When 50,000 progressive-minded farmers even listen to any one radio program—that's a good audience! When 50,000 farmers leave their daily tasks and come in person to see a radio station's demonstration of good farming practices—that's the Annual WHO Corn-Belt Plowing Match and Soil Conservation Field Day!

Speaking that day over NBC's National Farm and Home Hour hook-up, an impartial and eminent authority, Dr. H. H. Bennett, Chief of the U. S. Soil Conservation Service, said: "I think this is perhaps the most important thing that has taken place in America on farm lands for 350 years or since the first agricultural operation took place over near the Atlantic coast!"

That's WHO Public Service in action!

It is of course unthinkable that such results could be achieved by WHO or any other station, without the enthusiastic and efficient help of hundreds and thousands of other public-spirited individuals and organizations, such as the U. S. Soil Conservation Service, the Iowa Department of Agriculture, Iowa State College, various pure-bred livestock associations, 4-H Clubs, Rotary, Kiwanis, and other civic clubs, and many others.

The point is that, through good showmanship as well as good citizenship, a great radio station like WHO can and often does amazing feats in the public interest. The benefits to you, the advertiser, are obvious. Because you, like the entire Nation, benefit from a more prosperous Iowa.

WHO

+ for Iowa PLUS +

Des Moines . . . 50,000 Watts
B. J. Palmer, President
J. O. Maland, Manager
FREE & PETERS, INC.
National Representatives
Speaking of Distribution Costs:

- 48% of Iowa’s Drug Outlets and their customers are located in the VITAL DES MOINES MARKET

- Your distribution will cost LESS in the VITAL DES MOINES MARKET

- KRNT sells drug products economically in the ENTIRE VITAL DES MOINES MARKET
Selling

NEW ENGLAND

is a horse of another color

In some sections of the country you can plug along with average means and methods — a station here, a station there... but not in New England.

No one station, or small group, can do a thorough selling job here.

The great number of important markets, each with its home-town station, makes penetration from the outside weak and ineffective.

The home-town station furnishes the local impact for close-up, intensive selling in concentrated trading areas.

It is a functional part of community life — serving the homes, women's clubs, community drives — closely associated with the very neighborhood stores that are essential to complete retail distribution of your product.

Yankee offers you 24 of these hometown stations — the only means of making locally effective contacts by radio — to take in every important market everywhere in New England.

Acceptance is THE YANKEE NETWORK'S Foundation

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASSACHUSETTS

Represented Nationally by EDWARD PETRY & CO., INC.
EFFORT to have NAB board meet in San Francisco last week petition FCC for change of rule to permit networks to sign with affiliates for five years instead of two, fell flat. Fred Burton, WQAM Miami, which loses CBS affiliation June 15 in switch of Fort Industry’s WGBS Miami from ABC, proposed action, on ground two-year rule gives networks whip hand. Networks had opposed two-year limitation, which FCC contended in 1941 would help affiliates.

IN RE SWITCH of Fort Industry Stations WGBS, WWVA Wheeling and WAGA Atlanta to CBS in lieu of WQAM, WKWK and WGST, respectively, report current that Miami and Atlanta stations will protest to FCC, alleging Fort Industry’s strong position forced CBS to take all three affiliates when it actually wanted only one—WWVA.

NEXT TIME President Truman faces television cameras he’ll likely avoid hazard that troubled him at telecast of message to Congress last Monday—criss-cross pattern of shadows on manuscript. Six-mile array (two radio, two FM, two p.a.) on reading stand, picked up shadows from special lights on all sides of chamber. Solution suggested is re-cessing of two miles and elimination of others, with radio, movies and p.a. picking up from multiple unit now used by nets and stations.

UPCOMING any day is appointment of Russell Davenport, publicist and former editor-in-chief of Fortune, as head of new programming unit in CBS, presumably dealing in public affairs. Appointment, which follows several weeks of “special assignment” under CBS Vice President Ed Murrow, won’t affect personnel alignment of CBS vastly expanded program operations.

STRAUTOGRAPH may have quieted down but it’s by no means out of Westinghouse picture. On the other hand, don’t be surprised if new development in airborne network system is divulged in month or so. Company understood to be perfecting electronic equipment while waiting for red tape to unwind in its effort to obtain B-29 from Government for high-altitude tests.

FORGET any whispers of NAB-FCC sputting because President Justin Miller and Chairman Charles R. Denny aren’t having their monthly lunch. Actual reason behind cancellation of goodwill get-together in January is absence of NAB executive staff from Washington during trade association’s meetings in West.

REPORT CARRIED in Closed Circuit Jan. 6 that KMBC Kansas City had purchased Shrine Auditorium in which Brush Creek Folies originates was clean miss. KMBC has been negotiating for number of years for various K.C. buildings to accommodate expansion program. Negotiations still under way, but no contract signed.

Upcoming

Jan. 13-14: NAB District 14 Meeting, Hotel Utah, Salt Lake City.
Jan. 15: NAB District 14 News Clinic, Hotel Utah, Salt Lake City.

(Other Upcomings page 23)

Bulletins


PRESIDENT TRUMAN on four networks Jan. 30 when he addresses nation on occasion of late President Roosevelt’s birthday and closing of ninth annual March of Dimes drive (11:15 p.m. - 12 midnight).

Hofheinz Heads FMA; Dillard Elected V-P

ROY HOFHEINZ, KTHK-KOPY Houston, unanimously elected president new FM Assn. Friday night at close of first general meeting. Earlier story page 13. Following officers also unanimously chosen by new board:

Everett L. Dillard, KOZY Kansas City, WASH Washington, vice president; Frank Gunther, Radio Engineering Labs., secretary; Arthur Freed, Freed Radio Corp., treasurer.


Two year terms—Stanley Ray, WRCM New Orleans; Leonard Asch, WBZA Schenectady; R. F. Kohn, WFMG Altenatown, Pa.; Mr. Gunther.


Executive committee comprised of Messrs. Hofheinz, Dillard, Coy, Asch, David. J. N. (Bill) Bailey, associate editor, BROADCASTING, FMA executive director and ass’l. secretary-treasurer, was presented to general session.

Hugh D. Lavery, McGann-Ericsson, New York, declared FM is a real advertising medium. He said: “You are entitled to consideration now by any radio advertiser and don’t forget you have several advantages over AM radio for many advertising prospects.” He listed five FM advantages: Choice time spots, less competition for advertisers, audiences of higher income levels, radio advertising and specific programs can be tested at low cost, technical differences in FM should permit interesting new program techniques not fully developed, Dorothy Kemble, director of MBS continuity acceptance, will meet with representatives from Ruthrauff & Ryan, Benton & Bowles, Kenyon & Eckhardt, Hill Blackett and Gardner Advertising to map out commercial policies, program formulas and formats on tolerance theme.

Business Briefly

KOKOA MARSH SERIES • Taylor-Reed Corp., Mamaroneck, N. Y., and Kokomo, Ind. (Kokoa Marsh), Feb. 3 for 52 weeks starts Hop Harrigan on MBS, Mon., Wed. and Fri., 5-5:15 p.m. Agency, Ruthrauff & Ryan, N. Y.

COCA-COLA DROPS • Coca-Cola Co., Atlanta, effective Jan. 31, discontinues The Coke Club With Morton Downey on MBS, Mon. through Fri., 12 noon-12:15 p.m. Agency, D’Arcy Advertising Co., N. Y.

BALLARD DISCS • Ballard and Ballard (Obelisk flour), Louisville, Ky., will begin 5-week campaign Feb. 17 using transmitted five-minute show in over 50 Southeast markets. Agency: Henri, Hurst & McDonald, Chicago.

MBS, AGENCIES TO PLAN DRIVE

MBS executives and representatives from agencies handling MBS children programs will meet in Chicago Jan. 16 to discuss tolerance for cane that will be used on shows. Edgar Kobak, MBS president; Ade Hult, vice president in charge of midwest operations; Hal Coulter, director of MBS promotion; Dorothy Kemble, director of MBS continuity acceptance, will meet with representatives from Ruthrauff & Ryan, Benton & Bowles, Kenyon & Eckhardt, Hill Blackett and Gardner Advertising to map out commercial policies, program formulas and formats on tolerance theme.

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For the second consecutive year the KVOO Farm Department has conducted its Pasture Improvement Contest. Statewide in scope, this contest again excited great interest and stimulated real productive activity toward improving the pasture land of Oklahoma. This is another one of the many valuable projects employed by KVOO to encourage better agriculture in the Southwest and to more firmly cement that loyal farmer-KVOO friendship which is of such long standing and that we value so highly.

We give thanks also to the County Agents of Oklahoma who regularly contribute of their time and talents for the advancement of better farming in Oklahoma and who cooperated so wholeheartedly with us in this contest, as they have always done in all of our Farm Department activities throughout the more than 8 years this Department has been in operation.

We salute the winners for 1946 in the KVOO Pasture Improvement Contest — Mr. M. K. Hutts of Miami, Mr. L. L. Dresser of Talihina, Mr. Floyd Hampsten of Alva and Mr. Wade Littrell of Marlow, who, together with their County Agents, enjoyed a KVOO all-expense-paid trip to Chicago and the International Livestock Exposition in November as prize awards in this contest!

It's great to work with men of vision — with real "Friends of the Soil"!

Above is shown Pasture Improvement Contest winners and their County Agents with Sam Schneider, KVOO Farm Department Director as they embarked for Chicago and the International Livestock Exposition on KVOO's all-expense-paid-trip as their prize awards.
...available now* on WKAT—Miami

Winter or summer, the Miami, Florida, market is one where people with money to spend congregate. Reach them with the Fulton Lewis, jr. program—over station WKAT.

On a constantly growing number of stations all over the United States (234 as this is released) local and national advertisers find the Fulton Lewis, jr. audience well worth reaching. No other cooperative program is aired on so many stations—to an audience so large.

Wire, phone or write us immediately for complete information.

*Offered Subject to Prior Sale
Today, prescriptions are a small part of the 10 million dollars spent each year in drug stores of the Nashville area. This is a symptom of the strong permanent market you can count on for steady sales. We prescribe a thorough investigation. And for extra volume, spread your sales message via WSIX.

WSIX gives you all three: Market, Coverage, Economy

AMERICAN MUTUAL

5,000 WATTS
980 KILOCYCLES

National Representative:
THE KATZ AGENCY, Inc.
GENERAL ELECTRIC'S TYPE GL-5D24—modern, compact, efficient—is the basic power tube for new FM transmitters you are designing and building. Output is sufficiently large for the tube to handle the final stage of low-power transmitters, while serving as a driver in higher-power circuits.

AMPLIFIER, OSCILLATOR, OR CLASS B MODULATOR—all three jobs are part of the GL-5D24’s performance. The tube’s suitability for FM use is emphasized by the high frequency characteristic, ranging up to 85 mc at max ratings and well beyond that figure at somewhat lower ratings.

SHORT INTERNAL LEADS bring lead inductance down to a point where neutralization usually is not required—or if it is, the circuit easily can be neutralized by tuning out the screen lead inductance.

EXTREMELY LOW DRIVING POWER gives economy of operation that appeals to transmitter users. Strong, well-braced design and construction mean longer life in hard service. Among important special features is the zirconium-coated plate, which both radiates heat well, and helps to maintain a high degree of vacuum by serving as a “getter”.

SEE YOUR NEAREST G-E OFFICE for price and other information about this up-to-the-minute, cost-saving h-f power tube. Or write to Electronics Department, General Electric Company, Schenectady 5, N. Y.
FOR 18 MONTHS this show has been sponsored in these cities. Sponsorship continues to Friday, February 7, 1947.

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This 5-MINUTE daily radio program has the sales-punch of big-time radio! WHY?

BECAUSE it IS big-time radio . . . presented in transcriptions, especially designed for the breakfast-time audience. AND . . .

RIGHT AFTER BREAKFAST IS WHEN BUYING BEGINS!

The man of the house makes many a pocket purchase on his way to work—while Mrs. Housewife starts her day’s marketing right after he leaves.

THIS BREAKFAST SHOW featuring night-time comedy STARS presented before 8:30 A.M. leaves your message fresh in the mind of Mr. & Mrs. Buyer.

NOW YOU CAN HAVE THIS GREAT STAR COMEDY TEAM ATTRACTING AUDIENCE TO YOUR SALES MESSAGES!

FIVE TELLING MINUTES

Here’s the way THIS SHOW does its job . . .

First a 20-second identifying theme-song—then space is left on the record for your one-minute opening commercial announcement. NEXT several RIOTOUS COMEDY moments from the great and inimitable Tom Howard and George Shelton, stars of their own night-time half hour It Pays To Be Ignorant.

Then a 30-second space for your closing commercial announcement . . . then the closing theme music.

FIVE TELLING MINUTES

AVAILABLE 5 DAYS WEEKLY IN EVERY CITY IN THE COUNTRY, STARTING FEBRUARY 10, 1947. Costs just 20% of radio station’s national yearly time-rate. FLAT RATE FOR LOW-POWER STATIONS. Learn all details and obtain AUDITION RECORD by TELEGRAPH TELEPHONE or WRITE TO

FORD BOND RADIO PRODUCTIONS, INCORPORATED
810 RCA Building West, New York 20, N. Y. * Phone Circle 7-2236
WMPS Memphis has achieved signal success in a concentrated safety program for the city's children through its new Stop, Look and Live show, heard every Thursday night, and no one in Memphis is happier over the accomplishment than Harold R. Krelstein, WMPS general manager, who laid the groundwork for the popular program.

Stop, Look and Live features music by high school bands and glee clubs, drama sketches, essays by students, and a five-minute safety quiz in which cash prizes are offered. Each week WMPS awards a $25 Victory Bond as a grand prize for the best essay on safety.

Assisting Mr. Krelstein in planning the WMPS safety show was Capt. Forrest Mottweiler, who is in charge of the Memphis Police Department's school safety program. As a promotional stunt Capt. Mottweiler arranged for the dispatching of 86 police squad cars to patrol the streets displaying placards which announced and described the WMPS safety show.

"The Memphis Police Depart-

ment and schools are all behind our radio show," beamed Mr. Krelstein, "and according to reports reaching our WMPS safety bureau the local accident rate is rapidly on the decline."

The show originates from a different Memphis high school each week. Capt. Mottweiler is on hand each week to assist in production and direction of show.

**Sellers of Sales**

The honor of being chosen San Antonio's Outstanding Young Man of 1946 has gone to a man in radio. He is 32-year-old Louis (Lou) J. Riklin, given the title by the Junior Chamber of Commerce just as the year was ending.

In addition to being San Antonio's outstanding young citizen, Lou is also account executive of WOAI, with a reputation of being one of the finest in the State.

"The Jaycee honor was bestowed in recognition of his unselfish, uncompensated community service, civic leadership, and character. He was recently elected State president of B'nai B'rith, is a committee member in both the Senior and Junior Chambers of Commerce, chairman of the publicity and promotion committee of the San Antonio Lighthouse for the Blind, and is active in numerous other civic and religious organizations.

For the past three years Lou has had as many as 60 active local accounts, with as high as 39 quarter-hours weekly on WOAI. Lou Riklin was the first to sell the H. V. Kallenborn commentary on a local sponsorship basis, according to WOAI. He sold the program in 1943 to the Piggly Wiggly Grocery Stores on a 26-week contract.

"I'm happy New Year! WOC is now Basic NBC!"

**危险的街头**

危险的街头在孟菲斯由图片中的男孩装扮成一个抱着‘纸箱’的男孩。
For the past ten years, N. W. Ayer & Son has used WWSW in sports coverage. In their first year of competitive prizes, we accept and proudly add to our collection of national awards the N. W. Ayer & Son Gold Cup for outstanding promotion of football broadcasts.

Pittsburghers know that WWSW always carries the ball with extensive sports, flash news, and special event coverage as well as showmanship. The award is more proof of what we've been saying—WWSW is Pittsburgh's magic carpet for both listeners and advertisers.

More Listeners Per Dollar in Pittsburgh

WWSW & FM Affiliate WMOT—Pittsburgh's Only Independent & 24-Hour Station—Represented by Forjoe & Co.
A LITTLE EXTRA EFFORT
OFTEN GETS A BIG RESULT!

One of the world's most inspiring sights, think we, is a good man using extra effort in the brain department, and getting results without bursting a blood-vessel.

That's the way we work at F&P. No ranting and roaring—no breathless rushing around—no thundering-herd-effect whatsoever. Just knowing what to do, how and when to do it. And getting it done!

Got a job you want done skillfully and quietly?

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

EXCLUSIVE REPRESENTATIVES:
ALBUQUERQUE: KOB
BALTIMORE: WCBM
BEAUMONT: KFDM
BUFFALO: WGR
CHARLESTON, S. C.: WCSS
CINCINNATI: WCKY
COLUMBUS, S. C.: WIS
CORPUS CHRISTI: KRIS
DAVENPORT: WQC
DES MOINES: WHO
DULUTH-SUPERIOR: WDSM
FARGO: WDAY
HOUSTON: KXTZ
INDIANAPOLIS: WISH
KANSAS CITY: KMBC
LOUISVILLE: WAVE
MINNEAPOLIS-ST. PAUL: WTCN
NEW YORK: WMCA
OKLAHOMA CITY: KOMA
OMAHA: KFAB
PEORIA-TUSCOLA: WMED-WIZ
PORTLAND, ORE.: KEX
RALEIGH: WPTF
ROANOKE: WDBJ
SAN DIEGO: KSDJ
ST. LOUIS: KSD
SEATTLE: KIRO
SYRACUSE: WFBL
TULSA: KTUL

CHICAGO: 180 N. Michigan
NEW YORK: 444 Madison Ave.
DETROIT: 1467 Penobscot Bldg.
SAN FRANCISCO: 588 Sutter
HOLLYWOOD: 6331 Hollywood
ATLANTA: 33 Alexander Pkwy.

Page 12 • January 13, 1947
FCC Orders AM Application Freeze

Three-Month Period
To Clear Backlog
Starts Feb. 7

By RUFUS Cramer

A THREE-MONTH FREEZE of AM applications for new or changed facilities was ordered by FCC last week to permit industry and Commission engineers, working together, to clear away the vast backlog of applications already on hand.

When the freeze is lifted on May 1, the Commission declared, all standard broadcast applications on file by Feb. 7 will have been granted or set for hearing. "In addition," the announcement added, "it should be possible to expedite decisions on cases in hearing."

To Bring Up to Date

In its first official indication of anything more optimistic than a long-range hope of bringing AM actions up to a current basis, the Commission also foresaw post-freeze applications receiving "much more expeditious consideration than now," as a result of the freeze.

In the future even the engineer- ing complex cases, given primary blame for the current lag between filing and decision, "will in all probability receive earlier action as a result of the new procedure than they could have received were they required to wait the nine or twelve months necessary for action on complicated cases under present procedure," FCC declared.

The Commission indicated that the new AM engineering standards [Broadcasting, Dec. 30, Jan. 6] will be made effective "by Feb. 10" unless "substantial changes" are suggested in the meantime. None were proposed by industry engineers questioned at an FCC-industry engineering conference last Monday, although one or two relatively minor readjustments were suggested. If they become effective at the outset of the freeze, the Commission explained, the new standards can be made the basis for engineering data on all applications acted upon during the freeze.

The Commission believes that success of the freeze will turn upon cooperation received from industry engineers, "since it is not possible to provide for additional engineers within the Commission's budget."

That cooperation was requested and pledged at the FCC-industry engineers' meeting Monday, assuring that for the first time in recent history, at least, "outside" engineers will aid the Commission's technical experts in getting cases engineered ready for consideration and decision by the Commission itself. Their chief assignment, it appeared, will be in the preparation of channel studies on pending cases.

Proposals Disclosed

It was at Monday's conference that proposals for a freeze were first disclosed. FCC Chief Engineer George P. Adair, presiding, and Assistant General Counsel Harry M. Plotkin indicated their belief that the filing of new applications must be stopped temporarily if actions on pending cases were to be brought up to a reasonably current basis. But they emphasized that the proposal had not then been submitted to or considered by the Commission members.

The freeze order, announced in a public notice released Thursday morning, will not prevent the filing of new applications between Feb. 7 and May 1, the effective dates. But those submitted during that period will be placed in the pending files and not considered until the freeze is over. FCC offered reassurance that "the temporary expediting procedure will not result in any prejudice to the rights of applicants."

The freeze applies to all AM applications for construction permits or for modification of permits issued after Feb. 7 except modification requests filed pursuant to FCC stipulation or those which propose no change of frequency, power, or hours of operation and which will not interfere with existing or proposed stations.

Existing applications will be put into the pending files if amendments are made that affect the engineering aspects except on equipment matters. A freeze became necessary because, with a lack of sufficient engineers, it was virtually impossible for the Commission staff to complete technical studies on a specific proceeding without new applications being filed which made it necessary to start the studies all over again.

188 Petitions Remain

As of Jan. 6, the Commission stated out 188 applications still remained in Processing Line 2, composed of cases involving complicated engineering details. While progress on this line has improved, FCC said, "it is still far from satisfactory" and nine to twelve months normally are required for action. On the other hand Line 1 cases, composed of applications pending receiving simple engineering problems, have made "satisfactory progress," the Commission reported. (List showing status of (Continued on page 72)

Bill Bailey is Appointed
To Post in New Organization

OPTIMISM over FM's future was the keynote of the first general meeting of the newly-formed FM Assn. Friday at the Statler Hotel as some 300 delegates heard speakers after speaker predict that 1947 will be an "FM year."

Headed by Roy M. Hofheinz, operator of KTHT-KOPY (FM) Houston, who has served as chairman of the FMA Steering Committee of 16 panels during the NAB Convention in Chicago [Broadcasting, Oct. 28], the FMA formally launched its nationwide campaign to promote the new art.

Offices Retained

Mr. Hofheinz announced that offices have been retained in the Denver Bldg., Vernon Aye. and K St., N.W., Washington, and that J. N. (Bill) Bailey, associate editor of Broadcasting, had been selected as executive director and assistant secretary-treasurer. Mr. Bailey resigns from Broadcasting effective Feb. 1 to assume his new duties.


FCC Chairman Charles R. Denny addressed a luncheon session on "FM Today," speaking extemporaneously.

The RMA will place special emphasis on the advantages of FM in its $50,000 promotion campaign. Mr. Taylor, who is advertising and sales promotion manager of the Zenith Radio Corp., Chicago, told the FMA. FM opens an entirely new field of radio entertainment, he said, and offers a compelling reason for every family to increase the number of radios in its home. "The increased number of radio stations which FM is bringing on the air," he declared, "makes it more imperative to have additional radio receivers in the home so that every member of the family may tune in his favorite program, if necessary, at the same time."

Tremendous Capacity

Mr. Taylor called attention to the tremendous production capacity of the radio industry today, as compared with its prewar status, as the principal reason why a greater variety of models and cabinet designs will be available in 1947 than before the war. He estimated that 20 million prewar sets are in need of replacement and expressed the opinion that many of them will be replaced by modern FM-AM receivers.

Trade associations representing department stores, furniture stores, music stores and electrical appliance stores have indicated that they will cooperate with the RMA campaign. FMA Steering Committee already had pledged its support. The RMA campaign will be timed to coincide with the stock of distributors and dealers with new and (Continued on page 70)

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FMA Predicts 1947 Will Be 'FM Year'
Miller Urges Public Relations Drive

Asserts Industry Must Meet Rising Tide Of Criticism

GROUNDWORK of an ambitious public relations program designed to dam the mounting torrent of criticism of radio and to furnish the foundation for the future growth of American broadcasting was laid last week at the NAB's area meeting in San Francisco.

Participation in an energetic and perpetual public relations campaign was urged upon the western broadcasters by Justin Miller, president of NAB, and by A. D. Willard Jr., executive vice president.

Urges Vigorous Program

President Miller was the featured speaker at a luncheon Jan. 9, and Mr. Willard spoke at an earlier morning session of the Jan. 8-10 convention of the 15th, 16th and 17th Districts of NAB.

Reminding that "anything new in American architecture through the crucible of public opinion," Judge Miller said radio was now in that somewhat difficult state.

"We must take with appropriate seriousness the criticism of this new art," he said, "and answer it, and to survive the test of public opinion, broadcasters must adopt vigorous public relations programs.

He urged that they employ the powerful means at their own command—radio—to take their message to the people. He pointed out that in many U. S. communities newspaper editors occupy a stature superior to that of radio men and explained that this regrettable phenomenon was probably due to the editor's adept presentation of their own problems and those of the community in their papers.

Judge Miller addressed himself to public relations problems on four levels: Community, state, national and international, and asserted that broadcasters could do much to improve their positions in each. He urged formation of more state broadcasting associations.

As an example of what the NAB was undertaking in its public relations efforts, he cited the recently published book The People Look at Radio, an opinion survey conducted by the U. of Denver.

He warned that vigilance over international activities must be maintained, if the U. S. system of free radio were to survive.

Reporting that at the time of the Munich pact arranged with Adolf Hitler by Neville Chamberlain, then Prime Minister of Britain, Winston Churchill, as leader of the opposition, was refused time on the British air to broadcast a protest against the capitulation, Judge Miller asked, "Do you want that system of broadcasting in America?"

Collateral Groups

He urged expansion of radio participation in councils with "colateral groups" such as the motion picture industry, labor union, and various organizations such as BMI, BMB, ANA, AAAA and RMA.

Joint action by radio and these groups may often lead to mutual benefits, he explained.

Broadcasters, he said, might well seek to build a reputation for intelligent cooperation with other elements.

Mr. Willard stressed the need for a public relations appeal to the "12%" of listeners who, according to the Lazarfeld survey, were the "intelligent minority" and were radio's most articulate critics.

There is evidence, said Mr. Willard, that this 12% suffers from a lack of selectivity in radio listening. None of them, he said, would go to a bookstore and ask blindly for "a book" nor to a newsstand and ask only for "a magazine," yet probably they shop hit-or-miss among radio programs.

Two Front Campaign

Mr. Willard visualized a campaign on two fronts—the examination of program structures to assure that they include "fare to meet the intelligent minority's tastes; the promotion of fine programs.

Broadcasters, he said, should advertise such programs on their own air and should also use advertising space to promote them.

During an afternoon session on the first day of the meeting, Hugh Felts, president of BMI, addressed the broadcasters (see other story this page). He listed 20 questions which he said were frequently asked by broadcasters about the operations and purposes of BMI. His answer to the last question: Why continue BMI? he answered:

"The best answer to that is the advertiser and agency need for such a service." He quoted the late William Miller, BMI's founding father, as saying in T.V. Advertising Jan. 6 as a source in this connection.

