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

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

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

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

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

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

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

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

---

**THE YANKEE NETWORK, INC.**

21 BROOKLINE AVENUE

EDWARD PETRY & CO., INC., Exclusive National Sales Representative

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

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

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

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

CONTENTS
Ryan Named Radio Censor
...7
War, Radio and Hitting Below the Belt ... an Editorial
...8
J. Harold Ryan Biography
...9
RCA Takes Over Blue; Stations Meet Jan. 15
...9
Defense Is 1941 Story
...10
Reports Have FCC Merging
...12
Sarnoff Stresses News Importance
...14
Who's Who At DCB
...16
W47NY Starts Schedule
...18
Scott Howe Bowen, Radio Pioneer, Dies
...18
Communications Seizure Measure Delayed
...36
Better Disc Terms Seen
...37
Official Weather Restrictions
...42
OFF Will Funnel U. S. Broadcasts
...42
Allocations Plan Makes Progress
...42

DEPARTMENTS
Agencies
...28
Agency Apointments
...35
Buyers of Time
...39
Behind the Mike
...26
Classified Advertisements
...41
Control Room
...38
Editorials
...24
FCC Actions
...40
Meet the Ladies
...27
We Pay Respects
...25

MARKETING
FOR CITY LISTENERS
WFLA TAMPA
FULL TIME 970 Kc.
NATIONAL REPRESENTATIVE
JOHN BLAIR & CO.
IT'S Programs that Pull the Listeners

Page 4 • December 29, 1941
Broadcasting, unlike other public services, has no precedent for war. But American Broadcasting has already shown that it has the power, the brains, the facilities for serving the nation in WAR as well as peace.

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

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

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

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

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

“Leg-work helps head-work!”

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

CHICAGO: 116 N. Michigan
DETROIT: New Center Bldg.
SAN FRANCISCO: 222 Sutter
HOLLYWOOD: 1122 N. Gower
ATLANTA: 323 Palmer Bldg.

NEW YORK: 347 Park Ave.
SAN FRANCISCO: 211 Sutter
HOLLYWOOD: 1122 N. Gower
ATLANTA: 323 Palmer Bldg.

CHICAGO: 116 N. Michigan
NEW YORK: 347 Park Ave.
DETROIT: New Center Bldg.
SAN FRANCISCO: 222 Sutter
HOLLYWOOD: 1122 N. Gower
ATLANTA: 323 Palmer Bldg.
J. Harold Ryan Named Broadcast Censor

Walter Damm May Be Liaison Officer; Price Working on Organization

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

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

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

Unanimous Choice

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

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

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

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

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

NAB Board to Meet

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

J. Harold Ryan

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

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

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

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

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

Treasury Names Gaston

Mr. Price has not yet completed organization of his office, which undertakes one of the most important tasks in the wartime picture. With the naming of Mr. Ryan, however, he has hurdled his first big problem. Under the Executive Order issued Dec. 19 by President Roosevelt, creating the Office of Censorship, there will be a censorship policy board made up of Cabinet members and other high Government officials and a censorship operating board, established by Mr. Price, to consist of representatives of "such departments and agencies of the Government as the director shall specify."

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

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

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

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

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

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

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

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

To its professional readers, who know better, Editor & Publisher leaves the impression that practically all news broadcasts are laxative-sponsored. It so happens that probably much more than 99% of the news, over both networks and stations is sponsored outside the proprietary field.

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

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

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

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

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

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

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

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

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

Woods, Kobak Slated

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

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

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

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

Blue Station Continues

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

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

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

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

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

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

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

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

Ryan Well-Equipped to Serve As Broadcast Industry Censor

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

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

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

After college, Harold Ryan returned to Toledo to enter his father's business, the Arbuckle-Ryan Co., at that time manufacturers of agricultural equipment and railroad supplies. Upon his father's death, he became treasurer, which position he retained until dissolution of the company in 1928. Following the first war, the lines in which the company was interested had nosedived and active operations were ended in 1925. He then embarked upon the gasoline business with Brother-in-Law Storer, which proved a direct route to broadcasting.

In 1925 Mr. Storer got the idea of marketing oil and gas from service stations erected adjacent to railroad sidings, with gasoline purchased in tank car lots. The saving was thereby passed along to the customer. In 1927 the Fort Industry Oil Co. was formed to expand the operations. Service stations were maintained in Cleveland and Toledo. The owners, in seeking methods to promote their product, decided that arrangements were started with the then local station, WTAL. Soon the Storer-Ryan group owned the station. The call letters were exchanged to WSFD. In 1928 WGHF was purchased in Detroit, but after three years it was sold to the King-Trendle interests and now is WXYZ.

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

The Ryan hobbies are far from ordinary. His home in suburban Toledo where he resides with his wife, the former Frances Storer, is a veritable treasure of rare first editions. Genealogy is his forte. For several years he has been tracing descendants of the Capetian kings, who ruled France from the 10th to 14th centuries. He has ferreted out about 10,000 descendants, with five centuries to go.

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

Billings Again Reach New Records But Costs Increase

WITH national defense keynoting their 1941 activities, the three national networks—NBC, CBS, MBS—in year-end recapitations reported record billings, increased costs and generally expanded operations.

Although defense features for the last year have enabled radio as perhaps the most effective medium of expression in a war-threatened nation, the important function of broadcasting in this respect was highlighted with emphasis late in the year—on Dec. 7, when the Japs attacked Pearl Harbor. All networks reported that wartime operation came smoothly, the result of practice and planning, particularly in handling news broadcasts.

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

**CBS**

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

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

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

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

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

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

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

**Paye Sets Goals**

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

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

**MBS**

Starting the new year with 193 affiliates, MBS reports that 48 new stations joined the network during 1941, including member and affiliated outlets as well as replacements. Gross time billings will reach the highest figure in the network's history when the December report is completed. For the first 11 months of 1941, the total was $6,532,457, topping 1940's full year of $5,586,405, and showing a 5.6% increase over 1940's 11-month total of $4,190,071.

The special features division reported that 766 programs devoted to news and talks from home and abroad accounted for 350 hours and 58 minutes of air time during 1941, not including regularly scheduled news programs. In addition to MBS commentators in American cities, the network had nine correspondents stationed at strategic points in foreign countries to broadcast news analyses.

**MBS Sports**

Mutual concentrated on national defense programs. Sporting events were broadcast on 166 programs, with Mutual signing exclusive rights last year with the 20th Century Club to broadcast boxing bouts under sponsorship of Gillette Safety Razor Co.

Following the ASCAP-network music war at the beginning of 1941, Mutual was the first network to sign with ASCAP for the return of its music to the air on May 13. Most ambitious new musical series on Mutual starting last year was "Spotlight Broadcast," largest commercial contract ever placed on MBS for one advertising product (Coca Cola).

In 1941 Mutual arranged for semi-annual meetings of key station program managers and the network's board of directors and stockholders considered plans under which six additional member stations of Mutual would increase obligations to the corporation. When the FCC released its report on chain broadcasting, Mutual issued two "white papers" in favor of the report.

**STRATEGIC VALUE of the 50,000-watt transmitter of KIRO, Seattle, located on Vashon Island, Wash., requires the growth of some portion of the 41st Division. Located in the center of a large colony of Japanese nationalists, KIRO is the only 50,000-watt station north of San Francisco and Salt Lake City. Alert private is Milton Shaw of Cleveland, Ga.**

Now a mature industry, radio has had time to consolidate its thinking and realize its definite obligations to the United States in the present emergency. Alfred J. McCosker, president of WOR, New York, and chairman of the board of MBS, stated in his annual statement to the industry last week.

These obligations, Mr. McCosker indicated, "are to make our resources available to the fullest extent to the broadcasting of official government requirements; to present to the public as complete coverage of news as Government regulations will permit, and to give special thought to international cooperation in our program planning." In fulfilling these obligations, Mr. McCosker stressed that "now more than ever radio, working cooperatively with other media, has an opportunity to assume leadership in public opinion, both in the molding and interpretation of it."

**NBC**

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

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

NBC news programs increased 65% in volume, while the staff of foreign correspondents was increased to more than 40. NBC opened two listening posts in 1941, the Pacific one Aug. 14 and the Eastern post July 23, rebuilt its (Continued on page 37)
Wow! WHAT A CHRISTMAS FOR NEW YORK LISTENERS!

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

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

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

Wholesale Transfers of Agencies to Other Cities

Brings Official Talk of Bureau Consolidations

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

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

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

Many Offices Moved

Ordered removal from Washington of the SEC, U. S. Patent Office and several other agencies and bureaus took Washington completely by surprise, even though there had been sporadic reports of such contemplated moves since the national emergency developed. Budget Director Harold D. Smith announced the drastic actions after consultation with President Roosevelt.

The moves were formalized by an executive order and will take place within 30 to 60 days, with agencies removed probably for the duration to such widely separated places as Pittsburgh, St. Louis and Chicago.

