"AMAZED!"

said one sponsor, when we told him the other day...

1. that WOR reaches 16 cities of more than 100,000 people each.

2. that the WOR area contains 65,000 farms — 284 of which are in New York City!

3. that WOR delivers 32 trading areas with 25,000 to 100,000 people each.

4. that the 18,000,000 people in the WOR territory have a spendable income of more than 26 billions!

*don't know why; we've been that way for years.

Mutual
YOU'RE INVITED to a party each December, if you live in range of the WLS clear channel, 50,000-watt signal—a party to which you bring the food!

For this food is not served to those who come to the party. It is for others who are hungry, orphaned, unfortunate.

If a tradition can be established in twenty-one years, the WLS Christmas Giving Party is a Chicago-area tradition. Requests for tickets billow in with the first announcement. We have had to limit these free tickets to four per request, even though we now give two parties instead of one.

The tickets alone won't get you in—with your ticket must come an article of food: canned goods, sacks of flour, potatoes, the things that go to make Christmas a happier time for those in need.

It was a grand party again this year. Two packed houses enjoyed the fun provided by a host of WLS National Barn Dance talent. And best of all, the parties netted great hampers of Christmas joy.

This we like at WLS—this chance to act as the medium for good neighbors who want to help others. So long as there are people like this friendly audience of ours, America is sound and strong. It is a privilege to serve them.

And may we wish you a Merry Christmas, too?
Season's Greetings

FROM NASHVILLE . . . CENTER OF THE RICH, MIDDLE TENNESSEE MARKET

WSIX gives you all three: Market, Coverage, Economy
Despite hesitancy of big advertisers on mandatory assignment of suffixes "FM" and listener identity, FCC thinking seriously of call letter assignments, plus factor of easier induction by growing shortage of available stations.

Induced by growing shortage of available call letter assignments, plus factor of easier assignment in longer line markets.

Results of balloting Friday night by Chicago, Hollywood AFRA locals on national code remains secret until after locals confer with national board this week (early story page 17). In Chicago, 250 members gave Ray Jones, executive secretary and assistant executive secretary, national board, confidence vote on Chicago's major issue—eliminating sustaining staff announcers' classification. Majority agreed to abide by national board decision; compromised one point to permit commercial announcers to do 12 quarter-hour shows weekly without added fees. On coast agreement reported between AFRA-networks on regional, local codes, with compromise on staff announcers.

FCC assistant chief engineer, died late Friday night in Bethesda, Md., hospital, few hours after suffering cerebral hemorrhage.

INOCULATION was given to NAB last week by AAAA President Frederic R. Gamble, flanked by Carlos A. Franco, Y & R radio manager and Richard L. Scheidker, Mr. Gamble's assistant. With President Justin Miller present, A. D. Willard, Jr., Frank E. Pellegrin, director of broadcast advertising, and Don Petty, general counsel.

"T-DAY," which means onset of television, is term used by RCA Victor in opening new TV outlet. "T-DAY" is set for late March or early April coincident with inauguration of service and set sale.


House committee on un-American activities will have plenty to say about FCC's Blue Book and its authorship in annual report.

(Continued on page 90)
Reading is a thriving manufacturing city—located in the heart of a fertile farming territory. Its natural trading area has a population of nearly a quarter of a million. Its industries, typical of which are Luden's Cough Drops and Candies, Vanity Fair Silk Mills, Berkshire Knitting Co., etc., etc., assure the community a consistent prosperity. Here's a market that can fit into your plans for profitable selling. You can reach it economically over WRAW. Write for full information.

Represented by RADIO ADVERTISING CO.
New York • Chicago • San Francisco • Hollywood • Dallas
In One Year since joining the American Broadcasting Company—KOIL has become ABC's No. 1 single network station. *

KOIL's success story is echoed in the story of its advertisers. Top flight performance in the big, responsive Omaha—Council Bluffs market has been demonstrated again and again to time buyers throughout the nation. KOIL can reach many thousands of receptive urban and suburban homes daily for you.

* As indicated by August-September Hooper Station Listening Index for ABC stations.

Edward Petry & Co., Inc. National Representatives
The cities and towns in the great Ark-La-Tex will brighten any advertiser's Christmas Tree! We'll provide the lights... all you have to do is plug 'em in! Only a Shreveport Station can sell this billion-dollar tri-state market... and KWKH is the only Shreveport station able to provide that coverage. Power-packing 50,000-watt KWKH has long had an "exclusive" in the ARK-LA-TEX.

Why is this? It's because our programs are directed specifically to the thousands of Ark-La-Tex families... tailor-made for their particular wants. Through such quality of performance and dependability we truly own the Ark-La-Tex market.

Write today for availabilities.
K. K. Kellam, Mgr.
Dean Upson, Comm. Mgr.

KWKH
SHREVEPORT
50,000 WATTS
Represented by The Branham Co.
Don't wait 'till Christmas to look into this one...
For the first time in a long while—a very long while—there's a participation available on New York's most popular woman commentator program: "The Margaret Arlen Show."

Look into it now!

Every Monday through Saturday from 8:45 to 9:00 a.m., the program offers:

TWO OF RADIO'S MOST SUCCESSFUL SALESMEN, Margaret Arlen and Harry Marble...

WCBS PRODUCTION. In other words, network-calibre production at local costs...

FAMOUS GUESTS from every field...

TIMELY SLANTING of material and guests...

A READY-MADE, ENTHUSIASTIC AUDIENCE—the latest Hooper Report shows Margaret Arlen with the highest rating for any show on the New York air at 8:45 a.m.

You'll get all this—tied together in an effective package labelled "The Margaret Arlen Program"—if you look into it now!

Call WCBS or any Radio Sales office.

WCBS
Key Station in New York of the Columbia Broadcasting System

Represented by Radio Sales, the Spot Broadcasting Division of CBS:
New York, Chicago, Los Angeles, Detroit, San Francisco, Atlanta
Feature of the Week

MOVING an antenna tower 50 feet without any disassembly was a real challenge when WSFR Springfield, Mass., was forced to do just that. But it was done successfully, the station even remaining on the air throughout the move, using the other tower.

Only one contractor of several contacted was willing to undertake the job of moving the tower completely. He was O. C. Hamre, the veteran steel erector, who in 1921 installed the towers still used by WBZA (then WDZ), and who later installed the WSFR towers.

Change in power from 500 w to 1000 w nighttime required widening of the space between the towers.

First the tower was steadied with four guy-wires. Then each tower leg was lifted in turn by a jack, and the insulator assembly in which the tower foot rested was removed and replaced by a wood block. Two cranes with 130-foot booms were placed on opposite sides and gripped the tower above its center of gravity. The cranes then lifted the entire tower, still steadied by guy-wires, off the wood blocks, swung it toward the new location and set it down on the ground.

The cranes were moved forward, one always a little in advance of the other, and the tower was again lifted and swung nearer the new site, where steel piers set in concrete had already been set up.

In the meantime the wood blocks had been moved from the old piers and placed on the new supports. The cranes lifted the tower and set it upon the wood blocks again. Then the tower legs were again raised in turn with the jack and the insulator assemblies reinstalled in place of the wood blocks under each tower foot. The fit was so nearly perfect that the bolts almost fell into place. Four moves were required to reach the new foundation. The entire operation took two days.

Sellers of Sales

FROM a clothing salesman to a timebuyer's position in the winding path which Richard Bunbury, of N. W. Ayer & Son, took upon his graduation from Columbia U. at the depth of the depression.

Born in New York City in 1907, Dick attended public schools there and majored in statistics at Columbia, where he graduated in 1931. He thought he would enter advertising. However, he worked as secretary to the appointment officer at the university. However, businesses were going bankrupt and people were going hungry; so in order to eat regularly, Dick took a job as travelling salesman for a clothing manufacturer in New England.

A year on the road was enough for the would-be advertising man, and he jumped at the chance to work in New York as a statistician for a Wall St. firm. A year on Wall St. and Dick became statistician for the National Bureau of Economic Research, where he remained until his alma mater beckoned him to serve in a similar capacity in the department of political science.

It was from Columbia U. that he entered the advertising picture. N. W. Ayer & Son needed a man to handle radio program cost accounting in its radio department, and Dick was selected for the job. Within six months he was a timebuyer, a position he has held from 1936 until the present.

Dick is responsible for buying radio time that runs annually "well up into seven figures." He contracts for U. S. Army Recruiting programs, of which there are three, and for the Electric Companies Advertising Program, a CBS Sunday broadcast featuring Phil Spitalny and his all-girl orchestra.

During the war he served as a technical sergeant in the air force for 43 months. He is single and lives on Riverside Drive.

**Remember the story about...**

The Ugly Duckling

And what happened?

No question about it... we used to be classified as the ugly duckling. But not any more! WWDC in Washington has become the streamlined beauty when it comes to producing sales.

We've got sales success stories that will make your eyes pop. Glad to have you see them. As a matter of fact... you owe it to a client to study them!

Keep your eye on

WWDC

IN WASHINGTON, D. C.

Coming Soon—WWDC-FM

Represented Nationally by
FORJOE & COMPANY

**Broadcasting • Telecasting**
1946 Has Been a Great Year for .......

WE of WOV believe that in serving the public interest to the best of our abilities, we best serve our listeners and sponsors alike. Developing a broadcast pattern designed to entertain, educate and inform, has resulted in building and holding one of the most important audiences listening to any New York independent station. At the close of 1946 we express our gratitude to the sponsors who have contributed so much to make this public service possible.

RALPH N. WEIL, General Manager
JOHN E. PEARSON CO., Nat'l Rep.
NEW G-E TYPE BT-3-A

The 3-kilowatt FM broadcast transmitter with the famous Phasitron Modulator

✓ FEWER TUBES
✓ FEWER CIRCUITS
✓ FEWER COMPONENTS
✓ FEWER MAINTENANCE MINUTES
✓ FEWER PROGRAM OUTAGES
✓ FEWER INVESTED DOLLARS

Built for performance and economy, General Electric's new BT-3-A offers to broadcasters a completely self-contained 3-kw FM transmitter with every electrical and mechanical feature required by modern broadcast station owners and engineers. Designed with the revolutionary Phasitron Modulator and with fewer stages and fewer tubes than 3-kw FM transmitters of other design, here is 3000 watts of FM power that guarantees maximum audience and advertiser service—assures you lower cost per hour of operation.

For the full facts see your nearest General Electric broadcast sales engineer, or write the Electronics Department, General Electric Company, Syracuse 1, New York.

Look! New On-the-air reliability
Fewer stages • Fewer tubes • Fewer components • Fewer outages • Complete fuseless overload protection with fast-acting circuit breakers • Automatic power reclosure after power failure • Longer tube and component life with air-blower system and lifetime air filters • Highest quality components used throughout • Simple, straightforward, all electronic circuits • Delta-Wye switching with instantaneous high-low power transfer for uninterrupted programming • Power amplifier tubes quickly interchangeable.

New Electrical Features
Push-pull tetrode power amplifier using the new ring seal GL-7D21's • No intermediate amplifier between 250-watt exciter and 3-kw amplifier • Critical neutralization eliminated • Includes the Phasitron Modulator • Block-built design for combining units to meet future power requirements • Complete metering • Power supply 208/230 volts ± 5%, 50/60 cycles, 3 phase.

New Accessibility
Completely self-contained • Full-length doors front and rear • Vertical chassis easy-to-get-at • Tubes, components, adjustments and controls—at your finger tips.

New Ease of Installation
Only 75 inches high, 72 inches wide, and 25 inches deep • Two easily-joined space-saving units for convenient transportation through standard doorways and in elevators.

New Styling
Husky and handsome • Matches other G-E FM transmitter units • Stainless steel trim • Rounded corners • Baked synthetic enamel with beautiful opalescent finish • Utility and beauty contribute to station appearance.
Power Amplifier

Two plug-in, radiator-type GL-7D2's in clean-cut symmetrical push-pull circuit. Neutralization adjustment is unnecessary. Tubes are replaced easily.

New G-E 3-kw FM Transmitter, type BT-3-A

Meets all FCC standards and latest proposed RMA standards.

Air-radiator type GL-7D21

New h-f tetrodes used in the BT-3-A power amplifier. In push-pull, delivers 3 kilowatts of power with only 120 watts of driving power.

Block-Build to higher power

The BT-3-A includes a G-E 250-watt FM exciter and a 3-kw FM amplifier. If you now own a 250-watt exciter, simply add a G-E 3-kw amplifier. And if you anticipate swinging ultimately to higher power, then simply add a G-E 10-kw FM amplifier to your 3-kw G-E unit.

In combining G-E FM Transmitter units, there is no expensive equipment duplication, no equipment obsolescence, no relocation of existing units. Simplified wiring insures easy inter-unit connections. Size and appearance of all G-E units are harmonious and adaptable to future additions for higher power.
A LITTLE EXTRA EFFORT

OFTEN GETS A BIG RESULT!

One never knows how high he can jump—or how well he can do anything else!—until he tries, hard! Extra effort always gets extra results.

For instance: When you tell us you’re considering a campaign in one of “our” markets, we’ll gladly prepare a complete analysis for you, on that market—an analysis made up for you individually, giving all the station and market data that applies to you and your problems, rather than merely a “general solicitation” that has no particular application to your needs.

Yes, that sort of thing is a little extra effort for us—but we bet you’ll like the results!

FREE & PETERS, INC.

Pioneer Radio Station Representatives
Since May, 1932
FCC Attacks Record Pile of Applications

Speedup Procedure Used As Year Nears End

By RUFUS CRATER

NEARING THE END of a record year, FCC is scheduling almost daily meetings for the rest of 1946 to cut into the near-record workload still before it.

The last 12 months have seen approximately 100 docket cases decided, representing approximately 400 applications, a survey of the records revealed. About 75% of these decisions were issued in the latter half of the year, after the Commission set up a special "hearing section." [BROADCASTING, Aug. 12.]

In a report earlier this month, FCC said 117 hearings were pending as of Dec. 1. Covering approximately 205 broadcast applications, these have been given dates in the new Jan. 6-April 18 hearing calendar [BROADCASTING, Dec. 15]. As of Nov. 1, the Commission said, there remained 53 consolidated hearings, involving 171 applications, which had been completed at least two months earlier but on which decisions had not been issued.

Transfers Cut

The number of transfer and assignment applications has been cut to a bare handful. Records indicate approximately 200 have been decided, with only a half-dozen or so yet to be acted upon.

The year 1946 substantially bore out predictions a year ago that there would be close to 2,000 stations in the U.S. by Jan. 1, 1947.

Last Jan. 1 there were 1,004 AM stations including those for which construction permits had been issued. By early December of this year the comparable figure was 1,486, and enough construction permits to push this total well past 1,500 have been issued since then.

The number of AM licenses reached 1,000 last September for the first time. The 1,000th went to WERA Ft. Pierce, Fla., and at that time the FCC reported 2,082 stations of all types operating or authorized and 1,218 new-station applications pending. The latter figures include noncommercial educational, experimental, and station applications as well as commercial AM, FM, and television.

Early this month FCC records showed 1,056 AM stations licensed and 450 AM construction permits outstanding.

In FM an estimated 100 stations are on the air, including 48 with regular licenses and those broadcasting on an interim basis until they are licensed into operation with their full authorized facilities.

The 1946 year-end predictions fell shortest, perhaps, as they related to television. A year ago authorities expected stations on the air or nearing completion as "a possibility" for 1946.

The number of commercial television licenses remains at six, although at least one permittee has received authority to operate its experimental station commercially on an interim basis. Many permittees...

(Continued on page 48)
AP Radio Names White Consultant

Mr. WHITE

APPOINTMENT of Paul W. White, former CBS director of news, as a special radio news research consultant for a limited period, was announced last week by W. J. McCambridge, general manager of AP Radio News.

It is understood that Mr. White will make a study of AP radio news, as now prepared, and report his findings— with recommendations—to the AP executive staff. He will concentrate some of his attention on the use of wire service news in television. The assignment probably will take about three months.

Mr. McCambridge said that anticipated rapid development in FM, television and facsimile had made it desirable to sponsor studies as to how the AP could be of ever-increasing use to an expanding industry.

"Our present leadership in serving a news report to radio stations," McCambridge said, "is unquestioned. What we intend to do is to remain out in front, no matter what progress is made in radio of the future."

Mr. White, after an extensive background in newspapers and news service, joined CBS in 1939. He won a Peabody Award this year for CBS news coverage in 1945. Mr. White resigned from the network last May.

Since then he has written a book, Radio News, to be published by Harecourt-Brace next spring, has lectured at the U. of Illinois and has conducted a short course in radio news at the State U. of Iowa.

Shontex on 25 NBC


WWVA Switch to CBS May Indicate Changes in WGBS, WAGA Affiliation

WITH THE return of WWVA Wheeling, W. Va., 50,000 w Fort Industry station to CBS affiliation effective June 15, speculation arose last week about possible switch in affiliation to the same network of two other Storer-owned outlets—WGBS Miami and WAGA Atlanta.

George B. Storer, Fort Industry president, and Herbert V. Akerberg, CBS vice president in charge of station relations, last week announced signing of the Wheeling outlet, now on ABC. WWVA had been on CBS prior to May 1941. WKKK Wheeling, present CBS local outlet, will shift to ABC.

While no confirmation was forthcoming either from Mr. Storer or CBS, it is understood the stations also look toward a shift of WGBS, which operates on 710 kc, with 50,000 w, from ABC to CBS—possibly about June 15. Present Miami outlet of CBS is WQAM, which operates with 5,000 w day and 1,000 w night on 560 kc.

Whether WAGA, using 5,000 w on 590 kc, will shift from ABC to CBS was reported problematic but is believed under consideration. The CBS Atlanta outlet is WGST.

Five NBC Renewals

NBC LAST WEEK announced five network program renewals, all for 52 weeks.

Storage Drug, New York, has renewed Waltz Time, Fri. 9:30-10 p.m., Manhattan Merry-Go-Round, Sun. 9-9:30 p.m., and The American Album of Familiar Music, Sun. 9:30-10 p.m. Agency is Danzer-Fitzgerald-Sample, New York.

B. T. Babbitt, Inc., New York, has renewed Lora Lawton, Mon. through Fri. 11:45 a.m.-12 noon, through Duane Jones Co., New York, and Centaur Co., New York, in the first nine months of 1946 was examined by Mr. Akerberg (1) and Mr. Storer.

Contract which brings WWVA Wheeling, W. Va. (50 kw on 1107 kc) back as CBS affiliate June 15, 1947, is examined by Mr. Akerberg (2) and Mr. Storer.

operating on 290 kc with 5,000 w day and 1,000 w night.

Presumably, affiliation of other Fort Industry stations is not affected in current negotiations. These are WSPD Toledo, WHZ, Zanesville and WLOK Lima, O., all with NBC, and WMNN Fairmont, W. Va., on CBS.

Hastings Resumes

HASTINGS MFG. Co., Hastings, Mich. (piston rings), which originally cancelled its ABC I Deal in Crime, is examined by Mr. Akerberg (3) and Mr. Storer.

Whether WAGA, using 5,000 w on 590 kc, will shift from ABC to CBS was reported problematical. Newer stations, however, were ABC Nichols, Milwaukee, WITI Fox; WBAI WITI Fox; WITC WITC Fox; WITC WITC Fox; and WMNN Fairmont, W. Va., on CBS.

Switches to CBS

CHARLES E. HIRES Co., Philadelphia, Jan. 26 switches its Hires Sunday Evening Party from ABC, Sun. 8:30 p.m., to CBS Sun. 8:30-9 p.m. Show features Phil Davis and his orchestra with Bert Parks as announcer. The CBS period was formerly filled by Prince Matchabelli Inc., New York, Stra- diart Orchestra, which was dropped [Broadcasting, Dec. 9].

N. W. Ayer & Son is agency handling Hires account.

Production of FM Receivers Is Up

Total Value for All Receivers For Nine Months Given

PRODUCTION of FM receivers in November gained slightly over October though there were fewer working days, according to Radio Manufacturers Assn. Total production of all types dropped slightly, amounting to 1,496,682 sets as compared with 1,570,444 in October, an alltime record. November FM sets totaled 27,330 as against 23,793 in October.

Television receiver output in November was 1,527 compared to 1,667 in October, 1,551 being table models. Radio-phonograph consoles continued to increase though table models accounted for major production.

Total value of radio sets, phonographs and combinations produced in the first nine months of 1946 was $261,661,815, according to the U. S. Census Bureau in its final re- port on radio production. The Bureau has abandoned collection of statistics now that RMA is publishing monthly reports from its membership.

Production of radio sets in the period totaled 10,003,108, the Bureau found, of which 51,685 were AM-FM receivers. This does not include phonograph combinations or battery sets.

During the period 1,004,103 auto sets were produced, along with 1,348,358 radio-phonograph combinations. Number of table model home sets (except battery) was 6,482,336, with only 90,716 consoles. In the radio-phonograph class production totaled 55,406 AM table models with 30 factory value and 78,165 AM table models over $30; 69,555 AM consoles under $65 and 323,151 AM consoles under $65.

Marilyn Expands

MARLIN FIREARMS Co., New York, announced last week that its advertising campaign in 1947 will exceed any of its former annual expenditures and that it will use approximately 70 stations throughout the country. Agency is Craven & Hedrick, New York.
New Du Mont Color Tube Shown FCC
Commission, Staff
Also View CBS Telecast

A DIRECT viewing color television receiver tube capable of receiving colored images broadcast either by the sequential system developed by CBS or RCA's simultaneous method was shown last Monday to a delegation of the FCC during a visit to the Allen B. Du Mont Labs., Passaic, N. J., the head of the delegation, Dr. Peter C. Goldmark, explained. The tube was shown to the FCC tour of Dr. Goldmark's factories, stated that his company is not offering any new color television system at this time. "We feel," he said, "that the tools necessary to make any color television system properly are still in the development stage and the progress that can be made in developing these tools will be the main factor in determining what type of system is most suitable to the public.

New Developments

"Of the systems so far proposed, we favor the simultaneous method as its advantages over the sequential are overwhelming," Dr. Du Mont said. "However, we feel that with the numerous new developments now being worked on, any standardization at this time will certainly mean that the public will not get anywhere near the ultimate in color television, as far as quality or cost of receivers is concerned."

Dr. Du Mont explained that the trichromoscope was a laboratory model in the process of development, but added that he expects to be ready to demonstrate action within a month or six weeks. He expressed the belief that the development of this tube will provide a much better color picture than can be obtained either by projection means or by the use of a color filter, the reason for this being the much greater brilliance which can be obtained by this method, as well as the better contrast range.

As explained by Dr. T. T. Goldsmith Jr., director of research, the trichromoscope is a cathode ray viewing tube with three bases in stead of one. Each base holds a cathode ray gun which in operation emits a color signal in one of the three primary colors, red, blue or green. The inner face of the viewing end of the tube is covered with tiny three-sided pyramids or dots, each facet of each dot being in direct line with one of the cathode ray guns, Each facet is also coated with a fluorescent material sensitive to the color of the gun facing it. When a picture is received, each side of the dot glows with the appropriate color as transmitted, combining on the viewing screen into a full color reproduction of the original picture.

Dr. Goldmark said that the trichromoscope would provide pictures of far greater brilliance than is possible with any other color video reception system yet demonstrated. Sequential color transmission, he said, would be received at 10 to 15 times normal brilliance, and simultaneous color at three times that.

Another New Tube

Visitors also saw a new Du Mont tube for black-and-white television reception with a brilliance about 15 times that of tubes in general use today. Images on this tube were clearly visible even when a spotlight was focused on the viewing screen, a condition that almost completely washed out the picture on a standard tube.

The tour gave the Commission delegation a sampling of most of the Du Mont manufacturing processes, including a preview of a table model video receiver with a 12-inch screen and the complete FM band as well as video channels. Sets, to be marketed in the early spring, will retail at about $850, putting it within the competitive range of several other receivers. This is a departure for Du Mont, which to date has concentrated on large scale high-priced console models.

At the Du Mont Cedar Grove field laboratory, where the tour ended, the visitors saw laboratory (Continued on page 74)

N. Y. AFRA Decision Is

Outcome of Chicago and L. A. Meetings Awaited

NEW YORK AFRA members decided to hold off ratification action on the network contract proposals at a meeting last Tuesday, until negotiations currently going on in Chicago and Los Angeles for staff announcers, staff sound effects men plus the Chicago commercial code and the Los Angeles regional code, have been completed.

The AFRA members in New York voted to authorize the national board to call a strike in the event that the Chicago or West Coast negotiations do not proceed satisfactorily.

Meanwhile, it was learned that some terms of the proposed contract [Broadcasting, Dec. 6] which have hitherto not been disclosed are:

That for the first time the contract will include a rate for sportscasters. The minimum scale for a play-by-play sportscaster per special event will be $125, and for his assistant, (referred to as colorman) $55 per special event. The weekly scale for six special events for a play-by-play sportscaster shall not be less than $350 for the sportscaster, and for his assistant $225.

$14.50 Per Announcement

Another point of the contract includes the network commercial cut-in rate for announcers. The scale is $14.50 per announcement. Hitch hikers and cowcatchers will pay the announcer the following rate: $14.50 for each on a quarter-hour show and $25 per each on an hour broadcast.

Another clause specifies that

(Continued on page 87)

AFRA members will be paid half of the rate on a regular broadcast for program auditions but that rehearsal time on an audition will be the same as that of a regular show.

A cost of living provision has been proposed which designates that if the cost of living as of Nov. 15, 1947 rises 10% or more, AFRA has a right to seek adjustments.

Performers are also to be notified of a cancelled program 24 hours in advance; if not, the performer must be paid in full for the cancelled broadcast. Performers also have a 26-week cancellation clause upon a 35-day advance notification.

Leading performers are to receive billing credit on programs that exceed 25 minutes in excess of the two leading performers. On quarter-hour programs billing

(Continued on page 87)
COMMITTEE lineup of the NAB for 1947 was near completion last week, as membership of two additional committees was announced. They are the Music Advisory Committee, with board liaison, and Freedom of Radio Committee. Their membership follows:

MUSIC ADVISORY COMMITTEE—
   Theodore C. Streichert, WOR New York; Robert T. Mason, WMRN Marion, Ohio; Ed Yocum, KOHL Billings, Mont.; Walter Haasie, WDRG Hartford; Kenneth H. Berry, WMAS-AM, WNBX, Providence; Joseph A. McDonald, WJZ New York; Julius Brainer, CBS; A. L. Ashby, NBC; Louis O. Caldwell, MBS.

BOARD LIAISON COMMITTEE—
   Campbell Arnott, WMAR Norfolk; Harold Hough, WBAP Fort Worth; James W. Woodruff Jr., WBEL Columbus, Ga.

Rates Increased

NIGHT BASE RATES of five Westinghouse stations, KDKA Pittsburgh, WBZ-WBZA Boston-Springfield, KTW Philadelphia and WOOW-OWO Fort Wayne, will be increased approximately 11% effective Jan. 1, B. A. MacDonald, Westinghouse sales manager, announced. Night rates at KEX Portland, Ore., will remain unchanged. Other rates will be increased at all six Westinghouse stations, the announcement said, but current advertisers will be protected at present rates through Dec. 31, 1947.

EARL E. MAY, 58, president and principal owner of KMA Shenandoah, Iowa, died Wednesday night at St. Mary's Hospital, Dubuque, following a heart illness which began in September. He was to be buried today at Shenandoah following services at the Shenandoah Congregational Church.

One of radio's pioneers, Mr. May suffered a heart attack in September at his summer home at Mercer, Wis., and entered St. Mary's Hospital for treatment. He returned a few weeks ago for a checkup, but remained when his condition grew worse.

Mr. May was born in Hayes Center, Neb., March 21, 1888, and after graduating from high school was appointed teacher at a rural school near Wauneta, Neb. He attended Fremont, Neb., Normal College and was appointed principal of Hayes Center High School at the age of 20.

In 1911 he entered the U. of Michigan law school but in his junior year his father's illness made it imperative that he return home. He resumed teaching at Hayes Center, but in 1914 had saved enough to complete his law education at the U. of Nebraska. During summer vacations he worked for the D. M. Ferry Seed Co. in Michigan, Ohio, Kentucky and adjacent territory and developed a keen interest in the nursery business.