No additional charge will be made (Continued on page 62)

Southern California Stations Quietly Plan BMB Withdrawal

INSURGENT movement to withdraw from future participation in BMB was reported last week to be growing in Southern California.

Independent broadcasters said all independent stations in Los Angeles, and some in neighboring areas, do not intend to renew their memberships in BMB.

At least partial corroboration of these reports was seen in the unrumpled discussion of BMB during the NAB area meeting in San Francisco. Although it had been anticipated that this session would produce storms of argument, a deceptively calm greeted Hugh Felts, BMB president, when, after his presentation of the BMB case, he requested questions and comment.

Most of the discussion that arose was openly antagonistic.

Abandon of sharp comment seemed to substantiate reports that the California secessionists planned to withdraw quietly at the time for renewal of BMB subscriptions.

During his speech, Mr. Felts said BMB was not soliciting subscriptions, renewals at this time because it had not yet closed its books on the first study. He made it clear, however, that "we would, of course, be glad to receive commitments from any stations or networks who recognize that a uniform measurement of station audiences is an absolute 'must' for the continued growth of radio advertising."

Mr. Felts said BMB had completed the job it was assigned to do, ahead of its scheduled time, and below anticipated cost.

AGENDA OF TWO-DAY combined NAB area meeting was carefully weighed in San Francisco prior to convening Jan. 8 by (1 to r):

President Justin Miller; Harry R. Spence, KXRO Aberdeen, Wash., general manager and 17th District director; William B. Ryan, KFI Los Angeles, general manager and 16th District director; William B. Smullin, KIEM Eureka, general manager and 16th District director.

SELECT NAB CITY 1947 Convention Will Be Held In Atlantic City, N. J.

ATLANTIC CITY last week was chosen by the NAB Board of Directors as the site of the 1947 NAB convention, scheduled for Sept. 15-19. The choice is contingent only upon the acceptance of terms by hotels and catering service.

Under present plans, convention assemblies will be held in the Atlantic City Convention Hall, marking the first time in NAB history that meetings have been held outside the headquarters hotels. Approximately 1,600 rooms are guaranteed by hotels in the Convention Hall boardwalk area.

At the same time, dates and places were fixed for district and area meetings as follows:

Area of 10th and 12th districts (Iowa, Minnesota, Neb., and Okla.) April 14-15, Kansas City.

Eleventh district (Texas) April 21-22, Houston.

Area of fourth and seventh districts (Vt., Mass., Conn., N. C., N. S. C., Ky. and Ohio) April 28-29, Rochester, N. Y.


Fifth and sixth districts (Fla., Ga., Ala., La., Ark., Tenn., and Miss.) May 1-3 (tentative), Birmingham.


NAB BOARD GROUP at Mark Hopkins between sessions (1 to r):

William B. Ryan, KFI Los Angeles; Leslie C. Johnson, WHBF Rock Island; John J. Gillin Jr., WOW Omaha; Ed Kobak, Mutual president; Richard P. Doherty, NAB director of employee-employer relations.
NAB Board Upsets Net-AFRA Contract

Balks at Secondary Boycott Demand By Union

By EDWIN H. JAMES

THE desperate patchwork of a compromise agreement reached seven weeks ago by the four major networks and AFRA after the tentative accord had threatened a nationwide strike was strained near the breaking point last week.

A disintegration of the flimsy mending of network-AFRA differences was threatened, and a renewal of the possibility of a strike implied, when the NAB Board of Directors, meeting in San Francisco Jan. 5-7, refused to participate in an advisory council whose formation was the key to the network-AFRA compromise.

Compromise Clause

At the outset of network-AFRA negotiations the union had insisted upon the inclusion in a contract of what it described as an "unfair stations clause" which would prevent networks from feeding programs to affiliates with which AFRA was engaged in disputes. Terming such action a "secondary boycott," the networks had steadfastly refused to agree to it.

Although the duties of the industry-AFRA advisory council were not specifically defined in the contract to which the networks and the union finally agreed, there was little doubt that the council had been intended to intervene in disputes between the union and network affiliates and was plainly the compromise repair of the break in negotiations.

The network-AFRA agreement provided that the advisory council be composed of four representatives of networks, eight of the union and four from the broadcasting industry, the last-named to be appointed by the NAB.

The NAB board's action in refusing to authorize the immediate appointment of the four industry members of the council was understood to have come as a surprise.

In the cross-fire of argument that arose when the subject was introduced—at the final session of the board's three-day meeting—Frank Stanton, president of CBS, was reported to have told the board of his refusal (Continued on page 67).

1169 NAB Members

TOTAL membership of the NAB reached 1169 last week when the NAB Board of Directors, at its meeting in San Francisco, admitted 129 new members. When the NAB board last met in San Francisco—in 1940—membership was 536.

BMB Gets Endorsement; Budget of $650,000 Is Adopted

DELEGATION of plenary powers to the NAB president, adoption of a $650,000 1947 operating budget, and renewed endorsement of BMB highlighted scheduled activity of the NAB Board of Directors meeting Jan. 5-7 in San Francisco.

A last-minute action was to refuse NAB participation in a network-AFRA advisory council whose formation had been considered essential to the preservation of network labor peace (see story this page).

By-Laws Revision

In a three-day session the board:

- Adopted a resolution directing President Justin Miller to assume complete executive powers and reducing its own function to policy-making.
- Adopted a $650,000 1947 budget which was slightly higher than that for 1946 but still within foreseeable income from present dues schedules.
- Expressed "full confidence" in "the work and progress which BMB has made in fulfilling (its) original objectives."

Directed a comprehensive revision of the by-laws, which were written in 1938.

Voted to participate in the Inter-American Broadcasters Assn.

Interim Expediency

The delegation of board executive powers to the president was in the form of a board resolution which was regarded as an interim expedience. A comprehensive re-definition of the president's authority is expected to be integrated in the revised by-laws which a committee of the board of directors will complete before the board's next meeting, tentatively scheduled for April.

Under the present by-laws, adopted in 1938, board members pointed out, the president was given little specific direction. As a consequence, the board itself has assumed responsibilities for details of management which rightfully belong to the association's chief executive, it was said. The original by-laws were devised to provide for a paid presidency for the association. Prior to 1938 the presidency was held by active broadcasters elected annually.

The resolution adopted at San Francisco was intended to give the board more power to make and execute policy and to charge the president with executive management.

The absence heretofore of specific definitions of responsibilities of the board and the chief executive officer has created cumber

NEW NAB BOARD at its initial 1947 meeting in San Francisco Jan. 5-7, seated (l to r): James D. Shouse, WLW Cincinnati; J. Harold Ryan, Fort Industry Co. Theola, president; Justin Miller; William B. Ryan, KFI Los Angeles; Hugh Terry, KLZ Denver; Frank M. Russell, NBC Washington vice president; A. D. Willard Jr., NAB executive vice president; Cambell Arnoux, WTAR Norfolk; Harold Hough, KXBO Aberdeen, Wash.; Don Petty, NAB general counsel; C. E. Arney Jr., NAB secretary-treasurer. Absent when photograph was taken was John J. Gillin Jr., WOW Omaha. Directors unable to attend were: William B. Way, KV0O Tulsa; Harold Hough, WBAP Fort Worth and Martin Campbell, WFAA Dallas, (because of transportation tieups) and Clair R. McCollough, WGAL Lancaster; George D. Coleman, WGBI Scranton and G. Richard Shafto, WJS Columbus, (because of personal reasons).

(Continued on page 588)

Miller Given Broad Power by NAB

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Fred W. Wagenvoord Named WKBZ Manager

FRED W. WAGENVOORD, sales manager of WKBZ Muskegon, Mich., since last August, became general manager of the station Jan. 1, Grant F. Ashbacker, president of Ashbacker Radio Corp., WKBZ licensee, announced last week. Before joining the WKBZ staff, Mr. Wagenvoord had been sales manager of WJIM Lansing, Mich., for twelve years.

As WKBZ sales manager Mr. Wagenvoord also was supervisor of sales for WKLA Ludington, Mich., sister station under the ownership of Mr. Ashbacker. WKBZ operates at 290 w on 1490 kc.

Gillette Sponsors

GILLETTE SAFETY RAZOR Co., Boston, will sponsor two special programs on MBS, the Widmer Cup race on Feb. 22, 4:30-4:45 p.m., and the Flamingo Stakes race on Mar. 1, 4:30-4:45 p.m. Both broadcasts will originate from Hialeah Park, Fla. Agency is Maxon Inc., New York.

Garod Using Radio

ADVERTISING SCHEDULE of Garod Radio Corp. for 1947 will total between $500,000 and $750,000, Louis Silver, announced at the company’s national sales meeting in Chicago. With all advertising for the year built around the theme that 1947 is Garod’s silver anniversary, Mr. Silver said that the company will spend about $250,000 for national magazine space, with cooperative dealer advertising, including radio time, newspaper space, outdoor, etc., getting a percentage of sales, probably between $250,000 and $500,000. Garod advertising is handled by Shappe-Wilkes, New York.

TV Rights to NBC

SALE of video rights for 1947 home games of New York Giants to NBC for $50,000 was announced last week by Horace Stoneham, president of the Giants, and John F. Royal, NBC vice president in charge of television. The 77 Giants games will be broadcast by WNET New York and by other stations of the NBC television network (WPTZ Philadelphia, WRGB Schenectady), National League rules permitting these out-of-town telecasts, Mr. Royal said. New production techniques, involving the use of from four to six cameras, will be employed by NBC, he explained, giving viewer at home a combination of closeups and long shots that will cover each of the bases and the entire outfield as well as the battery. CBS has exclusive video rights to the Dodger games this year and Du Mont to those of the New York Yankees, insuring New York televiwers at least one game and frequently two each afternoon during the season.

Leighter Resigns as Manager of WL;B; Mrs. Thackrey Will Direct Operations

DOROTHY S. THACKREY, chairman of the board of WL;B, New York, last week announced resignation of Jackson Leighter, president and general manager since May 1, 1946.

Mrs. Thackrey who is also publisher of The New York Post, will assume Mr. Leighter’s position effective Feb. 1, date of his resignation. Mr. Leighter, formerly executive assistant to the general manager of the New York Post, became WL;B president last year when T. O. Thackrey resigned to become vice chairman of the board of WL;B and to devote full time to his duties as editor and general manager of the Post.

Mr. Leighter told Broadcasting that when he first assumed his duties with WL;B he contracted to stay “only for a six months period,” but that he subsequently agreed to remain there until FCC hearings for full time and added power were completed.

“Since these hearings were completed two weeks ago,” he said, and coupled with Mrs. Thackrey’s desire to become more active in the station, it was unnecessary for me to remain with WL;B any longer. I plan to live in California where I hope to be associated with radio and motion pictures.” Mr. Leighter owns the radio contract of Drey Pearson, who broadcasts on ABC Sunday nights for Lee Halls.

Nine members of the WL;B staff were given dismissal notices Dec. 28 in a personnel reduction aimed at “coordinating all operations of one roof,” Mrs. Thackrey said. The station, which has maintained three separate offices, will move Feb. 1 into its new studios at 297-13 E. 30th St., Manhattan.

“We won’t need so much personnel when we’re under the same roof,” said Mrs. Thackrey. She said the station will continue its policy of concentrating on music and news.

WL;B was established in May, 1942 when it was owned by a six-man board headed by Elias Godfrey, president. It was sold to Mrs. Thackrey in November 1944 for $250,000.

Now CBS Director

EDWARD WALLERSTEIN, president of Columbia Record Corp., CBS subsidiary, was elected to the CBS board at its meeting Jan. 8. Mr. Wallerstein has been head of CRC since its formation by CBS in 1939. Prior to that he was associated with five years with RCA Victor as manager of the record division. Simultaneously, the plans for two additional plants of CRC were announced, to be located in Beverly Hills, Calif., and Mexico City.

To Sponsor Milo

COMMON GROUNDS Ltd., London, educational publisher, has appointed William H. Rankin Advertising, New York, to handle its advertising. The firm is planning to sponsor a series of transcribed programs featuring Henry Milo, foreign correspondent, on a number of stations throughout the country.

Kiggins Quits ABC; 17 Years in Radio

KEITH KIGGINS resigned last week as an ABC senior vice president, halting at least temporarily a career of more than 17 years in network radio. He will announce his future plans at an early date, he said last week. ABC has not announced a successor.

Born May 20, 1896, in Boise, Mr. Kiggins attended the U. of Oregon, ran a cattle ranch, served 12 months overseas in World War I and spent nearly a decade in the investment banking business before events in the fall of 1929 started him looking for a new field of endeavor.

At that time a survey of the international and commercial radio situation attracted the attention of NBC executives, who invited Mr. Kiggins to join the network’s station relations department, which he became head of in 1935. Three years later he was named director of the Blue Network, at that time still a part of NBC, and in 1940 he became sales manager of the Blue. When the Blue separated from NBC, Mr. Kiggins went along as vice president in charge of stations, subsequently becoming a senior vice president of the network.

Test Spot Campaign

CHATTANOOGA MEDICINE Co., Chattanooga, Tenn., on Jan. 29 for 13 weeks begins a test spot campaign on eight stations throughout the country for Soltice, a rub for colds and muscular soreness. Agency is Charles W. Hoyt & Co., New York.

Signs Full ABC

NORWICH PHARMACAL, Norwich, New York, (Pepto-Bismol), Feb. 14 starts sponsorship of The Fat Man, Fri. 8-8:30 p.m. on the full ABC network. Contract for 12 weeks was placed through Lawrence C. Gambinder Adv., New York.

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TBA Authorizes TV Program Code

Poppele Is Reelected Association Head; Markham, V-P

FIRST STEP toward the creation of an industrywide program code for television broadcasters was taken Tuesday by the Television Broadcasters Association at its annual meeting. Group authorized TBA President J. R. Poppele to appoint a committee to study the program problem of television and report back to the association with recommendations for a code within the next few months. Committee members are expected to be named within the week.

Mr. Poppele, vice president and chief engineer of WOR New York and its video associate now under construction in Washington, was reelected TBA president for coming year by a directors meeting following the general membership session. G. Emerson Markham, general manager of General Electric Co. broadcasting operations, including WRGB Schenectady, company’s video station, was elected vice president. Will Baltin, manager of TBA headquarters in New York, was reelected secretary-treasurer. Paul Raibourn, president, Television Productions, was reelected assistant secretary-treasurer.

Other Elections

Earlier the membership had reelected Mr. Raibourn as a TBA director and had elected to the board John F. Royal, NBC vice president in charge of television, and Frank P. Schreiber, general manager of WGN Chicago. Mr. Royal succeeds O. B. Hanson, NBC vice president in charge of engineering; Mr. Schreiber succeeds E. A. Hayes of Hughes Tool.

Proposal for a video program code was made by Mr. Poppele in his report to the membership. Declaring that “television programming will make industry,” he pointed out that the lag in programming development has occurred “not because there aren’t many hard working producers doing their level best to set a high standard of quality of entertainment, but because there haven’t been enough stations on the air as yet or enough circulation to warrant the expenditures which constant top quality programs require.”

The intimate way that television reaches every member of the set-owning family gives video programming a social responsibility “far greater than in any other visual medium,” Mr. Poppele said, warning the video broadcasters that “if we do not keep our house in order, self-appointed outsiders may want to move in.”

“This danger,” he declared, “can best be avoided by taking imme-
sure before many more stations get on the air.”

TBA, Mr. Poppele reported, now has 60 members in contrast to the ten who founded the organization three years ago.

At the luncheon session, Mr. Poppele presented a plaque to Dr. Lee De Forest on the occasion of the 40th anniversary of his invention of the audion and acknowledged that Dr. De Forest’s “unending pioneering has helped bring about the realization of television and its immense possibilities toward uniting all people.”

In response, Dr. De Forest declared that by the end of 1947 every setpic will be convinced that television is here. He predicted that “monochrome pictures will dominate the art for the next several years, possibly longer, but the possibility of color television is awaited.

Networks by Radio

“Tele networks will be chiefly by radio linkage, for I doubt if the Telephone Co. will find such use for its coaxials economically profitable,” he stated. “Certainly not when we deal with 1,000-line picture standards, whether the art is in process of time definitely destined. Carrier and wide band video frequencies will, in my opinion, out-speed any economically practical cable and relay improvement.

“And this brings me to my favorite thesis, to wit, that the economical eight-hour-per-day nation-wide television linkage, where highest class of entertainment must be available whenever and wherever it is wanted, and at minimum expense, will be, must be, by the ever-reliable, time-honored film-in-the-can carrier system. Today I find I am by no means alone in this advocacy, but only time will tell how right or wrong I am,” he concluded.

Miss Martin Gets Two Endorsements

White and Brewster See President In Her Behalf

DOUBLE - BARRELED endorsement of Miss Marion E. Martin for the seventh post at the FCC was given Tuesday when Senators Owen Brewster and Wallace H. White Jr., Maine’s Republican team in the Upper House, spoke on her behalf to President Truman (see photo).

Both Senators are members of the new Interstate & Foreign Commerce Committee, of which Sena-

The first 15 Pacific programs were: Jack Benny, 39.0; Bob Hope, 32.5; Walter Winchell, 28.3; Charlie McCarthy Show, 26.9; Red Skelton, 26.9; Fibber McGee & Molly, 25.5; Fred Allen, 25.2; Bandwagon, 21.6; Eddie Cantor, 21.5; The Whistler, 20.8; Radio Theatre, 17.7; Gildersleeve, 18.8; Take It Or Leave It, 17.6; Blondie, 17.6; Judy Canova, 15.6.

TWIN ENDORSERS of Miss Marion E. Martin for seventh FCC post were Senators Wallace H. White (right) and Owen Brewster, who called on President Truman Tuesday morning. Here they are leaving White House.

Mr. Poppele Mr. Raibourn
President Asks $7,300,000 for FCC

ALTHOUGH President Truman requested the all-time high peacetime figure of $7,300,000 for the FCC fiscal year ending June 30, 1948, that figure is expected to be cut by the present Republican Congress for two reasons. It is believed that after due investigation, Congress will slash the appropriation to the neighborhood of 5 or 6 million. Recommendation on the budget will be given not later than Feb. 15, request, the FCC was given its largest budget, $7,892,135, in the fiscal year ending June 30, 1947. The current budget request includes $375,000 for an investigation into Western Union telegraph rate structure, with a view to recommending to the Congress needed legislation. Western Union has asked FCC for a rate increase. Commr. C. J. Durr advocates outright Government ownership of interstate telegraph facilities or Government subsidies. Aside from the telegraph investigation the FCC asks $6,925,000 for its regular functions. With an economy-minded Republican Congress in control of both the Senate and House appropriations committees, it was freely predicted on Capitol Hill Friday that the Commission could not hope to obtain its full budget of $7,300,000. There was speculation that the Congress might see fit to slash the FCC to somewhere between 5 and 6 million dollars. Under the new organization of Congress, a joint committee composed of members of the Senate and House Appropriations Committees and the House Appropriations and Ways & Means Committees will study the President's budget, delve into every agency and department, conduct what hearings are necessary and come up with a recommendation later than Feb. 15 for the nation's budget.

Blue Book Issue

Heading the Senate Appropriations Committee is Sen. Styles Bridges (N. H.) who wants to know how much money the FCC plans to spend enforcing its Blue Book policy. He plans to delve into the Blue Book in the 79th Congress.

OPEN LETTER TO THE BROADCASTING INDUSTRY

PAUL A. PORTER

Former OPA Price Administrator

AFTER ALL the pot-shots that were fired at me during my term as Price Administrator, it's almost a relief to be taking the shots in the arm that are standard equipment for any member of an Economic Mission to Greece.

And in between overseas incubulations, I can at least find time to voice a few words of appreciation, long overdue, I'm afraid, for the tremendous contribution of the radio industry, both during and after the war, toward building support for OPA price, rent control and rationing programs.

It was obvious from their very inception that these unprecedented wartime controls could only be effective if instantly interpreted and explained to the hundred and forty million people whose lives they affected so directly and intimately. For public support could only follow public understanding.

With its more than 900 stations reaching into the homes of nearly all America's families, with its great program flexibility capable of handling both the spot news aspects and the background of OPA actions, radio was especially fitted for this critical job.

From the beginning OPA called on radio, called upon it continuously, to help with the task of explaining unfamiliar controls.

Radio's response to the appeal in the matter of general knowledge. But I doubt if the extent of its response has ever been fully recognized. I am not thinking merely of the immense amount of air time that was contributed. The value of this in dollars probably can never be estimated--countless individuals--executives and program directors, technicians and engineers, writers, actors, producers, announcers--sponsors and advertising agency personnel--also gave unstintingly of their time and talent, contributing greatly to the backing which OPA programs received.

A special word of praise certainly is due to the women's broad- casters, for the way news of OPA price and rent control and rationing actions was handled.

Public service forums, behind-the-news comments and analyses were of special value. So were the numerous programs devoted to farm and labor interests.

I personally have cause to feel grateful--and I know I speak for my predecessors, too--when I think of all the courtesies extended OPA Administrators, by the various networks and their affiliates. The regular airing of talks by OPA Administrators was enormously helpful in furthering OPA's informational programs, whose basic aim was always to keep the public fully and accurately informed.

The list of the ways in which radio helped is long, and the list of individuals who helped would be endless. All I can do, in a short letter, is to say that the industry as a whole turned in a grand job.

I don't know any job that better deserves the praise of the American people as one which more nearly fulfilled radio's responsibility to serve the people's interest.

Brown Reorganization Plan Filed; 'ripper' Bill in Works

A BILL to establish a Commission on Organization of the Executive Branch of Government to conduct a thorough investigation of all departments, agencies, boards, commissions, offices and independent offices was introduced Friday in the House by Rep. Clarence J. Brown (R-Ohio).

At the same time it was learned that a group of House members are readying, for introduction within a fortnight, a "ripper" bill to abolish the FCC and create a five-man board in its stead [CLOSED CIRCUIT, Dec. 2].

Announcing his bill, Representative Brown said the Commission would be authorized and directed to make a "thorough study and investigation" of all activities of Governmental agencies, including the FCC. The Commission, to be composed of top-level personnel, would investigate and recommend legislation to the Congress in January 1949, "after the new 81st Congress has convened and a new President has been elected."

Reduce Public Indignation

"It is, of course, contemplated that in the meantime, while the Commission is making its studies and investigations, the membership of the present Congress, in keeping with the President's policies, will continue to exert every effort to reduce public expenditures and bring about economy and efficiency in the operation of Government business," said Mr. Brown.

Mr. Brown's Commission would be composed of 12 members, four to be appointed by the President (two from the executive branch of Government and two from private life); four to be named by the President pro tempore of the Senate (two from the Senate and two from private life); and four to be appointed by the Speaker (two from the House and two from private life).

The Commission would be strictly bi-partisan, six Democrats and six Republicans.

Mr. Brown's bill provides that the Commission "shall study and investigate the present organization and methods of operation of all departments, agencies, boards, commissions, offices, independent establishments, and instrumentalities of the Executive Branch of the Government to determine what changes therein are necessary in their opinion to accomplish the purposes set forth in Section 1 of this Act."

Section 1 provides for limiting expenditures, eliminating duplication of services, consolidating services, activities and functions of a similar nature, abolishing services not necessary in the efficient conduct of business, and defining and limiting executive of functions, services, and activities.

Meanwhile two pieces of radio legislation were introduced last week—the first of the 80th Congress. Claude S. Pepper (D-Fla.) introduced a joint resolution (SJRRes. 16) to authorize the broadcast of Congressional sessions, while in the House Rep. William D. McDonald (D-Iowa) introduced a joint resolution (HJR Res. 54) to require the FCC to allocate a portion of the 60-nc band to FM. Both resolutions are holdovers from the 79th Congress.
Ingenious air pressure

In that picture is a revolving globe of the earth similar to those used by geography students. Hovering over it in empty air is a miniature model of the moon and a model airplane which is bobbing between the two.

It's an amazing stunt achieved by air pressure.

There's been some talk here in Baltimore of putting a roof on the Municipal Stadium on the same principle.

But the kind of air pressure we want to talk about is the kind of sales pressure W-I-T-H puts on a product. W-I-T-H is the successful independent radio station that delivers more listeners-per-dollar-spent than any other station in town.

That's why smart time buyers put it on the lists where cost per sale is carefully scrutinized. No doubt about it... W-I-T-H is your buy in Baltimore!
Covering Congress' First Day Easy From Front Of Video Set

By BILL BAILEY

TAKE IT from one who has reported events for more than a quarter of a century, there's one way to properly cover a joint session of Congress and it's not in the press gallery. It's in front of a television set in the quiet of somebody's home.

This is the story of President Truman's State of the Union address before the joint session last Monday. It was viewed and heard not from the press gallery but from the living room of a private home some 10 miles from the Capitol.

The President's voice came through clearly, in fact it was more distinct than the writer has heard while sitting in the periodical press gallery. In the Capitol reporters have advance copies of the President's speech and can follow, even though his words fade at times.

But watching the procedure through television the newsmen gets a close-up, a look at those human interest angles while he listens to the distinct voice of the President.

For instance, while the visiting dignitaries—The Senate, the Cabinet and diplomats—flled into the House Chamber the television cameras picked them up in detail that escapes the eye from the press galleries. In addition to the voice of Bill Henry, CBS commentator, kept viewer-listeners apprised, but Bill got a little mixed up a time or two. He identified Senator Murdock as coming from Arizona. The Senator's from Utah.

Needs Spotter

The name of the French Ambassador seemed to have escaped him for the moment but he quickly corrected on that one. The biggest drawback is coming up on a running commentary, describing what the camera eye sees. By time Mr. Henry had identified Sen. Tom Connally (D-Tex.), the camera was focused on Sen. Walter F. George (D-Ga.), who was busy scratching a Senatorial nose. (These comments are not intended to reflect on Mr. Henry—one of radio's top newsmen. They're pointed out to emphasize that a special event man on AM or FM can err and the listeners are never wiser. In television, a slip in identification will be caught by many viewers. One sports fan, a fellow viewer, remarked: "These television boys will have to have spots, like football broadcasters, to keep from making mistakes.")

Just before the President arrived President Pro Tem Vandenberg of the Senate and Speaker Martin of the House—the first two Republican leaders to share the Speaker's dais for such an occasion in 18 years—carried on a bit of conversation unaware of an open microphone.

Said Senator Vandenberg—his voice only while Commentator Henry talked—"It's a damn good thing we've got a program."

President 20.4

PRESIDENT Harry S. Truman's State of the Union address before the joint session of Congress Jan. 6, Mon. 1:03-1:51 p.m., had a Hoover rating of 20.4 and was heard by 10,267,000 adult listeners, according to survey made for CBS by C. E. Hooper Inc.

