DENVER'S STANDOUT STATION
5,000 WATTS - 560 Kc.

AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING COMPANY
AND WKY - REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.
In 1776 Americans stood shivering in the scant warmth of campfires at Valley Forge. In 1812, America marched to the roll of war drums. In the late 19th century, one voice shouted “Remember the Maine!” and a million voices echoed the cry. In 1917, Christmas bells rang hollowly at thousands of our firesides.

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

President

Vice-Pres.-Gen. Mgr.

THE FORT INDUSTRY STATIONS

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

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

Standard Radio
When you think of New Orleans

you think of:

The Sugar Bowl...

and

WWL
NEW ORLEANS

50,000 WATTS
(CLEAR CHANNEL)
The greatest selling POWER in the South's greatest city

CBS Affiliate Nat'l. Representative — The Katz Agency, Inc.

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HAPPY HOLIDAYS!

AND IF YOU WANT TO MAKE
THE WHOLE NEW YEAR A
HAPPY ONE FOR YOURSELF,
CALL DON SEARLE IN OMAHA,
OR THE ED PETRY COMPANY!

KFAB KOIL KFOR
LINCOLN, NEB
OMAHA, NEB
LINCOLN
They both have power; and plenty of it, but only one sends his arrow home

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

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

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

OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.
One of our clients (whom we shall call Mr. Black*) began a 13-week test campaign on KMBC in 1932. Every fifty-two weeks for nine solid years, Mr. Black has renewed his contract.

Why does he keep coming back?

It’s not the allure of our pretty receptionist—or the decorative scheme of our studios. Nothing like that. Mr. Black keeps coming back to KMBC because he gets results from KMBC.

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

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

*Mr. Black’s real name upon request.

**FREE & PETERS, INC.**
To the radio advertising industry
on another year of meritorious
public service

Congratulations and
Season's Greetings
WANT A BIG RED OREGON APPLE?

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

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

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

KOIN and KALE
CBS · Portland, Oregon · MBS

FREE & PETERS, INC.

Pioneer Radio Station Representatives
Since May, 1932
Radio Operation Now Centers at Capital

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

WASHINGTON is the radio hub of the nation—from every angle, from now on! Creation by President Roosevelt of a censorship bureau headed by Byron Price, executive news editor of the Cincinnati Enquirer, to a greater extent than ever before, takes insurance of the overlapping service will centralize in Washington before news aspects of program transition will hardly be discernible to the audience.

Expected next is procedure programs will be funneled through broadcast stations in the handling of news, lest aid and comfort be given to the enemy, is the keynote everywhere. Mr. Price’s censorship bureau will figure prominently in the molding of policy.

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

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

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

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

Trade Groups Organize War Council

Storer Head of United Setup Representing Entire Industry

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

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

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

Censorship Problem

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

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

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

An operating agenda was the Council’s first problem. It was scheduled to confer with Chairman Fly during the afternoon. Mr. Storer was in Washington most of last week, handling preliminary details.
push-button sets would take all guesswork out of it. This, however, is only one of many plans under- 
stood to be receiving consideration.

Freeing of station assignments, according to best information avail- 
able, will not be considered unless it appears that no equipment will be available for all stations.

In this regard a long step was taken last Thursday when plans were announced by DCB providing for coordination of planning of material needs for the entire com- 
munications industry through the office of Production Management and the DCB.

Under this plan (see story on page 58, DCB assumes the re- 
ponsibility of acting as advisor to OPM on all such matters. A special communications branch of the Division of Civilian Supply would headquarter at the FCC under Leighton Peebles--former NRA executive. A staff of engineers will serve with this branch on a full- 
time basis.

Price on the Job

Greatest interest last week centered 
to the announcement of Mr. Price as Director of Censorship by President Roosevelt. One of the 
known newspaper executives in the country, Mr. Price already has begun organization of his work. He will report directly to the Presi- 
dent. The broad plan for control of information, at the source, is 
being prepared by a Cabinet com- 
nittee comprising Postmaster Gen- 
eral Walker, as chairman, Vice- 
President Wallace, and Attorney General Biddle.

In addition, there will be an interdepartmental advisory com- 
nittee to assist Mr. Price, with radio to be represented on that group, probably through an appointment from the FCC. Mr. Mellett, who has been sitting in with the Cab- 
et committee and who is thor- 
oughly conversant with radio by virtue of his White House post, is 
expected to be a member of the advisory committee.

The President, in announcing ap- 
pointment of Mr. Price last Tues- 
day, said it was necessary to the na- 
tional security "that military in- 
formation which might be of aid to the enemy be scrupulously with- 
held at the source". He pointed to the necessity of establishing a watch upon our borders, "so that no such information may reach the en- 
emy, inadvertently or otherwise, through the medium of the mails, radio or cable transmission, or by other means".

The reference to radio in the

President's statement was inter- 
preted as one relating to tele- 
graphic rather than broadcast com- 
munication. In connection with broadcasting, censorship at the 
very source of news through the Price organization, would take care of the national news coverage. But local program origination had to be carefully watched by sta- 
tions on a voluntary basis, to guard against possible dissemination of dangerous information.

At the Source

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

Stephen T. Early, White House press secretary, announced last Wednesday that the broad censor- 
ship plan of the Cabinet committee 
finally would be approved by the President, after consideration by Mr. Price. He said the committee had been sitting a number of days, and that it had been developed before the war began by various Government agencies, in- 
cluding the FCC.

A. G. Price. 

Mr. Early pointed out that news releases will be issued through reg- 
ular Government departments, 
rather than through one central official agency. Reporters, both for the press and radio, will continue to cover the various departments.

Exclusive news stories, however, should be submitted to Mr. Price for checking.

The entire plan is different from that employed in the first World War, when George Creel was chief 
censor. Mr. Early held the new plan is better in that it leaves the 
regular sources of information open and avoids delays in hours of issuing special news. Under it 
Mr. Price will approve releases in 
advance, instead of issuing them. Any point in doubt will be sub- 
mitted by Mr. Price to Mr. Early 
as Presidential aide, or to the Presi- 
dent himself if necessary.

MILITARY POLICE guard the 50,000-watt transmitter of KSTP, 
St. Paul, along with the 5,000-watt 
auxiliary unit which has its own 
tower. Both transmitters have been equipped for code transmission on 
frequencies used by the Army and 
Navy. Soldiers come from nearby 
Fort Snelling.

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

Operation Studied

Even on exclusive stories, he said, submission to the Director of 
Censorship might not be manda- 
tory, but he felt that correspond- 
ents certainly "should" submit such 
articles lest they contain facts of 
military importance.

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

Code of Operation
In War Submitted

NAB Suggests Policies for 
Broadcasters to Follow

DESIGNED to operate as a war- 
time code for wartime broadcast- 
ing, the NAB War Censorship 
Committee last Thursday approved a suggested guide for handling 
war news broadcasts and all pro- 
grams in general. The guide, pub- 
lished in pamphlet form by the NAB and distributed to broadcast- 
ers, emphasizes a long series of "don'ts" for broadcasting, 
based on cooperation with the War and 
Navy Departments and defense 
agencies.

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

Network Installations also

Attending the committee meet- 
ings in Washington last Wednesday and Thursday were John Shepard 
3H, Yankee-Colonial Network, 
chairman; Vernon Anderson, of WJBO, Baton Rouge; Ben Ludy, 
WIBW, Topeka; A. J. Fletcher, 
WRAL, Raleigh, N. C.; Harry C. 
Butcher, CBS Washington, vice- 
president; Frank M. Russell, NBC Washington, vice-president; 
William Alfs, representing Leo Fits- 
patrick, WJW, Detroit, the seventh member of the committee. NAB 
headquarters personnel also at- 
tended the meetings, including 
Arthur Stringer, secretary of the 
committee.

During last week program in- 
structions embodying many of the 
points covered in the NAB wartime code for networks' affiliates by A. A. Schechter, NBC director of news and special events.

Blackouts Out

THERE were no reported ra- 
dio blackouts on the Pacific Coast last week up to Friday. The San Francisco Bay area, 
which underwent nightly 
silences the entire week fol- 
lowing the Dec. 7 Pearl Har- 
bor attack, did not have a single alarm from Dec. 12 
through Dec. 15, it was re- 
ported by Coast broadcasters.

Following is the full text 
of President Roosevelt's 
statement Dec. 16 appointing 
A. G. Price as War Director of 
Censorship:

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

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

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

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

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

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

In order that all of these parallel and 
requisite undertakings may be 
coordinated and carried forward 
in accord with a single uni- 
form policy, I have appointed 
Byron Price, executive news editor of the Associated Press, to be 
Director of Censorship, responsible 
for the entire operation. He has 
been granted a leave of absence 
by the Associated Press and will 
take over the post assigned him 
within the coming week, or sooner.

President's Statement on Naming of Price as Censor...
FOREWORD

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

· · · · ·

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

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

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

“If you feel that the time has come to change your practice of broadcasting news, that you can remain true to your principles, that you have a right to do so, that you can make your broadcasts a living force, you have every right to say so. But—in the absence of all the facts, as revealed by official sources—you have no right to deal out unconfirmed reports in such a way as to make people believe they are Gospel truth.”

· · · · ·

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

IN GENERAL

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

The writing should avoid sensationalism.

The delivery should be calm, accurate, factual.

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

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

Artificial efforts to stimulate listening audience by promises of immediate interruption of regular programs for important news broadcasts should not be attempted. Let the audience appeal for themselves.

· · · · ·

Extreme care should be used in the handling and broadcasting of any communications or radio reports from our enemies.

They will be unscrupulous in their false reporting and editing, with known facts or an official statement on the same subject by our Government. If you do not have the facts or an official statement on the same subject, don’t broadcast the enemy communiqué until you get them.

In this connection, broadcasters should remember that extraordinary care was put into the construction of the time signals that those who tune in late do not get a wrong impression. Remember the Men from Mars!

Remember we are at war with other Axis countries as well as Japan. Their communiques should be considered in the same light as those of the Japs.

· · · · ·

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

DO NOT

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

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

Radio’s speed of light is cause for caution.

DO NOT broadcast news which concerns war production figures unless such news is officially released by the government.

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

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

DO NOT broadcast the location of vessels, either under construction or under way.

DO NOT broadcast figures of Selective Service enrollments and inductions.

DO NOT broadcast personal observations on weather conditions.

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

DO NOT broadcast such imperatives as “Attention all men! Report to your local Civilian Defense headquarters tonight at eight.” (Announcements may be requested in that manner. They should be changed by an order from the Negro services at the National Advisory Committee for Aeronautics.) Reserve such “attention campers” for important war purposes.

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

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

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

DO NOT try to secondguess or master-mind our military officials.

Leave this for established military analysts and experts, who are experienced enough to await the facts before drawing conclusions.

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

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

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

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

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

DO

Maintain constant vigil over the news machines. Be sure to designate a responsible staff member in charge of the news at all hours of the day and night.

That person begins by the one to determine the advisability of breaking programs for news bulletins, flashes, etc. and should be responsible for all news during the period he is designated in charge of the news machines.

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

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

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

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

Confusion Ended After Various Orders Emamnate In Capital on Procedure for Broadcasts

COMDR. F. W. REICHLDERFER, chief of the U. S. Weather Bureau, in a letter last Friday said that states have been carrying weather announcements, except those released by local bureaus to prevent loss of life or serious damage to crops and transportation. The order for weather bulletins in which stations first were notified that all weather broadcasts were prohibited. Then it was reported that an abbreviated censored broadcast, like the reports now carried in the daily press, would be available for broadcast.

Valuable to Enemy

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

On Dec. 16 the Weather Bureau in Washington had announced that effective immediately stations could only broadcast warnings of serious weather conditions such as cold waves, hurricanes, floods, heavy snows and the like. The press, however, was permitted to publish limited temperatures and precipitation data but only for the following 26 hours. This automatically forced the elimination of hundreds of service announcements from stations as well as forecasts carried on news broadcasts.

This announcement was followed by the first of several conferences which it was hoped might allow stations to carry the same type of weather report as publications.

In a letter received Friday by Comdr. W. C. Brown, manager of WRC-WMA, Washington, Comdr. Reichelderfer ascribed the ban to requests from military authorities. The instructions were interpreted by Mr. Smith as commandeering the information given previously that local weather bureaus would give out limited information for stations. Following is the text of Comdr. Reichelderfer's letter to Mr. Smith.

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

"If weather information even when confined to local observations should be broadcast from a large number of radio stations in the United States, it would be possible for a person outside our territorial limits to 'shop around' among the broadcasting stations and collect a considerable amount of information. An experienced meteorologist could chart this information and draw inferences as to the weather situation over the United States that might be of considerable value to the enemy."

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

No Cancellations

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

Stations which have been giving reports as a weekday service and advertisers which have been including them on programs planned to substitute other copy. Emphasis on weather information is giving information on road conditions or fill its news periods with additional news flashes.

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

Among advertisers who would have been affected were Vick Chemical Co., Lever Bros. (Swan soap), Carelton & Heyer (Pres. John's Medicine), Smith Bros., Fels & Co. (Fels Naphtha soap), Bristol-Myers (Mint-Rub, Sal Hepatica), Alkine Co. (Flem-O-Neck), Frank & Grey's Co. (Schartf's candy), and Mustoelre.

GIRL EMPLOYEES of the NBC-blue sales division were guests last Tuesday at a Penthouse Party given by Edgar Bush, vice-president in charge of NBC blue sales, as their host. The Christmas party was held at the New Weston Hotel, New York, with Keita Keginoski, NBC sales manager, and his assistant Bob Sandek, chaperoning Mr. Kohut.