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

These physical moves, however, have nothing whatever to do with the reported consolidation of regulatory functions. The FCC is labeled a defense agency. Since the war, development has been under the Defense Communications Board, an established part of the war operation. DCC could not be moved from Washington since its own membership of five is made up of representatives of the War, Navy,

State, Treasury (Coast Guard) and the FCC, with Chairman James Lawrence Fly heading the board.

Chairman Fly declared last week he had heard nothing about moving the FCC out of Washington in whole or in part. He emphasized the Commission’s close tie-up with defense activities. Budget Director Smith, however, apparently has kept his own counsel secret. The orders of the preceding week, for example, came as a surprise to the agencies affected and to most of Washington’s officials.

Power Under Law

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

Under Section 2 of the act, the President is authorized to “utilize, coordinate or consolidate any executive or administrative commissions, bureaus, agencies, governmental corporations, offices or officers now existing by law” and transfer any of the duties or powers from one existing agency to another. He also is authorized to abolish any bureau and confer its duties upon some other department or bureau, but the latter authorization would require recommendation to Congress.

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

The original Government reorganization committee, appointed by the President several years ago and headed by Louis Brownlow, former Director of Columbia Commissioner, originally had recommended consolidation of the transportation and communications agencies. This plan was dropped, however, insofar as it affected certain of the key independent agencies including the FCC, after committees of Congress specifically exempted them from such moves.

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

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

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

WMT Explosion Reports

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

WOOD Is Granted Increase to 5 kw.

KWTO Given Modification; Boosts for WSUI, WCNW

DISPOSING of a long-pending case, the FCC last Tuesday granted WOOD, Grand Rapids, a construction permit to increase its power from 3 kw. to 5,000 kw., sharing with WASH, which uses the same transmitter also in Grand Rapids and using a directional antenna at night, also dismissed a petition to reconsider and grant the application.

KWTO, Springfield, Mo., was granted an application for modification of construction permit for changes in directional antenna to afford better protection to KLZ, Denver, and KFDM, Beaumont, operating on 860 kc. A joint petition for rehearing, filed by the Denver and Beaumont stations, was dismissed upon request of the stations.

WSUI Increase

WSUI, Iowa City, operated by the State University, was granted a construction permit to increase night power from 1,000 to 5,000 watts and make changes in its directional antenna. It operates unlimited time on 830 kc.

WCJ, B r a n c h y , was granted a construction permit to change frequency from 1600 to 1190 kc., increase power from 250 watts to 1,000 watts, and change hours of operation specified to limited to WOWO, Fort Wayne, Ind. The grant was subject to proof of performance.

B & W Changes Format

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

Mueller Anniversary

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

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

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

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

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

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

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

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

All advertising media combined (newspapers, radio stations, magazines, farm papers, business papers, outdoor and transportation services) invest more money in Printers' Ink than in any other medium. Put it to work for you now on the largest A.B.C. identified audience of manufacturers, advertising agencies and commercial service organizations.

A CASE IN POINT

PRODUCTS: Food and liquor.
APPROPRIATION: Over $1,000,000.
QUESTION: What officials are factors in determining the media you use?
ANSWER: In our company, we have our advertising department. This department is under the supervision of the vice-president. We have an agency where they assign a man to our account. The agency has a media man whom we depend upon for guidance, working with our advertising department. Our president and vice-president finally "sit in" to hear recommendations from our agency and advertising department on media and programs. We generally discuss far in advance our problems and develop together the "theme."

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

**CBC News Progress**

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

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

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

**Flexible Service**

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

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

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

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

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

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

---

**Too Successful**

CALDOW PAINT Co., San Francisco, sponsors the KROW, Oakland noon news. When the Army ordered blackouts in the Bay area, the firm advertised special black paint for window glass. After three broadcasts the sponsor called KROW: "Stop! We're all sold out!"

**Ad Booklets Available**

BASIC facts about advertising which the public should know are tersely reviewed in a pamphlet published by William E. Rudge's Sons, New York, available at $15 per thousand. The pamphlet was published following the recent joint session of the Assn. of National Advertisers and the American Assn. of Advertising Agencies. It is designed for distribution to the public, and shows how advertising reduces the cost of commodities.

---

**KGU Honolulu**

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

KGU is executing national advertising commitments as before.

Represented by THE KATZ AGENCY, Inc.
Stops Criticism

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

Krueger on WOR

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

KSFO Names Weed

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

Paul Glass, noted for his research work on classical music, has transcribed and edited "The Old Master Series" for the BMI repertoire of radio and concert orchestras.

FAVORITE READING

Ex-KROD Announcer Looks For Trade Notes

Editor, Broadcasting:

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

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

Oct. 29, 1941.

James Sims.

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

OUR FAMILY includes

678,400 PROSPEROUS FARM HOMES

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

MARKET LETTER

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

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

BROADCASTING • Broadcast Advertising December 29, 1941 • Page 15
MAJ. GEN. DAWSON OLMSTEAD

NEWEST MEMBER OF OLIMSTEAD

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

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

PHOENIX, ARIZONA

Key Station of the

Arizona BROADCASTING CO. Inc.

Represented Nationally by

PAUL H. RAYMER COMPANY

New York Chicago Detroit
San Francisco Los Angeles

Attested with the ENVELOPE REGISTER

As usual KTAR was there

Who’s Who at the DCB

many Signal Corps assignments, in the field and in the Office of the Chief Signal Officer.

In the field he served as Officer in Charge of the Signal Section of the New York General Depot, as Division Signal Officer and Department Signal Officer in Hawaii, as Officer in Charge of the Alaska Communications System, and more recently as Commandant of the Signal Corps School, Commanding General, Fort Monmouth, N.J., and president of the Signal Corps Board.

In the Office of the Chief Signal Officer, before himself becoming the No. 1 officer, Gen. Olmstead saw duty as Officer in Charge of the Supply Division, as Executive Officer, and as Acting Chief Signal Officer for several periods. He was named Chief Signal Officer on Oct. 24, 1941.

Married to Elizabeth Heath on Jan. 1, 1908, Gen. Olmstead is the father of a son and two daughters—Capt. D. H. Olmstead, F. A., now in duty in the Office of the Undersecretary of War; Mrs. Elizabeth O. Dootson, Berkeley, Cal.; Miss Georgia Olmstead, now a student at American U in Washington.

A member of Washington’s Army & Navy Club, a principal center of the capital’s social service life, Gen. Olmstead’s hobbies are fishing and boating.

RAID SIGNAL PLAN

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

WINS WSFA CONTEST

RENA STONE, secretary to John Hynes, timebuyer of Lord & Thomas, New York, has been awarded first prize of $25 in a contest conducted by WSFA, Montgomery, Ala., for secretaries of agency timebuyers. Station sent out a booklet, titled "Story of WSFA," and secretaries were to show the booklet to their bosses, and one of 50 winners, his remarks. Second prize of $15 was awarded Flora S. Jack, N. W. Ayer & Son, Philadelphia, and third of $10 to Mary Kelly, Ruthrauff & Ryan, Chicago.

WNYT, NBC's television station, will celebrate New Year's Eve by taking televiewers to the famous Rainbow Room stop Radio City to follow celebrations as 1941 is ushered off the calendar.
Not just a Holiday Wish...

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

A VICTORIOUS NEW YEAR to every American!

WNEW NEW YORK
1130 ON THE DIAL

SERVING NEW YORK AND NEW JERSEY 24 HOURS A DAY—7 DAYS A WEEK!
Muzak's W47NY starts schedule

Represents Test of New FCC Service-for-Fee Idea

W47NY, New York's newest FM station, quickly commenced regular operations last week, after several weeks of weather trials by Muzak Corp. W47NY's 13 hours of daily programs consist of transcribed music sent to the transmitter atop 70 Pine St., third highest building at Second Avenue, and broadcast over the air in New York, from the Muzak studios. Ben Selvin, Muzak vice-president, is in charge of programming for the station.

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

General manager of the station, in charge of operations and sales, is P. K. Leberman, veteran broadcaster whose radio career began with the Navy and who is owner of WJAC, Johnstown, Pa., as well as president of Family Circle magazine, whose subsidiary company, FM Radio Broadcasting Corp., has an application for an FM license supplying FM entertainment to every household in New England which acquired a transmitter and the site at 70 Pine, which have now been turned over to Muzak for use by W47NY.

Muzak also has received from the FCC an experimental license for an FM station to be operated on 117.65 mc. and to be operated in such a manner that its programs will be available only to subscribers to the station's service. This will be done by broadcasting along with the programs a discordant noise which will not come through on receivers to be supplied by Muzak at a rental fee. In granting this license, the FCC expressed interest in using the first experimental station of a broadcaster to collect for service directly from the listeners instead of from advertisers. This would be a radio adaptation of the basic Muzak operation of supplying continuous musical programs uninterrupted by speech to restaurants, hotels, etc., by wire on a fee basis.

