

## 'Hams' To Assist Red Cross Drive

A dramatic radio report of conditions in the Arkansas tornado area will be broadcast direct by relatives of San Jose area people via amateur radio stations and the four commercial broadcast stations in San Jose at 3:30 p.m. Monday.

The broadcast will be part of the "Operation Tornado" drive to collect an additional \$5000 for the Red Cross in San Jose toward the national goal of \$5,000,000 to aid the victims of the recent Arkansas tornadoes.

The marathon drive will start at 8 a.m. and end at 8 p.m., with most of the solicitations being made by telephone.

# S.J. Campaign To Aid Tornado Victims

A hard-hitting corps of San Jose Red Cross workers today will seek to raise \$5000 during a special "Tornado Pledge Day" to aid tornado-stricken areas of the South. San Jose's four radio stations will broadcast direct radio interviews

from Judsonia and Bald Knob, Ark.

Both cities were devastated by tornados. In Bald Knob, 55 were killed and 325 injured. Judsonia was virtually leveled.

Mayor Clark L. Bradley, vice-chairman of San Jose chapter of Red Cross drive to raise \$143,244 in its annual drive for funds, is in charge of the campaign to raise funds for tornado victims.

Paul Tibbs, ARC disaster communications chairman who is in charge of the disaster short wave station in chapter headquarters, will serve with Frank Clement, San Jose radio supplies wholesaler, to bring special radio contact from stricken areas.

They will work with Allan Robinette, Conway, Ark., agricultural college student, and Billie Scott, a blind "ham" operator in Fayetteville, Tenn. Both have handled hundreds of welfare messages from their areas.

Mrs. O. R. Leach, 80 N. 33rd St., will talk direct with her daughter, Wanda Hansley, in Judsonia, at 3:30 p.m. today. The two-way conversation will be broadcast to listeners here.

Mayor Bradley is scheduled to speak with Mayor J. M. Fletcher of Bald Knob during the day, but at a late hour last night exact time had not been arranged.

A special crew of telephone solicitors will work from Red Cross Chapter house seeking pledges of funds, and radio stations will interrupt their programs each half hour to report on totals obtained.

Downtown business district solicitation chairman John French said his workers will canvass their area.



## 'OPERATION TORNADO'

# San Joseans Aiding Storm Victims

With 70 telephone calls having produced some \$658 in pledges by noon today for the victims of the tornado-blitzed South, a Red Cross round-the-clock "Operation Tornado" featuring both short-wave and San Jose's four commercial

radio stations was gathering momentum.

Mayor Clark L. Bradley, vice-chairman of the current Red Cross fund campaign and head of today's special drive to raise at least \$5000 for the tornado victims, was scheduled to be heard on all four local radio stations (KEEN, KXSJ, KXRX and KLOK) at 3:30 p.m. today in a discussion with Mayor J. M. Fletcher of Bald Knob, Ark. In Bald Knob 55 persons were killed and 325 injured.

San Jose's "ham" short-wave operators were trying desperately to get clear signals via Frank Quement's super-strength station from two "hams" on the disaster scene, Allan Robinette of Conway, Ark., agricultural college student, and Billie Scott, a blind youth of Fayetteville, Tenn. Both have handled hundreds of welfare messages from their areas.

Quement, who operates on the 20-meter radio band, was working with Paul Tibbs, Red Cross disaster communications chairman, who is in charge of the disaster short wave station in chapter headquarters.

Hope was that a conversation between Mrs. O. R. Leach, 80 N. 33rd St., San Jose, and her daughter, Wanda Hensley, in Judsonia, Ark., which was leveled by the twisters, could be brought in on short-wave and broadcast simultaneously over the four local commercial stations.

With the radio and telephone marathon scheduled to continue at least until 8 p.m., persons were being urged to phone their tornado

contributions to Red Cross headquarters, CYpress 2-6242, (Picture on page 15.)

Two Red Cross volunteers, Mrs. Robert Demster, left, at typewriter, and Mrs. Joan Fell Lauber, at the microphone, are shown above as part of the crew handling "Operation Tornado" today in the chapter house, where a direct wire disaster hookup to Civil Defense headquarters linked the Red Cross with all four San Jose commercial radio stations. "Answer the Call" and phone contributions to CYpress 2-6242 was the slogan as the special drive for victims of the tornado stricken southern States was to continue until 8 p.m. or later, with half hour progress reports on all radio stations and a special direct broadcast from the disaster area at 3:30 p.m. (Story on page 1.)



**CALL TO TORNADO AREA**—Dire need of many Americans in southern area hit by recent tornado was stressed over San Jose radio stations yesterday publicizing Red Cross drive for disaster relief funds. Mrs. James K. Kruse, 396 Leland Ave., is shown during actual telephone conversation with relatives in stricken area. Stations KEEN, KSJO, KLOK and KX-RX broadcast phone call here. Mrs. Kruse holds 15-months-old daughter, Peg. Radio man in photo is George Snell, KEEN program director.

**MORE RETURNS EXPECTED TODAY**

# Despite Dramatic Pleas, Tornado Aid Falls Short

"Operation Tornado," an all-day Red Cross drive in the San Jose area yesterday to obtain pledges to a special \$5000 fund to aid tornado victims in the southern states, fell far short of the goal on the basis of last night's returns.

But it is hoped further tabulations today will produce a more satisfactory total.

Kenneth Challen, Red Cross fund campaign chairman, said a

12-hour radio marathon participated in by all four of San Jose's commercial stations, plus telephone teams of volunteers and short-wave "ham" radio operators, had produced \$1778 up to 8 o'clock last night.

However, funds from special solicitation by fund drive workers in the various divisions will not be available for tabulation until sometime today or possibly tomorrow.

In the meantime, the special all-out effort did produce two dramatic conversations, both broadcast by the four stations.

First came a talk between Mayor Clark L. Bradley of San Jose, heading the "Operation Tornado" drive, and Mayor J. M. Fletcher of Bald Knob, Arkansas. In Bald Knob 55 persons were killed and 325 injured.

In the second dramatic conversation, Mrs. James K. Kruse, war widow of 396 Leland Ave., San Jose, talked with two sisters and a brother in the tornado-blasted section of Tennessee. The sisters were Mrs. Roy Welch and Mrs. John A. Greer, both of Fowlkers, Tenn., and the brother, William Gipson of Dyersburg, Tenn.

Steffi Abbott Sims, Joan Fell Lauber and Paul Tibbs, the latter Red Cross disaster communications chairman in charge of the Chapter House short-wave station, broadcast every 30 minutes by direct wire hookup throughout the 12-hour period of the marathon from 8 a.m. to 8 p.m. Stations KEEN, KSJO, KXRX and KLOK interrupted regular broadcasts to co-operate in making the special appeal.