KILLED IN ACTION

ENSIGN McCLELLAND

AUTO FIRMS SLICE ADVERTISING PLANS

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

Uncertainty was expected to hover over the entire situation until definite developments come out of Washington as to the volume of automotive production which will be permissible after the much-reduced January quotas. Some sources here state it is their understanding that virtually no passenger car output will be permitted after Jan. 19. But this cannot be confirmed. Should such a development ensue and its possibility is well indicated by the very tight situation in rubber, tires, it is assumed here that promotional effort would be virtually nil and most advertising could be expected to cease. Those who can continue to work will be those agencies who have plans now in operation.

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

Among advertisers who would have been affected were Vick Chemical Co., Lever Bros. (Swan soap), Carelton & Heyer (Pres. John's Medicine), Smith Bros., Fels & Co. (Fels Naphtha soap), Bristol-Myers (Mint-Rub, Sal Hepatica), Alkine Co. (Flem-O-Neck), Frank & Grey's Co. (Schartf's candy), and Mustoelre.

Summers in Charge

No IMMEDIATE successor has been appointed by NBC for the position of manager of NH's public service division, held by the late Walter G. Press, Jr. His assistant, Harrison B. Summer, is temporarily in charge of coordinating the department's activities, assisted by Grace Johnson.

McClelland First Radio War Victim

KLZ Chief Engineer Killed In Pearl Harbor Attack

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

Notification of his death was received by his widow, Mrs. Lovel McClelland, who, with the couple's two daughters, Jane and Susan, had recently moved to Portland, Ore., when he was assigned to duty with the Pacific fleet.

Took Refresher Course

A volunteer for active service, Ensign McClelland was commissioned as a naval reserve officer. In April 1941, he went to the U. S. Naval Academy at Annapolis for a "refresher" course in communications. His long experience in commercial radio, dating back to 1929, coupled with four years of service as a Navy enlisted man from 1924 to 1928, was believed largely responsible for his appointment as a commissioned officer.

"It was a great honor for me to have been assigned to the Pacific fleet. McClelland was killed in action in the late stages of the attack and was posthumously awarded the Distinguished Flying Cross.

New Installation

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

But still a Navy man at heart, he told KLZ officials of his desire to get back into the service because "what they need" and requested leave of absence. This granted, he immediately contacted Naval authorities and was rewarded by his selection as a member of the Annapolis Communications School.

Ironically, his last letter to a former co-worker said: "The family is now living in Portland. I hope you find weather here too long. But I guess that depends on the Japanese Ambassador."

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

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

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

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

WHO

DES MOINES . . . 50,000 WATTS
J. O. MALAND, MANAGER
FREE & PETERS, INC. . . . National Representatives
NBC Asks to Sell 3 Outlets to RCA
WJZ, WENR, KGO Involved; Seek WMAL Assignment

PAVING the way for separation of the Blue Network from NBC, applications were filed last Thursday with the FCC for voluntary assignment of the license of WJZ, New York; WENR, Chicago, and KGO, San Francisco, from NBC to RCA.

The stations subsequently would be transferred, it is understood, to the new subsidiary, which would take over operations of the Blue Network as a separate corporate entity.

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

Operating Plan

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

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

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

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

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

"The Star" acquired the assets of the Leese company on May 1, 1938, long prior to the promulgation of the newspaper order, it was contended the transaction was not a "future acquisition". The plea was that the Commission reconsider its action of Oct. 4 and grant the joint application filed by NBC and the Leese Corp. on June 27, 1941, for authority to transfer the license of WMAL from NBC to the Leese company.

BACK ON THE AIR March 20 will be Ontario Government's Tourist Bureau for a weekly program on 50 NBC-Blue stations, second year of radio advertising designed to attract U. S. tourists. Last year's show was a success, stemming rumors that wartime travel in Ontario was difficult. The program will be called The Ontario Show and will feature Col. Stoopnagle, along with a Canadian cast. CBL, Toronto, will be included in the hookup but carry other commercials. Walash Adv. Agency, Toronto, places the account. Program will be heard Fridays, 7:30-8:30 p.m. Signing the contract in the CBL studios is Douglas R. Oliver, travel bureau director. Watching (1 to r) are W. George Alkins, Walash vice-president; W. Donald Roberts, Blue salesman; Col. Stoopnagle.

New Advertising Tax Possible
As Revenue Plans Are Studied

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

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

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

Applies to All Media

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

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

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

Chairman Fly's proposals, advanced last August at Senate hearings on the tax bill, still awaits FCC action. Possibility is seen that the FCC, if it approves the idea, may recommend such a tax to Congress, but may simply cooperate with the Treasury Department in developing proposals.

If any sort of special radio tax is sanctioned, it may go much further than the $2,000,000 cost-of-regulation, possibly from two to five times the amount. Any such new taxes could well touch money-losing and marginal stations as well as those operating at a profit.

All present taxpayers, including radio, may be tapped for additional funds, it will take several months to develop and pass such a tax bill, according to the Joint Committee. Chairman Dougherty, chairman of the Ways & Means Committee, has indicated that hearings on the new bill may start in mid-January.

Few Commissions

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

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

ASCAP Cuts Melon

A FOURTH-QUARTER distribution of $800,000 to ASCAP members was voted by the Society's board at its meeting last Wednesday. Added to the $2,700,000 distribution of the three-quarters of 1941, this brings the year's total to $3,550,000, just about $1,800,000 less than the total received by ASCAP members in 1940. The board announced the acceptance of 47 new writer members and five new publisher members into the Society. John O'Connor, chairman of the executive committee, withdrew his resignation, which the board had previously refused to accept.

Richfield Resumes

RICHFIELD OIL Co. of New York, on Jan. 6 resumes Confidently Yours, three-weekly show featuring Arthur Hale, Tuesdays, Thursdays, and Saturdays, 7:30-7:45 p.m. on 25 MBS stations. Program was discontinued by Richfield during oil shortage but was kept on by MBS as partly a sustainer and partly local organism, is Hixson-O'Donnell Adv., New York.
“Folks, this is my first opportunity to greet so many people at one time in Baltimore and the Central Atlantic States. It’s possible only because the little WBAL man has let me use his new 50,000 watt, Red Network station. So, through ‘One of America’s Great Radio Stations’, I say to one and all--

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

Defense Dominates Schedules of Stations

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

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

Jets Drop Fulltime

AS THE handling of war news settled from the crisis stage to that of normal broadcasting routine, the nationwide networks have discontinued fulltime operation, although standing ready to resume it at any time it should be necessary. NBC and CBS are currently on a 24-hour schedule, from 7 a.m. to 5 a.m. (EST), two hours later than the pre-war network signoff. MBS has an 18-hour day, from 8 a.m. to 2 a.m. with the West Coast coming in at 6 a.m. signing off 30 minutes later. All New York key stations of the networks, however, are maintaining their individual 24-hour schedules, as are a number of the New York independent stations which instituted midnight-to-dawn phonograph programs long before the advent of the war.

N. Y. Defense Periods

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

- Funds from Poles

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

- Music Donated

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

Contest Winners

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

NEWMEN OF CBS, Hollywood, worked under realistic war conditions during the first blackouts imposed on Southern California at start of the war with Japan. Checking and editing by candlelight the news bulletins flashed in from Hawaii and the Philippines are (l to r), Jack Beck, Michael Farrar, and John Reddy.

Newroom Effects

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

During Blackouts

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

- Stamp Sales Booth

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

'Tasters'

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

* * *

Members of Local No. 1, American Communications Assn., comprising Buffalo, New York, Philadelphia, and Washington, have also pledged its services, skill and knowledge to the Government.

- On the Scene

WHEN as production dropped and the sponsoring local Chevrolet dealers gave up the man-on-street program, WGW, Oklahoma City, by Foster May, news and special events director, the station sold the series to Talon & Gallagher, Omaha, Neb. Eileen May was sent to Central America to work up a transcribed series on "The Romance of Coffee." As it turned out, he was in Guatemala City two days before the Jap attack on Hawaii, and witnessed Guatamala’s declaration of war on Germany and Italy in the National Palace. Using the show method, Earl TGWA he broadcast an eye-witness description to WOW listeners.

- Frost Warnings

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

- Recruiting Drive

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

- WWRL Gets Ready

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

(Continued on Page 48)
After 14 years, WLAC is saying good-bye to its 5,000 Watt transmitter. Early in the new year, the powerful voice of WLAC'S new 50,000 Watt transmitter will begin "carrying the ball". The signal will be a touchdown-natural for any All-America Advertising Team desirous of winning the plaudits of the population in the great Tennessee Valley "Power Bowl".
CBS Technicians Awarded Increase

 Arbitrator Grants 6% Boost

To End Long Controversy

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

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

Had Asked 20%

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

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

DCB Advises Reduction

In Use of Leased Wires

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

The DCB pointed out that in addition to large increases in mileage toll tariff there has been a recent great increase in requests for leased telephone facilities and that every increase in the number of leased lines means a reduction in the number of facilities available to handle war 'distance messages' and a possible retarding of "the handling of such messages is of vital importance to national defense.

New MBS Analyst

MERRITT RUDDOCK, son of A. B. Ruddock, former U.S. diplomat serving in Berlin, Brussels and Peking, as a new MBS analyst and is broadcasting six days weekly 10-10:15 a.m. Mr. Ruddock, a Harvard graduate, is a naval reservist with the U.S. Navy in Richmond.

Who's Who at the DCB

and was appointed flag secretary and fleet communication officer in 1918 in the staff of Admiral T. Mayo, then Commander in Chief of the Atlantic Fleet.

In 1919, when he accompanied Admiral Mayo on inspection of all U.S. Naval activities in allied countries, as well as the Grand Fleet. He was made Broke during the bombardment of Ostend, Belgium, by HMS Terror. He then became First Officer for his World War services.

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

From Sept. 10, 1929, until June 1, 1923, Admiral Nobes served as Atlantic Coast Communication Superintendent with the Office of Naval Communications. When the Colorado was commissioned Aug. 10, 1923, he was named her gyn- nery officer, later becoming executive officer.

He was a member of the U.S. Naval Mission to Brazil from Dec. 5, 1926, until May, 1929, and on Dec. 26, 1929, reported for duty as Commander Destroyer Division 32. During the next two years he served successively as Command- er of Destroyer Divisions 14 and 7.

Receives Promotions

On duty in the Navy Department in Washington from July, 1931, until Nov. 29, 1933, he was in charge of the training division of the Bureau of Navigation, and later was named Assistant Budget Officer. He commanded the Bitchford from August, 1934, until early in 1936, when he went to the Pennsacola Naval Air Station for aviation training. Becoming a naval aviator on March 1, 1937, he was assigned command of the Riviera, an aircraft carrier, on April 20, 1937.

On March 1, 1938, he was transferred to duty as Chief of Staff and Aide, Commander, Aircraft, Battle Force. On June 24, 1939, he reported for duty as Assistant Director of Naval Communications in the Office of the Chief of Naval Operations. In January, 1939, he became one of the original five members of DCB when it was created Feb. 24, 1940, by President Roose- velt.

In addition to the Navy Cross, Admiral Nobes has received the Victory Medal, Atlantic Clasp —USS Pennsylvania, and the Decoration of the Order of St. Stanis- las, of the Russian Empire. Also he has received a letter of commendation for the rescue of survivors, of a craft from the coast of California, Feb. 12, 1935, while in command of the Richmond, and for directing the Lexington's search for the surviving Arkansas. They cited Mr. Nobes "as an example of leadership," and credited him with saving many lives.

He was named a rear admiral July 15, 1941.

On July 5, 1919, Admiral Nobes married Sue Webb Spencer, of Williamsburg, Va. His two stepdaughters as a naval aviator. His father is John and Mrs. E. F. Dissette. Golf is one of his favorite recreations, but has, probably hasn't found much time for the links for some time.

Hawaiian Attack Brings Records for Listening

HIGHEST single evening "Sets-in-

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

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

MBS Figures

MUTUAL announced last week an inaccuracy in the cumulative gross figures for 1940, released Dec. 5 as comparable figures for 1941 [BROADCASTING, Dec. 8]. The 11-month cumulative 1941 fig- ures, highest in the network's history, topped 1940's similar period ($4,190,071 instead of $4,017,189) by 5.6%. If 1940's politics were conducted last year's 11-month total would be $3,896,175 (instead of $3,905,965), jumping the increase to 68%.

Nitrate Spots Dropped

CHILEAN NITRATE Educational Bureau, New York (nitrate of soda), due to war demands on nitrate and uncertainties of deliver- efive effective Jan. 5 will cancel its half-hour transmissions of Uncle Sammy's Signal stations throughout southeastern United States. Admiral, Sheldon & Canady, New York, handles the account.

CANCELED FOR WAR

WAAT Drops All-Night Request-

Music Program

SACRIFICING one of its most popular features in the interest of national defense, WAAT, Jersey City, has cancelled its popular midnight-to-dawn program on which listeners were invited to telegraph their requests for a straight program of news and music is now carried all night in its place, conducted by Announcer Price. The WAAT Union has been notified to accept request telegrams for the sta- tion.

Explaining the move, WAAT of- ficials said that in their opinion the program could too easily become a tabloid of fifth-columnist propaganda. A straight program of news and music is now carried all night in its place, conducted by Announcer Price. The WAAT Union has been notified to accept request telegrams for the sta- tion.

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From ALL Angles....

KTSA IS YOUR BEST BUY IN THE SOUTH TEXAS MARKET

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

“A Great Radio Station in the Great Southwest”

REPRESENTED BY JOHN BLAIR & CO.

MEMBER

CENTRAL SALES OFFICE: 805 & Tower Petroleum Bldg., Dallas, Texas
Telephone Riverside 3633

MEMBER

550 KC KTSA FULL CBS

SAN ANTONIO
BOB HOPE  "CHAMPION OF CHAMPIONS"

HERE AT THE RED NETWORK . . .

