of approval from NBC, CBS and MBS, which had been held up due to the concentration of effort on the more pressing problems presented by the war.

Licenses are said to call for a per program payment on commercial programs on the network which will bear the same relationship to individual station per program fees as the network blanket licenses taken out by all national networks do to individual station blanket licenses.

New Formula
The blanket license ratio between the 2 3/4% network fee and 2 3/4% station fee gives a ratio of 11 to 9, which, when applied to the station per program fee of 3% gives a network per program fee of 9%. For programs using ASCAP music only incidentally, the individual station fee is 2%. Applying the same ratio, this produces a network rate of 2 3/4% for such programs.

Reason the consent of the national networks was requested by ASCAP is that the blanket sustaining licenses which Mr. Shepard desires work out on a slightly different basis, due to their combination with the per program plan of commercial license, than do the sustaining fees of $200-a-year-station paid by nationwide networks in conjunction with their blanket licenses for commercial as well as sustaining programs.

Correction
IN THE Dec. 8 issue of Broadcasting, page 35, it was reported that Edgar Kobuk, NBC Blue Network vice-president, had been married in 1921 to Evelyn Hubert of Atlanta, and that they have two sons, 23 and 21, respectively. Mr. Kobuk advises Broadcasting that the date was in error. They were married June 10, 1946. Edgar Jr., 23, is "driving a tank" at Fort Knox, while James, a senior at Harvard is about to enlist. Broadcasting regrets the error.

RALSTON PURINA Co., St. Louis, has stipulated with the Federal Trade Commission to discontinue certain advertising representations for Ry-Krip, according to an FTC announcement.

GRIMLY WATCHING a test of invasion possibility and defenses of MacDill Field, the Army's Southeastern Air Center at Tampa, early in December, these masked observers crouch behind a WDAE mobile unit, dodging flour-sack "bombs". The gas masks served a useful purpose, since tear gas was used in the test raids. Peering upward are (1 to r) Bob Proctor, Walter Davis, Sol Fleischman, Ken Skelton, Slick Walters and Calvin Bryant. Mr. Davis is a Tampa Daily Times photographer and Mr. Walters a sound technician; others are staff members of WDAE, Tampa, operating the mobile unit, WDAJ.

Camels Shortwave
R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Camels), has renewed as of Jan. 15, 1942 Xavier Cugat & His Orchestra for 13 weeks on NBC shortwave stations WRLA, New York, and WBOB, Boston, Tuesday 9:15-9:45 p.m. (EST). Programs are beamed to Latin America. Announcements are made in Spanish. William Esty & Co., New York, handles the account.

Radio Debate for Colleges
NATIONAL contest to encourage radio debating among college students with $2,300 in prizes was announced by the American Economic Foundation, New York. All universities and colleges have been invited to participate in the contest which will be heard over NBC with the final debate to be heard next May 10. Question to be debated will be "Does Youth Have a Fair Opportunity Under Our American System of Competitive Enterprise?". First and second winners of the contest will receive $1,000 and $500 respectively.

BECAUSE OF A TIE in the western division of the National Football League between the Green Bay Packers and the Chicago Bears, the professional championship will be broadcast exclusively on MBS by Red Barber and Bob Elson on Dec. 21 between the New York Giants and the Western winner.

KARK

SOUTH'S PREFERRED STATION

IN THE CENTER OF

The Dial . . . of Arkansas . . . of U. S. Projects

The SPOT to CENTER Your Advertising

ED ZIMMERMAN

VICE-PRES.-GEN. MGR.

5000 WATTS

920 Kc

MEMBER SON : KARK - KTBS - KWKH - WJDX - WMC

NATIONAL REPRESENTATIVE: EDWARD PETRY & CO.
Networks Adopting Elaborate Measures To Safeguard Equipment During Crisis

PRECAUTIONARY wartime measure against possible sabotage of broadcasting facilities have been taken by NBC, MBS and CBS, which last week placed police guards and private detectives at strategic points such as transmitters, control rooms, and all sections open to the public.

NBC is fingerprinting and photographing all of its employees, as is CBS, the prints to be kept in a confidential file, while the photographs will be pasted on an identification pass carrying the bearer's signature. Arrangements were under way at MBS also for an identification system for employees.

Local police and the FBI are cooperating with the networks and New York stations in supplementing the protection of transmitters and technical facilities. All individuals living near the transmitter of WOR, Mutual's New York outlet, have been given permission, for instance, for complete records of their backgrounds and nationalities, while local police cruise cars are passing the transmitter at Carteret, N. J., frequently.

Check on Visitors

Under the direction of Charles Singer, supervisor of the transmitter, precautions include a careful check on every visitor through a road-alarm system as he approaches the building and a photo-electric cell registering the presence of anyone on the grounds. All doors leading to the WOR transmitter are locked and admission is granted only for WOR business. All WOR identifications have been stripped off portable equipment, making it unrecognizable to outsiders.

Both NBC and WOR ordered last week that all sound effects simulating warnings which might be taken for alarms must be omitted from programs, a precaution which will probably be taken by all stations to avoid unnecessary alarm.

NBC has decided to continue sightseeing tours by the public through Radio City, New York, but is taking elaborate precautions at its studio elevators to check all visitors to and from program broadcasts. No packages may be carried out of the building without careful check, and even newspapermen covering the news of the network must carry passes. CBS has placed restrictions on certain areas at its headquarters at 485 Madison Ave. and guards are checking on all persons found in the building after regular working hours.

Studio audiences for CBS programs originating in the network's headquarters have been discontinued, the restrictions not affecting broadcast, however, which come from either of the CBS Radio theatres or from the new studio building at 49 E. 52d St. One program, Let's Pretend, featuring Nila Mack, has been moved from 485 Madison Ave. to the studio building, so the audiences may attend broadcasts.

Even though broadcasts are cancelled because of vital war news, CBS has established a policy of running through the complete program for the benefit of the audience, even though the show is not going out over the air.

BUSY SUNDAY AT FCC

FLY and Others Were Working

WHEN FLASH CAME

SUNDAY, Dec. 7, was a busy day at the FCC. As the first flash of the Japanese attack on Pearl Harbor was broadcast in mid-afternoon, FCC Chairman James Lawrence Fly, General Counsel Telford Taylor and Robert G. Seaks, assistant to Chairman Fly, were at work in their offices. Within a few minutes other key members of the FCC personnel started popping up, ready for emergency duty—Commissioner Ray C. Wakefield; Howard Burroughs, his assistant; George C. Adair, FCC principal radio engineer; Chief Engineer E. K. Jett; Andrew Cruse and E. M. Webster, assistant chief engineers; George E. Sterling, chief of the FCC national defense operations section.

Busy from afternoon until morning hours, this skeleton staff set in motion long-planned defense moves, applying to radio broadcasting, contacting via telephone and telegraph communications officials and posts all over the country. By 3 a.m. Monday morning, with the monitoring schedule summarily waived, special authorization to operate beyond regularly scheduled hours had been granted 47 stations, with 35 more for the following day, and tapering off during the week until about 100 were granted in all. Mr. Sterling, in charge of the FCC's far-reaching field monitoring establishment, for several nights slept in his office.

KHDW, Brownwood, Tex., has named Howard H. Wilson Co., as national representatives effective Dec. 1.

$9,000,000,000 for National Defense in Portsmouth harbor area.

10,000 workmen in Navy Yard alone—

Retail sales highest in history —
Additional Funds For FCC Sought
$5,000,000 Is Asked by Fly at Committee Session
REQUESTING appropriations for the FCC for fiscal year 1943 totaling almost $5,000,000, FCC Chairman James Lawrence Fly, along with other Commission officials, last Wednesday appeared before the House Independent Offices Appropriations Subcommittee.

Representing a nominal decrease from the total appropriation granted for this fiscal year ending June 30, 1942, it is expected, however, that a considerably larger amount may finally be appropriated for the coming year, since the proposed budget was premised on a defense, rather than a war basis.

Just how much more may be asked in view of the FCC's wartime activities can only be conjectured, although it appears certain that substantial increases in personnel will be necessary, particularly in the National Defense Operations Section, created with the responsibility of ferreting out illegal broadcast activities.