In 1915 he accepted a job with the Mount Auburn Nurseries at Shenandoah, owned and operated by E. S. Welch. Three years later Mr. May started his own firm—the May Seed & Nursery Co. of Shenandoah. Meanwhile on June 18, 1916, he married Gertrude Welch, daughter of his former employer.

When radio started in the early twenties, Mr. May became interested in it as a means of education and publicity and set out to establish a station. As a result of his ambition, KMA was licensed by the Dept. of Commerce to the May Seed & Nursery Co. and began operations on Aug. 12, 1925. On March 12, 1940, the FCC granted permission to assign the license to May Broadcasting Co.

As his own announcer Earl May soon built a vast audience in the Midwest and in 1926 he was awarded by the Radio Digest its gold award.

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Irresistible

That's a Navy picture... shot some three years ago on one of their wartime north coast patrols. And that glacier (we don't have the name of the exact spot on the coast) is moving slowly but irresistibly down to the sea. It's a force that will not be denied.

We've used that picture and the word "irresistible" pretty deliberately. Because we've been pounding away in these ads on a fact that time buyers find almost irresistible when they want to boost client sales in Baltimore.

The fact is this: W-I-T-H, the successful independent, delivers more listeners-per-dollar-spent than any other station in this big 5-station town.

It's a fact... and we'd be glad to show you the details any time you're making up your list. But don't wait too long!

Tom Tinsley, President
Headley-Reed, National Representatives

WITH
AM and FM
BALTIMORE 3, MD.

December 23, 1946 • Page 19
Radio Is Hailed for Book Promotion

Broadcast Advertising Leads All Media
In Book Test

By GEORGE H. LOVITT
Publicity Dept., Prentice-Hall Inc.

RADIO, both as an advertising medium and as a publicity outlet, proved to be very effective in introducing a mass-appeal novel to the general American public, producing a mass-appeal novel to the radio, both as an advertising medium and as a publicity outlet. In order to reach as many people as possible, we chose not ordinarily affected by the national and large city literary magazines, the newspaper book supplement, and local magazine feature columns. The idea was to test different promotion media in cities smaller than those usually included in publishers' advertising schedules.

Competition for BBC Demanded

Bribery Charges Heard As Commons Debate Charter Renewal

DEMANDS for competition in broadcasting either by more licensed government stations operated separately from the British Broadcasting Corp. or some form of commercial radio system were heard in the House of Commons a fortnight ago during heated debate on approval of the BBC charter for another five years.

Commons approved the charter renewal, but not until charges of mistreating employees and bribery had been coupled with demands for less "middle-of-the-road" talks and more controversial matters had been shouted.

Wing Comdr. G. Cooper, a Labor member, charged that "fur coats and silk stockings" were being accepted by BBC employees in exchange for favors on the air. He described the employees receiving gratuities as "scapegoats" of a system and deplored the blame for bribery "on the management of the BBC."

The Postmaster General, governing minister responsible for BBC, and the BBC Board of Governors said they were investigating Mr. Cooper's allegations, but he claimed to have reported them to the board and Postmaster General last August after five months of personal investigation. Mr. Cooper's blast brought quick reaction. BBC immediately sent out a memo to all departments, stating: "The existing rule with regard to the acceptance of Christmas presents from individuals or commercial concerns by which the BBC has business relations has been cancelled. In the future no presents may be accepted from business contacts of the Corporation at Christmas or any other time."

London newspapers played Mr. Cooper's charges as top news stories. Last spring radio critics charged that band leaders on the air had been paid "plug money" to introduce new songs.

Bracken Also Critical

Mr. Cooper wasn't alone in criticizing the BBC. Conservative Minister Bracken also said the Postmaster General, as the responsible minister for radio, was given too much power to interfere in the management of BBC. No minister in peacetime should have the power to censor BBC programs, he declared. Mr. Bracken was wartime Minister of Information.

Several members reiterated a minority demand for competition in broadcasting. They demanded some form of commercial radio system, similar to that in the U. S. Some wanted more government stations operated independently. Other members asked that the BBC allow more controversy on the air, giving the people both sides of political issues.

Prime Minister Attlee, who opened the Commons session on BBC, announced appointment of Lord Inman as chairman of the Board of Governors, succeeding Sir Allen Powell, and the Dwyer Marchonness of Reading as vice chairman succeeding C. H. G. Mil...
THREE almonds out of every four grown in the United States and better than one fourth of all the nation's walnuts are harvested in Beeline orchards.

Cash return to growers averages around $270 per bearing acre on walnuts, $185 per acre on almonds. These high earnings per acre are one reason why the Beeline income per farm is 3 1/2 times the U.S. average. Yes, income from nuts is another reason why Beeline families have more than TWO BILLION DOLLARS in annual purchasing power!

What is the Beeline? Not a chain or regional network but a group of five long established key stations, each the favorite in its own community... combined for national spot business and providing primary coverage of a 42 county market that rivals Los Angeles in population and tops San Francisco and Seattle combined in retail sales.

Nature has set the area covered by the Beeline apart by surrounding it with high mountain walls. So radio signals from outside hardly penetrate here. Only inside the market stations... BEELINE stations... can put across your message!

McClatchy Broadcasting Company

Sacramento, California

Paul H. Reymer Co., National Representative

December 23, 1946 • Page 21
U. S. Court to Hear Foundation Appeal

FCC Metropolitan Broadcasting Grant Will Be Argued

APPEAL of the Foundation Co. of Washington from a decision of the FCC Oct. 17 denying its petition for reconsideration of a grant to Metropolitan Broadcasting Corp. [BROADCASTING, Oct. 28] will be argued before the U. S. Court of Appeals for the District of Columbia in January, according to the court clerk.

The FCC has filed motion to dismiss the appeal on the grounds that the court has no jurisdiction under Section 402(b) of the Communications Act. Metropolitan was granted a 500 w daytime station on 570 kc for Washington, D. C., on June 13. Foundation Co. filed petition on July 2 to set aside the grant and at the same time asked for a grant on 580 kc with 5 kw power [BROADCASTING, July 51. Foundation charged Metropolitan was not qualified to operate a station in the public interest.

At the time of the Metropolitan grant Rep. Lyle Boren (D-Okla.) on the floor of the House charged that Edward M. Brecher, general manager of Metropolitan, worked on the application and that of an FM station which Metropolitan also was granted while employed in the FCC Law Dept. Mr. Brecher resigned Feb. 11 and the AM application was filed March 4. Congressman Boren asked the House Committee on Un-American Activities to investigate stockholders of Metropolitan.

As a result of the investigation the committee will file a report late this month, it was learned last week, charging that several of Metropolitan's stockholders are known to be affiliated with Communist front organizations, while at least two are known members of the Communist Party.

"Closely Knit Group"

A committee spokesman said the stockholders of Metropolitan are a "closely knit group who have identified themselves with numerous Communist front groups, the Communist Party and certain political organizations." He added that Clark Foreman, a stockholder, is president of the Southern Conference for Human Welfare, of which Mrs. Virginia Durr, wife of FCC Comr. C. J. Durr is a vice president.

The committee report will name some or more stockholders and list their alleged memberships in various organizations which the committee says are Communist fronts. Among them are two former employees of Congressmen (defeated in the last election) and several employees of various Government agencies. Ten of the stockholders hold memberships in the Washington Book Shop, which was branded in 1942 by Attorney General Biddle as a Communist front organization used for the dissemination of Communist books, the committee spokesman said.

The committee report also will charge that at least two of the stockholders falsified in the application. They were listed as employees of the Senate whereas "investigation disclosed one actually was employed by the Dept. of Interior and the other by the Navy," said the spokesman. Both were on loan to Senate subcommittees but were not employed by the Senate, the spokesman said.

Zenith Files Suit

ZENITH Radio Corp. filed suit in U. S. District Court at Wilmington, Del., last week seeking to have 15 patents held by three other firms declared invalid, according to an AP dispatch. The court also was asked to find the patents have not been infringed by Zenith. Other concerns named were Radio Corp. of America, General Electric and Western Electric Co. Inc.

Lab Theatres

NBC on Dec. 17 inaugurated a series of "Laboratory Theatres" to bring unknown radio actors to the attention of its directors. Four plays were scheduled to be enacted on Dec. 17, 6-8 p.m. for recording purposes only. According to Bob Adams, NBC national production manager, an agreement has been made with AFRA to allow inexperienced actors and actresses to work with NBC directors for the recordings. There will be no fees paid.

AWB in San Antonio

THE SAN ANTONIO Chapter of the Association of Women Broadcasters, which held its initial meeting Dec. 10 at the Gunter Hotel, will elect officers and make committee appointments at a meeting set for Jan. 14. Monthly meetings are to be held. Those present at organizational meeting were: Violet Short, KTSA, chairman of 13th District of AWB; Lily Juncker, Sybil Chastang, Monette Shaw, Violet Strombeck, KABC; Natalie Zogheib, KMCA; Jane Rowley, KONO; Ruth Burleson, KCBP; Betty Lynn, radio director, Pitluck Adv.; Fay Stowe, continuity chief, Convoy Adv.; Beth Lyone, radio director, Joske's of Texas.
HOW MANY ARE NATIVE NEW ENGLANDERS?

You're right. Only the maple syrup. Just one out of four. Not an uncommon percentage, either. The six New England states, busy with trade and manufacture, still rely on outside sources for 75% of their day-to-day necessities!

Obviously, New England is a rich, receptive market for discerning advertisers. Most of this market, too, is readily reached by one great medium: Boston's 50,000-watt WBZ.

A few choice periods are available. Your NBC Spot Salesman will be glad to give you all the data... both on WBZ and its synchronous companion-station, WBZA. These two make a powerful pair to build New England sales!

WESTINGHOUSE RADIO STATIONS Inc
KDKA - WOWO - KEX - KYW - WBZ - WBZA
National Representatives, NBC Spot Sales (except for KEX) • For KEX, Paul H. Raymer Co.
UN World Radio Network Proposed

Would Cost $6,000,000. Advisory Committee Estimates

RECOMMENDATION for a worldwide radio network to be operated by the United Nations and costing nearly $6,000,000 exclusive of buildings and land has been made to the UN General Assembly by the Advisory Committee on United Nations Telecommunications, headed by Brig. Gen. Frank E. Stoner, assistant Chief Signal Officer, U. S. Army.

The recommendation, which will be voted on at the next UN General Assembly in September 1947, calls for the reallocation of international shortwave frequencies and for the acquisition by the UN of frequencies formerly allocated to the League of Nations.

An estimated $5,912,000 for equipment alone would be invested as follows: For UN headquarters (assuming it will be the U.S.) $2,094,000; for European stations, $1,887,000; for relays for the Eastern Asia and Pacific areas, $226,000; for Latin American field operations, $335,000; for branch offices, $100,000; miscellaneous, $70,000. Annual cost of operations was estimated at $500,000.

These estimates do not include any provision for buildings and land, the committee pointed out.

Operations would embrace not only the high-frequency (shortwave) field, but medium and low-band broadcasting as well, in order to assure wide coverage of UN broadcasts, the committee said.

Six transmitters are recommended for UN headquarters, three of 2 kw power, two of 100 kw and one of 200 kw. The main European field office, assuming it would be in Geneva or nearby, would have one 2-kw transmitter, one 50-kw and one 100-kw, for shortwave and one 1000-kw long-wave transmitter.

For the eastern Asia and Pacific field operations the committee recommended a single 200-kw transmitter. For Latin America a 2-kw suppressed carrier, single side band transmitter with a 50-kw amplifier was proposed.

A conservative estimate of the needs for the UN is 12 frequencies in the broadcasting band, according to the committee.

The committee reported that under the Cairo regulations (1938) 95 international shortwave frequencies were allocated for general use and 10 more outside the Americas, making a total of 105. An analysis by the FCC shows that more than 100 countries and territories are now using those frequencies. However, of a total of 684 "active discrete frequencies" only 249 active frequencies are within the limits of the broadcasting bands allocated by the International Radio Regulations at Cairo in 1938," the committee found.

Because various nations have been using virtually any and all frequencies, 555 now in use are outside the Cairo regulations, resulting in considerable interference, the committee said.

To improve broadcasting conditions, the advisory group recommended (1) enlargement of the allocated bands; (2) time-sharing of frequencies by all nations; (3) limitation on the number of existional stations; (4) exclusive use of directive aerials, minimum power and other factors to avoid interference.

"In order to make the maximum use of the frequencies available, an international arrangement is indicated to provide for the ultimate sharing of all the frequencies by all of the countries in order to make each frequency useful for as many hours each day as possible," said the recommendation. "Thus no country would have exclusive use of any frequency."

Committee Members


Meanwhile the American Society of Newspaper Editors plans to keep check on news disseminated abroad by the State Dept. At a meeting in Washington of the ASNE board, this committee was named to review at intervals the "character and policy" of Government news dissemination: Hamilton Owens, editor-in-chief, Baltimore Sun, chairman; Edwin L. James, managing editor, New York Times; George A. Cornish, managing editor, New York Herald Tribune; E. M. McKeown, editor, Washington Star.
Showmanship... the first prerequisite of successful public contact—including broadcasting—is constantly evident in the skilled programming and exploitation of WWJ features. This combination of science and artistry has won outstanding audience loyalty for WWJ during the past 26 years... maintaining the leadership expected from the first radio station in the nation! A pioneer always, WWJ will be on the air this winter with television through its sister station, WWDT. Obviously advertisers can anticipate—and are assured—impressive results from sales messages which capitalize on WWJ's penetration of America's 4th market!
“The Adventures of Ozzie and Harriet” originates
Every Sunday afternoon the matrimonial adventures of Ozzie Nelson and Harriet Hilliard bag millions of listeners. It’s a feat of marksmanship that scores superbly for their sponsor, The International Silver Company.

KNX – CBS in Hollywood – sets the sights for The Adventures of Ozzie and Harriet, as it does for 36 other coast-to-coast programs, by providing the finest in facilities and engineering craftsmanship.

Local programs originating at KNX enjoy the same studio techniques, the same services . . . advantages that have resulted in a long string of successful local KNX sponsors.

Take Ten O’Clock Wire, a crisp summary of the day’s events brought to Southern Californians by Chet Huntley. Backed by KNX’s network-calibre production skills, its effectiveness has won it continuous sponsorship by Metro-Goldwyn-Mayer for more than two-and-a-half years. They put it this way: “We consider Ten O’Clock Wire the flagship of our radio promotion in the Los Angeles area.”

Whether the program designed to carry your sales story to Southern Californians is news, comedy, music or drama, it will profit by KNX’s ability to deliver network resources for local programming. To put this advantage to work for you, call us, or Radio Sales.
YOU CAN HEAR US BETTER NOW...  
BECAUSE OUR VOICE HAS CHANGED

WRRF IS NOW 5000 WATTS!

WRRF is now operating at 5,000 Watts power with a superb new Western Electric transmitter located in a new building. These latest improvements have been made at a cost of more than $50,000, and assure our listeners and advertisers of the best broadcast reception in Eastern North Carolina.

WRRF is planning even more improvements in its continuing parade of progress. Things to come include new studios, and day and night service with a 10,000 Watt Frequency Modulation transmitter.

But, a radio station is only as good as the market in which it is located. WRFR serves the Eastern North Carolina Bright Leaf Tobacco Belt, recognized as one of the wealthiest and most fertile agricultural regions in the nation. It is a stable market of more than a million persons with better than average incomes.

If you want to cash in on this “as good as gold” market, write us today for details.

TAR HEEL BROADCASTING SYSTEM, INC.
WASHINGTON, NORTH CAROLINA
WRFF 930 KC 5000 WATTS  •  AFFILIATED WITH THE ABC NETWORK

Represented by Forjoe & Co. — New York  •  Los Angeles  •  Chicago

Page 28 • December 23, 1946

NEW ST. LOUIS FM OUTLET
Globe-Democrat to Start Work on Modern Building for KWGD Within Few Weeks

CONSTRUCTION of a two-story modern building of special design to house KWGD, St. Louis Globe-Democrat Publishing Co.'s new FM station, is scheduled to begin within the next few weeks, according to E. Lansing Ray, publisher of the St. Louis paper. Building, costing approximately $121,500, will be located on a plot diagonally across the street northwest of the publishing plant.

Special heavy foundation will be a feature of the structure in order to support a 325-foot tower and antenna, and also to provide for future addition of other floors, Mr. Ray said. The building will be air-conditioned, and provision for later installation of television and facsimile will be included.

Plans and specifications were prepared by Mauran, Russell, Crowell and Mullgardt after a study of outstanding broadcasting stations. The plans call for four studios, one master and three secondary control rooms and offices for operational and maintenance personnel on the main floor. The second floor will be used by the business and management department of KWGD. Later it is planned to add a fifth “theatre studio” with seats for an audience of 400.

The work will be supervised by Publisher Ray and Charles W. Nax, executive assistant. William E. Becker will be structural engineer and John D. Palney mechanical and electrical engineer.

General Electric equipment (B-T 4A transmitter and GE antenna) is to be installed. The chief engineer will be Wells Chapin.

KWGD will be operated with 53 kw radiated power on Channel 225 (92.9 mc), Mr. Ray said. Construction permit was granted Nov. 5 following tentative authorization by the FCC Sept. 12.

Promotion will include one column a day in the Globe-Democrat—and more when sufficient newsprint becomes available—and a full page in newspapers in the contemplated coverage area. Billboards also are to be used.

L. J. Valentine, of Radio, Police Fame, Dies at 64
LEWIS J. VALENTINE, 64, former police commissioner of New York, and more recently chief investigator and commentator on ABC's Gangbusters program died on Dec. 16 at Long Island College Hospital, Brooklyn, N. Y.

Mr. Valentine was on the New York police force for 42 years and was commissioner for 12 years. He was released from the force at the end of World War II to go to Japan where he assisted General MacArthur in organizing the Japanese Police Force. He had been heard on the Gangbusters program, sponsored by Waterman Fountain Pens and Pencils, since Sept. 15, 1945.

Surviving are his second wife, Teresa, their daughter, Miriam, and three daughters of his first marriage, Mrs. Charles A. Locke, Mrs. William J. McBride and Mrs. William H. Cahill.

FCC Office Moves

Now there's a man after our own heart.

It may look like a lot of extra work, but the result is bound to be a smooth product. Same way with WSPD's skilled programming department. It will go to any lengths to turn out a well-finished, audience-catching program.

That's why so many of the 2,000,000 people in the great industrial market of Northwestern Ohio and Southern Michigan regularly tune to 1370 for the WSPD combination of smoothly-produced local shows and NBC's network headliners.

For well-rounded sales results in a $700,000,000 market, let WSPD carry your message. No one can do it better.
To Fete Veterans

WSM Nashville Christmas Day will originate 15 studio shows, including one full hour noontime jamboree, from the Veterans' hospital near the city. Jack Harris, assistant general manager of the station, announces. There will be no broadcasts originating from WSM studios between 8 a.m. and 10 p.m. WSM performers will entertain in the wards for disabled veterans unable to attend shows in the hospital auditorium.

Further, Mr. Harris says, the plan calls for a portion of each program to be devoted to capsule interviews with the hospitalized veterans, enabling them to wish a "Merry Christmas" to friends and families back home.

MacFARLANE HONORED BY BALTIMORE GROUP

IAN ROSS MacFARLANE, commentator of WITH Baltimore, and Mrs. MacFarlane were honored guests Sunday night at a civic dinner at Baltimore's Variety Club, given by a group of citizens headed by Mayor Theodore R. McKeldin.

They will leave Dec. 27 on an extended tour of Europe and the Near East to gather information for future broadcasts.

The MacFarlanes, who work as a team, will visit Palestine, Ireland, Scotland, England and other countries of Europe. Before joining WITH, Mr. MacFarlane was a European correspondent, having covered the early phases of World War II.

Mayor McKeldin presented the MacFarlanes a set of airplane luggage and a cash gift from their friends in Maryland.

Ullman Made Sales Director of WKBW

OTHER APPOINTMENTS ANNOUNCED; AVERY-KNODEL IS AGENCY

IN REORGANIZATION OF WKBW Buffalo, N. Y., following separation of WGR and WKBW, said to Leo J. Fitzpatrick and I. R. (Ike) Lounsberry [BROADCASTING, Nov. 11], John A. Bacon, newly elected vice president and general manager, last week announced appointment of Richard E. Ullman as director of sales.

At the same time Mr. Bacon announced that Buffalo Broadcasting Corp. had named Avery-Knodel Inc. national representative. Mr. Bacon entered broadcasting in December 1939 as sales director of WGR-WKBW and last August was elected vice president of Buffalo Broadcasting Corp. When WGR was transferred early this month to Messrs. Fitzpatrick and Lounsberry, Mr. Bacon was named general manager of WKBW [BROADCASTING, Dec. 9]. Mr. Bacon was identified with the newspaper field prior to entering radio.

Mr. Ullman for 16 years was account executive with Buffalo Broadcasting Corp. He is a brother of Frederick Ullman, president of Pathe News, and comes from a theatrical family.

Mr. Bacon also announced the following appointments:

Mr. Ullman's appointments included:
- Ralph Snyder, chief announcer; John R. Gelzer, John P. Eno, Max E. Robinson and Robert Glacy, announcers; Siegmund Smith, in charge of sports; John H. Schmell Jr., formerly of the WKBW-WGR publicity department, promotion manager; Mrs. Lillian Kirk, director of public relations.

U. S. Rubber Co. Extends WNBT Television Series

UNITED STATES Rubber Co., New York, whose Friday evening video series, TV Quarterback, on WNBT New York ended Dec. 13 with the conclusion of the football season, is sponsoring two additional telecasts on the same station Dec. 20 and 27. First was to be a special film, "The American Home," made by Charles Durban, assistant advertising director of the company. Second will feature Clair Bee, coach of the Long Island U. basketball team, in a discussion of the current basketball season.

Campbell-Ewald Co. of New York is the agency.

Another rubber company, Firestone Tire & Rubber Co., Akron, will present another special film, a Christmas picture made in Santa Claus, Ind., Dec. 23 on its Monday evening Voice of Firestone video series on WNBT. Sweeney & James Co., Cleveland, is the Firestone agency.
GONE ARE THE DAYS

Time was when a wooden Indian, resplendent in war paint, was the symbol of the tobacconist’s shop. Now most of these “braves” gather dust in basements or lure youngsters to museums. The tobacconist, like other modern merchants, turns to other media to promote the sale of his wares.

Time-buyers in step with the times, recognize the radio letters WCBM as a symbol for effective sales promotion in metropolitan Baltimore.

Whether it’s tobacco or tooth-paste, WCBM delivers the message to the city’s population—prompting people to patronize merchants displaying your product.

The wooden Indian was stationary; radio is dynamic. Don’t be museum-minded. Make WCBM your medium for greater sales.

Baltimore’s Listening Habit

WCBM
MUTUAL BROADCASTING SYSTEM

Free & Peters, Inc.
Exclusive National Representatives

George H. Roeder, General Manager

John Elmer, President
THE SOUTH'S MOST AMAZING
ADVERTISING STORY!

WGAC

reaches more people
in its
PRIMARY AREA ALONE
than live in
ALL THESE
Southern Cities
COMBINED!

- Charlotte
- Greensboro
- Columbia
- Columbus
- Charleston
- Spartanburg
- Durham
- Raleigh
- Greenville
- Savannah
- Macon

The total WGAC service area
(primary and secondary)
includes nearly
3 MILLION LISTENERS

The Reason?

580 Frequency with 5,000 Watts!

WGAC

5,000 WATTS 580 K.C.

AUGUSTA, GEORGIA

Headley-Reed, National Representatives

FARM RADIO SCHOLARSHIP

WMT to Give $1000 to Promising Iowa State
Agricultural College Student

CHECK for $1000 for the annual farm radio scholarship which WMT
Cedar Rapids-Waterloo will give to an Iowa State Agricultural College
junior is presented to Charles E. Friley (r), president of the college, by
Chuck Worcester, WMT's farm service director. At left is Kenneth R.
Marvin, head of the technical journalism department at Iowa State.

WMT Cedar Rapids - Waterloo, Iowa, has announced that it will
give an annual farm radio scholarship of $1000 to a promising junior
at Iowa State Agricultural College who is interested in farm radio as a
career. The scholarship winner will work with the WMT farm
service department during his senior year under a cooperative plan
worked out by WMT and the college. In addition, the student will
work fulltime at WMT during the summer months, broadcasting farm
programs, attending farm meetings, planning farm service activities
and gaining general farm radio experience.

Upon returning to college in the fall the student will serve as
WMT’s representative at Iowa State, sending farm news and
transcriptions to the station for use on farm programs. He will earn
college credit toward graduation through his on-the-job training
with WMT, after taking a special examination.

WMT will deposit $1000 a year with the college’s Trust and Special
Fund to be paid to the farm radio scholarship winner as follows: $125
on June 15 following the candidate's selection, $125 on July 15,
$125 on Aug. 15, $225 on Sept. 15, $150 on Jan. 15, $150 on March 15
and $100 on June 1.

UN Committee Okays '47
Radio Budget of $594,000

THE United Nations administrative
and budgetary committee, at
its final 1946 meeting on Dec. 13,
approved by a vote of 13 to 6 the
1947 operational budget which in-
cludes an appropriation of approxi-
mately $584,000 for world broad-
casting.

The 1947 budget had been a sub-
ject of lively discussion in previous
sessions of the committee. Much
opposition to the proposed figure
had been voiced by delegates of the
U. S. S. R. who had demanded
abandonment of the appropriation
for world broadcasting on the
grounds that broadcasting would be
"a vast output of propaganda."

To Open CJIB

CJIB Vernon, B. C., is new 1 kw
station on 940 kc to be opened late
next spring by Interior Broadcast-
ing Co. Station is owned by E.
and B. H. Schroter, radio engineers
from England, who have moved to
Vernon since the end of the war.
They operate Schroter Bros., Ver-
non, making magnetic recording
equipment. The two brothers will
build their own broadcasting sta-
tion equipment. E. Schroter was a
lieutenant-colonel with the British
Army radio technical division, led
British paratroopers into Germany
to seize German radio inventions
and equipment towards end of the
war. B. H. Schroter was RAF
squadron-leader, formerly lived in
Vernon.

ABC

580 Frequency with 5,000 Watts!

ABC

NETWORK

5,000 WATTS 580 K.C.

broadcasting • telecasting
IN DIXIE the Lion Oil Company speaks proudly of a product “Southern Made for Southern Trade.” Thus when Lion wanted a show for their own market area they turned to WSM.

WHY? First, because our experience in this rich market area totals more than two decades. Over the years we have learned to build programs with a SOUTHERN ACCENT. We know our audience—they know us.

Another big reason is WSM TALENT plus the expert direction that guides every performance by our artists. From our dozens of stars and hundreds of professional entertainers these were chosen for SUNDAY DOWN SOUTH... Snooky Lanson, smooth-voiced favorite of the recording hit parade; Evelyn Parker, whose overnight success at WSM landed her regular spots in two big NBC shows; The Southern Serenaders, a great chorus of male voices; Beasley Smith’s Orchestra, popular with network fans from Bangor to San Diego; Louie Buck, genial master of ceremonies; and Ottis Devine, announcer.

SUNDAY DOWN SOUTH is exhibit A of what we can do for YOU. The hundreds of WSM artists—the know-how gathered in our 21 years right here in the great Southern market can be YOURS. The show we build for you Today will be the success story of Tomorrow.
Radio! Radio has been called the greatest force for education and understanding yet developed by man.

Let all of us in radio rededicate ourselves to furthering its great potentialities for lasting "peace on earth, good will toward men!"

To our many friends in radio, and to all who may chance to read this, our sincere and warm good wishes for a joyous holiday season.