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

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

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

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

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

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

BOX-SCORE—1941
Fame-Motion Picture Daily Poll

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

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

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

Willoughby Now Assistant as Cruse Enters Service

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

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

Short Notice

Mr. Cruse, a Naval Academy graduate and a naval reserve officer, was called to active duty last Monday, on one day's notice. He served from 1934 until 1938 as chief of the Electrical Division of the Department of Commerce, but became assistant chief engineer of the FCC in charge of the Telephone Division in 1938. Afterward he was made assistant chief engineer in charge of common carrier operations.

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

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

Adam Hat on Coast

ADAM HAT STORES, New York (hat chain), on Dec. 16 sponsored the world featherweight championship fight at Los Angeles between Richie Lewis and Jackie Wilson on 13 NBC Pacific Blue stations KECA KGO KEX KJR KPQ KGA KFSD KTMS KOH KBK KWG KERN KTKC, Tuesday, 9:45 p.m. (PST). Clinton (Buddy) Tress, NBC Hollywood chief announcer, handled round by round description, while Abbott Tessman did the commentary. Glickman Ady, Co., New York, has the account.

Discs Insured

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

GEN. ADAMS LAUDS SERVICE OF RADIO

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

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

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

Amateurs' Return Seen For Wartime Activities

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Fox's Position

Harry Fox, general manager of MPPA, has taken broadcasting to task for confusing that position with his service as agent and trustee for more than 300 individual copyright owners in the licensing of their music for transcriptions. "MPPA," he writes, "is a trade association for the popular music publishing industry and as such does not license transcription licenses or collect license fees. The writer, as you know, is agent and trustee for copyright owners both here and abroad and my principals consist of several hundred firms who are not members of MPPA and not affiliated with the association in any way."

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

Canada Wire to Coast

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

Broadcasters Favor Plan to
Ask Revision of Fees

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

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

Interlocking Setup

In Minneapolis, E. Claude Mills,
chairman of ASCAP administra-
tive committee, in response to a
query by a broadcaster as to why
ASCAP does not adjust the record-
ing rate charged transcription com-
panies by MPPA said ASCAP could
not act for MPPA, but at the same
time admitted MPPA and ASCAP
had a 95% interlocking mem-
bership.

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

Ralph Wentworth of Lang-
worth, and Frank Chizinski, man-
ger of Chicago office of NBC
Thesaurus, both stated that the
MPPA fees were not only inequi-
table, but stressed that BMI and
SESAC and other licensing pools
abide by the straight 2-cent record-
ing fee.

Sterling Salt on Red

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

“...you can quote me on this
said the president to the
press...”

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

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

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

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

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

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

WCCO 50,000 WATTS WHERE IT COUNTS THE Most

MINNEAPOLIS-ST. PAUL. Owned and operated by CBS. Represented by Radio Sales: New York • Chicago • St. Louis • Charlotte • San Francisco • Los Angeles

BROADCASTING • Broadcast Advertising  December 22, 1941 • Page 25
MEN'S CLOTHIER IS CONVINCED

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

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

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

"We are completely sold on radio as an advertising medium and we were sold on definite, tangible results. For 31 years we have operated 'Charleston's oldest and greatest' men's store and in that period of time we have tried every conceivable means of getting our message across to the public, with varying degrees of success and failure.

A Sports Campaign

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

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

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

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

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

A YEAR 'ROUND SANTA CLAUS

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

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

WOAI
San Antonio
50,000 WATTS
CLEAR CHANNEL

AFFILIATE NBC
MEMBER TQN

REPRESENTED NATIONALLY
BY EDWARD PETRY & CO.

Page 26 • December 22, 1941

BROADCASTING • Broadcast Advertising
FCC STAFF MUGGED
Employees Carry Photos as
War Precaution

IN KEEPING with Government war policy, some 600 members of the FCC were “mugged” last Tuesday, for building-pass purposes. The same procedure was adopted some time ago in the War and Navy Departments and virtually all Government agencies identified with national defense. All Civil Service employees had been fingerprinted some time ago.

Only regular FCC employees, most of whom are headquartered in the New Post Office Bldg., will carry passes with their photographs. Other callers will not be required to hold passes, at this stage in any event. In the military departments, visitors are given temporary passes. It is presumed this practice will later be adopted in all Governmental agencies.

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

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

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

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

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

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

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

150 COUNTIES AROUND SHENANDOAH, IOWA

FREE & PETERS, INC., Exclusive National Representatives
New York Revising Its Air Raid System

Only Army Can Require Silence by Stations During Attacks

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

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

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

No Raid Rumors

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

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

Advice to Listeners

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

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

At 3:59 p.m., one minute before the test began, each recording unit was put into operation, with the operator stating that he was stationed at such and such a location and was speaking at such and such a level. Following the recording of the sirens, he repeated this announcement. Through this cooperation the police secured information regarding the efficiency of the present warning set-up and also data which will aid them in establishing other siren locations throughout the city.
BEAUTY WENT A-BEGGING, but not for long, when these four beauties picketed the offices of Owen Vinson, producer of the NBC-Blue Knickerbocker Playhouse, seeking an opportunity to lend a few new glamour angles to the air waves. Stymied in their efforts to get a spot on the program, the quartet—(l to r) Rosemary Madden, Barbara Hale, Mary Owen and Audrey Corley—picked up their signs and started parading. Relenting, producer Vinson finally gave the nod to Miss Owen, on the strength of her audition, and she will appear on the Dec. 27 Playhouse, sponsored by Procter & Gamble Co., Cincinnati.

B A R ASSOCIATION NAMES SYKES HEAD

JUDGE E. O. SYKES, former member of the FCC, was elected president of the Federal Communications Bar Assn. for 1943 at the annual meeting of the group Dec. 13. He succeeds Herbert M. Bing-

ham.

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

Washington Managers Named Defense Police

REPRESENTATIVES of six Washington stations were included in the group of 38 members of Congress, newspaper and radio men, and merchandising executives sworn in last Tuesday by Maj. Edward J. Kelly, superintendent of the Washington Metropolitan Police Department, to serve as members of the District auxiliary police.

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

Syracuse Change

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes) starting with its Dec. 12 broadcast shifted Information Please from WSYR, NBC-Blue outlet in Syrac-

euse, to WOLF, independent in that city. Shift was made to make room for Ballantine's Three Ring Time on the Blue when NBC put into effect a 28-day recapture clause included in the American Tobacco contract [BROADCASTING, Nov. 3], calling for the "recapture" of any of the 13 Blue outlets carrying Information Please which is on the basic Red. This is the second such American Tobacco shift necessitated in the Syracuse market. Kay Kyser made the same changeover on Nov. 19 [BROADCASTING, Nov. 24] when a conflict arose with Bayer's American Melody Hour.

Minute Men

TREASURY Department announced plans last Friday for an organization of radio minute-men in connection with the defense bond and stamp campaign. The promo-

tion, set up on a nationwide basis, will consist of one-minute talks by radio minute-men on all Treasury Department radio programs each week, on nationally sponsored net-

work programs, and on all local radio stations throughout the country.

Pan American Names Rep.

HOMER OWEN GRIFFITH Co., Hollywood, has been appointed Pacific Coast representative of Pan American Broadcasting Co., New York. Latter firm represents KZRA and KZRF, Maun, P. I., as well as Latin Ameri-

can stations.

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

WHEN YOU SEE THIS - AND STAY OUT!

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

Compare WTAM on two counts: First, divide the 15 minute daytime rate of each Cleveland Station by the number of families each claims in its Primary Area.

But don't stop there. Make the second count. Take any Survey . . . and check the actual number of listeners each Station has . . . all day . . . all night . . . all week. WTAM leads. More listeners . . . more regular listeners. The "lowest-cost-per-ear" Station in Cleveland.

That's why WTAM is the first choice of smart net-

work, spot and local time buyers . . . coast to coast.
Wherever and whenever news breaks abroad, United Press reporters are there to cover it.

They follow troops into the field, go with fleets into battle. They file dispatches from cities ablaze from bombs and shellfire. They talk with the man under arms, the man in the street, the man in power. They report at first hand, as the pictures on these pages show, the happenings and the viewpoints of nations of first news interest.

This close-up reporting of world-wide events by United Press is a noteworthy factor in its achievement of “the world’s best coverage of the world’s biggest news.”
Henry T. Gorrell, left, in the turret of a British tank near the front lines in Iran.

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

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

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

At the temporary American embassy at Kuibyshev, Henry Shapiro, left, discusses war moves with Ambassador Steinhardt.
Radio’s Honor Roll for World War II has its first known tragic inscription.

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

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

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

Radio ‘Thumbs Up’

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

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

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

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

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

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

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

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

Let’s keep it “thumbs up” for the duration!

War Censorship

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

War has made censorship necessary. The President proposes a combination of “mandatory and voluntary action.” Basically, it will be censorship “at the source” insofar as military information is concerned. That suprises no one; it has been evident since the Japs plunged the Pearl Harbor stiletto on Dec. 7. Precisely what restraints will be placed upon radio remain to be seen. There are many ways in which radio inadvertently might be used by an unscrupulous adversary. Such simple devices as “request” musical selections, birthday greetings on musical clocks, and ad lib man-on-the-street interviews come to mind as possible vehicles for transmission of intelligence.

No one properly can take issue with this censorship decree. We are faced by a ruthless enemy. He has used the fifth column with greater effect than his mechanized battalions. Radio can perform its function of keeping the public advised, and of maintaining morale without certain types of programming that might be used by wily espionage agents.

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

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

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

Dr. Frank Conrad

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

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

Among those who honored the Father of Broadcasting were Dr. Samuel Harden Church, president of Carnegie Institute, and David Sarnoff, who is the AP’s choice as director of the AP's news from the station of its creation came recognition of a list of achievements few men have equaled.

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

The Father of Broadcasting has passed on. But the fruits of his labors are here, there, everywhere in every broadcast station in the land and in the world. Tragically, he was not permitted to watch broadcasting take its place as one of the main weapons by which forces of tyranny will be overcome by a free people blessed with a free radio.
B Y R O N  P R I C E

BYRON PRICE is a newspaperman by instinct, as well as by experience, background and education. Consequently he inherently dislikes censorship and has fought it since his cub days back in the Wilson Administration. And that's why he was last year's ideal selection for the highly important war post of Director of Censorship, to which he was named last week by Presid- 

ence Roosevelt.

"Px," as he is known to newspapermen the world over, takes a leave of absence—presumably for the duration— as executive editor of the Associated Press to head up the new Censorship Bureau. It will be his big blue pencil that chops out of Government releases information that might be of aid to the enemy. This will be done at the source, so that all information having a military aspect reaching the public via radio, the press, and by other means, in the first instance will be cleared for policy. Because "Px" (which is the telegraphic code contraction for Private) has been a widely used name in the journalistic field as a "natural" editor, and because his judgment is sound, his appointment to one of the toughest jobs in a wartime economy is welcomed. His relationship with radio has been remote. But he recognizes this as a legitimate news medium. Radio need have no qualms about treatment at his hands.

Byron Price is no stranger to Washington or to Washington officialdom. Though he has been in New York since 1937 as the AP's top news man, for the preceding 10 years he had been chief of the Washington Bureau, and prior to that he had covered practically every "beat" in town. He knows news from World War I, too, for he served in the AEF overseas, and was under fire in the Argonne of- 

rene. One of his closest col- leagues during the earlier AP days was Steve Early, secretary to the President, who covered the State, War and Navy departments while Mr. Roosevelt was Assistant Sec- 

etary of the Navy, and who like- 

wise served overseas with his fel- 

low AP correspondent.

JAMES R. CURTIS, president of KFRO, Longview, Tex., has taken ex- 

aminations for a radiotelephone first class license to license him to operate in the station should occasion arise. Curt- 

is also holds a license to practice be- 

fore the FCC.

C. MERWIN DOBYSN, president and general manager of KGKR, Long Beach, Calif., continuing his annual practice of Don't bother me Business-- 

tion employs, has distributed more than $10,000 in cash and balance in Defense Bonds.

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

PAUL M. KANE, former salesman of WPEN and WIP, Philadelphia, who was drafted last summer, was pro- 

moted to corporal at the Edgewood, Md., chemical warfare station.

ED HEATON, formerly manager of WOR, New York, which showed the Syrian show, former agency man, has joined the sales staff of KCKN, Kan- 
sas City.

THOMAS F. SCHULZ has been transferred from the Chicago Trans- 

radio bureau to St. Louis as manager of the St. Louis office. He had been a member of the staff at KSL in 

St. Paul and KAY in Minneapolis.

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

settled his future, if there ever had been any doubt about it. Later that year, he established the UP bureau at Omaha.

His second professional job came Dec. 16, 1912, when he joined the AP in New York, at $50 per week. He wrote and dictated "pony" reports to outlying newspapers, filed city stories and worked on the Latin-American, and handled run-of-the-mine assignments. The following year he was transferred to New Orleans, and in May, 1914, was transferred to Washington to file a South Atlantic circuit. A year later he was assigned to the Wash- 

ington bureau's night copy desk.

After the outbreak of World War I, Price resigned Aug. 25, 1917, to join the Army. He went overseas as a first lieutenant of armor. He returned home in April, 1919, as a captain. He served at the front and was under fire every day during the Argonne Offensive from Sept. 26 to Nov. 11, 1918, in the 52d Pioneer Infantry, a regiment cited for conspicuous service.

Returning to the AP, May 12, 1919, after refusing an offer to work elsewhere at twice his AP salary. He was assigned succes- 

sively to the League of Nations, in the Senate, as chief of the Senate staff, and as New York House correspondent. He accom- 

panied President Wilson on the Western speaking trip which ended in Nov., 1919, and was on the President's staff. When Harding from the time of his nomination in 1920 until late in

1921. Then he was State Depart- 

ment correspondent; head of the special staff which covered the Washington Arms conference in 1921 and 1922; and a member of the special staff which covered the London Arms Conference in 1930. He helped cover 11 national political conven- 

tions, and was one of the authors of the AP's convention staffs in 1928, 1932, and 1936.