Scott Howe Bowen

Scott Howe Bowen, one of radio's pioneer commercial developers, died Dec. 29 at his winter home in West Palm Beach, Fla., following a brief illness. He was 53. In addition to his widow, he leaves three sons, Scott Jr., 28; Frederick Clement, 18; and Roger Conant, 16. He also is survived by a sister, Mrs. John Garfield, of Cleveland. A nephew, John Garfield Jr., is a salesman on the staff of WGBH, Cleveland. Mr. Bowen had two stepchildren also, a son and daughter.

President and owner of WIBX, Utica, Mr. Bowen had taken over active direction of the station about six years ago, following dissolution of Scott Howe Bowen Inc., pioneer spot broadcasting firm which was largely responsible for placing of many of radio's early accounts on the air. He dissolved his spot company after exclusive station representation came into vogue, and because of impaired health. Mr. Bowen died following a long illness which kept him in a hospital in Syracuse practically all last summer. About a month ago he went to his winter home in Palm Beach, but shortly after arrival was forced to leave because of a breakdown in health. He then went to the U of Colorado for a year and finally entered Harvard. But after a year at Harvard his family met financial reverses and he had to go to work. His first job was as a reporter on the old Cleveland Leader.

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

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

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

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

COURT CLARIFIES EMPLOYER RIGHTS

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

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

The decision, arising from an NLRB case directing Virginia Electric & Power Co. to diabase an independent union of its employes, is regarded as significant to the communication industry in view of the long-term relationships between company management and the industry's independent unions.

Standard Oil Continues

STANDARD OIL Co. of Indiana, Chicago, will not decrease its 1942 advertising budget. Decision to discontinue weekly half-hour Auction Spots on Jan. 3, administered by NBC-Blue stations to trade for several weeks ago, it was explained, and the company, it is predicted will shortly be back on the air with either a new network program or possibly a transcribed spot campaign. McCann- Erickson, Chicago, is agency.

Sunkist Plans Spots

CALIFORNIA FRUIT GROWERS EXCHANGE, Los Angeles (Sunkist lemons), supplementing their third-weekly half-hour "Hedda Hopper's Hollywood," on Jan. 5 starts a 15-week campaign using five spot announcements weekly on stations in 20 eastern and southern markets. Following a three-months lapse, the schedule will be resumed on July 5. The feature is Lord & Thomas, Los Angeles.
DEATH STALKS A SACRED COW!

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

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

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

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

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

OKLAHOMA CITY

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.
THE DAILY OKLAHOMAN AND TIMES®THE FARMER-STOCKMAN
KVOR, COLORADO SPRINGS® KLZ, DENVER (Affiliated Mgmt.)
REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.
Shortwave Stations Rally to the Call

When you buy WCAE you get...

retail store display
Permanent stands in 150 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

truth about news given foreign countries via broadcasts

with the coming of war to America, the country’s shortwave broadcasters rallied to the call just as enthusiastically as domestic broadcasters, increasing their already prodigious task of spreading what they had long before realized to be the most effective propaganda—the plain unvarnished truth about world events—to the four corners of the globe. The men and companies operating shortwave stations are the same who have made our American system of broadcasting the greatest in the world—CBS, NBC, Crosley, General Electric, Westinghouse—names of pioneers in broadcasting at home as well as abroad.

Costly Operations

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

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

G-E, proud possessor of the country’s most powerful shortwave station, WGEQ at Schenectady, is currently dismantling the WGEQ transmitter for shipment to the Pacific Coast for operation by the Federal Government to reach the Far East, a project now being performed solely by EGEI, G-E station in San Francisco. Until another superpower transmitter can be assembled, WGEQ will use its former 50-kw. transmitter for service to Europe and Latin America.

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

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

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

European Propaganda

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

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

Today as never before the emphasis in our international broadcasting is on news. WLWQ, 75-kw.
Bitner to Dispose Portion of Shares

Family Will Receive Stock; Grants to WMSD, WTIC

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

Share Disposal

Of the 1,822 1/2 shares which Mr. Bitner owns out of WFBM's 2,700 total, the newspaper publisher is selling 337 1/4 each to Harry M. Bitner Jr., WFBM business manager, his son; Evelyn Bitner, his wife; and Evelyn H. Pierson, of Pittsburgh, his daughter. Total consideration to Mr. Bitner Sr., who will retain 100 shares, is $75,000. Balance of the station's stock remains intact with Jeanne S. Bitner, wife of Harry M. Jr., having 337 1/4 shares; Jesse L. Kaufman, 220; Ralph Euler, 135; Dorothy Kapner, 135, and Mrs. Pauline E. Schoen, 50.

Muscle Shoals Deal

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

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

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

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

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

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

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

<table>
<thead>
<tr>
<th>KGB</th>
<th>10.5</th>
</tr>
</thead>
<tbody>
<tr>
<td>72</td>
<td>30</td>
</tr>
<tr>
<td>Local commercial programs, week.</td>
<td>21:10 hrs.</td>
</tr>
<tr>
<td>Local station time, commercial.</td>
<td>8:30 hrs.</td>
</tr>
</tbody>
</table>

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

S. W. FULLER, Manager

Represented by Blair

MUTUAL DON LEE
THOMAS S. LEE, President
LEWIS ALLEN WEISS, Vice Pres., Gen. Mgr.
Modern selling demands modern methods. Scientific study of markets and how to reach them is the keynote.

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

Write or wire for details of KXOK's solid responsive coverage in this valuable "money maker" market.

KXOK

630 KC. 5000 WATTS DAY AND NIGHT

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

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

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

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

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

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

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

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

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

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

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

The Changed Order

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

Already there is revived talk of combining related regulatory functions through centralization of agencies. Creation of a department or bureau of transportation and communications, which would combine the FCC, ICC, CAA and other government units now established as separate entities, is being discussed. It is the reappearance of a four-year-old plan espoused by President Roosevelt, but which came only partially effective.

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

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

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

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

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

Possibly certain of the FCC functions could be moved. But the headquarters operation, it seems to us, whether under the existing structure or as part of a consolidated agency, should remain in Washington.
Edward E. Lewis has been elected a vice-president of RCA Mfg. Co., and will direct the company's film and aerial divisions. He will continue as director of the priorities division.

Walter Davison, KMCB, Beverly Hills, Calif., sales manager, is currently in New York, and will visit all offices of Paul H. Bayne and other representatives, before returning to his West Coast headquarters.

John A. Kennedy, president of WCHS, Charleston, and the West Virginia Network, has been appointed West Virginia chairman of the advisory committee on contract distribution of the Office of Production Management.


Philip M. Traylor, assistant in charge of Andrew W. Bennett, Washington attorney and general counsel of National Independent Broadcasters, Dec. 23, transferred into the Army Air Corps. He will be stationed at the Army Air Field at Bingham, N.H.

James S. Little, manager of the New York office of Charles Du Pont Co., Newark, has been called to active duty as lieutenant junior grade, Naval Reserve.

Maj. Edward A. Davies, reserve officer and vice-president in charge of sales of WIP, Philadelphia, has placed in charge of intelligence and public relations in the city's civil defense setup.

Charles E. Searbeck, former manager of the Staunton studios of WFA, Harrisonburg, Va., has joined the sales promotion and program production departments of WAIR, Winston-Salem, N.C.

Wesley M. Angle, president of Stromberg-Carlson Telephone Mfg. Co., Rochester, has been reelected as director of the National Assn. of Manufacturers.

Thomas Delaney, formerly sales man of WWLL, New York, and more recently with S. C. McGee Radio Productions, has rejoined the sales department of that station.

William Mudd, account executive formerly of KBKM, Bend, Ore., has joined KHSL, Chico, Calif.

ANDY McDermott has been transferred from the Toronto office of Ston- vin & Wright, station representatives, to the Montreal office. His place at Toronto is being taken by Ralph Bestwick, formerly with the Winnipeg Tribune.

Bethel Carpenter has joined the sales department of KOA, Denver.

The succulently revision, recently named continuity editor.

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

Sterling C. Couch, educational director of WDBM, has been appointed a member of the state committee on nutrition.

Don Gilman, NBC Eastern Division vice-president, received a gold engraved watch and brief case as a gift from Hollywood employees.

Ins Post to Chaplin

W. W. Chaplin, heretofore national defense expert for International News Service, has been named war editor of INS in charge of the nightly broadcast roundups, special background features, as well as his daily column "Arms And The Men," which features regular contributions from military forces. Mr. Chaplin has been covering war and American defense for INS since the fall of 1939, and now has special assignment on the Italo-Ethiopian front. He also served as manager of INS bureau in Rome and Paris, while last year he made a 30,000-mile survey trip of Australia, Singapore, Dutch East Indies, Manilla, Hawaii, Guam, Wake and Midway Islands.