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THE SPOT RADIO LIST

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<tr>
<th>SPOT RADIO LIST</th>
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<tr>
<td><strong>WSB</strong> Atlanta</td>
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<td><strong>WBAL</strong> Baltimore</td>
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<td><strong>WNAC</strong> Boston</td>
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<td><strong>WICC</strong> Bridgeport</td>
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<td><strong>WBAP</strong> Fort Worth</td>
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<td><strong>KOIL</strong> Omaha</td>
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<td><strong>WMTW</strong> Portland, Me.</td>
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<td><strong>KGW</strong> Portland, Ore.</td>
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<td><strong>WEAN</strong> Providence</td>
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<td><strong>WRNL</strong> Richmond</td>
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<td><strong>KSL</strong> Salt Lake City</td>
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<td><strong>WOAI</strong> San Antonio</td>
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<td><strong>WAGE</strong> Syracuse</td>
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<td><strong>KVOO</strong> Tulsa</td>
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<td><strong>WWCO</strong> Waterbury, Conn.</td>
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<td><strong>KFF</strong> Wichita</td>
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<td><strong>WAAB</strong> Worcester</td>
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THE YANKEE AND TEXAS QUALITY NETWORKS

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

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

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1947

To Radio! Radio has been called the greatest force for education and understanding yet developed by man.

Let all of us in radio rededicate ourselves to furthering its great potentialities for lasting "peace on earth, good will toward men!"

To our many friends in radio, and to all who may chance to read this, our sincere and warm good wishes for a joyous holiday season.
Dual Transmission Invented by Lemmon

Printed Matter and Voice Can Be Broadcast At Same Time

A NEW dual-purpose radio system, capable of broadcasting ordinary voice transmissions and printed radiotype or Morse code impulses simultaneously within the same bandwidth, has been demonstrated by its inventor, Walter S. Lemmon, president of WRUL Boston and vice president of Globe Wireless Ltd.

The new device was regarded as a useful development in the conservation of frequencies in the already crowded spectrum, since it may double the uses to which single bands, in shortwave transmissions, may be put. The system is expected to be of particular importance to international communications.

In explaining the mechanics of his new invention, Mr. Lemmon pointed out that it differs from usual multiplex or pulse time transmissions. The ordinary multiplex systems, he said, employ multiple bands, like parallel roadways, and pulse time utilizes rapidly interrupted transmissions, regularly broken, so that several transmissions may be in sequence.

Mr. Lemmon's invention, a carrier shift crystal device, creates a controlled wobble in the radio wave, splits the wave to accommodate the simultaneous broadcasting of ordinary voice and ordinary radiotype impulses.

Receivers may be tuned to the voice reception alone, Mr. Lemmon pointed out, without interference from the radiotype transmissions. Similarly, a radiotype printer may pick up its impulses while the transmission of voice proceeds.

Of Use to UN

Mr. Lemmon saw particular usefulness of his invention in international communications being planned by the United Nations. A UN broadcasting system, using a limited number of frequencies, may vastly increase its communications volume by using the dual-purpose system, thus broadcasting voice reports internationally while documents and paper work are transmitted by radiotype.

United Nations officials saw a demonstration of the new system 10 days ago when Mr. Lemmon installed receiving equipment at the UN Lake Success headquarters. Radiotype messages were received from WRUX Boston which was simultaneously transmitting voice broadcasts.

Mr. Lemmon also suggested that the radiotype system might prove useful as a means of delivering a full news report to small newspapers which now must bear the heavy expense of leased wires. Radiotypes operating with his new device could, he said, be widely used without necessarily usurping present frequencies or requiring new ones.

FTC Closes Cases Against 2 Headache Powder Firms

TAKING UNPRECEDENTED action the Federal Trade Commission has closed without prejudice its cases charging two well-known manufacturers of headache remedies—both heavy radio users—with false advertising after the firms voluntarily changed their respective formulas, according to an FTC announcement.

Respondents, B. C. Remedy Co., Durham, N. C., maker of B. C. Headache Powders, and Stanback Co. Ltd., Salisbury, N. C., manufacturer of Stanback Headache Powders, notified the FTC they had eliminated two drugs from their respective products, and changed labels to conform. "Confronted with this unusual situation, the Commission took unusual action and closed the cases, reserving the right to reopen them should later circumstances warrant," said the announcement. In suspending further action, the FTC said it was acting in the exercise of its "sound discretion" based "solely" on the "facts" of these particular cases.
FOR A PROSPEROUS
NEW YEAR

It's a wise space buyer who includes KNOW in his 1947 campaign. KNOW offers the most effective, low-cost coverage of the rich Austin market area.

Your messages will reach more people—people with the money and willingness to buy what you sell.

Let us show you what we mean when we say Austin delivers more dollars per dialer, and KNOW delivers more dialers per dollar.

KNOW

AMERICAN BROADCASTING CO.
TEXAS STATE NETWORK

WEED & COMPANY, Representatives
New York, Boston, Chicago, Detroit, Hollywood, San Francisco
Radio Fills Breach in Newspaper Strikes

Stations Extend News Coverage In Emergency

By PAUL FULCOMER

RECENT WAVE of newspaper strikes—and in some instances suspension of newspaper publications—has given radio stations in virtually every section of the country an opportunity to increase their service by expanding news coverage. At the same time the stations have afforded radio a chance to improve relationships with the press by unselfishly offering broadcast facilities for news coverage at a time when newspapers were unable to maintain normal service.

Broadcasting addressed inquirers concerning extension of radio’s coverage of the Ganalton strike earlier in the year. “On both occasions we (WDAK) offered our full facilities to the newspaper and carried daily newscasts from their news rooms,” Allen M. Woodall, station president, reports. These newscasts were in addition to the regular newscasts gathered and edited by WDAK reporters.

Springfield, Mass.

Radio also has given a helping hand at Springfield, Mass., which, like Rochester, has been without a local daily paper for several weeks because of a strike. This strike involves the Springfield Newspaper Guild and has shut down all of the city’s dailies—the Morning Union, the Evening Union, the Republican and the Daily News since Sept. 26. Westinghouse Radio Stations Inc., Boston, which owns WBZA Springfield, arranged with its wire services for special coverage on Springfield items as soon as the strike began, W. C. Swartley, Westinghouse general manager, states. “All of our WBZA broadcasts have been hyped with Springfield material that would normally be the case,” he says.

Another Springfield station, WMAS, has gone all out in expanding its local news coverage. On the usual news beat—city hall, courts, police and fire stations, hospitals, industrial plants—a citydesk type of coverage is being undertaken, Robert T. Donahue, WMAS news director, explains. Before the strike WMAS employed one full-time reporter for local news. Now local news occupies the full-time or part-time attention of seven people, all with newspaper experience. This staff, Mr. Donahue says, furnishes four complete roundups of local news each day—\(^\text{at 8:15 a.m. and 1, 6 and 11 p.m}.\)

Several Springfield dailies daily include spot news and a variety of features which fill an urgent need in the absence of newspapers.

Beaumont, Tex.

At Beaumont, Tex., KFDM placed four quarter-hour periods and one five-minute period at the disposal of the Beaumont Enterprise (Monday) and Journal (evening) when a mass resignation of stereotypers and pressmen forced the papers to suspend publication Nov. 18 for ten days. Executive personnel of the papers presented the newscasts. One of the quarter-hour periods had been used for news before the strike, but the others also had been used for other programs, C. B. Locke, KFDM general manager, states.

Indication of the real service that radio performed in this instance was the word of Mr. Locke that “the papers mentioned are the only two published in Beaumont, and too few outside papers came into the city to even in a small way help satisfy the news-hungry public.”

Meanwhile, KRIC (owned by the Enterprise and Journal) worked at top speed to help fill the news gap when the strike broke. KRIC’s normal schedule calls for five minutes of news every hour on the hour, but this was greatly expanded, station officials report. All sustaining time was made available for news, and priority was given to local news. While the strike was in progress the station devoted four quarter-hour periods to local news daily, in addition to the regular on-the-hour newscasts.

Detroit

When an election night walkout among printers employed on Detroit’s newspapers forced the closing of the city’s only morning paper, the Detroit Free Press, to suspend

(Continued on page 42)

Page 38 • December 23, 1946

BROADCASTING • Telecasting
Send forth thy voice through endless balls of space,
Thy free-winged word to bold dominion o'er
man-made bounds.

Go forth throughout all lands, thou unseen pilgrim,
That men may know the truth, and so knowing in
brotherhood and concord dwell,
Send forth thy voice that men may live with
vision undispoiled,
Each free to walk in majesty and in justice, a citizen
of the world.
Defends Its Programming, Seeks an Immediate Renewal Grant

IN A DETAILED defense of its programming, KMAC San Antonio petitioned FCC last week to reconsider and grant its license renewal application without a hearing.

The 250-w local station, now seeking a regional assignment, was one of seven stations originally set down by the Commission for renewal hearings because of spots on smaller stations. The station contended, "is a city with an unusually large number of small businesses which could not possibly advertise over the radio except through spot announcements." The radio except through spot announcements, the station said, was "a waste of time and money." The petition, filed by Clare L. Stout of the Washington law firm of Dow, Lohnes & Albertson, said program shows for FCC's 1945 "composite week" were not typical of subsequent operations because they were designed to serve some 130,000 persons of Spanish (KCOR, which was a reduction of 50% of its time devoted to local live-talent programs, most of which were broadcast during "the most desirable listening hours") from 6 to 11 p.m. The station, a Mutual affiliate, said it "carries the best programs available from that network, both commercial and sustaining," and "never had any hesitation in refusing" a network program if it considered a local program more desirable.

Station Commended

A large number of letters from officials of various organizations in the San Antonio area commending KMAC and thanking the station for cooperation in local endeavors were appended to the petition.

Referreding to the Spanish-language programs previously carried by the station, the petition said they were designed to serve some 130,000 persons of Spanish descent in that area. They were discontinued, the station explained, when a new Spanish-language network became available (KOCR, which broadcasts about half of its programs in Spanish).

The petition noted that there are six stations in San Antonio of which, in point of power, KMAC and KONO (another local station awaiting renewal hearing on program issues) and KOCR (daytime, 1 kw) are the smallest. "Ordinarily," it pointed out, "it is not economically practical for a small business to purchase time over a large regional or clear channel station... Therefore, the small businessman in San Antonio will almost automatically be required to advertise over KMAC, KONO or KOCR or the use of radio as an advertising medium will be denied him."

KMAC is seeking to change from 1240 kc with 250 w to 630 kc with 5 kw, fulltime. This application has been consolidated for hearing with the renewal application, filed last May 29.

Use of Munich Transmitters Presages U. S.-to-Soviet Broadcasts in Russian

RUSSIAN-language broadcasts from the U. S., beamed to the Soviet Union, were close to realization last week when (CLOSED CIRCUIT, Dec. 2) the State Dept. informed three powerful transmitters at Munich, Germany, to relay Voice of America broadcasts to Europe. The shortwave transmitters, each of approximately 85 kw power, began operations Dec. 15, William T. Stone, director, Office of International Information & Cultural Affairs (OIC), State Dept., announced. Programs originating at the New York OIC office are being relayed daily from 11 a.m. to 4:30 p.m., EST, which is the top evening listening time in various European areas.

The Munich transmitters are being used to beam programs to Czechoslovakia, Yugoslavia, Rumania, Poland, France, Bulgaria, Hungary and Austria, with some programs in English. Studies are being made for broadcasts "to other countries in Europe, including Soviet Russia," said the State Dept.

Use of the Munich transmitters was obtained by the International Broadcasting Division of State Dept. through cooperation with the U. S. Military Government in Germany, the announcement stated. Earlier requests of State Dept. to use the transmitters, which formerly were part of the Reichspost radio plant, were blocked by military authorities in Germany.

From Germany came reports that the Russians were expected to protest the use of the Munich transmitters by the U. S. because they are in Germany. Russia, however, has refused to permit the U. S., Britain or France to use the powerful Radio Berlin, which is in Russian hands.

Drops TV Show

MARSHALL FIELD & Co., Chicago (department store), at the end of this month is to cancel its television show, The Marshall Field Television Theatre with Don McNiel, telecast Wed. 8-8:30 p.m. on WBBM Chicago. Reported to be costing about $2,500 weekly, the series began Sept. 25 and was scheduled for 26 weeks. Robert Johnson, public relations director of Marshall Field & Co., said last week, "We still believe television is a very powerful medium and will probably return to it in the near future."
ORGANIZING TO PROMOTE FM

FCC COMMENDS OBJECTIVES

THE DATE
JANUARY 10th

FIRST NATIONAL BUSINESS MEETING
FRIDAY JANUARY 10, 1947 AT
HOTEL STATLER, WASH., D.C.

IF FM PROMOTION IS YOUR PROBLEM
Join FMA Now
ATTEND THIS MEETING

"An organization such as yours, concentrating on the building of FM, can perform one of the most valuable services in the history of broadcasting."

IMPORTANT!—MAIL TODAY

MAIL TO: FM Association c/o Leonard H. Marks, Treasurer
517 Evans Bldg., 1420 New York Ave., Wash. 5, D. C.
publication for a day WXYZ and the Free Press editorial staff arranged a special news broadcast, 7:30 a.m., called "Radio Free Press," featuring the paper’s key writers. WXYZ was quick to jump into the breach since it was broadcasting election results direct from the city room of the Free Press at the time the printers walked out. Detroit’s evening newspapers, the Times and the News, managed to print one or more editions each day while negotiations were under way for settlement of the strike.

Philadelphia

In Philadelphia and its sister city, Camden, N.J., where a Newspaper Guild strike is in progress on the Philadelphia Record and Camden Courier-Post (both owned by J. David Stern), radio stations have indicated their willingness to lend whatever assistance they can, but with one exception the two papers have been able to get out editions every day since the strike began. The Courier-Post was unable to make deliveries on Nov. 22. During the strike WCAM Camden has extended local news coverage wherever possible, W. H. Markward, managing director, states. In addition the station has offered equal time to the newspaper and the Guild to present their sides of the story.

Philadelphia stations showed how glad they are to cooperate with the newspapers last May when the city was hit by a 15-minute hourly newscasts were, in addition to covering general news and sports made arrangements with the Record and the Courier-Post to broadcast feature comics. Another Philadelphia station, WITB, added several newscasts and also included a 15-minute period in which comics were read.

Also during the May strike WIPEN increased and intensified its news broadcasting. Normal five-minute hourly newscasts were, in most cases, stretched to quarter hour periods, station officials report. For family listening in the early evening WIPEN tried to adapt a half-hour newscast to the departmentalized form of a newspaper. An evening newscast, sent by mail to WIPEN for a daily early morning reading of club news for women and notes of other activities of the day.

Clarksburg, W. Va.

In Clarksburg, W. Va., where a typographical union strike a few weeks ago forced both of the local daily papers, the Examiner and Telegraph, to suspend publication WBLK added several five-minute local and state news programs, according to G. C. Blackwell, station director.

SYLVANIA Electric Products Inc., at the formal opening in New York City of the newly-remodeled rooms of the Sylvania Lighting Center, demonstrated a television-living room which is still in effect," Mr. Yerxa, CJCA news director, states. "A room and turned from side to side, to a 180 degree angle, or up and down to suit viewing conditions. The set was built around the 10-inch cathode ray receiving tubes manufactured by the company.

Also in Vancouver CKMO in- cluded W. W. Borum, V. B. Strawser and Maxey Stone, business- men, in addition to Manager- Secretary of W. L. Willis Jr.

CKWX produced a local "March of Time" show, featuring well known personalities from the newspaper’s staff and interviews with visiting celebrities.

Also in Vancouver CKMO increased its news coverage during the period that the Daily Province was forced to suspend publication.

At Edmonton CJCA has cooperated closely with the struck Edmonton Journal and Edmonton Bulletin, where printers walked out on the night of May 30 and have not returned. On the morning of May 31 CJCA’s news room requested and was granted use of all "duplicates" from the Journal news room, H. J. Yerxa, CJCA news editor, states. "Duplicates" were placed up at the newspaper six times per day and re-written for radio into a scheduled broadcast. This practice is still in effect," Mr. Yerxa says. He adds that CJCA’s room is re-arranged its news broadcasts with more emphasis on local coverage. Meanwhile, officials of the two newspapers have joined staffs and are publishing joint four-page photo-engraved editions.
She is one of 110,799 people

NOW LIVING IN AUSTIN

KTBC SERVES AUSTIN
AND THE HEART OF
TEXAS - 3,653,000
PEOPLE - BUY KTBC

POPULATION UP!

Austin’s population has increased 26 per cent since 1940! The 1946 population of 110,799 has been accepted by the Audit Bureau of Circulation for the reclassification of Austin’s national advertising rating. This figure does NOT include the 17,100 students now enrolled at the University of Texas.

RETAIL SALES UP!

Retail sales—percentage change from September, 1946, over September, 1945

<table>
<thead>
<tr>
<th>City</th>
<th>Change</th>
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<tbody>
<tr>
<td>Austin</td>
<td>plus 56.9</td>
</tr>
<tr>
<td>San Antonio</td>
<td>plus 37.3</td>
</tr>
<tr>
<td>Dallas</td>
<td>plus 56.5</td>
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<tr>
<td>Houston</td>
<td>plus 54.9</td>
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UNEMPLOYMENT DOWN!

Unemployment—percentage change from September, 1946, over September, 1945

<table>
<thead>
<tr>
<th>City</th>
<th>Change</th>
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<tbody>
<tr>
<td>Austin</td>
<td>plus 107.4</td>
</tr>
<tr>
<td>Houston</td>
<td>plus 125.0</td>
</tr>
<tr>
<td>San Antonio</td>
<td>plus 250.0</td>
</tr>
<tr>
<td>Dallas</td>
<td>minus 28.0</td>
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*Audit Bureau of Circulation
*Figures are based on calculations of the Bureau of Business Research, University of Texas.

BUY AUSTIN—BUY

Represented by TAYLOR-HOWE-SNOWDEN

Radio Sales

5000 WATTS Is — 590 ON YOUR DIAL

Broadcasting • Telecasting

December 23, 1946 • Page 43
SURVEY SHOWS WHO'S WHO AMONG GENERAL AD TRADE PAPERS

New Study Reveals Great Influence of General Trade Press Among Leading Executives

PRINTERS' INK Tops Field On Many Counts

A recent survey brings out pointedly the importance of general advertising trade papers among leading executives. Probably the most complete personal study ever published, the survey covered 641 top management men, both advertising sponsors and agencies, in key cities.

The survey was originated by Printers' Ink to determine the degree and character of readership of trade papers among this group. The survey was conducted by A. S. Bennett Associates and tabulated by the Barnard Company. Printers' Ink had no voice in the selection of persons to be covered and saw none of the results until the survey was completed.

Four copies per person

Among the many notable disclosures of the survey was the fact that this group of 641 executives read on the average a total of 2,488 copies of the 6 advertising papers. This is almost 4 copies per person. Printers' Ink alone was found to be read by 88 per cent of the group.

A large number of "firsts" were established by Printers' Ink. Not only did P.I. lead in total readership, it was also found to be the trade paper "most frequently read for helpful information." It was also named as "most authoritative" of all the six magazines.

The survey showed that many persons take the trade papers home to read. Printers' Ink is taken home by 43 per cent of these executives—more than any of the other publications. And P.I. was found to be read "most thoroughly" of the whole group.

For nets, stations, representatives

While truly proud of this proof of leadership in the field, Printers' Ink is equally glad that the survey verifies the strength of these papers as a group in reading and influencing top management.

Networks, stations and representatives who wish their messages to reach and influence these men who make advertising and marketing decisions should see the results of this survey.

A summary of the study will be mailed to you on request with no obligation whatever. Write to Printers’ Ink, 205 East 42nd Street, New York 17, N. Y.

Printers' Ink
This is an outstanding FM Transmitter—in engineering, in design, in performance—assured by GATES “Know-How” of 24 years standing and months and months of pre-testing in the GATES laboratories of those features declared best for FM transmission, which it incorporates.

...WITH THESE BUILT-IN OPERATING ADVANTAGES

This Unit provides ALL features you want most. Besides its vertical chassis for easy accessibility, the three-quarter length front and full-length rear doors, plus modern styling, it gives you:

DIRECT CRYSTAL CONTROL
...eliminating the necessity of specially designed motors or critically tuned circuits—an important engineering accomplishment.

SIMPLIFIED ADJUSTMENTS
Only a limited number of components and controls are used—for simplicity of adjustments and ease of operation.

THE BASIC UNIT FOR ADDED POWER
Permits increase of power by the addition of a 1 KW or a 3 KW amplifier constructed in a matched cabinet. Hence obsolescence is obviated.

FORCED AIR COOLING
...is used throughout on all power amplifier tubes to secure long life.

EXCEEDS ALL FCC STANDARDS
All requirements of the Federal Communications Commission are exceeded by the characteristics of this FM Transmitter.

THE "INSIDE" STORY
Note the simplicity of assembly, the full length door exposing the inter-unit construction—and how accessible all parts are thus rendered.

MODEL BF-250A
The modern, streamlined cabinet is beautiful in appearance with all controls at eye level. Two large doors extending to control panel, are easily opened. This Unit will add "showmanship" to any Broadcasting Studio.

EXCLUSIVE MANUFACTURERS OF RADIO TRANSMITTING EQUIPMENT...SINCE 1922

NEW YORK
OFFICE: 9th Floor, 40 Exchange Place

SOLD IN CANADA BY:
Canadian Marconi Co. Ltd.,
Montreal

GATES RADIO CO.
QUINCY, ILLINOIS

December 23, 1946 • Page 45
Merry Christmas
and
Happy New Year

PAUL H. RAYMER COMPANY
Indeed It Would!

THE WASHINGTON POST is a courageous, highly respected metropolitan daily newspaper which is widely quoted throughout the world. Its owner, Eugene Meyer, also is in the broadcasting business. He owns WINX Washington, an independent local outlet, and WINX-FM.

One of the principal issues in hearing before the FCC when there are applications in conflict for facilities is this one:

To determine the type and character of programming a radio station operator must present, that would be censorship indeed.

Indeed it would! And it is!

One of the principal issues in hearing before the FCC when there are applications in conflict for facilities is this one:

To determine the type and character of programming a radio station operator must present, that would be censorship indeed.

To determine the type and character of programming a radio station operator must present, that would be censorship indeed.

The Post stated: "If the FCC were to tell broadcasters in advance what programs they must present, that would be censorship indeed."

Is that not telling the broadcasters in advance what programs they must present? Is that not something that the FCC has been even more specific, and the proof is found in a case which has had too little publicity.

This case involved three applicants for a new 250-watter at Orangeburg, S. C. The applicants were the Observer Radio Co., the Orangburg Broadcasting Corp. and the Edisto Broadcasting Co. The Observer application was granted, the other two denied. In the Edisto application, it had been stated that the applicant-manager did not propose to concern himself with local news—although he would be glad to make time available at no cost to the local newspaper to broadcast local news. In denying the Edisto, the FCC observed:

The Commission has preferred Observer over Edisto for the following reasons. We believe that an essential function of a radio station's operations in the public interest should contemplate the gathering and broadcasting not only of national and state news received over one of the regular network lines, but also of local news, and of extending the broadcast of local news on a regularly scheduled news program.

The Post stated: "If the FCC were to tell broadcasters in advance what programs they must present, that would be censorship indeed."

Is that censorship within the academic definition of the Post?

The Commission has now drafted the network news as it is wholly consistent with the Post.

The networks were notified Dec. 18 that, in pursuance of the policy of the Blue Book, they would report to the Commission each quarter their schedule of network sustaining features, stations to which they were made available and which of latter accepted them, as broadcast or by delayed transcription.

There's a discrepancy between the station report and the network report somebody will get a knuckle-squeezing—no, worse.

And the point is: it's none of the FCC's business; not under law, we contend. The Republicans arrive in Congress Jan. 3; hasten the day. A swinging pendulum, even if it doesn't know where it's going, might at least clip some of these miasmatic blue-dooladers.

Transom Versus Leather

WITH no desire to jump the gun on the year-enders, we nevertheless feel it is timely to take stock. Business looks good, except that there is evident nervousness. Major accounts have been slow in fixing 1947 budgets, but those that are fixed are up, generally. John L. Lew's threw the national economy into a tail-spin with his ill-starred strategy.

Those conditions, of course, have a bearing on the health and well-being of radio. Statistics released by the FCC the other day (Broadcasting, Dec. 21) told a story about radio business in 1945 that warranted appraisal. Radio business was up—$10,000,000 as against $287,000,000 in 1944. But expenses more than offset the increase, moving from $83,000,000 to $90,000,000 in 1945. It was the first drop in the net before taxes in years.

That condition isn't peculiar to radio. Generally, the story is gross income up, net before taxes abnormally down, net after taxes perhaps better than during the excess profits tax era.

One of the principal issues in hearing before the FCC when there are applications in conflict for facilities is this one:

To determine the type and character of programming a radio station operator must present, that would be censorship indeed.

Indeed it would! And it is!

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The networks were notified Dec. 18 that, in pursuance of the policy of the Blue Book, they would report to the Commission each quarter their schedule of network sustaining features, stations to which they were made available and which of latter accepted them, as broadcast or by delayed transcription.

If there's a discrepancy between the station report and the network report somebody will get a knuckle-squeezing—no, worse.

And the point is: it's none of the FCC's business; not under law, we contend. The Republicans arrive in Congress Jan. 3; hasten the day. A swinging pendulum, even if it doesn't know where it's going, might at least clip some of these miasmatic blue-dooladers.

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WOAI listeners don't need to consult the radio schedules in the newspapers—they KNOW when the news is broadcast over their favorite station, clear channel WOAI. Winter and summer, never varying, regularly scheduled news broadcasts are heard over WOAI. And throughout the years, it's become a habit for listeners to dial this powerful station for the news.

In addition to these news broadcasts heard at regular times throughout the day, WOAI presents many exciting special event programs direct from their point of origin. For example, WOAI had its own reporter covering the inauguration of President Miguel Aleman early in December. His WOAI broadcast was fed to the Texas Quality Network. Wherever news breaks in the WOAI listening area, WOAI reporters are on hand with direct broadcasts or with wire recorders to bring the realism and on-the-spot color to the listening audience.

Of course WOAI has the facilities of the UP, AP and INS always—as well as experienced farm and ranch reporters to bring up-to-the-minute agricultural news to all of South Texas.

Is it any wonder that "It's time for the news over WOAI" is heard many times daily in homes throughout this area? WOAI doesn't MAKE the news—but it BREAKS it to hundreds of thousands of listeners who tune in WOAI automatically. That's why WOAI, the station that's LISTENED TO is the station that SELLS!
DO YOU GUESS IT’S SEX-APPEAL?

No-o-o—we don’t really think it’s sex-appeal that wins WDAY the kind of listener-preference indicated below. We think it’s superior programming, superior engineering, superior showmanship. Anyway, here are the figures from the latest Conlan Survey:

WDAY GETS 61.4% OF THE AUDIENCE IN ITS COVERAGE AREA

STATION B GETS 9.5% OF THE AUDIENCE

STATION C GETS 7.2%

Determine operating power by direct measurement of antenna power.

AM-1410 kc

WCVS Springfield, III.—License to cover CP which authorized installation of new vertical antenna, and change transmitter location, authority to determine operating power by direct measurement of antenna power.

FM-Untitled

WSAU-FM Eau Claire, Wis.—Modification of CP which authorized a new FM broadcast station, to change transmitter site from town of Texas, Wis. to north-east of Wausau, Wisc. Effective rated antenna power to 4 kw, antenna height above average terrain to 414 feet, to make changes in antenna system and change commission and completion dates.

Beverly Hills Bestg. Corp., Beverly Hills, Calif.—CP for a new standard station to be operated on 630 kc, 5 kw and daytime only hours of operation.

AM-1380 kc

KIEM Eureka, Calif.—CP to install new transmitter.

AM-1300 kc

KOWL Los Angeles, Calif.—Modification of CP which authorized a new standard broadcast station, for approval of antenna and transmitter location and to change studio location from Hotel Carmel, 2nd and Broadway, Santa Monica, Calif., to Hotel Chase, Ocean Front, Los Angeles, Corp.

AM-1150 kc

Radio Americano Corp., Mayaguez, P. R.—CP for a new standard broadcast station to be operated on 1150 kc, 1 kw and daytime only hours of operation. AMENDED: Re: officers, directors, and stockholders.