Monitoring Triage
Also there is speculation, bearing out the prospect of personnel increases in the FCC's field forces, that whatever censorship authority may evolve from present studies probably will seek the assistance of FCC monitoring personnel through some sort of physical triage. It is foreseen, too, that monitoring operations must function on a comprehensive 24-hour basis during wartime, which would necessitate complemented personnel.

Included in the $4,991,219 budget projected for fiscal 1943 is $2,523,000 for regular FCC operations—a $500,000 increase for salaries and expenses, and $23,600 for printing and binding—and an additional $2,367,199 for the National Defense Operations Section, which includes $826,979 for operating Foreign Broadcast Monitoring Service during the next year, an increase of $27,979 over 1942 funds.

Last Year
The FCC for fiscal year 1942 received appropriations totaling $1,805,596, of which $2,339,729 was for regulatory expenses and $2,729,000 for national defense operations. The 1943 figure represents a decrease of $77,510 from 1942, achieved through the elimination of non-recurring items such as substantial purchases of monitoring and field equipment made during the present fiscal year in connection with defense operations.

The 1943 estimates provide for no increase in personnel at FCC headquarters in Washington, although provision is made for some additions in the FCC field staff.

GOING ON WAX 6,000 feet in the air is this program. The trans- mition was broadcast over WPTF, Raleigh, as a part of its coverage of the recent First Army maneuvers. Left to right are Wesley Wallace, WPTF special events man who arranged the program, Lt. St. Andart, 19th Observation Squadron of the Army, and William Dean, WPTF engineer.

Priority Proposal Still in the Works
TEMPORARILY lost in the shuffle of OPM activity incident to the United States' entry into the war, plans to develop long-range advisory functions within the Defense Communications Board on priorities matters for the communications industry remained in status quo during the last week. The same holds for another project designed to aid the communications industry, including broadcasting, in its critical materials supply situation—establishing a special Communications Industry Section under the Civilian Supply Division or some other branch of the Office of Production Management.

DCB by Friday had received no opinion from OPM Priorities Director Donald M. Nelson on its projected operations plan in the priorities and allocations picture, although Mr. Nelson and other officials of OPM and Supply Priorities & Allocations Board have been considering the proposition for several weeks. It is expected OPM should return to something approaching its former routine after the first excitement of the war effect has died down, and affirmative action on the DCB or industry section project, or both, is expected.

More 'Boom Town'
IN VIEW of the success of the "Boom town" study issued by World Broadcasting System in September [BROADCASTING, Sept. 29], and its resultant inspiration as a means of selling an airport to the Kansas City Council [BROADCASTING, Dec. 8], World is sending out to 600 advertising managers and agency executives a folder titled "You're Welcome, Senator."

NO PHONEY ALERTS
NBC Warns It Will Carry Only
Official Ones

TO CLARIFY its self-imposed censorship in broadcasting war news, NBC last week read notices on its Red and Blue networks pointing out that all "alerts" or other warnings will come from official sources "false reports, rumors and unconfi-irmed news will not be broadcast."

"NBC has a staff of trained American reporters on all battle-fronts and in the key capitals of the world," the notice stated, and subscribes to the world-wide services of AP, UP and INS. NBC also maintains extensive listening posts on Long Island and in Southern California in order to monitor the broadcasting stations of the world...
The NBC newsroom is in continuous operation to sift all reports.

Final sentence of the notice urged, "Please do not telephone this station, the Army, Navy or police, to verify reports. Keep tuned to your radio for all important and authentic information pertaining to war news or civilian defense."

Last week the New York Times carried boxed notices in each edition reading, "Please do not telephone the New York Times for war news. Every hour on the hour news bulletins are broadcast over station WMAA (New York)—570 on the dial."

Kpas Debut Delayed
INABILITY to obtain certain essential equipment due to the existing war emergency will delay the start of the new Kpas, Pasadena, Cal., according to J. Frank Burke, head of the new 10,000 watt station which originally had planned to start operation soon. Kpas had been authorized last Sept. 9 to the Pacific Coast Broadcasting Co. on 1110 kc.

Football Fan Trip
ALL-AMERICA football team prognosticators among listeners of Kefel, Denver, whose national football stars most nearly coincides with the choosing of other experts will receive a ticket and transportation to his or her choice of the Cotton Bowl game in Dallas or the East-West All-Star game in San Francisco.

Put Krod on your "Must" List for '42
For more profits in one of America's most prosperous—yet radio-isolated areas—plan NOW to use the station that can give you the most coverage in the El Paso Southwest.

1000 Watts (day) X 500 Watts (night) 600 kw.
Columbia's Outlet to the El Paso Southwest
Derrance D. Roderick, Owner
Val Lawrence, Manager
Howard H. Wilson, C. N. T. N., Rep.

Page 54 • December 15, 1941
BROADCASTING • Broadcast Advertising
UNDER CONSTRUCTION and scheduled for use by mid-March of 1942 is this new transmitter building of KMPC, Beverly Hills, Cal. It is being erected on a 21-acre tract at Burbank Blvd. and Coldwater Canyon, in Van Nuys, Cal. Plant, which represents an investment of approximately $100,000, incorporates the latest RCA 10-E transmitter, with three 300-foot Lehigh directional antennas. Structure will include bachelor quarters and a fully equipped technical workshop. Lloyd Signon is engineer in charge of construction. KMPC is owned by Station of the Stars Inc. of which G. A. Richards is president and Manager Robert O. Reynolds vice-president.

W53H OPERATION
TO START DEC. 15

W53H, FM outlet of WTIC, Hartford, was to have started commercial operation at 3 p.m. Dec. 15. Formal dedication of the FM station has not been planned until some time in March, 1942, when its new antenna will have been placed in operation. A new tower, to have an approximate power output of 4,000 watts and expected to give coverage of approximately 6,100 sq. miles, will be erected on a site adjacent to WTIC's power plant on Avon mountain. Director of the new station will be Leonard J. Patrieau, working in collaboration with WTIC's program manager, Thomas C. McCray. Headquarters will be on the sixth floor of the Travelers Insurance Co. Bldg., Hartford.

FM Primer

PRIMER devoted to FM has been issued by General Electric Co., Schenectady. Booklet gives simple explanations of sound waves, overtones and radio system of wireless communication in introductory sections and then gives charts and text explanations on how FM reduces static and interference. Frequency channel difficulties of AM reception are dealt with and difference in FM channel operation is explained. General Electric's experience in FM is recounted.
L. A. Agency Change

HILLMAN-SHANE Adv. Agency, Los Angeles, has changed its firm name to Hillman-Shane-Breyer, with Donald A. Breyer having been elected secretary-treasurer. David S. Hillman, president, announced in early December. Mr. Breyer, along with his executive duties also heads the radio department. Before making his present association August last, he was for approximately two years Los Angeles managing partner of Sidney Garrinkel Adv. Agency. Prior to that Breyer was for 2½ years affiliated with that firm's San Francisco headquarters. In the interim he was with Northern California sales promotion and advertising manager of C. H. Baker Co. (chain shoe stores). Agency has also appointed Joseph DeSarmo as publicity department director.

GE Keeps Advertising

ALTHOUGH production of electrical appliances has been curtailed because of defense requirements, the General Electric Co. will maintain its huge volume of advertising through 1941. That an agreement was made Dec. 5 by Boyd W. Bullock, advertising manager of the company's appliance and lighting division at a Del Monte, Cal., convention of Pacific Coast distributors. About $4,000,000 was spent by the company during 1941 in appliance advertising. Bullock said, with the campaign for the coming year on about the same scale.

WILLIAM SPITZ, Syracuse, has announced formation of a new agency to be known as William Spitz Adv. Associated with Mr. Spitz are: Lee Brown Core, art director; Robert W. Lowry, copy chief and Miss Rosemary Marioni, spacebuyer. Accounts in include: Aircooled Motors Corp., Liverpool, N. Y.; Marboro Bros. Inc., furniture stores; Toga Mills Inc., Waverly, N. Y., dog food producers; Grange Sib. Co., Redfield, N. Y., and the Syracuse Underwriters Exchange. Agency is in Empire Bldg., Syracuse.