St. John in London

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

Hawley in New Post

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

Steele's New Book

Johannes Steele, foreign news analyst of WMCA, New York, has written Men of War, soon to be published by Sheridan House. Volume is to be a collection of reference book and character study of important men figuring in World War II.
Indestructible

MRS. CECIL BROWN, wife of Cecil Brown, recently received this note from the CBS Far Eastern correspondent who was aboard the HMS "Indestructible" when she sank a few weeks ago. "Health and reasonably satisfactory. In October, the air force crashed me. November an army truck plunged over a hill with me. In December, the Navy tried to sink me. Since no additional branches of the force remain, don't worry about the indestructible Mr. Brown."

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

PERRY HILDERAY, ROY, Phoenix, announcer, on duty when news was flashed that Japan had attacked Pearl Harbor, promptly resigned and enlisted in the Army.

KENNETH VON EGGY, has joined NBC Hollywood news writing staff, succeeding William Rittman, transferred to the network's San Francisco office. Also assisting Ken Frick, NBC Chicago special events director, currently on the West Coast, is organizing the San Francisco newsroom.

MAX HUPTO, assistant to Bob Moss, NBC Hollywood night manager, has been a producer.

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

DAVE McKEWAN, former announcer of WMBD, Uniontown, Pa., and staff member of WCBE, Pittsburgh, has joined the communication division of the Army Air Corps.

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

WARD GLENN, previously of WIBG, Indianapolis and WKBW, Kolos, Ind., has joined the announcing staff of WTOL, Toledo.

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

HARLEY ROSS, new to radio, has joined WHK-WCLE, Cleveland, as audience mail supervisor. He succeeds John Jurkowski, who was promoted to the transcription department.

CARL ERICKSON, announcer of WNOV-WGCL, Fort Wayne, Ind., is hospitalized for pneumonia.

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

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

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

S. V. GORDONI, former announcer of WOON, Manchester, N. H., has enlisted in the Army Air Forces and has been stationed at Camp Kesseler, Miss.

ALLAN SCOTT, news commentator at WGN, Chicago, has been appointed a deputy coordinator of the Chicago Civil Defense Program.

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

BILLY MILLS, musical director of the NBC "Pike & Mcgee & Holly" show, sponsored by S. C. Johnson & Son Inc., has organized a naval band at Long Beach, Calif. He conducted an artillery band during World War I.

WWNY Staff Changes

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

WBNX NEW YORK

The Most Intimate and Effective Sales Approach to America's Largest Market.

5000 Watts Directional

Over Metropolitan New York

Ask any WBNX office for more information about WBNX, one of the eighteen CBS 50000 watt stations.

WBNX

Winning Number

RAIR

Winston-Salem, North Carolina

National Representatives

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

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

The present reduction in three months was ascribed to "war uncertainties" at AFM headquarters

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

CBS Writers Pact
CBS has signed a two-year contract with Radio Writers Guild giving West Coast writers a five-day week, 10% raise and overtime, Guild shop, vacation with pay, severance pay, salary adjustments based on cost of living, prohibition against boycott or picketing.

Flannery in SEP
HARRY FLANNERY, former CBS correspondent in Berlin, writing the lead story for the Christmas issue of the Saturday Evening Post, reports that the German people are sure they have a gruelling five-year war on their hands. Article is based on results of a one-man poll conducted by Flannery as he toured parts of Germany most bombed by the RAF.
A TOAST to the biggest block of time ever sold by KSFO, San Francisco, is being quaffed by the principals in the contract signing (l to r): Haan J. Tyler, sales manager, KSFO; Frank Oxarart, account executive, KSFO; Eugene S. Salvage, president, General Brewing Corp., San Francisco; Barton C. Granich, account executive, McCann-Erickson. Contract is for Lucky Lager Dance Time seven nights weekly, 10 to 12 midnight for 52 weeks.

Dent to Heffelinger
FULTON DENT, formerly radio director of Frank Presbrey Co. and radio program director of Federal Adv. Agency, has joined Heffelinger Agency, New York, as radio director. H. Curtis Colby, formerly vice-president of Frank Presbrey Co. and Murray Breese Associate, also has joined the Heffelinger Agency, as director of merchandising activities.

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

Kellogg to Resume
KELLOGG Co., Battle Creek, Mich. (All-Bran), on Jan. 5 will resume its schedule of transcribed announcements on stations throughout the country. Company took a three-week hiatus, starting Dec. 12, during the Christmas season. Account is placed through Kenyon & Eckhardt, New York.

First Station in Indiana in 1924
and still the
First Station in Indiana in 1942

Follow the Leader...WFBD...To Greater Sales

To Reach the Hoosier Market--In Indianapolis Use
Murray Endorses Plan For Child Radio Group

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

Mrs. Lewis, who has just completed a swing around the United States in furtherance of the civic radio council plan, conferred with some 10 CBC executives and station officials at the Royal York Hotel in Toronto. The children's program technique developed in this country and other ideas relating to the part listeners take in program development were covered.

P&G Show Ready

PROCTER & GAMBLE Co., Cincinnati (Ivory Soap), has signed Irene Ryan, as comedienne, and Gordon Jenkins, as musical director of the weekly half-hour program, Harp Hazard, starting Jan. 2 on seven CBS West Coast stations.

variably, with Martha Titton, vocalist, show will be released to the West Coast stations for three weeks and on Jan. 26 to include 57 additional CBS outlets. Joe Parker, former NBC Hollywood producer, has been signed by Compton Adv. Co., the agency. Jack Harvey and Arthur Standar are on the writing staff. Under supervision of James Saphier, Hollywood talent agent, weekly show takes over the CBS Friday night time recently vacated by Louella Parsons' Hollywood Premiere which was sponsored by Lever Bros. (Lifebuoy).

News Series on Red

LIBBY - OWENS - FORD GLASS Co., Toledo (shatterproof glass), Jan. 10 or 17 will start a new type of news program on 30 NBC-Red stations, Saturdays 8:45-6 p.m. Titled War Correspondent, the program will have Ben Grauer as the only permanent member to handle commercials and coordinate the program from New York. The show will change locale weekly, shifting to whatever part of the world news seems most vital. Any one of NBC's 36 foreign correspondents will be called upon to broadcast, and if New York is the news center regular NBC commentators will be featured. Agency handling the account is Fuller & Smith & Ross, Cleveland.

San Diego Hookup

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

Rep.'s Greeting

LOOKING for something different in holiday greetings, the switchboard at Stovin & Wright, Toronto station representatives, was clogged when word got out that the following was the way in which the phone was answered in the days preceding Christmas: "Season's Greetings! What the hell do you want?"

Enter the Service

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

General Foods Shift

GENERAL FOODS Corp., New York, sponsoring the five-week quarter-hour dramatic serial The Second Mrs. Burton, on five CBS West Coast stations, through Ben- ton & Bowles, for Baker's Choco- late, on Dec. 29 shifts the program to Young & Rubicam in the interest of Jell-O products, utilizing the same list of stations, Monday through Friday, 4:45-15 p.m. (PST). Sharon Douglas, Gale Gordon and Ann Stone continue to be featured, with Ted Sher- edman assigned as agency Hollywood producer. John M. Young is writer. Hal Sawyer announces with Erwin Yoe, organist, supplying atmospheric background music.

RCA Latin Hookup

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

Waste Drive a Success

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

REAP A HARVEST OF PLENTY WITH WPEN

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

WPEN

5000 WATTS—950 ON THE DIAL

A RESOLUTION ... to end

Resolutions

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

WMBQ offers you the Red Network audience—5,000 watts daytime—1,000 watts night and equal density of coverage at lower rates. Before you buy—get the WMBQ story.
**Merchandising & Promotion**

Frequency Shift—Movie in Color—Greetings
From Baltimore—Bugle of Gold

THREE-QUARTERS of a million home and auto push-button sets in the New York metropolitan area were adjusted by radio repair servicemen when WNEW, New York, shifted recently to the new position on the dial of 1130 kc., according to returns from a mailing piece sent out by the station to 6,000 repair men. Besides promising repair servicemen a quarter-hour weekly program to tell set owners the “hows” and “whys” of such service, WNEW sent the repair men and stores on its mailing list window streamers which read “WNEW is now 1130 kc. on your dial. Have your push-button set adjusted and get a general reception check-up.”

KTAR Movie

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

Baltimore Greetings

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

Recipes Book

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

A STRONG SECOND

WIRY’s intensive coverage of the Two-Arms-Schick-Championship is extended only to One 50,000 Man Station!