Inside and Out

Speaker Martin was talking about the days when Republicans won the House in the election but lost it through deaths. That was in the 72d Congress, beginning in 1931. Remarked Speaker Martin (still Henry's commentator): "We won the election but seven of them died. That's the year the Republicans won 220 seats, the Democrats 214 and minority parties 1, but deaths in the Republican ranks, to which Speaker Martin evidently alluded, resulted in the Democrats organizing the House.

Without going to the outside the reporter covering a joint session addressed by the President, saw the Presidential party arrive. The next moment he witnessed events inside the House chamber.

Aside from the text of the President's speech the reporters in the gallery missed facial expressions of Mr. Truman which told a story in themselves. After he addressed the President Pro Tem and Speaker, he dryly remarked: "It looks like a good many of you have moved over to the left since I was here." (Members of the Republican party sit on the left, Democrats on the right). His expression and (Continued on page 65)

TELEVISION VIEWERS saw this graph of the House layout, opening the first telecast of Congress Jan. 3. Bill Henry, CBS commentator, explained seating arrangement, interviewed Majority Leader Halleck (R-Ind.) and Minority Leader Rayburn (D-Tex.), did commentary during pickup, as well as that for President's State of the Union message Jan. 6.

Blue Book Is Code, Not Regulation

Durr Says Report Justified In Debate Before Yale Group

THE PROVISIONS of the FCC's renowned Blue Book on the program responsibilities of broadcasters "definitely do require a revision of Commission regulations but are merely a codification of the manner in which the FCC has handled program matters in the past," said Bill Durr, John Jay college, New York City. Mr. Durr, who also serves as counsel to The Associated Press, has been a regular commentator on the FCC's program regulation processes.

"Silly" Idea

The idea that Congress intended the FCC to be no more than an electronic traffic cop is a silly one, Mr. Durr declared in his opening statement. Congress, he said, is concerned with the people and the people are concerned with programs, not electrical signals. "Programs are what broadcasting is all about and any regulation that ignores programs is futile and beside the point," he averred. "The government should not concern itself with the technicalities of a program but should be govern-ment concern with the licensee who has the power to determine what shall and what shall not go out over the air."

Mr. Richards, second speaker, pointed out that there has never been any industry objection to the specific requirements of the Communications Act forbidding obscene, indecent or profane language, forbidding lotteries, requiring equal treatment for opposing political candidates or that a sponsored program be so identified. But, he continued, "the sort of program regulation by the government we are discussing is not a matter of these specific prohibitions, which are fairly easy to understand and whose validity can be tested in court. What we are discussing is the proposition that the governmental agency, such as the FCC, be given (Continued on page 64)
CBS

Congratulations, Harry,
on KFAB's increase
to 50,000 watts.

Frank Stanton
President
COLUMBIA BROADCASTING SYSTEM, INC.

KFAB—OMAHA AND LINCOLN
HARRY BURKE, GENERAL MANAGER
UE Is to Ask Wage Increases At GE, WE, GM and Sylvania

UNITED Electrical, Radio & Machine Workers of America (CIO) will shortly present demands for "substantial wage increases" to the leading four companies in the field—General Electric Co., Westinghouse Electric Corp., General Motors Corp. (electrical division) and Sylvania Electric Co., union announced last week following a two-day meeting of over 300 representatives of the UE members employed in the companies.

UE will also ask for a comprehensive health and welfare program, including hospitalization insurance, severance pay, retirement pensions, sick leave provisions, improved vacation plans and paid holidays, to be managed jointly by the company and union but with all costs to be paid exclusively by the company. Union shop will be another goal of the coming negotiations, it was stated.

James J. Matles, national director of organization of UE, told a news conference that no specific dollar-and-cents wage demands will be made, but UE will request "substantial increases" and await specific company offers. Union's general goal, he said, is to regain for the worker his loss in real wages since January 1945, which UE economists estimate as $11.72 a week.

Average Pay $48

Mr. Matles said that the average pay in the electrical industry is $48 a week before taxes. He was firm in stating the union's belief that the companies can comply with the UE demands, both for wage increases and health programs, without raising the price of their products.

Asked about strike possibilities, Mr. Matles smilingly replied that the union is not planning beyond the negotiation stage at present. He pointed out that UE has had only one strike in its 11-year history. This was called a year ago against GE, GM and Westinghouse and settled early by the first two companies but lasted four months at Westinghouse, seriously retarding the company's conversion and curtailing its production. Mr. Matles, in response to a question, said that the UE treasury has never been in better shape, even before last year's strike.

Effective date of GE and Westinghouse contracts is April 1 and negotiations can be opened on them in January, Mr. Matles said. General Motors effective date is April 25, with negotiations openable in February; Sylvania date is April 30, negotiations openable in March, he reported. UE, he said, has set Jan. 15 as deadline for locals to notify the national office of their approval of the conference decisions, and at that time UE will ask companies to set dates for negotiations to begin.

NEED FOR PRACTICAL RADIO COURSES SEEN

COLLEGES and universities offering radio courses need to teach their students more about the practical operations of radio and less about theory, George C. Biggar, general manager of WIBC Indianapolis, told the Radio Section, Speech Assn. of America, at the Hotel Sherman, Chicago, a fortnight ago. His topic was "What the Station Manager Expects of the College."

Mr. Biggar called for closer cooperation between colleges and broadcasters. "Many of us," he said, "have gained the impression that students are too frequently taught how radio should be from the educator's standpoint—rather than as it is at hundreds of stations. As a result we're a bit afraid that we'll have to expend time and effort on a reconversion job when we employ college-trained men and women."

Radio has been widely criticized, said Mr. Biggar. "To my best knowledge no sane radio executive will maintain that present-day broadcasting is above criticism. He'll agree that such instances of over-commercialization and lack of local sustaining public service programming as were revealed in the famous FCC Blue Book are not good for the industry. But he prefers that broadcasters do their own policing so that the listeners be the judges."

GENERAL ELECTRIC Co., Schenectady, has loaned a wire recorder to Admiral Richard E. Byrd, who will use it to record his observations as he flies over the frozen wastes of unexplored regions of the Antarctic on his current expedition.
From the basic developments pictured at the left, the team of Bell Laboratories and Western Electric continued to set the pace with the best in transmitting equipment. Among the later advances pioneered by this team were:

1928. The first 50 kw commercial broadcast transmitter, built by Western Electric, installed at WLW, Cincinnati, Ohio.

1935. A 50 kw Western Electric AM transmitter installed at WOR was the first to incorporate the Bell Laboratories-designed stabilized feedback circuit, since accepted as a broadcasting standard.

1937. The first single sideband transmitter was introduced for long distance point-to-point communications. The worldwide military communications network used in the war came directly from this development.

1938. Flying tests of the first VHF aircraft transmitter showed relatively static-free communication at all times. Modifications of the original Bell Laboratories design were used for basic Army-Navy aircraft radio telephony in World War II.

1940. The first Synchronized FM transmitter installed at WOR enabled broadcasters to put top-quality FM programs on the air and keep them on their assigned frequency.

1941. First FM transmitter to use grounded plate amplifier circuit was Western Electric 10 kw installed at WOR.

1941. Twelve talking channels adjacent to each other, available for the first time on a single radio frequency band, used to connect telephone lines on either side of Chesapeake Bay. Envelope feedback developed by Bell Telephone Laboratories and applied to the carrier technique in radio telephony made this possible.

— QUALITY COUNTS —
The experience gained during the war, when the Bell Laboratories-Western Electric team was the largest supplier of communications equipment, added greatly to the skill and knowledge acquired through 30 years of transmitter development.

This background, plus unequalled research and manufacturing facilities, provides assurance that there are no finer transmitters than those designed by Bell Telephone Laboratories and built by Western Electric—whether for AM or FM broadcasting, point-to-point radiotelephony, or any type of communication or mobile service.

1943. The ARC-1, a crystal-controlled ten frequency transceiver, used by the Navy's fighter planes during the war, has been accepted as standard VHF equipment by U.S. airlines. Provides nine plane-to-ground frequencies and one plane-to-plane frequency.

1947. The Western Electric 238-type mobile radiotelephone system is providing dependable Bell System service between vehicles and any wire telephone in a growing number of cities and along trunk highways.

1947. The new TRANSVIEW design FM transmitter, being produced in 1, 3 and 10 kw units, for the first time provides the operator with an unobstructed view of all tubes while in operation. Incorporates Bell Laboratories-developed synchronized frequency control.

Bell Telephone Laboratories
World's largest organization devoted exclusively to research and development in all phases of electrical communications.

Western Electric
Manufacturing unit of the Bell System and the nation's largest producer of communications equipment.
propose the AM applications that have been filed, inscribed as possible. The list of Dec. 31:

**ATTACHMENT A**

Processing Line Number One

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**AIRCRAFT APPLICATIONS COMPLETED**

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**ATTACHMENT C**

**Engineering Applications COMPLETED**

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**ATTACHMENT D**

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Don Lee Requests Bill of Particulars

Petitions FCC for Details Of Its Purposed Violations

DON LEE Broadcasting System asked FCC last week to include a bill of particulars for the hearing, slated to get under way in Los Angeles tomorrow (Jan. 14), on its purported violations of the Commission's network affiliation rules.

Without more details than were contained in the issues announced to the Commission, Don Lee declared in a petition, adequate preparation of the network's case is impossible.

The petition asked for a declaratory ruling "framed with sufficient particularity as to designate definite violations of named regulations, by specific transactions or series of transactions with named affiliates at specified times, and specifically what, if any, operating practices the Commission questions.

"FCC Comr. Rosel H. Hyde is slated to preside over the hearing. Bernard Koteen will be FCC counsel.

Specific Information

The petition, filed by Dempsey & Koplovitz, Washington counsel, does not seek postponement of the hearing nor ask FCC to "participate in its issues all the evidence which may possibly be adduced at a hearing," but only to make known enough specific information regarding the charges to permit preparation of a defense.

It was pointed out that Don Lee, at Commission request, turned over its files of correspondence with affiliates for FCC's use for several months. In response to a subsequent Don Lee request for advice on "what specific violations of Commission Regulations Sec. 3.101 [network affiliation rules] the Commission believed petitioner had be party to," FCC submitted a list of 410 documents taken from Don Lee files and photostated, which the Commission said it intended to use as the basis of its evidence.

"Diligent search" of the files borrowed by FCC, Don Lee asserted, "has enabled the attorneys, with great difficulty in many cases, to locate the 572 [documents] which answer to the description . . . furnished in the Commission list." Several "which could possibly fit the Commission description" were found, but many of the documents listed could not be located, the petition declared.

Then followed a request for FCC to provide a set of its photostatic copies for Don Lee's use in preparing the defense. If so, it was learned that "the Commission evidence had been forwarded to Los Angeles and, consequently, attorneys for the petitioner would not be able to obtain copies until they arrived at Los Angeles for the hearing."

In the meantime, it was recalled, the issues were amended to include a study of possible violations not only of the option-time rule but also a bill of particulars relating to exclusive affiliation of stations; 3.102, regarding territorial exclusivity; and 3.105, concerning a station's right to reject programs.

Five Stations

The hearing involves license renewals at five stations in specified town: KGB San Diego, KDF Santa Barbara; KFRC San Francisco, KHH and KJH-FM Los Angeles. Don Lee's application for a Class B FM station at San Francisco will be heard in the same proceeding.

The only issue specified by the Commission for the hearing—aside from the customary questions regarding legal (but not, in this case, technical and financial) qualifications, etc.—is "to determine whether applicant is, or has been, in the past, in practices in violation of, or designed to procure or compel violations by other stations of, the provisions of Secs. 3.101, 3.102, 3.104 or 3.105 of the Commission's rules and regulations."

New Studios, Television, Facsimile, FM

Are Included in WBAL's Plans for 1947

EXPENDITURES of more than three quarters of a million dollars are planned by WBAL Baltimore during 1947 for new radio and television studios and broadcasting, television and facsimile equipment. Harold C. Burke, manager, announced. WBAL expects to move into its new studios, now under construction, about April 15. With some of its television equipment already on hand, the station expects to begin video demonstrations in Baltimore early in February and hopes to have its television station in operation by summer or early fall. Mr. Burke states. WBAL's application for an FM station is pending before the FCC.

The station also has purchased facsimile equipment and hopes to begin experiments in this field at an early date, according to Mr. Burke.

In WBAL's new studio building at 2610 N. Charles St., Baltimore, nine studios have been specially designed for AM, FM and television operations. The television studio is similar to the latest type constructed by NBC in New York and Hollywood, while the television studio is as large as the studio now being used by NBC in New York for video, Mr. Burke states. All of the studios include the new concepts of construction, such as polycylindrical diffusion, fluorescent lighting and year-round air conditioning.

In anticipation of enlarged operations, WBAL has increased its staff and is experimenting with programs to be broadcast before audiences in the new auditorium. Head of the programming department is Donald De Groot. Edward Harvey is assistant program manager.

TRIBUTES to neighboring communities will be featured in a Sunday series scheduled on WCAU Philadelphia, Feb. 14-15, starting Jan. 19. Each program will give the history and industries and cultural background of one city, focusing on the home-front city in the eastern Pennsylvania and southern New Jersey area. Starting with Lebanon, Pa., series will be called "Salute to Communities."

611 Million State Dept. Budget Asked

Amount for OIC, Which Handles Short Wave Radio, Not Listed

A STATE DEPT. appropriation of $611,972,542 for the 1948 fiscal year was asked of Congress Friday by President Truman in his annual budget request. The administration estimates that the fiscal year Congress appropriated $178,537,406, although supplemental anticipations totaled $378,159,053.

How much of that $611 million dollars is earmarked for the Office of International Information & Cultural Affairs, upon which short-wave radio functions, was not specified in the budget message.

At the present time State Dept. operates transmitters in the U. S., Algiers, Manila, Munich and Honolulu. Programs in 17 languages are beamed to Europe, with Russian-language broadcasts scheduled to begin shortly. For Latin America programs are broadcast in three languages and for the Far East eight languages and dialects are used.

Comparative Table

Following is a comparative table of the number of hours broadcast weekly by the Voice of America in comparison with programs from the U.S.S.R. and Great Britain:

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New home of WBAL Baltimore is ultra modern. To be located at 2610 North Charles St., the new studios will have the latest in design and will be equipped for FM and television.

TRIBUTE to neighboring communities will be featured in a Sunday series scheduled on WCAU Philadelphia, Feb. 14-15, starting Jan. 19. Each program will give the history and industries and cultural background of one city, focusing on the home-front city in the eastern Pennsylvania and southern New Jersey area. Starting with Lebanon, Pa., series will be called "Salute to Communities."

January 13, 1947  Page 26A

William Slates Appointed KWHN Ft. Smith Manager

APPOINTMENT of William Slates as general manager and J. Frederick Darby as chief engineer of KWHN Fort Smith, Ark., was announced last week by Allan Whiteside, president of KWHN Broadcasting Co., licensee. Mr. Slates, a veteran with the WJW Fort Smith. Mr. Darby was with KGOF Coffeyville, Kan., and WDAF Kansas City and for the past five years has served as a consultant in the Navy and War departments.

KWHN will operate with 5 kw on 1320 kc day and night, and construction work has been started on its transmitter site and studio building. The transmitter will be located between Fort Smith and Van Buren, Ark. A two-story, downtown Fort Smith building is being leased and re-equipped to house KWHN's modern studios.

BROADCASTING * Telecasting
Outlets Average 900 Commercials

Record Kept on Nine N. Y. Stations Over Period

NINE LEADING New York radio stations broadcast a total of more than 8,000 commercial messages, an average of more than 900 each during seven 16-hour broadcast December days, according to logs Radio Reports for the week Dec. 4-10, 1946.

Issued as 56 mimeographed booklets, one for each station for each day, the report totals some 560 pages and 18,000 individual entries.

The report, a foreword explains, "was aimed primarily at showing the commercial traffic on the stations and, to some extent, the nature of that traffic." Logs cover the four network key stations, WCBS (CBS), WOR (ABC), WNBC (NBC), WOR (MBS), and five non-network stations: WHN, WMCA, WNEW and WQXR.

Radio Reports announced that WCBS carried the greatest number of commercials of the nine, which a count made by BROADCASTING showed to be 1121 for the week. BROADCASTING's count of commercials for the other stations, listed in descending order, were: WHN, 1111; WNEW, 1050; WMCA, 993; WINS, 928; WNBC, 861; WJZ, 804, WCBS, 704; and WQXR, 594.

All announcements made by each station each day during the 16-hour checking period are shown in the reports by time, name of program, if any; name of the station and/or product, as announced; length of announcement, in quarter-minute units; type of announcement: straight, musical, dramatic or a combination format, and whether delivered by the regular announcer, the star of the program or a guest speaker. Logged by listeners show low station identifications, service and other non-commercial announcements as well as the strictly commercial messages.

Comparisons Not Made

In supplying these records to the subscribing stations, Radio Reports included no totals, averages or analyses of any kind, leaving all calculations and comparisons to the purchasers. The tables below were made by Broadcast into the reporting stations and/or by a combination format, or between long and short formats, or between spot announcements and those broadcast during sponsored program periods. Because of several interruptions in the logging reports and because it was not always possible to be sure whether a particular announcement was commercial or sustaining, the figures should be taken as indicative of relative position of the stations, rather than as an absolute measurement of the number of commercials broadcast.

Number of Commercial Messages Monday-through-Friday Averages

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<td>Total</td>
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While the quarter-minute timing of the length of the announcements was presumably close enough for the uses for which the reports intended, the figures seemed too rough for commercial time totals, similar to the total numbers of commercials tabulated above, to be useful. Radio Reports announced plans for repeating its announcement logging experiment in the coming year. Perhaps at that time more exact measurements will be made which will permit more detailed analysis of the results.

WGN RELEASES SEVEN AS AFRA FIGHT ENDS

FIRST DIRECT RESULT of last week's completed negotiations between AFRA and five Class A Chicago stations was the release of three announcers from WGN.

WGN, which held out to the last minute against AFRA's demands for elimination of the sustaining announcers classification, will not, however, reduce its present staff of 18 announcers until Feb. 28, according to Frank Schreiber, general manager. Mr. Schreiber said the staff reduction was made necessary by increased production costs, of which talent is the heaviest contributor.

Buckingham Gunn, WGN program director, said the station's operating schedule was undergoing an adjustment and that remaining announcers were each expected to do the 12 free commercial programs permitted under the terms of the new union contract.

"This means that some of the men will work overtime, but even so, the total expense will be less than the pay boost to the sustaining announcers," he said.

FOLLOWING the signing of the first FM contract with WCTS, WKRC Cincinnati FM station, Benjamin Katz (seated), president of the Grunen Watch Co., has confirmed the intricacies of the control panel explained to him by Hubert Taft Jr. (1), managing-director of WKRC WCTS, and George Wilson, chief engineer. The Grunen time signal will be heard every hour on the hour over the new station.

MILLER JOINS RADIO LAW FIRM IN CAPITAL

SAMUEL MILLER, head of the FCC Law Dept.'s Hearing Section, resigned last week to join the Washington radio law firm of Cohn & Marks, effective immediately.

Mr. Miller, who headed the Commission's F M Section before taking over the hearings post last July, joined the Commission Aug. 15, 1940 after more than a year as attorney in the Lands Division, Dept. of Justice, and two years of private practice in his home town, Kaukauna, Wis.

In approximately eight months the FM Section under his direction turned out decisions on more than 500 applications, while the Hearings Section has disposed of some 75 cases, representing about 300 applications, since it was set up last July with him in charge. His successor in the Hearings Section has not been announced.

Mr. Miller's first service with FCC was in the Litigation and Administration Division, where he participated in the network, newspaper ownership and multiple ownership proceedings. From February to November 1942 he was assistant to Comr. Ray C. Wakefield, after which he transferred to the Broadcast Division, where his duties included participation in a number of duopoly and other hearings, rules work, and proceeding of applications. He has presided or served as Commission counsel in a number of AM and FM hearings, including the Chicago Civic Center and Washington FM proceedings.

Mr. Miller was graduated from U. of Wisconsin Law School in 1938.

Mr. Miller
BUILDING WITH POWER...
IN THE LAND THAT POWER BUILT!

Tomorrow's KEX is on the way!
A new Oregon Trail... 50,000 watts strong... straight to the homes of the men and women of a young, vigorous, powerful realm in the Pacific Northwest. Large-scale lumbering, tremendous fishing operations, and a new concentration of heavy industry make the KEX territory a mighty market.

KEX
PORTLAND, OREGON

WESTINGHOUSE RADIO STATIONS Inc
KYW KDKA WBZ WBZA WOWO KEX
National Representatives, NBC Spot Sales—Except for KEX • For KEX, Free & Peters
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WSM's top talent rises with our audience—EARLY!

Before eight WSM's audience can hear such stars as Red Foley, Pee Wee King, Annie Lou and Danny, Lew Childre, Wally Fowler, The Oak Ridge Quartet, Milton Estes, Bradley Kincaid, The York Brothers, and their guests.

And these shows are ringing the bell with our listeners!

How do we know?

It's too early for Hoopers, of course. But more than TWO THOUSAND letters a day (on our before 8 shows) keep our talent on its toes—our program department on the ball.

With a program schedule so earnestly slanted to the known wishes and needs of its audience it is obvious why WSM is such a powerful advertising influence—the only single medium that can reach the five million people under the umbrella of our 50,000 watt, clear channel signal.
Large windows in rear doors permit inspection of interior. Note, in open view, the convenience power outlet at the bottom and lamp at top.

Upper panel houses, from right to left, the r.f. driver, concentric, line-type, tank circuit; variable coupling loop; and P.A. concentric, cathode line.
If you want a solid basis for analyzing transmitter design, here's one of the best: the opinions of 162 station owners and operators. Westinghouse used your expert counsel to help design modern FM transmitters with the features you want most. For example, 92% declared the vertical open arrangement was best and 94% thought air-cooled tubes extremely important. These new Westinghouse transmitters have both:

**Example:** Quiet, efficient blower directs rapidly changing filtered air over all tubes to insure clean, cool operating conditions at all times. Dust-tight covers provided for plug-in units.

**Example:** Quick, easy servicing with the vertical open arrangement of the interior.

This inside story of the new advantages in Westinghouse FM transmitters is backed by even more features you have asked for. New 270° meters and indicating instruments are at eye level. All overload protection is fuseless . . . construction makes installation easy. Excellent shielding at 100 mc is also insured.

The combination of Westinghouse engineers and station operators is a natural one, for Westinghouse men have an unmatched background in actual station experience in five FM and six AM stations.

Write your nearest Westinghouse office today for the facts. Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pennsylvania.

---

This new book gives you the complete picture story of the operating advantages built into Westinghouse transmitters and, the way operators approved them. Ask for your copy of B-3829.
## Applications

### Cases on which Hearings have been Held but Proposed Findings Not Yet Released

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## Note

(Continued from page 28)
A PREVIEW OF WBAL’S PLANS FOR 1947

The very best in broadcasting service is Baltimore’s right!

That’s why WBAL has continuously improved programs and facilities, through the years.

Now that our war job is over and materials and personnel are more plentiful, here is a preview of some of our plans for 1947—

1—A NEW HOME—Now under construction, radio broadcasting studios—among the finest in this country. The quality and quantity of our studios will enable us to present ever greater programs to listeners in this area.

2—GREATER PROGRAMS—The WBAL organization has been augmented with writers, producers, and other personnel that during 1947 will raise WBAL programs to new heights of excellence.

3—TELEVISION—Within a short time, WBAL’s television field car and personnel will be experimenting around the City. We hope to have WBAL’s television station in operation in mid or late 1947.

We are proud to join with other progressive institutions in building for the future of Baltimore!

NBC NETWORK
REPRESENTED NATIONALLY BY
EDWARD PETRY AND CO.

January 13, 1947 • Page 33
Barclay & Saxon Consultants Formed

Barclay & Saxon, new radio consulting engineering firm has been formed with offices in Austin and Fort Worth, Tex. Services will include allocation engineering, antenna measurements, proof of performance surveys and frequency measurements. The Austin office is at 2915 Red River St.; Fort Worth office is at 5324 Henderson St. They plan to serve the Southwest primarily.

The partners are James N. Barclay and Merl Saxon. Mr. Barclay has been active in broadcast and emergency communications fields since 1932, and since 1938 has engaged in consulting work. During the war he was in the Marine Corps, in charge of the engineering of Radar Countermeasures Systems for Naval Aircraft.

Mr. Saxon began his engineering career in 1932 in industrial electronics. He entered broadcast work as a plant engineer three years later, and after five years in that line, was appointed a radio inspector for FCC. He resigned Dec. 1.

In Philadelphia It's All Done With "Hearers"

More hearers per dollar of radio time bring you more sales for each dollar invested. That's why WDAS is carrying so many new advertisers ...and so many renewals.

WDAS

For sales in Philadelphia, buy time on WDAS

Agencies Organize To Boost Standards

Southern California Group Elects Temporary Officers

NEW organization, the Southern California Advertising Agencies Assn., has been formed by Los Angeles area agencies.

Purpose is to establish and maintain standards of advertising service in Southern California through conformance to a uniform code of ethics; development of a uniform basis of recognition of media and clientele alike in support of this standard of practice; establishment of a clearing house for information and services between participating agencies and promotion of better relations between agencies, related services and business. An executive committee, originally formed to draw up the constitution, by-laws and code of business standards of the new group, has been elected temporary board of directors. Included are William G. Scholls of Scholls Adv. Service, chairman; J. W. Eccleston Jr., of J. W. Eccleston Jr. Adv.; Henry Mayers of The Mayers Co.; J. J. Hennessy of Robert E. Dennis Inc.; Eugene Duckwell, manager of Foote, Cone & Belding; Walter McCready, of Smith, Bull & McCready Adv.; Ray Clinto of Philip J. Meany Co.; Paul Winans of Paul Winans Co. Larry Raymond of Larry Raymond Co., is acting secretary-treasurer.

Permanent officers and directors will be elected to a three-year term at meeting in late January. Meanwhile committees are being formed to handle membership nominating, media relations, financing, program, and inter-agency activities.

NAB Women Arranging To Aid in March of Dimes

THE Assn. of Women Broadcasters of the NAB has set up a Radio Women's Advisory Committee on the March of Dimes drive of the National Foundation of Infantile Paralysis with Justin Miller, NAB president, as radio chairman.