FREDERICK REELBY, formerly of stations WIRE, Indianapolis; KPHO, Phoenix, Ariz.; and KYCA, Prescott, Ariz., has joined McDonald-Potter Inc., 250 N. Michigan Ave., Chicago as radio director.

HARRY W. GORDON, of the Argentine office of the J. Walter Thompson Co., sailed Dec. 5 to return to his post in Buenos Aires.

Recruiting Drive

STATIONS shortly will receive from the War Department copies of Gene Krupa's record of the Army Air Forces' song Keep Flying which they will be asked to play in connection with a recruiting drive for 30,000 pilots, bombardiers and navigators. No copy will accompany the records which were made by the Columbia Recording Co. for the Army. At the same time CRC will place the records on sale throughout the country. Tom Stone, branch head of War Department's Bureau of Public Relations, arranged details. In addition, CRC is sending 12,000 records to men in overseas bases. This is part of an arrangement whereby the Wurlitzer Corp. is donating 66 "juke" boxes (of the no coin needed variety) for men in overseas service.

AND HERE, KIDDIES, we come to the elephant. The elephant is the biggest of all animals. He has a trunk and presses agents like him because he makes interesting pictures, especially for radio stations. Elephants live in circuses and zoos, and clowns like to do tricks with them. Here are two clowns. The one at the left is Felix Adler. He is known as the King of Clowns. The other one is really a radio announcer. His name is Bert Graulich and he works at WQAM, Miami. He is the only living radio announcer who ever hid the station's call letters from a camera. Now, down below we have—

WGN Sales Climb

ANNUAL THREE-DAY sales meeting was held by the sales staff of WGN, Chicago, last Wednesday through Friday under the direction of William A. McGuiness, sales manager, who revealed that time sales during the first 11 months of 1941 exceeded any other similar period in the station's history, and that 50% of available time had been sold in 1941 as against 35% in 1940. Sales techniques and presentation, merchandising, and FM potentialities were discussed. Those who attended were: From the WGN New York office, Norman Boggs, eastern sales manager, Joe Speyer, George Dietrich, Chicago salesman, Reed Meyers, George Harvey, Charles Coffin, James Andersen, Charles Gates, Frank P. Schreiber, general manager; Ben Berentson, sales promotion; Bruce Dennis, publicity and special events director.

SYBIL CHISM, Hollywood actress on the NBC Lum & Abner program, sponsored by Miles Labs. (Alka Seltzer), has sold her original theme song of that program, "Erinala," to Voco Production for use in a forthcoming, untitled film.

EUGENE I. HARRINGTON, who succeeded Fairfax M. Coat to number of the San Francisco office of Loed & Thomas, has been named a vice-president of the agency.

WENDELL RUCK, account executive of McCann-Erickson, New York, has resigned to enter public relations with offices at 480 Fifth Ave. Telephone is Murray Hill 2-2492.

PHILIP A. BROWN, formerly assistant advertising manager of Servel Inc., New York, and previously associated with Geyer, Cornell & Newell in the Dayton office and Fuller & Smith & Ross, Cleveland, has joined the New York staff of Lord & Thomas, to assist in contacting the Fridigidaire account.

RONALD STEVENS of Murray Breeze Assoc., New York, has been named supervisor advertising manager of Breese who has resigned.

ROB STRUBLE, former manager of the Santa Cruise station of KDON, Monterey, Cal., has joined W. E. Long Co., Chicago, as assistant director of radio.

JOHN CHRIST, formerly J. Walter Thompson Co., Hollywood producer, is now a public relations officer at Fort Ord, Cal.

LEONARD M. LEONARD, director of client's service of Raymond Spector Co., New York, on Dec. 2 became the father of a boy, Anthony Samuel.

ASSOCIATION of Canadian Advertising has moved into larger quarters in the Federal Bldg., 51 Richmond St., W., Toronto.
NAB Groups Tell Of Activity in War

Miller Leaves for Capital

After Speech in Denver

RADIO's important role in the war effort keynoted discussions at the NAB District 11 meeting, held last Monday and Tuesday in Denver, and the District 11 meeting Thursday and Friday in Minneapolis. Broadcasters adopted unanimously a resolution whereby they "most earnestly and solemnly support the President of the United States and commander-in-chief of our armed forces in his declaration of war".

NAB President Neville Miller, speaking Tuesday at a joint luncheon of broadcasters and the Denver Advertising Club, outlined radio's functions in defense. Representing the War Department, Jack Harris, news and special events director of the radio branch of the Army Bureau of Public Relations, met with program directors and news editors to develop plans for handling war news.

Miller Back

After the Denver meeting, Mr. Miller flew to Washington to coordinate NAB activities in the war effort. C. E. Arney Jr., assistant to Mr. Miller, attended the Minneapolis meeting in his place. "Thus far radio has not been unduly upset," Mr. Miller commented at the Tuesday luncheon, "thanks to the many months of careful planning that the radio industry has given to the matter. For months and even years we have been laying the groundwork and working out plans for various contingencies; now that the time has come, it only remains for radio to put into effect these carefully laid plans.

"It may not exactly be 'business as usual' for many stations, but at any rate there has been no hysteria in radio's ranks and no domestic upsets in our regular methods of operation. How vital this one fact is to our national welfare in this time of supreme crisis we can not even

Finch Leaves Business

To Take Post With Navy

W. G. H. FINCH, since 1935 president of Finch Telecommunications Labs., Passaic, N. J., radio inventor resigned his position to start active duty Dec. 1 with the Navy as a lieutenant commander in the Naval Reserve. He has been assigned to duty in the specialized radio equipment section of the Radio & Sound Branch of the Bureau of Ships.

Well-known for his radio inventions, particularly in the field of facsimile, Commander Finch served in the Naval Reserve for many years and has been executive officer of the Naval Communications Reserve for the Third Naval District since November, 1929. From 1934 to 1935 he was FCC assistant chief engineer in charge of telephone engineering. Among his major inventions is the automatic high-speed radio printing system, radio relay and recorder and high-fidelity broadcast facsimile transmission system. He has served as delegate and technical expert at many national and international radio conferences since 1924.

Chicago Group Meets

FACED with immediate defense problems, such as protection of transmitters against sabotage, development of morale programs and other emergency measures, representatives of a half-dozen stations met informally in Chicago last Tuesday. Stations represented were WSB, WHO, WOAI, WLW, WSM and WHAS. All are 50,000-watt outlets and are applicants for increased power. The effect of the war upon high-power operations presumably was discussed, the attitude being advanced that the emergency probably has resulted in reigating the superpower issue into the background.

UNI-SAN advertising hand-out of WJW features rubber ball hung on cord with message to hire WJW, Tupelka, to keep axle-belt rolling.

guess, but to the foresight of the radio industry should go the sincere thanks of posterity when these days are over."

Attending the District 11 meeting in Denver were:

Frank L. Bishop, KFEL; E. J. Brownow, KSL; Merrill J. Bunsell, KLO; Jim Carrol, KFTO; R. F. Chandler, KWTW; Henry H. Fletcher, KRE; John Gardner, KFPT; Earl S. Giese, KSL; Louis Haller, KLO; Donald Mathway, KDFN; M. E. Hilliard, KGGY; Herb Rollister, KANS; Chicago; KFXJ: Frank K.; KFXK: John K.; KFXD: Bruce Isaacson, KFXJ; James M. Marsh-Person, KOA; Don McGuire, KFEL; Art Mosby, KGYO; Holly Moyer, KFEL; Leonard Murdock, KSL; Joseph A. Mosley, KFEL; Gene O'Fallon, KFEL; R. E. Owen, KOA; William D. Powell, KOA; Herb Siebert, KWTW; Emerson S. Smith, KDYO; G. F. Soule, KTF1; William Wagstaff, KDKY; Ed Youngh, KGGY; Lloyd E. Yoder, KOA; and Bob Robeson, NBC.