AM-1230 kc

WJOR washer, Me.—License to cover CP as modified, which authorized a new standard broadcast station and authority to determine operating power by direct measurement of antenna power.

FM-Untitled

Lewison-Auburn Bestg. Corp., Lewiston, Me.—CP for new FM (Class B) broadcast station to change type of antenna and transmitter location and make changes in antenna system.

AM-1030 kc

WWDC-FM Washington, D. C.—Modification of CP which authorized new FM broadcast station, to change type of antenna and transmitter location and make changes in antenna system.

AM-940 kc

AM-960 kc

Rock Creek Bestg. Corp., Washington, D. C.—CP for a new station to be operated on 1150 kc, 5 kw and daytime only hours of operation.

AM-1490 kc

WSAM Saginaw, Mich.—Modification of CP which authorized a new FM broadcast station to change type of antenna and transmitter location and make changes in antenna system.

AM-1430 kc

WMCK-FM Keekspoort, Pa.—Modification of CP which authorized a new FM broadcast station, to change effective.

(Continued on page 51)
The rise of the disc jockey in progressive programming found KLAC ahead of the trend. Four ace "spinners," lead by Al Jarvis of national fame, aid in making KLAC Los Angeles' most pleasing station.

* Early—Right out of Dick Tracy cartoon. Newest coast favorite.
* McLaughlin—"Picture Album" where top male singers introduce their own selections.
* Haynes—"Alarm Clock Club" and "Top O' the Morning." Los Angeles awakens to his platters.
PART INTEREST SALES AT KTBs, KICA LISTED

SALES of one-fourth interest in KTBs Shreveport, La., for $134,000, and one-third interest in KICA Little Rock, Ark., for $25,000, were reported to the FCC last week for approval.

The equal partnership of KTBs consists of George D. Wray, Al- den D. Morris, P. E. Furlow and John C. McCormack applied for transfer of control of Mr. Mc- Cormack's one-fourth interest equally to the other three partners. According to the application, Mr. McCormack, managing partner who lives in Albuquerque, N. M., finds it too difficult to commute between that city and Shreveport and is therefore relinquishing his interest. KTBs operates on 1450 kc, 1000 w, full time.

The sales consideration includes $1,000 paid in cash and cancellation of a $9,000 note given by Mr. McCormack to KTBs, issuance of a $34,000 note to him by the remaining partners, payable Jan. 1, and a note for $90,000 to be paid off by Jan. 1, 1953. Mr. McCormack was succeeded by Cecil K. Beaver as general manager last August.

Mr. McAlister also owns a one-third interest in KTNM Tucum- cari, N. M., and was appointed by Mr. Landis as manager of KFYO Lubbock from May 1937 to May 1943. Mr. Landis owns 1% and is officer in the Plains Broad- casting Co. at Amarillo and is per- mittee of KNGC-FM. KICA oper- ates on 1240 kc, 250 w, full time.

4 New Catalogs Acquired

By SESAC Inc., New York

SESAC INC., New York, an- nounces the acquisition of four music publishing houses, Goddard Music Co. of Chicago, Homer Cummings (Coalwood, W. Va., pub- lisher), Walter A. Quincke, and Samuel W. Beazley & Son, Chicago.

The Goddard catalog, according to the announcement, consists en- tirely of novelty or program material songs, while the Cummings catalog includes some 800 religious melodies.

Some of the most important Quincke compositions for full and string orchestra and piano solo are now in the SESAC repertory fol- lowing their acquisition by Fallma Music Products of Chicago, a SESAC affiliate. Its connection with acquisition of the Beazley firm (church song book publishers) SESAC announced that some 5,000 music plates are being put into pro- duction by the Stampe-Baxter Co. of Dallas, affiliated with SESAC.
YOU MAY BE ABLE TO "STILT" ACROSS NIAGARA*

BUT—YOU CAN'T DO MUCH IN WESTERN MICHIGAN WITHOUT WKZO-WJEF!

And here's some tangible proof, from C. E. Hooper!

From 8 a.m. to 12 noon, Mondays through Fridays, WKZO-WJEF have a 34.0% "Share of Audience" in Grand Rapids—Kalamazoo... all other CBS stations have 11.2%... all ABC stations have 22.5%... all NBC stations have 24.0%!

*Charles Blondin did it on a tight-rope, on Sept. 14, 1860.

Yes, and our afternoon and night-time figures are actually better!

We'd be happy to send you the complete Report—or just ask Avery-Knode, Inc. It's just as we said at the start—you may be able to walk stilts across Niagara Falls, but you can't do much in Western Michigan, without WKZO-WJEF!

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BOTH OWNED AND OPERATED BY FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC. EXCLUSIVE NATIONAL REPRESENTATIVES

December 23, 1946 • Page 53
FCC Actions

(Continued from page 50)

Applications

(Cont.)

AM -1450 kc

WPBH Huntsville, Ala.—License to cover CP as modified, which authorizes

the station's transmission equipment and authority to determine operating power by direct measurement of antenna power.

AM -1400 kc

WWWS Statesboro, Ga.—Modification of CP which authorized a new standard broadcast station and authority to change directivity of the antenna.

AM -1400 kc

WVGR Vidalia, Ga.—License to cover CP as modified, which authorized a new standard broadcast station and authority to determine operating power by direct measurement of antenna power.

AM -1400 kc

Smoky Mountain Broadcasters Inc., Waynesville, N. C.—CP for a new standard broadcast station to be operated on 1400 kc, 250 w and unlimited hours of operation.

AM -1400 kc

Craig Besty, Co., Chester, S. C.—CP for a new standard broadcast station to be operated on 1450 kc, 250 w and unlimited hours of operation.

AM -1400 kc

WGNS Murfreesboro, Tenn.—Modification of CP which authorized a new standard broadcast station, to change studio location, change type transmitter and change antenna location.

AM -1450 kc

Denison Broadcasters, Denison, Tex.—CP for a new standard broadcast station to be operated on 1580 kc, 250 w and daytime hours of operation—AMENDED: to change frequency from 1580 to 1600 kc, change studio location from Denison to Sherman, Tex.

AM -970 kc

KWC Fort Worth, Texas—License to cover CP as modified, which authorized the station's transmission equipment and authority to determine operating power by direct measurement of antenna power.

AM -100 kc

Capital Besty Co., Lincoln, Neb.—CP for a new standard broadcast station to be operated on 1000 kc, 10 kw and daytime hours of operation.

AM -1380 kc

Albert Alvin Almy, Sacramento, Calif.—CP for a new standard broadcast station to be operated on 1380 kc, 1 kw and daytime hours of operation.

AM -1400 kc

KKIN Visalia, Calif.—License to cover CP as modified, which authorized a new standard broadcast station and for change of studio location and authority to determine operating power by direct measurement of antenna power.

AM -1270 kc

KTFI Twin Falls, Idaho—CP to install directional antenna for night use, and increase operating power from 1 kw night to 5 kw day and 5 kw day and night.

AM -1220 kc

Interlake Broadcasting Co., Oreg., Renton, Wash.—CP for a new standard broadcast station to be operated on 1220 kc, 250 w and unlimited hours of operation.

Applications for Renewal:

Applications for renewal of standard broadcast license filed:

KSBJ Creston, Iowa—License to cover CP which authorized a new standard broadcast station and to specify studio location and authority to determine operating power by direct measurement of antenna power.

KSDJ San Diego, Calif.—Modification of change of power from 5 kw day and night to 1 kw, 100 w night and 5 kw day, using directional antenna day and night, unlimited hours of operation.

KVLW Las Vegas, Nev.—CP to change frequency from 1450 kc to 1460 kc, power from 550 kw to 2 kw, directional antenna for daytime and night use, and change transmitter location.

KZIA Clinton, Ia.—License to cover CP for a new standard broadcast station to be operated on 900 kc, 1 kw day and unlimited hours of operation.

Dec. 16 Decisions...

BY COMMISSIONER WALKER

KGFF Los Angeles—Dismissed petition requesting cancellation of license and hearing in re applications in Dockets 5383, 7381, 7781.

Antilles Besty System, Rio Piedras, P. R.—Commission granted petition for leave to amend its application so as to include FM station in applications filed in the Virgin Islands.

Mascot Besty Co., Greensboro, N. C.—Commission granted petition for leave to amend its application so as to change station to be operated on 1380 kc, 250 w and unlimited hours of operation.

KOCs Ontario, Calif.—Granted petition for leave to intervene in hearing on application of Pac-Georgia Valley Besty Co. for a new station in Monrovia, Calif., and in hearing in re applications of KWHB, San Francisco, Calif., and KFWC, San Francisco, Calif.

Dec. 18 Decisions...

BY COMMISSIONER WALKER

Knowledge, Inc., Greensboro, N. C.—Commission granted petition for leave to intervene in hearing on application of Greensboro Besty Co. for a new station in Greensboro, N. C.

December 23, 1946

BROADCASTING Telecasting

Fish, Furniture and a

Philosophical

Charlie Hammond has been selling on WSPA for the past 15 years. Mostly he talks about fish. Charlie and his cronies are great fishermen and listeners seem to like the fish stories Charlie brings back from his trips. So far, the sponsor's sales have soared over 400% since Charlie began to philosophize about fish.

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Recently in Camden, N.J., where the Victor Talking Machine Company was founded some 48 years ago, the billionth R.C.A. Victor Record was produced, thus marking a milestone in the history of the company, as well as the record industry.

For this history-making record, the Victor Division of the Radio Corporation of America chose two of John Philip Sousa’s stirring marches, “Semper Fidelis” and “The Stars and Stripes Forever,” played by the Boston Symphony Orchestra under the direction of Serge Koussevitsky. And for the discs, on which the original sound recording was made, they chose Audiodiscs.

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Recorded Demonstration!

Hear all the features that make the Capitol service different. Capitol will be glad to send you a recorded demonstration transcription.
Decisions Cont.:  

Texas Bestg. Co., Wichita Falls, Tex.—Approved hearing and direction of

AM—1350 kc

KCOR San Antonio, Tex.—CP to In-

FM—97.7 mc

The Atlanta Journal-Con., Atlanta, Ga.—CP for new station on 1060

FM—88-72 mc

KCBS-AM San Francisco, Calif.—In.

FM—1490 kc

WADC Washington, D.C.—Modification of

KTRK Fresno, Calif.—CP to change
transmitter and studio location; and specify trans-

TRW Los Angeles as previously announced.

KFWX Los Angeles — CP for new station to

KRLA Los Angeles, Calif.—For new station on 660 kc, power of 1 kw

KTRC San Francisco, Calif.—For new station on 1510 kc, power of

KWIF Fresno, Calif.— CP for new station on 1510 kc, power of

KCBS-FM New York—Granted CP for new standard station to

WAPE Columbus, Ohio—For new station on 950 kc, power of 5 kw

WTOC Savannah, Ga.—For new station on 1450 kc, power of

WJOY Gainesville, Fla.—CP for new standard station to

KOOL Santa Monica, Calif.—FCC announced correction Dec. 16 on report of

KWAM Memphis, Tenn.—For new standard station to

KDFW Dallas, Texas—For new station on 1410 kc, power of

KBAA Las Vegas, Nevada—CP for new standard station on 1490

KOKB Bakersfield, Calif.—For new station on 1190 kc, power of

KSFZ San Francisco, Calif.—CP for new station on 1280 kc, power of

KSCR San Antonio, Tex.—For new station on 1410 kc, power of

KZDC Denver, Colo.—For new station on 1410 kc, power of

KLOK Los Angeles—For new station on 670 kc, power of

KWHO Los Angeles—For new station on 1490 kc, power of

KMYR Yuma, Ariz.—For new station on 1490 kc, power of

KDFW Dallas, Texas—For new station on 1410 kc, power of

KWKU Kansas City, Mo.—For new station on 1190 kc, power of

KWysz Reading, Pa.—License to cover CP which authorized change in power

KWQA Wilmington, Del.—For new station on 1420 kc, power of

KAGD Austin—Licenses to cover CP which authorized change in power

KWOM Pierre, S. D.—For new station on 1510 kc, power of

KWBS Big Spring, Tex.—For new station on 1490 kc, power of

KMBX Seattle—For new station on

KWAL Fort Worth—For new station on

WNAU Nashville—For new station on

KDFL-AM 660 kc

KQWQ New York—Granted CP for ex-

WASS Los Angeles—For new station on

KYKE Bakersfield—For new station on

KZAS Lubbock, Texas—For new station on

KQDQ San Diego—For new station on

KZIQ Albuquerque, N. M.—For new station on

KPIC Portland—For new station on

KUSP Santa Cruz—For new station on

KXLA Los Angeles—For new station on

KXAI-AM 1490 kc

KWMT Austin—For new station on

WBTW-WBFT Indianapolis—For new station on

APPLICATIONS TENDERED FOR FILING:

KSL Salt Lake City, Utah—License to cover CP which authorized new station on

WBTW-WBFT Indianapolis—For new station on

KXAS Dallas—For new station on

KQWQ New York—Granted CP for ex-

KSL Salt Lake City, Utah—License to cover CP which authorized new station on

KWAM Memphis, Tenn.—For new station on

KWAM Memphis, Tenn.—For new station on

KQWQ New York—Granted CP for ex-

KSL Salt Lake City, Utah—License to cover CP which authorized new station on

KWAM Memphis, Tenn.—For new station on

KQWQ New York—Granted CP for ex-

KWAM Memphis, Tenn.—For new station on

KWAM Memphis, Tenn.—For new station on
RCA presents to FM Broadcasters a new family of high-frequency tubes especially designed for new FM transmitters.

Two of the tubes illustrated, the RCA-7C24 and the RCA-9C26, employing the new metal-header design originated by RCA, offer many new operating advantages. These include:

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Utilized in newest RCA FM Transmitters.

**HIGH QUALITY—LONG LIFE**

RCA tubes are noted for their high quality and long life. That's why experienced broadcasters specify RCA when new tubes are needed.

For further information on these and other RCA tubes for broadcasting, write RCA, Sales Division, Section B-2K, Harrison, N. J.
No Black Sheep

WJPF Herrin, Ill., has a little lamb and, as evidence of its superior qualities, two red ribbons hang on the office walls representing second premium honors won at both the International Livestock Exposition and the American Royal Livestock Show. This prize-winning ram is only one of the nineteen pure-bred Cherviots pastured on WJPF transmitter site just north of Herrin city limits. The flock is registered under the name “Voice of Egypt,” identifying slogan of the station.

of the adventure for $100, the “fleeting notoriety” got him a job on the Minneapolis Journal. When he was 20 he took off for the High Sierras, riding the rails and hitchhiking. He spent the summer gold mining, with few tangible results.

In 1932 he entered the U. of Minnesota. He was graduated with a B.A. in political economy—and with Lois Finger, whom he married in 1935. While at the university he served as correspondent for the Minneapolis Star and Journal and was student columnist for 130 college papers.

His return to the Journal brought his first contact with fascism and communism in the flesh. They were the days of the fascist “Silver Shirts,” of the violence of labor’s growing pains, of the “lunatic fringe” seeping into the American scene. Reporter and analyst enough even in those times to recognize that these eruptions were but symptoms of a more dread disease, he embarked for Europe to find the heart of the trouble.

After study in London and a brief time in Germany, he went to France for further study, meanwhile becoming a reporter and radio city’s first correspondent for the Paris edition of the New York Herald Tribune, and night editor for the UP in Paris.

In August 1939, Ed Murrow, then head of Columbia’s European staff, called him from London and offered him a job with CBS. One month later the war had begun. For a year he reported over the CBS microphones and on the UP cables the disintegration of France. As the fascists marched in, his was the last voice heard from the country, a reporter and analyst of the capitulation. His commentaries on those bitter days are remembered by listeners and cohorts alike as radio classics.

In April 1940 Ed Murrow in London for many nerve-racking months he broadcast the story of the bombing of England.

He returned to join the CBS Washington news staff in late ’41, and was appointed chief of the bureau in July 1942. During this time he went to Rio to report the meeting of foreign ministers from the Western Hemisphere.

Back in Washington, the desire to become a really integral part of the conflict nagged at his mind. Army officials told him: “Keep on what you’re doing. It’s much more useful to us than anything you could do in uniform.”

Mr. Sevareid’s plans were to return to Europe again in that summer of 1943, but a call from “a close friend of the President’s,” a man he had never met, persuaded him to go to China instead and report to the American people what he found.

Flying by way of Africa, he arrived in India, took a brief, but,
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927 15th Street NW, Republic 3883

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
983 National Press Bldg., Di. 1205
Washington, D. C.

GREGHER RADIO ELECTRONICS CORP.
Juliet L. Grether—William F. Grether
118 BROOKLYN AVENUE
NORFOLK 10, VIRGINIA
Phone Norfolk 2451—Nights 2460
CONSULTING RADIO ENGINEERS
AM INSTALLATION SPECIALISTS FM

George E. Davis
Consulting Radio Engineer
Munsey Bldg. • District 8456
Washington, D. C.

DIXIE B. MCKEY
& ASSOCIATES
1730 Connecticut Ave., N.W.
Washington, D. C.

George H. Jaspert
Radio Consultant
STATION OPERATION & MANAGEMENT
including appraisals, market studies, program policies.
Little Building, Boston 16, Mass.
Hancock 4948

GUY C. HUTCHESON
CONSULTING RADIO ENGINEER
1100 W. ABRAM STREET
ARLINGTON, TEXAS
PHONE—1218

DeQuincy V. Sutton
Radio Business Consultant
2700 Conn. Ave., Columbia 8106
Washington, D. C.

Kear & Kennedy
Consulting Radio Engineers
1708 K St. N.W. • Republic 9051
Washington, D. C.

Raymond M. Wilmotte
CONSULTING RADIO ENGINEER
1422 F St., N.W., Wash., D. C.
Kellogg Bldg. • Republic 3984

Herbert L. Wilson
Consulting Radio Engineers
1018 Vermont Ave., N.W. 71761
Washington 5, D.C.
1000 No. Seward St. • Hollywood 38, Calif.

John M. White
Consulting Radio Engineer
1100 W. ABRAM STREET
ARLINGTON, TEXAS
PHONE—1218

H. V. Anderson
CONSULTING RADIO ENGINEERS
715 American Bank Bldg., Atl, Raymond 0111
New Orleans 12, Louisiana

Colton & Foss, Inc.
Electronic Consultants
WASHINGTON, D. C.
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Little Building, Boston 16, Mass.
Hancock 4948
CELEBRITY RECORDS
for your local advertisers...

Here is a sure-fire hypo for your radio time selling campaign. Offer these celebrity records for local sponsors, these nationally-known stars are the entertainment which your station will do a smash sales-increase for your records. These are offered at rates calculated to provide you sure-fire sales success. Send your radio time sales rounding.

For details, write Radio Dept.
Art-Copy Associates
11 Hill Street, Newark 2, N. J.

FCC Actions (Continued from page 58)

Decisions Cont.:
station, to change type of transmitter and to change studio location to 401 W. Tygers St.
KFAB Omaha, Neb.—Granted modification of CP for new standard station on 1360 kc, 250 w, unlimited time; conditions.
WWTO Washington, D. C.—Granted license to cover CP which authorized new station to operate with unlimited time; conditions.
WWTV Portland, Me.—Granted license to cover CP which authorized new station on 1490 kc, 250 w, unlimited time; conditions.
WKBN New Britain, Conn.—Granted license to cover CP which authorized new station of 840 kc, 1 kw, daytime, 5 kw, nighttime; for approved radio location on 313 Main St.; conditions.
KIEO McAllen, Tex.—Granted modification of CP which authorized new station, for approval of antenna, for change of transmitter location and to change studio location to 161/2 S. Main St.; conditions.
WJAZ Norfolk, Va.—Granted CP to install new transmitter, vertical antenna, and ground system, and change transmitter location.
WPAM Pittsburgh, Pa.—Granted modification of CP which authorized new station, for approval of antenna change type of transmitter, for approval of transmitter and studio locations.
WDEF Chattanooga, Tenn.—Granted modification of CP for extension of completion date to 1-10-47.
WMUS Muskegon, Mich.—Granted license to cover CP which authorized new station on 1240 kc, 250 w, unlimited time; conditions.
WASZ Huntington, W. Va.—Granted license to cover CP which authorized new station, for approval of antenna change type of transmitter, for change of transmitter site and changes in antenna height and construction permits; conditions. (Note: power given is effective radiated power; antenna height given is height above average terrain).

WASH Washington, D. C.—Granted CP for new standard station on 1360 kc, 250 w, unlimited time; conditions.

The following were authorized FM construction permits; conditions. (Note: power given is effective radiated power; antenna height given is height above average terrain):

KFAB Co., San Mateo, Calif.—Class A; Channel: 105.1 (No. 255); 156 kw; 395 feet.
Capital City Bestg. Co., Tallahassee, Fla.—Class A; Channel: 104.3 (No. 241); 5 kw; 600 feet.
Tri-City Bestg. Co., Davenport, Iowa—Class B; Channel: 101.1 (No. 266); 47 kw; 355 feet.
Dubuque Bestg. Co., Dubuque, Iowa—Class B; Channel: 98.1 (No. 256); 10 kw; 250 feet.
Sunflower Bestg. System, Kansas City, Kan.—Class B; Channel: 99.1 (No. 282); 156 kw; 395 feet.
The World Co., Lawrence, Kansas—Class B; Channel: 107.7 (No. 279); 2.5 kw; 315 feet.
The Texas State Journal, Topeka, Kan.—Class B; Channel: 102.9 (No. 277); 3.5 kw; 445 feet.
The Peninsula Bestg. Co., Salisbury, Md.—Class B; Channel: 96.3 (No. 245); 7 kw; 260 feet.
Cape Fear Co., Fayetteville, N. C.—Class B; Channel: 100.3 (No. 263); 12 kw; 465 feet.

North Carolina Bestg. Co., Greensboro, N. C.—Class B; Channel: 98.3 (No. 267); 4 kw; 365 feet.
City of Dallas, Tex., Dallas—Class B; Channel: 93.9 (No. 230); 59 kw; 510 feet.
Washington Industries, San Antonio, Tex.—Class B; Channel: 102.3 (No. 266); 3 kw; 240 feet.
Times-World Corp., Roanoke, Va.—Class B; Channel: 82.9 (No. 255); 11 kw; 445 feet.
WTAX Inc., Springfield, III.—Class B; Channel: 98.3 (No. 281); 3 kw; 285 feet.
Copley Co., Houston, Tex.—Class B; Channel: 99.3 (No. 257); 250 kw; 1000 feet.

Texas Co., Tyler, Texas—Class B; Channel: 103.9 (No. 268); 4.2 kw; 470 feet.

Dec. 17 Applications... ACCEPTED FOR FILING

Appalachian Bestg. Corp., portable Remote Portable
Area of Bristol, Va.—CP for renewal of broadcast license on frequencies 212.25, 35.62, and 35.62 kw; for use and emission at A. Also CP for new remote pickup broadcast station on frequencies 212.25, 35.62, and 35.62 kw; for use and emission at A.

Modification of License
BWPB Area of Altanta, Georgia.—Modification of license to change corporate name from Board of Regents of the University System of Georgia for and on behalf of Georgia School of Technology.

WIXCT Chattanooga, Tenn.—License to assign to WQPX which authorized change in transmitter site and changes in antenna type of transmitter.

WRAQ Nashvile, Tenn.—Modification of CP which authorized new standard station to change type of transmitter, for change of transmitter location and to change studio location.

FM—Unassigned
Pryor, Dillard, Raylandville, Tex.—CP for new FM (Class A) station on frequency to be assigned by FCC, 12 kw; 285 feet; for service in remote locations.

License Renewals
Applications for renewal of radio broadcast licenses held by WADQ, Franklin, Ten.; WADG Area of Nash- ville, Tenn.; WATA Ashland, Ky.; WBPA Area of Nashville, Tenn.; WEIZ Adrian, Mich.; WLBT Area of New Orleans, La.; WJSL Area of New Orleans, La.; WNWU Area of New Orleans, La.; WBDL Area of New Orleans, La.; WCBY Columbus, Miss.—Application for renewal of licenses.

VACANCY
YOUR FIRM’S NAME in this “vacancy” will be seen by all station owners and managers, chief engineers and technicians, owners of broadcast facilities. Write or wire...

SOUND EFFECT RECORDS
GNETTEN-SPEEDY-Q
Reduced Basic Library Offer Containing Over 200 Individual Sound Records
Write For Details

CHARLES MICHELSON
67 W. 44th St.
New York, N. Y.

ED BERLIANT
AM FM Transmitter and Tower Installations.
Field Measurements, Co-ordination, Supervision, Business Services. Chamber of Commerce Building, Atlanta 3, Georgia.

BROADCASTING • Telecasting

Dec. 23, 1946 • Page 63
You'll recall that we told you about KFI's inside car card with the take-home log hand-out in buses and through the 'Sunday morning incident' so promptly.

Dec. 18 Decisions...

By COMMISSION En Banc

WAGM Pleasanton, Tex.-Granted renewal of license for period ending Nov. 1, 1947.

WSM Nashville, Tenn.-Granted renewal of license for period ending Nov. 1, 1947.

WGY Montgomery, Ala.-Same.

WQRF Evansville, Ind.-Grant of license for new station on 900 kc, 250 w, daytime only; engineering conditions.

Royal George Broadcasting Co., Laramie, Wyo.-Grant of license for new station on 1690 kc, 250 w, daytime only; engineering conditions.

WDSM Best Co., Vallejo, Calif.-Grant of license for new station on 1500 kc, 250 w, daytime only; engineering conditions.

Tell City Best Co., Tell City, Ind.-Grant of license for new station on 1230 kc, 250 w, unlimited time; engineering conditions.

Harriman Best Co., Inc., Harriman, Tenn.-Grant of license for new station on 1230 kc, 250 w, unlimited time; engineering conditions.

KQII, Redmond, Wash.-Grant of license for new station on 810 kc, 1 kw, unlimited time; engineering conditions.

WDSM Best Co., Stockton, Calif.-Grant of license for new station on 1290 kc, 1 kw, D.A., unlimited time.

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KQII, Redmond, Wash.-Grant of license for new station on 810 kc, 1 kw, unlimited time; engineering conditions.

Eugene E. Stone, Florence, S. C.-Grant of CP for new station on 650 kc, 5 kw, daytime only; engineering conditions.

WAPX Montgomery, Ala.-Grant of license for new station on 1250 kc, 5 kw, daytime only; engineering conditions.

WAPY, Bessemer, Ala.-Grant of license for new station on 1190 kc, 250 w, daytime only; engineering conditions.

WAPZ, Bessemer, Ala.-Grant of license for new station on 1390 kc, 1 kw, daytime only; engineering conditions.

WAPY, Bessemer, Ala.-Grant of license for new station on 1190 kc, 250 w, daytime only; engineering conditions.

WAPX Montgomery, Ala.-Grant of license for new station on 1250 kc, 5 kw, daytime only; engineering conditions.

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Ashbacker Radio Corp., both requesting new station on 1290 kc, 1 kw, unlimited, DA-night, and application for operation on 1500 kc, 1 kw, unlimited daytime only; amended orders dated Sept. 5, 1946, designating for hearing in consolidated proceeding applications of Bluefield Bcstg. Co., and Odes E. Robinson, also applicants for new stations at Pocahontas, Iowa, and define facilities.

Frank Bcstg. Co., and Roscoe L. Thompson, both requesting new station on 1100 kc, 1 kw, unlimited, DA-night, and application for operation on 1400 kc, 1 kw, unlimited daytime only; amended orders dated Sept. 5, 1946, designating for hearing in consolidated proceeding application of Miami Bcstg. Co., Omaha, Neb., for new station at Miami, Okla., and extension of completion date.

Applications for renewal of standard broadcast licenses filed by WRET area officials, and South American broadcasting organizations, were presented by telegraph from Caracas, Venezuela, to formulate plans for modern television during the five-day exhibition, which drew a total television audience of 32,500 persons.

WASHINGTON, D. C.—Modification CP which authorized new commercial television station for extension of complete date only.

KLIF Galveston, Tex.—Modification of license to add a new AM station.