The members are: Dorothy Lewis, NAB; Alma Kitchell, WJZ New York; Nell Daugherty, WSTC Stamford, Conn.; Gertrude Grover, WBGU Athens, Ohio; Ray Winer, WKBW Buffalo, N. Y.; Kay Witmer, WMAL Washington, D. C.; Dorothy Horsfall, WPDQ Jacksonville, Fla.; Marjorie Cooney, WSM Nashville, Tenn.; Katherine Fox, WLW Cincinnati; Mildred Grace, WELL Battle Creek, Mich.; Nancy Grey, WTMJ Milwaukee; Anne Hayes, KCMO Kansas City, Mo.; Darragh Aldrich, WCCO Minneapolis; Julie Benell, WKY Oklahoma City; Violet Short, KSA San Antonio; Louis Hill Rowe, KSL Salt Lake City; Dorothy Rankin, KPO San Francisco; Nancy Holme, KNX Hollywood; Vernice Irwin, KVI Tacoma, Wash.
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.

For the original sound recording in the phonograph record and electrical transcription industries—for master discs used in processing—for sound recording and reproduction in radio broadcasting and motion picture studios—Audiodiscs hold a place of eminent leadership.

**Audio Devices, Inc.**

444 Madison Avenue, New York 22, N.Y.

Export Department: Rocke International Corp., 13 E. 40th Street, New York 16, N.Y.

Audiodiscs manufactured in the U.S.A. under exclusive license from PYRAL, Paris.
First
RADIO SALES TRAINING SEMINAR
February 24, 25, 26, 1947
HOTEL GIBSON
Cincinnati, Ohio

For the first time in radio history, there is offered a practical, three day, intensive course in the basic principles of radio selling, for sales personnel of radio stations. The course is designed equally for (a) the new salesman, without previous radio experience; (b) the returned G.I. who needs orientation in present day sales techniques, and (c) the salesman who perhaps has had no need to sell during the war years, and has lost some of the "magic touch".

Instructors:
Chas. C. Caley, Executive V.P., WMDB, Peoria, Ill.
Kenneth Church, Executive V.P., WCKY, Cincinnati, O.
Don Davis, President, WHH, Kansas City, Mo.
Clark A. Luther, Nat'l Sales Mgr., KFH, Wichita, Kans.
Fred A. Palmer, President, The Fred A. Palmer Co.

KATL, Houston, Texas

Subjects:
General Salesmanship
Radio Sales Techniques
Spot Announcement Selling
Local Program Selling
Regional Program Selling
National Spot Selling
Network and Co-op Selling
Sales Service

Method:
Lectures and sales demonstrations by instructors; small laboratory sales clinics, with each person attending, doing actual sales demonstrations on assigned sales problems; instructor and group discussions.

ENROLLMENT LIMITED TO 100
Registrations now being accepted.

For reservations or information write, call or wire
The FRED A. PALMER CO.
702 Union Trust Bldg.
Cincinnati 2, Ohio

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Applications Back from Europe where he spent three months preparing transcribed commentaries in various countries is John Herling, well-known writer-commentator. On assignment by the WOL Washington news bureau, he prepared his disc observations between July 3 and Oct. 15 while visiting England, France, Norway and Finland. Recordings subsequently were used on the WOL Voices of Washington broadcasts, sponsored by General Electric.

While in France, Mr. Herling covered the meeting of the United Nations in Paris. During his stay in Finland, he met the 60-year-old woman playwright who heads the entire Finnish broadcasting system, Hella Vuolijoki. According to Mr. Herling, her latest European stage success, Daughter of Parliament, has been sold to Paramount Pictures in Hollywood, who will adapt the play to American film audiences as Kate for Congress, starring Loretta Young.

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Mr. Herling was prolific in his praise of the recent improvements in BBC programming, citing the frequent use of recorded cut-ins of pertinent parts of actual speeches that are used on newscasts.

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Snow, Let It Snow, Let It Snow (7) "I'm Always Chasing Rainbows" (8) "I Can't Begin To Tell You" (9) "Aren't You Glad You're You" (10) "The Gypsy."

COMMENTS RETURNS
Herling Back After Recording
European Commentaries

THE PEATMAN annual radio audience survey of song hits with the largest radio audiences for the period of Dec. 27, 1945 through Dec. 25, 1946, was released last week. First 10 of the 35 song hits with largest radio audience are listed in order of the total points received: (1) "They Say It's Wonderful" (2) "Symphony" (3) "Oh, What It Seemed To Be" (4) "Days Of Old" (5) "All Through The Day" (6) "Let It
194,210 RADIO FAMILIES

Broadcasts originating in the “metropolitan” centers of the Pacific Northwest States of Oregon and Washington fail to reach one of the richest buying groups in the entire area. 194,210 Radio Families are by-passed!

Reason? The answer lies in the rugged terrain of this enormous country. Look at the map. Just think what such rugged topography does to ordinary radio broadcasting. 12,000 to 14,000 foot mountain ranges pose a practically impenetrable barrier to radio.

There's Only One Effective Way to Reach These Prosperous People with Radio...

That one way is through the local radio stations ... the 15 stations of the Oregon-Washington Radio Group. These stations hold an enviable position in this great market. For instance, BMB figures show these stations delivering, on the average, better than 75% of the available daytime audience ... better than 62% of the available nighttime audience! Here, and here alone is the key to tap this thriving market of 194,210 radio families ... families spending over 154 millions of dollars for food products alone ... families with a Per Capita Effective Buying Income of $2,688.00 ... highest in the nation.

OREGON

KWIL (MDL)  KORE (MDL)  KORE (MDL)  KRC (MDL)
Albany  Eugene  Klamath Falls  Roseburg
KAST (MDL)  KFLW (ABC)  KRNR (MDL)  KELA (MDL)
Astoria  Klamath Falls  Roseburg  Centralia
KBNB (MDL)  KOOS (MDL)  KELM (MDL)  KPRF (ABC)
Bend  Coos Bay  Salem  Wenatchee

WASHINGTON

KKRO (MDL)  KRKO (MDL)  KXRO (MDL)  KRKO (MDL)
Aberdeen  Everett  Aberdeen  Everett
KVOS (ABC)  Bellingham  KWLK (MDL)  KGY (MDL)
KORK (ABC)  Longview  KELA (MDL)  Olympia
KTEL (ABC)  Centralia  KELA (MDL)  Centralia

*For detailed information write or wire THE HOMER GRIFFITH COMPANY, New York, Chicago, Hollywood, San Francisco

January 13, 1947  •  Page 37
KFAB Omaha Increases Power To 50 kw After 6-Year Delay

AFTER six years of delay KFAB Omaha goes on the air today (Jan. 13) with 50 kw power, operating fulltime on the 1110 kc clear channel.

The high-power operation was originally scheduled for 1941 completion. Early that year KFAB ordered a 50 kw transmitter from Westinghouse. Before delivery, which was delayed by declaration of war, the equipment was traded to WBT Charlotte, N. C. The WBT equipment which was to have been shipped to KFAB was stopped enroute by the Government and sent to South America.

Last year the FCC approved KFAB’s 50 kw application and another Westinghouse transmitter was ordered. It was delivered in late 1946 and has been installed 10 miles south of Omaha. Site, building, towers and other equipment represent an investment of a third of a million dollars, according to Mark Bullock, KFAB chief engineer.

New studios and offices will be built at 33d and Farnam Streets, Omaha, when materials become available, the station now using temporary Omaha facilities in addition to its Lincoln studios. KFAB is a CBS affiliate.

"Coverage on the new increased power gives KFAB an opportunity to provide better service to western Iowa as well as other nearby states," according to Harry Burke, general manager.

Mr. Burke is the third KFAB manager since conception of the 50 kw project. Don Searles, now ABC vice president in charge of Western Division, was manager when the project was in its early phase. Hugh Feltis, now president of Broadcast Measurement Bureau, took it up when Mr. Searles left KFAB.

Mr. Feltis congratulated the station on realization of high-power operation. He said "Knowing something of the hopes, dreams and plans of the owners and staff of KFAB for many years, I realize what the realization of this new 50,000 w means to them and to their listeners. I can only say it couldn't happen to a nicer crowd of people."

The modern, scientific farmer who makes up the bulk of WIBW's five-state audience is a far cry from the "by heck" characters of the comic strips.

As a farm station, WIBW keeps abreast of the newest agricultural methods and findings. We take the lead in telling our farm audience their uses, limitations and local value. Because we do this so thoroughly, we enjoy the farmer's respect and confidence . . . which is so quickly translated into SALES FOR WIBW ADVERTISERS.

WIBW, Topeka, Kansas City
Repratated by Capper Publications, Inc. New York, Chicago, Kansas City, San Francisco

Page 38 • January 13, 1947
THE

Bud Hobbs SHOW

Bud spins the top Western discs in a free and easy way. His breezy banter and songs of the range corrals listeners... rounds up prospects... gets YOUR brand on 'em first! One of KYA's proven programs for effective selling.

BUD HOBBS
HEARD 1:30 - 2:00 P.M. MONDAY THROUGH FRIDAY OVER KYA

FOR PARTICIPATIONS, CONSULT ADAM J. YOUNG Jr., INC., NEW YORK AND CHICAGO

KYA
San Francisco
HENRY VISCARDI, formerly with the MBS sales service department, has been appointed manager of the New York office of the radio representative. Mr. Viscardi entered radio in 1925 when he joined WHR and WCLF Cleveland. He also sold time on WIBC Indianapolis. Mr. Viscardi joined Howard H. Wilson Co. in 1939. He served with AAP during the war.

RICHARD NICOLLS, radio director of Donahue & Co., New York, before leaving radio a year and a half ago, and previously radio director of Morse International, New York, has returned to the industry as eastern sales manager of Universal Radio Sales, with headquarters for offices at 750 Fifth Ave., New York. His new telephone is Circle 6-7181.

LOUIS A. SPORA, former manager of the operations department of WABD New York, Du Mont television station, has been transferred to the post of director of commercial operations. Calling the move a unique one, Du Mont executives cited that the underlying reason is to place in the field as WABD’s sales representative a man whose complete familiarity with the phases of program operations will enable him to render to advertising agencies in all around service.

GEORGE KLAYER, former account executive at Edward Petry Co., New York, has joined the Chicago office of Radio Sales. CBS spot broadcasting division, succeeding WILLIAM B. GODDEN who recently joined the Detroit office of Radio Sales as sales manager. Previous to his association with Petry, Mr. Klayer served three years in the New York office of the George Hollingbery Co.

H. L. RALLS of the Charlotte, N. C. office of The Brannon Co. has joined J. B. KEOUGH in the Atlanta office of the station representative firm. Mr. Ralls continues to supervise operation of the Charlotte office which is augmented by BERTRAM C. FINCH, formerly national advertising manager of the Spartanburg Herald and Journal.

ROD JONES, former advertising manager of the Jacksonville (N. C.) Record and former advertising man with paper in Pittsfield, Mass., has been named commercial manager of WNCJ Jacksonville, N. C. He takes post of LESTER S. GOULD who now devotes full time to executive duties at the station.

PHIL KENNY, former director of radio at Lever Bros., Cambridge, Mass., has been appointed New England representative for WOR New York, succeeding M. L. (SPIRO) TYLER who has established own agency in Boston.

HARRY WIRE, with George F. Hollingbery Co., Chicago, for 20 years, has been named to head the company’s Los Angeles office. He has been succeeded in Chicago by RICHARD HUNTER, recently discharged from the Army.

BROADCAST REPRESENTATIVES has been formed at Winnipeg with TONY MESSNER, commercial manager of CJOB Winnipeg, as president. Company also will handle business as Winnipeg office of Radio Representatives, Toronto and Montreal representative firm.

E. (Doc) POURNELLE, sales manager of WHL Memphis, Tenn., has returned from lacerations on his face and sprained thumb due to fall on icy sidewalks near his home.

JOSEPH W. MARSHALL, advertising manager of Griffith-Consumers Co., Washington, has been named commercial manager of WCBS New York, new Bethune Chase, M. D. station to begin operation Feb. 1. Mr. Marshall has been in Washington advertising, promotion, and public relations for more than 20 years and during the war served as a writer for Inquirer and Information. Army Special Forces and Provost Division of Office of Civilian Defense.

ROY PEDERSON, member of the sales department of WNDY, N. D., and JOYCE RUBIN, secretary to the sales manager of WDAY, are to be married Jan. 16.

WILLIAM N. PARKER, sales manager of WHK Cleveland, Ohio, has resigned to manage TWP Beverage Corp., that city, of which he is president.

WILLIAM W. JEFFERAY, commercial manager of WKX New Britain, Conn., is named as director of radio publicity for Arlington "March of Dimes" campaign which begins Jan. 15.

WILLIAM MOYER, formerly of CBC Toronto and recently out of the Canadian Army with four years service, has been appointed sales representative of CBM Montreal.

LEE CHETAK of WSAM Signaw, Mich., sales and publicity department is leaving radio to enter sales promotion in Chicago furniture business. He is replaced by AL FAIRCHILD who returns to WSAM from KJMJ Marshalltown, Iowa.

SYDNEY GAYNOR, general sales manager of Don Lee Broadcasting System, Hollywood, has been named 1947 volunteer chairman for area’s American Red Cross drive within radio industry.

'Town Meeting,' Co-op On ABC, Is Signed on 17

SEVENTEEN new sponsors were signed in one day, Jan. 6, by the ABC cooperative department, six of which signed to sponsor the network’s newest co-op program, 'Amerika's Town Meeting of the Air.' The National Bank of Roanoke, Va., on WLS Roanoke; Roy Bass Motor Co. on WMRC Greenville, S. C.; Carolina Power and Light Co. on WNCA Ashville; N. C.; Jamestown Post Journal on WJTN Jamestown, N. Y.; Marks Rothenberg Dept. Store on WNOT Meridian, Miss.; San Diego Federal Savings and Loan Assn. on KFMB San Diego.

In addition the New York Herald Tribune is reported negotiating with ABC to sponsor Town Meeting on WJZ New York. Other cooperative sales included two new sponsors for Elmer Davis and two new sponsors' apiece were added by Buhhough, Dick Tracy and Ethel & Albert.

Among ABC affiliated stations, KFMB San Diego added three new sponsors for three separate network co-op programs while WTK Meridian, KENO Las Vegas, Nev., and WGLN Glen Falls, N. Y., each acquired two new sponsors.

THIRD annual 12-lecture "Advertising in Business" sponsored by Los Angeles Advertising Women, will be held at Jan. 21 according to Margaret Anders, president. Two hundred tickets will be sold for 30 topics in advertising and its application to all types of business.

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new 1947
MICHELSON
porto-playback
FOR 16 INCH TRANSCRIPTION RECORDS

Brand New • Improved • Prompt Delivery From Stock

Here's Charles Michelson's 1947 version of the famous PORTO-PLAYBACK, for playing 16" transcription records at 33⅓ r.p.m. and phonograph records... an entirely new conception of compactness, flexibility, tonal quality and ease of operation.

It has everything from good looks to the new permanent sapphire stylus and 16" transcription arm. Guaranteed to meet the exacting requirements of radio stations, advertising agencies, transcription companies and schools.

TO TELL AND SELL YOUR SALES STORY BETTER, ORDER YOUR PORTO-PLAYBACK NOW

CHARLES MICHELSON, inc.
PIONEERS IN RADIO TRANSCRIPTIONS SINCE 1934
67 West 44th St., New York 18

specifications and features

WEIGHT: 26 pounds complete.
CASE: Sturdy, lightweight, attractive morocco luggage, finished in fine grain water-repellent fabric. All brass fittings rustproof.
SIZE: 20" long, 12" high and 8¾" wide.
SPEAKER: Latest design 6½ inch permanent magnet speaker with special oversized magnetic field.
AMPLIFIER: Powerful 4 tube matched amplifier.
PICK-UP: Latest type 16 inch transcription arm crystal pick-up with permanent sapphire stylus.
MOTOR: Dual speed; alternating AC current, 33⅓ and 78 r.p.m., with improved heavy duty motor sealed in oil.
CONTROLS: Separate tone, equalizer, and volume controls.
GENNETT AND SPEEDY-Q SOUND EFFECT RECORD LIBRARY
TRANSCRIBED PROGRAMS

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THEY ARE KFAB's NEW NATIONAL REPRESENTATIVES

NEW 50,000 WATTS

KFAB

OMAHA

HARRY BURKE, General Manager

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

THANK YOU, HARRY—WE ARE PROUD TO REPRESENT ANOTHER BIG STATION
KFAB NOW IS AS NEAR AS THE CLOSEST FREE & PETERS OFFICE

EXCLUSIVE REPRESENTATIVES:
ALBUQUERQUE KOB
BALTIMORE WCBM
BEAUMONT KFDM
BUFFALO WGR
CHARLESTON, S. C. WCSC
CINCINNATI WCKY
COLUMBIA, S. C. WIS
CORPORATE CHRISTI KHS
DAVENPORT WOC
DES MOINES WHO
DULUTH-SUPERIOR WDSM
FARGO WDAY
HOUSTON KXYZ
INDIANAPOLIS WISH
KANSAS CITY KMBC
LOUISVILLE WAVE
MINNEAPOLIS-ST. PAUL WTCN
NEW YORK WMCA
OKLAHOMA CITY KOMA
PEORIA-TUSCOLA WMBO-WDZ
PORTLAND, ORE. KEX
RALEIGH WPFT
ROANOKE WDBJ
SAN DIEGO KSDJ
ST. LOUIS KSD
SEATTLE KIRO
SYRACUSE WFBK
TULSA KTUL

FREE & PETERS
CHICAGO
NEW YORK
SAN FRANCISCO
DETROIT
ATLANTA
HOLLYWOOD

OMAHA - KFAB
Organized broadcasters among independent casters of networks failing to consectuously arrive at, as the networks, amongst independent stations failing to conform. That would mean withholding of service, and that, in any language, is secondary boycott.

The upshot of the board's action can mean a rupture of the network-AFRA agreement. For AFRA from the start has held out for the secondary boycott. So anxious was AFRA to put across its deal that it swore all participants to secrecy on the specific terms until everything was signed and sealed. The NAB board's courageous and fully warranted action nips that threat in the bud.

It is possible that AFRA, now thwarted in its effort to effectuate a secret network covenant, secretly arrived at, may find a way out. But network affiliates, in the light of the NAB board's action, won't be eucharised into any deal wherein they will find themselves "organized" by AFRA through network commitments in which they had no voice.

The NAB board, after a discussion that ran hours beyond scheduled adjournment, authorized President Miller to appoint a committee to study the network-AFRA proposal and report at the next board meeting in April. That effectively negates the AFRA proposal, as now written and "initialled" by the four networks, since its terms were to become effective Jan. 1 but were delayed by local negotiations with stations in Chicago and Hollywood.

There were no accusations of being "sold down the river" by the networks, reminiscent of past compacts with ASCAP and AFM. Independent directors took cognizance of the plight of the networks and of their vulnerabity in such negotiations. But they nevertheless stood their ground against what they construed to be tacit network agreements which bound them to AFRA unionization, under pain of being deprived of network service. The fact that such deprivation would be once removed, through interposition of the advisory council, doesn't alter the result, which in effect would mean that the networks would become AFRA organizing conduits.

It is hard to feel compassion for a union which boasts a membership of more millionaires (said to be about 200 of the biz name network performers) and more additional individual wealth than you'll find in a Who's Who of station ownership. But it's easy to understand why it wanted to jam through the network deal as stealthily as possible when the newly organized Congress is on the threshold of writing a new law which would end secondary boycotts and outlaw labor coercion.

This board should be applauded for its forthright and timely action, which bids to nip another wave of shakedowns of radio.

If there must be a strike, radio can stand the risk. All of the talent isn't in Hollywood, Chicago and New York, and all of that in those key centers isn't AFRA. And, besides, all that gold on the air today doesn't necessarily glitter.

Our Respects To—

EVERETT LESTER DILLARD

LIKE many others who staked out radio claims in the industry's infancy, Everett Dillard has been living, eating and sleeping radio 24 hours a day, 365 days a year, with more of the same when leap year comes around and adds an extra day to his kilocycle career.

Naturally Mrs. D is somewhat of a radio widow, especially when her husband starts tinkering with W3BKO in their Silver Spring, Md., home—though sometimes she joins him at the mike of a set he built entirely out of war surplus equipment. But Jean Dillard has plenty of company when W3BKO is on the air, being one of three Martin girls from Kansas City who entered radio via the altar. Sister Virginia is married to Hudson Eldridge, business manager of the Washington office of the Dillard equipment firm, Commercial Radio Equipment Co. Sister Zo is married to O. R. Wright, sales manager of the Dillard-owned KOZY, Kansas City FM station.

Last Friday Mr. Dillard watched the fruition of weeks of labor when FM Assn. held its organization meeting in Washington. As a member of FMA's Steering Committee he had been active in arranging the first gathering of this FM promotional organization.

Mr. Dillard's first air venture was a ham station in 1919 when radio was a pup and he was a 14-year-old Kansas City school boy. At Kansas City Junior College and Missouri U. he kept up his tinkering between classes in electrical engineering, finally leaving the university in 1926, his junior year, to start WLBF Kansas City. At high school he started a nest-egg by part-time operating at WHB Kansas City and at college he continued directing his dance orchestra (AFM, Kansas City local).

He sold WLBF in 1930 after moving it to Kansas City, Kan., thereupon starting American Piezo Supply Co., pioneering in quartz crystals. After teaching at the school of First National Television Co., Kansas City, he became chief engineer of KXBY and experimental television station W9XAL, both owned by the school. His duties included frequent script writing, programming and announcing.

In 1933 Mr. Dillard formed Commercial Radio Equipment Co. to construct specialized broadcast and other station equipment, including crystals. A frequency monitoring service was established and in 1937 he added consulting engineering practice. Meantime he had be—

(Continued on page 48)
They Listen With Their Hearts

"Your many hours of concert music each day make my life richer and fuller," declares a WQXR enthusiast... a sentiment shared by all people who listen with their hearts. More than half a million New York families — a city within a city — treasure WQXR for its good music, news. They spend 62% of their radio time tuned to WQXR.

Discriminating in the programs they enjoy and in the products they buy... above-average in income... loyal to WQXR... these listeners are a profitable market for over 80 advertisers. For better sales, use WQXR... "New York's Most Beloved Radio Station"... famed for good music and the news bulletins of The New York Times.

WQXR
AND FM STATION WQXQ
Radio Stations of The New York Times
HANDS clasp as Lewis Allen Weiss, vice president and general manager of Don Lee Broadcasting System, Hollywood, is welcomed into the Ten-Year Club by Ruth Barnard, club secretary. Other members are (1 to r): Charles J. Marshall, accountant; A. M. Quinn, secretary-treasurer of DLBS; Mr. Weiss; Miss Barnard; Sydney Gaynor, general sales manager, and Robert A. Shepherd, music librarian. Although Mr. Weiss has actually been with Don Lee for 12 years, he has only recently completed 10 consecutive years.

Boulder City Company
Is Being Reorganized
BOULDER CITY Broadcasting Co., operator of KBNE Boulder City, Nev., and holder of a construction permit for KELN Elly, Nev., is undergoing reorganization following resignation of two of its executives.

Calvert C. Appleget, former chief engineer of KFWB Hollywood, and later general manager and secretary-treasurer of Boulder City Broadcasting Co., has been replaced, following his resignation, by C. A. Savage, comptroller of the company since its organization. A. E. Cahlan, Las Vegas newspaper publisher, has resigned as vice president of the broadcasting company, and is replaced by Don Ashbaugh, former Los Angeles Times and Paramount publicity man. Mr. Cahlan will also be station manager in charge of production, programs and sales.

ACA Wins WFIL
AMERICAN COMMUNICATIONS Assn. (CIO) has been voted the bargaining union to represent the engineers of WFIL Philadelphia. ACA six months ago was beaten in the studio balloting by the National Association of Broadcast Engineers and Technicians.

WNAC Asks Modification
Of Clear Channel Rules
YANKEE NETWORK has asked FCC to modify its clear-channel rules to permit its WNAC Boston to change to 1200 kc owned and fulltime, directionized at night. The 1200 kc clear channel is used by WOAI San Antonio with 50 kw. WNAC is currently on 1200 kc with 5 kw. FCC rules designate 1200 kc as a channel to which one Class I and one or more daytime or limited-time Class II stations may have access. YANKEE network's petition asked that the frequency be designated, instead, among those to which Class I and fulltime Class II stations may be assigned.

FOUNDER OF RAMSEY
AGENCY DIES AT 55
L. W. RAMSEY, 55, founder and president of the L. W. Ramsey Co., advertising agency with offices in Chicago, Hollywood, New York, Los Angeles; died Jan. 2 at Barnes Hospital in St. Louis after an illness of three months.

A graduate of the University of Illinois, Mr. Ramsey served as an ensign in the Navy in World War I. He founded the Ramsey Co. in 1921. In addition to serving as president of the company, he found time to write and to participate in national home and garden affairs. He was founder of the National Yard and Garden Contest Assn. and a director of the National Home Planting Bureau. He contributed many articles to national magazines, including American Home, Ladies Home Journal and Better Homes and Gardens. In addition, he took an active part in the civic affairs of his home community, Davenport.

His survivors include: his wife, two sons, L. W., Jr., of the Ramsey Co. staff, and George, a student at Yale; one daughter, Julienne, a student at Sarah Lawrence College.

KWBC's Formal Opening
Is Held in Fort Worth
KWBC Fort Worth celebrated its formal opening Dec. 22, with a three-hour program in which some 60 civic leaders participated. KWBC is a 1000-w daytime station, on 970 kc, owned by Worth Broadcasting Co. P. W. Seward is president of the company.

James E. Rennie is KWBC's manager. Staff includes R. W. Chapman, chief engineer; Ralph Widman Jr., program manager; C. Alton Cooke, production; Margaret Brown, traffic; Mary Middleton, office manager; Roy Loba, sales; Jerry James, Jim Lowe, Everett Baty, announcers; Lewis Love, Eva Rob Watkins, publicity; Clarence Anglin, Melvin Parsons, E. H. Walker, J. F. Kaacke, engineers; Marjorie McCray, commercial; Mildred Cunningham, receptionist.

WNAE TAKES THE AIR;
VETERANS IN CHARGE
WNAE WARREN, Pa., went on the air Dec. 31, operating with 1000 kw on 1311 kc as a Mutual affiliate. Station is owned and operated by Northern Allegheny Broadcasting Co. Most of its staff members are World War II veterans with war service in both civilian and military life, and practically all of them are also stockholders in the company.