Eugene Cervi, OEM; Russell Clancy, Associated Press; Oliver Gramling, Associated Press; Stuart Monahan, SESAC; Dick Harris, War Department; Carl Havellin, HMI; Robert R. Hudson, Rocky Mountain Radio Council; Neville Miller, NAB; Frank E. Pelegrin, NAB; Paul Ray, John Blair & Company; Alex Sherwood, Standard Radio, and Ralph Wentworth, Lang-Worth.

Results!

JAMES LEGATE, manager of WHIO, Dayton, O., recently addressed the advertising class of Miami-Jacobs Business College, Dayton. He discovered that several students in the class had been influenced to enroll after hearing the school's program on WHIO.

AL HELPER, m.c. on the Coen Club Spotlight Band, announced on WHIO, Dec. 11 left the show to take his post as a Naval Lieutenant. He has been succeeded by Gil Newhouse, former announcer of WCAU, Philadelphia.

Hans Otto Storm

HANS OTTO STORM, 46, radio engineer and writer, was killed Thursday when he came into contact with a powerfully charged transmitter line he was installing at local headquarters of Globe Wireless Ltd., San Francisco. Mr. Storm, born at Bloomington, Cal., was a graduate of Stanford U. and chief engineer for Globe Wireless. While at a Lima Conference a few years ago he gathered material for a book, Pity the Tyrant, which received the Commonwealth club gold medal as the best work of a California resident. He was also author of Count Ten and Made in U.S.A.

The Northwest's Most Popular Radio Station!

WILTEN

ST. PAUL

NBC BLUE NETWORK

MINNEAPOLIS

A Good Bet for Your

1942 Advertising Dollar

Because

it meets the program demands of every age and taste with all these types of broadcasts

NEWS VARIETY MUSIC QUIZ RELIGION EDUCATIONAL SPORTS CHILDREN'S DRAMA PUBLIC SERVICE AGRICULTURAL

FREEMAN & PETERS, INC., Exclusive National Representatives

New York Chicago Detroit Los Angeles San Francisco Atlanta

BROADCASTING • Broadcast Advertising

December 15, 1941 • Page 57
AD BUDGETS PARED BY CUT IN AUTOS

REDUCTION of passenger car and light truck output from previously curtailed levels by 50%, effective Dec. 15, means further sharp paring on advertising budgets.

In the wake of the new reduction order in mid-December, rumors flew around Detroit advertising circles that three companies, embarking on a half-dozen divisions, had ordered elimination of all daily newspaper advertising and some radio advertising scheduled for the balance of the holiday month. The curtailments were reiterated as continuing into January.

Meanwhile, it was understood that reductions in personnel were precipitated in widespread reductions in personnel up to now, was said to be trimming its working force in copy and production divisions.

Gennett and Speedy-Q
WORLD'S TWO LARGEST SOUND EFFECTS LIBRARIES ESTABLISH SOUND EFFECTS DEPOTS IN... NEW YORK

Every sound effects user has wanted for this news. At last — one source where all sound effects records can be bought. One specialized and expert service — long the need of the industry.

SPECIAL OFFER — LIMITED
$50.00 worth for only $44.25
Information on request

Whatever the requirements... whenever they occur... call... write... wire

Gennett Speedy-Q
SOUND EFFECTS LIBRARIES
New York: 67 W 44th St
Los Angeles: 1344 S. Flower St.
Richmond, Ind.: So. 1st and B St.

Davids, Detroit: and the associated firms of Smith-Schaefer & Kiester, the New York Times, the Wall Street Journal, the Chicago Tribune, and the Los Angeles Times, as well as the Associated Press, have all agreed to provide news content to the radio stations.

Radio stations, meanwhile, have been quick to respond to the demand for news content. Many have begun to offer special news segments, and some have even begun to produce their own news programs. The Chicago Tribune, for example, has begun to offer a daily news segment to its local radio stations.

The increased demand for news content is not surprising, given the current political climate. The United States is facing a number of major challenges, including a global pandemic, social unrest, and economic uncertainty. As a result, there is a growing demand for information and news content that can help people make sense of the world around them.

This demand is likely to continue in the coming years, as the world continues to face new challenges. As such, it is likely that radio stations will continue to increase their reliance on news content, and that the demand for news content will continue to grow.

EXCLUSIVELY for television is this 2½-story structure erected by Don Lee Broadcasting System atop 1,700-foot Mount Lee, overlooking Holly-
wood, Calif. Besides experimental station W6XAO and a research labo-
atory, the structure houses the world's largest television stage, measuring 60'x100' and 35 feet high. Steel tower is 300 feet high, making a sheer vertical clearance of 2,000 feet or nearly a half mile, enabling W6XAO, because of location, to cover a radius of 100 miles. Since W6XAO went on the air Dec. 23, 1931, there has been telecast more than 6,000 program hours, including 11,000,000 feet of film. Programs currently feature remote pickups of wrestling matches from Hollywood Legion Stadium and outdoor special events in the Los Angeles area. Harry R. Lubcke is Don Lee director of television.

Chicago Stations Take Swift Measures To Protect Property Against Sabotage

THE WAR EMERGENCY found Chicago stations not only ready to offer their facilities in the interest of national defense, but well prepared against potential sabotage. In every case, guarding of transmitters was intensified. WGN, WBAM, WENR-WLS, and WMAG, have had 24-hour guard around the transmitters for some time, and the Gene Dyer stations, WAT, WGES-WSBBC have redoubled their vigilance.

Guards Detailed

In some cases, engineers at the transmitters have been armed. Studio tours at WBBM-CBS were discontinued last week, and identification cards recently issued must now be displayed by employees to enter studios and offices. Similar action by NBC is expected.

Last Wednesday, stations were advised by the radio branch of the War Dept. that if protection for studios or transmitter was desired, they were to call the commander of the corps area and ask that men be detailed as a guard. Gen. J. M. Cummins, commander of the Sixth Corps area, issued a statement, requesting the stations first to ask state and local authorities for protection, but if these authorities were unable to provide that safety, then the Army would supply the men needed for guard.

An advisory defense council was organized by WIND, Gary, Ind., on the initiative of Al Hollender, station public relations director placing the facilities of the station at the disposal of the council. The Army, Navy, Civilian Defense, and large Gary steel mills are represented on the advisory council, objective of which is to "solidify public opinion, build morale, and educate the public against sabotage" in the vital Gary industrial area. In cooperation with Sixth Corps Civilian Defense, the station has instituted Bulletin for Defense, a five-minute six a day news period on defense information.

Radio Committee

The Chicago Committee of National Defense of which H. Leslie Atlass, vice-president of CBS, Chicago, was recently appointed radio chairman by Mayor Edward J. Kelly and which consists of representatives of every radio station in the Chicago defense area, is expected to become active in the defense picture, acting as a liaison for the stations and as a clearing house for national defense programs.

TESTING?

Reach a big chunk of ILLINOIS...do your testing thru the DECATURE station

250 W. 1340. Full Time.
Sears & Ayer, Reps.
How can we help you?

CHARLES MICHELSON
67 West 44th Street, New York

Now! Under One Roof
WORLD'S TWO LARGEST SOUND EFFECTS LIBRARIES ESTABLISH SOUND EFFECTS DEPOTS IN.... NEW YORK

Featuring
OVER 10,000 DISTINCTIVE EFFECTS
To every user of sound effects records this is an announcement of particular significance. For now our extensive services include these two great libraries. Now you can buy all your sound effects records from one source.

SPECIAL OFFER — LIMITED
$50.00 worth for only $44.25
Information on request

Whatever the requirements... whenever they occur... call... write... wire

WSOY

EQUIPMENT SURVEY
Complete Information Sought
By DCB and FCC

TYING into the war activity, the Defense Communications Board, in collaboration with the FCC, has undertaken an all-inclusive questionnaire survey of technical facilities of broadcast stations to provide an overall inventory of equipment, reliability, replacement requirements and other data of fundamental importance in maintaining the structure, whether it be for defense, or other eventualities.

The questionnaire, devised by the Domestic Broadcast Committee of DCB and used as the basis for its handbook, is being adapted for the new study. It will go to every licensed station. In its form, it will be required to provide the complete technical information desired, including station and transmitter locations, coverage data, types of equipment in use, availability of auxiliary supplies and other essential information.