In 1922 Price became news editor of the New York bureau, which was the very nucleus of the AP's convention staffs in 1928, 1932, and 1936. He was named assistant managing editor of the late L. C. Probert, chief of the bureau. In 1927, upon Mr. Probert's resignation to become a vice-president of the C. & O. Railroad, Mr. Price became Washington bureau chief. When sending in that capital city, with the largest staff of rep- 

oters in Washington under him, he found time to write three columns, and put out hundreds of interpretive stories.

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

ness.

Mrs. Price is the former Priscilla Alden, of Washington. They were married in 1920. Mr. Price is a member of the American Legion, Phi Beta Kappa, Delta Theta, Tau Kappa Alpha, and Phi Delta Epsilon. He is a member of the National Press Club, Overseas Press Club, and Association of American Correspondents.
BEHIND the MIKE

ED MASON, director of farm programs of WWNC, Winston-Salem, has been engaged by the Associated Sales Agency, Detroit, to be the "voice" in a farm film, "American Farmer & His Work," featuring the Massey-Harris farm implements.

RUTH BJORK, trade manager of KOIN, Portland, recently was married to Everett McKenzie, stationed with the Army Air Corps at Mather Field, Calif.

JACK KERRIGAN, production manager of WHO, Des Moines, on Dec. 10 became the father of a girl, Elizabeth Anne.

JACK MITCHELL, former program director and production manager of the Texas State Network, has joined the continuity staff of WBC Chicago, replacing Roger T. Price who is on leave of absence to write Club Mauzine, NBC Blue variety show originating from Chicago.

JAMES BEACH and HAMILTON O'HARA, both formerly CBS page-boys, have been appointed script writer in the CBS shorts service department and member of the sound effects staff, respectively.

WARD CAILLE, former freelance writer and member of the continuity staff of WBH, Chicago.

VICTOR LINFOOT is a new addition to the announcing staff at OLN, Willsbor, Ont.

JOHN MEDBURY, Hollywood writer and N.Y. Capt. Piesco & Bergamo, Quirt, sponsored by Meenon Co. (meenons' cosmetics), has withdrawn. Internal discord, reported as resulting from salary cuts is claimed.

Dayton Babies

MR. STORK has been the principal attraction recently at WHIO, Dayton, O. Thomas D. Stewart, salesman, became the father of an eight-pound baby Boy Nov. 25. Three days later George Humman, also a salesman, was blessed with an eight-pound boy. Program Director Lester Spencer was next with still another boy, tipping the beams at seven pounds.

JIM FOWLER has joined the announcing staff of KXOK, Kansas City.

BOB HILLE, staff announcer of KXOK, St. Louis, now on duty with the Army, is stationed at the Philadelphia recruiting office where his commanding officer is Bruce Barrington. KXOK news editor, who is now executive officer at that station.

FLOYD RYEL, recently of Buffalo and Akron stations, has joined the announcing staff of WENO, Erie, Pa.

ROSS MOHONEY, announcer of WLVY, Lynchburg, Va., has received orders to report Dec. 22 for active duty in the intelligence section, U. S. Navy, Washington.

RUSSELL A. GOHRING, program director of WSPD, Toledo, has been named Ohio State chairman of news department and program director by Nathan Lord, district representative of the NAB committee on national defense.

PAT O'REILLY, CBS Hollywood news writer, has been transferred to the network's San Francisco newsroom.

TOM BRADEN of the publicity department at WOR, New York, on Dec. 10 resigned to take a short vacation prior to sailing for England Jan. 5 to join a special volunteer Army group.

ED McGRAH, sportscaster and special events announcer of WSPD, Spartanburg, S. C., is the father of a baby girl, born recently. Mrs. McGrah was formerly continuity editor and receptionist of WCBS, Columbia, S. C.

ART FORD, who conducts an all-night radio show on WHYN, New York, has been signed to do a Monday through Saturday morning record show on WHYN, New York, 7:30-9:30 a.m.

PAT PATRICK, formerly of the publicity staff of Robert Donald Inc., New York, has joined the eastern office of the WGN Concert Bureau, New York, as publicity director.

FRD HENRY, KMPC, Beverly Hills, Calif., associate news editor, and a naval reserve officer, has been called to active duty.

CHARLES MALMSTEED, Finnish-born American formerly on the CBS engineering staff and later editor of the Engineering Ann. Magazine, has joined NBC's international division to handle Finnish language programs shortwave abroad on NBC's international stations WRC and WNBI.

RELEXA ZIMMERMAN, formerly of NBC Hollywood, has joined the publicity staff of KJK, that city.

JERRY SCHWARTZ, CBS Hollywood writer, now on leave-of-absence to Paramount Pictures, and Stanley Rubin, film writer, are co-authors of the fantasy, 'Who Wants To Be Born These Days?' to be presented on Columbia Workshop beginning Dec. 28. Charles Vanda will produce. Schwartz recently sold his radio drama, "We Are Tenants.

FRED DAIGER, announcer, formerly of KAY, San Francisco, and previous to that with stations in Florida, on Dec. 14 joined the announcing staff of KGEX, GE shortwave station in San Francisco.

SUSAN LITTLE, domestic science editor of the Post-Enquirer, Oakland, has assumed the full-time duties of home service director of KROW, Oakland. She succeeds Elma Latta Huffman, who joined the NBC's San Francisco TV division.

MOULTON KELSEY, formerly of KOKX, St. Louis, has joined KWKX, Des Moines, as special commentator featuring Reuter's news, to which the station recently subscribed. On Dec. 15, Mr. Kelsey married Sylvia Gerhardt of St Louis, who has been a commentator in her own right on several St. Louis stations.

SHERMAN FELLER, formerly of WLLH, Lowell, Mass., has joined the announcing staff of WMUR, Manchester, N. H.

ROBERT MILLER, announcer of WMAY, Massillon, O., has resigned to join the Navy.

FRD SCOTT, formerly of WAVE, Louisville, has joined the announcing staff of WJJD, Chicago.

DAN RYAN, former Chicago agency producer, who handled the Uncle Ener Agreement, is with Wm. Esty & Co., New York, also several shows for H. W. Kastor & Sons, Chicago. He has rejoined the production staff of CBS-WBBM, Chicago.

JANE ABBEY, vocalist and m.c., has been appointed announcing staff of WCHS, Springfield, Ill.

ROBERT DILLER, production manager of WIND, Gary, Ind., has been appointed station's supervisor of defense activities and will coordinate activities of various defense groups in the Calumet industrial district in order to broadcast factual information on station's BULLETIN FOR DEFENSE programs.
EMPLOYES OF CBS GIVE PAY BOOSTS

EFFECTIVE Jan. 4, 1942, CBS will grant salary increases ranging from $104 to $221 annually to employees earning up to $75 a week, it was announced Dec. 15 by William S. Paley, CBS president. The blanket salary increase is designed to help meet the rising cost of living for employees in the moderate earning level, it was explained. Exceptions to the general raise are made for CBS personnel whose salaries have been adjusted since Oct. 1 and those paid on a union wage scale.

Under the approved formula, all covered salary up to and including $30 weekly is to be increased 10%; between $30 and $40, 7 1/2%; between $40 and $50, 5%, i.e., a person with a present salary of $75 weekly, who is not in one of the two excluded categories, will receive an increase of $3 on the first $30 of salary, 75 cents on the next $10 and 50 cents on the next $10, a total weekly increase of $4.25 and an annual increase of $221. The increases affect 9,800 employees, out of a total of more than 20,000.

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

Gift of 10,000 Shares Of CBS Stock by Paley

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

According to the SEC report, Mr. Paley's CBS holdings of Class B common stock were reduced to 244,366 shares. In addition he held directly 530 shares and indirectly, through a holding company, 87,860 shares of Class A common stock of CBS.

Chet Thomas Assigned KXOK Program Post

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

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

Holbrook's Post

ART HOLBROOK, news commentator of WIBW, Topeka, will be named coordinator of radio communications in Kansas by the State Council of Defense, according to an announcement by Gov. Payne H. Ratner. Mr. Holbrook's appointment has been recommended by Gov. Ratner and is expected to make him official at the next meeting of the council.

NANCY HUDSON

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

Paid Broadcast Periods Extended by Dominion

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

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

Johns-Mansville News

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

ANY NEWS FROM WASHINGTON ??

YOUR Washington Studios for Direct Wire Pick-Ups or Transcriptions Offers:

- Commentators - News Analysts
- Discussions
- Forums
- Talks
- Interviews

COMPLETE ENGINEERING FACILITIES - ANNOUNCERS - TALENT

Phone, Wire or Write
Robert J. Coar
BROADCAST SERVICE STUDIOS
113-15 Denrike Bldg.
Washington, D. C.
République 6160

WPEN Says Happy New Year 365 Times a Year

Give your clients a real worthwhile gift, one they are certain to appreciate. Give them extra sales in Phila. delphia through "The Station That Sells"
DOR BELLING, manager of the Los Angeles office of Lord & Thomas, has been elected executive vice-president and director. William J. Dringle, with the agency 14 years, has been named a vice-president.

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

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

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

ROBERT J. ELBICK, formerly director of research of Blue & Hummert, has been named director of research for Rutherford & Ryan, Chicago.

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

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

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

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

Perrine Shifted

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

'March' Drops Repeat

NECESSITY of the war emergency on the Pacific Coast, including test blackouts, air-raid alarms, and shutting down of radio stations, as copy chief, is sponsored on NBC-Blue Thursdays, 8-8:30 p.m., has discontinued its regular broadcast to the West Coast at 11-11:30 p.m. Since Dec. 11 West Coast listeners have been hearing the original program at 6 p.m. Agency is Young & Rubicam, New York.

After 7 months, Sears reports:

"In every test KRNT has always pulled""}

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

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

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

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

**KSO**

NBC BLUE AND MUTUAL 5000 WATTS

**KRNT**

BASIC COLUMBIA 5000 WATTS

The Cowles Stations in DES MOINES

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

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

**KFRU**

In the heart of Missouri!

Strategically located to do a big selling: KFRU Dallas, Texas. A fine station with an exceptional reputation for public service.

1400 KC. * 250 Watts

**WRIGLEY DONATING HALF-HOUR TO NAVY**

WM. WRIGLEY JR. Co., Chicago, in accordance with its plan to make national defense the underlying theme of its radio programs [BROADCASTING, Dec. 8], is planning to turn over the half-hour it purchased on CBS, Thursdays at 10:15-11:45 p.m., to the Navy or possibly some other branch of the service with the company offering production facilities. Plans have not been made, although program is scheduled to start Jan.

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

Gene Autry's Melody Ranch (Douglas Pugm) on 6:30-8:35 immediately preceding Dear Mom now occupies the entire 45 minutes from 6:30-7:15 p.m. and includes a 20-minute historical dramatic sketch each week of some phase of the U. S. armed services. Arthur Meyerhoff & Co., Chicago, is the agent for Dear Mom program; J. Walter Thompson Co., Chicago, on Melody Ranch.

**BBDO COAST ADDITIONS**

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

**RADIO FOR FILM**

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

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Bannerman Foresees Institutional Copy, Sales Effort Offsetting Price Ceilings

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

New Products to Appear

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

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

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

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

Light Touch Urged In Daily Business

Danzig Advises Radio Editors To Retain Human Viewpoint

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

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

Perspective Regained

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

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

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

Game First!

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

Lorillard News

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

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

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

Kraft's New Lineup

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

W DAY MAKES EASY SLEDDING FOR SALESMEN IN THE RED RIVER VALLEY! LET US PROVE IT!"
SOUND MOTION PICTURE, "Listen America", telling the story of radio, is now in the final stages of production at WHK-WCLE, Cleveland, United Broadcasting Co., for its two Cleveland stations and WHK, Columbus, ordered the film from Motion Picture Productions Inc., Cleveland commercial film concern. Three prints of the 30-minute picture will be made available for use as a combined educational and entertainment feature to clubs, lodges and all types of business and fraternal groups in the service area of the three stations. Film director is Emitt D. Boring, with script by Russell Murdock. Music by the WHK-WCLE staff orchestra with narration by members of the announcing staff.

When you buy WCAE you get...

TIME PLUS
A COMPLETE, PRACTICAL MERCHANDISING SERVICE

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

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

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

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

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

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

MUTUAL BROADCASTING SYSTEM

Corn Festival Display ENTRIES of 241 exhibitors from 10 States and Canada were displayed in the lobby of Hotel Des Moines Dec. 13 at the completion of the WHO fifth annual Radio Corn Festival, the largest yet staged, conducted by Herb Piambeck, WHO farm news editor. Cash, hybrid seed, ribbons and trophy awards, valued in excess of $400 were distributed. Two half-hour broadcasts were presented from the hotel lobby—Corn Belt Farm Hour and Better Farming.

Record Campaign RCA-VICTOR, record dealers and WPEN, Philadelphia, have joined in a promotional campaign for the RCA Music You Want program. A large billboard on one of the RCA buildings in Camden, overlooking the approach to Philadelphia on the Delaware River Bridge, publicizes the station and time of the program. Cooperative ads are being carried in local newspapers calling attention to the recorded classical music and WPEN is using its tie-up space in the dailies with catch ads calling attention to the RCA News Capsule that precedes the recorded portions of the program. In addition, RCA Victor, through its music dealers, distributes a weekly schedule of the recordings.

Cigarette Cards HUNDREDS of cigarette packs are being mailed monthly to U. S. servicemen by a Springfield, Ill., confectionery as a result of a trade promotion on its five-minute "Smokes for Soldiers & Sailors" program on WIRS, Springfield. When the card has been punched out, sponsor sends two packs of cigarettes to the soldier or sailor named by the customer.