David Potter, former director of KOKE Kokomo, Ind., is manager. Other staff members include: program director, W. LeRoy Schneek, formerly of WOAI San Antonio; chief engineer, Homer M. Halves, formerly of the Army Signal Corps and WKMO Kokomo, WPAY Portsmouth, Ohio, and WMAN Mansfield, Ohio; sales manager, Frank Foster, formerly with Webber Radio Programs; sales manager, James W. Potter, partner of Kokomo Broadcasting; announcers, Bob Foster, former station manager, and Robert of WCED Dubois, Pa., and Wiles Hallock, who has been sports reporter for the Denver Post and announcer at WSEO Erie, Pa.; operator, William Nagy, formerly operator at WLEU and radio technician with the Pennsylvania State Police; continuity writer, Miss Tress Card, free lance radio script writer.

WNAE studios occupy third floor and offices are on second floor of the First National Bank building in Warren. Transmitter is housed in a quonset building east of Warren.

WNAE is represented nationally by Homer Griffith Co., New York.

Tower Work Started
CONSTRUCTION of a 220-foot tower for WGAT Utica, N. Y., has been started at Marcy, a few miles north of Utica, John Meville, station director, announces. WGAT, which will be an ABC affiliate operating on 1100 kc, also has started a promotional campaign announcing that it expects to go on the air Jan. 15. A large bulletin board telling of the opening has been placed on the Utica-Rome road, and Mr. Meville said the station "also placed microphones around town with a sign that reads 'Soon Radio Station WGAT Will Commence Broadcasting Over This Microphone' followed by a brief story of the new station."

WSM Rate Increase
A RATE increase, effective Jan. 1, has been announced by WSM Nashville, Tenn. Station advertisers will continue at the present rates for one year from the date of first broadcast, the selling service started on or before Dec. 31, 1946, and providing the broadcasts are without interruption. The 10% bonus allowed for 52 weeks of consecutive broadcasting has been discontinued.
Collins FM transmitters are fully engineered in every detail. They reflect many years of successful experience in designing and manufacturing broadcast transmitters unexcelled in performance and reliability. Persons who attended the NAB convention in Chicago were noticeably impressed with the 732A on exhibition there.

What they saw:

**RELIABILITY:** They saw thorough design in every part of the equipment—Oversized components in all circuits—Personnel protection by means of electrical and mechanical interlocks—Overload protection—Proper ventilation. This transmitter is as substantial as it looks. Our engineers have the experience and know-how to design long and trouble-free life into radio equipment.

**STYLE:** The modern yet conservative exterior, with its three-tone gray finish, is attractive today and will be ten years from now. The beauty of Collins FM transmitters extends throughout the equipment. Chassis layout is symmetrical, roomy, and functional. Vertical construction and hinged chassis design provide utmost accessibility.

What they didn't see:

**PERFORMANCE:** They couldn't see the performance characteristics as measured in actual operation. Measurements show a carrier stability within ±200 cps. Distortion is less than 1.0%. The frequency response is within 1.0 db total variation from 50 to 15000 cps. The noise level is at least 65 db below 100% modulation.

Write for an illustrated bulletin. And remember that we can supply your entire equipment requirements.

FOR BROADCAST QUALITY, IT'S...

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

31 West 42nd Street, New York 18, N. Y.

438 South Spring Street, Los Angeles 13, California

BROADCASTING • Telecasting

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Respects

(Continued from page 44)
come licensee of W9XA, high-frequency station, experimenting in AM and FM in the 25 mc band.

Here he got into uncharted radio fields as he investigated the life and habits of little-used frequencies, including skywave interference, multipath reception and distortions of FM via skywave transmissions. To do this he had to design much of the measuring equipment. The findings are part of the record in the FCC's 1936 FM hearing out of which came selection of FM as the type of modulation for commercial high-frequency broadcasting.

In 1942 Mr. Dillard put Kansas City's first commercial FM station on the air, with the call letters K49KC. The station was ancestor of the present successful KOZY, now operating in the new FM band.

Not all this pioneering was done in Kansas City, however. Mr. Dillard had set up a Washington office for CREC, had moved to the Capital City, and soon had the inevitable experimental station on the air. It was licensed first as W3XX, but now is WSBC (FM). W3XX was the first FM developmental station to operate on the high band in the Washington area.

During the war CREC was greatly expanded. It developed and manufactured many types of high-frequency crystals and the Kansas City factory won three E awards. Immersed in war production, Mr. Dillard still found time for FM activity and he became active in FM Broadcasters Inc., along with Radio Technical Planning Board and other organizations. Since FMBC's merger with NAB he has been a leading spirit in the movement to promote development of FM stations and manufacture of FM receivers. The first meeting of the FM promotion group was held in his Washington office. Whenever FM goes, Everett Dillard will be in the front line.

The Dillards have two children, Donald 11 and Sandra 7. Father Dillard belongs to such organizations as Institute of Radio Engineers, Kansas City Chamber of Commerce, Washington Board of Trade, and Exchange Club of Washington. He is a member of the Christian Church.

Nunn Station Managers To Become Part Owners

UNDER a new policy just announced, the local manager of each Nunn radio station will become an owner, officer and director in the company. A portion of the common stock in WLAB Lexington and WBIR Knoxville is being sold to the executives who have been operating those stations. Similar plans are being formulated for the other Nunn stations, WCMF Ashland, Ky., WMOB Mobile, and KPFA Amarillo, although no change in their existing operation is being made now.

J. E. Willis, former assistant general manager of the Nunn Stations, and Miller Welch, WLAP general manager, have purchased stock in WLAP. Mr. Willis is now vice president and general manager; Mr. Welch has become a director in the corporation, in addition to his station director's duties.

John P. Hart, manager of WBIR for three years, has purchased an interest in that station, and is now also vice president and general manager and director of the corporation. Other officers of the corporation remain the same.

Y&R Names Two

JOHN D. WITTEN, manager of the research department of Young & Rubicam, New York, has been appointed assistant to the president of the agency. Dr. Peter Langhoff, who organized and has been director of the Veterans Adm. research service, has been appointed to succeed Mr. Witten as research manager of Y & R. Dr. George Gallup continues as vice president of the agency in charge of research. Mr. Witten formerly had been chief statistician of the Army Service Forces.

Mr. Johnson is a manager of KGBF Pueblo and Colorado State Senator, Jan. 3 began his fourth term in the state legislature at opening of 1947 session.

EDGAR KODAK, president of MBS New York, was to arrive in Hollywood Jan. 9 for several day's conferences with LEWIS ALLEN WEBB, vice president and general manager of Don Lee Broadcasting System, West Coast outlet of Mutual.

KENYON BROWN, vice president of WOGS Oklahoma City, is the father of twin boys born Dec. 22, one of which died Dec. 29. The other twin and mother are reported well.

GEORGE B. STORER, president of The Storer Industry Co., has made WOGB Miami his temporary winter headquarters.

E. A. ALBURTY, general manager of WBBQ Memphis, has been elected member of the board of directors of Memphis Cotton Carnival Assn., which presents annual Memphis Cotton Carnival.

FRANK WELTMER has been named manager of KCOY Santa Maria, Calif., owned and operated by the Santa Barbara News-Press Publishing Co.

ROBERT HINKLE, ABC Washington vice president, is in Hollywood this week to confer with executives.

W. H. Price Killed

W. H. (Bill) PRICE, 27, announcer of KKO El Centro, Calif., was killed when a Western Airlines plane en route to Los Angeles crashed against Laguna Mountains near San Diego, Calif. on Christmas Eve. Besides his parents, Mr. and Mrs. Howard Price, surviving are a brother and sister, all of Beverly Hills, Calif.

Two Named

JOHN L. ANDERSON, former secretary and treasurer of McCann-Erickson, New York, has been elected vice-president and treasurer of the agency, and Kathryn Kelly, former assistant secretary, has been elected secretary. Mr. Anderson joined the Erickson Co. in 1919 as a copywriter and later became copy chief and assistant to the president and treasurer. When McCann-Erickson merged in 1930 Mr. Anderson became assistant treasurer of the new company, later being promoted to post of treasurer and secretary. Miss Kelly joined the McCann Co. 35 years ago as secretary to H. K. McCann.
SCRIPPS-HOWARD — a name long celebrated in newspaper and radio worlds—moves into a new medium by staking a first claim in the promising field of Television. Cleveland will be given television broadcasting service early in the summer of 1947.

It is significant that these wisely operated newspaper and radio interests have chosen Du Mont television equipment. The contract for the complete installation has been awarded by Scripps-Howard Radio, Inc., to Allen B. Du Mont Laboratories, Inc., pioneering pace-maker of the television industry and builder of more television broadcasting stations than any other equipment manufacturer.

Du Mont will provide and install a 5 kw video transmitter, 2.5 kw audio transmitter, a three-camera studio chain, dual film pickup chain, a three-camera Image Orthicon field pickup chain, master control board, antenna, and complete audio, lighting and testing equipment.

Du Mont's fifteen years of precision electronic "know how" assure tested, dependable designs. May we show you Du Mont equipment in use in the world's largest and most completely equipped television studios—at Station WABD, New York?

IF YOU HAVE NOT READ "THE ECONOMICS OF DU MONT TELEVISION," MAY WE SEND YOU A COPY? ASK FOR IT TODAY.

Copyright 1946, Allen B. Du Mont Laboratories, Inc.

ALLEN B. DU MONT LABORATORIES, INC. • GENERAL TELEVISION SALES OFFICES & STATION WABD, 515 MADISON AVENUE, NEW YORK 22, N.Y.

DU MONT'S JOHN WAMAKER TELEVISION STUDIOS. WAMAKER PLACE, NEW YORK 1, N.Y. • HOME OFFICES & PLANTS, PASSAIC, N.J.
**Programs**

**AN AMATEUR** show for Negro children, "The Colored Kiddies Hour," has been started on WDAS Philadelphia, Sun. 5-10 p.m. under sponsorship of Dr. H. K. Shor, local dentist. Planned through Philip Klein Adv., Philadelphia, program is scheduled for 12 weeks. Listenes are invited to send in their votes for the most talented youngsters presented. At the conclusion of the series the final winner is to receive a radio audition in New York with expenses for the trip paid for the young-ster and one parent. Auditions are held at the WDAS studios each Friday under the supervision of Ruth Moses. Betty Ann is m.c. for series.

**Legislative Review**

WIBC Indianapolis has started new series of sustaining shows each Saturday beginning with opening of new session of Indiana State Legislature. Program is planned to keep listeners abreast of each week's activities during session series, called "An Assembly of the People." Features pre-taped program of discussions of legislative issues, plus narrative news summaries of week's progress. Scheduled for 15 minutes weekly, show will expand to half-hour spot as series grows. WIBC has been awarded a citation by Indiana American Legion for "comprehensive programming in public interest."

**Friendship Series**

SONGS of Irving Caesar, composer, were heard on this new series broadcast by WCXU Philadelphia. Sun. 11:15-11:30 a.m. Titled "Fellowship Forum," series started Jan. 12 and on General Electric is designed to promote greater understanding among school children of all races, creeds and nationality backgrounds. Program presents members of High School Fellowship, school system youth group sponsored by Fellowship House. Students constitute chorus, participate in forum. Copy of friendship song book is awarded to those submitting best letters, songs, poems or other material based on friendship theme.

**CBS Boys' Party**

THE CBS "O. E. House Party" program, which was discontinued Jan. 9 under sponsorship of General Electric Co. Schenectady, has been acquired by WIBC to promote greater understanding among school children of all races, creeds and nationality backgrounds. Program presents members of High School Fellowship, school system youth group sponsored by Fellowship House. Students constitute chorus, participate in forum. Copy of friendship song book is awarded to those submitting best letters, songs, poems or other material based on friendship theme.

**Their Preference**

LISTENERS responded immediately and favorably to question by new cutie WGAY Silver Spring, Md., as to whether to continue a unique program titled "Smiling Childy," aired in early Saturday afternoon period. The program had started as a gag as it consisted of purely "noisy" street-corner band music and from the first had been disliked by the announcer, the manager's wife and the station's president.

With such a case history it was surely doomed for oblivion when WGAY decided to ask listeners. The results ordered the program to stay and it is now being offered for sponsorship according to letter addressed to the trade last week.

**Anti-Gambling Plea**

LETTER to all stations east of the Mississippi was sent last week by Len Singer and Jim Fair, editors of eWEEK Richmond, Va., requesting cooperation in keeping off the air any information which would be useful to gamblers. Letter was designed to unite stations in a solid front to combat "any further blackening of sports' good name," it was said.

**Pool Broadcast**

WEST VIRGINIA stations Jan. 8 pooled broadcasted a message from W. F. Mears, U. S. Commissioner of Education, that the 40 states" are to be asked to use "House of Wisdom" programs now being used in the state of West Virginia. The program will be sent to the West Virginia school system and will be used at the discretion of the local school board. The program is a half-hour program, written, announced and produced by WORX Charleston and is a combination of news and entertainment provided by WORX Charleston and announcers handled by Harry Brewley of WCHR, that city.

**Legislative Forum**

DAILY radio round table program has been started by Tobacco Network from Fogg's Restaurant, two blocks from Capitol Hill in Raleigh. N. C. Titled "Capitol Coffee Cups," program is originated by Mayne Albritton, former head of state CI Democrats and state official for many years.

**Bond Show on CBS**

THE SAVINGS Bond Division of the U. S. Treasury Dept. began a half-hour five-times-weekly "Treasury Broadcast Bandstand" program on CBS Jan. 6. The network is contributing its 5:30-6:00 p.m. spot on weekdays to the 1947 Bond Drive starting Jan. 13. Program was heard 3-3:30 p.m. on the network Jan. 6-13.

**Students on WALT**

WALT WEEKLY half-hour program, written, announced and produced by students, is now carried by WALT Conway, S. C., with origination from local high school. "Hi-School News" is aired twice weekly from WALT studios. Letter is handled by Journalism class.

**New AAF Series**

ARMY AIR FORCES Jan. 4 started new series on MBS titled "Light to Business in the Air," Sat. 12:30 p.m. Program traces development of aviation from birth in 1903 to the present. Music for series is provided by AAF Band. Weekly presentations are coordinated by AAF and are announced at close of each broadcast.

**An All-Time Favorite**

**BESAME MUCHO**

Published by PEER INTERNATIONAL CORP.

Performance Rights Licensed Through BM

BROADCAST MUSIC, INC.

580 Fifth Ave., New York 19, N.Y.
time to help

To help thousands of tiny tots face a brighter future — give your time to the March of Dimes!

A complete and exciting package of transcribed programs has been prepared for your use . . . for the enjoyment of your listeners...

☆ TEX BENEKE and the Glenn Miller Orchestra
☆ PERRY COMO, Lloyd Shaffer's Orchestra
☆ WALTER PIDGEON—BASIL O'CONNOR
☆ DINAH SHORE with Robert Emmett Dolan's Orchestra
☆ FRED WARING and his Pennsylvanians
☆ CELEBRITY talks by stars of stage, screen, radio
☆ SPECIAL foreign language programs

Basil O'Connor, President

Bob Hope, Chairman, Veterans and Servicemen's Division of the March of Dimes

Howard J. London, Radio Director

1947 MARCH OF DIMES

"The 1946 polio epidemic, second worst in our history shows that the battle is far from won..." — Harry S. Truman

Give your time to the March of Dimes

JANUARY 15-30

THE NATIONAL FOUNDATION FOR INFANTILE PARALYSIS, INC.
120 Broadway, New York 5, New York
When your shipment’s “in a hurry" count on the speed of AIR EXPRESS

With more and faster planes in the service of the Airlines, Air Express frequency of service is stepped up. Speeds up to five miles a minute now make even coast-to-coast delivery overnight a routine affair. Same day delivery between many U. S. towns and cities.

These compelling reasons why Air Express is even more essential and useful to your business than ever. And the cost to you for this super-fast service is surprisingly low. International Air Express is just as speedy and inexpensive, too. When speed is what's called for, count on Air Express.

Specify Air Express-it's Good Business

- Low rates.
- Special pick-up and delivery at no extra cost.
- Direct by air to and from principal U. S. towns and cities.
- Air-rail to 23,000 off-airline communities.
- Direct air service to and from scores of foreign countries.

Just phone your local Air Express Division, Railway Express Agency, for fast shipping advice. Write today for Air Express Rate Schedules containing helpful shipping aids. Address Air Express, 230 Park Avenue, New York 17. Or ask for them at any Airline or Railway Express office. Air Express Division, Railway Express Agency, representing the Airlines of the United States.
Interest in WGAF Sale
Is Given FCC Approval

SALE of Horace Hall's 25% interest in WAGF Dothan, Ala. (1400 kc, 250 w) to his three partners for $25,000 and one-fourth of cash assets (FCC, Nov. 29) was approved by FCC on Dec. 31 and announced last Wednesday.

The purchasers, each of whom will have 25% interest in the new KWKR, are John T. Hubbard, WAGF program director; Fred C. Moseley, commercial manager, and Julian C. Smith, in charge of accounting. In addition, all have general supervisory duties at the station.

Mr. Hall, retiring partner, is editor and publisher of the daily Dothan Eagle.

Palmer Staff

LATEST ADDITIONS to the staff of the Fred A. Palmer Co. course in radio selling at Cincinnati [BROADCASTING, Jan. 6] are: U. A. Latham, WKSR sales manager; George H. Moore, WCKY sales manager; Neil Smith, WLW acting general sales manager; John P. Smith, WCKY station director; Robert Friggie, WSAI sales staff. Invitations have also been issued to Harry Hoessly, WKSR business manager, and Gilmore Nunn, president of the Nunn Stations, Lexington, Ky.

ROY LANGHAM, former assistant to the director of programming of CBS, has been named executive national secretary of the Radio Writers Guild, effective Jan. 1. Post has been open for a number of months since resignation of DONALD BROWN. MICHAEL DAVIDSON will continue as secretary of left western division.

RICHARD L. SCHICKER, executive in charge of creative and promotional activities for Allied Artists of Advertising Agencies, has been named assistant executive secretary to the association.

JOSEPH GERL, president of Sonora Radio and Television Co., Jan. 13 addressed a group of California radio manufacturers at a luncheon meeting at the Ambassador Hotel, in Los Angeles. His topic was "The Growth of the Pacific Coast as a Radio Manufacturing Center."

JOHN S. MILLS, former general sales manager of Tele-Tone Radio Corp., New York, has been elected vice president in charge of sales and advertising of the site. Before joining Tele-Tone in 1944 Mr. Mills was with Emerson Radio Corp., New York.

JOHN AINSWORTH SALISBURY, with WMEN St. Paul, as program director since release from the Army, has joined the faculty of National Academy of Broadcasting, Washington. He will teach script writing and production.

DICK LINKE, who for two years has been director of publicity for the NBC "Chesterfield Supper Club," for Newell Emmett Co., New York, is organizing his own radio publicity company.

MICHAEL AMIREH, former public relations director for publications, editor of the Federation of American Scientists, Washington, D.C., joined The Advertising Council, New York, as director of public relations. He succeeds IRWIN ROBINSON, who is now with his own publicity company agency.

STANFORD ZUCKER, New York, now known as International Artists Corp., due to expanded activities of the organization, STAN ZUCKER continues as president. MORLEY DAVIDSON, associated with Mr. Zuckier since 1903, is in charge of radio and recording activities.

PHILIP CASTLE, recently discharged from the Army, has been named to open offices in Chicago and Hollywood.

MILT ROSENER has joined Mack Miller, Hollywood publicity office.

CAPT. GORDON W. KNAPP, chief of editorial section of APNS, is father of a boy.

HELEN LETOURNEAU, formerly of Script Magazine, has joined Malloyd Radio Film Litho, Hollywood.

with

vertical tubular steel
radiators

it's the combination of all 6 that counts!

1. moderate initial cost
2. optimum performance
3. low maintenance cost
4. 5 years insurance
5. 50 years experience
6. single responsibility

Yes, all "6 EXTRAS" at no extra cost PLUS a radiator of proved efficiency, stability and service at a minimum cost.

WRITE LINGO ENGINEERS:

They will be glad to work with you in applying LINGO experience and skill to your own particular antenna problem. Indicate location, power and proposed frequency when writing.

John E. Lingo & Son, Inc.

EST. 1897

CAMDEN, NEW JERSEY

January 13, 1947 • Page 53
The Robert L. Kaufman Organization
Technical Measurement, Construction Supervision, and Business Services for Broadcast Stations
Monsen Bldg.
Washington, 4, D. C.
District 2322

TOWER SALES & ERECTING CO.
Reception, lighting, painting & Ground Systems
6100 N.E. Columbia Blvd.
Portland 11, Oregon
C. H. Fisher, Agent Phone TR 7303

Jan. 3 Decisions . . .
By COMMISSION EN BANC
FM--Conditional Grant
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and approval of engineering details.
FM--Conditional Grant
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FM CPs Authorized
The following were authorized CPs: conditions (Note: power given is effec-
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SERVICE DIRECTORY

FREQUENCY MEASURING SERVICE
Exact Measurements - at any time
RCA Communications, Inc.
64 Broadway
New York 4, N. Y.

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64 Broadway
New York 4, N. Y.
USES THE PRINTERS' INK NETWORK TO REACH ADVERTISERS AND AGENCIES WHO INFLUENCE THE BUYING OF RADIO TIME

78 other stations, networks and station representatives also use the P.I. network to reach the leading audience of buyers of advertising through the largest A.B.C. net paid circulation in the general advertising field.

Printers'Ink

Page 56 • January 13, 1947

JEREMIAH HALLAS, press secretary to Gov. Wilbert Snow and former Gov. Raymond E. Baldwin, Connecticut, has been appointed state political commentator and legislative correspondent of WORIC Hartford, Conn. He started Jan. 10 a Friday evening broadcast of state capital news. Mr. Hallas formerly had covered for INS.

ROB EDGE, television sports director of WRCNY New York, New to Havana Jan. 7 with officials of the Brooklyn Dodgers to see accredited with the team's spring training headquarters.

LEROI EDWIN STRUBLE, formerly with UPI and currently writing continuity for KOY Phoenix, has been assigned to Arizona Network's new room at KOY replacing ED JANNEY, who joins sales force.

WILLIAM HAMILTON, Chicago freelance newscaster, is the father of a boy, William Jr., born Jan. 1.

CHARLES A. BELL, recently separated from Army as sergeant, is now-uncovered. Address: 6 W. Red Oak St., San Antonio, Texas.

ROBERT WILSON, former field secretary of Los Angeles Farm Bureau, has joined CBS Hollywood newsroom as farm editor replacing PETER RUTTENBERG. He will devote full time to duties as assistant director of public affairs.

WILLIAM DOWDELL, INS radio representative, is recovering from a broken ankle suffered in Cleveland when he slipped on ice. He has been in St. Luke's Hospital.

WILLIAM R. DAY, director of news and special events at KCA Denver and recently discharged from Army, is teaching a class in radio news writing at U. of Colorado, Boulder.

W. W. CHAPLIN, NBC commentator; IRENE HUNH, NBC assistant director of programming, and HENRY J. TAYLOR, MBS commentator, are contributors to the Overseas Press Club Collection of heretofore unpublished reports on the war and postwar years, "Deadline Delivered," which will be published March 4 by E. P. Dutton & Co., New York.

RICH CAMPBELL, sports editor of WCAU Philadelphia, and JO DEE, secretary to BENEDICT GIMBEL Jr., president of WIP Philadelphia, have announced their engagement.

PAUL NEILSON, reporter and news anchor with WBBM Chicago, has joined WGN Chicago newspaper. Mr. Neilson will write and announce daily news shows. 4-7 p.m. and 12:30-2:30 p.m. Mr. Neilson replaces WILLIAM C. SNELL, who resigned to become manager of WTSF Troy, Ala.

WILLIAM P. PARL has been added to news staff of WTOP Savannah, Ga. He is Navy veteran.

WFNC Fayetteville, N.C., has formed a station news bureau to prepare materials for two daily newscasts on local, county and state affairs. MARJORIE JORDAN reports and edits city and county news while ANN DAWSON handles state reports.

LOUIS AIKEN, newscaster of WINV Washington, is the father of a girl, Sandra Nevada, born Dec. 31.

WGKZ Charleston, W.Va., has established live between station and Gov. Clarner W. Meadows' private office in Capitol which includes permanent remote equipment and desk microphone. While lines terminate in control room of WGCZ, use of lines and equipment is available from that point to any other station or network. Similar equipment is being set up in the executive study of the Governor's mansion.

BILL WEAVER, sports editor of WDAY Fargo, N.D., and Jim Borsch, station's newscaster, narrowly escaped injuries in an auto accident last week while returning to Fargo from a basketball broadcast in a nearby town. Their car slid sideways off the very icy road, struck a culvert and overturned. Mr. WEAVER, who was driving, found himself thrown into the rear seat while Mr. BORSCH landed beneath the dash. The car came to rest in a snowbank atop a pile of railroad ties, jamming the doors and making escape difficult.

JAMES ROOSEVELT, following election blust, has resumed Saturday commentaries on KXAN Hollywood.

EDWARD L. COBOS, former editor of Collier's magazine, will be heard on WBB in a series of daily reports to be known as "The Editor's Diary" beginning Jan. 13. Mon. through Fri. 9-9:15 a.m.

CARY CROZAN, former special events director of WHIC New Haven, has been appointed executive secretary to Congressman-fleel Elsworth F. Poste of Connecticut.

LEE OTIS, CBS news editor, is the father of a boy born Jan. 3.

Hearing Postponed

BLUE BOOK HEARING for KMAC San Antonio's renewal application, called for programming reasons, was postponed from Jan. 8 to March 9 on petition of KMAC, the FCC announced last week. The hearing is still slated to be held at San Antonio. At the same time the Commission moved the hearing for the granite place for KNOX San Antonio renewal application, also on program issues, from Washington back to San Antonio, to be held March 3.

Alan Crockett

ALAN CROCKETT, 31, of the Prairie Ramblers, rural act on WLS Chicago, died Jan. 5, after firing a bullet from a 22-caliber target pistol into his head, according to police. Mr. Crockett's wife, Mattie, said the couple were visiting friends when the shooting occurred.

Anderson Now VP

FREDERICK ANDERSON, account executive of Compton Advert., New York, has been elected a vice president of that organization in addition to his other duties. With Compton since 1941, he formerly had been with Alley & Richards.
Promotion

Mary O'Malley, editor of Food Fair Magazine for WBNK Boston, has resigned to join Atlantic Monthly, that city, as assistant to advertising manager.

Sam Elder, assistant director of promotion and publicity of WIP Philadelphia, is the father of a boy.

Jimmy King of WIBC Indianapolis promotion department, is the father of a boy born Dec. 23.