**Showmanship That Wins**

**KDYL**

**The Popular Station**

**NBC Red Network**

**WXB**

**1000W**

**ROY, N. Y.**

**980kc**

**Basic N B C Blue**

An H. C. Wilder Station Represented by Raymer

**BROADCASTING • Broadcast Advertising**


**Musical History**

A compact history of musical development from the 17th century to date will be presented in a series of five programs starting Jan. 2 on WQXR, New York, titled Music of Four Centuries.

Programs, conducted by Miss Johnson, will include music of the 17th & 18th centuries; the early Italian period, during which vocal and instrumental music as we know it had its beginnings; the development of the symphony and opera in the 19th and 20th centuries; and program and instrumental music in the 19th century and other characteristic forms in the latter 19th and early 20th centuries.

**Taproom Recordings**

Recording programs in suburban taverns selling the sponsor's product is the unique feature of Taproom Trouper, sponsored by the Gluek Brewing Co., Minneapolis, and heard over KSTP, that city.

Taverns showing the largest increase of sales of Gluek's brews over the previous week are chosen as the site of the recordings which are broadcast five-nights weekly at 10:15. Randy Merriman, free lance m.c., treats the tavern patrons to a comedy routine following cutting of the transcription.

**Strange Tales**

Utilizing the theme that everyone has a story to tell, a human experience to relate, WWRL, New York, is airing a new interview program titled What's Your Story? Persons with human interest, amusing and dramatic stories to tell as well as those with unusual occupations and pastimes are invited to appear on the program.

A portion of the program is titled "What's Your Hobby?" and features a five-minute interview with an interesting hobbyist.

**Private's Tell 'Em Questions**

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

**Days of Yore**

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

**KSD—The Post-Dispatch Station**

St. LOUIS • 550 KC • NBC Red

**For the World's Best Coverage of the World's Biggest News**

**SALES TAKING A POWDER IN TALCUM (Ky.)?**

Don't get too shaky if your Talcum (Ky.) sales have run out on you. Make up the loss a thousand times over by concentrating on the Louisville Trading Area—where defense payrolls have added more than $5,000,000 a month to an effective buying income normally 33% greater than that of the rest of Kentucky combined!

With WAVE—the only NBC Basic Red Network outlet within 100 miles—you get complete coverage of this Area for far less than the cost of any other medium! Want it?

**LOUISVILLE'S WAVE**

5000 Watts

970 K.C. • N.B.C. Basic Red

NATIONAL REPRESENTATIVES

**December 29, 1941 • Page 31**
Baker Says Video Hit Hard by War
Companies Face Serious Loss, GE Executive Predicts

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

Estimating that there are probably still a few hundred television stations in the nation, with no new stations to be built this year, Dr. Penney stated that the production of additional receivers will depend on priorities set by the National Defense Board, and that the decision of the individual manufacturer as to whether it is more desirable to utilize such material as it is available for broadcast or television receivers.

Losses Faced

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

Although stating that it is impossible to predict the future of any industry and particularly one including consumer goods, Dr. Baker remarked that "the radio industry has perhaps one of the larger advantages over others in that it provides a service that can be used by the government for instruction and educational purposes. This fact, plus the cooperative attitude of the industry as a whole, may permit sufficient activity so that after the war, as after the first war, radio will be one of the main industries that will help soften the difficult period of economic readjustment."

Record WEAF Billings

BILLINGS for the month of November on WEAF, New York, were the largest in the 20-year history of the station, according to an announcement by James V. McConnell, NBC manager of national spot and local sales. New accounts include: United Drug Co., Great Western Brewery, C. F. Mueller Co. (macaroni products), Olson Rug Co., General Electric Co., and A. Goodman & Sons (noodle products).

KNOX MANNING, CBS newscaster and announcer on 610 AM, "Over the Air" radio program, is being assigned to network servicing under sponsorship by Bowey's Inc., Chicago, has a part in "At Stroke of the Morning Bum" series. He will be released soon.
**Radio Advertisers**

B. MEIR & Son, New York (Golden Center Toasted Wheat Germ), is a campaign tying in with the Government’s nutrition program, will use participations on Alfred W. McCann’s Pure Food Hour, on WOR, New York, Monday through Friday, 10-10:30 a.m. Agency is Neff-Hopew, New York.


MARLIN FIREARMS Co., New York (Razor Blade Div.), on Jan. 5 will start a 6:35-7 a.m. news period, Monday thru Saturday, on WABC, New York. Agency is Craven & Hildred, that city.

AMERICAN CHICLE Co., Long Island City, on Jan. 2 will renew for 26 weeks its sponsorship of Don Goddard on WEAF, New York, three weekly at 7:30 a.m. Agency is Budger, Browning & Hersey, New York.

RAYMOND BROWNE, for eight years account executive of J. Walter Thompson Co., New York, and for four years advertising manager of the Texaco Co., has been appointed advertising manager of the Axton-Fisher Tobacco Co., Long Island City.

CALIFORNIA FEDERAL Savings & Loan Assn., Los Angeles, in a one-month campaign started Dec. 25, is using a total of 23 transcribed announcements weekly on KFI-KMCA, that city. Other local stations will be added. Elwood J. Robinson Adv. Agency, Los Angeles, has the account.

OLSON RUG Co., Chicago, which has been using five minutes three times weekly on the 6:15-7 a.m. Farm-e’s Digest program on WOR, New York, has expanded its time and switched to sponsorship of Associated Press News with Alba Havill, Tuesdays, Thursdays and Saturdays, 7-7:15 a.m. Frena, Fellers & Frena, Chicago, is the agency.

COAST FEDERAL SAVINGS & LOAN ASSN., Los Angeles, on Dec. 22 started using on a staggered schedule, participation in newscasts as well as transcribed announcements urging purchase of defense bonds on a group of Southern California stations. List includes KNX, KFWB, KFCA, KMPC KFWB KFYD. Contracts are for 52 weeks. Agency is Robert F. Dennis Inc., that city.

IOWA CONFERENCE of Seventh Day Adventists, Des Moines, goes into its eighth year of sponsoring Prophecy to the News, on WHO, Des Moines, with a full-year renewal beginning Jan. 4, 1942.

SECURITY FIRST NATIONAL BANK, Los Angeles (investments), on Jan. 1 starts using on a 13 week contract, daily spot announcements on KJH, Hollywood. Firm also places spots on other California stations. List includes KJZ KYOC KTTC KTMS KKO. Dana Jones Co., Los Angeles, has the account.

DOTTED-LINE ceremony by Reggie Schuebel, head of the radio department of Biow Co., New York, places Phil Baker (left) in charge of the Take It or Leave It quiz show heard on CBS. Watching is Milton Biow, agency head. Baker assumed his new role Dec. 25.

**Soap Firm’s Spots**

LOS ANGELES SOAP Co., Los Angeles, on Dec. 29 renew five 22 weeks schedules for White King and Scotch Soap. Placement for former product include from three to six spot announcements weekly on WPAA, KFAB, KGAL, KTKS, KIDO, KTHK, KGNC, KQTV, KGLL, KTUL, KGKE, KPFI, KRAM, KDNF, KGZ, KRIS, as well as KGMB, Honolulu, and KHBC, Hilo; also five-weekly five-minute newscasts are used on KFSD, KOA, KMED. Firm is sponsoring, in interest of Scotch soap, quarter-hour newscasts five times per week on KLY, KTV, KSUN; five-minute newscasts on KRON, KTFI, KID, KSEI, KFPS, in addition to a ten-minute, six-week news period on KQW, and five-weekly participation in Art Baker’s Notebook, on KFI. Agency is Raymond R. Morgan Co., Hollywood.

**Book Series on 24**

DOUBLEDAY, DORAN & Co., New York (Triangle Books), on Jan. 10 will start a campaign of participations in women’s programs and news periods on the following 24 stations: WGN WSM WLW WJR WNAC KKMW WTVIC WECAN WTAG WCCO WFLA WSAR WLLH WNBH WBRK WMLN WLNH WRDO WCQ WHSY. Agency is Huber Hoge & Sons, New York.

**Industry Goes All-Out In Red Cross Campaign**

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

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

JOHN B. KENNEDY’S Sunday half-hour commentary period on WNEW, New York, as a sustaining 6:30 p.m., has been purchased for 52 weeks by Simon Ackerman Inc., New York, for its retail clothes, Ehrlich & Neumark, New York, is the agency. Kennedy is sponsored during the week by R. C. Williams Co., New York, and Schwidberg-Cigar Co., that city.

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

More money for the HOT SPOTS.

Nothing wasted on the DEAD SPOTS.

**Special attention to the TOUGH SPOTS**

for PROSPERITY in

Fairmont, W. Va.

CBS

ASK THE

JOHN BLAIR MAN
WHO, San Antonio, each Tuesday and Thursday carries the war commentary of Col. H. L. Landers, U. S. Army, retired, an authority on military history. Show is sponsored by Grand Prize Beer through the Rogers-Gano Agency of Houston. Five nights weekly the same sponsor airs the Headliners program, featuring Lynn Cola in a headline song and Steve Williams with a narration regarding some special event. Letter is heard over the Texas Quality Network in addition to WHO.