The questionnaire, it is understood, will be mailed within a few days.
West Coast

(Continued from page 10)
trol booth, shutting it off from pub-
lic view. Both NBC and CBS have
discontinued their tour services.
Restrictions have been placed on
all visitors, although studio audi-
ences still are permitted.
Shortly after the Dec. 7 attack
on Hawaii, it was reported an at-
tempt was made by six or eight
unidentified Japanese to sabotage
the Don Lee experimental televi-
sion station, W6XAO, and FM sta-
tion, K45LA, situated atop 1,700-
foot Mount Lee, overlooking Hol-
lywood. The would-be saboteurs were
foiled when Paul Marshall, care-
taker, fired at them. The 300-foot
steel tower located on the moun-
tain is used as an aviation beacon.

Word of Caution

Harry W. Witt, CBS Southern
California sales manager and
president of Southern California
Broadcasters Assn., cau-
tioned SCBA member stations by tele-
gram to guard against sensation-
alisn and to handle all newcasts
without hysteria and with careful
attention to authenticity and
source.

At the call of Mr. Witt, station
managers met last Tuesday in Los
Angeles with Bernard Linden, FCC
inspector in Southern California, to
formulate a working plan of uni-
form operation during an emerg-
ency. A dual system was set up to
notify stations to go off the air.
Selected as beacon stations were
KFI, KNX, KFI and KFAC, with
other outlets receiving FCC or mili-
tary orders by monitoring these
four key facilities. In addition a
direct telephone network has been
set up to notify simultaneously all
stations in the area.

All-Day Operation

Broadcasters also set up a co-
ordinating committee, headed by
Donald W. Thornburgh, CBS Pac-
cific Coast vice-president. The com-
mittee membership includes John
Swallow, NBC program manager;
Clyde Scott, KFI-KKEA sales man-
ger; Charles Storke, KTMS man-
ger; Lawrence McDowell, KFOX
commercial manager; Van C. New-
kirk, Don Lee production manager;
Calvin Smith, KFAC manager;
Manning Ostroff, KFWB program
director. Mr. Linden will act as liai-
son between the committee and the
Fourth Interceptor Command
at Riverside, Calif., as well as other
military and Navy authorities.
As an anti-sabotage measure,
Don E. Gilman, NBC vice-presi-
dent, has appointed an operations
committee to function on a 24-hour
basis at NBC’s Hollywood stu-
dios. Although affiliated stations
may be off the air intermittently, Don
Lee has announced that its staff
will continue to operate on a 24-
hour basis.

DOUBLEDAY DORAN & Co.,
New York (Triangle books), on
Jan. 2 will start an eight-station
campaign of participations on wo-
men’s programs and news broad-
casts for its books.

We give you NEW ENGLAND!

ICKEDNESS

was punished promptly and rigorously in old New
England . . . Take the case of Increase Bellweather: Increase—poor wretch—
locked industry and character. He was a ne’er-do-well . . . One Christmas Eve
about 200 years ago he raided his neighbor’s turkey coop. Result: Increase
spent a quiet Christmas in the pillory, while the constabulary carved the bird.

But virtue and strength have always been rewarded by New England!
Take the strength of WBZ’s new transmitter, for example. Says John Morrell
& Company, “. . . comments from consumer customers, in referring to our radio
broadcasts, voluntarily refer to WBZ in the ratio of 3 to 1 as against all others.”

WBZ’s* new transmitter for 18 months has
covered 95 percent of New England—95 percent
of 2,000,000 radio families spending annually,
at retail, nearly $3,500,000,000. At a single
cost, WBZ* delivers all six of the Yankee states.
*Synchronized with WBZA
365,000 people make the Youngstown metropolitan third largest in Ohio.

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

Headley-Reed Co.
National Representatives

Nashville.

(Nets Ready
Continued from page 9)
gress (which MBS recorded and rebroadcast four times during the afternoon and evening) and the speech of Prime Minister Churchill from London.

Another Monday highlight was NBC's broadcast of an eyewitness account of the bombing of Manila, as described by Bert Silen, general manager of KZRH, Manila affiliate of NBC, and Don Bell of the station's special events staff.

Sky Was Crimson

In Silen's own words—"the first we knew of the bombing we heard terrible detonations and then saw huge flames from incendiary bombs coming out of Fort Wm. McKinley and Nichols Field . . . turning the sky absolutely crimson . . . we saw the real fireworks display of blood red antiaircraft tracers bullets . . . and we thought we couldn't get this through because the bombers paid a visit to the transmission towers of KRCA, of RCA, through whose transmitter we are putting this broadcast."

A definite statement made by Don Bell, KZRH news announcer who worked with Silen, was that "the Japanese came over with the idea of hitting a definite target . . . and they have hit that target. The bombers have been citizens or anything of that kind; the bombing has not been indiscriminate, but it seemingly has been very accurate." Bell continued his description of the various Army and Navy posts around Manila, and the bombing of Corregidoro, which "is to Manila what Gibraltar is to the Mediterranean", while Silen climbed to the top of the eight-story building which houses the studios of KZRH "for a better vantage point".

From there, Silen stated that "it looks as though the Japanese are coming back again, but we'll just have to wait and see; it is a little too early to tell just where the anti-aircraft fire is coming from at the present time. . . ."

Back Toward Normal

As the week progressed operations became more systematized, with fewer program interruptions and cancellations and with news bulletins regularly broadcast at the beginning or close of each program. NBC uses the first minute of each hour program and the first two minutes of each half-hour program for news, with a second two-minute newscast after the 30-minute station break on hour programs.

MBS broadcasts from Washington every hour on the hour and from Los Angeles every hour on the half-hour, taking one minute from commercial programs and five minutes from sustaining programs for these newscasts. CBS has no set time for news but allows the news on hand to determine the length of the interruption. News of special importance is broadcast as soon as received by all networks, of course.

Far from complaining at this curtailment of their time, sponsors generally have told the networks not to hesitate to cut in with important news. A number of sponsors of newscasts have eliminated their commercials altogether, announcers at the opening of the broadcasts that this will be done to permit the greatest amount of news to be included in the period.

Night Roundups

While no one is willing to predict what will happen in the future, the outbreak of war has not yet caused cancellations of radio time by advertisers. "From every indication," William Gittenger, vice-president in charge of sales for CBS, said last week, "sponsors will continue programs and there is a bigger demand for time than ever before." At NBC it was reported there was a great demand for commercials.

Two late evening news summaries were added to the NBC schedule on Wednesday. H. V. Kaltenborn now does a roundup commentary from midnight to 12:10 a.m. and John W. Vandercook has a similar period from 12:50 to 1 a.m. These programs are broadcast on both the Red and Blue networks, which are combined during the remainder of the night, broadcasting music with news every half-hour or 15 minutes.

CBS has a similar schedule, while MBS is feeding to the network WOR's program of recorded music conducted by Jerry Lawrence. Asked how long this round-the-clock service would continue, network executives replied as long as necessary, at least through this week.

Emphasis on martial music was noted Monday night both on network and local programs with many network commercials ending their periods with the National Anthem. This slackened later in the week and a cursory check revealed that most programs were sticking to their regular format although news programs or allied announcements.

CBS Says News Force Covers All Vital Points

A WELL-ORGANIZED staff of reporters in all the vital zones of war was ready to swing into action for CBS when news of the conflict first broke, the network revealed, as the result of building up in the last several months a Far Eastern staff for just such an eventuality. Earlier this year Bill Dunn was transferred from New York to Asia to organize the staff and with the first flash of news reporters in Honolulu, Manila, Batavia, Sydney were put on the air. In addition CBS has recently organized a network of Latin American reporters covering the 13 capitals. Its European staff, organized by Edward R. Murrow, recently returned to the United States, has been functioning for the past few years. The entire news-gathering staff the world over has been put on a war-time footing.

Liberty Struggles

OUTSTANDING events in the lives of famous Americans of all races and creeds interested in the struggle for liberty are dramatized on Fighters for Freedom, series of weekly quarter-hour programs, starting Dec. 16 on WBNH, New York, in cooperation with the Free Sons of Israel.