George Howard Allen, former secretary and general manager of CAS and WOR New York as assistant director of promotion and research, has been named promotion manager of New York Herald Tribune, succeeding Elia Lang, who retired Nov. 1. Mr. Allen is a director and former president of New York chapter of American Marketing Association.

Mr. Allen

Robert J. Wade, NBC television art director, Jan. 3 became the father of a boy, Robert J.

Dick Blake, copy writer of NBC advertising and promotion department, New York, has been in Hollywood for week conferring with Robert McAnrews, network West Coast advertising and promotion manager.

APA Promotion Kit

The Advertising Federation of America, in campaign to promote public understanding of advertising, has sent out promotion kits to advertising clubs throughout the country using theme "Advertising, by selling more goods, makes your job more secure." In cities where there are no advertising clubs, the campaign will be handled directly by the federation, headed by a committee under the chairmanship of Ralph Smith, executive vice president and general manager of Duane Jones Co., New York. The material sent out to radio stations includes scripts for 3 to 6 second spots, participation program spots, scripts for live announcements and slicks for local and national advertisers.

Sponsored Promotion

Sponsored promotion material, that's the latest noise on WINX and WINX-FM, Washington. The elaborate booklet published monthly by the station, presenting program features and schedules, now goes for itself through several full-page advertisements for radios and allied goods and services. Promoting the fine music programming presented by WINX and WINX-FM, the booklet divides schedule into various music classifications, will be mailed soon. Underlay's of composers, artists and titles is included in addition to table of contents. The 32-page booklet is distributed to 18,000 listeners in Washington area.

Promotion Tie-Up

SEARCH was conducted Jan. 3-11 for America's most perfect fan, name a letter writing contest on the "Hollywood Jackpot" show on CBS with starring Kenni Delmar. A tie-up was made between Paramount (producer of "The Perfect Marriage" movie starring Loreta Young and David Niven), Danger-Pliggard-Dempsey, agency for the show, and KENNY Delmar for exploitation of contest and the picture by jewelers in cities where the picture will play and where the program is heard. Paramount rings will be awarded for best letter.

Slogan Campaign

USING the slogan, "Remember—you heard it on CBS" on WINX-FM, Washington Jan. 7 began an intensive promotion campaign using the slogan in station breaks and advertising. With the preceding program. Newspaper advertisements and car cards also are being used.

Station Statement

Statement on color television by CBS president was made before the FCC Dec. 9, has been printed as a booklet titled "Color Television—The Way Ahead" by CBS promotion department. Copies are being sent to educators, advertisers and agencies. The booklet opens with a one-page foreword in which the networks' color television activities since the fall of 1949 are briefly traced.

Reprint by CBC

CBC has issued reprint of an article on the CBC international shortwave service which appeared in the November issue of the Canadian Geographical Journal. Article is by Stuart Grubin, supervisor of European foreign language program of the service, and deals with history and operation of the service.

Contest Response

A total of 268,604 young listeners of the ABC programs "Terry and the Pirates," "Ray King," "Jack Armstrong" and "Tennessee Jed" submitted answers to the question "Which program I prefer" during ABC's children's program contest. Competition to youngsters of 16 or over with under 1000 prizes going for the best answers in 50 words or less. Winners will be announced during week of Jan. 13 with such prizes as cameras, tennis raquets, radios, watches etc. being distributed.

KTRN Presentation

The 14-page section of the Dec. 22 issue of the Wichita Falls (Tex.) Daily Times, introducing the paper's new FOIL outlet, KTRN that city, is being distributed as part of KTRN promotion presentation. Program schedule is included.

Promotion on Passes

StREET CAR and bus passes are being used by Public Service Co. of St. Louis to publicize its new program "Frank Doyle and the Six O'Clock News," heard Monday through Saturday on KWK that city. Over 215,000 of these passes were distributed during week of Jan. 5 through Jan. 11. Firm operates public transportation system.

Essay Contest

SOIL-CONSERVATION essay contest among trade and high school students in central Indiana is being conducted by WIBC Indianapolis and its parent organization, the Indianapolis News. Prizes totaling more than $1,000 will be awarded to students submitting best essays. Contest begins Jan. 1 and will continue through mid-April, when Gov. Ralph Goss of Indiana is to proclaim Soil Conservation Week.

WBAL Preview

PREVIEW of things to come at WBAL Baltimore in way of new studios, programs and television is given in letter added last week to the trade. Architect's sketch of new home for WBAL is included in addition to drawing depicting new auditorium studio.

Picture Folder

FOUR page picture folder has been prepared by KMYR Denver to illustrate public service activities of the station during recent storm, said to be worst in 33 years.

WFLM Flint, Mich., originally scheduled to join NBC Jan. 1, has postponed its affiliation with the network until Feb. 1 because of construction difficulties.

BROADCASTING - Telecasting

Monday through Saturday on KWK that city. Over 215,000 of these passes were distributed during week of Jan. 5 through Jan. 11. Firm operates public transportation system.

Essay Contest

SOIL-CONSERVATION essay contest among trade and high school students in central Indiana is being conducted by WIBC Indianapolis and its parent organization, the Indianapolis News. Prizes totaling more than $1,000 will be awarded to students submitting best essays. Contest begins Jan. 1 and will continue through mid-April, when Gov. Ralph Goss of Indiana is to proclaim Soil Conservation Week.

WBAL Preview

PREVIEW of things to come at WBAL Baltimore in way of new studios, programs and television is given in letter added last week to the trade. Architect's sketch of new home for WBAL is included in addition to drawing depicting new auditorium studio.

Picture Folder

FOUR page picture folder has been prepared by KMYR Denver to illustrate public service activities of the station during recent storm, said to be worst in 33 years.

WFLM Flint, Mich., originally scheduled to join NBC Jan. 1, has postponed its affiliation with the network until Feb. 1 because of construction difficulties.

BROADCASTING - Telecasting
FCC Actions

(continued from page 54)

Decisions Cont .:

hours of operation from daytime to unlimited, install a DA for day and night use, in consolidation proceeding with application of Radio Peoria for new station on 970 kc, 1 kw, unlimited, DA; ordered that Commission's order of May 24, 1946, designating Radio Peoria application for hearing be amended to include application of WMJ, that issue No. 1 of the Commission's order of May 24 deleted by Commission's order of Dec. 19, 1946 re reinstated in said May 24 order. Further ordered that said hearing commence Jan. 15 at Washington.

KBEY Oklahoma City—Granted modification of CP for new station, for approval of antenna, to make changes in transmitting equipment, and for approval of transmitter and studio locations.

KWLS Lake Charles, La.—Granted modification of CP for new station, for approval of antenna and approval of transmitter and studio locations at 1000 Front St.

KLYF Alpine, Tex.—Granted modification of CP for new station, for approval of antenna and change to transmitter and studio locations at 1000 Main St.

KFAC Los Angeles—Granted modification of CP for new station, for extension of completion date to 7-15-47.

KOAM Pittsburg, Kan.—Granted modification of CP for new station, for extension of completion date to 5-1-47.

KSDW Dallas, Tex.—Granted modification of CP for new station, for change of type of transmitter.

WNCD Charleston, W. Va.—Granted modification of CP for new station, for extension of completion date to 6-15-47.

FCC Correction

In Decisions for Dec. 26 effective radiated power for FM station of WAVE Louisville, Ky., should be 200 kw instead of 36 kw.

extension of completion date to 1-20-47.

WDEF Chat of Dothan, Tenn.—Granted modification of CP for extension of completion date to 2-10-47.

WMJF Peoria, III.—Granted modification of CP for new station, to change type of transmitter and make changes in vertical antenna.

Jan. 6 Decisions . . .

BY THE SECRETARY

WAVE Palatka, Fla.—Granted modification of CP for new station, for approval of antenna, to change type of transmitter and to specify antenna location as 1015 N. 2d St.

WPTZ Philadelphia—Granted CP to install new antenna system.

WCYA York, Pa.—Granted modification of CP for new FM station, to change transmitter site and make changes in antenna system.

WHVA Fairbanks, Alaska—Granted modification of CP for new FM station, to change transmitter site and make changes in antenna system.

K-WFM Philadelphia—Granted CP to use antenna frequency as channel 262, 195.3 kc; change type of transmitter; specify effective radiated power as 20 kw and antenna height as 500 feet, and make changes in antenna system.

WILX Wilkesboro, N. C.—Granted modification of CP for new station, to change type of transmitter.

KJTV Fort Worth, Tex.—Granted modification of CP for new station, to change type of transmitter.

KHOM Portland, Ore.—Granted modification of CP for new station, to change type of transmitter.

KJKJ Pittsburg, Kan.—Granted modification of CP for new station, to change type of transmitter and conditions.

KQV Pittsburgh—Granted modification of CP for extension of completion date to 6-1-47.

BY THE COMMISSION

WTOL Toledo—Granted order that consolidated hearing on application of WTOL for renewal of license for and for new FM station presently scheduled for Jan. 9 to Toledo, be transferred to Washington, D. C. on Jan. 12, and further designating Commissioner Walker as presiding officer.

Don Lee Best, System, San Francisco—Ordered that application for new station be severed from consolidated hearing with application of KNOM for class B FM station in San Francisco; further ordered that Don Lee application be consolidated with renewal application of KNOM on issues specified in Commission order of Dec. 5, 1946, with respect to said renewal and CP applications, said hearing to commence at Washington, D. C. on Jan. 14.

BY COMMISSIONER WALKER

P. Wayne Bestz, Fort Wayne, Ind.—Granted petition for extension of time within which to file modification of CP in re FM application and extended time to and including Jan. 30.

Monzarek Bestz, Co., Council Bluffs, Iowa—Ordered that application for CP be removed from hearing docket.

Hilldale Bestz, Co., Hilldale, Mich.—Granted petition for waiver of rules and accepted petitioner's written appearance in re application for CP.

Radio America Corp. San Juan, P. R.—Dismissed as moot petition requesting that record in consolidated hearing be sequestered in accordance with inclusion of exhibit 25.

KCRG Cedar Rapids, Iowa—Granted petition for leave to intervene in hearing in re application for CP.

The Central Conn. Bestz, Co., New Britain, Conn.—Granted petition for leave to amend its application to show stock subscription held by J. Lawrence Shreiner et al. and accepted consolidated proceeding re opened for purpose of receiving amendment.

George Dyson Jr., d/b a The Alten Bestz, Co., Westport, Conn.—Ordered application for hearing reinstated and consolidated proceeding re opened for purpose of receiving amendment.

George Dyson Jr., d/b a The Alten Bestz, Co., Westport, Conn.—Ordered application for hearing reinstated and consolidated proceeding re opened for purpose of receiving amendment.

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George Dyson Jr., d/b a The Alten Bestz, Co., Westport, Conn.—Ordered application for hearing reinstated and consolidated proceeding re opened for purpose of receiving amendment.
**Gross Billing High of $25,933,651 Recorded by MBS; 25.7% Over 1945**

**NEW HIGH in gross billings in 1946 was reached by Mutual Broadcasting System, $25,933,651, or 25.7% over the $20,637,368 in 1945 [BROADCASTING, Jan. 22]. Monthly billings along with individual sponsor and agency expenditures on the network follow:**

<table>
<thead>
<tr>
<th>Month</th>
<th>Monthly</th>
<th>Cumulative</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>$2,969.25</td>
<td>$2,969.25</td>
</tr>
<tr>
<td>February</td>
<td>$2,443.14</td>
<td>$5,412.39</td>
</tr>
<tr>
<td>March</td>
<td>$1,787.23</td>
<td>$7,209.62</td>
</tr>
<tr>
<td>April</td>
<td>$1,503.65</td>
<td>$8,713.27</td>
</tr>
<tr>
<td>May</td>
<td>$1,077.20</td>
<td>$9,790.47</td>
</tr>
<tr>
<td>June</td>
<td>$1,284.64</td>
<td>$11,075.11</td>
</tr>
<tr>
<td>July</td>
<td>$1,430.15</td>
<td>$12,505.26</td>
</tr>
<tr>
<td>August</td>
<td>$1,832.10</td>
<td>$14,337.36</td>
</tr>
<tr>
<td>September</td>
<td>$2,535.10</td>
<td>$16,872.46</td>
</tr>
<tr>
<td>October</td>
<td>$2,268.45</td>
<td>$19,140.91</td>
</tr>
<tr>
<td>November</td>
<td>$2,503.12</td>
<td>$21,644.03</td>
</tr>
<tr>
<td>December</td>
<td>$2,282.45</td>
<td>$23,926.48</td>
</tr>
</tbody>
</table>

**TOTAL.** $25,907,202

**ADVERTISERS: GROSS BILLINGS 1946**

<table>
<thead>
<tr>
<th>Company</th>
<th>Gross Billings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coca Cola Co.</td>
<td>$2,011,402</td>
</tr>
<tr>
<td>Kool Foods Co.</td>
<td>$1,571,993</td>
</tr>
<tr>
<td>Blakely Cigars Inc.</td>
<td>$1,153,900</td>
</tr>
<tr>
<td>Seltzer's</td>
<td>$1,086,584</td>
</tr>
<tr>
<td>Sealy Mattress Co.</td>
<td>$708,316</td>
</tr>
<tr>
<td>Carter Products</td>
<td>$625,978</td>
</tr>
<tr>
<td>Muller Radio</td>
<td>$572,710</td>
</tr>
<tr>
<td>Procter &amp; Gamble Co.</td>
<td>$395,174</td>
</tr>
<tr>
<td>Kelling Co.</td>
<td>$395,174</td>
</tr>
<tr>
<td>General Motors Corp.</td>
<td>$905,789</td>
</tr>
<tr>
<td>Whitall Pharmaceutical Co.</td>
<td>$728,016</td>
</tr>
<tr>
<td>Ionite Products Corp.</td>
<td>$681,868</td>
</tr>
<tr>
<td>Mutual Benefit Health</td>
<td>$395,174</td>
</tr>
<tr>
<td>Accident Asm.</td>
<td>$605,381</td>
</tr>
<tr>
<td>Pharmaceutical Inc.</td>
<td>$519,441</td>
</tr>
<tr>
<td>General Foods Corp.</td>
<td>$566,899</td>
</tr>
<tr>
<td>American Safety Roop Corp.</td>
<td>$531,944</td>
</tr>
<tr>
<td>Wanda Co.</td>
<td>$426,351</td>
</tr>
<tr>
<td>Lawwill-Hovey Co.</td>
<td>$394,846</td>
</tr>
<tr>
<td>Quaker Oats Co.</td>
<td>$289,168</td>
</tr>
<tr>
<td>J. P. Fitch Co.</td>
<td>$249,383</td>
</tr>
<tr>
<td>Revera Copper &amp; Brass</td>
<td>$209,408</td>
</tr>
<tr>
<td>Gold Products</td>
<td>$120,390</td>
</tr>
<tr>
<td>Potter Wine Co.</td>
<td>$100,145</td>
</tr>
<tr>
<td>Teflon Watch Co.</td>
<td>$99,279</td>
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<tr>
<td>Barbacoa Co.</td>
<td>$91,907</td>
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<tr>
<td>Richfield Oil Corp. of N. Y.</td>
<td>$444,099</td>
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<tr>
<td>Basset Candy Co.</td>
<td>$424,588</td>
</tr>
<tr>
<td>Lutheran Laymen's League</td>
<td>$319,354</td>
</tr>
<tr>
<td>Hockley Bros. &amp; Son.</td>
<td>$297,066</td>
</tr>
<tr>
<td>Radio Bible Class</td>
<td>$255,115</td>
</tr>
<tr>
<td>Gospel Broadcasting Assn.</td>
<td>$245,569</td>
</tr>
<tr>
<td>11/3-84 Dr. Fuller Foundations</td>
<td>$245,569</td>
</tr>
<tr>
<td>Shearin Refining Co.</td>
<td>$234,089</td>
</tr>
<tr>
<td>Taylor Refining Co.</td>
<td>$234,089</td>
</tr>
<tr>
<td>Gillette Safety Razor Co.</td>
<td>$211,450</td>
</tr>
<tr>
<td>Porters Club</td>
<td>$207,650</td>
</tr>
<tr>
<td>U. S. Army Recruiting Service</td>
<td>$199,963</td>
</tr>
<tr>
<td>U. S. Army Recruiting Service</td>
<td>$199,963</td>
</tr>
<tr>
<td>Mutual Refining Co.</td>
<td>$189,841</td>
</tr>
<tr>
<td>Cudahy Packing Co.</td>
<td>$169,841</td>
</tr>
<tr>
<td>Federal Metal Works</td>
<td>$160,335</td>
</tr>
<tr>
<td>Hastings Mill Co.</td>
<td>$160,335</td>
</tr>
<tr>
<td>Vick Chemical Co.</td>
<td>$160,335</td>
</tr>
</tbody>
</table>

**TOTAL.** $2,729,011

**ADVERTISING GROSS BILLINGS 1946**

<table>
<thead>
<tr>
<th>Company</th>
<th>Gross Billings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Briton, Waco &amp; Co.</td>
<td>$2,829,706</td>
</tr>
<tr>
<td>D'Ay's Adv. Co.</td>
<td>$2,081,106</td>
</tr>
<tr>
<td>L'heureux &amp; Ryan</td>
<td>$1,090,006</td>
</tr>
<tr>
<td>Wanderer Ad. Co.</td>
<td>$1,090,006</td>
</tr>
<tr>
<td>J. E. Dow, Inc.</td>
<td>$1,090,006</td>
</tr>
<tr>
<td>Lippincott Inc.</td>
<td>$1,090,006</td>
</tr>
<tr>
<td>Wadsworth Adv. Co.</td>
<td>$1,090,006</td>
</tr>
<tr>
<td>Compton Adv. Co.</td>
<td>$1,090,006</td>
</tr>
<tr>
<td>Keeney &amp; Schrader</td>
<td>$1,090,006</td>
</tr>
<tr>
<td>Hoy &amp; Schirmer Co.</td>
<td>$1,090,006</td>
</tr>
<tr>
<td>Kudner Adv. Co.</td>
<td>$1,090,006</td>
</tr>
<tr>
<td>Alexander-Fleming-Samp.</td>
<td>$1,090,006</td>
</tr>
<tr>
<td>Arthur Meyerhoff &amp; Co.</td>
<td>$1,090,006</td>
</tr>
<tr>
<td>H. M. Donnell Adv.</td>
<td>$1,090,006</td>
</tr>
<tr>
<td>Benton &amp; Bowles</td>
<td>$1,090,006</td>
</tr>
<tr>
<td>Federated Advertising</td>
<td>$1,090,006</td>
</tr>
<tr>
<td>Hill Blackett Co.</td>
<td>$1,090,006</td>
</tr>
<tr>
<td>Dillon Drug Co.</td>
<td>$1,090,006</td>
</tr>
<tr>
<td>L. W. Ramsey Co.</td>
<td>$1,090,006</td>
</tr>
<tr>
<td>W. H. Wescoat &amp; Co.</td>
<td>$1,090,006</td>
</tr>
<tr>
<td>L. S. Grimes &amp; Keyes</td>
<td>$1,090,006</td>
</tr>
<tr>
<td>Young's Manufacturing Co.</td>
<td>$1,090,006</td>
</tr>
<tr>
<td>Breckenridge, Carmel &amp; Pearce</td>
<td>$1,090,006</td>
</tr>
<tr>
<td>T. T. Bond &amp; Co.</td>
<td>$1,090,006</td>
</tr>
<tr>
<td>Grant Adv. Co.</td>
<td>$1,090,006</td>
</tr>
<tr>
<td>Arthur &amp; Weller</td>
<td>$1,090,006</td>
</tr>
<tr>
<td>Gotham Adv. Co.</td>
<td>$1,090,006</td>
</tr>
<tr>
<td>Startenfeld Co.</td>
<td>$1,090,006</td>
</tr>
<tr>
<td>Callin &amp; Holmstrom</td>
<td>$1,090,006</td>
</tr>
<tr>
<td>R. H. Alter Co.</td>
<td>$1,090,006</td>
</tr>
<tr>
<td>G. H. Rossin Adv.</td>
<td>$1,090,006</td>
</tr>
<tr>
<td>Redstone Chemical Co.</td>
<td>$1,090,006</td>
</tr>
<tr>
<td>Sheldon, Quick &amp; McBryer</td>
<td>$1,090,006</td>
</tr>
</tbody>
</table>

**TOTAL.** $2,729,011

**Smith Is ‘Satisfied’ in WGAP Transfer**

Letter States Engineer Has No Further Interest

**THE LAST COMPLICATION in the previously tangled case involving sale of George Burns Smith's half interest in a permittee company for a new Maryville, Tennessee station (WGAP) appeared to have been removed last week. Mr. Smith, former engineer of WNOX Knoxville, who once asked the Commission not to approve the sale of his interest to George B. Dempster, notified FCC that the sale had been consummated and he is "satisfied" and has "no further interest in the matter."**

Mr. Smith's letter accompanied a copy of an agreement by which Mr. Dempster, former Knoxville city manager, exercised his option to buy the half interest for $2,500, of which $500 was paid when the option was exercised last year. Mr. Dempster is president of Dempster Bros. Inc., construction equipment manufacturers. The remaining 50% interest in the permittee firm, Gateway Broadcasting Co., is owned by V. H. McLean.

When application for Commission consent to the sale was filed [BROADCASTING, April 15], Mr. Smith's attorney was apparently too poor to health. Later he petitioned FCC to disregard the application. On the final day for competing bids under the Aveo Rule, a firm headed by Knoxville Mayor Cas Walker filed an application offering to meet the $2,500 offer of Mr. Dempster, but this application subsequently was withdrawn.

The sale is subject to FCC approval. The new Gateway Broadcasting Co. will continue with plans for a hearing, now set for April 18, was not known. The company is authorized to operate a station on 1400 kc with 250-watt full-line power.
NAB Board
(Continued from page 15)
some administration at times, it was said.

Executive decisions which, in the interests of the organization, must be made, should have been promptly exer-
cuted by the executive officer have been delayed pending consultation with the board.

Acting under the broadened au-
thority granted him by the new resolution, the president now is empowered to exercise sweeping control over the association, guiding the hands of any general policy set by the board.

New Responsibilities
Included in the president's new domain of responsibility is the admin-
istration of the association's finances. Previously, it was pointed out, the budget adopted by the board, was tentative, and little flexibility in transferring funds within the budget was pos-
sible after its adoption. The presi-
dent now is permitted latitude in transferring funds from their original allocations to others through the year as needs arise, providing, of course, the functions for which funds were spent con-
form to board policy.

The president also was given the important responsibility of ad-
justing salaries within the organi-
sation, to conform with budgetary
appropriations.

The 1947 budget which was adopted by the board included pro-
scriptions for salary raises for many NAB executives and employees. In the original budget each salary raise was designated by the name and position of the employee des-
igned to receive it. Board members said, however, that the president's newly expanded powers would per-
mit him to rearrange the salary raises if he so desired.

In adopting the 1947 budget the board determined a projected expend-
iture of approximately $11,000 for an expanded legislative service designed to provide prompt information on measures pending before the U. S. Congress or state legislatures. Budgetary limitations in the past have prevented adequate accumula-
tion of such information, it was said.

At the same time the board approved $5,000 off an original rec-
ommendation by its finance com-
mittee of a $10,417 salary for a director of the NAB FM Depart-
ment. The revision was made on the grounds that other depart-
ments provided most necessary services to FM members and that a high-salaried executive was not needed for that service.

Except for the addition of the legislative service allocation and the reduction of the appropriation for an FM director, the board adopted the "A" budget recom-
mended by its finance committee. Board members explained that the adoption of the "A" budget, which
MINDFUL of the probable consider-
ation by the new Congress of remedial legislation affecting the radio industry, Justice Miller, NAB president, last week sent congratula-
tions to the key legis-
lators who may figure prominently in the handling of radio legis-
lation.

The messages were authorized by the NAB Board of Directors, making it the first time in its 10-year history that NAB had directed to express to you the apprecia-
tion of the industry for your sound and constructive approach to radio problems. It was also the sincere hope that your respon-
sibility of radio legislation will be that you can give the all-im-
portant subject of radio legislation the full benefit of your experience and leadership in the field of legislation. It would be my wish to discuss this subject with you immediately upon my return to Washington about Jan. 20.

All three messages were regard-
ed as NAB endorsements of the legislative viewpoints of the recipi-
ents.

The other legislators to whom Judge Miller, sent congratulations were Sen. Wallace H. White (R-
M.,) author of the Communications Act, majority floor leader and chairman of the new Senate Inter-
state and Foreign Commerce Com-
mittee, and Rep. Charles A. Wol-
itzer (R-N.J.), new chairman of the House Interstate and For-

ger mission of the broadcasters was the first order of business at the board meeting, clearly indicating NAB's active in-
terest in encouraging the passage

is geared to foreseeable 1947 in-
come, was to avoid for the time being at least the problem of in-
creasing the NAB income by in-
creasing NAB membership dues. The board's finance committee had also submitted a "B" budget, totaling approximately $75,000, and contemplating expanded ac-
tivities.

The board's endorsement of BMB came after J. Harold Ryan, Fort 
Lauderdale, Fla., president of the board, and chairman of the BMB board, submitted a report on the state of BMB. The report had been requested by the board during the NAB Chicago conven-
tion last October.

Mr. Ryan introduced letters from Frederic R. Gamble, president of the AMC, Paul A. Was, present of the ANA, and the AAAA Radio Timebuyers Committee reaffirming their faith in the value of BMB.

Sales Value
Among specific questions which the NAB board had asked Mr. 
Ryan to answer was one concern-
ing the value of BMB as a sales tool for use with local and regional
advertisers.

Mr. Ryan's answer was that BMB information was "as basic, so fun-
damental that it should help all broadcasters, all advertisers." Lo-
cal advertisers, he said, "are as eager as national advertisers to in-
vest their advertising dollars wise-

ly" and he thought that "BMB will neither be ignored nor used as
the sole guide in the purchase of radio time by local advertisers.

Regarding other questions con-
cerning BMB's own interpretations of its data, Mr. Ryan said:

The BMB board has come to the conclusion that BMB's inter-
pretive functions should be limited to that which is required to assure
the integrity of its findings and the proper understanding of its data,
which is the business of the industry in the deliberations of your committee. Accept our best wishes and expression of highest re-
gards.

To Rep. Wolverton:
By direction of the Board of Directors of the NAB, meeting in San
Francisco on Jan. 5, 1948, I was authorized to express our appreciation of your designation of the BMB committee as the new Senate Interstate & Foreign Commerce Committee. We are aware that your assignment of this additional responsibility is a severe job, but we are hopeful that your commis-
sion of broadcasting will receive the same degree of painstaking study and experience. Accept our best wishes and expression of highest re-
gards.