WFBM Map WFBM, Indianapolis, is offering listeners a large size colored map of the world to help follow developments as they listen to news. Map, 27 x 18½, is finished in five colors with a complete alphabetical index on the reverse side. Also included are lists of WFBM's news broadcasters scheduled for the entire week and photos of news editor, Gilbert Forbes, and CBS newscasters.

El Paso Schedule PUBLICATION of its schedule each week in the form of a mailing piece is a method of promotion for both KOD, El Paso, and its clients. List carries all commercials and sponsors in bold face caps, a listing of all broadcasts and times as well as short sales talk on the station. Entire piece is compiled by William Jelesch, promotion director.

SPECIAL exhibition of military equipment in connection with the Defense Stamp and Bond drive in Oklahoma City provides the locale for this picture. Inside the tank in the helmet and goggles is Harold Betts, recent addition to the staff of WKY, and on the outside are soldiers trying to evict Mr. Betts—says the blur.}

W71NY FM Party OVER A HUNDRED agency executives attended an "F.M. Party" given jointly by the sales staff of WOR and W71NY, New York, last Thursday at the Madison Ave. transmitter of W71NY. Program included a buffet lunch, a showing of "Listen—It's F.M!", the GE-produced color talking film that explains the ABC's of frequency modulation. There was also a special 15-minute dramatic sketch, written especially for the occasion by Dick Pack of the WOR press department and featuring Arthur Elmer, mimic-actor. Joseph Creamer, WOR promotion and research director, arranged several exhibits.

Rustic Items GOING OVER in the Midwest is the new rural humor publication, Toby's Cornhusker News, of WMT, Cedar Rapids, Ia. Full of rustic chronicles, the four-page newsprint organ is produced as a promotion piece for the five-week humor show, Toby & Susie, which is in a small-town newspaper office. The show is carried on four Midwest stations, under sponsorship of Peter Pan Bread.

NBC-BLUCE—10-page folder titled "Lower Your Cost of Distribution in Florida Too!" giving rates and market-data figures.
NAB Outlines Procedure for Obtaining Deferment From Service for Technicians

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

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

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

Specific Data

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

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

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

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

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

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

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

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

M & M Drops Plans

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

"AMERICA CALLING," composition written by Meredith Willson, Hollywood musical director of the NBO Coffee Time sponsored by General Foods Corp. (Maxwell House coffee), is being released through the educational division of Irving Berlin Inc., music publishers.

Another Branch for Branham!

MEMPHIS

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

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

THE BRANHAM COMPANY

CHICAGO  NEW YORK

Detroit - Dallas - Atlanta - Charlotte - St. Louis - Memphis
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KMOX
50,000 WATTS
ST. LOUIS
CBS

Dominates Missouri's major market plus the cream of southern Illinois

Ask any Radio Sales office for more information about KMOX one of the eighteen CBS 50,000 watt stations.
Many Programs With Christmas Theme Are Slated for Holidays by Networks

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

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

CBS Caravan

Throughout the week Mutual has scheduled programs of carols by noted choirs in different parts of America, and on Dec. 25 will broadcast Army shows from camps in cooperation with the War Dept. WOR, Mutual’s New York affiliate, last week gave its 13th Annual Children’s Christmas Party for children, nurses and nephews of WOR employees.

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

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

Sealtest program by Rudy Vallee.

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

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

WBYN, New York, on Dec. 11 began a 30-day program test period on 3,000 watts daytime and 340 watts night under authorization of the FCC. From sign-on at 7 a.m. to sunset, the station’s output with 300 watts daytime and 340 watts day and night, will test under its increased daytime power.

EMPLOYEES of WHN, Newport News Norfolk, were voted a $295 defense bond as a Christmas bonus at a recent meeting of the board. Some 25 station employees are affected.

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NEW MUSIC program series, Chicago Symphony on Monday, Wednesday and Friday and Music in Chicago on Tuesday and Thursday, has replaced the Chicago Opera program on WHIP, Hammond, Ind. New series will also be directed by Mark Love, station's artistic director and soloist with Chicago Opera and Symphony Orchestra and will consist of selections by well-known musicians and interviews with members of the Symphony Orchestra and with prominent local music patrons.

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

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

Their Boys Are Serving
SWITCHING from a variety interview program from the homes of Cincinnati residents, Jerry Belcher's Neighbors heard Tuesdays, Thursdays and Saturdays at 9:30 p.m. on WCKY, Cincinnati, is now combined, effective Dec. 16, to visits at homes of families having boys in the service. Program is designed to give listeners a picture of the people behind the boys who are serving in the Army, Navy and Marine Corps.

CHEVRONS and all are the reward of tiny Margie Ray, featured vocalist of KDYL, Salt Lake City, for her part in KDYL's weekly You're in the Army Now. With Ed Stoker, KDYL musical director, looking on, Margie received from Col. H. H. Mott, commanding officer of the Fort Douglas Reception Center at Fort Douglas, Utah, an official Army citation making her a staff sergeant in the reception battalion.

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

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

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

Nicely timed, thumbs up, America!, ten minutes of music and announcements on the Army, Navy, Marine Corps, Defense Bonds and stamps, Maritime Commission, etc., went on the air from WPFA-WBAP, Dallas-Fort Worth, Dec. 5 at 11-11:30 p.m. (CST), to be heard Tuesdays, Thursdays and Saturdays. A later period at the same hour was also inaugurated over KGKO, Fort Worth, for Mondays, Wednesdays and Fridays. Program was designed to take care of the accumulation of defense material. Service spot announcements such as Red Cross, Community Chest, Christmas Seals and others continue to be scheduled by the traffic department through the log.

Schools' Own
WMT, Cedar Rapids, Ia., has started a 15-minute high school news program as a weekly Saturday sustaining feature. Some 50 Iowa schools contribute to the journalism department of the Cedar Rapids schools where the material is edited and presented on the air by newphyne announcers.
WBC, Chicago

American Medical Assn., Chicago (Hygeia magazine), 6 a.m. thru Ivan Hill Adv., Chicago.

Southern California Telephone Co., Los Angeles (public utility), 8 a.m. thru Neale Adv., Chicago.

KJH, Hollywood

American Medical Assn., Chicago (Hygeia magazine), 6 a.m. thru Ivan Hill Adv., Chicago.

Southern California Telephone Co., Los Angeles (public utility), 8 a.m. thru Neale Adv., Chicago.

KFI Los Angeles

Radio Express Agency, New York (transportation, 5 a.m. thru Caper Co., N.Y.

KWHC, Hollywood

American Medical Assn., Chicago (Hygeia magazine), 6 a.m. thru Ivan Hill Adv., Chicago.

Southern California Telephone Co., Los Angeles (public utility), 8 a.m. thru Neale Adv., Chicago.

KJL, Hollywood

American Medical Assn., Chicago (Hygeia magazine), 6 a.m. thru Ivan Hill Adv., Chicago.

Southern California Telephone Co., Los Angeles (public utility), 8 a.m. thru Neale Adv., Chicago.

Revised Rate Card

Announced by Red

Network Now Has 130 Stations Including KDKA, WBAL

RATE CARD No. 29, dated Dec. 15, 1941, was issued last week by NBC-Red, covering all changes for Red affiliates since the last Red rate card was issued April 1, 1941.

Four new stations have joined the network, making a total of 130 stations in the United States, including the $50,000-watt KDKA, Pittsburgh, and WBAL, Baltimore, which became Basic Red stations; CRS, Greenfield, S. Co., now in the New England network; and WHIS, Bluefield, W. Va., a Basic Supplementary outlet.

Power Boosts

Since the first of this year, 30 Red stations have had increases in power—23 to 5,000 watts, 3 to 1,000 watts, 3 to 250 watts, and 1 to 500 watts. WROL, Knoxville, shifted its frequency from 1310 to 620 kc.

Other changes on the new card include WIZZ, Springfield, O., and WING, Dayton, as basic stations, formerly Basic Supernumeraries; KGBX, Springfield, Mo., a former Southwestern group station, is now a Basic station, and WSJ, Montgomery, Ala., is included in the Southcentral Group instead of among those individually available to both El Paso and Portland. The Mountain Group station on the last rate card, is now listed with the South Mountain Group. The new station on the card, KDKA, also has had increases in power—higher hour, half-hour and quarter-hour rates than the stations they replace in Baltimore and Pittsburgh, WFBF and WCAE, and five other Red stations have increased rates, including WAVE, Louisville; WDAF, Kansas City; WTAR, Norfolk, Va.; Little Rock, Ark., and KJM, Fresno.

The new card has been broken down not only into basic and supplemental groups as in the past, but also into five time zones for greater convenience in programming. NBC's Latin American service, available to advertisers through NBC's shortwave stations, WCAC, and WBNI, in conjunction with WBOB, Boston, also is listed on the new card together with a map. Advertisers may add any or all of the 102 station Pan-American Network through NBC's international division for simultaneous broadcasts of domestic Red programs or on a delayed broadcast basis.

Red Cross Special

BRISTOL-MYERS Co., New York, on Christmas Eve, Dec. 24, 9-10 p.m., will turn over the entire period on NBC-Red for a Red Cross broadcast. Eddie Cantor will be one of an all-star cast which will include members of his own show, Time to Smile, which with Mr. Dishman is heard regularly that Wednesday night; Fiddler McGee & Molly, The Aldrich Family and others will be named. Young & Rubicam, New York, handles the account.
ON FRIDAY, Dec. 5, Gordon Alderman, program director of WAGE, Syracuse, concluded a 13-week original serial, Jungle Drums. Locale of the show was an uncharted isle in the South Pacific, on which the story's two characters, Ron and Red, were shipwrecked. The show got to be too much of a job for Alderman, who not only wrote but directed it, so he decided to conclude it just as Ron and Red discovered the island was a secret base for the Nazis and Japs.

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

WITH EMERSON Drug Co., Baltimore (Bromo Seltzer), through Ruthrauff & Ryan, New York, on Jan. 10 starting Ellery Queen, detective series, on about 50 NBC-Red stations, Saturday, 7-30-8 p.m. (EST), tie-in promotion is being planned by Columbia Pictures Corp. for its film, "A Close Call for Ellery Queen," which goes into national release 20 days later.

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

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

Canada Curtailed
PRODUCTION of radio receivers in Canada for next January has been cut to 30% of the January 1940 production, according to an announcement Dec. 15 by Minister Rowe. The cut was made to conserve materials and labor for war effort and will not affect radio equipment being made for the Canadian government. It is expected that this will bring production down 10,000 sets per month. Last October radio production was curtailed for domestic use by 25% of the 1940 figures.

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

THE ONLY way out was to do the job themselves, officials of WMBG, Richmond, Va., discovered when nobody would contract to move one of the 75-foot Lehigh self-supporting towers some 30 feet to provide a new directional pattern. Since it was necessary to avoid disrupting the pattern or creating interference, the tower had to be moved intact and kept grounded in the process.

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

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

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

Parallel plane electrodes of the tube are closely spaced to facilitate neutralization with grid plate capacitance of 2.3 micro-microfarads and low lead inductance provided by disk-like terminals. When used as a class C radio-frequency amplifier, the tube has a maximum d-c plate voltage of 1350. Maximum plate current is 150 milliamperes; maximum plate input is 100 watts and maximum plate dissipation is 50 watts. The tube has an amplification factor of 30.

EDUCATION AWARDS OFFERED BY KIRO
PROPOSED awards for outstanding contributions to education and public service in radio were announced last week by KIRO, Seattle, with the approval of the suggestion of Saul Haas, KIRO vice-president, for the creation of the "KIRO Educational Radio Award" with prizes totaling $500. The proposal of the awards was first made to Major Harold Kent, Bureau of Public Relations, U.S. War Department, head of the School Broadcast Conference held in Chicago Dec. 4 who conveyed the information to the conference.

Seven cash awards will be made under the plan approved by directors of the station, ranging from $150 first prize to five prizes of $80 each. Honororable mention citations will be given to other outstanding contributions. Details for dissemination of information and execution of awards are being planned under a committee headed by Parker Wheatley, director of radio activities for Northwestern U. Competition is open to anyone interested in education or public service as a radio function.

Messages of enthusiastic appreciation for the gesture have been received by KIRO from Dr. Keith Threlfall, president of Evaluation of School Broadcast Committee, Ohio State U.; Dr. Alpheus Smith, Columbia U.; Dr. Lyman Bryson, president of Teacher's College, Columbia U.; Sterling Fisher, CBS director of education; and Parker Wheatley of Northwestern U.

63.3% Heard FDR
PRESIDENT ROOSEVELT and the Bill of Rights program "We Hold These Truths," broadcast Dec. 15 on all major networks 10:11 p.m., were heard by 63.3% of radio set-owners interviewed at home, according to a statement issued last week by the Cooperative Analysis of Broadcasting, which announced the rating established in all-time high for programs using a regular radio technique. Audience for the President was his fourth largest to be recorded by the CAB.

Britain Dec. 25 Pickups
ANNAL message to Great Britain by His Majesty King George VI will be broadcast Christmas Day on Mutual and XHC 9:30 a.m. from London. Immediately preceding, a full-hour broadcast titled "Absent Friends," with pickups from all parts of the British Empire, will be heard on XHC from 8 to 9 a.m. through the facilities of the BBC.
Canada Copyright Fees Frozen by Agreement

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

The Copyright Appeal Board was scheduled to meet at Ottawa Dec. 15 to hear the appeals for the tariff recently filed (Broadcasting Nov. 24) but in view of the agreement this meeting was merely a formality. CPRS has filed for a 1 cent per set, BMI Canada for one-third of whatever fee the Appeal Board might set, and the CAB had filed objections to anything over 8 cents per licensed receiver.