WWRL, New York, which at present broadcasts approximately 60 hours of foreign-language programs weekly in Spanish, Hungarian, Czechoslovakian, German, Jewish, Greek, Armenian and Polish, will shift all such programs to evening hours and devote its daytime schedule to increased English periods and the building of a greater English audience, according to Henry A. Catersoner, newly-appointed general manager. The new policy would become effective upon station's increase to 5,000 watts, which has already been granted by the FCC. The WWRL approval to WWRL's application for full-time operation on 160 kc.

KFRO, Longview, Tex., recently granted all employees an annual Christmas bonus, in the form of Defense Bonds rather than cash in previous years.

WOLS, Florence, S. C., recently helped locate the mother of a soldier killed in action in Hawaii. Cooperating with local Red Cross officials, WOLS carried an announcement asking for information on the whereabouts of the mother—after other efforts to find her had been futile—and within 30 minutes the woman had been found.

KXWR, Warner, Neb., recently aired transcriptions made at Little Rock, Ark., of Christmas greetings of servicio- men overseas who were to be entombed for the West Coast and points unknown. Driving 55 hours with no sleep, Program Manager Paul Rosee and Chief Engineer Jack Lewis made a 3000 mile trip to and from the station, so the home folks could hear the recordings as soon as possible.

KIRO, Seattle, has made arrangements to air locally a special complete set of transcriptions of its daily broadcasts of the School of the Air Transcripts to KFAR, Fairbanks, Alaska.

WRUL, Boston, was the subject of an article in the Jan. 15, 1941 issue of the title "Propaganda from the U.S.A." the article described activities of the station's staff, broadcast in 84 languages to Europe, Asia, Africa and Latin America.

MOUNTING cameras and spotlighting in the balcony of Town Hall, New York, WNBK, NBC video station, Dec. 12, televised the Town Hall Meeting of the Air concurrently with its nationwide broadcast on the Red Network. Topic was "Outlook in the Pacific." speakers were Admiral Yates Stiling, Navy, former Commandant of the Pearl Harbor Naval Base; Hugh Graham, U.S. Representative from Texas; and Attorney General Scott in London, England. Staff of NBC radio station were on hand as camera- men, and an audience of 3000 civilians was present as well.

ULTRA-MODERN in every respect is this new transmitter building of WKY, Oklahoma City, as portrayed in this architect's drawing. The new $150,000 plant will include everything required for present broadcasting needs, as well as facilities for television, increased power or new methods of broadcasting, and to include storage buildings for turntables and other equipment. A three-tower antenna array, ranging from 910 feet (tallest in the nation and equal to the highest in the world), to 290 and 260 feet, is being constructed by Truscon Steel Co. Included in the equipment is an alternating current standby generator. Nearby will be built living quarters consisting of two homes, completely separate from the transmitter. Construction of the plant, located one mile east of Britton, Okla., is being supervised by L. D. Gillette, Washington consulting engineer, and Jack Lovell, WKY chief engineer. Architects are Parr & Aderhold.

WGAC, Augusta, Ga., has placed trailers in 13 theatres in Georgia and South Carolina with a combined seating capacity of 6,000 daily in exchange for broadcasting the theatres' daily billing, Monday through Saturday. The stations Neighborhood Theatre Guide is now a regular feature on WGAC.

A VOLUNTEER sound truck recalled members of the armed forces in Oakland back to their duty by radio from weekend leave. After an hour's stand at the microphone the F.A. announcer's voice gave out and he used the loudspeaker to call Keith Kerby, program director of KROW, and ask for an announcer. Hal Parkes was assigned to the job.

WMCA, New York, has offered free to labor and management the services of its Labor Arbitration program for arbitration of labor disputes. Board Chairman Ralph H. Grant, former United States Labor Arbitration Commission. Tilting of Samuel R. Zack, of the New York Board of Arbitration.

AS A GIFT from WOR, New York, Westbrook Pegler, columnist for Scripps-Howard newspapers, received a gold-plated recording of a recent speech he delivered before the Advertising Club of New York. It was presented by Ray Lyon, head of WOR's Recording Division.

WHOM, Jersey City, recently at a board of directors meeting voted to put into effect the Government payroll allotment plan for the purchase of Defense Savings Stamps and Bonds.

WXHIW, experimental adjunct of WCCO, Minneapolis, after four years of operation, has been sold to KIRO, Seattle.

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

WLW, Cincinnati, 75,000 watt Crosley shortwave station broadcast Midnight Mass to the Latin-American natives Christmas Eve and fed the two-hour program to the Cadena Radio Inter-American, South American chain. WLWO operated on its regular nighttime frequency of 11,710 kc.

WFBR, Baltimore, paid substantial holiday bonuses to all employees. Commercial Manager Purnell H. Gould press reports that business on the books for January is heaviest on record.

KSTP, St. Paul, put one plea for donations on its daily Defense Bulletin Board and the Minneapolis chapter received 26 electric sewing machines ordered for the donation. Thirteen machines were offered three hours after the broadcast, 29 came in by evening and the total reached 28 before the next broadcast.

FAIRCHILD PORTABLE RECORDER

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

* - It had to satisfy Fairchild first!
KLZ, Denver, recently entertained soldiers stationed at Balloon, Panama Canal Zone, with a special broadcast transcribed in KLZ studios and sent by air express to honor enlisted men from the Rocky Mountain area who were celebrating at the Balloon YMCA.

Using the daily broadcast of the CBS School of the Air, heard from KLZ, Denver, as a basis for reference, Mahlon Korklin, teacher of East High School, Denver, arranged for a group of five teachers to receive a special award for an essay on "Practical Use of Radio in the Classroom." Awards will be given for the cooperation of the National Educational Assn., and CBS, was presented to Korklin by Arthur Wuth, educational director of KLZ, in a special broadcast.

KWK, St. Louis, has secured the exclusive local franchise for Reuters news service. Reuters reports, to be sponsored by Grinnell & Bros. Brew-ery Co., St. Louis, will be handled by Milton Kelsey, who recently joined KWK.

KDON, Monterey, Cal., on Dec. 8, originated for MBS the dedication ceremonies for the recently completed United Service Organization recreation building to be completed in the United States, at Salinas, Calif., on Nov. 26, 1935. The $60,000 building was completed in 59 days.

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

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

As a result of an idea of Chester R. Hinkle of Wing, Dayton, in the defense bond and stamp booth erected on the court house grounds. Opened Dec. 10, the booth sold $5,000 worth of bonds and stamps the first five days above.

Barn Dance to Coca Cola

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

Philip Morris Inquiries

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

Swift Spots

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

Records for Camps

Editor, Broadcasting:

WCNW has just turned over several hundred of its duplicate copies of records to the several armed services in the Brooklyn-Long Island area for the boys serving in training camps and reception centers.

Throughout the country, each and every radio station has hundreds of new and old records that, in their spare time, their local camps would appreciate. Why not suggest that radio stations forward these records to their nearest Army or Marine reception centers and camps. The boys, from what I am told, would appreciate the thought. It'll help them spend their idle moments entertaining.

Dec. 23, 1941

ELIAS I. GODFORKY
General Manager, WCNW, Brooklyn.

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

NOW READY FROM WASHINGTON

Produced every Friday, Delivered to you on Saturday.

- A timely and expert 27 min. transcribed analysis of the week's news of the world.

GOULD LINDON
The Nation's Foremost Political Analyst

CLARENCE BROWN
Country Editor and Member of Congress

LOROTH POODDARD
Foreign Editor of the Washington Star

HERBERT COREY
Syndicated Writer and News Analyst

FOR EXCLUSIVE, Phone, Wire or Write

BROADCAST SERVICE STUDIOS
1113-11 Denreke Bldg.
WASHINGTON, D. C.

Your Washington Studios for Direct Wire or Transcribed Pick-ups.
Measure for Communications Seizure Delayed Because of Congress Recess

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

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

Satisfactory to Fly

Appearing before the Senate committee, FCC Chairman James Lawrence Fly urged speedy action on the measure, citing the emergency nature of the legislation. Although the House-approved bill differs in several details from the proposal recommended originally by the FCC and DBB, Chairman Fly commented that either measure would be satisfactory to them, since the general principal of necessary authorization is provided in both. The principal point of interest for broadcasters in the legislation, since the Communications Act itself provides for seizure of broadcast facilities by the President, lay in a House amendment to the original proposal which would place a time limitation on the seizure authority, tying it down to not more than six months after termination of a state or threat of war. The original proposal had left the time factor at the discretion of the Chief Executive [Broadcasting, Dec. 22].