To Rep. Brown:
By direction of the Board of Directors of the NAB, meeting in San
Francisco in 1941, we were authorized to express our appreciation of your designation as chairman of the Interstate and Foreign Commerce Committee and to extend the con-
gratulations of the NAB to yourself and the radio industry in the deliberations of your committee. Accept our best wishes and expression of highest re-
gards.

To Sen. White:
By direction of the Board of Directors of the NAB, meeting in San 
Francisco in 1947, I was authorized to express to you the apprecia-
tion of the industry for your sound and constructive approach to radio problems. It was also the sincere hope that your respon-
sibility of radio legislation will be that you can give the all-im-
portant subject of radio legislation the full benefit of your experience and leadership in the field of legislation. It would be my wish to discuss this subject with you immediately upon my return to Washington about Jan. 20.

Accept the best wishes and high re-

spects of the broadcasting industry.

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spects of the broadcasting industry.

NAB Greets Three Legislators;
Miller Asks Brown Conference
IN RECOGNITION of the public interest displayed by Mutual in the U. S. Army Band series, Divisions Editor
Ray W. Miller (R-Ohio), commanding general, Army Ground Forces, last Tuesday presented Mu-
tual's Washington News Bureau Chief Albert L. Warner with sets

of combat photographs of the
ground forces in action. Producer
for the 26-week MBS-War Dept. series was Hollis Seavey. Capt. 
Hugh Curry, Army Band leader, also received photographs.

and, WHO Des Moines, who has resigned because of illness. Mr. 
Beville's term will end Dec. 31, 1948.

The revision of NAB by-laws, originally scheduled to be discussed in
detail, was found to require further consideration. The board in-
structed a subcommittee to pre-

The board's discussion at one point was said to have veered to-
ward the principle of separating stations into AM, FM and televi-
sion categories, but this suggestion was renounced.

Walter J. Damm, WTMY Mil-
waukee, former NAB president, appeared to protest that kind of classi-
cation and urged that stations under identical ownership duplicating programs over AM and FM facilities be construed as an en-
ty.

The board's approval of NAB participation in the Inter-Ameri-
can Assn. of Broadcasters included an appropriation of $10,000 as the 
NAB's share of the costs. It was understood that figure represented half the total income expected to accrue to the association.

Under the new powers designat-
ed to him by the board, the NAB president will determine the method of NAB participation in the Inter-American Assn., it was said, and will appoint the NAB's representation.

Enlarged Department
RCA AM Film Dept. opened Dept. Jan. 7 and
opened enlarged and completely reno-
vated studio facilities at 1151 Fifteenth 
Ave. New York. New activity to be
opened integrated to the added studio
space in the dubbing of foreign language narrative and lip-synchronized dia-
logue on film originally recorded in English, for distribution abroad.

Page 568 • January 13, 1947
Esterly C. Page
formerly Vice President in charge of Engineering
Mutual Broadcasting System

Anounces
His return to Private Practice in the firm of

E. C. PAGE
CONSULTING RADIO ENGINEERS

600 Bond Building  Executive 5670
Washington 5, D. C.
I S N'T it only natural when you find...  
1) a one-station market  
2) which geography made singularly community-conscious  
3) reached adequately by no other station  
4) and whose 38,000* folk depend on one station for complete radio entertainment—ABC, MBS, local shows and news—

This is ZBM, the only adequate radio coverage of Bermuda. Rival stations from U. S., now 17 million, an extra Bermudian's interest in your product. Write or wire Col. E. Wylie, Mgr.

"IBCing you"...in INDIANAPOLIS

"Rooms for GI's" Bats 304 in the Big League

Despite the big league opposition offered by three outstanding network shows, "Rooms for GI's"—a WIBC public service program heard on Wednesday night at 9:9:15 (CST)—is doing all right. Already it has produced offers of 304 homes for veterans... proving that there's a warm spot in Hoosier hearts for the ex-G.I.... and a large and loyal following for the fastest growing radio station in Indianapolis. Ask your John Blair Man. HE knows.

JOHN BLAIR & COMPANY • NATIONAL REPRESENTATIVES

WIBC 1070 KC
5000 WATTS
BASIC MUTUAL

The INDIANAPOLIS NEWS Station

Page 60 • January 13, 1947

FCC Actions (Continued from page 58)

Applications Cont.: 

for approval of antenna, to change type of transmitter and for approval of transmitter location.

AM-1340 kc  
KRXJ Glendale, Ariz.—Modification of CP which authorized standard station, for approval of antenna, to change type of transmitter and for approval of transmitter location.

AM-1340 kc  
KSN San Diego, Calif.—Modification of CP which authorized new standard station, for approval of antenna, to change type of transmitter and for approval of transmitter location.

AM-1340 kc  
AM-1490 kc  
KGBM Boise, Idaho—CP to change frequency from 1460 to 1500 kc, increase power from 250 w to 10 kw, install directional antenna for night use, change type of transmitter and change transmitter location.

AM-1340 kc  
AM-1390 kc  
AM-1390 kc  
AM-1390 kc  
KOAL Price, Utah—Authority to determine operating power by direct measurement of antenna power.

Applications Tendered for Filing:

The Wooster Republican Printing Co., Wooster, Ohio—CP for new standard station 1390 kc, 100 w unlimited.

Radio Anthracite, Pittstown, Pa.—CP for new standard station 1370 kc, 1 kw daytime.

The Sandhill Community Broadcasters, Southern Pines, N.C.—CP for new standard station 1390 kc, 200 w daytime.

Transfer of Control

WROK Rockford, Ill.—Consent to transfer of control from Mrs. Ruth Hanna Simmons, transmitte G. Simmons, executor of the estate of Ruth Hanna and transmittee and beneficiary under his late wife's will.

WYAX Springfield, Ill.—CP to increase power from 10 w to 250 w, install new transmitter and antenna system and change transmitter and studio location.

KHUB Watsonville, Calif.—CP change frequency from 1360 to 1330 kc, power from 50 w to 2 kw, install new antenna for day and night use and new transmitter.

Jan. 8 Applications...

AM-1480 kc  
WHOM Jersey City, N.J.—CP increase power from 250 w to 1 kw day and night, install new transmitter and directional antenna for day and night use and change transmitter location.

AM-1430 kc  
AM-1430 kc  
WILS Lansing, Mich.—Modification of CP which authorized new standard station, for approval of antenna, to change type of transmitter, for approval of transmitter location and to specify studio location.

Modification of CP

WNBR New York—Modification of CP which authorized construction of new commercial television station, for extension of commencement and completion dates.

AM-1400 kc  
WHUN Huntington, Pa.—Modification of CP as modified, which authorized new standard station, for approval of antenna and transmitter location.

AM-730 kc  
WHL Nanticoke, Pa.—Modification of CP which authorized new standard station, for approval of antenna, to change type of transmitter, for approval of transmitter location.

WDPX Clarksburg, W. Va.—Modification of CP which authorized new standard station, for approval of antenna and transmitter location.

AM-490 kc  
KFSA Fort Smith, Ark.—Modification of CP which authorized standard station, for approval of antenna and transmitter location.

AM-1490 kc  
WBUZ Asheville, N. C.—Modification of CP which authorized new standard station, for approval of antenna, to change type of transmitter, for approval of transmitter location and to specify studio location.

AM-710 kc  
WBO N Winston-Salem, N. C.—Modification of CP which authorized standard station, for approval of antenna, to change type of transmitter, for approval of transmitter location and to specify studio location.

AM-1230 kc  
KTRI Corpus Christi, Tex.—Modification of CP which authorized standard station, for approval of antenna and transmitter location and to change studio location.

AM-1230 kc  
KDKL Del Rio, Tex.—Modification of CP which authorized new standard station, for approval of antenna and transmitter location and to change studio location.

AM-1230 kc  
KOSF Natchitoches, La.—Modification of CP which authorized new standard station, for approval of antenna, to change type of transmitter, for approval of transmitter location and to change studio location.

AM-920 kc  
KECK Odessa, Tex.—Modification of CP as modified, which authorized new standard station, to change type of transmitter.

AM-1550 kc  
WBBW Indianapolis—Modification of CP as modified, which authorized new standard station, for extension of completion date.

AM-1490 kc  
KICO Calexico, Calif.—Modification of CP which authorized new standard station, for extension of completion date.

AM-1340 kc  
KRSM Roswell, N. M.—Modification of CP which authorized new standard station, for approval of antenna, to change type of transmitter, for approval of transmitter location and to specify studio location.

Applications Dismissed:

American Colonial Best. Corp., Arecibo, P. R.—CP for new relay broadcast station to be operated on 1520, 2050, 2510 and 3150 kc, power of 250 w, exception A3—DISMISSED at request of attorney.

License Renewals

Applications for renewal of standard broadcast license by WROK.

WBBW WGAU.

Applications for renewal of experimental television broadcast license filed by WIXE WIXPD WIXPE WIXFP WIXPG WIXPH WIXPK WIXPF WIXPS WIXVE WIXPE WIXPR WIXAD WIXAF.

Applications Tendered for Filing:

WSWZ Inc., Trenton, N. J.—CP for new standard station 1290 kc, 5 kw unlimited, directional antenna for day and night use.

AM-1360 kc  

AM-860 kc  
Texas Star Broadcasters, San Antonio—CP for new standard station 850 kc, 1 kw unlimited, directional antenna for night use.

AM-1460 kc  
Crescent Bay Broadcasting, Santa Monica, Calif.—CP for new standard station 1260 kc, 3 kw unlimited.

AM-910 kc  
KVAN Vanceville, Wash.—Special service authorization to 10 kw night time in addition to its licensed operations on 910 kc, for the period not to exceed expiration of present limited permit.

(Continued on page 66)
midwest and eastern markets.

weeks

Co.,

company.

Heather and

MALLORY HAT Co.,

JOHN

Erickson,

SOIL

GLENN

Norman

spot campaign on

autovnier

STARDUST inc., New York (clothing

manufacturer), at the end of Feb-

ruary for six weeks will sponsor a

break and spot announcements on sta-

tions in selected Pacific Coast areas.

Agency is Britacher, Van Norden &

Fresno.

HENRY L. KUETZMAN, AAP veteran,

has joined sales force of Chiquippe

Sales Corp., New York (Clik & Co.

dipers), to succeed RICHARD P. HER-

RICK in west Coast area with head-

quarters in Los Angeles. Mr. Herrick

is retiring after 12 years with firm.

ABC last week announced 17 new sales

of cooperative programs, made from

15 new sponsors; 10 spots were added

by Walter Krieman and Martin Aronson,

eight by "Headline Edition"; seven each

by "Eliot and Albert" and "The News-

and six al 'phpes by Harry Wissner. "Dick

Troy" and "Powers Charm School." In

addition, on Jan. 9 "America's Town

Meeting of the Air" became an ABC

program. (See story page 40).

Gordon E. Riley

GORDON E. RILEY, 45, former

central traffic manager of the RCA

Victor Division, Camden, N. J.,
died Jan. 5 in Chicago following an

operation. Mr. Riley joined RCA

Victor in October 1946 after serv-

ing 14 years as general traffic man-

ager of the U. S. Gymnus Co., Chi-

cago. Surviving are his wife, Zelda, and

a daughter, Jean.

Start Delays

START of the new MBS Ralston

Purina Co. Checkerbord Time pro-

gram has been postponed from Jan.

6 to Jan. 13. Program will be

heard Mon. through Fri. 12:15-12:

p.m. During week of Jan. 6 Noo-

time Melodies recorded program

was to be heard. Agency is BNB

tom is Gardner Ad., St. Louis.

Performance Results!

A RODAMON RADIO STATION

(KFRE) KFRE

REPRESENTED BY

AVERY-KNODL, INC.

EXECUTIVE OFFICES STUART BUILDING LINCOLN, NEBRASKA

EXECUTIVE OFFICES STUART BUILDING LINCOLN, NEBRASKA

KFOR 1240 KC BASIC ABC

OMAHA

CO. BLUFFS

5000 WATTS

1290 KC

BASIC ABC

MINNEAPOLIS ST. PAUL

5000 WATTS

1130 KC

—S P O N S O R S —

WEED & CO., Representatives

BREAK AND

GETTER IN

IDAHO

TWIN FALLS — IDAHO

WKBK WHB WBNS WBGB WCAE

Agency is J. Walter Thompson Co., Los

Grant St., Montreal (foun-

dation press), has attached use in radio in its

forthcoming advertising campaign. Ac-

count is placed by McKim Adv., Mon-

treal.

BREAKFAST CLUB COFFEE Inc.,

Los Angeles. Jan. 6 started for 52 weeks

participation in "Ben Alexander Show"

on Denver's new KFPC stations Mon. -

Fri., 10:30-11 a.m. (PST). Agency is

Lockwood-Shackelford Adv., Holly-

wood.

WEST COAST SOAP Co., San Francisco

(powder), is using schedule of station

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KOOL.
RCA pioneered in designing efficient radiator air-cooled power tubes for 5- to 50-kilowatt AM broadcast transmitters. Today, hundreds of these tubes are demonstrating their long life and dependability in broadcasting service.

**Extra Value** The ever-increasing demand for these air-cooled power tubes has permitted RCA to introduce improved manufacturing and quality-control techniques that have resulted in better tubes at less cost to you.

**Complete Line** RCA has the air-cooled power tube types you want. Such well-known top performers as RCA-7C24, 891-R, 892-R, and 9C22 are representative of the types available.

To get the greatest operating economy from your station, specify RCA when new tubes are needed. For information on RCA tubes, write RCA, Sales Division, Section P-36A1, Harrison, N. J.

**THE FOUNTAINHEAD OF MODERN TUBE DEVELOPMENT IS RCA**

**RCA Air-Cooled Power Tubes**

The strategic advantages of using RCA air-cooled power tubes are well known to many of our leading broadcasting stations. These advantages are particularly important in the efficient operation of AM broadcast transmitters.

**THE STANDARD OF COMPARISON IN BROADCASTING**

**HEARD by most...**

**Preferred by most...**

in the BUYING Ark-La-Tex

BROADCASTING • Telecasting

**BCROSHEP**

50,000 WATTS

Represented by The Branhm Co.
NAB Area
(Continued from page 14)

by AFM to an AM operator who duplicates programs on FM until he starts issuing rate cards, Walter J. Damm, vice president of WTMJ and WTMJ-FM Milwaukee, told the small market stations session which opened the third-day western area meeting.

Reminding AM broadcasters of AFM contract renewals coming up in February, he said that as long as an operator continues to completely duplicate his AM program on FM, the duplicator enjoys the same rights. He predicted other unions such as AFRA and IBEW would follow suit.

Sees FM Replacing AM

FM will replace standard radio within the next six years, with operators holding those licenses now being “on the inside looking out,” Mr. Damm predicted. He read a letter from FCC Chairman Charles R. Nanny which read in part:

“The Commission is highly enthusiastic about the prospects of this new broadcasting service. And it has in fact gone on record as describing FM as ‘the finest aural broadcast service attainable in the air.’ It is hard for people to realize how close we are to that goal. In the early days of the radio art. I think your gathering will be interested to know that there are now 100 FM stations on the air, 400 have construction permits and 200 have conditional grants. In addition we have 300 pending applications. From these figures it is certainly obvious that FM is not just around the corner... It is here and going strong.”

Only 35% of the AM stations licensed prior to October 1940 have not yet applied for FM. While the Commission is pleased that so many have applied, we must earnestly urge the remaining holdouts to join the procession. The Commission has already pledged its support to the idea that the FM broadcaster will be permitted to continue to use his AM station while FM replaces AM in his area.

The big task ahead of all of us now is to get those stations on the air as quickly as possible. The faster you begin FM broadcasting, the faster the public will buy FM receiving sets. The Commission is sending every effort to speed up the development of FM and we look to the broadcasters to take their part in this.

Concurring with Mr. Damm was Wayne Coy, vice-president and general manager of WINX and WINX-FM Washington, and newly elected NAB director. Operating his FM station 14 hours daily and programming simultaneously with AM, he told of improved service rendered and of the greater tune-in. He related results of a recent field test whereby the FM signal was clearly heard in mountainous area 75 miles away. Operators in coldest areas were urged to guard against ice formations on antennas.

Twenty Stations in Capital

Mr. Coy said Washington will have some 20 AM and FM stations, exclusive of 5 authorized television outlets as compared to only 6 AM stations before the war.

Answering technical questions, T. A. Craven, vice-president and general manager of the Cowles stations, said his organization has nearly $1,000,000 budgeted for FM and has confidence in its future.

Small market stations session was conducted by J. Allen Brown, chief of NAB Small Market Stations Division. He told of its functions and urged western broadcasters to make greater use of the new NAB service. He gave several sales pointers. Agenda also covered national spot business and group selling. Methods of handling local news and placing new programs were discussed.

Marshall H. Pengra, KRNR Roseburg, Ore., told of an FCC station which he aided and some operator requirements for small market stations.

Frank Pellegrin, NAB director of broadcast advertising, addressed a sales managers session Wednesday afternoon, urging expanded use of the selling material derived from the Joske clinic and explaining NAB sales aids, urging stationmen to sell local retailers. Renewed effort of the AAA to persuade stations to allow a 2% cash discount is opposed by most stations, he said. Of personal interest was word by Carlos Franco, of Young & Rubicam, that as of Dec. 17, 70 refused to consider the discount; 65 said the matter was “up to the industry.”

References:
- Frank, B., "The Joske Clinics," Broadcasting, Oct. 17, 25; 27: said that they would allow the discount, 18 were 250 w power or less and were said to be getting little or no national spot business.

January 13, 1947 • Page 63
The only New Orleans Station using all these means to build Listenership continuously

- 24-Sheet Posters
- Newspaper Advertising
- Street Car Dash Signs
- Point-of-Sale Displays

Folks Turn first to—

WWL
NEW ORLEANS
THE GREATEST SELLING POWER IN THE SOUTHERN'S GREATEST CITY
50,000 Watts - Clear Channel
CBS Affiliate
Represented Nationally by The Kars Agency, Inc.

WHEN KIDS CHOOSE UP SIDES
they leave it to chance. But WCBM produces perfect teamwork between advertising and sales.

Baltimore's Listening Habit
WCBM
MUTUAL BROADCASTING SYSTEM
FREE & PETERS, INC. Exclusively National Representatives
John Elmer George H. Roeder President General Manager

Page 64 • January 13, 1947

Yale Forum
(Continued from page 20)
broad powers to regulate programs under some vague and meaningless standard such as "public interest, convenience or necessity"—that this agency be authorized to decree that one program or type of program is bad and must not be broadcast, that another program or type of program is good and must be broadcast, that there must be certain rules followed if you are going to broadcast this-or that type of program that there must be various proportions or balances allowed as between various types of programs, and that advertising can be broadcast only subject to certain restrictions as to amount and character.

Sufficient Reason?

Citing the Commission's belief that "advertising on the radio is excessive and sometimes in bad taste," Mr. Richards asked, "Is this sufficient reason to bring program traffic of the world's most forceful medium of public opinion under the surveillance, let alone the influence, of the United States Government?"

It is just because radio is so powerful that governmental regulation is necessary, Mr. Siepmann replied. His remarks drew heavy applause. The fact that the average person listens to his radio 3½ hours a day, he said, gives radio an influence that dwarfs the power of school, pulpit or press.

"Radio is too powerful to be entrusted to any single group without an overriding control," he said. Radio would not be safe in single hands, either of government or of private business, he added, expressing the belief that "reserve power must be vested in the government to preserve radio from the abuses which are inevitable in any field operated by individuals with profit motives."

Defending the Blue Book as an FCC attempt to break an advanced program fare, Mr. Siepmann declared that the Commission "should hold the licensees responsible for programming and not let them turn programs over to the advertisers."

Mr. Caldwell depicted the basic issue as the proper interpretation of the phrase "public interest, convenience or necessity" which Congress put into the act to guide the Commission in its regulations. The Supreme Court, he stated, has held that the scope of the standard is not unlimited but is confined by the purpose of the act, the requirements it imposes, and the context. There is not a word in the act lending color to any claim of jurisdiction to regulate programs and there are several strong implications the other way.

"The standard has never been used, before or elsewhere, as a criterion governing communication of intelligence, whether information or entertainment, and has no meaning or sense when so used. As ap-

CERTIFICATE of Accomplishment is presented to Johnny Carpenter (l), director of special events for KOIN Portland, Ore., by Mayor Earl Riley, for the station's "outstanding achievement in the field of Public Safety Education." KOIN has presented two traffic shows weekly, one since 1937, the other since 1940. The Mayor and traffic commissioner especially cited Harry Buckendahl, manager; Ted Cooke, program director; and Bill Mears, production manager of KOIN.

The debates in Congress before the passage of the original radio act make it clear that there was no intent to include programs in this standard, Mr. Caldwell said. "Once you admit that the standard embraces programs it is impossible to draw any boundaries to the FCC's power... as a practical matter, such a standard as to programs cannot be intelligently applied or enforced."

CASE NAMED MANAGER OF WINK FORTH MYERS

GEORGE T. CASE, who has been associated with radio for 18 years, assumed new duties on Jan. 1 as general manager of WINK Fort Myers, Fla., coincident with the transfer of the station from Ronald B. Woodyard to the United Garage and Service Corp., Cleveland. Stations with which Mr. Case was associated in include WCKY WCPO WIS WDNC WRAL WING WTMV WCPL WGN WBBM and KABC.

He was assistant program director and production manager for CBS and WBBM for three years, leaving to set up programming facilities for KABC San Antonio as it prepared to increase power from 250 w to 50 kw. After finishing this job Mr. Case joined the War Assets Administration in Texas as radio program director. During the war Mr. Case served with the U.S. Coast Guard Reserve, and while in the service found time to write radio and television courses for De Forest Training Schools and the Chicago Institute of Broadcasting and Television.

Appointment of the following other staff members at WINK also has been announced: Lawrence S. Roser as chief engineer; Marshall T. Pack and William Snyder as announcers, and Cleve Cleveland as engineer.

FOR GREATER COVERAGE AT LESS COST PER CAPITA IN PENNSYLVANIA'S RICH ANTHRACITE REGION

1000 W WHVL 730 KC IS A MUST!
"ANTHRACITE'S GREATEST DAYTIME COVERAGE"

NANTICOKE, PA.

FORJOE & COMPANY
National Representatives

EXPECTED ON THE AIR SOON!

BROADCASTING * TELECASTING
SEND-OFF PARTY for Leslie Joy, who resigned as general manager of KYW Philadelphia, was given by Westinghouse and KYW executives. Attending were (l to r, front row): Walter E. Benoit, vice president of Westinghouse Radio Stations; James P. Begley, KYW program director; F. M. Sloan, WRS assistant general manager; J. B. Conley, WRS general manager; B. A. McDonald, WRS sales manager; Mr. Joy; Robert E. White, newly-appointed general manager of KYW; W. B. McGill, WRS advertising manager; Carl Wyman, KYW studio supervisor. (Back row): John Michaels, KYW transmitter engineer; Harvey McCall, KYW sales manager; John P. Meagher, KYW publicity director; W. C. Gal- leher, KYW educational director; L. R. Rawlins, WRS industrial relations manager; I. C. Ruby, WRS auditor; A. H. Bates, KYW auditor; D. A. Myer, WRS chief engineer; George Steen, WRS legal department; I. N. Eney, KYW chief engineer; Clarence Fuhrman, KYW musical director; and H. Gordon Hawkins, WRS educational director and program supervisor.

Congress
(Continued from page 80)
that Truman sly grin, were captured by the cameras.
During his speech when he called for a balanced budget in the next fiscal year, the President's sly grin was noticed by correspondents who overheard him say: "I hope the Congress will cooperate in this measure of economy."
Again the cameras caught the sparkle in his eyes—the grin that played about his mouth, while the audio microphones picked up the spontaneous laughter and applause—from the Republican side of the aisle.
Throughout the President's speech, the cameras shifted from a close-up of Mr. Truman, to various spots in the House chamber. Here and there sedate Senators and Representatives tugged at ears, shifted positions. Some picked noses. One member held in his lap what appeared to be a comic book. It may have been a pictorial publication.
Maj. Gen. Harry S. Vaughan, the President's military aide, and Rear Adm. James H. Hoskett, USN, his naval aide, sat at rigid attention to the President's right at the end of the officials' reporters' table when the speech began. About midway the television cameras wandered in that direction, revealing General Vaughan comfortably slouched against the table, his left arm hooked over its top. Admiral Hoskett looked bored. A few feet away J. Leonard Reinsch, Presidential radio adviser, was closely following the script.
On occasion the President seemed to speed up his delivery. Then he'd glance to the side, slow down, as if to cue "watch it" by Mr. Reinsch.
As the cameras scanned the chamber again, Sen. Robert A. Taft (R-Ohio) was seen toying with his fingers. Two other members of Congress nearby twiddled their thumbs. Facial expressions were something to behold.
By the time this reaches print the nation will have been well informed as to what the President said. All four major networks carried his talk as well as CBS, NBC and DuMont television stations, which pooled their facilities. News- casters and commentators have covered the address thoroughly, as have daily newspapers.
From a radio point of view the big news was that history was made. It was the first time a President of the United States had been televised addressing a joint session of Congress. It likely won't be the last.
The set over which this writer viewed the proceedings was a $500 table model RCA, with 2x10-inch screen, installed complete with a one-bay antenna and a year's service for $50, making the overall investment $400. Reception was from the Allen B. DuMont Washington station, WTTG, operating on channel 5.
Kleig Lights Detract
Kleig lights used by movie cameramen detracted from the television pickups. The President's face was as nearly perfect as a camera could record it. Faces of members, particularly when the cameras were swung about at an angle with or facing the glaring lights, were ch alcéd out occasionally.
When the Capitol is remodeled in the next two years and indirect lighting is installed, there should be no need for flood lights for movie cameras. Television doesn't need them ever under the normally poor lighting in the present House chamber.
While this writer was viewing the proceedings in a private home, other newsmen of Washington were at the WRC-NBC studios viewing the same affair carried by coaxial cable over two sets—one a prewar reflecting console in which a certain amount of distortion was noticeable, and the other a late projection model. Reception on the projection model was clear, with the picture appearing tighter than some past programs on that type of set. Some slight distortion and loss of detail was apparent at the top edge of the projected image.
White House Watches
Many members of the White House staff watched their chief on the RCA set installed temporarily in the President's office the week before [BROADCASTING, Jan. 6].
Since the 80th Congress opened, television history has been made twice. CBS, NBC and DuMont televised the opening of the House on Jan. 3, for the first time in history, and last Monday's telecast was the first of a President addressing Congress.
The House side is wired for television because joint sessions are held in the House chamber. The Senate is not yet wired, but reports are the Capitol architect is giving it consideration.
When the new plans for remodeling the Capitol go into effect, television will be part of permanent installations.
In addition to WTTG, the opening of Congress and the President's address were telecast by WNBT WABD WCBS-TV New York, and WPTZ Philadelphia.