Shirer's Baby Girl

WILLIAM L. SHIRER, CBS news analyst, the world's former Berlin correspondent, and author of Berlin Diary, is the father of a baby girl, Linda Elizabeth, born Dec. 10 in New York Hospital.

RCA Sign Dark

TO ELIMINATE any possibility of it being used as a guide by enemy war-planes the huge "R" sign atop the RCA Bldg. in Radio City, New York, has been blacked-out indefinitely on orders of David Sarnoff, president of RCA. The sign, 900 feet above the street level with letters 24 feet high, is the highest one of its size in the world. It was first turned on June 28, 1937.

WRVA COVERS RICHMOND AND NORFOLK IN VIRGINIA!

50,000 WATTS

50,000 WATTS

Broadcasting • Broadcast Advertising
War Time Table
(Continued from page 10)

man Fly Sunday night that MBS pledged its loyal and wholehearted cooperation in making its facilities available for whatever may be required in the public interest.

Chairman Fly
Summons FCC Staff

The FCC was maned after news of the attack was relayed to Chairman James Lawrence Fly who went immediately to his office, as chairman of both the FCC and the Defense Communications Board. Many daytime and limited time stations requested permission for overtime or all night operation. Commissioner Ray C. Wakefield handled these requests by telephone and telegraph after Chairman Fly had issued instructions that these should be granted save in extreme cases, or where interference would be caused. Mr. Fly remained at his desk to 4 a.m. while some members of his staff worked through the night.

Among orders issued by the FCC Sunday was a ban on amateur operations, which went into effect immediately except where the Commission authorized special operation for amateurs working with the Government for the benefit of the war effort. In addition, FCC restrictions were placed on international communications pending establishment of Government censorship.

Meanwhile the Navy announced that a censorship had been placed on all outgoing cables and radio messages from the United States and its outlying possessions.

Shortly thereafter the War Department issued a “memorandum” which stated that “information relative to strength, location, designation, composition and movements of United States troops or ships. In addition, FCC restrictions were placed on international communications pending establishment of Government censorship.

Meanwhile the Navy announced that a censorship had been placed on all outgoing cables and radio messages from the United States and its outlying possessions.

Monday, Dec. 8, continued to be hectic for Washington broadcasters. Principal radio event of the day was President Roosevelt’s message to the joint Congressional session in which he asked for a declaration of war. This was carried on all networks and by shortwave. It was also carried by the BCC and CBS.

Some confusion resulted when, due to a misunderstanding, CBS and MBS continued a broadcast from the House floor while NBC left that vantage point when discussion of the war resolution began. After carrying proceedings for a half hour the former were asked by the House doorkeeper to cease their broadcast, which they did. All three networks then carried descriptions of the voting and the final result from doorways of the radio galleries. For the first time the networks were allowed to describe Senate proceedings from a doorway looking into the chamber. Previously the Senate had barred broadcasting from any position within the Chamber except Presidential inaugurations.

The FCC and DCB met simultaneously but separately Monday morning following which another order further restricting amateurs was issued. Until further notice the Commission cancelled all monitoring schedules by broadcast stations heretofore maintained after midnight hours to check the frequency stability of stations. The Commission said this was done to allow the full use of broadcast stations for defense purposes.

At his regular Monday press conference, Chairman Fly said a number of studies of censorship were being made around the country but the Commission itself was not participating, though its facilities would be made available for these studies if needed and a certain amount of dovetailing functions may result.

Mr. Fly said: “We ourselves have not been called upon to undertake censorship and we do not expect to.” He said the Navy had already moved in on censorship of international communications and apparently was doing a pretty effective job. He added that censorship probably would not bother shortwave stations inasmuch as they are operated by thoroughly competent companies.

The DCB and FCC, Mr. Fly continued, are operating on an hour-to-hour basis but have not set schedules for further meetings. He indicated DCB undoubtedly will call its industry advisory committee for meetings and said “we are now in a position to reap the benefits of a splendid job done by DCB planning experts.”

1918 Espionage Act
Is Invoked by Navy

The Maritime Commission requested stations and newspapers to refrain from carrying news of merchant ship movements. The Senate passed by a unanimous vote Monday a bill prohibiting the employment aboard merchant vessels of radio operators whose appointment has been disapproved by the Secretary of the Navy.

The Navy invoked the Espionage Act of 1918 which forbids the conveyance or publication of any information that might be of value to the enemy. Rear Admiral A. J. Hepburn, chief of the Navy’s bureau of public relations, announced the action Monday evening. At the same time it was reported that consideration is being given to imposing some form of control over standard broadcasting.

It was reported that FBI Director J. Edgar Hoover may head the organization in which such control might be vested at least until a permanent head could take over. Rear Admiral Hepburn said that at present (Monday) censorship of outgoing cable and commercial radio messages was being administered by the Office of Naval Intelligence. Shortwave censorship is being administered by the Office of

WHAT’S DIFFERENT ABOUT THE CENTRAL NEW YORK MARKET?

As markets go, the Syracuse trading area is just another of a hundred key markets in the country. Its 200,000 families are divided into 60% city dwellers and 40% rural. They account for a quarter of billion dollars worth of retail sales yearly. They drive 159,000 passenger automobiles. Eat $60,000,000 worth of food—use $7,000,000 worth of drugs, buy over $10,000,000 worth of furniture and wear more than $22,000,000 worth of new clothing each year. In 1941 this healthy buying power was amplified by more than $200,000,000 worth of new defense orders placed in over a hundred different industrial plants in this market.

The Central New York market is no larger or smaller—richer or poorer than a dozen others like it. It differs in just one respect . . . the completeness with which it can be covered by one medium . . . Station WFL.

Ask to see actual case histories on the low-cost selling power of WFL in this market. Write or wire WFL, Syracuse, N. Y., or Free & Peters, Inc., National Representatives.

WTCN
5000-1000 watts • NBC
MINNEAPOLIS - ST. PAUL’S best buy!
FREE & PETERS, INC., National Representatives
BROADCASTING • Broadcast Advertising

WFBL
SYRACUSE, N. Y.
MEMBER OF BASIC COLUMBIA NETWORK

December 15, 1941 • Page 61
A Self-Defense Program that began in 1927

For 15 years CREI has helped equip radio engineers with the technical ability to advance to better positions.

Important to ambitious men, before, during, and after any temporary emergency, is a planned program of study that enables them to step ahead into better positions with increased pay. This is a "self-defense" program for advancement that provides a secure future and a thriving career.

CREI was founded for that purpose...to enable alert professional radio men to acquire the necessary ability through modern technical training to go after the better-paying positions—and get them.

Since 1927, CREI has been training radio men and providing them with such a planned "self-defense" program. The success of our efforts during these 15 years is proven by the accomplishments of our graduates. Hundreds of unsolicited letters in our files testify to the fact that CREI training has been helpful in gaining better jobs at higher pay in a minimum time. Few other educational institutions have so fully gained the respect and confidence of the men of the broadcasting industry.

CREI courses have PROVEN their worth—they are recognized by employees and employers alike as the finest possible instructions at the lowest possible cost. Ask any radio engineer!

Why not investigate what CREI spare time training in Practical Radio Engineering can do for you? Let us send you our interesting booklet together with personal recommendations for your advancement in radio through a planned program of technical training.

"Saving the Radio Industry since 1927"
CREI men in More than 400 Stations

CAPITOL RADIO Engineering Institute E. H. RIETZKE, President Dept. 8-12 3224 SIXTEENTH STREET, N. W. WASHINGTON, D. C.

First Communique

TELEPHONED to all national networks and local Washington stations in mid-afternoon Sunday, Dec. 7, shortly after the flash of Japan's attack on Pearl Harbor, Hawaii, the first official radio bulletin issued by the War Department in World War II: "The Secretary of War directs that all firms and manufacturing plants who have defense contracts or are working on defense orders will at once institute proper measures against sabotage.