The rate set for 1942 by agreement due to price ceiling regulations allows both CPRS and BMI a year to study developments under the new agreements in the United States, and enables the CAB next December to make such representations to the Copyright Appeal Board as may appear advisable in the interest of the member stations. Fees to be collected by BMI Canada and CPRS in 1942 will amount to $130,924.53 based on 1,454,717 licenses in force at March 31, 1941. This year Canadian stations paid $116,377 in copyright fees.

UP Buys BUP

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

WSB, Atlanta, has started its annual Lend-A-Book Drive to bring more good books to Georgia schools and bookmobiles. Conducted in cooperation with the Georgia Library Assn., WSB carry a heavy schedule of announcements asking listeners to contribute spare books.

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

Today the population listens to CHNS for the time.

NOTE: They Still Fire the Gun
Keeping Up the Old Traditions!

Traditions, However, Don't Get Much Business.

CHNS Does — Try It.

HEADLINER

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

BLAW-KNOX VERTICAL RADITORS

BLAW-KNOX DIVISION of Blaw-Knox Company
Farmers Bank Bldg., Pittsburgh, Pa.
Offices in principal cities
The big boss said: "Mike, take a column. Add humor and wit. Multiply by the number of our renewals. Divide into readable items. Now what have you got?" Call for Ancin! * * *

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

Now I know how Edison must have felt when the next fellow came along and "borrowed" from his incandescent lamp. Over a year ago WCBM carried the first Balto. telephone quiz program show. Today two other Balto. stations are following suit—and apparently doing not bad.

P. S. Ours still has its 74.6 listening audience, thank you!

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

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

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

News of the Week

SANTA FE VINTAGE Co., Los Angeles (Three Crown wine), which recently started using an average of 20 spot announcements per week in Southern California stations will continue that campaign through January, utilizing KHJ KMTF KIEV KGFJ KMPG KRKD KFWB. Agency is West-Marquis Inc, Los Angeles.

ALKINE Co., New Brunswick, N. Y., last week started 14 weather reports weekly for 16 weeks on WQXR, New York. Company has been sponsoring Ramona on WOR, New York, and announcements on WIP and WENF, Philadelphia, through Redfield, Johnstown, New York.

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

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

RED-EE FOODS Inc., Los Angeles (Cinch cake mix), is sponsoring five-weekly promotion in Polly Patterson's Pantry on KFAC, that City. Contract is for 13 weeks having started Dec. 15. Elwood J. Robs., Jr., Los Angeles Adv., Los Angeles, has the account.

PACIFIC GAS & ELECTRIC Co., San Francisco, on Jan. 1, 1942 reviews for 32 weeks its two-hour nightly recorded program Evening Concert on KTA, San Francisco. Program is presented nightly through Dec. 31. Agency is McCormick, Francisco, San Francisco.

ROCKWOOD & Co., Brooklyn (Chocolate Hits), recently added participation on WTOP, Norfolk, and chain-breaks on WBMB, Richmond, to its fall schedule, pushing its total of 21 stations now used in the campaign. Will continue Federal advertising in New York, handles the account.

IN A COOPERATIVE deal, four West Coast Victor Recording dealers are alternately sponsoring a Tuesday through-Friday, 45-minute program featuring recorded compositions, of KPAC, Los Angeles. Tying in with commercials, is a brief commentary on records by well-known personality in music, Harry B. Poland. Compilations of Music Co., Kelly Music Co., Clair's Record Bar, Crawford's Inc. Chas. N. Stahl Adv. Agency, Hollywood, has the account. William Farquhar is account executive.

LOS ANGELES SOAP Co., Los Angeles (White King soap), on Dec. 16 increased its three-hourly weekly broadcasts on KOH, Los Angeles, to five times per week. Contract is for 52 weeks. Agency is Raymond R. Morgan Co., Hollywood.

BLUE BIRD POTATO CHIPS, Oakland, Cal. (potato chips, peanuts), through Eric L. Stevenson, Los Angeles, in a three-week pre-Christmas Northern California campaign ending Dec. 22, used a total of 12 spot announcements on KGO KFSD KQW KBK KGW KDON.


L. A. WILLIAMS, advertising and sales promotion director of Foget Sound Power & Light Co., Seattle, was recently appointed executive assistant to the firm president.

SEARS, ROEBUCK & Co., Los Angeles (retail merchandise), in an 18-day pre-Christmas campaign ending Dec. 24, is using a total of 14 spot announcements on nine Southern California stations. KKNX KHJ KECA KFAC KMPG KFVX KFAX KFTR KFWB. Agency is the Mayers Co., Los Angeles.

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

Problems of Defense, Taxes and Labor Discussed at NAB Regional Meetings

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

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

Defense Problems

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

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

A principal feature of the Minneapolis meeting was a Dec. 12
luncheon address by Mrs. Margaret Culkin Banning, Minnesota writer and lecturer, who declared that "the overwhelming sentiment of which the American public is conscious toward radio is one of profound gratitude with reliance". Another speaker was Samuel C. Gale, advertising director of General Mills, who spoke on "An Advertising Director Looks at Radio". Various sessions of the meetings were presided over by Earl H. Gammons, WCCO; Tom Gavin, WBEU, and K. W. Husted, WLOOK.

Series Closed

The Minneapolis and Chicago meetings concluded a series of 16 district meetings held this fall, extending from early in October until mid-December.

At District 11 Session

At the District 11 meeting in Minneapolis were:
Lloyd R. Amos, KRMX; C. E. Arner Jr., NAB; Darrell D. Brady, WBBM; Millie Blenk, Standard Radio; John W. Boley, North Central Broadcasting System; Loren F. Bridges, WEAU; W. C. Bridges, WMFU; Frank E. Cichy, NBC; Russ Clancy, AP; Ethel H. Cooley, John B. Cooley, KLPM; Thomas Dawson, WCCO; Dirks Districh, KYR; Dwain Evins, ASCAP; A. A. Faby, KABR; S. Faville Jr., KSGO; F. W. Fittsimons, KFRR; E. G. Foreman Jr., Foreman Co.; L. M. Fremont, WBBM; E. H. Gutterman, WCCO; Tom Garzo, WBBG; David Gentilini, Gregory Gentilini, KBOG; Oliver Gramling, AP; Gus Hazen, SESAC; G. F. Hayman, WTCN; G. R. Hahn, KSGO; Elmer Hanson, KYLO; Jack Hansen, KYSM; Carl Haverlin, BMI; E. Hays, KATE; Morton Hangken, KSGO; Julius Hensh, WDAY; Edward Hoffman, WMNB; Phil Maffone, WAXI; Stanley Hibbard, KSTP; Bob Harleigh, AP; K. W. Husted, WLOOK; Malcom C. Jensen, WEAL; H. E. Jett, KABR; Ben Kibler, KGGO; Sam Kaufman, WCCO; W. B. Knuteon, KBOG; Tom Lathrop, KATE; Garnett Lavin, WDAY; Fred E. Lawson, WLOOK; Dalton Lautman; KDL; Barry W. Linder, KLWM; M. M. Margeit, KVOX; D. P. McGuire, WJMG; J. F. Menninger, KYSM; C. E. Milton, ASCAP; Wallace Mitchell, UP; Frank F. Palermo, LAD; G. S. Romaniuk, KDL; E. G. Seibert, KDAY; O. M. Riddle, WEAU; N. C. Roddick, WBBM; Fred Schirle, KFAP; Arthur J. Smith, WNAV; Wallace Stone. KBOG; Ralph W. Thompson, WJMG; F. Van Kuyk, WTCN; Ralph Wentworth, Longworth; L. L. Whiting, WGY; M. H. White, KWNF; Bert Wink; KDL; Dr. George Young, WGGY.

Those who attended the two-day Chicago session were:

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

A SPECIFIC POLL

On the sales effectiveness of WBBM-developed programs -

reveals how successfully WBBM builds specific shows to sell specific products

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

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

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

No wonder 80% of all accounts renew —

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

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

*Clients on WBBM shows more than a year.
STATION ACTIVITY

(Continued from Page 16)

Fort Wayne On Job

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

News Tone

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

Latin Pickup

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

Ready for Trouble

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

Youngstown Ruling

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

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

Service Flags

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

Quicker City Bureau

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

Emergency Studio

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

Florida Shutdown

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

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

Denver Cooperation

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

Service Branch

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

KINY Active

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

News and More News!

WQXR, New York, has added five new periods of AP news summaries daily during the present crisis, bringing the station's newscasts to a total of 17 daily to keep its listeners informed on late war news without interrupting regularly scheduled programs except for urgent bulletins.

Stamps For Sale

WINX, Washington, in conjunction with the activities of the WINX Christmas Committee, which collects gifts from a booth in downtown Washington to be distributed to servicemen, has established a defense stamp outlet with stamps on sale every day 6 a.m. to 9 p.m.
Every Hour
KFMB, San Diego, Cal., in addition to its regular news programs and flash reports has started a five-minute newscast every hour on the hour, totaling 17 such broadcasts daily.

Bond Checkoff
MANAGEMENT and staff of Wkat, Miami Beach, Fla., on Dec. 12 voted unanimously to inaugurate a weekly checkoff of 5% of weekly wages, and a like amount of station earnings, for purchase of Defense Stamps and Bonds.

Defense Days
WINS, New York, has secured permission from all sponsors using programs on the station for the insertion of defense bond announcements at any time during the broadcast day.

Printed Plugs
WLW-WSAI, Cincinnati, on Dec. 17 and Dec. 21 placed half-page advertisements in 42 newspapers in five Midwest States to describe its emergency broadcasting plan, worked out several months ago, and govern the presentation of news during wartime.

Crosley News Setup
EXPANDING its news staff and quarters in the interest of expanded war coverage, WLW-WSAI, WLW, Cincinnati, now claim a staff of 36 writers, reporters and newscasters, headed by William Dowdell, and a news-room occupying about 1,000 square feet.

VISITORS to studios of KDRA, Pittsburgh, averaging a total of 100,000 a year have been barred, except under proper identification, during the emergency. The order is in line with precautions taken by other stations and networked stations, many of which have banned visitors entirely.

Urges Raid Frequency
ISAAC D. LEVY, vice-president of WCAU, Philadelphia, has proposed that the FCC set aside a wavelength to be used only during night hours for air raid alarms. Levy told the Philadelphia Defense Council on Dec. 15 that citizens could set their dials to the particular wavelength before going to sleep, with the assurance they would not be awakened except in an emergency.

**WDRC**
CONNECTICUT'S PIONEER BROADCASTER

20TH YEAR
This month, WDRC starts its 20th year as Connecticut's Pioneer Broadcaster.
First to serve Connecticut.
First to serve Hartford.
First to serve Hartford.
Basic CBS for Connecticut.

Grebe? Joins WSPD
EARL GREBE, for 18 years foreign news editor of the Toledo Blade, is now devoting full time to his news analyses on WSPD, Toledo, after broadcasting on the station five nights weekly for more than a year. His analysis follows the 6 p.m. news report of Jim Uebelhart, who uses UP, INS and Reuters. Formerly Mr. Grebe was heard on WSPD at 11:15 p.m. He came to Toledo in 1931 after having been with AP in Cleveland, Columbus and other cities.

Mr. Grebe

**In the CONTROL ROOM**

LOH HOUSE, formerly chief control room engineer of WDRC, Hartford, Conn., has been named assistant chief engineer of the station by General Manager Franklin M. Doublet.

RAY THORIAN, KGER, Long Beach, Calif., engineer, an ensign in the Navy communications division, has reported for active duty on the Atlantic Coast.

PAUL GREEN, XHI Hollywood field engineer, and R. J. Held, of the network's New York technical staff, have switched assignments.

EARL GRAVES, chief engineer of KHIX, Muskogee, Okla., on Dec. 15 married Olivilla Moore, Muskogee, school teacher.

**Free & Peters Shift**
FREE & PETERS, national station representative, has moved its local offices to 15122 N. Gordon St., Hollywood, and is sharing accommodations with Wright-Sonox Inc. controlled by the former firm. Hal W. Hoag is Southern California representative of Free & Peters Inc. Jack Ross is West Coast manager of Wright-Sonox Inc.

Big Wine Contract
K. ARAKELIAN Inc., New York (Mission Bell wine) on Dec. 16 signed What is believed to be one of the largest individual contracts for the long-term exclusive placing on a local station. Terms call for 1,267 15-second cut-in announcements, 936 one-minute announcements, and 312 15-minute musical programs yearly, on WNEW, New York. Contracts are for 52 weeks, non-cancellable and represent a 32½% increase over placements made by the company on the station last year. Company offices on Jan. 3, the news schedule of 60 announcements weekly on WINS, New York Firestone Adv. Agency handles the account.

Diary in Braille
BEHRIN DIARY, account by William L. Shiver of his experiences as CBS Berlin correspondent, has been recorded as a "Talking Book" by the American Foundation of the Blind for distribution through the Library of Congress. Shiver himself did the reading for the 15-disc, and a radio announcer finished recording the volume. The book also is being transcribed for the American Red Cross, which plans to lend it by mail to blind persons.

In radio, too, it's Better to be Lower
Lucky little girl—she is learning the advantages of being "lower." In radio a lower frequency gets the breaks, too.

These facts are not disputable:
Lower frequency equals longer wave-length, longer wave-length equals stronger signals. In New York WMCA occupies the prime frequency (170) with enough power to sell over 12,500,000 people economically.

**LOUISVILLE'S WAVE**
5000 WATTS... 370 KHz... 4 R. C. Basic Red
FREE & PETERS, INC.
National Representatives

BROADCASTING • Broadcast Advertising
December 22, 1941 • Page 49
CONSIDERATION of new station and modification applications under normal procedure is planned by the FCC until definite policies are established in relation to availability of equipment and policies established by other Governmental agencies, it was learned last week at the FCC.

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

First Wartime Grant
Basic policy, it is presumed, will be established by the Defense Communications Board which, under powers vested in it by the recent Executive Order signed by President Roosevelt (Broadcasting, Dec. 15) is the virtual final arbiter on all communication activities.