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

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

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

No Plans to Take Over

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

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

Arguing for the amendment, Chairman Fly observed that the whole scheme of communications is closely interwoven and that it would be illogical to take over radio facilities and then not be able to complete the circuit with wire facilities. “Communications is the nerve-center of fighting operations,” he declared, “and without communications disaster is almost inevitable.”

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

Olives and Dollars

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

The McClatchy stations dominate this tremendously rich market. Wise advertisers will be in on this increased buying power. Use the dominant stations of California’s great interior valleys . . . KFBK, Sacramento and KMJ, Fresno

50,000 WATTS
The Greatest Selling POWER
in the South’s Greatest City
CBS Affiliate
Not Rep. - The Katz Agency Inc.

FM with Simplified Circuit Design
Serving the Rural West
McClatchy Broadcasting Company
KFBK SACRAMENTO, CALIFORNIA
KMJ FRESNO, CALIFORNIA

Page 36 • December 29, 1941
Better Disc Terms Foreseen by Fox

WBS Asks a New Contract Others May Negotiate

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

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

Negotiations Pending

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

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

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

Year-End Roundup

(Continued on page 10)

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

Inauguration of its Mexican network of 23 stations marked the beginning of NBC's extended Pan-American Network of 109 stations; the Blue network gained 38 new stations. Four stations were added to the Red, while six new stations became optional outlets to Red or Blue.

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

Regular sports programs showed a 10% increase over 1940; musical programs emphasized music of, by and for the two Americas, and factual news broadcasts reached an all-time high during 1941. NBC television station WNBT became a full commercial station July 1, and NBC readied the transmitter quarters of W2XWG, its FM station, to accommodate a new 10,000 watt unit.

Lee Anderson Is Victim Of Cut in Auto Output

LEE ANDERSON ADV. A resent notice in December that it was retiring from the advertising field as soon as its activities could be wound up. The retirement was taken in advertising circles here as a direct result of the curtailment of automobile production and advertising-first of all among the largest national agencies of the Detroit area. Anderson handled the account of the Chrysler division of Chrysler Corp., and also placed occasional institutional advertising for the corporation. This, along with Goodyear Lifeguard account administration, comprised its outstanding activity.

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

WBS, Altadena, gave its employees a $25 cash Christmas bonus, along with four-day vacations.
The REL DL line of FM transmitters employs the NEW Armstrong phase shift modulator. Only REL FM broadcast transmitters give you the advantages of this latest Armstrong development.

Radio Engineering Labs., Inc.
Long Island City, N. Y.

NEWS! NEWS! NEWS!

The REL DL line of FM transmitters employs the NEW Armstrong phase shift modulator. Only REL FM broadcast transmitters give you the advantages of this latest Armstrong development.

Radio Engineering Labs., Inc.
Long Island City, N. Y.

There's been something

The REL DL line of FM transmitters employs the NEW Armstrong phase shift modulator. Only REL FM broadcast transmitters give you the advantages of this latest Armstrong development.

Radio Engineering Labs., Inc.
Long Island City, N. Y.

1,000% Increase in Year For FM Sets Claimed

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

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

New Equipment Firms

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

WXQR Resumes Operation

AFTER having been off the air for moving purposes to a new home atop New York's Chanin Bldg., WXQR, FM affiliate of WQXR, New York, has resumed operation on its 5-10 p.m. daily period on 46.5 m.c. with 1,000 watts. Shortly, the Interstate Broadcasting Co., station owner, hopes to operate the FM outlet commercially as WSNY with a power of 10,000 watts and its location of the station is expected to give listeners about 15 miles greater signal radiation.

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

For a big chunk of

For a big chunk of it, use the DECATUR station,
Yule Spirit

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

New Religious Discs

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

Wilbur Heads WTSP

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

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

Johnstone, Morgan Tour For Birthday Ball Drive

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

Broadcasting arrangements already have been made in 10 key cities for the opening of the campaign Jan. 15. Network broadcasts are planned to start Jan. 11 and continue through Jan. 30, date of the President’s Diamond Jubilee Birthday ball, celebrated throughout the country.

Transcriptions of spot announcements in Italian, French and Spanish are being written and produced by Norman Warembud, program director of WBYN, Brooklyn, and are now being distributed to all foreign language stations to promote the “Fight Infantile Paraly- sis” campaign. The campaign also is distributing 500 discs featuring one-minute English spot announcements by five radio announcers and newscasters — Tom Slater, Frank Knight and Alois Havrilla of MBS, Thomas Martin of GBS, and Richard Bell of WHN, New York, all of whom donated their services. Stations also will carry transcribed messages about the drive by William Green, president of the AFL, and Philip Murray, CIO president.

Writers to Aid Defense

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

POWERS

WHERE POWER COUNTS MOST

THE GREAT

TENNESSEE VALLEY

WLAC

NASHVILLE, TENN.

soon going to

50,000 WATTS

REPRESENTED BY

PAUL H. RAYMER CO.

J. T. WARD, Owner

F. C. SOWELL, Manager

BROADCASTING • Broadcast Advertising

December 29, 1941 • Page 39
**ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION**

**DECEMBER 20 TO DECEMBER 26 INCLUSIVE**

**Decisions...**

**R. B. Davis Spots**

R. B. Davis Co., Hoboken, N. J. (Cocomalt), following a successful test of the Food Fair on WEEL, Boston, starting Jan. 5 will begin participation on the following seven additional stations: WOR, WGTAM, WJR, WMNO, KMCX, KROW. Company, formerly an extensive use of radio, before starting on WEEL was off the air for about six years. Agency is Murray Breese & Assoc., New York. **Network Accounts**

All time EST unless otherwise indicated.

**UNITED FRUIT Co., New York** (for Yukon), on 14 CBS stations, Mon. thru Fri., 6-6:45 p.m. Agency: HBG, N. Y.


**SOIL-OFF MFG. Co., Glendale, Calif.** (paint cleaner), Feb. 3 starts for 52 weeks sponsoring Bob Garred Reporting on 3 CBS California stations (KGO, KARM, KSFQ), Tues., 4:45-5:55 p.m. (PST). On Feb. 5 also renews for 52 weeks, Bob Garred Reporting on same list of stations, Thurs., 5:45-6:55 p.m. Agency: Buchanan & Co., Los Angeles.

**Renewal Accounts**


IRONIZED YEST Co., Atlanta, on Jan. 14 runs Yest a Magnetic Yeast for 52 weeks on 74 CBS stations, Tues., 8:30-9 p.m. Agency: Ruthrauff & Ryan, N. Y.

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

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


RCA MFG. Co., Camden, N. J. (Victor records) on Dec. 22 renewed for 52 weeks, George Putnam & the News, Mon. thru Wed., Tues. thru Fri., 11-12:30 p.m. on WEAF, New York.

**PROCTER & GAMBLE Co., Cincinnati** (Dus), on Dec. 29 for 52 weeks, The Goldiggers, on 30 CBS stations, Mon. thru Fri., 3:15-3:30 p.m. thru Compton Adv., N. Y., and for Dreyf, on 7 CBS stations, same time, thru Blackett-Sample-Hummer, Chicago, Ill.

**PROCTER & GAMBLE Co., Cincinnati** (Chipo), on Dec. 29 for 52 weeks Road of Life, on 25 CBS stations, Mon. thru Fri., 1-6:30 p.m. Agency: Pedelir & Ryan, N. Y.

**PROCTER & GAMBLE Co., Cincinnati** (Ivory snow), on Dec. 29 runs for 52 weeks, Life Can Be Beautiful, on 48 CBS stations, Mon. thru Fri., 1-1:30 p.m. Agency: Compton Adv., N. Y.

**PROCTER & GAMBLE Co., Cincinnati** (Mydol), on Dec. 29 runs for 52 weeks, Salmon Queen, on 51 CBS and 25 CBC stations, Mon. thru Fri., 1-1:30 p.m. Agency: Blackett-Sample-Hummer, Chicago.

**PROCTER & GAMBLE Co., Cincinnati** (Ivory soap), on Dec. 29 runs for 52 weeks, The Story of Mary Martin, on 31 CBS stations, Mon. thru Fri., 7:30-8 p.m. Agency: Bentlow & Bowles, N. Y.

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

**E. R. SQUIBB & SONS, New York** (dentical cream & tooth powder), on Dec. 22 renewed for 52 weeks Frank Parker Cigarette shows, Mon., Wed., and Fri., 5:04-6:30 p.m. Agency: Geyer, Cornell & Newell, N. Y.

**SEALENST INC., New York** (milk ice cream), on Dec. 25 renewed for 52 weeks Rudy Vallee, on 76 NBC-red stations, Sun. 6-7 p.m. (EDST) Agency: McKee & Albritton, Philadelphia.