KLUV Littlefied, Tex.—Modification of license to add a new AM station, for approval of antenna, and change microphone to LM.

KBYE Oklahoma City—Modification of CP which authorized new standard station license allowance for antenna, to change microphone to LM and make change in transmitting equipment.

KIDK-AM, Boise, Idaho—Modification of CP which authorized new standard station license allowance for antenna, to change microphone to LM and make changes in transmitting equipment.

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Raymond Spector, head of his own New York advertising agency, is resigning effective Jan. 30 to retire from the agency business and to devote his time to his drug business.

Al Durante, director of publicity of J. Walter Thompson Co., New York, is the father of a boy, Jeffrey, born Dec. 10.

Edward Roberts Carroll, formerly on ABC’s production staff, effective Dec. 31 joins Roche, Williams & Cleary, New York, as assistant to the New York radio director.

Herin Moesinger, for 13 years with Klawattice, Wettner & Baker, as comptroller and media director, joins Sweeter, Byrnes & Harrington, New York, effective Jan. 1, as business manager and media director.

Smith & Drum, Los Angeles, Jan. 1 changes name to A. Carman Smith Inc. Business affairs of agency name remains unchanged. 650 S. Grand Ave.

Walter J. Schwalb, former associate sales and promotion manager of R. B. Squibb & Sons, New York, has joined Al Paul Lefont Co. as package goods marketing specialist. He was with Squibb & Sons for 20 years and has recently returned after 3 1/2 years leave of absence for service in the Navy.

Walter Weir Inc., located at 250 W. 37th St., New York, about Dec. 27 will move into larger quarters at that address.

Leslie L. Dunier, former traffic manager and assistant production manager at Reiss Adv., New York, has joined Herbert Chason, Inc., New York, as production manager.

Kathryn Intemann, former media director of Needham & Grohmann, New York, has been appointed executive secretary of the agency. Roger N. Hutchinson, formervice buyer at the agency, succeeds Miss Intemann as media director.

K. G. Anderson has been appointed vice president and general manager of Walsh Adv., Windsor, succeeding the retired Charles W. Walsh.

Brii Lineen, former account executive of Advertising Management Service, Los Angeles, has established his own agency under the name of Lindake Adv., at 601 S. Rampart Blvd.

Edward C. Roberts, former copy chief of Melamed-Hobbs, Chicago, has joined Malcom Assoc., that city, as copy writer.

John Coahan, radio director of Hillman-Adams Adv., Los Angeles, is on a 90-day leave of absence to prepare a proposed summer network show.

Carvel Nelson, manager of Pacific National Adv., Portland, Ore., will establish his own agency in that city.

Ernest N. George Co., Los Angeles, makes a change to larger quarters and production. 8th St. Telephone is Drexel 5355.

Ryder & Ingram Ltd., Oakland, Calif., has been enrolled to membership in American Association of Advertising Agencies.

Carl J. Eastman, vice president and Pacific Coast manager of R. B. Squibb & Sons, has been elected president of San Francisco Chamber of Commerce and Mr. Eastman, who was first vice president during the current year, takes office Jan. 1.

Howard Korman, vice president of McCormick-Brasch Adv., New York and head of merchandising and promotion at the agency for 15 years, has resigned effective Dec. 31.

Laura Ellsworth Carson, vice president of Federal Adv., New York, has been elected a member of the board of directors. She has been with the agency since World War I.

Herman C. Nolen, sales efficiency expert and professor of marketing and business organization at Ohio State U., has been named marketing consultant for Hanly, Hicks & Montgomery, New York.

Gilbert Good, former account executive at Wortman, Barton & Goodl, New York, and William E. Ternberg, former account executive at Grant Adv., New York, has joined a new agency, Goodl & Ternberg, at 345 Madison Ave., New York.

Paul Smallen, former head of the creative department of Minnie & Smallen, New York, has opened an advertising agency under his own name at 104 E. 16th St., New York.

John F. Manning Jr., former manager of WRHD Boston, has joined Chamber & Wessel, that city. He will devote his time to new businesses. He is former radio director of Hirshon-Garfield Adv., New York.

Wallace Rigby, formerly with Kroger Grocery and Baking Co. and Libby, McNeill & Libby, has been named account executive of Dancer, Fitzgerald & Sample, Chicago.

Jennison B. Parker, formerly copy writer of The Mayers Co., Los Angeles has been retained to radio and production staff of Paul Winans Co., local agency.

Geyer, Newell & Ganger, with caching of CIBS “Academy Award” program (E. R. Squibb & Sons), has closings in Hollywood offices.

Betty Smith, formerly in copy division of Olian Adv., St. Louis, has joined radio department of Pillers at Plan Adv., Los Angeles.

Abbott Reilly, released from Army as major, and prior to war an account executive of Young & Rubicam, New York, has joined The Big Co. in the public relations field and will be headquartered in San Francisco, assigned to Bonn Wine Co. account, effective Jan. 2.

Jack Scruggs, in media department of Poole, Cone & Bedling, Los Angeles, for year, has been appointed radio time buyer. He succeeds Dorothy Kobzterman, resigned. W. Barry Mc.

CARTHY, on agency staff for six months, has been made assistant account executive. John Dyer has been assigned sales assignment of Union Gal Co. account in creative and copy contact.

E. V. Ludlow, director of public relations of Stockton-Palmer-Dinerman, advertising and public relations, has been assigned change in name of agency to Dinerman & Co. effective Dec. 31. Company personnel will remain with new incorporation.

Michael E. Foster, wife of Harry E. Foster, of Harry E. Foster Agencies, has been appointed executive secretary to Hanly, Hicks & Montgomery’s advertising association at Ohio State University.

Irving Eckhoff, for 3 1/2 years in charge of O&W Bureau of Information, Los Angeles, resumes active operations of Eckhoff Adv., Hollywood agency at 1354 N. Los Laymas Ave. He also has acquired Walter Carle Adv., Hollywood, and consolidated that firm with his own. Mr. Carle will operate KPRK, new 250 w. Livingston, Mont. station on 1340 kHz, now being constructed by Yellowstone Amusement Co., licensee.


Horace C. Glavis, for three years W. T. Grant Co. assistant sales promotion director, has joined Gamble-Bogomo Inc. as advertising director.

Fred Frantz, freelance advertising copy writer for four years with U. S. Air Force, has been named account executive-production manager of Hunter Scott Adv., Fresno, Calif.

Benjamin B. Banks, for four years in Navy, has rejoined Bernier & Ryan, New York, as account executive.

Follow the Leader!

The three largest buyers of program time in Washington, D. C., nation’s 7th-largest city, are ALL on WOL—one on WOL exclusively!
CBS Announces 13 Program Renewals

12 Sponsors Contract for 52 Weeks and One for 18

CBS last week announced 13 network program renewals, all for 52 weeks, with one exception, the Garden Gate With Tom Williams program, sponsored by Ferry-Morse Seed Co., Detroit, Saturdays, 9:15-9:30 a.m., which is renewed for 18 weeks effective Jan. 11.

Froster & Gamble Co., Cincinnati, effective Dec. 30 renews five CBS programs. They are: Big Sister, Mon.-Fri., 1:15-1:30 p.m., Young Dr. Malone, Mon.-Fri., 1:30-1:45 p.m., and Road of Life, Mon.-Fri., 1:45-2 p.m., through Dancer-Fitzgerald-Sample, New York.

William H. Weintraub & Co., New York, and Anchor-Hocking Co., also renew five CBS programs. They are: Big Sister, Mon.-Fri., 1:15-1:30 p.m., through Dancer-Fitzgerald-Sample, New York.

General Motors Corp., Detroit, effective Jan. 4 renews Hollywood Startime, Sat., 8:30-9 p.m., through Fiege, Cone and Belding, New York; Johns Manville Corp., effective Dec. 23 renews Bill Henry News, Mon.-Fri., 8:55-9 p.m., through J. Walter Thompson, New York, and effective Jan. 3 Eversharpe Inc., renewing The Joan Davis Show, Mon. 9-9:30 p.m., through Young & Rubicam, New York, and Anchor-Hocking Glass Corp., effective Jan. 2 renews Crime Photographer, Thurs. 9:30-10 p.m., through William H. Weintraub & Co.


Lowell Bennett, former INS foreign correspondent, has joined ABC in Berlin correspondent effective Jan. 1. He replaces Edd Johnson who will be heard on various ABC news programs while he is in New York.

Larry Lesueur, CBS correspondent and commentator, replaces Milo Boulton as announcer on Gulf Oil Corp. news program 7-8 p.m. on WCBS-TV New York. Jan. 2 Gulf renews program for 12 weeks through Young & Rubicam, New York.

Hal Reeves has joined the special events department of KYTV Billings, Wash. He is veteran Pacific Northwest newspaperman.

Alton Blakely, AP correspondent, will represent NBC on the Byrd Antarctic expedition, replacing NBC's Max Hill Canfield, who remains in expedition at Punam, Mr. Blakely, now aboard the Mount Olympus, flagship for the task force will be heard on NBC's two overseas pickup programs, "News of the World" and "World News Hound" of the New York Symphony Orchestra, on radio, through William H. Weintraub & Co., Detroit, Saturdays, 9:15-9:45 a.m., which is renewed for 18 weeks effective Jan. 11.

Hancock to Sponsor Boston's Symphony

Owens-Corning Fiberglass, effective Dec. 24 renews the John Hancock Mutual Life Insurance Co., Boston sponsor of the Boston Symphony Orchestra on a selected ABC network Tuesday evening, every Monday, 8-9 p.m., as part of the new "Arrangement" program. It is heard in Boston and New York, New Haven, Mon., 8-9 p.m.

The program is being undertaken "in the interests of our field organisation," Mr. Clark wrote. He urged all field men to "take a keen interest, not only in promoting our broadcasts, but in giving us the serious appraisal of their policyholders, as well as their own."

John Hancock plans to place promotional material in the hands of all field agents. Personal calls and mail will be used to interest policy holders as well as others.

The firm's advertising budget for 1946 was $340,000 of which $200,000 was allocated to magazines, $26,000 to newspapers and $20,000 to trade publications. McCann-Erickson, New York, places the account. Watson Gordon is account executive.

Canada Radio Managers Discuss Policy Problems

INTERNAL POLICIES, promotion of broadcasting as an advertising medium, and problems affecting broadcasting stations throughout Canada were discussed at the three-day conference of managers of the All-Canada Mutually Operated Stations at Calgary, Alta., December 8-7. Broadcasting regulations, as well as policy on FM, were discussed in light of forth-coming meetings of Canadian Association of Broadcasters with CBC and government departments. The managers felt that the CAB had taken a step in the right direction with the appointment of Douglas Scott as director of broadcast advertising to promote radio.

Attending the meeting, held at the Palliser Hotel, were Harold Carson, CFAC and All-Canada Radio Facilities, Calgary; Guy Herbert, All-Canada Radio Facilities, Toronto; Bert Hall, All-Canada Radio Facilities, Montreal; Perc Eymer, all-Canada Radio Facilities, Winnipeg; W. T. Cranston, CKOC Hamilton, Ont.; Gerry Gaetz, CKRC Winnipeg; Hal Oldfield, CKCR Regina, Wm. Speers, CKRM Regina, Wm. Guild, CJOC Lethbridge; Bert Cairns, CFAC Calgary; A. J. Belfour, Grande Prairie, Alta.; Gordon Henry, CJCA Edmonton; E. Aylen, CJAT Trail, B. C.; M. V. Chess, CJVI Victoria, B. C.; F. H. Elphinston and Sam Ross, CKWX Vancouver.
CHRISTMAS

Your copy. Remember WBNX means

There are 6,517,737 New York coverage:

losing. New York coverage in any language.

1.236,000 persons translating picture.

1.236,000 as to which of the

for CBS Pa-

directors on "Spens- sight for each year as Jack

"Criminologist," featuring movie actor

Kuttner & Kuttner, said pro-

THE ATLANTIC REFINING Co., Phila-

national account

three shows it will succeed. Advertiser division of General Foods.

manufactures Spiffy Stay Down collar

over WPTZ Philadelphia, Philco

has been appointed as-

has appointed Robert W. Orr Assoc.,

has handled the advertising

of the Jet -Heat Furnace. Media plans are currently

has started a test spot cam-

as "It Pays to be Ignorant" on CBS Fri.

nesota, 6:15-6:30 p.m.

six weeks 'Lux Radio Theatre' on 27 Trans-

Media plans

The Arnold Cohan Corp., New York, to

in a cash transaction

been purchased by Universal Match

RELIABLE NUT Co., Los Angeles (Rel-

J. Walter Thompson Co.,

has appointed Robert W. Orr Assoc.,

the campaign on most of the Buffalo stations for its

Agency is Arthur

H. P. McGrath, former manager of the commercial fleet division of Igle-

agency is The Tullis

of religious), has appointed The Tullis

and Apollo records), has started five

Carnation Co., Toronto (Carnation

was completed this month by Roma Wine Co., and

5000 WATTS DIRECTIONAL OVER NEW YORK

"It Takes an Informed Community to Do a Community Job.

Network Accounts

New Business

NEW ORLEANS

It takes an informed community to do a community job.

orate year "Lux Radio Theatre" on 27 Trans-

has appointed Finlden Adv. Co., Los

Toronto. Contract is for 13 weeks.

Agency: The Blow- Co., N. Y.

Agency: Frontenac Broadcasting Agen-

Agency is Adolphe Wenland & Assoc.,

Agency is J. Walter Thompson Co.,

JOINT COMMITTEE of Police and Fire-

CARNATION Co., Toronto (Carnation

Agency: The Bown & Staff, Los Angeles.

Agency: Van Norden & Staff, Los Angeles.


Agency is Frontenac Broadcasting Agen-

Agency is Hutchins Adv.


Agency: J. Walter Thompson Co.,

Agency is Frontenac Broadcasting Agen-

Agency is Adolphe Wenland & Assoc.,

Agency is Dancer -Fitzgerald -Sam-

Agency: Dancer -Fitzgerald -Sam-

Agency: The Bown & Staff, Los Angeles.

Agency: J. Walter Thompson Co.,

Agency: Dancer -Fitzgerald -Sam-

Agency: The Bown & Staff, Los Angeles.

Agency: J. Walter Thompson Co.,

Agency is Adolphe Wenland & Assoc.,

Agency is Hutchins Adv.

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Little Relaxation Of Ban on Building

OTC to Retain Most of Controls, May Raise Limit Slightly

PROSPECTS for any considerable relief in the Federal construction ban under which broadcast construction has been kept down to a trickle, are not bright, according to officials in charge of enforcing the veterans' housing regulations.

Though Frank R. Creedon, new housing expediter, is known to favor easing of the ban, inquiries at the Office of Temporary Controls reveal that the only bright spot in commercial construction has been kept down to a trickle, May Raise... the nation. These projects are approved by regional CPA committees. A review unit in Washington has reversed regional denials where hardship was shown.

Although continuing the CPA construction controls, OTC has granted some relief in the priority construction projects which must receive regional approval if in excess of $1,000.

OTC emphasizes that all building controls continue in effect unless specific announcement is made to the contrary.

FM for State Police

NEW YORK Division of State Police will soon be operating its two-way FM radio communications equipment for its new state-wide police radio system, expected to be in operation next summer. Equipment will be leased from the New York Telephone Co., which will install and maintain it. Walkie-talkie sets will be a part of the system so that one trooper can leave a patrol car to investigate a crime and keep in touch with the trooper remaining in the car, or with patrol units in the vicinity.

ONE OF THE REALLY BIG, RECOGNIZED TRANSCRIPTION COMPANIES, WITH A SALES ORGANIZATION FROM COAST TO COAST, is looking for open-end, 15 or 30 minute programs that have been transccribed and are ready for sale. Royalty or outright purchase. Also interested in custom-built transcribed programs that may have been used regionally, but could be used for local sponsorship.

Write Box 325, BROADCASTING

Radio Dollar Values

COLORED folder featuring results of Kolloff Survey evaluation of radio audience. Booklet, "How Much Radio for How Much?" is being distributed by KSAN San Francisco. Folder emphasizes radio dollar values or KSAN advertising.

WTBN Posters

COLORFUL posters calling attention to WTBN Canton, Ohio, sports show "Sports Whirl With Jim Muzzy" have been placed in bowling alleys throughout Stark County. "Sports Whirl" features bowling news and results and is aired nightly 11:15-11:30 p.m.

WMFD Folder

FAMILY units and radio homes of Wilmington, N. C., compose basic data for promotion folder of WMFD that city. Listener audience progress during past year also is given.

WTNT to NBC

WTNT Augusta, Ga., on or about Jan. 1, 1947, will become affiliated with NBC as network's 164th station. Operating with 250 w on 1230 kc, the station is owned by the Georgia-Atlanta Broadcasting Co.

BOSTON'S EXCLUSIVE

ABC OUTLET

NOW

5000 WATTS

Serving the entire Metropolitan area of 3 million people

A COWLES STATION

Represented nationally by the Katz Agency

1150 on your dial

No matter where you are located, a letter, telegram or phone call will get you prompt action

Telephone Longacre 3-1800

BLICKLE BRUSH

PRESTO

Bogen ALICE

National Liting Corporation

"NAME" BRANDS

Presto Altec Lansing. Brush Daven. National. Bogen - they're big "name" brands and you'll find them here at Harvey, a steady source of supply for broadcast stations since 1928. We have practically everything here a station needs except the talent and the announcer. And we've backed our fine stocks up with an equally fine shipping service. Orders are filled as rapidly as possible, and are packed to reach you in first-class condition. Our prices are right, too. All in all, it pays to do business with Harvey.

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**Rome, Ga. Stations To Go on Air Soon**

WROM, WBIX Both to Be 1 kw; Grant for WBHM Also Issued

TWO of three new 1-kw daytime stations authorized by FCC this year for Rome, Ga. (pop. 26,282) are scheduled to be on the air by early January.

Operating under the respective station's said WROM, assigned 710 kc, would begin broadcasting about mid-December and that WBIX, on 1190 kc, would start operations around the same time. Grant for WBHM, to use 670 kc, was issued by FCC on Nov. 29 to News Publishing Co., publisher of the daily News-Telegram.

WRGA, existing Rome station, a 250-watt full-time outlet on 1490 kc, meanwhile is completing plans for FCC approved new WRGA-FM.

Dean Covington, Rome attorney and 60% owner of WROM, is manager of that station, and Edward Nixon McKay, formerly an announcer with other Georgia stations and WSGN Birmingham, is assistant manager and 20% owner. Remaining interest is owned by J. W. Trometer, Jr., chief engineer.

WBIX is owned by Robert L. Tomlinson Jr., Chattanooga businessman, and Robert L. Tomlinson Jr., former announcer of WODD Chattanooga. Its application and that of WBHM were granted by FCC on Sept. 15.

WRGA has completed construction of its FM transmitter building atop Mt. Alto. Officials said WROM, assigned 710 kc, would begin Nov. 29.

**Conference Cancellation**

PLANS have been cancelled for 1947 Broadcast Engineering Conference at U. of Illinois, sponsored annually by Departments of Electrical Engineering and U. of Illinois and Ohio State U. Sponsors announce cancellation due to crowded conditions and lack of sufficient personnel at both universities, but expect to resume event in 1948.

**Course Continues**

VIEWTONE TELEVISION and Radio Corp., New York, is continuing broadcast of its course in television installation and servicing for dealers, originally scheduled to end Dec. 12. Viewtone reports more than 2,000 receivers sold and installed, and according to the console model, company reports a master table model to be ready for distribution by the end of the month.
AFM Ban on School Concert Is Attacked

WJBK Detroit Manager Calls For Remedial Legislation

ECHOES of Interlochen were sounding through Detroit this week following the AFM’s refusal to grant permission to the Board of Education to use WJBK to broadcast Interlochen High School Christmas concert.

Jack Ferentz, president of the Detroit Federation of Musicians, saw the overtures of the Dec. 12 concert as a threat to the livelihood of union musicians, and gave a firm "no" to the school and to the station. The concerts have been broadcast in the past.

In a letter to Dr. Paul Rankin, Detroit Board of Education, James F. Hopkins, president and general manager of WJBK, restated the case, and attached a copy of statement by WJBK management.

"WJBK realizes, of course," the statement noted, "that in comparison to the Interlochen incident, the mere banning of a school concert from the air is a trivial thing. However, this admitted misstep by the high-sounding pettiness conforms to the same sorry pattern."

According to Mr. Hopkins, "We tried without success to show Mr. Peretz that his refusal ran counter not only to the public interest but also to the long-range welfare of the union itself. We pointed out that the broadcast was containing feature only, on a purely local basis, and free from any commercial flavor whatsoever. . . ."

The statement called for "sound and sane" remedial legislation.

SIXTY LISTENERS ATTEND
POETRY MASTER'S FETE

MORE THAN 60 listeners to the Old Poetry Master on WCBM Baltimore attended a "Dutch" farewell evening at Sear's Community House, Baltimore, called by the Old Master, Jim McMillen. He had corresponded with many of the listeners but hadn't met them all, so he announced the dinner on his program.

Among the guests were members of the Baltimore Chapter, Poe-Avalon Poetry Society, and several well-known poets, including Jeff Eriksen, Benjamin Buchan and Max Rubin. Mrs. Lila Gray Phelps, director of the Poe-Avalon Society, Baltimore Chapter, presented Mr. McMillen an honorary membership of the society. Piano music was provided by Benjamin Kopel. Mr. McMillen invited his guests to attend his broadcast following the dinner.
Through the end of the 50,000 Wafts December 23, 1946

THE SOUTH'S GREATEST CITY

"INFANTE-MOORE SHOW"

NEW ORLEANS

WEXALL DRUG STORES

on car cards

New Orleans

The Katz Agency, Inc.

BROADCASTING  Telecasting

CBS Affiliate

I

posed "Projectable Hooperatings"

subscribers Dec. 18 at 10 a.m. at a meeting of Hooper organization's newly published "Com-

canada"

C. E. HOOPER, president, C. E. Vadeboncoeur, NBC.

Mervin Slosberg, NBC; Edmund Lawton, NBC; Dudley Leg- 

gan, coordinator of radio department of Wesleyan College

and her students have been given one full day at WMAZ for past

Current Topic Discussions

DISCUSSION series, titled "I See by the Paper," 15-minute, five-day

radio outlets of Purdue U., Lafayette, Ind., started December show, has been started by WBAA,

radio critics. Show is aired 5:45-6 p.m.

To Air Messiah

BROADCAST of Handel's Messiah, re-

on NBC network. Program is sponsored by Mutual Savings Banks of Norwich and co-sponsored will be presented on Christ-

Christmas Eve 9:30-11:30 p.m. by WNOC

WNOC will broadcast midnight service of Christ Episcopal Church.

Cookie Recipe Contest

CHRISTMAS cookie recipe contest has been conducted by Carol Adams, women's director at WHBC Canton. Ohio Contest closed Dec. 14 when 20 winners were selected. Entries have been sent copies of winning reci-

Study in Music

KROS Clinton, Iowa, is broadcasting special educational music appreciation program each Wednesday afternoon to 123 rural schools in Whiteside County. Ill. Fifteen minute show, produced in cooperation with Mrs. Annette Rich, di-

Stories for Children

WAOW Vincennes, Ind. has scheduled "The Story Hour" on Mon.-Wed.-Fri. 4:30-4:45 p.m. as a feature on Mutual's "Children's Hour," 4:45-5 p.m. Series features Claire McCarthy, local child psychologist, and is sponsored by Brok-

Gifts for Orphans

CHRISTMAS contributions for orphans in Cincinnati and northern Kentucky are being collected by Paul Hodges and Malcolm Richards of WCPO Cincinnati. Mr. Hodges, who conducts "Bus Time,"
FCC Actions

(Continued from page 65)

Applications Cont.: 

new standard station on 700 kc, power of 1 kw and daytime hours.

The Argus-Press Co., Owosso, Mich.—for new standard station on 1190 kc, power of 250 w and daytime hours.

WAND Canton, Ohio.—to increase power from 250 w to 500 w, install new transmitter and FM antenna on top of AM tower, daytime operation "only.

AM 1280

Public Service Broadcasters, Toledo, Ohio.—for new standard station on 1230 kc, power of 250 w and unlimited hours. (Request facilities of WTOL)

Dec. 19 Applications ... ACCEPTED FOR FILING

AM 910

Silver City Crystal Co., Meriden, Conn.—for new standard station on 1470 kc, power of 1 kw and daytime only—AMENDED: re-transmitting equipment.

AM 1030

WSAL Annapolis, Md.—Modification of CP which authorized new standard station, to change type of transmitter.

FM—Unassigned

Pynchon Bestg. Corp., Springfield, Mass.—for new FM (Class B) station to be operated on frequency to be assigned by FCC.

TV—Unassigned

WENS Cleveland, Ohio.—Modification of CP which authorized commercial television station, to change transmitter site, to new location at location x, to change type of transmitter, to change antenna system, to extend time of commencement and completion dates.

AM 1570

WSAN Allentown, Pa.—Modification of CP which authorized increased power, installation of new transmitter, and directional antenna for night use, for extension of completion date.

TV—Antenna

WPTZ Philadelphia—CP to install new antenna system.

FM—Unassigned

Hoyle Barton Long, Front Royal, Va.—CP for new FM (Class B) station on frequency to be assigned by FCC, ERP: 18.7 kw.

AM 1230

KKRN Fort Smith, Ark.—Modification of CP which authorized new standard station, for approval of antenna, for change of transmitter, and to change transmitter location.

AM 1290

WIRK West Palm Beach, Fla.—Modification of CP which authorized new standard station, for approval of antenna and transmitter location—AMENDED: to include detailed description of transmitter location.

FM—Unassigned

Tri-Cities Bestg. Co., Goose Creek, Tex.—CP for new FM (Class A) station on frequency to be determined by FCC, ERP: 1750 w—AMENDED: to make changes in antenna system.

AM 1490

KTVL Mesa, Ariz.—Modification of CP which authorized new standard station, to change type of transmitter.

AM 1390

KFAC Los Angeles—Modification of CP which authorized new standard station, for extension of completion date.

AM 1170

KSDJ San Diego, Calif.—Modification of CP which authorized new standard station, to decrease power from 5 kw to 1 kw, 5 kw, daytime operation.

KSDJ San Diego, Calif.—Modification of CP which authorized new standard station, to determine operating power by direct measurement of antenna power.

Applications Dismissed:

FM—Unassigned

Joe E. Martinez, Alhambraque, N. M.—CP for new FM (Class A) station on frequency to be assigned by FCC—AMENDED: to change name from Joe E. Martinez to Jo E. Martinez and Harold O. Bishop, d/b a FM Radio Bestg. Co.

FM—Unassigned

KICA Cloris, N. M.—Voluntary assignment of FM CP and FM antenna to Hugh DeWitt Lands and Ross B. McAllister, a partnership d/b a Radio Station KICA.

FM—Unassigned

Unity Corp., Lima, Ohio.—CP for new FM station on 46.0 mc—DISMISSED: request of applicant.

FM—Unassigned

Unity Corp. Columbus, Ohio.—CP for new FM station on frequency to be determined by FCC—AMENDED: to specify population—DISMISSED: request of applicant.

FM—Unassigned

A Frank Katzenline, Orlando, Fla.—CP for new FM (rural) station on frequency to be assigned by chief engineer of FCC—DISMISSED: request of attorney.

TV—56-72 mc

Hughes Productions Division of Hughes Tool Co., San Mateo, Calif.—CP for new commercial television station on Channel 2, 60-66 mc, ERP: 9.7 kw—AMENDED: to change name from Hughes Productions Division of Hughes Tool Co., to Hughes Tool Co., frequency from Channel 2, 60-66 mc to Channel 4, 66-72 mc, transmitter location, specify directional antenna—DISMISSED: at request of applicant.

TV—74-82 mc

Dorothy S. Thackrey, San Francisco—CP for new television station on Channel 5, 76-82 mc, ESR: 9.700, visual 5 kw (peak), visual 5 kw—AMENDED: to change hours of operation from daytime only to 24 hours.

Applications Tendered for Filing:

AM 1300

The Bridgeport Bestg. Co., Bridgeport, Conn.—CP for new standard station on 1300 kc, power of 1 kw and daytime hours.