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

A new assignment on the choice 790 kc. regional frequency was authorized by the FCC with the granting of a construction permit to WWNY, Watertown, N. Y., to shift from 1300 kc. and to increase its power from 500 watts to 1,000 watts, with hours increased from daytime to unlimited time. Simultaneously, the FCC set for hearing applications of WHEC, Rochester; WBC, New Albany, and WKPT, Kingsport, Tenn., for assignment on 790 kc.

WSBT, South Bend, was granted a construction permit to increase power from 250 to 500 watts day and 250 watts fulltime. This is a new assignment on the choice 1490 kc. WMVA, Martinsville, Va., was granted similar authority on 1450 kc.

**DON'T DO THIS!**

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

There is no reason for destroying your recordings. They are never played. The thousands of records that arrive at our plant each week are immediately stripped, recoated and sent back to you.

The better their condition when they arrive, the better your recoated records will be.

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

Marine Training
LICENSED amateurs or young men from 18 to 25 are offered free training to qualify for merchant marine duty in various capacities, including radio operators, by the U. S. Maritime Commission, through the U. S. Employment Service of the Social Security Board and the 1,500 State employment offices affiliated with it. Trainees receive pay while learning, along with free transportation, clothing, food and quarters, with jobs at full wages available after training. Particulars may be procured from any State employment office or from the U. S. Maritime Commission, Washington.

Gerdy Joins COI
ROBERT GERDY, CBS trade news editor, has resigned, effective Dec. 19, to join the press division of the Office of Coordinator of Information. In his new position, he will work under Joseph Barnes, chief of the New York press division. Gerdy is the third CBS publicist up from leave for the Office of Information, Robin Kinkead and Alice Danenberg having preceded him.

New Disc Firm
G. C. BIRD & ASSOCIATES, new Hollywood transcription production unit, has been established at 1745 N. Gramercy Place, with G. Curtis Bird as general manager. Firm will produce under trade-name seal of Dial-Dramas. Three new quarter-hour serials, of 39 episodes each, have been completed for sponsor consideration. Trio includes Exclusive Story, Suspicion, and If It Had Been You!

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

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

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

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

Mr. Ziemer drew the largest attendance of the year to the Wednesday meeting. Guests included Fred Palmer, WCKY, Cincinnati; Cecil Carmichael, WLW; C. B. Locke, KFDM, Beaumont, Tex.; George Bond, General Electric Co.

A NEW transcription firm, known as Professional Arts has been opened in San Francisco at 428 O'Farrell St. Neg Montell, formerly of the San Francisco News, will become head of the new programs and Jack Schnetzer are the operators.

PRESTO RECORDING CORP.
242 WEST 55th ST. N.Y.
World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs

![PRESTO RECORDING CORP.](https://via.placeholder.com/150)

BROADCASTING • Broadcast Advertising

![BROADCASTING](https://via.placeholder.com/150)

![BOUNCE YOUR SALES](https://via.placeholder.com/150)

![HCK-HP5K](https://via.placeholder.com/150)

![Fireman, Panama](https://via.placeholder.com/150)
Washington Center
(Continued from page 10)

tion will function in acting as clearing house for Government programs which has not yet been disclosed. This plan has been under consideration for several weeks. Necessity for it arose with the tremendous increase in demand for radio time by Government agencies.

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

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

Schedule Problems

In place of plans espoused in some Government quarters under which stations would be asked to devote a certain period during the day to such programs as instructions in air-raid precautions, it is understood OFF may function actively in a "firing squad" operation through which such broadcast information would be arranged for with an eye on the greatest effect on listeners and the least disruption of regular program schedules.

Such an operation would emphasize the maintenance of present program schedules as nearly as possible, in order to insure a listening audience at moments of crisis, it is believed.

The new Committee of Defense Information, set up in mid-Decem ber as an overall policy committee for information on defense activity of the nation, is made up of key representatives named by Government agencies, and it will advise OFF in its task of extending and improving the country's information on the defense effort.

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

Larmon, LaRoche Given Higher Posts at Y&R

SIGNORE S. LARMON on Jan. 1 will succeed to the presidency of Young & Rubicam, New York; Chester J. LaRoche, now president, will become chairman of the board and chief management officer. And Raymond Rubicam, now board chairman, who made the announce ment of the personal changes last week, will become chairman of the executive committee.

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

Kastor Agency Changes

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

GM Group's Program

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

Net Show Planned

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

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

LISTENS TO 'ALL-CANADA' STATIONS

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

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

THE ALL-CANADA 'WESTERN GROUP'

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

Larmon, LaRoche Given Higher Posts at Y&R

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

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

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

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

THE ALL-CANADA 'WESTERN GROUP'

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

WFMJ

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

Headley- Reed Co.

National Representatives

BROADCASTING • Broadcast Advertising
MBS Only Net to Insert War Clause

Others Lack Requests; Increase in Demand For Time Noted

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

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

Others Unchanged

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

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

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

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

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

Two Cancellations

Miss Hayes' sponsor, Thomas Lipton Inc., is withdrawing the program because of the uncertainties of shipping, and was reported. Following the final Helen Hayes broadcast, the half-hour period will be filled with a news show until the completion of the 13-week cycle. Yank & Rubicam, Lipton agency, stated.

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

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

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

Spot Flexibility

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

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

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

Quick Changes

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

Radio's flexibility, which will permit if need be the rewriting of a closing commercial while the pro-
gram is in progress, is making this medium more attractive now than ever before to many advertisers, it was stated. The same condition exists to a lesser degree in newspapers, which are also securing increasing mileage from advertisers.

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

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

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

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

Fibber Needed

On the Fibber McGee & Molly program on NBC-Red, H. F. Johnson Wax Co., Racine, Wis., sponsors of the program, stated that "the makers of Johnson's wax and Gl-oate believe it is in the public interest to continue programs as they are being transcribed as Fibber McGee & Molly. They have a place in our national morale."

Freeman Ekeys, president of Russell M. Seed Co., said, "There is no doubt that the war is going to affect advertising along with other business interests. Advertisers are going to have to adjust themselves to last minute changes of schedules and in general enter into a very cooperative attitude with the broadcasting companies, networks, and newspapers. Insofar as our company is concerned, immediate billing should not be materially affected one way or the other. The products we advertise are staple items not generally affected by changing conditions, and at the moment we know of no serious priority problem."

It was learned that the W. A. Shaeffer Pen Co., Madison, for which the Seeds agency directs radio advertising is at present issuing 1942 contracts for spot announcements on an extensive list of stations. Regardless of whether a manufacturer can secure raw materials necessary to produce his own trade marked goods, "Mr. Keys said, "we believe he should continue to advertise his company, his company name, and his product name before the product.

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

MAIL LIKE THIS giant plywood postcard was received by WAIM, Anderson, S. C., from 250 cadets of Company B-2 at Clemson. It was signed by each of the 250 cadets and required $2.08 in postage. Cadets had followed Clemson football games, sponsored by Coca Cola Bottling Co. and Brissie Lumber Co. Oh yes, that's Edith Hall, of the WAIM continuity department, at the right.

JUMP IN LISTENING
WOR Survey Shows How Nation Turned to Radio

LISTENING by New Yorkers who were at home on the afternoon of Dec. 7 jumped at least 60% between 2:30 p.m., when the news that the Japs had attacked Pearl Harbor was first flashed, and 4:15 p.m., it has been revealed by Joseph G. Creamer, head of the promotion department of WOR, New York. This sidelight on human behavior is based on data collected by Crossley interviewers who happened to be making their regularly scheduled personal interviews for the WOR Continuing Study of Radio Listening in Greater New York" at the time the news broke.

Before the flash came over the air, the interviewers found about one-third of the residents of the metropolitan area who were at home had their sets turned on. Two hours later this number had increased to over half of all families at home, with listening increasing rapidly each quarter-hour as the news spread.

AGENCY Appointments


GLOBE MILLING & GRAIN Co., Los Angeles, a division of Pillsbury Flour Mills Co., to McCann-Erickson, that city.

GORDON MFG. Co., Los Angeles (permiteidal lamps), to Hillman-Shane-Breyer Inc., that city.

WEINTRAUB BROS. & Co., Philadelphia (uniforms), to Adrian Baur Agency, Philadelphia.

NATIONAL FOAM SYSTEM, Philadelphia (fireproof lamp), to Riggio Agency, Philadelphia.


Regent on MBS

JERRY YAWNE, baritone, and Ted Strasser's orchestra will be featured on the quarter-hour serial to start Jan. 5 under sponsorship of Riggio Tobacco Corp., Brooklyn, for Regent Cigarettes [BROADCASTING, Dec. 1]. Program, to originate in New York, will be aired on 16 MBS stations Monday, Tuesday and Wednesday, 10:30-10:45 p.m. Agency is M. H. Hackett Inc., New York.

Bryan Donates Books

GEORGE BRYAN, CBS Newsmaster heard daily at 9 a.m., has sent his entire collection of text books on navigation and seamanship, collected as a hobby in his spare time, to the Naval Training Center Library to be used as research books for students.

WTRY
TROY, N. Y. 1000X
Basic N B C Blue
An H. C. Wilder Station Represented by Raymer

A Selling - Combination In the Capital Triangle

PROGRAM POPULARITY PLUS STRONG SIGNAL!

WCTR
TROY, N. Y. 1000X
Basic N B C Blue

BALLANTINE THREE RING TONE
with
CHARLES LAUGHTON
MILTON BERLE
SHIRLEY ROSS
BOB CROSBY'S BAND
Now on WING
DAYTON, OHIO
Nat. Rep., Paul H. Raymer

THE MIGHTY WAVE OF THE WEST

A Selling - Combination In the Capital Triangle

PROGRAM POPULARITY PLUS STRONG SIGNAL!

WCTR
TROY, N. Y. 1000X
Basic N B C Blue

BALLANTINE THREE RING TONE
with
CHARLES LAUGHTON
MILTON BERLE
SHIRLEY ROSS
BOB CROSBY'S BAND
Now on WING
DAYTON, OHIO
Nat. Rep., Paul H. Raymer

By the power of the new electronic age, we have been able to extend our range. The mighty WCTR, 1000X, is built by a Big Time Production Shop that knows what the wilderness of radio markets wants. With money to spend... why not prefer WCTR? We've Got Power, Programs, Coverage, Listeners, all at Low Cost! GET THE FACTS FROM

PONTIAC & MICH
3440 NORTH HICKORY ROAD, CHICAGO 30, ILL

We've Got Power, Programs, Coverage, Listeners, all at Low Cost! GET THE FACTS FROM

PONTIAC & MICH
3440 NORTH HICKORY ROAD, CHICAGO 30, ILL

WRNL ALWAYS RINGS THE BELL
IN RICHMOND, VIRGINIA

N B C BLUE • 1000 WATTS
Defense Keynotes FCC Activity in Year

Annual Report Reviews Marked Expansion In Its Scope

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

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

50,000,000 Receivers

As of Nov. 1, 1941, the report showed, 915 standard broadcast stations were in operation or under construction—877 and 38, respectively—with an estimated 50,000,000 receivers serving the listening audience. Authorized during the year were 68 new stations. It was pointed out that in addition to an extension of the license period for standard broadcast stations from one to two years, operation aspects were substantially improved through the March 29 reallocations under the North American Regional Broadcasting Agreement.

In a letter of transmittal for the 66-page printed report FCC Chairman James Lawrence Fly stated that because of the war situation, the scope of the document had been extended to include developments up to the present state of war rather than limiting information as of June 30, 1941. Among events during fiscal year 1941 were the network-monopoly regulations, the newspaper-ownership inquiry, the oral arguments on proposed rules against multiple ownership, along with hearings on such developments as FM and television.

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

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

Two New Sections

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

Tips Received

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

"The importance of listening in on foreign transmissions is attested in the fact that propaganda intercepted by FBMS is almost invariably followed by the example set in short-wave broadcast, but follows it with a lag," the report declared. "Almost every political, diplomatic, or military move is pressed by shifts in propaganda treatment. Consequently, through study of the short-wave 'model' it is often possible to predict such moves. A new course in policy can be reflected in broadcasts long before it is announced officially, or rumored in the press. For example, a shift in certain foreign broadcasts gave the first indication that Japan intended to occupy Indo-China."

A Steady Watch

"Monitors record major foreign broadcasts, and information about content significant either from the intelligence or propaganda point of view is flashed immediately to appropriate Government officials. Decentralization of the FBMS force makes each listening post in effect, a complete unit in itself, with engineers, translators, transcribers, stenographers, and persons who prepare reports. Thus each can tackle an overseas broadcast as quickly as it is recorded. However, all analysis work is done at"

"From this central office, pertinent information is dispatched to a selected list of military and other Government officials in the form of spot bulletins, daily reports with overall content and analysis, weekly summaries of propaganda methods on the long-range basis, and special reports and analyses."

"FBMS is on continual watch for significant news not available in the regular press and radio dis-patches, as well as news and comment directed against the United States."

FCC personnel was listed as 776 in Washington, including 257 NDO employees, and 613 in the field, including 424 NDO, practically all of whom were Civil Service employees. Appropriations for the FCC during the fiscal year 1941 totaled $4,126,340, including $1,760,000 for national defense activities, and $175,000 for relocation of monitoring stations.

The report stated that at the beginning of the fiscal year there were pending 12 cases to which the FCC was a party, 10 in the U. S. Court of Appeals and two in the Supreme Court. During the year five additional appeals were taken to the Court of Appeals from FCC decisions, making a total of 15 cases. Of the 15 cases, 12 were dismissed and three were pending at the close of the fiscal year, the report indicated.

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

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

OPERATION FATAL TO VICTOR DALTON

VICTOR DALTON, 50, owner of KRMTR, Hollywood, died late Thurs., Dec. 12, at Queen of the Angeles Hospital, Los Angeles. Death came following an operation for a malignant ailment, which he had entered the hospital four weeks ago.