Cooperating in civic enterprises has its rewards. Henry E. Johnston, general manager of WSGN, Birmingham, reigned as King of the annual Christmas Carnival, which took place during the week of Nov. 17, sponsored by the Birmingham Retail Merchants under the auspices of the Jr. Chamber of Commerce. With King Johnston is Queen Laetitia Seibels.

WEDNESDAY

The White House announced Wednesday that a special survey showed that 90,000,000 persons or 92.4% of the families in the nation heard President Roosevelt's Saturday night address. A CAB report on the President's message asking for a war declaration, Dec. 8, showed that the President spoke to the largest daytime audience ever to listen to a speech of this kind. CAB said that 65.7% of radio set owners interviewed in homes reported having heard his speech which was broadcast by all three major networks. CAB reported the President's Dec. 9 broadcast was heard by 83% of the nation's set owners. In a special survey for CBS, C. E. Hooper Inc., said 90,000,000 persons heard the Dec. 9 talk with an audience of 79.0%.

Attorney General Biddle told newsmen Wednesday that "some nut" at Baltimore had called a radio station Tuesday night after describing himself as Mr. Glenn Martin, said he had received word that the Martin airplane plant would be bombed at 3 p.m. The Attorney General said another "nut" telephoned Baltimore police and advised them that air raids were imminent over Bethesda, Md., Washington suburb, and suggested that schools should be closed. They were.

Mr. Biddle said FBI Director J. Edgar Hoover is coordinating the work of several agencies comprising a communications censorship board and eventually would give way to a permanent director. "I want to say," Mr. Biddle went on, "that Mr. Hoover will not be a
censor, permanent or temporary, in any sense of the word."

OFF Director MacLeish announced the appointment of an interdepartmental committee on defense information to advise OFF in its task of extending and improving the country's information on the defense effort. Members of the new committee were designated by the secretaries of departments or heads of agencies involved.

**President Signs DCB Executive Order**

Stations in Los Angeles and Southern California went off the air at 12:20 p.m. (PST) Wednesday and it was reported there were other indications that an air raid is an imminent possibility. They returned to the air at 1:06 (PST).

The stations were also off the air from 3:10 a.m. (PST) until 7:10 (PST) Wednesday morning without explanation being forthcoming.

President Roosevelt signed an Executive Order authorizing the DCB to designate American radio facilities for the use, control, inspection or closure by the War or Navy departments or other government agencies. DCB officials explained the order merely formalized plans which had been previously approved and in no way affected the status quo of broadcasting.

Early press reports stated that the plan apparently would give the DCB complete control over radio facilities of the country.

**NOTES ARE COMPARED by three commentators after their Sunday evening broadcast on WOR, Newark. Vincent Sheean (left) and Claire Boothe, travelers and reporters, talk over details with Paul Schubert, WOR naval authority.**

**Scope of Executive Order Is Explained by Fly**

FCC Chairman Fly, describing the new order, said it does not mean that general taking over or operation of private radio by the Government is contemplated. He emphasized his statement of Monday that the DCB is not undertaking censorship, and that the new order merely relieves the President of requisitioning facilities.

Cecil Brown, CBS war correspondent, was one of those who survived the sinking of the British battle cruiser Repulse in the Far East. Brown, who was Rome correspondent of CBS, then in Yugoslavia later in Cairo, cabled an eyewitness account of his experiences to CBS which was broadcast in the regular Thursday morning 8 a.m. CBS news round-up.

Royal Arch Gunnison, MBS correspondent in Manila, reported to MBS headquarters Wednesday that he would be able to broadcast twice a day from the bombed capital of the Philippines. In his message Gunnison said that the Navy must approve each page of his script before if he can go on the air. Elizabeth Wayne, MBS correspondent at Batavia, Java, reported that the scripts must be submitted for censorship an hour-and-a-half before broadcast time.

A committee of English newspapermen complained directly to Secretary of Navy Knox that the Navy's censorship of outgoing dispatches was proving to be very trying. The complaints centered on delay in clearing dispatches, failure to notify correspondents of deletions and a practical ban on foreign language messages.

**FRIDAY**

Complete facilities for broadcast, such as those enjoyed by the press, were provided last Friday by the Radio Branch of the Bureau of Public Relations of the War Department with a temporary "radio room" in the Munitions Bldgs., Washington. It is planned to construct soundproof booths where networks and independents can originate first-hand news broadcasts. The three national networks first used the temporary facilities Thursday night. Radio Branch announced that stations desiring to send commentators to operation bases must first secure credentials for such personnel through the War Department in Washington rather than locally.

Because radio sections of the War and Navy Departments and the FCC have been swamped with calls from broadcasters seeking information on various phases of war activity, these agencies have requested that all such calls be made to an office rather than to an individual. It was stated that personnel in the various offices are competent to handle such requests. Telephone number of the respective agencies follow:

Radio Branch, War Department Bureau of Public Relations—Republic 6700, extensions 3887, 4787, 4788.

Radio section, Navy Department Bureau of Public Relations—Republic 7400, extensions 3221, 3222, 3223, 3224.

FCC, Secretary's Office—Executive 3626, extensions 1, 2.

Unmarried amateur radio operators, between 18 and 35, were asked (Continued on page 64)
SMILES OF SATISFACTION were the order of the day at WCOP, Boston, Dec. 10, when the station started fulltime operation. A celebration in the Copley Plaza Hotel started marking the end of the 13-week spring. Adding radio and entertainment personalities participating in dedication ceremonies from 8 to 9 o'clock in the morning, the station began on the air Aug. 25, 1935, and in December, 1940, the FCC granted a construction permit for permanent operation.

Adding five acres to its transmitter site on the Brighton Speedway, the station erected three 376-foot Tuscon vertical radiators as part of the new installation. Posed in a convivial group at the dedication ceremonies are (1 to r, first row) H. A. Lafount, president of Mass. Broadcasting Co.; Mrs. Frank Day, Day Adv. Agency; Isabel Carolyn, Glaser-Gottschaldt Agency; Richard F. Armtreicher, chairman of the board of WCOP; (second row) Arthur Simon, WPEN general manager; J. Galomb and S. Taylor, Leiderman Inc.; Harry L. Moore, Moore Agency; Lou Glaser; Glaser-Gottschaldt; B. Knight, Knight & Gilbert; Ed Parent, John C. Dowd Agency; (third row) A. Brown, Copley Agency; George Lasker, WORL general manager; R. Oestreicher, Oestreicher Agency; Martin Kadia, David Malkiel Agency; Ruby Newman, Simon & Newman Agency.

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Announcer-Newscaster—Three years special college student, all phases of broadcasting and business radio. Draft 4F, age 28, unmarried. Some experience. Box 249A, BROADCASTING.

Wanted—A Sales Manager for a Pacific Northwest network station. Must be experienced in small town merchandising. Must have good command of personal appearance, prospective, married, and sales experience. Box 227A, BROADCASTING.

Announcer—With operator's license, steady, reliable, state experience, draft status, picture, voice recording, $35.00 weekly. KJUP, Durango, Colorado.

Program Director—With sales experience; state qualifications, draft status, salary expected. 260 watt in Pennsylvania. Box 233A, BROADCASTING.

Good Commercial Man—For new local station in defense area. Good opportunity for experienced party. WHIT, New Bern, N. C.

Wanted—A Manager of Sales for a Pacific Northwest network station. Must be experienced in small town merchandising. Must have good command of personal appearance, and sales experience. Box 227A, BROADCASTING.

Fleming Named
BRIG. GEN. Philip B. Fleming, formerly administrator to the Wage & Hour Division of the Labor Department, last Wednesday took the oath of office as Federal Works Administrator, succeeding John M. Carmody, first Federal Works Administrator, who had held office since July 1, 1939 and who has been appointed to the U. S. Maritime Commission. Gen. Fleming previously had served as executive officer and deputy administrator of the Public Works Administration and coordinator of the Resettlement Administration.

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Stations Quick to Assume War Status

Sunday Flash Leads to Expansion of News Coverage

RADIO stations throughout the nation were electrified into action by the news of the Japanese attack on Pearl Harbor Dec. 7. Following is a condensation of activities of some of these stations as received by Broadcasting.