**COLGATE-PALMOLIVE-PEET Co., Jersey City, on Dec. 29 runs for 25 weeks, New Colgate products & Crystal White) on 61 CBS stations, Mon. thru Fri., 10:45-11:30 p.m. thru Colgate, on 50 RCA stations, Mon. thru Fri., 5:30-6:15 p.m. thru Ted Bates Inc., N. Y., Myrt & Marge (Super Suds) on 79 CBS stations, Monday, 5:30-6:15 p.m.; Thursday, 4:15-4:30 p.m.; thru Sherman & Marquette, and Stepmother (Colgate tooth powder), Mon. thru Fri., 10:30-10:45 p.m.; broad- cast 4:15-4:30 p.m., thru Sherman & Marquette.

**WM. WRIGLEY Jr. Co., Toronto** (chewing gum), on Jan. 6 renews for 25 weeks, E.Pop. & P. Co., on 7 Canadian Broadcasting Corp. stations, Thurs., 9:30-9:30 p.m. (EDST); on 9 CBC Prairie stations, Tues. 10:10-10:30 p.m. (EDST) on CKAC, Montreal; CHRC, Quebec, Tues. 8-8:30 p.m. (EDST). Agency: Tandy Adv. Agency, Toronto.


**Network Changes**

ALBERS BROS., MILLING Co., Seattle (Rajack flour, Friskies), on Jan. 2, shifts Woodware on 7 CBS West Coast stations, Thurs. 7:30-8 p.m. to 6 NBC Pacific Red stations, Fri. 10-11 p.m. Agency: Lord & Thomas, San Francisco.

KRAFT CHEESE Co., Chicago (Parkey margarine) on Jan. 4 adds 40 stations, to the 57 already carried, making a total of 90 stations on NBC-AM stations, Mon. thru Fri., 3-4 p.m. Agency: Need- ham, Louis & Broley, Chicago.

**STANDARD OIL Co. of Indiana, Chicago,** on Jan. 9 discontinues Auo- domatic Blue for 15 Indian Red stations, Fri., 5-8:30 p.m. Agency: McCann-Erickson, Chicago.

**PARKER PEN Co., Janesville, Wis.,** on Dec. 28 discontinued Walt Disney Shows on 36 US stations, Thurs. 1:30-3:45 p.m, (EDST) Agency: Blackett-Sample-Hummer, Chicago.

**THOMAS J. LIPTON Inc., Hoboken, N. J.** (Honey), on Dec. 31 runs 15,000-yr. course, Hope Theatre on 78 CBS stations, Sun., 9-9:30 p.m. broadcast 10:30-11 p.m. Agency: Young & Rubicam, N. Y.
P & G Renews Serials
PROCTOR & GAMBLE Co., Cin-
cinnati, on Dec. 29 renews for 1942 five of its Monday-through-Friday daytime serials on CBS. These in-
clude: The Goldbery (Dux) on 35 stations, through Compton Adv., New York, and (Druft) on 7 sta-
tions, through Hackett-Sample-Hummert, Chicago; Life Can Be Beautiful (Ivy soap), on 48 sta-
tions, through Compton Woman in White (Chips), on 25 sta-
tions, through Pedlar & Ryan, N. Y., and Story of Mary Martin, on 20 stations, through Benton & Bowles, N. Y.

JOHN L. ENODGRASS, former time and spacebuyer of Sherman K. Ellis & Co., Chicago, has joined Hackett-
Sample-Hummert, Chicago, in charge of outdoor advertising.

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

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

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

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

CLASSIFIED
Advertisements
Help wanted and Situations Wanted, 7c per word. All other classi-
fications, 12c per word. Bold face listings, double. BOLD FACE CAPS,
triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted
Newly Licensed Operator—$80.00 monthly, room and board equivalent to $125.00 monthly. Draft exempt. Puerto Rico. Box 282A, BROADCASTING.

Chief and Staff Engineer—Southern sta-
tion, new Western Electric Equipment throughout. Box 283A, BROADCASTING.

Engineer—Georgia network affiliate. Pref-
er having studio control room exper-
ience. $25.00 per week. State draft sta-
tion. Box 273A, BROADCASTING.

Engineer—Licensed, draft exempt engineer. Virginia local. Permanent job to sober, steady worker. Box 274A, BROADCASTING.


ENGINEER—SPANISH—COMMERCIAL RADIO—Experienced commercial radio engineer with practical knowledge of Spanish and sales promotion ability. Willing to travel Latin America. Excel-

tent opportunity for high grade or-

ganization for man who can qualify. Reply should contain complete personal information, education, experience and salary desired. Also, a small snapshot which will not be returned. Address D. G. S. T., P. O. Box 3797, Philadelphia, Pa.

A 250 Watt Local Station—Located in South Atlantic state has opening for sales manager who can not only sell but write copy. Excellent opportunity and living conditions for draft exempt man who can qualify. Give full details and expected salary. Box 284A, BROADCASTING.

Combination Man—Licensed and good voice for straight commercial announcing. Miss network station, central Georgia. State age and draft status. Box 275A, BROADCASTING.

Radio Salesman—Experienced, for local sta-
tion in large Midwest city. Must have good record. Auto helpful. Drawing ac-
count. Good opportunity for man who can sell large accounts as well as small. Give complete sales experience, age and references. Position open immediately. Box 286A, BROADCASTING.

Versatile Announcer—With not less than three years’ experience, highly regarded in present connection with network affi-
litem but writes change. Submit small photo, education, background, draft status, station WIS, Columbia, South Carolina.

Want to Buy
1000 Watt Transmitter—and associated equipment. Located near Washington. Good condition—two large model RCA, WE, or Permatron tube with pickup; one RCA, WE or Collins speaker console; two RCA or WE microphones. Quote lowest cash prices and condition all or part. Box 288A, BROADCASTING.

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

250 Watt Western Electric 310B Transmis-
sion—comp.e with tuning unit, crystals and tubes, in good condition. Box 278A, BROADCASTING.
Limits on Weather Broadcasts

Outlined in Letter to Stations

Comdr. Reichelderfer Announces Plans; Warning

On Sports Events; Airway Data Curtailed

COMDR. F. W. REICHELDERFER, chief of the U. S. Weather Bureau, has recently asked Broadcasting to express to the broadcasting industry their appreciation of the cooperation of stations and their realization that the radio dissemination of weather information has turned out to be one of the Bureau's "best services" to the public.

Comdr. Reichelderfer's letter followed the same general lines as one addressed recently to Carlton Smith, assistant manager of WRC-WMAL, Washington [Broadcasting, Dec. 22].

The War Department Bureau of Public Relations, Radio Branch, is addressing a message to all announcers handling "Bowl Games" and other sports events over New Year's warning them to be extremely careful in the event it were necessary to limit the weather forecasts. The amounts of weather descriptions should be avoided. A number of such broadcasts emanating from different parts of the country could easily be picked up by submarines or other enemy craft meteorologists could chart them and draw inferences about the weather situation over the United States that might be of considerable value in planning attacks on shipping and coastal areas.

Limited forecasts are being made in the printed press for the present, with the understanding that control of international mail, cable and radio will keep this information from being relayed to enemy forces in time to be of current use.

The radio restrictions will be lifted as soon as circumstances warrant. Radio broadcasting stations have been rendering a splendid public service in cooperation with the Weather Bureau and we were very reluctant to have it discontinued.

We thank you very much for the help you have given us in the past and for your cooperation in the present situation.

ALLOCATIONS PLAN MAKES PROGRESS

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

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

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

WKBH Joins NBC

WKBH, La Crosse, Wis., on Jan. 1 joins NBC as a supplementary station to the Red or Blue networks. Owned by WKBH Inc., the regional station operates with 1,000 watts on 1410 kc., unlimited time. Evening hour rate will be $120, with night cut-in announcements $10, day $5 and Sunday evening $7.

Although not officially announced by NBC, it was understood last week that WILH, Virginia, and WMFG, Hibbing, both Minnesota stations owned by the Head of Lakes Broadcasting Co., would also join NBC Jan. 1 as optional outlets to the Red or Blue. WHLB operates on 1400 kc., 250 watts, and WMFG, 1240 kc., 250 watts.

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

ASSURANCE that the recently established Office of Facts & Figures will definitely function as the coordinating and clearing office for all Government radio time requests was given last week by Stephen T. Early, White House press secretary, to comb the Washington representatives of NBC, CBS and MBS.

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

Emerging as a key figure in this operation is William B. Lewis, CBS program man, who will have leave as OFF consultant on broadcasting. The idea of having a competent program man and experienced broadcaster in a top spot in the Government picture is a direct result of the prompt approval in industry circles. Also working with Mr. Lewis on OFF broadcasting matters is Archibald MacLeish, on leave from NBC's program and talent sales office in New York.

Plan Super-Network

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

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

KOAL, Deaver, has added a new station — a mobile unit to its technical equipment.

Page 42 • December 29, 1941

BROADCASTING • Broadcast Advertising
WE MADE A MISTAKE--
BUT WE'LL PAY FOR IT!

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

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

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

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

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

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

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