AM 1420

Schoharie County Community Service Bestg. Corp., Cobleskill, N. Y.—CP for new standard station on 1420 kc, power of 1 kw and daytime hours.

AM 950

KSEL Lubbock, Tex.—CP to change hours of operation from daytime to unlimited, increase power from 1 kw to 500 w night, 1 kw day and install directional antenna for night use.

AM 940

Tytx Bestg. Co., a co-partnership, composed of Willis Jarrel, William S. Reeves, Robert G. Rouse, William D. Lawrence Jr., Thomas G. Pollard Jr. and Francis Lee Lawrence, Tyler, Tex.—CP for new standard station on 940 kc, power of 250 w and daytime only hours.

Voluntary Assignment

WEMP Milwaukee—Consent to voluntary assignment of FM CP and AM station WEMP to Milwaukee Bestg. Co.

KGNC Winner

KGNC Amarillo, Tex., is the winner of the $1,000 first prize in the Eddie Cantor promotion contest. Station manager, Aubrey Jackson, was notified last Thursday by a congratulatory telegram from E. L. Morris, vice president of Pabst Sales Co. Contest was open to all NBC affiliates.

Noel Macy to Be in Cairo

On 6-Month Assignment


Mr. Macy, who served throughout the war in the Army and was discharged a colonel a year ago, is president of Westchester Broadcasting Corp., licensee of WFAS White Plains, N. Y., and president of Westchester Publications in White Plains.

Ethe1 Mack

ETHIEL MACK, wife of Dick Mack, Hollywood producer of CBS Joan Davis Show, following a lingering illness died in Los Angeles on Dec. 8. Besides her husband, surviving are two sons.
TRICROMOSCOPE tube for video color reception developed by Allen B. Du Mont Labs, is viewed by FCC Commissioners and staff during a visit to the Du Mont plant. Viewers are (1 to r, front): Comr. Rosel H. Hyde; Comr. Clifford J. Durr; Dr. Allen B. Du Mont, president; Allen B. Du Mont Labs; Comr. E. K. Jett; Comr. Paul A. Walker; Dallas W. Smythe (second row); George P. Adair, FCC chief engineer; Leonard F. Cramer, executive vice president, Du Mont Labs; Tom Kennedy, New York Times; Joseph Kaselow, New York Herald Tribune.

Ad Council Is Expanding Its Public Service Plans
THE ADVERTISING Council last week announced plans for an expanded public service advertising program by American business.

The Council's executive committee has approved a yearly budget of $350,000 for the non-profit voluntary organization. Of this amount, $160,000 to cover cost of administration and overhead of the Council has already been contributed by organizations representing leading advertising agencies and media.

Business management figures will schedule meetings of business leaders in principal cities to outline Council plans and to raise $200,000 in addition to overhead. This will finance the launching of Council campaigns, and the total budget will result in placement of an estimated 100 million dollars worth of public service advertising.

Through the Council's radio allocation plans, most leading radio advertisers contribute radio time to public service messages and, in addition, most radio stations give free time to these programs.

Relay Grant
THE FIRST grant for development of a microwave relay station for use in experimental general mobile (highway) service was issued by FCC last week to National Bus Communications. The CP for an experimental Class 2 radio station was granted for use in connection with applicant's experimental general mobile highway radio system for purpose of relaying communications from mobile units to controlling center of fixed station in downtown Chicago. Frequencies 2670-2690 mc were assigned on a temporary basis, conditionally.

Color Tube (Continued from page 17)

experiments with a number of systems of color television, including one in which color variations were produced by an "electrically rotated" polarized crystal and another in which the picture was produced by a four-way cathode ray tube which was described as "putting three color tubes in a single wrapper and adding a white section for good measure."

Du Mont system of photovision, transmitting video signals on light beams, also was demonstrated. Plans were announced for utilizing this method of video communication between the laboratory and the company's video station in New York. The use of 20 megacycles is constant. Dr. Du Mont suggested the possible use of photovision for broadcasting television as well as for beaming video signals point-to-point. Two schemes of transmitting and receiving equipment, with no RF amplifier, oscillator, mixer, intermediate amplifier or sound detector needed at the receiving end, was cited as a reason for adopting this method for transmissions between 480 and 920 mc, which Du Mont tests have shown to be fundamentally line-of-sight.

New Radar
At Radiomarine Corp. of America's downtown New York the FCC party saw a demonstration of the new 3.2 centimeter super-high frequency shipboard radar in actual operation in the laboratory. Pictures of the unit which has been operating for some months on Pittsburgh S. S. Co.'s ore carrier, the A. H. Forbert, also were shown, together with ship radarscope views made aboard that ship.

At the CBS laboratory they saw simulated demonstration of the high color fidelity possible under the standards proposed by CBS and also saw the CBS uhf color image orthicon equipment. It will make pick-ups now under test. A combination receiver for uhf color and low-band black-and-white reception and a table model color receiver, both built in the CBS laboratory, also were shown. Group also saw a demonstration of a new tube now being developed by Dr. Peter C. Goldmark, inventor of the CBS color television system, and his staff, which promises to provide full color picture reception with a single tube. Dr. Goldmark said this tube represents "a very promising approach toward a simple, single, fully electronic receiving tube which can be utilized either for projection or direct viewing."

Motoring to Tappan Inn, in Tarrytown, the group witnessed a live video program in full color, received on a sequential color receiver via a small foot-square antenna, much smaller than those ordinarily used for black-and-white video reception. A CBS spokesman described the picture quality as "excellent."

Unlike the Du Mont demonstration, which stressed brilliance as of utmost importance in video reception, the CBS laboratory demonstration emphasized the importance of contrast range. When a neutral density filter was interposed between the viewers and the screen, cutting down the light from the screen by two-thirds, the picture was reported as "actually easier to see." Because of this effect, Dr. Goldmark said, color television pictures can be shown in a well-lit room and still viewed easily.

Members of the FCC party were: Paul A. Walker, Clifford J. Durr, Ewell K. Jett, Roel H. Hyde, Commissioners; Earl Minderman, assistant to the chairman.

Engineering Dept.: George P. Adair, chief engineer; George E. Sterling, assistant chief engineer in charge of Field and Research Branch; Edward W. Allen, chief, Technical Information Branch; Field and Research Branch; Edward W. Allen, chief, Technical Information Branch; Field and Research Branch; Edward W. Allen, chief, Technical Information Branch; Field and Research Branch; John A. Willoughby, assistant chief engineer in charge of Broadcast Branch; Curtis B. Plummer, chief, Television Division, Broadcast Branch; Cyril M. Braun, chief, FM Division, Broadcast Branch; John E. Barr, chief, Standard Broadcast Division, Broadcast Branch; William C. Bosse, chief, Applications 1 Section, Broadcast Branch, Hart S. Cowperthwaite, chief, Allocations Section, Television Division, Broadcast Branch; William R. Besser, assistant chief engineer in charge of Safety and Special Services Branch; Miterre G. Sharp, chief, Experimental Section, Safety and Special Services Branch.

Law Dept.: Benedict P. Cottone, General Counsel; Harry M. Plotkin, assistant general counsel in charge of Litigation and Administration Division; James L. Wilkenson, assistant general counsel in charge of Broadcast Division.

Accounting Dept.: Dallas W. Smythe, assistant chief accountant in charge of Economics Branch.

 Rogers to KMPC
CLETE ROBERTS, former news editor and war correspondent for ABC Western Division, Jan. 1 joins KMPC Hollywood as director of public affairs, news and special events. Vance Graham, station's news editor, becomes aide to Mr. Roberts.

WASHINGTON Specifics

SANTA CLAUS IS COMING TO TOWN!

He's Already sent us a Transmitter...

...and Two Big New Towers...

...and we're looking for 5000 watts in our Christmas Stocking...

and a Merry Christmas to You!

WJHP JACKSONVILLE
A JOHN H. PERRY STATION
NEW YORK - CHICAGO - DETROIT - ATLANTA

Page 74 - December 23, 1946
FM Assn. Meeting to Draw 500-1000
Several Manufacturers to Have Exhibits at Jan. 10 Session
ATTENDANCE at the Jan. 10 organization meeting of the FM Assn. at the Hotel Statler, Washington, is expected between 500 and 1,000, inquiries last week indicated, according to Leonard H. Marks, general counsel and treasurer.

"Applications for membership, with checks for dues, are coming in at the rate of a dozen or more a day," said Mr. Marks. Three days after a letter went out to 2,500 PM enthusiasts [BROADCASTING, Dec. 9], the first applications were returned, accompanied by dues, he added.

Several manufacturers are planning exhibits for the meeting, although the FMA session will not be a regular convention. General Electric last week reserved a suite to show FM equipment. Individual stations which have been conducting their own local promotion campaigns—such as WBCA Schenectady and WATG Ashland, Ohio—will display promotion material they have found effective, Mr. Marks said.

At a luncheon at the Carleton Hotel in Washington last week, President Justin Miller of the NAB said the NAB would cooperate to the "fullest" with the new FMA.

"There is no conflict between our organizations," he said. "We serve the radio field as an overall trade organization while the FMA is being organized to promote FM. The NAB cannot promote any one trade organization while the FMA serve the radio field as an overall organization," he said. "We commend NAB for "high standard of public service and entertainment" it has maintained for radio industry and for its contribution to morale of U. S. armed forces overseas.

L. A. Local Elects
J. K. (Spike) WALLACE has been reelected president of Los Angeles Musicians Mutual Protective Assn., Local 47 AFM, for another two years. Campaign was intense. President for past seven years, Mr. Wallace swept his entire slate into office. John Te Groen was reelected vice president with Frank Pendleton recording secretary and Al C. Meyers financial secretary.

Earl E. May
(Continued from page 18)
cup as the most popular announcer in America in radio Mr. May pioneered in many innovations. On Oct. 30, 1925, he started what is believed to be the first early-morning program-opening KMA at 5:30 a.m. In 1927 when most broadcasters were attempting to keep visitors out of their studios—except when no shows were on the air—Earl May was inviting them in to take part in programs. A year later he broadcast the first regular newscast from a newspaper press wire. Until he was stricken he continued to report for his station—his last major job being the United Nations San Francisco conference last year.

Soon after KMA went on the air Mr. May began the daily broadcast of information from the U. S. Dept. of Agriculture—a service which still continues. In an interview with the State U. of Iowa he contributed $75,000 for an experimental farm in Guatemala. Earl May was a firm believer in radio as the ideal means of providing service and entertainment to the rural population. In 1927 he built new facilities including an audience studio seating 1,000.

Advertising Club Formed By Hollywood Executives
ORGANIZATION of Hollywood Advertising Club got under way when 55 representatives from advertising agencies, radio, motion pictures and allied crafts met at Hollywood Athletic Club Dec. 16, with Robert J. McAndrews, NBC Western division sales promotion and advertising manager, presiding. Walter Van de Kamp, head of California Adv. Agency, was made temporary chairman with first formal meeting to be held at Hollywood Knickerbocker Hotel Jan. 6. Membership will be restricted to those in advertising.

Included on organizing committee are Robert Ballin, vice president and West Coast radio director, Ruthrauff & Ryan; Ed Broman, vice president, Universal Radio Transcriptions; Homer Griffith, head of Homer Griffith Co., station representatives; and Mr. Van de Kamp.

V. F. W. CITATION for meritorious service is awarded to Justin Miller (r), NAB president, by Louis E. Starr, commander-in-chief of Veterans of Foreign Wars. Citation commends NAB for "high standard of public service and entertainment" it has maintained for radio industry and for its contribution to morale of U. S. armed forces overseas.

9 OF 10 FARMS IN IOWA ARE RADIO - EQUIPPED
MORE THAN nine out of every 10 occupied farms in Iowa (190,436 out of 204,346, or 93.2%) were equipped with at least one radio receiver as of Jan. 1, 1945, the Census Bureau found in its complete census of the nation's farms, conducted early in 1945. Of these farms, 165,700 had telephones, 129,001 had electricity.

In Ohio 186,503 out of 213,401 farms—87.4%—had radio receivers, with 111,461 having telephones and 164,949 electricity.

Of Missouri's 232,792 occupied farms, 190,148—81.7%—had radios compared to 109,055 having telephones and 76,567 electricity.

The Bureau found 148,692 out of 226,337 farms in Kentucky—65.5%—had radios, with 42,118 having telephones and 68,088 electricity.

North Carolina's 273,731 occupied farms were radio-equipped in 172,115 cases—62.9%—with 14,539 having telephones and 107,082 electricity.

In Alabama 117,485 out of 216,546 occupied farms—54.2%—had radios as against 66,046 with electricity and 11,162 with telephones.

Of South Carolina's 138,830 farms, 67,853—48.9%—had radios compared to 6,306 with telephones and 52,101 with electricity.

Officers Resign
THREE OFFICERS of the recently organized Advertising Agencies Association of Cuba, including its President, Mariano Guastella of Publicidad Guastella, have resigned, according to information received by BROADCASTING last week. Others besides Guastella who quit were Emilio Gau and Rafael Martinez Conill of Publicidad Mestre. New officers are to be elected at the Association's next meeting, it was announced.

Earl E. May
(Continued from page 18)
Two for One Price
KFJZ Fort Worth WRR Dallas

These two dominant 5000-watt stations have now joined hands to offer a two-for-one advertising economy—an economy that llbes with the holiday turning point in your fiscal year.

The offer? KFJZ and WRR can now give you a one-two punch at the billion-dollar Dallas-Fort Worth markets. One price, with no extra costs, will let you hit Texas' largest market area with these two stations either simultaneously or at separate hours.

Extensive surveys have established proof of the listener-loyalty of both KFJZ and WRR—a combination of the two adds up to "the best radio buy in Texas."

Get rid of ad-budget troubles with dollars - and - cents results now. Schedule KFJZ and WRR—all for one price.

reprESENTED BY
WEED & CO.
NEW YORK CITY N.Y.
BOSTON CHICAGO

December 23, 1946 • Page 75
Many metals have superconductivity at extremely low temperatures, the Bureau has found in tests of the properties of metal. Hydrogen and helium in liquid form are the main means of maintaining such temperatures. The Johns Hopkins discovery was made by Dr. Donald H. Anters and Dr. Chester Clark, of the university staff, during tests with an infrared bolometer, used to see objects in the dark. A loudspeaker connected to the bolometer pealed forth a program from WBAL when heat coils around it were turned off.

The device operated similar to a crystal detector at the 435-degree temperature. Maintenance of this temperature is possible only in a limited number of laboratories, and in the case of most metals a slight change in temperature destroys the metal’s power to conduct without resistance. Between the bolometer and loudspeaker the usual highgain audio amplification equipment must be used.

Dr. Andrews is continuing his tests in an effort to discover why the bolometer operates as a detector.

**Bolometer Serves As Radio Detector**

**Johns Hopkins Scientists Make Discovery During Experiments**

EXPERIMENTS at Johns Hopkins U., Baltimore, in which a tiny strip of columbium nitride serves as a radio detector when immersed in liquid hydrogen at 435 degrees below zero Fahrenheit, do not offer immediate practical application but may aid in unfolding the mysteries of electricity, according to scientists of the Bureau of Standards.

Many metals have superconductivity at extremely low temperatures, the Bureau has found in tests of the properties of metal. Hydrogen and helium in liquid form are the main means of maintaining such temperatures. The Johns Hopkins discovery was made by Dr. Donald H. Anters and Dr. Chester Clark, of the university staff, during tests with an infrared bolometer, used to see objects in the dark. A loudspeaker connected to the bolometer pealed forth a program from WBAL when heat coils around it were turned off.

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**Western Electric FM Transmitters**

*You, too, will be proud of these radiantly new FM units. Their TRANSVIEW design, with full-length glass doors, contributes to sparkling, business-like beauty and to ease of operation, since all tubes are in plain sight at all times. Harmonic distortion is low; intermodulation is low; and the over-all performance is unequaled. For technical data, write Graybar Electric Company, 420 Lexington Avenue, New York 17, New York or...*
Last Phase King-Trendle Sale Okay

Four Other Transfers Are Approved By FCC

LAST PHASE of the $3,650,000 sale of King-Trendle Broadcasting Corp. (WXYZ Detroit and WOOD Grand Rapids) was given formal approval last week with FCC consent to re-sale of WOOD by ABC to Liberty Broadcasting Co., a new corporation, for $850,000.

Under the terms stipulated by the Commission in its approval of the King-Trendle sale to ABC [BROADCASTING, July 22], the network has held WOOD in trust pending the re-transfer. Spokesmen for Liberty said they hoped the transfer would be consummated by early 1947 at the latest.

The Commission also approved four other transfers and assignments:

1. The $120,000 sale of WJBC Bloomington, Ill., by Arthur Malcom McGregor and Hugh L. Gately to the Bloomington Independent Broadcasting Corp. A conditional FM grant is included.

2. The $100,000 sale (before adjustments) of WINK Fort Myers, Fla., by Ronald B. Woodyard and Mary W. Martin to United Gamage & Service Corp. of Lakewood, Ohio, headed by Arthur B. McBride, publisher, owner of several Ohio cab companies, and owner of the Cleveland Browns professional football team.

3. Acquisition of sole ownership of KVNU Logan, Utah, by President Herschel Bullen and Manager Reed Bullen and associates, through the purchase of slightly more than 50% of issued and outstanding stock from Henry Laub and associates for $20,000.


Durr Asked Hearing

Comr. Clifford J. Durr, who dissented from the grant of the initial sale of the King-Trendle properties to ABC, voted for hearing on the WOOD transfer and also on the WJBC sale.

Liberty Broadcasting, WOOD purchaser, is owned in equal shares by Roy C. Kelly, former executive vice president of American Broadcasting Systems, and president of Wolverine Network in Michigan, and Ray M. Veenstra, who has been associated with the ownership of Fox Jewelry Stores in Michigan.

In their application for WOOD, they told the Commission they planned to issue $600,000 worth of preferred stock to help finance the purchase, and that 24% of common stock would go to preferred-share purchasers, 30% to investment bankers handling the issue, and 5% to employees, reducing their own combined interest to 51% [BROADCASTING, Aug. 19].

Liberty has a contract to buy WHLS Port Huron, Mich., from Harry J. L. Stevens for $300,000 [BROADCASTING, June 3], but the application for FCC consent has not been filed. Under the name of KVN Co., Messrs. Kelly and Veenstra and George S. Norece, Liberty vice president, have applied for new stations at Holland and Benton Harbor, Mich., and these applications are now awaiting hearing. Messrs. Kelly and Veenstra also have an application pending for Muskegon, Mich., contingent upon a grant of WKBZ Muskegon's application to change frequencies; the latter was given a proposed denial by FCC.

Estimated 23.9%

WOOD, operating on 1300 kc with 5 kw fulltime, was estimated at 23.9% of the King-Trendle properties sold to ABC. With the re-sale of WOOD, the network's output is reduced to $2,800,000. The application provides for Liberty to pay $750,000 within 90 days after FCC approval and the remaining $100,000 within a year. Before the sale to ABC last summer, King-Trendle owners were George W. Trendle and John H. King (40% each) and H. Allen Campbell and Howard O. Pierce (10% each).

WINK, being sold to United Gamage & Service Corp., is principally owned by Mr. Woodyard (97%), with Miss Martin owning the remaining 3%. Mr. Woodyard owns 45% interest in WIZE Springfield, has 22% interest in Dayton AM and FM applicants, and owns lesser interests in applicants for Elyria and Columbus. United, which has an FM grant for Lakewood, is owned in equal shares by Mr. McBride; his son, A. B. Jr.; Harry Sherby, owner of Sherby's Market in Washington, D. C., and Daniel Sherby, son of Harry Sherby. WINK is on 1290 kc with 250 w fulltime.

The WJBC transfer is from Mr. McGregor, 50% owner of KSTT Davenport, and Mr. Gately to Bloomington Broadcasting Corp., a wholly owned subsidiary of the Daily Pantagraph, which is headed by Loring C. Marvin. WJBC is on 1230 kc with 250 w fulltime.

In the KVNU transaction, through their acquisition of the remaining 14,934 shares of stock (out of 29,857 issued and outstanding) from Henry E., John H., Clair M., and Emma K. Laub and Adrian W. Hatch, the owners of the station and their interests will be:

Herschel Bullen, president, 48%; Reed Bullen, manager and secretary-treasurer, 31%; Helen Bullen, 5%; Herschel Keith Bullen, 5%; T. H. Bullen, 5%; Dan B. Shields, attorney, 6 1/4%. KVNU operates on 1320 kc with 250 w fulltime.

WFRO-FM Fremont, Ohio Starts on 8-Hour Basis

WFRO, independent FM outlet at Fremont, Ohio, started broadcasting Dec. 16 on an 8-hour schedule, Robert F. Wolfe, owner-manager, announces. Station is operating with 300 w on Channel 294 (104.7 mc).

Among program highlights are Wednesday Dance Date for teenagers, Tell Me a Story, evening show for children, and Sundial, institutional shut-ins, Mr. Wolfe states. WFRO Dec. 24 will carry Christmas program of the Ohio Bell Telephone Co., 11:30 a. m.

Two Top CBS Executives Are Feted at Detroit Party

Two CBS TOP executives, Dr. Frank Stanton, president, and William C. Gittings, vice president and general manager, were the honored guests at a cocktail party given by the network and executives of the automotive, radio and advertising industries Dec. 11 at the Detroit Athletic Club. Among those present were G. A. (Dick) Richards, owner and president of three CBS outlets, WJR Detroit, WQAR Cleveland and KMPC Hollywood.

As a special feature of the party WJR aired an interview with Dr. Stanton on its Club Carousel program by a radio broadcast from the Athletic Club.

Juvenile News

A DAILY NEWS program for teenagers has been started on CKBY Toronto in conjunction with daily distribution immediately after school. Newsfeatures Canada-wide activities of teen-agers.
CBS HIRES DAVENPORT ON PERMANENT BASIS

Russell Davenport, long-time high-ranking editor of Luce publications and personal representative of the late Wendell Willkie during the 1940 Presidential campaign, has been engaged by CBS to assist in program development, it became known last week. Although he is without a title, his position was assumed to be in the network’s highest echelons and to be permanent. Edward R. Murrow, CBS vice president and director of public affairs, told Broadcasting that Mr. Davenport’s association was not considered temporary. Mr. Davenport himself said that he was devoting full time to the new job.

According to Mr. Murrow, who reportedly was responsible for Mr. Davenport’s affiliation with CBS, the famed writer and editor was engaged to introduce a fresh viewpoint into the network’s study of its program structure.

This is Mr. Davenport’s first venture into radio. He is the former chairman of the board of editors of Fortune magazine and has recently been chief editorial writer of Life.

Mr. Murrow said that the famed writer had been at work at CBS for three weeks and that he was studying “the whole business of program development in the realm of public affairs.”

TUBELESS FM CONVERTER

WWSW-WMOT Solves Problem for Pittsburgh

OWNERS OF PRE-WAR FM RECEIVERS

Diagram shows principle of tubeless converter developed by WWSW and WMOT, to enable owners of pre-war FM receivers in Pittsburgh area to receive FM broadcasts after station had converted its FM transmitter for operation on new band. Converter is so small that baby food can is used as container for it.

WWSW PITTSBURGH and its FM affiliate, WMOT, had a problem to solve—a problem affecting some 6,000 owners of pre-war FM receivers in the Pittsburgh area—when the station converted its FM transmitter for operation on the new band. In order that Pittsburghers could continue to hear FM broadcasts over WMOT, it was necessary to develop a converter that could be used to adapt the outdated FM receivers to the new band.

Engineering department of WWSW and WMOT did considerable experimenting and finally came up with an inexpensive tubeless converter that really does the job, according to Henry R. Kaiser, chief engineer of the stations. “The unit is merely connected in series with the new band antenna’s transmission line near the receiver and no other connections are necessary,” Mr. Kaiser states.

“The input circuit,” he explains “is tuned to the transmitter frequency and the output tuned to a frequency in the old band. This latter frequency is the result of radiation from the local oscillator in the receiver mixing with the transmitter frequency and producing a converter output signal which falls in the range of the old band. In the case of WMOT, which is on 94.5 mc, several types of receivers which we have tried tuned the station when the receiver dial was adjusted to near the high end of the old band.”

WWSW-WMOT is producing the new converter in quantities and at an estimated cost of only $2.39, according to Mr. Kaiser. In figuring the cost of the converter, he says, “we had only three components to purchase, the two miniature air-trimmer condensers costing 35c each and the Sylvania No. 1N34 detector crystal which cost $1.60.” Nine cents was allowed for four screws and wire. As a container to house the converter a well known brand baby food can is used. This, says Mr. Kaiser, “does not cost us anything and we have an abundant supply.”

WWSW-WMOT has advised the 6,000 owners of pre-war FM receivers in the Pittsburgh area that their worries about having to junk their FM sets are over, for the new converter is available in sufficient quantity to take care of all orders.

New WAA Ruling

NEW regulation issued Thursday by War Assets Administration permits nonprofit and tax-supported schools and similar institutions to obtain commercially unsalable electronic material out of war surplus at a nominal cost. The regulation puts electronics and communications equipment on the same disposal basis as aircraft and components. Automatic scrapping of electronics items by owning agencies is permitted when equipment is commercially unsalable. An advisory committee has been set up to aid the WAA Administrator in disposal of surplus electronics material, with FCC, War, Navy and Interior Depts. to be represented.

Charlie McCarthy Tops Latest Hooper

‘McGee & Molly’ Rates Second; Fred Allen is Third

CHARLIE McCARTHY moved into first place among the first 15 evening programs listed in the Dec. 15 program Hoopratings report which was released last week, with Fibber McGee & Molly second and Fred Allen third.

Average evening sets-in-use reported was 33.5, up 1.3 from last report, up 1.7 from a year ago. The average evening rating was 10.7, up 0.4 from last report, up 0.6 from a year ago.

Average available homes was 80.8, up 0.7 from last report and up 0.7 from the same period last year.

The current total sponsored hour index is 70.0 as compared with 71.2 last report, 79.0 a year ago.

The first 15 evening programs listed were: Charlie McCarthy Shubert McGee & Molly 27.8, Fred Allen 27.6, Jack Benny 27.4, Bob Hope 26.3, Red Skelton 23.5, Walter Winchell 23.3, Radio Theatre 23.0, Screen Guild Players 22.5, Amos ‘n Andy 21.6, Bandstand 21.0, Mr. District Attorney 19.1, Great Gildersleeve 18.0, Suspense 17.0, George Burns & Gracie Allen 16.8.

Weekday Programs

When a Girl Marries led list of top 10 weekday programs in Dec. 15 report with Young Widder Brown in second place and Our Gal, Sunday third.

Average daytime sets-in-use report was 17.5, up 1.8 from last report, down 0.3 from year ago. Average daytime rating was 4.8, up 0.3 from last report and no change from year ago.

Average available homes was 71.3, up 2.4 from last report and down 2.1 from same period last year. Current total sponsored hour index was 85.0, same as last report, 91.7.

The top 10 weekday programs were: When a Girl Marries 8.4, Young Widder Brown 8.0, Our Gal, Sunday 7.9, Portia Faces Life 7.8, Kate Smith Speaks 7.2, Mr. Perkins (CBS) 7.1, Breakfast in Hollywood (Kellogg) 7.1, Aunt Jenny 6.9, Right to Happiness 6.8, Romance of Helen Trent 6.8.

WRGA-FM Nearly Ready

WRGA Rome, Ga., announces that it has almost completed work on its FM transmitter and expects to begin FM broadcasting on a six-hour-a-day schedule about Jan. 1. Installation of the station’s 120-foot tower, which will be located atop Mt. Alto (elevation 1,526 feet above sea level and 800 feet above Rome), remains to be completed, according to J. H. Quarles, WRGA manager. WRGA-FM will operate with 1400 w on Channel 265 (100.9 mc).
Many Industry Problems Will Be Considered At Jan. 5-7 Meet

By J. FRANK BEATTY

THE BATTLE over BMB and its station coverage reports tops the list of industry problems to come before the NAB Board of Directors at its Jan. 5-7 meeting to be held at the Mark Hopkins Hotel, San Francisco.