WCRC, Cincinnati, announced that a complete 24-hour daily news schedule has been placed in effect and that additional newsmen are being hired. The station has also completed a deal with the RKO Midwest Corp., operators of the Albee Theatre, Cincinnati, for three daily newscasts to be piped by wire direct from the station's Times-Star studios.

WLW Asks Protection

Officials of the Crosley Corp. have requested the CAA to ensure Mason, O., a restricted zone. Mason is the site of the 600,000-watt WLW experimental transmitter and the 75,000-watt transmitter of WLW, Crosley international station. During the war, the two transmitters have been quadrupled since the outbreak of war.

Clarence Wheeler, vice-president of WHEC, Rochester, headed the list of the station's staff who volunteered blood for the Red Cross. WSSR, Stamford, Conn., has been designated as the official clearing house for all air raid warden, civilian defense and harbor patrol news in its coverage area which includes many plants working on defense orders.

WCKY, Cincinnati, went on a war footing with the outbreak of hostilities. The station has been carrying many official announcements in addition to news bulletins.

WINX, Washington, claims to be the only independent station to set its own schedule. White House coverage is obtained by the station and included in its news bulletins.

WWRC, Asheville, N. C., is feeding its Ecco Reporter broadcasts to the Downtown theatre to allow patrons to keep up with war news.

WOR, New York, arranged for private detectives to guard its studios and news control rooms. The station has banned from all of its programs all sound effects which stimulate warnings which might be taken for alarms.

KFLR, Denver, carried a mssage from Gov. Carr of Colorado Sunday night outlining the precautions agreed upon by State officials.

NBC in New York began Tuesday day to photograph and fingerprint all employees. The fingerprints will be kept in a confidential file while the photographs will be affixed to an identification pass with the signature of the bearer. In addition, badges will be issued to employees in case of loss of the pass. WOR disclosed that it was evolving a system of employe identification.

CBS Tuesday had not taken any steps toward employee identification. CBS has discontinued studio audiences from programs originating in its headquarters at 485 Madison Ave. The new measure does not effect programs originating from the CBS radio theatres.

Bonds for Employes

Hildreth & Rogers Co., Lawrence, Massachusetts, following President Roosevelt's speech Tuesday night, authorized the purchase of defense bonds for every fulltime employee of WLAB which the corporation owns and operates. The purchases were to be made during the Christmas season and will represent a bonus. The same procedure was followed with employees of the Lawrence Daily Eagle and Evening Tribune which are affiliated.

The Cigar Institute of America, which is sponsoring transcribed announcements on 22 stations, has announced that it is changing the opening sounds of the recordings because of their connection with the war. The transcriptions were made more than a month ago. A program described as more "appropriate to current conditions" is being submitted.

Hubert Taft Jr., general manager of WRKY, Cincinnati, announced Thursday that there are to be no transcribed announcements following special events of national importance. Special periods have been set up to take care of commercial announcements missed because of news or other emergency programs.

To keep New York theatregoers informed of developments in the national emergency, WMCA, New York, is supplying Associated Press news bulletins to theatres in the Times Square district, to be read to the audience during intermission periods by a leading member of the cast. A total of 28 theatres from 40th to 52d st. have started the bulletin service, as arranged by WMCA and James Riley, executive secretary of the League of New York Theatres.

Official Messages

WBZ, Boston, after carrying the first flash of the war news, broadcast a message to the State by Gov. Leverett Saltonstall who spoke from the studios. Messages were also given by Rep. McCormick, House majority leader; Sen. Henry Cabot Lodge (R-Mass.); Dean James M. Landis, director of civilian defense in New England.

WTAG, Worcester, went on a 24-hour basis shortly after news of the attack was received and all visitors were barred from the studios. Arrangements were made to afford the fullest coverage by utilizing the facilities of five networks, NBC, MBS, Yankee, Colonial and Don Lee.

WHP, Harrisburg, Pa., is operating on a 24 hour basis. The station is cooperating with military and government authorities as well as those of the state in presenting special messages, instructions and bulletins.

Flare Pistols

WCFL has increased its 24-hour guard at the transmitter and has purchased the parachute-type flare pistols. Station recently installed a floodlighting system outside the transmitter building, also a system of lights illuminating the transmission from the two antennas to the building.

General Dyers stations WGES and WSB are broadcasting a daily 4 1/2-minute appeal from the management asking all newsmen to submerge differences. Announcements are read in 12 languages: Bohemian, Lithuanian, Polish, Ukranian, Jewish, Italian, Croatian, Hungarian, Swedish, Slovak, and Greek.

Alarm Signals

WRC and WMAL, Washington, arranged for installation of a direct telephone line into the general alarm headquarters of the District Civilian Defense Office to expedite the broadcasting of important announcements concerning air raids or other emergency measures.

To obtain the reaction of the public to the war, WFMY, Youngstown, O., put on a special man-on-the-street program Sunday night, Dec. 7. Sixty-six new flashes and special local and NBC programs were carried by the station following the initial war announcement.

General manager Franklin M. Doilittle of WDRC, Hartford, has announced the station is designating its facilities to national defense so long as "the need may be".

News room of WFBL, Syracuse, went on a 24-hour schedule with the outbreak of the war, starting with the initial announcements Dec. 7.

WHBQ, Memphis, to furnish listeners with war news at regularly stated intervals, has installed additional news facilities.

Defense Bulletins

KDYL, Salt Lake City, less than an hour after the first flash of the outbreak of Japanese action in the Pacific, made contacts with all Intermountain Theatres (local chain) and established a rapid bulletin service which was flashed on the screens of the Utah, Capitol, Victory and Centre theatres in Salt Lake City at half-hour intervals against the time line. Both home office loudspeaker releases from KDYL were increased from hourly to four-an-hour basis.

KSTP, St. Paul, started recruiting arrangements at once. Stanley E. Hubbard, president and general manager of KSTP, and Earl Gammons, manager of WCCO, Minneapolis, completed arrangements with U.S. Adjutant General Ed- ward A. Walsh and Gov. Harold Stassen for simultaneous broadcasts of all emergency home defense bulletins.

All stations in the state are now being linked by pickup and rebroadcast. A guard of highway patrolmen and deputy sheriffs were placed around KTSP's transmitter an hour after the outbreak Sunday. They were relieved Tuesday by soldiers from Fort Snelling who are now on a 24-hour patrol. Special lighting and alarm systems were installed and the emergency system completed of auxiliary power plant for a $5,000,000-watt transmitter which has its own tower separated from the directional antenna array of the main 60-kw. unit.

Drawing for Broadcasting by Sid Hik

"Sorry, Sir! False Alarm! It Was Just a Sound Effect on That Jimmy Allen Program!"
IN BOSTON... THEY'RE RINGING UP SALES WITH WORL'S Sensational 920 CLUB

THE GREATEST Local PROGRAM IN ALL AMERICA

KEEPING SALES CHARTS ON THE UP AND UP

LET WORL SHOW YOU HOW THEY GET THAT WAY

WORL MYLES STANDISH HOTEL BOSTON, MASSACHUSETTS 950 KILOCYCLES
You're looking at structural details less than one-quarter millionth of an inch in diameter—a picture made possible by television research, which helped to develop the RCA Electron Microscope. Made at a magnification of 55,000 diameters, this micrograph shows how a mosquito's breathing tubes are constructed.

THE MOSQUITO'S "WINDPIPE"...

Mosquitoes and other insects "breathe" through tracheae and spiracles... tiny tubes opening at the body-surface, through which air circulates. Such tubes are only one fifty-thousandth of an inch across—and their internal structure, until the invention of the RCA Electron Microscope, belonged to a world hidden from entomologists since the beginning of Time!

In RCA Laboratories, this newest use of "electrons at work" has blazed new trails in many directions. Substituting electrons for light, and magnetic coils for glass lenses, the RCA Electron Microscope has revealed the form of viruses hitherto invisible. It made possible, for the first time, photographing of the influenza virus. When magnified 65,000 times, this virus was photographed directly as viewed by the electron microscope.

A "by-product" of television research, the RCA Electron Microscope is one more symbol of great things to come—to benefit all civilization!