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

Surviving Mr. Dalton is his wife, Leona Valde Dalton. Funeral services had not been announced as BROADCASTING went to press.
Clause for Six-Month Return Is Sought in New Seizure Bill

APPROVAL last Friday by the House of a bill (HR-9263) extending the war emergency powers of the President under Section 606 of the Communications Act to wire communications systems, but with a clause requiring return of such facilities six months after the termination of war or the threat of war, had prompt repercussions in the broadcasting industry. Another provision of Section 606, granting the President broad powers to take over radio facilities, does not carry the six-month termination clause.

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

Hearings Stated

Hearings probably will be held before the Senate Interstate Commerce Committee next week. The bill as passed by the House was introduced by Chairman Lea (D-Cal.) and superseded a measure (HR-9231) which he had introduced Dec. 12. The former bill, re-written in committee, would have placed wire communications under Section 606 (e) of the Act, which deals with radio stations.

DCB-FCC Chairman James Lawrence Fly had advised the House committee in executive session Dec. 17-18 that the DCB and FCC had recommendations of the President over the telephone industry or any other field of wire communications. He has repeatedly given the broadcasting industry similar assurances. The idea of Government control during wartime is based on the desire to create the least interference possible with private operation, he said. On Dec. 20 the President, by executive order, transferred to the DCB all of his functions under Section 606 [BROADCASTING, Dec. 18].

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

Westinghouse Shifts

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

MBS Suit Is Rumored Against Blue Network

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

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

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

Government Buys GE Transmitter

Shipped to KSFO for Use in Shortage Programs

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

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

Priority Obstacle

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

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

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

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

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

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

Sixteen independently-owned Class I-A stations reviewed their program of the past ten months and their plans for the future presented by Victor Sholir, director of CBBS. Experiences of the stations since Dec. 7 were related and advice exchanged.

Edwin W. Craig, directing head of WSM, Nashville, presided as chairman. Attending also were Louis G. Caldwell, Washington station; Jess B. De Witt, Pittsburgh; James E. Moroney, WFAA-WWAP, Dallas-Fort Worth; Carl J. Meyers, WGN, Chicago; Harry Stone and Jack De Witt, WSM, Nashville; Col. B. J. Palmer, J. O. M. M. Landen, William M. Brandon, Ralph M. Evans and Paul Loyet, KXTF, Jacksonville; Ben Shack, Guy Cavay and W. H. Summerville, WVL, New Orleans.

Poll of Radio Editors

Picks Hope as Champion

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

Nancy B. Brice are leading comedic and comedienne, best. M. C. is Bing Crosby, also leading male vocalist (popular). Dinah Shore is top female vocalist (popular), while favorite classical singers were Richard Crooks and Gladys Swarthout. Other winners include: H. V. Kaltenborn, commentator; Bill Stern, reporter; Guy Lombardo, band dance (sweet); Glenn Miller (swing); Leopold Stokowski, symphonic; "Radio Theatre" (dramatic entertainment plays); "One Man's Family" (dramatic program, same cast and crew); "House Party", for Mutual, and Varity; "Information Please", quiz; "Let's Pretend", children's; "Vic & Sade", daytime serial; CBS School of the Air, "National Educational Program"; CBS Spirit of '41, special events.

Carpenter to Treasury

KEN CARPENTER, former sales manager of NBC advertising, has joined the defense savings staff of the Treasury to aid in sales promotion in radio and television in the Midwest.

DECISIONS... DECEMBER 16

NEW, Iowa Great Lakes Broadcasting Co., has renewed its license 1240 kc 100 w.

KOY, Phoenix--Granted new directional increase 5 kw D.

WWNY, Watertown, N. Y.--Granted change 700 kc 1 kw D. to 1 kw unid D. directional N.

WNRG, New York--Granted WNRG, Rochester, increase 750 kc 5 kw D. unid directional move transmitter.

KXII and KMPX, Amarillo--Wear T. B. and E. Blue, have 18 kw directional move transmitter.

WQ, San Francisco--Grant.

WBBK, Burlington, Vt.--Granted a motion picture license.

KWUE, Corpus Christi--Granted a new directional move transmitter.

KCF, West Palm Beach--New license.

KOXY, Rochester--New license.

KQW, San Francisco--Same.

WNN, Watertown, N. Y.--Granted new directional increase 5 kw D.

Applications... DECEMBER 18


KGO, San Francisco--Same.

WJKW and WQLE, Cleveland; HKC, Co., New York--Applications for station JC, Plain Dealer Publishing Co. to Forest City Publishing Co. (buying company thru liquidation of former).

KFXL, Denver, Colo.--Increase 5 kw 1900 kc D directional, equipment changes.

War Baby

FIRST wartime birth of a new station was authorized last Tuesday when the FCC issued to Iowa Great Lake's Broadcasting Co., a construction permit for local facilities in Spencer, Ia. Assumed was 100 watts fulltime on 1240 kc.

Principals in the permittee company are Lawrence F. Alling, general manager and director for old age assistance and aid to the blind, vitamin distributor and stockholder; Lyle W. Nolan, Ruthvian (Ia.) theatre owner, Spencer; Robert A. Jasper, Spencer, chairman of 77th president's committee on local portions by various local citizens.

Spencer, located in Northwest Iowa, has a population of approximately 6,000.

INTERNATIONAL SALT Co., 1610 Broadway, New York, on Jan. 10 starts Ted Steele & Allen Prescott on 20 NBC Red stations, Sat., 7:30-8-5 p.m.; WJW, 11 p.m.; NBC Red stations, Sat., 11:15-11:30 p.m. on NBC Red stations.

EMERSON DRUG Co., Baltimore (Bromo-Seltzer), on Jan. 8 starts The Great American Penny Pincher, 7:30-8-5 p.m. Pacific Coast stations; Sat., 12 midnight to 12:30 a.m. NBC Red stations.

RIGGS TOBACCO Corp., Brooklyn (Regent cigarettes), on Jan. 5 starts musical series on CBC stations, Mon., Tues., Wed., Thurs., Fri., 5-10:30 p.m.; Thurs., Fri., 10:30-11 p.m.

JOHNS-MANYVILLE Corp., New York (insulations), on Dec. 29 starts Elmer Davis on an unannounced number of CBS stations, Mon., 7:30-9 p.m.; Wed., 7:30-9 p.m.; Thurs., 7-7:30 p.m.; Fri., 7-7:30 p.m.; Sat., 11-11:30 p.m. NBC, Thu., Fri., 1:30-2:30 a.m., on 31 stations.

ONTARIO GOVERNMENT Travel & Publicity Bureau, Toronto, on March 17 starts The Ontario Ontario, 7:30-8-5 p.m. on 50 NBC-Blue stations and CBC, Toronto, Fri., 7-7:30 p.m. Agency: Walsh Adv., Toronto, Ont.

LEVER BROS., Toronto (Sunlight soap), on Dec. 16 starts Lucy Lucy, 7:30-8-5 p.m. Pacific Coast stations; Sat., 11:15-11:30 p.m. CBS, Mon., Jan. 10, 9-10 a.m.; NBC Red stations, Sat., 11:15-11:30 p.m. on NBC Red stations.

LEVER BROS., New York (Sunlight soap), on Jan. 4 restarts Lucy, 7:30-8-5 p.m. Pacific Coast stations; Mon., Wed., Fri., Sat., 7-7:30 p.m. on NBC Red stations.

LEVER BROS., New York (Sunlight soap), on Jan. 6, 11:15-11:30 p.m., 7-7:30 p.m. NBC Red stations.

LEVER BROS., New York (Sunlight soap), on Jan. 8, 7-7:30 p.m., 7:30-8-5 p.m. Pacific Coast stations; Sat., 11:15-11:30 p.m. on NBC Red stations.

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Camel), Dec. 26 starts Pepper Young's Family on 71 NBC-Red stations, Mon., 11:15-11:30 a.m., to 11:15-11:30 a.m., on 31 stations.

W. M. KIRLEY, Jr., Co., Chicago (Doumienten gun), Dec. 21 renewed for 52 weeks Melody Ranch, on 72 CBS stations; extended broadcast time on 52 stations.

CUMMER PRODUCTS Co., New York (Molle, 720,100 renews for 52 weeks Battle of the Bees, on 45 CBS stations; extended broadcast time on 45 stations.

BROADASTING • Broadcasting Advertising
Junior transmitter operator—with sound basic engineering knowledge—5 kw. W.E. Station WAR, Columbia, South Carolina.

Engineer.—Licensed, draft exempt engineer, Virginia local. Must have permanent job to enter, steady worker. Box 271A, BROADCASTING.

Cumbination Man.—License and good voice for straight commercial. Now connected MBS network station, central Georgia. State age and draft status. Box 264A, BROADCASTING.

Chief Engineer—Expanding Alaska station. Must be thoroughly experienced in all phases. Also capable copywriting. Willing pay high salary in engineer, interested permanent desirable position. Give full details. Box 268A, BROADCASTING.

Mutual Yankee-Colonial Station—Can use Junior Announcer at once, experienced with Collins equipment, general announcer duties. Write stating salary needed, character experience. Box 261A, BROADCASTING.

Program-Manager Man—Capable of handling remote, news, commercials, daily log and souwester talent programs. Non-network station in West. Include references, experiences, full details. Starting salary $125 per month. Address Stan. KRF. Newspapered in Mills City, Montana.

Operator—Announcer wanted—25 watt RCA in cities $800 in heart of Great Willamette Valley, the front section for extreme heat or cold. Fine, new building, equipment, all congenial stuff. If interested in change to more agreeable climate and pleasant surroundings write and send photo to Manager KWI. Albuquerque, Oregon.

Salesman—Regional station, large middle-west market offers excellent opportunity for salesman who can sell successfully and reliably. Good chance for steady, sober, dependable producer to earn good income at home position. Write airman details all radio sales position. Hold; box 258A, BROADCASTING.

Sales Executive—Regional, independent station, making a set, from thoroughly competent radio sales executive with proven record who can and will make good in assignment challenging his finest ingenuity and abilities. Highest personal character and outstanding record in originating and directing sales department essential. This job demands a dynamic, hard-hitting man with tested ideas, ability to personally sell against tough competition and to select and direct productive salesmen. Moderate salary will be paid but bonus on total net sales will insure an income capable of projection. Use will be made of all sales possibilities. Box 265A, BROADCASTING.

Continuity writer—Woman, now employed as head of department in 8000 watt station. Also agency experienced. Available on two weeks notice. Box 257A, BROADCASTING.

Salesman—Available February 1st, age 35, married, draft exempt, good-tempered, well-rounded background with thorough knowledge of sales ideas, ability to close. Write and give your background. Complete information by return mail. Box 264A, BROADCASTING.

NEW JERSEY BELL Telephone Co., once-yearly sponsor on WOR, New York, this year for the 11th time will sponsor its employees' choral group in a Christmas Eve broadcast on the station, 1-1-15 p.m.

BECAUSE Christmas and New Year's Day fall on Thursday this year, employees of WOR, New York, are being given the full weekend to advance or off the other of the two holidays.

JOE HOWARD, m.c. of the CBS Gay Nineties Revue, has written and published a new war song "Remember Pearl Harbor", all proceeds to be turned over to the American Red Cross.

CHIEF ENGINEER
Available Jan. 20th
AAA-1 Past Record
FAMILIAR — Design and maintenance of stations from 100 to 50,000 watts.
-Directional Systems
- FFC Procedure
-Measurements
Box No. 229A

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICES of BROADCASTING

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SERVICES of BROADCASTING

McNARY & CHAMBERS
Radio Engineers
National Press Bldg., D.C. 1205
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair (N. J.) 1-7859

PAGE & DAVIS
Consulting Radio Engineers
Munsey Bldg., District 456
Washington, D. C.

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

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

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

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

RAYMOND M. WILMOTTE
Consulting Radio Engineer
Radio Engineering Consultants
Frequency Monitoring
Silver Spring, Md. (Rockville, D. C.)

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

FREQUENCY MEASURING
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DCB to Advise Under New Priorities Plan

Faster Action Seen Under Revised Method

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

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

Advisory Duty

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

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

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

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

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

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

How It Works

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

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

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

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

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

Liaison Branch

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

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

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

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

The new order is largely a consolidated and clarified version of P-22 and its many revisions, and it includes commercial broadcasting and other communications services, as before. A principal change in the new order is provision that manufacturers cannot accept more than 110% of the dollar volume of their use in the corresponding quarter of 1940, instead of the previous 100%. The change was made to allow for price increases.

Peebles’ Career

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

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

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

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

J-W-T Foreign Gains

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

California Broadcasters Name Connor Liaison

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

Connor, on Dec. 16 established offices at 542 S. Broadway in downtown Los Angeles, where 24-hour service will be maintained with direct wires to all broadcasting stations in the area.

"Better Help Superman Lower That Window!"

Page 58 • December 22, 1941

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

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

But business history proves this is not so.

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

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

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

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

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

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

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

Virtually every adjustment an operator performs throughout the broadcasting day is under push-button control. No knobs adorn the front panel — they're simply not needed. At the touch of a button, electric motors tune the tank circuits by reliable, stable, automatic tuning. Other push-buttons automatically cut meter gain and out... admit circuit components, while automatic relays apply correct time delay circuits when the transmitter is first switched on.

For the first time, automatic protection of equipment is not limited to plate circuits alone — grid-bias circuits are protected equally well. More efficient than even the famous RCA 5-DX transmitter, this new 5-E is also more economical to operate. It's a full-panel model; smaller than the 5-DX, it contains space and provision for changing to 10 KW operation without adding to its overall dimensions. Even the extra tube-socket is included.

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

RCA 5,000 WATT BROADCAST TRANSMITTER TYPE 5-E

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