President Justin Miller's legislative program and increase in the association's staff, in preparation of enlarged activities and new personnel will occupy board attention, along with revision of the by-laws, the 2% agency discount, developments in music and copyright, FCC regulations, and plans for the winter series of district and regional meetings. Delay in Civil Aeronautics Administration approval of transmitter sites also will be considered, as well as other governmental issues.

BMB was put strictly on the defensive last October when the NAB board approved a resolution ordering BMB's board to prove to the satisfaction of broadcasters that national advertisers and agencies really need the coverage information and that the data will help stations in selling local and regional business.

Convention corridors had teemed with complaints about BMB at the Industry's Chicago meeting, though floor proceedings were less violent. Many station managers had complained about the first BMB maps, which they felt gave an unfair coverage picture from the local standpoint because colored portions of the maps depicted stations having 10% or more coverage.

Color Is Dropped

Since that time BMB has adopted a new type of map, which is now in preparation. This map will have no colored areas. Instead each station's map will show its penetration in each county. The BMB area reports will be distributed in early February, it is reported. When complete the new maps will be substituted for the original ones and become the official reports.

Primary and secondary coverage will not be shown, since demand for this information now is not thought to be heavy. Timebuyers, according to research specialists, generally prefer percentage of penetration.

Hugh M. Fetis, BMB president, is expected to report that the joint research organization is understood to be low on funds. Preparation of the new maps is expected to entail an additional expense of at least $15,000.

NAB's financial program for 1947 will be presented to the board by the Finance Committee, which has the vital task of seeing that details of the committee's proposed budget are not made public, it may be around the $700,000 figure, well above the $600,000 plus for 1946 when the association's expansion program got into full swing.

Personnel to Be Added

Most of the individual NAB departments are preparing to offer additional services, with personnel added to handle the extra work load. One new department is to be set up—the Program Dept. Its work will be divided pending selection of a director. Also to be selected are a public relations director and a successor to James L. Middlebrook's head of the Engineering Dept.

NAB's board will discuss a complete revision of association by-laws, just completed by C. E. Arney Jr., secretary-treasurer, and Don Petty, general counsel, following a meeting of the Research Committee.

The new version of the by-laws is designed to perfect definitions of authority and the statement of policy. The by-laws will be rearranged on a more orderly basis to keep in line with industry progress and remove patchwork changes caused by periodic changes. They will be broad enough to cover such new developments as BMB. If the board approves a new set of by-laws, they can be submitted to the membership for a referendum vote. At the Chicago convention the membership adopted two by-law amendments. One provided for referendum changes instead of convention action, and the other provided for adoption of industry standards with provision for their enforcement.

AFM Contracts

Music will be considered by the board in two phases—AFM contracts and copyright renewals. Interest in AFM has centered in legal aid of the Lea Act, now awaiting Supreme Court action on petitions for revocation of the Federal court's adverse ruling. On the horizon looms expiration at the end of February of AFM contracts in key network cities. NAB President Justin Miller and AFM President James C. Petriello had prolonged talks last spring but these were abandoned by the union head when the court proceedings developed.

NAB's board will review developments in the copyright field, with the problem billed for a going over at the district and regional meetings. Copyright contracts with ASCAP and BMI do not expire until 1949 but already the renewal situation is receiving attention. Delaying action is legal disagreement over provisions of the ASCAP consent decree dealing with rights of stations to change from blanket to per piece during the term of the contract. BMI is looking forward to 1949 renewals, with Paul A. Porter, ex-OPA head and former FCC chairman, mentioned to head the organization [BROADCASTING, Dec. 15]. Sydney Crockett, NAB vice president and general manager, is expected to report on BMI's progress—it now claims eight leading current hits.

The board also is expected to discuss plans for the 1947 convention. Four cities remain in the running for the autumn sessions—Atlantic City, San Francisco, New York and Cleveland. Actual decision will await further study by Mr. Arney.

Legislative Problems

Legislative problems are likely to be on the board agenda, though the Legislative Committee has not met in some time. A meeting is planned early in the year at which the whole problem will be discussed in relation to political developments and possible changes in the Communications Act. An expanded legislative service at NAB headquarters has been provided and President Miller has indicated he will submit legislative proposals to the board [BROADCASTING, Dec. 9].

The board will receive a membership report, with 123 applications having been received since the October meeting. Membership now totals over 1,100.

Several proposals for changes in membership dues will be submitted. These are expected to cover such plans as a flat increase in all classes, narrowing of income groups to remove inequalities, reclassification of membership. Any major change in dues requires membership approval.

The area meeting plan, by which NAB executives were to be relieved of some of the winter travel to the 17 district meetings, has not yet been completed. First area meeting will be held Jan. 8-10 in San Francisco by the West Coast tier, Districts 15, 16 and 17.

District 14, covering Colorado, Idaho, Utah, Wyoming, Montana and western South Dakota, will meet Jan. 13-15 at Salt Lake City. This large district comprises an area in itself.

Area Meetings

No district or area meetings have been definitely set between mid-January and late April but Mr. Arney is expected to consult district directors on their plans. Districts 4 (D. C., N. C., S. C., Va., W. Va.) and 7 (Ky., Ohio) will hold an area meeting April 23-29 at the Roanoke Hotel, Roanoke, Va. Meeting of District 13 (Texas), also an area in itself, is tentatively slated April 21-22 at Houston.

Between the two meetings, it is thought, an area meeting could be held by Districts 5 (Ala., Fla., Ga., P. R.) and 6 (Ark., La., Miss., Tenn.), possibly April 24-26, since this would fit into travel plans.

District 2 will meet May 5-6 at the Waidorfn-Astoria, New York. The district includes New York and New Jersey.

Both district and area meetings will be conducted on an enlarged scale this year, with the NAB headquarters staff taking an active part [BROADCASTING, Nov. 26]. Most of the problems coming before the board will be considered. Besides those mentioned are such subjects as the NORC audience study and a possible second study; new NAB services; employe relations; industry-wide developments including FM, television and facsimile; and separate promotion programs such as the RMA-NAB set-in-every-room project and the FM Assn. plan.

Revercomb Named

EVERETT E. REVERCOMB, NAB auditor who has been with the association over a decade, last week was promoted to assistant treasurer, serving under C. E. Arney Jr., secretary-treasurer.

Donald S. Farver, recently with the Washington accounting firm of Frazer & Torbet, was named auditor.

Delivers Coverage of North Carolina's No. 1 Market

WINSTON-SALEM

Winston-Salem

Greensboro

High Point

WSJW

WINSTON-SALEM

Affiliate for THE TRI-CITIES

* Represented by HEADLEY-REED COMPANY

December 23, 1946  Page 79
TWENTY-TWO new AM station grants, a near record for one day, were issued by FCC last Tuesday, and three Contingent Delays were authorized to increase power.

Two prior grants were deleted: 1. The April 10 authorization for WDUE Philadelphia, Miss. (1490 kc, 250 w, fulltime) was set aside on grounds that the grantee, Duke H. Thorner, failed to file information on which the grant was contingent and later failed to respond to a Commission warning that he must meet the conditions or lose the grant. The conditions were that he file an application specifying 1490 kc (he originally filed for 4150 kc), plus the usual approval of transmitter site and antenna system.

2. The Oct. 3 grant for WPGE Thomaston, Ga. (1020 kc, 250 w, day only) was deleted at request of the grantee partnership, Voice of Thomaston, who attributed it to “dissolution of the partnership and change in direction of business because of length of time already involved with no income.” The partnership was composed of William F. Butt, Army veteran, and Paris G. Singer, former construction engineer for Ingersoll-Rand Co.

New Phoenix Grant

New station grants included a 5 kw fulltime outlet at Phoenix, Ariz., issued to a company headed and controlled by Carl D. Haymond, KMO Tacoa engineer and announcer and son of Carl E. Haymond, owner of KMO and KIT Yakima; a 1 kw fulltime station at Stockton, Calif., to a group headed and controlled by Linclon Delar, owner of KXOA Sacramento, and a daily time station at Decatur, Ga., to Erith Dickinson Rivers Jr., son of former Georgia Gov. E. D. Rivers, owner of WGOV Valdosta; at Alton, Ill., to Elonta, E. C. Goshorn and R. L. Rose, respectively president and general manager of KWOS Jefferson City, Mo.; at Rutland, Vt., to Herbert L. Wilson, radio consulting engineer of Washington, D. C., and Rutland; and at Binghamton, N. Y., to a group headed by Frank H. Alt-doerffer, controller of stockholder of WLAC Lancaster, Pa., and WRFD Worthington, Ohio.

With Comr. C. J. Durr voting for hearing, WLOF Orlando, Fla., was granted authority to change from 1230 to 950 kc and increase power from 250 to 5 kw, fulltime, with directional antenna in daytime and at night. WPAG Ann Arbor, Mich., was given a power increase from 250 to 1 kw on 1050 kc, daytime only. John W. Davis, permittee of KPDQ Portland, Ore., received a grant to increase from 250 to 1 kw on 800 kc, daytime only.

New Stations

Grants for new stations were as follows:

Phoenix, Ariz.—Maricopa Broadcasters Inc. 960 kc, 900 w, fulltime, directional antenna system. Owners: James E. Elgart (51%), KMO Tacoa engineer and announcer and son of KMO and KIT owner Carl E. Haymond; Frank W. Beer (10%), Phoenix attorney; Charles A. Houser (10%), manager of WBC Phoenix; and John H. Clarke, vice president (3%), KMO engineering firm.

Mt. Shasta, Calif.—Shasta Cascade Broadcasting Co. 1500 kc 250 w, fulltime. Owners: Charles Adair and Leo Cuffenberry, partners in a department store and lumber company; Eva Adair and Dorothy Cuffenberry, jointly own 71.4%; Arthur Ackley, commercial manager; KMED Medford, Ore., 10.7%; David Ross, KA-KC sales manager and KPSE Portland, Ore., 7.9%.

Vallejo, Calif.—California—Nevada Broadcasting Co. 1190 kc, 250 w, day only. Owners: Hubert Q. Jueschen, 2/3 interest, owner of San Francisco bakery and 1/3 owner KOLO Reno; and David Ross, KA-KC sales manager and KPSE Portland, Ore., 1/3.

Vallejo, Calif.—Valley Broadcasting Co. 1260 kc, 1000 w, fulltime, directional antenna system. Owners: Victor W. Stroud, 1000 w fulltime, and 1/1000 kw day only, owner; KOLO Reno; and John W. Davis, permittee of KPDQ Portland, Ore.; and KOLO and account executive XOBX Hattington, Calif., group. Owner.

Tell City, Ind.—Tell City Broadcasting Co. 1230 kc, 250 w, fulltime, owner; James Rehrig owner, WFPB Indipendence office, under 1 kw power. Owners: Robert T. Neuber, 1 kw, day only, as trustee for Robert T. Neuber and WFPB Indipendence office, 1 kw, day only.

Jefferson City, Mo.—Voice of Jefferson City Broadcasting Co. 1280 kc, 1000 w, fulltime, directional antenna system. Owners: James A. Murray (10%), and John K. Horrocks, Jr., 1/3 interest, manager and president, KOLO Reno; and David H. Fonce, 1/3 interest, owner 2/3 interest KOLO and KOLO, president and KOLO, owner and account executive XOBX Hattington, Calif., group. Owners.

Stations for the Week

Grant Dec. 17.

Preston, Md.—Eastern Shore Broadcasting Co. 1190 kc, 1 kw, day only. Owners: Harry W. McKee (34%), presiding officer, engaged in farming and poultry business; Max Chambers (29%), treasurer, publisher and ownership, and publisher of local weekly paper and owns 45% interest in Frederick, Md.; and Marion B. Tomkins (26%), secretary, farming and poultry business and member of the Frederick, Md., City Council. Owners.


Worthington, Ohio—Worthington Broadcasting Co. 1170 kc, 1 kw, day only. Owners: John W. Davis, permittee of KPDQ Portland, Ore.; and Howard L. Davis, secretary, farming and poultry business; Max Chambers (34%), vice president, WWWL Bowling Green, Ky.; and W. R. Roberson Jr., general manager and president, WFXV Columbus, Ohio.

Chattanooga, Tenn.—W.addValue Text here.

BANGOR, Maine—Burlington Broadcasters, 1 kw, day only. Owner of Burlington, N. C. Otho Bailey, Jr., 30%, owner of railroad business; Andrew Jackson Gore, 30%, owner of railroad business; Max Chambers (29%), treasurer, publisher and ownership, and publisher of local weekly paper and owns 45% interest in Frederick, Md.; and Marion B. Tomkins (26%), secretary, farming and poultry business and member of the Frederick, Md., City Council. Owners.

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GORDON GRAY RESIGNS AS STUART MANAGER

GORDON GRAY, vice president and general manager of the Stuart stations—KOIL, Omaha, KFOR Lincoln, WDFY Minneapolis—last week announced his resignation, effective last Monday.

Charlie T. Stuart, president of Central States Broadcasting Co., which operates the stations, told BROADCASTING that Mr. Gray's resignation followed differences of opinion between ownership and management. He paid high tribute to Mr. Gray's stewardship with the stations and declared that the separation was mutually agreed upon and that the company and Mr. Gray parted “the very best of friends.”

Mr. Gray, former midwest manager of The Katz Agency, has not announced his future plans but it is presumed he will continue in the station management field. Mr. Stuart said appointment of a successor would be announced shortly.

The club expects to install about 50 supplemental station to Dominion network at station's clubhouse.

NEW YORK AD CLUB IN RENEWED HOME

THE ADVERTISING CLUB of New York, whose headquarters at 23 Park Ave., New York, was partially destroyed by fire last June 16, officially moved back into the building Dec. 18. At a special reception restricted to members, Thomas J. Corcoran, Deputy Mayor of the City of New York, unveiled a photo-mural of the city at the club

RoBERT COLLINS rejoins the George H. Hartman Co., Chicago agency, in an executive capacity effective Jan. 6. For more than eight years with N. W. Ayer & Son, New York, he has been manager of the radio department of N. W. Ayer since February 1944. Mr. Collins had also engineered the business manager of N. W. Ayer since 1940. He onetime had been with J. Walter Thompson Co., Trude-Ways and Marshall Field & Co.

BAKERY FIRM TO MAKE WIDER USE OF RADIO

FOLLOWING successful results obtained from the use of spot and local programs in the Chicago area, one of Chicago's largest manufacturers of baked products soon will launch a radio campaign on a national level, via a transcribed program, The Carr Melody Bakers, with John Reed King.

The company, Consolidated Biscuit Co., will merge soon after year's end with J. B. Carr Biscuit Co., Wilkes-Barre, Pa. Consolidated has devoted almost its entire radio budget to the Chicago area, using spots and seasonal programs on WMAQ, WBMM and WIND on behalf of its lead product, "Crackin' Good Crackers."

Coincidental with merger, Consolidated dropped Ruthrauff & Ryan, Chicago, as its agency and has appointed Lynn-Fieldhouse Advertising, Wilkes-Barre, Pa. which will represent both firms. New agency is now readying a vacating campaign, estimated at $600,000, which, in addition to radio, will utilize space in 75 daily newspapers and 800 outdoor billboards.

Mr. Collins, an engineer.

Mr. Gray

Mr. Gray parted "the very best of friends."
RADIO'S AID IN U. S. BOND DRIVES PRaised
MORE THAN $2,100,000 worth of radio time was donated to promotion of the U. S. Savings Bond fall campaign, Brent O. Gunts, radio director of the Savings Bond Division of the Treasury Dept., reported last week.

Radio, said Mr. Gunts, was a leader among all media in contributing to the success of the drive. During 1946 a total of more than $1,000,000 worth of time was provided by local broadcasters, networks and sponsors to the bond campaigns, he reported.

Meanwhile, the Treasury Dept. announced the discontinuance of its current transcribed series, Treasury Salute, effective Dec. 28. This series has been presented weekly by more than 1,000 stations, Mr. Gunts said.

Savings Bonds' two regular shows, Treasury Bandstand on CBS and Bonds for Bonds on MBS, will continue. Extensive bond promotion by radio is planned for 1947.

Pay in Advance
NEWLY formed Los Angeles area recording firms must pay musicians in advance of cutting sessions, according to edict of Los Angeles Musicians Mutual Protective Assn., Local 47, AFM. In past, recorders were granted two-week period in which to pay performers following a cutting date. Pre-pay regulations were put into effect because one new firm recently defaulted on musicians' salaries and is now making payments by degrees. Old established recorders will be permitted to continue payment under the original system.

Radio to China
TRANSMISSION of radio programs, facsimile and telephone is provided in the first international communications contract signed by the Republic of China since the war, with Mackay Radio & Telegraph Co., operating subsidiary of American Cable & Radio Corp. Under the contract, announced last week by Warren Lee Pierson, ACR president, Mackay will provide radio-telegraph service between China and the U. S. Programs, facsimile and photos will be transmitted on mutual agreement of both parties.

WU Reports Losses
LOSSES of approximately $22,000 a day were reported by Western Union president, Joseph L. Egan, in a letter addressed to FCC Chairman Charles R. Denny Dec. 16. He states "the financial situation presently faced by Western Union is both urgent and critical" and urges the Commission to furnish some "degree" of immediate relief pending a decision on present Western Union petitiion for a 15% rate increase.

NEWLY-FORMED WGR Broadcasting Corp. has purchased WGR Buffalo from Buffalo Broadcasting Corp. Principals who arranged purchase were: Seated (1 to r)—Edward J. Goromo, BBC counsel; Leo J. Fitzpatrick, chairman of WGR board, and J. R. Lounaberry, WGR president and general manager; standing (1 to r)—Edwin F. Jaekle, BBC counsel; Norman E. Nobes, WGR secretary-treasurer, and Raymond J. Meurer, counsel for WGR.

Important Posts at WGR
Given to Greene, Cohen

Mr. Greene has been in radio for 19 years and has had experience in all phases of radio broadcasting, with Mackay Radio & Telegraph Corp., operating subsidiary of American Cable & Radio Corp. Under the contract, announced last week by Warren Lee Pierson, ACR president, Mackay will provide radio-telegraph service between China and the U. S. Programs, facsimile and photos will be transmitted on mutual agreement of both parties.

Study 1947 Plans
SOUTHWEST NETWORK officials and managers of affiliated stations (CBS outlets), met in El Paso, Tex., on Dec. 8 to make 1947 program and sales plans. Representing the network were: Dor- rance D. Roderick, president; Val Lawrence, general manager; Carl Dunbar, sales manager. Station representatives included: Frank Junelli and H. C. Watson, KROD El Paso; Hills Bell, KSIL Silver City, N. M.; Norman Loose, KAVE Carlsbad, N. M.; Cecil Trigg, KOSA Odessa, Tex.

Start Construction
CONSTRUCTION OF WGN's television station, expected to be in operation in May or June, is now under way, according to Carl J. Meyers, director of engineering. Call letters for the new station, Chicago's second, will be WNGA following approval last week by the FCC. WNGA will televise on channel 9 (186-192 mc) with an effective video power of 18.4 kw and an audio power of 11 kw. Mr. Meyers said. Transmitter will be located on the 29th floor of Tribune Tower.

Panel 2 Discontinued
Panel 2 of the Radio Technical Planning Board, concerned with allocation problems, has been dis- continued, C. J. Jolliffe, chairman of the panel, announced last week. "In general," his letter to members of the panel states, "the allocation problems of the various services can best be handled in the panels responsible for the services, and a special panel on allocation needs to function only on problems involving conflict between services." RTPB Panel 10 also has been discontinued.

Page 82 • December 23, 1946

WHO is "Listened-to-Most" in 74 of Iowa's 99 Counties
(No. 2 Station is "Listened-to-Most" in 11 Counties)

Write for complete facts!

WCKY
the 50,000 watt voice of Cincinnati

The Munn Stations

The School of RADIO TECHNIQUE
NEW YORK • CHICAGO

WKBW Reports Sale

XETZ to CBS Group

KOSA Odessa, Tex.
Aviation Industry Wants FCC Appointment; Clements Urged

RENEWED support of the candidacy of J. Burke Clements, Montana Industrial Accident Board chairman, for the vacancy on the FCC was received last week in telephonic activity developed for filling the commission's seat. Former chairman Paul A. Porter, who had given the suggestion in a communication to President Truman. Mr. Clements, 51, is described as a liberal Democrat who is active in the free enterprise system.

Aviation Interested

Simultaneously the aviation industry, with a big stake in communications, has gotten behind a candidate of its own. The name of Paul Goldsborough, Transcontinental & Western Air Inc., former communications chief and former president of Aeronautical Radio Inc., aviation communications common carrier, has been advanced. Mr. Goldsborough, in his middle fifties, was a captain in Naval Communications during World War II and served as an Army major in radio during World War I. Well known in Washington radio and communications circles, he has a rich background in technical radio but no direct experience in broadcast operations. He has attended numerous hemispheric and world conferences involving allocations.

A native of Minnesota, Mr. Goldsborough hasn't voted since 1932, although at that time he is reported to have registered as a Republican.

Mention of these new names did not block out, of course, others who are considered eminently qualified for the vacancy. The emphasis appears to have been on the technical side rather than legal or through state commission ranks. But sight isn't lost of the fact that the Administration will have many defeated members of Congress seeking Federal posts and that a "lame duck" appointment is not improbable.

Possible Candidates

Among those whose candidacies have been espoused in one way or another are: George P. Adair, chief engineer of the FCC; Commissioners E. K. Jett, former president of Aeronautical Radio Inc., has had renewed the signal that Comr. E. K. Jett, has received an outside offer and might leave the Commission. Mr. Jett has received a number of offers, it was learned authoritatively, but he cannot contemplate accepting any of them now.

Mr. Jett, a retired Naval lieutenant, was formerly FCC chief engineer and prior to that was a captain in the Navy. He has been identified with radio regulation virtually since the creation of the original Federal Radio Commission 20 years ago when he was loaned by the Navy Dept. for what was to have been a temporary assignment. He has worked closely with Chairman Denny, particularly in the handling of weighty allocations problems affecting all communications media. An independent, politically, Commissioner Jett served as interim chairman of the FCC after James Lawrence Fly resigned as chairman in November 1944, and before Mr. Porter assumed the chairmanship in January 1945.

New Regional Network Is Started in California

Aimed at blanketing Imperial Valley as well as area running from Victorville to Mexican border, components of new regional network except one, are owned and operated by Broadcasting Corp. of America.

Besides KPRO, included are KROP Brawley, KREO Indio and KOIO Calexico. Now under construction, latter station with 250 w on 1490 kc is owned by Charles R. Love, brother-in-law of Mr. Gleeson, and starts operating in about two months.

Cup to Ad Club

THE ADVERTISING Club of New York Dec. 11 was presented an inscribed silver cup by the Kemzey Newspaper of London in recognition of the friendly relations between the American and British advertising professions. Presentation was made by the Right Honorable Oswald Berry on behalf of his father, Viscount Kemzey, and was accepted by Edward Thomas, WOR New York sales manager, and president of the club. Ceremony took place at a luncheon in the club's temporary quarters at 90 E. 71st St., New York.

Moscow on BBC

BRITISH radio listeners will hear their first live broadcast from Moscow since the war Thursday when BBC picks up a program of Russian folk music. On Christmas Day BBC will pick up from 19 locations in Britain, Europe and countries of the British Empire in its annual Christmas round-up. King George speaks at 3 p.m. GMT (10 a.m. EST).


NINETY-NINE page 1946 yearbook and directory of the National Association of Radio Farm Directors, edited by Charles A. "Chick" Worcester, WTM Cedar Rapids-Waterloo farm service director and vice president of NARFD, is off the press. The yearbook summarizes what NARFD has done during 1946 and presents a picture of farm broadcasting in the United States.

A personal directory of persons who are active in farm broadcasting, together with pictures and a resume of each, is included. There is also a membership index listing numbers of the pages on which information about each individual can be found.

In a section headed "What Do RFD's Think of Their Work" various members of NARFD tell what they think the aims of farm broadcasting should be. Other sections contain brief comments from NARFD members on such subjects as the use of field recordings in farm broadcasting, plans for coverage of state and county fairs, promotion ideas, off-the-air activities, holiday shows and contest ideas.

Another section gives a brief history of NARFD, founded in 1943, and reports of the president, secretary treasurer and various committees. Committee membership is listed at the back of the book.

The yearbook is a planographed job done by John S. Swift Co., Chicago, and is profusely illustrated.

THE ADVERTISING Council, New York, has announced that approximately 100 of the country's advertising men have served as counsel task forces on more than 100 public service campaigns sponsored by council in cooperation with government as well as private organizations. Distribution of council campaign materials is made regularly by AAA to total of more than 1,000 recognized agencies.
Never Mind WHAT’S Cookin’ in Worcester

But HOW MUCH?

Worcester families eat well and they’re buying more than ever — much more. Grocery stores, meat markets and delicatessens in Worcester did a land office business of $44,431,000 in 1945. That’s 78% more than in 1940 and 53% (that’s right) above the national and 18% above the state average. Per capita sales in these stores alone amounted to $228 as compared to $149 for the nation. A high, tremendous buying power. Spearhead your market through WTAG, the station with the greatest audience than all other stations combined.

Temple University Radio Courses Ready for Spring Semester

COMPLETED plans for four-year courses in radio, speech and theatre at the new Temple U. Radio Institute, which were announced Dec. 15, will be open to students at the beginning of the spring semester Feb. 17 [BROADCASTING, Apr. 15]. The courses are made possible through the cooperation of WFIL and WFIL-FM Philadelphia.

Announcement was made by Dr. Robert L. Johnson, president of Temple U., Roger W. Clipp, general manager of the stations, and Armand Hunter, chairman of the new university department.

Studies and workshops will be built on the Temple campus with construction to start immediately. Pending their completion, Mr. Clipp is making available WFIL and WFIL-FM studios.

Mr. Hunter outlined the four-year course to include basic background subjects required in Liberal Arts and Sciences curriculum. To speed the program, courses ordinarily offered in the fourth year will be included immediately as elective subjects.

Following is a breakdown of courses to be offered under the groups of Radio, Speech, and Theatre:

RADIO: Introduction to Radio; Fundamentals of Radio Broadcasting (two semesters); Utilization of Radio in Education; Radio Announcing (two semesters); Radio Acting (two semesters); Radio News Writing and Broadcasting; Radio Advertising; Radio Sales and Promotion; Radio Station Management; Radio Engineering; Music for Radio; Radio Writing (two semesters); Radio Production Directing (two semesters); Radio Program Planning and Building (two semesters); Teaching of Radio; Studies in Radio Writing and Production (two semesters); and Seminar: Problems in Radio.

SPEECH: Fundamentals of Speech (two semesters); Public Speaking (two semesters); Communication and Discussion Methods (two semesters); History and Development of Oral Communication (two semesters); Speech for the Elementary Teacher, and General Semantics.

THEATRE: Introduction to the Theatre; Fundamentals of Technical Theatre (two semesters); Fundamentals of Unit Design and Directing (two semesters); Acting and Directing (two semesters); History of the Theatre (two semesters); Studies in Theatre Practice (two semesters); Playwriting (two semesters); Advanced Design (two semesters); Advanced Acting and Direction (two semesters); and Seminar: Problems in Theatre.

Miller to Coast

JUSTIN MILLER, NAB president, left Wednesday evening for the West Coast. He will headquarter at the NAB West Coast office in Los Angeles, leaving in early January for the Jan. 5-7 board meeting followed by the Jan. 8-10 meeting of the three West Coast districts at San Francisco and the Jan. 13-15 meeting of the 14th mountain district at Salt Lake City. He will return to Washington after the Salt Lake City meeting. Executive Vice President A. D. Willard Jr. remains at Washington headquarters until his departure later this month for the West Coast meetings.

ROGER W. CLIPP, left, signs the check that is WFIL and WFIL-FM’s share in cost of setting up Temple U.’s new department of radio. Dr. Robert L. Johnson is at right and Armand Hunter, standing.

NBC 10-Year Club

FIFTEEN employees of the NBC Central division initiated into the NBC 10-Year Club at a dinner meeting in the Drake Hotel, Chicago, Dec. 13. New members of the club include Margaret Neiss and Mary Kelly, advertising and sales promotion; Steven Roche, supervisor of newscasts; George Coot, manager of local sales traffic; James McEdwards, network sales; Laura Satterwhite, program booking supervisor; Don Mareotes, manager of music library; Edwin Curny, supervisor of transcriptions; Eric Danielson, supervisor of program traffic, andaryl Aldred, Robert Fitzpatrick and Donald Howser, transmitter department. Charter members of newly formed NBC 20-Year Club will be Howard Lutgens, division engineer; T. E. Schreyer, operations supervisor, and E. C. Carlson, manager of advertising and promotion.
UN Asks Freedom Conference in 1947
To Include Working Radiomen Among Others

UNITED NATIONS General Assembly, meeting for the last time this year on Dec. 14, unanimously passed a Philippine resolution calling for an International Conference in 1947 on Freedom of Information.

Delegates to the conference shall include "in each instance persons actually engaged or experienced in press, radio, motion pictures and other media for the dissemination of information," the resolution said.

Proposed Agenda

Brig. Gen. Carlos P. Romulo said that the Conference "may take up such matters as the outlawing of government censorship in times of peace; the extension of reasonable facilities to bona fide press, film and radio correspondents to travel and reside in the territories of the member states, and to distribute and transmit news without discrimination, and the possibility of drawing up an international code of ethics for journalists and other persons engaged in the dissemination of news."

Place of the conference was left to the discretion of the Economic and Social Council, which will meet in New York in February. The Assembly approved a sum of $28,000 to cover costs of such a conference if it is held at UN headquarters in New York. The Conference will report its meetings to the next regular session of the General Assembly.

MORE BLUE BOOKS NOW READY AT GPO

COPIES of FCC’s Blue Book, whose circulation figures already exceed 11,500, are now available at the Government Printing Office, at 25 cents each.

FCC’s initial supply of approximately 5,000 copies was exhausted shortly after the report (“Public Service Responsibility of Broadcast Licensees”) was issued last March 7. NAB had 6,500 copies printed and about 1,000 of these are still available at NAB headquarters, as well as at 25 cents each. The Federal Communications Bar Assn. also had a printing made from NAB plates.

FCC officials said an increased demand for copies has been evident since Chairman Charles R. Denny’s speech discussing the Blue Book at the NAB Convention in October. Arrangements for reprinting several thousand copies were made by FCC with GPO, which also will handle their distribution. Orders should be addressed to Superintendent of Documents, Government Printing Office, Washington 25, D.C.

50 kw High Band FM Permit
Is Asked to Test New Tubes

50 KW OPERATION in the high FM band is requested in an application filed with FCC by Radio Diablo, San Bruno, Calif., seeking to use the laboratory facilities of Eitel-McCulloch Inc, tube manufacturing firm. Owners of the firm also have major interests in Radio Diablo, have leased or hold a conditional FM construction permit for San Bruno.

The applicant requests special temporary authority for conducting of transmitter, antenna, transmission line, program, and audio testing beginning about Jan. 1 and using power up to and including 50,000 watts output, on channel 249, 97.7 mc. The request further seeks permission to operate a 50 kw FM broadcast station starting March 1 at the latest.

J. A. McCulloch and W. W. Eitel, principals in the tube research and manufacturing firm, are vice president and treasurer respectively of Radio Diablo. Each also holds 25.64% interest in the permittee as does Orrin H. Brown, president, who is an Eitel-McCulloch executive.

Permanent Site

Permanent site for the new transmitter is located on the summit of Mount Diablo, overlooking San Francisco Bay area center Va., said to be because winter construction handicaps and in order to be near the tube firm’s laboratory.

The temporary request asks that the test operation be permitted in San Bruno. A temporary composite, six-bayturnstile antenna with field gain of 1.92 and horizontal polarization would be used. Its overall height of about 80 feet (85 feet mean sea level) would place its radiating portion about 25-30 feet above the ground. An open wire transmission line would be used. With this temporary setup, the FM station’s construction would be several hundred thousand people in the basin of the Bay area, the application states.

The applicant seeks permission to commence intermittent program operations at any time between Jan. 1 and March 1 with a regular daily program schedule of six hours (8 a.m. to midnight) to be maintained by the latter date. By locating the test transmitter near the Eimac laboratory it will be under the supervision of Eimac engineering personnel. The petition states that several hundred thousand people in the basin of the Bay area, the application states.

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Technical details of the new circuits and tubes were not divulged. The record did give tube identifications, however. In the buffer and intermediate power amplification stages one Eimac 4-125A I.P.A. tube would be used if needed and four Eimac 4X300/4X40 I.P.A.; two Eimac 3X2500A3 I.P.A. In last radio stage: two Eimac 3X1000A/3X444 or eight Eimac 3X2500A3.

Radio Diablo in September was granted its conditional CP for a Class B FM outlet in San Bruno.

NAB and NRDGA Boost TV Film Commercials

CAMPAIGN to promote use of televised commercials on film by national manufacturers for placement on television stations by local retailers has been started by a joint committee of the NAB and National Retail Dry Goods Assn., according to Frank E. Pellegrin, NAB Director of Broadcast Advertising.

Some department stores already experimenting in the visual medium, he said, find commercials a difficult problem and are interested in filmed material. Such commercials available for local firms would aid in use of the medium, according to Mr. Pellegrin, and would increase the interest of manufacturers and retailers in all forms of radio. Especially mentioned were makers of ready-to-wear and accessories, not generally heavy users of radio.

In All of You
Best Wishes for Christmas and The Coming Year

December 23, 1946 * Page 85

The Lange Company
SOUND REINFORCEMENT AND REPRODUCTION ENGINEERING
NEW YORK 37 W. 65 St., 23
SAN FRANCISCO 1050 Howard St., 3
LOS ANGELES 1000 N.eward St., 38

* Reg. U. S. Patent Office

Era of Easy Sales Believed Near End
Tough Road Ahead, Executives Say at Chicago Meeting

THE NEW YEAR will see the end of the wartime “sellers market,” in the opinion of at least two business executives who spoke at the 45th annual convention of the Chicago Tribune advertising department, Dec. 10.

Arthur E. Tatham, president of Tatham-Laird Inc., Chicago agency, and Richard Cooper Jr., president of R. Cooper Jr. Inc., distributor of General Electric company products, both declared the change in buyer attitude will emphasize more than ever the need for carefully selected advertising media that are “strong, efficient, and economical.”

“Competition will be tough and a lot of distress merchandise will go on the market in the next six months,” Mr. Tatham prophesied.

Mr. Cooper said that at least some phases of the business, however, might not be too easily adapted to the consumer’s needs. He predicted that the market will be receptive of improvement in advertising media.

“Because of consumer discrimination and the increased number of goods and services available, we will have to prove to the customer the necessity of our suggestion.”

Mr. Cooper added that he was confident the trend toward better quality goods and services could be maintained.

Winter Golf League

Help Wanted (Cont’d)

WANTED—Disc Jockey-Announcer. Experienced in disc shows, newscasts and concerts. Has been in New England area. Must be able to communicate with audience and keep them interested. Strong personality. Send full resume to Box 434, BROADCASTING.

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Help Wanted (Cont’d)

Combination announcer-engineer, first class ticket, good voice for Alaska station. Sixteen years experience. Will pay return paid on year contract. Good salary. Apply R. T. Mason, WMRN, Marion, Ohio. Box 392, BROADCASTING.

Wanted: Manager-engineer for new midwest radio station. Must be presently employed. Must have complete and detailed letter of qualification and present salary. Box 390, BROADCASTING.

Wanted: Manager—For new midwest radio station. Must be presently employed. Must have complete and detailed letter of qualification and present salary. Box 390, BROADCASTING.

BROADCASTING 

Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situations Wanted—must be answered. Include a self-addressed, stamped envelope. Deadline two weeks preceding issue date. Send box number, phone number, one inch ads, acceptable, $1.25 per insertion, non-commissionable.

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BROADCASTING

Classified Advertisements

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Situations Wanted (Cont'd)

Experienced announcer-newscaster-writer-
ning, etc. Must have college degree and two years professional experience in television. Box 446, BROADCASTING.

Local news editor wanted with job at sta-

Raytheon RR 20, 3 channel remote ampli-
der—$35; Radio Flyer Jr. transformer—$50; LE.
transmission turntable—$115; Rep-Ko-
hauser motor with mechanism—500 ohm cutter, 120 line—$185; RCA U-7216U triode amplifier—$85; per-
arable case for Presto 40 recorder—$35; Presto 32 A outside case for entire lot for $1100. Box 415, BROAD-
CASTING.

For Sale

Due to duplication following brand new equip-
ment for immediate delivery: Raytheon RR 20, 3 channel remote ampli-
der—$35; Presto 62 A transformer unit complete—$495; GE transformer—$395; GE transmission turntable—$115; Rep-Ko-
hauser motor with mechanism—500 ohm cutter, 120 line—$185; RCA U-7216U triode amplifier—$85; per-
arable case for Presto 40 recorder—$35; Presto 32 A outside case for entire lot for $1100. Box 415, BROAD-
CASTING.

For sale or rental—A three story, brick house in Columbia Heights, first commercial zone; sound-proofed for radio or record studio; for exceptionally good additional building. Box 428, BROADCASTING.

Immediate delivery, limited supply bare copper wire, 12 and 16 ga., etc. Write or wire H. A. Shuman, 1008 South 55th St., Omaha, Nebraska.

Television broadcast equipment—Available for immediate delivery new guaranteed studio equipment for 525 line Black & White RMA standards. Synchronizing pulse generators, monochrome and color; General and Universal amplifiers. Polared Electronic Company, 1300 Liberty St., New York 6, N. Y.

New Collins 300 G 250 watt transmitter, never uncrated; also complete 150 foot antenna jumper, Lincoln Insulator. Harold Dewing, WCYS, Springfield, Illinois.

For sale: Latest type Western Electric one kilowatt transmitter. Still in original crate and in perfect condition as delivered from factory complete with four sets tubes and extra oscillator. Priced at $325, it is in excellent operating condition. Price: $225.

Immediate delivery, copper ribbon for grounds, 14x6, 35c lb; brand new 1½ sq. inch copper splicing, 300 feet length, 75c ft; 18 ft tall tower sections, 11 inches square, $15 each; automatic dry air dehumidifying units for wide opening, $60 per foot. WCOC, Gulfport, Missis-

gippi.

For sale:—Latest type CW transformer, half hand, gauge, No. 20 wire, $100 each, excellent for ground system. Two cents per foot. Radio Station WWOO, Waterbury, Conn.

For sale—Speech mic with units which can be wired for small station operation, contains four Collins 6-A pre-amplifiers, mixing panel with keys, faders, meter, tape amplifier, monitors with and without U.F.T. Victoran Control type V-5. Bell- 

wound and mesh brushes. Order 6-A, 6-B pre-amplifiers. New Tril-

let 6-D.C., volume and pitch, with external treble. Two Zenith "Cobra" phonograph reproduction group. 16 Brush PL-20, 32 brushes, with equi-


CUSTOM BILT open-end or sponsored

TRANSCRIPTIONS

Distinctive

Live Programs

ROBERT EVANS, Inc.

113 W. 57 St.

PL 9-4545

BROADCASTING • Telecasting

AFRA

(Continued from page 17)

ing is to be given at least once weekly.

CHICAGO REPORT

AFRA's 730 Chicago members were to decide at a special mem-

bership meeting late this month to reject or raise the proposed-
two-year contract for Chicago's five Class A stations, based on the New York network agreement. After a solid week of meetings, representatives of WGN WMAQ WLS WBBM and WENR and their legal counsel and Ray Jones, as-

sistant executive secretary of the national AFRA and executive sec-

For Sale (Cont'd)

For immediate shipment. Gates Model 20-B six channel studio console with same power supply, all in good condition, complete with wiring diagram and original instruction. Ideal for two studio an-

nunciation and customers. Address Box 348, BROADCASTING.

Wanted: Tower, 190 feet self-supporting, complete with lighting equipment; two power amplifiers. Price and full details. Box 423, BROAD-

CASTING.

Financially responsible young man (37 years) college, married, one child, 15 years newspaper and radio advertising experience, interested in producing control or substantial interest in station anywhere in Florida. Part of deal must involve use of his service as station manager or commercial manager. Will be vacationing in Florida Dec. 21st to Jan. 21st. Can contact principles during that time. All replies confidential. Information requested first letter. Box 458, BROAD-

CASTING.

Miscellaneous


Applications prepared for AM broadcast-

ning stations. Complete assistance including engineering, technical, fre-

quency selection, etc. Low fees. South-

ern Broadcasters, 720 Weilne, New Or-

leans 19.

McGuiness Says 'Facts' Radio's Best Sales Tool

WITH America entering its greatest competitive era radio salesmanship must become more creative, William A. McGuiness, commercial manager of WGN Chi-

cago, told members of the WGN sales staff as a highlight of its annual sales conference, Dec. 10-

12.

"As costs increase radio faces increasing competition from newspapers, magazines and other printed media. The elimination of the paper shortage will permit these media to carry all the adver-

tising they can get. They will use every sales idea available to take advertising away from radio and to prevent present advertisers' appro-

priations from expanding into radio," he warned. Mr. McGuiness told the group radio's greatest tool for successful selling is "facts" and that time sellers must improve their methods of using them.

FIRE AT WFN

Station Suffers Little Damage;

No Air Time Lost

JUST AFTER Victor Dawson, owner-

ning "The Jersey Shore," and Management John Stotlan were suddenly engulfed in smoke. Within less than a minute the building was filled with smoke and flames. Just before leaving the building, Mr. Stotlan patched the network through to the transmitter direct so that no air time was lost. Once outside, he put on a fireman's mask and re-

turned to the studios to retrieve the copy book and log for the day.

The next network program (MBS) was spoken for by the National Board of Fire Underwriters, Crimes of Carelessness, and just as City Fire Chief George Brinkley entered one of the smoke-filled studios of WFN, the loud speaker, which had remained on, blasted: "Put out that cigarette! You know you can't smoke in here." The fire was brought under control, but the music store adjacent to the station, where the fire started, was a total loss.

NOW YOU CAN INCREASE YOUR EARNING POWER IN RADIO!

Unless you have had specialized training in radio, use an expert in the field—no air time with more and more people coming into radio and with your capacities to the fullest degree.

Betty Wason, former war cor-

respondent for CBS: "Your course is a pioneering beginning for the novice in radio, and an excellent beginning for the man who want to ac-

quire a specialized technique. . . ."
NBC Plans World Radio Conference

A WORLD CONFERENCE on public service broadcasting sponsored by NBC to develop worldwide use of radio as a prime agency for international peace and understanding will held in New York in April 1947, Dr. James Rowland Angell, NBC public service counselor, announced following an organizational meeting.

Charters include the establishment of a radio international program and script exchange, a worldwide music contest and music festival and an international radio educational library.

Benjamin A. Cohen, UN assistant-secretary-general for information, promised at the meeting that the UN would convey to representatives attending the conference its views on how radio in various countries can best aid UN.

Those attending the meeting held on Dec. 4 were: Dr. Angell, who presided; Christopher Cross, UN director of radio relations; Dr. C. E. Eliezer, director of the American Assn. for the UN; Dr. Melbom Farley, radio and press director of the American Educational Assn.; W. R. Reid, American director of the BBC; Louise Homfrey, of Australia's Herald Broadcasting Stations; Harry Boyle, CBC, Toronto, who was one of the NJR executives as Sterling Fisher, assistant NBC public service counselor; Fred Bate, manager of the NBC international department; Sydney H. Elgins, manager of the press department; Frank Papp, producer of the NBC Your United Nations, who is expected to produce shows in connection with the world conference; Dwight Herrick, manager of the public service department; William Burke Miller, assistant manager of WNBC New York; Richard McName, manager of the press department; Owen Davis Jr., director of scripts and literary rights, NBC Television, and William Weiser, manager of public service promotion.

Record

(Continued from page 15)

tees have asked FCC to allow them additional time for commencement of operations, say their stations will be on the air in 1947, many of them during the first part of the year.

Major factors in the less-than-expected growth of television from the air in 1947, many of them during the first part of the year.

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**Charges Applicant With Red Tinge**

**California Senator Cites Tendencies at Coast Hearing**

CHARGES of Communist affiliation and tendencies were hurled at directors and stockholders of Hollywood Community Radio Group Inc. by California State Senator Jack T. Tenney, chairman of the State Legislature's Committee on Un-American Activities, during FCC hearings in Los Angeles last week.

The verbal attack came during five days of hearings for four applicants for new daytime AM stations, two in the coast area. The applicants were Hollywood Broadcasting Co., Huntington Park, Calif. (1540 kc, 5 kw); Coast Radio Broadcasting Corp., Los Angeles (1540 kc, 5 kw) and San Gabriel Broadcasting Co., Morena, Calif. (1520 kc, 1 kw), in addition to the HCRG, Los Angeles (1540 kc, 5 kw). The hearing also included FM applications of HCRG and Pacific Radio Corp. Sessions were adjourned Friday to Jan. 2.

**Tenny Storm Center**

Senator Tenney, subpoenaed by Huntington Broadcasting Co., was the storm center of the week's hearings with his allegations regarding individuals associated with the Hollywood Group. His testimony was admitted over consistent objections of Charles J. Katz, counsel for HCRG.

Prior to the Senator's Communist charges, his testimony and its competency and relevancy were challenged by Mr. Katz, who claimed FCC may not exert any censorship authority with regard to material carried by a station "before the fact." FCC Comr. Ray C. Wakefield, presiding, ruled that admission of testimony was not a question of "censorship but rather qualification.

Commissioner Wakefield ruled that membership in any organization (including Communist or Communist Front) is pertinent. He stated its moral perniciousness and weight will be passed upon by all members of the Commission. Commissioner Wakefield qualified his statement on the point that the FCC is not bound by "rigid admissibility."

Senator Tenney said his "fact finding" body had investigated activities of FCC as well as Communist and Communist Front organizations. Repeatedly pressed by opposing counsel for factual evidence, Senator Tenney recited affiliations of Alvin Wilder, president of the Mesters, the group licensed Dec. 10, place Charlie McCarthy and Edgar Bergen first with rating 20.6, Happy Gang first with rating 20.6, with Stephen Young's Family 16.5, and Life Can Be Beautiful 15.3.

**3 Judge U.S. District Court Heats Transfer Denial Case**

ORAL ARGUMENT in the suit of Murray and Meyer Meister to set aside a decision of the FCC denying transfer of control of WOV New York to the Mesters was heard in the U.S. District Court, Eastern District of New York, before a three-judge court last week.

The Mesters, Brooklyn oil merchants, filed suit March 1, more than three months after the Commission denied them permission to purchase controlling interest in WOV from Arnie Bulova and Harry D. Henshel for $300,000. The FCC's denial contended the applicants had not established "adequate technical, character and other qualifications" to convince the Commission that the Mesters would be entrusted with a station license.

Mr. Bulova, who owns WNEW New York, chose to sell his interest in WOV when the FCC ruled that no licensed owner should own two stations in the same coverage area. He and Mr. Henshel were represented in court by Sanford H. Cohen who asked for dismissal of the complaint on the ground that the question on a clause in the original contract between the Mesters and the sellers. He said that the contract is "null and void" because of a clause in the contract which stipulates that sale and transfer of shares of stock herein is subject to the approval of the FCC.

The Mesters' defense was built around the interpretation by the FCC of the word "character." Philip J. Hennessey, attorney for the plaintiffs, pointed out that the Mesters had never been convicted of a crime involving "felony or moral turpitude" and that this was one of the questions asked the FCC. "What is character?" asked Mr. Cohen.

The FCC findings and conclusions were adopted by the court.

The Mesters, represented by Mr. Meister, Mr. Cohen and Mr. Plotkin, assistant general counsel, FCC, Frank J. Parker, Assistant United States Attorney, and Robert Gifford, Erich Saschi and Arnold D. Berkeley, FCC attorneys.

A decision of the judges is expected to be handed down within the next 30 days.

**Bergen - McCarthy Show Tops Others in Canada**

NOVEMBER NATIONAL ratings of Fibber McGee Ltd., Toronto, were released Dec. 10, place Charlie McCarthy and Edgar Bergen first with rating of 37.1, followed by Fibber McGee & Molly 37.4, Radio Theatre 35.9, Ozzy & Harriet 25.3, Fred Allen 23.5, Amos 'n' Andy 22.7, National Hockey League Games (Canadian program) 21.9, Album of Familiar Music 20, Waltz Time 19.8, and Bob Hope 17.7.

Canadian English daytime programs for November were rated Happy Gang first with rating 20.6 (Canadian program), Big Sister 19.0, "Pepper Young's Family" 16.5, and Life Can Be Beautiful 15.3.
At Deadline...

SIX LOS ANGELES VIDEO GRANTS; DON LEE DELAYED

TELEVISION GRANTS for six of seven channels available at Los Angeles, and memorandum opinion finding Paramount Pictures controls licensees or grantees of four video stations (one short of maximum allowed by FCC) announced by FCC Friday. Paramount also tend to control three pending video applicants.

Fourth Paramount grant among Los Angeles authorizations, Don Lee Broadcasting System, awaiting hearing next month on alleged violations of FCC network station-time rules, given neither grant nor denial of Los Angeles application. Hughes Tool Co., other L. A. applicant, withdrew. One channel still open there. Broadcasting Corp. of American (licensee KPRO Riverside, KROQ Brawley, KREO Indio, Calif.) given grant for video station at Riverside using Channel 1 (44-50 mc), 1 kw visual, 1 kw aural power, antenna height 5,132 feet.

Los Angeles grantees:

NWSA—Channel 4 (66-72 mc), 15 kw visual power, 8 kw aural, antenna height 3,120 feet.

KTVH—Channel 7 (194-180 mc), 4 kw visual, 2 kw aural, antenna height 2,831 feet.

Telescan-Miro Co.—Channel 11 (198-204 mc), 19.15 kw visual, 12 kw aural, antenna height 2,003 feet.

Television Productions Inc.—Channel 3 (70-82 mc), 29.2 kw visual, 15.7 kw aural, antenna height 29.21 feet.

Dorothy S. Thackray (KLAC KYA WLBD)—Channel 19 (210-216 mc), 16 kw visual, 16 kw aural, antenna height 1,970 feet.

Radio G. Anthony Inc. (KFI)—Channel 5 (186-192 mc), 16.5 kw visual, 17 kw aural, antenna height 2,007 feet. (Contras city, 9 kw visual, 6 kw aural, antenna height 2,021 feet.

In first such investigation in television, FCC ruled Paramount exercises control within meaning of FCC rule—over Allen B. Du Mont Labs. [WABD New York, WTTG Washington and Interstate Circuit Inc., Dallas applicant, as well as Banahan & Katz Corp. (WBKB Chicago), Teleproductions Inc. (Los Angeles grantee), United Detroit Theatres (Detroit applicant), and New England Theatres (Boston applicant). Paramount control of latter four had been conceded.

However, FCC noted, grant to Television Production would not bring total video outlets of these companies to maximum allowed.

Commission found Paramount “has no stock ownership or management interest in Maison Blanche Co.,” New Orleans applicant.

FCC also noted Television Productions among defendants in anti-trust suit relating to television equipment but concluded “the nature of the charge against applicant does not appear to be such as to require a denial of a grant on that ground.” If trial of suit develops justifying facts, Commission said, further consideration be given on license renewal.

CRS DEADLINE JAN. 15

FCC ANNOUNCES extension from Dec. 31 to Jan. 15 of deadline for suggestions on development or operation of equipment to be used in 460-470 mc band for Citizens’ Radio-communication Service.

NAB ASSN. Of Women Broadcasters holds 1947 convention March 7-9 at Hotel Roosevelt, N. Y. with March 8 sessions open to public, Alma Kitchell, WJZ N. Y., AWB president, announced Friday.

10 NEW FM STATIONS ARE AUTHORIZED BY FCC

(Earlier FM Grants, page 44)

CONSTRUCTION PERMITS for 10 new FM stations (eight Class B, two Class A) announced by FCC Friday; three others issued “in lieu of previous details.” Permits as follows (power is effective radiated power, antenna height is height above average terrain; AM denotes broadcast antenna):

WMAS Inc. (WMAS), Springfield, Mass.—Class B, 967 mc. (Channel 244); 2.5 kw; 975 feet.

Times Herald Co., Port Huron, Mich.—Class B, 102.3 mc. (No. 272); 22 kw; 485 feet.

Wyandotte (Mich.) News Co.—Class A; 104.7 mc. (No. 284); 1 kw; 110 feet.

Independent Merchants Bstg. Co. (WLGL), Minneap.—Class B, 101.5 mc. (No. 287); 6 kw; 410 feet.

WMIN Bstg. Co. (WMIN), St. Paul—Class B; 100.9 mc. (No. 258); 59 kw; 375 feet.

WWHR Inc. (WWHR), Portsmouth, N. H.—Class B; 97.7 kw; 126 feet.

Falluhim-Times Inc., Oswego, N. Y.—Class B; 109.3 mc. (No. 270); 2.6 kw; 425 feet.

St. Lawrence Bstg. Corp. (WSLB), Ogdensburg, N. Y.—Class B; 100.3 mc. (No. 203); 2.9 kw; 85 feet.

Radio Projects Inc., Syracuse, N. Y.—Class B; 94.3 mc. (No. 223); 8.5 kw; 690 feet.

Samuel R. Sague, Cleveland Heights, Ohio—Class A; 104.7 mc. (No. 284); 1 kw; 200 feet.

WHLN Telecasting—Class B, 103.9 mc. (No. 275); 27 kw; 450 feet.

Greater Huntington Radio Corp. (WBHTN), Huntington, W. Va.—Class B; 89.9 mc. (No. 280); 53 kw; 560 feet.

(*) In lieu of previous details.

WSPD VIDEO ORDER

FIRM ORDER for approximately $200,000 in RCA television equipment placed Friday by Fred H. Whitley, Voice of America. Dealers include the “Futura,” into television by Irving Kane, president of Philco TV, 3 kw aural power, antenna height 5,132 feet.

K PRO WIBB-ACA EXTENSION

World Broadcasting System, N. Y., and Guild of American Authors, Inc. (GAA), New York, have come to agreement on points of contention. WBS and WIBB, an extension of relationship with union and WIBB, and station has agreed to make any wage increases agreed upon retroactive to Dec. 14, date old contract expired.”

WBS, GUILD AGREE

World Broadcasting System, N. Y., and United Office & Professional Workers of America Local 324 (GAA) extended for two weeks old contract for WBS announcers. William Bender, chairman ACA Atlantic Branch, reported “negotiations are now under way between union and WIBB, and station has agreed to make any wage increases agreed upon retroactive to Dec. 14, date old contract expired.”

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FOUR NEW AM OUTLETS ARE GRANTED BY FCC

GRANTS for four new AM stations announced Friday by FCC, along with withdrawal of one of near-record 22 grants issued Tuesday (story page 2). Grantees:


Linfield, Mass.—Lawrence Broadcasting Co., 800 mc., 2 kw, fulltime.

Ridgeland, Miss.—WJZ N. Y., AWB president, on Tuesday (story page 2).

On Tuesday (story page 2).

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SALES REPRESENTATIVE
RADIO ADVERTISING CO.
NEW YORK
SAN FRANCISCO
DALLAS
CHICAGO
HOLLYWOOD
**MAXIMUM AUDIENCE EXPECTANCY**

**IN 30 COUNTY AREA**

WKY's Average is FOUR TIMES that of the next station!

Out of every five families listening to their radios in the 30 counties immediately surrounding Oklahoma City, two, on the average, are listening to WKY according to a week-long Diary Study conducted by the Industrial Surveys Company early this year.

With an average 41.8% share of the audience in this area during the 500 quarter-hours of the week, WKY actually leads all stations heard in this area in share of audience during 462 quarter-hours and ties for the lead during nine more.

If it's on WKY, therefore, the chances of a program getting a major share of the audience in the Oklahoma City area are 16 to 1 in its favor. That's maximum audience expectancy based on actual, tangible facts and performance!