INVEST YOUR AD DOLLAR WCK Y's-ly
IN THE GREAT CINCINNATI MARKET
L. B. Wilson
WCKY
FIFTY THOUSAND WATTS OF
SALES POWER

BROADCASTING • Telecasting

January 13, 1947 • Page 65
FCC Actions
(Continued from page 60)
Jan. 9 Decisions...

BY COMMISSION EN BANC
Approval of Conditions for Burbank Broadcasters, Burbank, Calif.
Authorized conditional grant for class A station, subject to further examination and approval of engineering details.

For Immediate Release
Burbank, Calif.

The following were authorized construction permits, conditions (Note: except in cases where it is effective range and power, antenna height given is height above terrain):

CBS Hollywood- Class B; channel: 96.5 (No. 245); 220 kw; 2800 feet. Standard Best. Co., Los Angeles-Class B; channel: 95.5 mc (No. 245); 14.5 kw; 2800 feet.

American Best. Co., Los Angeles-Class B; channel: 94.5 mc (No. 245); 45 kw; 2800 feet.

The Times-Mirror Co., Los Angeles-Class A; channel: 99.3 mc (No. 237); 165 kw; 3150 feet.

Los Angeles Best. Co., Los Angeles-Class B; channel: 95.7 mc (No. 239); 3.2 kw; 280 feet.

Southern Calif. Best. Co., Pasadena-Class B; channel: 97.3 mc (No. 231); 48 kw; 740 feet.

Echo Park Evangelistic Assn., Los Angeles-Class B; channel: 93.7 mc (No. 251); 48 kw; 740 feet.

Lee Harrisburg Best., Harrisburg, Ill.- Class B; channel: 98.9 mc (No. 255); 14.2 kw; 335 feet.

Oscar C. Hirsch, Cape Girardeau, Mo.-Class B; channel: 95.7 mc (No. 239); 3.2 kw; 280 feet.

of Leimen T. T. Co., Chicago, Ill.- Class B; channel: 96.9 mc (No. 245); 30 kw; 830 feet.

The Sun Pub. Co., Jackson, Tenn.- Class B; channel: 95.2 mc (No. 246); 48 kw; 460 feet.

Metropolitan Pub. Co., Memphis, Tenn.- Class B; channel: 93.3 mc (No. 228); 512 kw.

WMPS Memphis, Tenn.-Class B; channel: 93.8 mc (No. 320); 186 kw; 530 feet.

KGKL San Angelo, Tex.-Class B; channel: 94.1 mc (No. 231); 3.3 kw; 545 feet.

Wm. C. Forrest, Greenfield, Wis.- Class B; channel: 103.1 mc (No. 276); 77 kw; 1200 feet.

TV-180-160 mc

E. W. Peters, Stockton, Calif.-Granted CP for new TV station; channel 8, 180-160 mc, visual power of 1.93 kw, audio 1.80 kw; antenna 337 feet.

TV-174-180 mc

American Best. Co., Racine, Wis.-Granted CP for new TV station; channel 7, 180-160 mc, visual power 5.4 kw, audio 2.7 kw; antenna 1281 feet.

Special Authorization
Television Productions, Los Angeles-Granted special temporary authority to operate experimental television station WXYZL and relay station WEXLA on commercial basis for period of 90 days.

AM-1490 kc


AM-1496 kc

Samuel B. Sagar, Cleveland Heights, Ohio—Granted application for new station, 1490 mc, 250 w, unlimited; engineering conditions. At same time Commission denied applications of WMARR, Forest City Best. Co. and Ouyahoga Best. Co. seeking same facilities at Cleveland Heights.

AM-850 mc

News and Observer Publishing Co., Raleigh, N. C.—Granted application for new station, 850 mc, 250 w, unlimited; engineering conditions.

AM-1490 kc

James E. Birkett, Ft. Lauderdale, Fla.—Commission announced order granting application for new station, 1490 mc, 230 w, unlimited; engineering conditions.

*In lieu of previous conditions.

5 New FM Conditions, 17 Final CPs; San Francisco, Stockton Video Grants

FIVE new conditional FM grants and 17 final construction permits for FM outlets were issued by the FCC. In addition, two new commercial television stations were authorized, one for ABC in San Francisco and one for KGBD Stockton, Calif.

The conditional FM grants, subject to further examination and approval of engineering details, went to Burbank Broadcasters, Burbank, Calif.; Derrick Publishing Co., and WKBZ-TV, Peoria, Ill.; (N. Y. Observer-Diaper) WQAN Scranton, Pa. (Scranton Times). Burbank grant was for metropolitan outlet while the others were for rural stations. Utica Observer-Diaper had previously been denied application for AM outlet (Broadcasting, July 29, 1948). Derrick Publishing owns WOtm Derrick, week day morning paper.

The final FM CPs and assignments of facilities went to KNX FM KCMA KFGC, KCMP Los Angeles; Channel 5. The power of the new facilities went to KBXG San Benito, Tex.; WBBQ Lima, Ohio; WCLM Mobile, Ala.; WZUS Springfield, Ill.; WQBA San Antonio, Tex.; KCMA-AM San Antonio, Tex.; WQWN Ogdensburg, N. Y.; and WQOD Jackson, Tenn.

In all, a total of 17 CPs were granted for television outlet; 10 were for FM outlets and 7 for AM.

Radio Corporation of America

Thomas P. Dougherty, former assistant to Ray Van Den, executive vice president of Lennen & Mitchell, New York, has been appointed manager of the New York radio department of the agency, and will continue with his duties on the Old Gold account in addition to his new responsibilities. Mr. Dougherty was a strong member of the WGBS Mullen who has resigned. Prior to joining Lennen & Mitchell in November 1944, Mr. Dougherty was with Warwick & Legler, New York, and City that was Young & Rubicam for eight years in both the Chicago and New York offices.

Dougherty Promoted

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Paul Porter Sees Truman about Trip

PAUL A. PORTER, former FCC chairman and one-time head of OPA, conferred with President Truman Thursday preparatory to his scheduled departure today (Monday) by plane as head of an American economic mission to Greece. The State Dept. disclosed that Mr. Porter has been given the following four-point assignment.

(1) Examine economic conditions in Greece and inquire into efforts made to restore and develop Greek national economy; (2) Consider measures necessary for reconstruction of essential transportation, power, manufacturing and other facilities; (3) Consider the extent to which Greece can carry out its economic recovery program through the use of resources there and abroad; and (4) Recommend to the U. S. and Greek governments specific measures Greece should take to improve its national economy.

The Canadian Government has permitted Philadelphia, Pennsylvania, sponsor of the Buri live show on MBS, to let the star make an extensive personal appearance tour through the Canadian provinces during spring of 1947.

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Sonocraft Disc — Tape Wire

for Immediate Delivery!
FREE RADIO DEPENDS ON ADS, MILLER SAYS

STRESSING essentiality of a free press and an equally free radio to the welfare of the nation, Justin Miller, NAB president, told San Francisco Advertising Club members at their luncheon meeting in the Palace Hotel Tuesday that neither could exist in the traditional American form without financial support of advertising.

With “Advertising, a Public Necessity” as his topic, he urged advertising executives to use the tools of their trade wisely and so well as not to jeopardize or impair the freedom of radio and press. Advertising, he said, is essential to broadcast as a guarantee for free speech.

Without direct mention of the Blue Book, he said “there is much to be done by broadcasters and advertisers to improve the character and content of programs. That is the American way. Perhaps we need the good of criticism to get us into action. One thing to admit error and seek improvement. It is quite another to lie down and let government walk over us and over the rights of our people.”

“NAB broadcasting as far as advertising goes, has become a favorite whipping board. . . . We must constantly be on the alert to champion and protect our rights of free press and free radio, or else we lose those rights.”

NAB Sidelights

16th DISTRICT members, in honor of NAB board, staged a cocktail party and dinner in San Francisco’s Forbidden City restaurant Jan. 7. Night spot was taken over for the entire evening. Event was arranged by John W. Elwood, chairman of entertainment for the host committee, and general manager of KPO-NBC San Francisco.

BESIDE cocktails and luncheon at San Francisco’s Old Cliff House, wives of visiting NAB directors and working staff at the board of directors meeting were taken on a 100-mile auto tour of Bay area by Mr. Elwood.

ONE unexpected visitor during NAB board sessions at San Francisco was Bernard Koteen, FCC attorney in the city in connection with FCC hearing on Don Lee network contract to begin next week in Los Angeles. He had planned to interview several affiliates along Coast, but found that most of them would be in San Francisco for meetings and held in there.

WJR Detroit, has appointed the Stanley Boysen Advertising Agency to handle its advertising. Campbell-Ewald Co. previously handled the WJR account.
Final Authorizations Granted by FCC
For AM Outlets; Kinston Grant Halted

FINAL authorizations for four new AM stations—in Cleveland Heights, Ohio; Raleigh, N. C.; Middlesboro, Ky., and Sanford, Fla.—were issued by FCC last week.

The Commission meanwhile set aside its Dec. 17 grant for a 1-kw daytime station on 1000 kc at Kinston, N. C. [BROADCASTING, Dec. 23], "pending further investigation of the matter." Commissioner Dawson, director and 16 2/3% stockholder of applicant corporation," Kinston Broadcasting Co. Mr. Dawson is one of 24 stockholders of the company and also is vice president of WFNC Fayetteville and stockholder of WLBJ Bowling Green, Ky. Nature of the "investigation" was not disclosed.

The Sanford, Fla. grant, for fulltime use of 1400 kc with 250 w, went to James S. Rivers, general manager of WJMJ Cordele, Ga., taking as southeastern Broadcasting System.

The Cleveland Heights, Raleigh, and Middlesboro authorizations came in final decisions effectuating proposed grants issued Dec. 11 [BROADCASTING, Dec. 18], and in each case mutually exclusive applications were denied.

The grantees: Samuel R. Sague, formerly with WMCH Hamilton, Ohio, and WJW Akron (now CBS), for 1490 kc with 250 w fulltime at Cleveland Heights; Raleigh News and Observer, headed by Josephus Daniels, former Secretary of the Navy and Ambassa-
dor to Mexico, for daytime operation on 850 kc with 1 kw at Raleigh; Pinnacle Broadcasting Co., owned by E. P. Nicholson, lawyer and banker, and John Wallbrecht, banker, for use of 1490 kc with 250 w fulltime at Middlesboro.

Denials in these proceedings went to: WMAK Inc., Forest City; Broadcasting and Ouyahoga Broadcasting Co., Cleveland Heights; and Eastern Broadcasting Co., licensee of WRAL Raleigh, Greensboro, N. C.; Cumberland Gap Broadcasting Co., Middlesboro.

Says Business Men Okayed KSTP Deal
AVCO Financing Plan Endorsed, A. G. Bush, St. Paul, Asserts

A ST. PAUL BUSINESS MAN, A. G. Bush, vice president of the Minnesota Mining and Manufacturing Co., has challenged state-
tments that Twin City business interests are opposed to the pro-
posed financing of AVCO for the sale of KSTP to Stanley E. Hub-
bard, general manager of the sta-
tion, now pending before the FCC. In an open letter published in the St. Paul Pioneer Press Jan. 8 Mr. Bush said he had participated in a meeting with a group of St. Paul business men at which Mr. Hubbard had outlined the proposed sale of outstanding stock to AVCO, and that the group had endorsed the proposal. He said he and the group had also rejected an offer by William F. S. Sturts, But-
er Johns Co., Chicago newspaper representatives [BROADCASTING, Dec. 16].

Mr. Bush said that in his opinion it was not "entirely fair" to attempt to buy out a business from under Mr. Hubbard which the latter had successfully built up.

"If it were not for the peculiar regulations of the FCC it was," he said, "this deal would have been closed at the time our group recom-
ended he accept the AVCO offer."

The group headed by Mr. Johns met an ABC hearing on KSTP under the FCC competitive bid regulation Dec. 16 and a date for hearing is still pending before the Commission.

Mr. Johns, contacted in Chicago, termed the Bush letter "interesting" and said Mr. Bush was en-
titled to his opinion but that it did not necessarily reflect the thinking of other St. Paul business men.

BAND MEN'S TAX CASE GOES TO HIGH COURT
THE SUPREME COURT last week granted a review of a case involving the question of whether the social security taxes of dance band members must be paid by band leaders or the owners of places of entertainment where the bands play.

The case, which reached the Supreme Court on an appeal by the operators of the Crystal Ballroom, Dubuque, Iowa, from an Eighth Circuit decision ruling that the question revolves around the validity of American Federation of Musicians contracts with ballroom and night club owners designating the owners as "employers" of the orchest-
tra for the duration of the engage-
ment.

These contracts, the United States District Court for Southern Iowa held, have "the avowed purpose of protecting the (orchestra) leader from taxes as an employer." However, the Eighth Circuit Court of Appeals took a different view, subsequent rulings that the con-
tracts were valid and that night club and ballroom owners must pay social security taxes of musicians playing on their premises.

It was this ruling which led the owner of the Dubuque ballroom to take the case to the Supreme Court. The case will be handled by the Court in regular order and probably will not be reached until sometime in March, it was said.

Winners in Cantor Show Promotion, Announced

KGNK Amarillo, Tex., won top award of $1,000 for best promotion effort by any NBC station car-
rying Eddie Cantor's Pabst Blue Ribbon program, according to War-
wick & Legler, Hollywood, office of agency servicing account.

Second prize of $500 was given to WJZ Augusta, Me. Ten $100 third prizes were awarded to the following stations: Koa Denver, KODY North Platte, Neb., KELO Sioux Falls, S. D., WIBA Madison, Wis., WAZL Hazelton, Pa., WINK Binghamton, N. Y., KIDO Boise, Id., KOMO Seattle, KRGD Wes-
laco, Tex., and WHIS Bluefield, W. Va.

Radio editors throughout the country served as judges.

Goodyear Places


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TRAILER VAN 28 by 7 feet houses studios and control room of WTNT Augusta, Ga., 250-watt NBC outlet which went on the air Jan. 1 on 1230 kc. Standing in front of transmitter building are Chief Engineer Ted R. Woodard (1), who originated trailer studio idea, and Edgar W. Teasley, vice president and general manager. In background is 208-foot Wind-Turbine tower.

WTNT Using Trailer Van As Studio, Control Room

"OPERATION TRAILER" aptly describes broadcasting operations at WTNT Augusta, Ga., which went on the air Jan. 1 on 1230 KC [Broadcasting, Jan. 6]. Officials of the 250-w NBC affiliate were anxious to start broadcasting at the earliest practical date and, with postwar construction limitations in mind, WTNT's chief engineer, Ted R. Woodard, came up with the idea of using a trailer van for studio purposes. The result was that WTNT was able to go on the air only a month after the construction permit was granted on Dec. 2.

The trailer, which is 28 feet long, 7 feet wide and 7 feet high, comfortably houses all the equipment found in large, permanent studios, according to Edgar W. Teasley, vice president and general manager of Georgia-Carolina Broadcasting Co., WTNT licensee. It is divided into three rooms, with the control room located in the center of the van, a studio at one end and news room at the other end. Framed observation windows divide the control room from the other rooms.

Floors are carpeted, and walls and ceilings are acoustically treated for proper sound effect. There are microphone outlets in both the news room and the studio. The studio, largest room in the trailer, has ample space for instrumental and other group broadcasts, Mr. Teasley says. All rooms are heated electrically.

A brick building adjoining the trailer studio houses the Raytheon RA-250 transmitter. Transmitter building, trailer studio and 208-foot Wind-Turbine tower are located within a 25-yard radius in a field near the Augusta city limits.

Funnies Dramatized

COMIC STRIP dramatizations are being featured on new bi-weekly program, "Funnies With the Cast, over WATN-FM Omaha, Neb. Dick Low and Myrna Petri, ex employees of KODA Staff, have taken over letters of comic strips found in Omaha World Herald.

Sees Public Losing Its Faith in Video

Electronic Color Exponent Hits Manufacturers' Stand

CHICAGO ADVERTISERS were told Jan. 7 that present television broadcasting on the low definition black and white 60 mc band will destroy public acceptance of the medium. The warning was sounded by H. C. Bonfig, vice president of Zenith Radio Corp., one of the industry's leading exponents of electronic color.

Mr. Bonfig told members of the Chicago Advertising Executive Club that attempts by manufacturer and television stations now in operation to force black and white television on the public are both dishonest and discreditable to the public. He termed present black and white receivers obsolete and denied arguments by their manufacturers that they could be adapted to color by the addition of converters.

Apart from the color problem, television's greatest obstacle is the means by which it can be made available to the public, he declared. He said advertisers would be unable to finance the costly video as an entertainment medium, based on estimated production expense. Until some means is found to make television a paying proposition, the public will continue to seek substitute video, Mr. Bonfig added.

Failure to consider television as something entirely new rather than as an adjunct to radio has crippled the media many times, he said.

He warned the advertisers, many of whom are already financing television programs on WBKB Chicago, that black and white video is being handicapped by the same stubbornness that typified the changeover from narrow to standard gauge rail in the railroad industry, and from DC to AC in electrical appliances.

He said the television industry must be prepared to junk its investment in black and white and plan now for eventual color if it hopes to enjoy public acceptance.

"The sooner we convince "televisonaries" that advertisers haven't sufficient money to pay for cont'nuous entertainment on tele the sooner the industry will start applying its brains to a technical solution for obtaining a box office," he said.

FCC Orders Probe of WU Proposal to Cut Service

FCC last week ordered an investigation starting Feb. 10 regarding plans of Western Union Telegraph Co., "to discontinue, reduce or impair service."

FCC said the action resulted from letters received by the Commission from Western Union relating to reduction of hours; from Commercial Telegraphers' Union charging that the closing of offices and hour reduction would be detrimental to the future of the telegraph industry; and letters from the public complaining against curtailment of service.

Break Ground Feb. 1

GROUNDBREAKING ceremonies for the two-and-one-half million dollar MBS-Don Lee radio and television studios in Hollywood takes place on Feb. 1. The 112,000 square feet of space will contain 18 studios, and the network is constructing a quarter-million dollar master control panel which will have facilities for AM, FM and television.

The studios will be located on Vine St. between Homewood and Fountain Sta.
FMA Meeting
(Continued from page 15)

complete 1947 lines, Mr. Taylor explained.

In his welcome address Mr. Hofheinz reviewed the history of FMA, explained how it was conceived in Chicago after the FBI dissolved.

Miracle of Radio

"FM is faced with the problem of accomplishing now the miracle of radio," said Judge Hofheinz. "When we review history and find that it took 25 years to put 900 AM stations on the air, and that FM in the period two years will put 1,000 stations on the air, we can appreciate the tremendous problem that confronts the entire industry — manufacturers, suppliers, receiver makers and broadcasters. No industry that has mushroomed so quickly can possibly fail.

"We as an association propose to rally together those who have the potential FM in seeing that the American public begins thoroughly familiar with the advantages of FM broadcasting."

Judge Hofheinz said that at least six FM stations have been on a self-sustaining or profit-making basis since their inception, adding: "It has been proved that it can be done."

Professor Armstrong, citing a story about the late Thomas Edison who spent hours in his laboratory "trying to prove what the Second Circuit Court of Appeals said was obvious," declared: "We're trying to get the air with 10-kw transmitters, which were promised by August 17, 1945, by a former chairman of the FCC."

$100,000,000 Business
The FM inventor cited statistics to show that, based on December's consumer purchases of FM, the FM set business has a potential of $100,000,000 a year, and it is going up.

"You don't stop a $100,000,000 business by talking it down," he told the meeting. "That's the law... that's the way they're bringing them in," he said, referring to set manufacturers. "The evidence indicates manufacturers can sell FM sets as fast as they can be turned out."

Professor Armstrong said there are only two potential dangers to the $100,000,000 annual set business.

"FM is now living on its past reputation from the old band and high power," he explained. "Service just as good must be rendered very shortly by getting out high power or the public will become unsold on FM as being a noise-free service. The second danger is this pot of gold is going to introduce into the set business a lot of people who don't know how to make good receivers. We are going to have some bad sets along with the good ones unless broadcasters see to it that full information is in the hands of the public."

"FM has been on dead center. It's ready to roll. How well we go ahead depends on you members of the FMA. I urge you to impress upon the people to get demonstration sets of FM stations and look over them carefully before buying. If the dealer is honest—and I'm confident the vast majority are—a poor FM set will show up bad in a demonstration, as against a good one."

Major Armstrong said the $100,000,000 FM set business came about "through the drive put back of it by Zenith in receivers and General Electric in transmitters, assisted by such well-known pioneers as Radio Engineering Laboratories, Stromberg-Carlson, Freed, Scott, Magnavox and others." He paid tribute also to the FM broadcasters who have conducted local campaigns, declaring:

"You have men in your organization who know how to promote FM. We engineers have given you the tools. Now it's up to you, the broadcasters."

He said estimates placed the 1946 set output at between 130,000 and 140,000, with some 45,000 produced in December.

5,000,000 Sets
Mr. David told the FMA that by the end of 1947 about 5,000,000 FM receivers will have been produced. It is predicted that some 900 or more stations will be in operation within the year, adding: "That is the biggest thing that has ever happened in radio broadcasting, the FM transmitter business, or the FM receiver business."

Mr. David saw 1947 as "FM's year." In 1946 industry was faced with reconversion, strikes, unavoidable delays, broken promises and general confusion, plus these major problems in the FM industry: new transmitter designs, for 100 mc; development of new tubes for FM, especially high power; development of new antennas and lack of resources and manpower, which were available for the war but are not at our command."

Despite the handicaps GE manufactured and shipped a substantial number of lower-power FM transmitters, antenna monitors and speech input equipment. The manufacturing industry by the end of 1946 had shipped transmitter ratings of 250, 1 and 0.5 kw and a few 1.5 kw. During the first half of 1947 many more 3 and 10 kw transmitters will be shipped, with some 50 kw equipment available the last half of the year.

"Most of the FM stations should be operating this year with final effective radiated power," he said.

"That will give us the first opportunity to really prove what FM can do in an assigned service area. It will give the public a new conception of radio broadcasting."

"As to networks for FM," Mr. David continued, "I have heard very few predictions. However, if the public can get to listen to FM, as I am confident they will, then that preference will take care of the network problem."

Manufacturers who displayed late model FM sets at the Statler Hotel in New York with the FMA meeting were: Crosley Corp., Stromberg-Carlson, Zenith, RCA, The Hallicrafters, GE, Scott, Freed and REL. In addition to displaying models the manufacturers also conducted demonstrations.

Press Ann. installed the AP Radio Wire at the FMA news headquarters to keep visiting delegates informed of late news.

RKO Official Says Mexico
Is Enthusiastic About Video

MEXICAN enthusiasm for television is running high, according to Ralph Austrian, president of RKO Television Corp., which is in Mexico City arranging for production facilities for his company. Mr. Austrian spent the month of December in Mexico, was back in New York for a few days and has returned to the Mexican capital for another two or three months to continue his research on that country's video potentialities.

During his first month in Mexico, Mr. Austrian said: "I have had dozens of visits and conferences with many interests who are determined to be first with television in Mexico. Plans are under way for the establishment of a transmitter in Mexico City and transmitters in four other cities. Most of the negotiations are still in the confidential stage, but news of the culmination of plans is imminent."

Television receivers probably will be imported into Mexico in knock-down form and assembled there, Mr. Austrian said.
Promote Religious Radio, Clergy Told

Workshop Speaker Urges Closer Cooperation With Stations

INCREASING ATTENTION to public and promotion for religious service makes aggressive and religious education leaders by Rev. Everett C. Parker, director of the Joint Religious Radio Committee, at the annual Radio Workshop held in New York last week.

Stressing the need for cooperation with local station owners who make time available for religious services, Mr. Parker said "no group has any right to air time unless it is prepared to furnish a station with program material of acceptable quality." He added that church groups must bond every effort to draw audiences to their programs by use of all available means and promotion.

Elinor Inman, CBS director of religious service, pointed out cooperation with Rev. Parker of the Workshop, urged increased attention to script and program details for local broadcasts. She emphasized that broadcasts are directed to small family groups from one to five persons, not large assemblies, and that different techniques must be used.

Special Training Needed

Pointing out that theological seminaries will have to devote increased attention to religious radio, Dr. Ross Snyder, professor of religious education of the Federated Theological Faculties of the U. of Chicago and educational consultant for the Workshop, stated that frequently theological students receive their only radio training as a small part of a standard speech course. The result, he pointed out, is that many ministers who receive free air time attempt to fill it merely by making a speech.

Sterling Fisher, director of the Northwestern University of the Air, said, "what is needed is an aggressive use of the medium."

For a complete list of discussion leaders at the Workshop see Broadcasting, Jan. 6, issue.

Civil Liberties Drive

A NATIONAL public service advertising campaign to promote American civil liberties was approved by the public advisory committee of the Advertising Council, which met last week at the Waldorf-Astoria Hotel, New York. Campaigns on the crisis in American education and tuberculosis were approved.

For article on religious radio, see Broadcasting, Jan. 6, issue.

ILEDGE OPERATORS INCREASING, SAYS FCC

AN INCREASE in the number of illegal radio operators was reported last week by FCC, which revealed that almost 200 have been apprehended since the end of the war and cited this as "proof positive that violators can't get away with it."

Noting that it is "concerned about the postwar reapparance of unlicensed radio transmission," the Commission pointed out that violators may be fined $10,000 or jailed for two years, or both. Illegal transmissions may be heard by one or more of FCC's 22 'round-the-clock monitoring stations, the Commission explained, or "by a number of the now more than 25,000 radio stations of different types, $3,000 radio operators, or nearly 80,000 amateurs."

Philco Names Pitt

DR. COURTNAY PIT, who has been in charge of the preparation of all reports to stockholders of the Philco Corp., Philadelphia, has been appointed economist of the organization in charge of the division of economic research. Prior to joining Philco in 1941 Doctor Pitt served for five years as a partner in Ivy Lee and T. J. Ross, New York, specializing in economic matters.

Aired especially for private pilots and members of Oklahoma Flying Farmers, the report by the FCC has been started by WXYK Oklahoma City.

Ever see a Spartan sell Tractors

Farmer Cliff Gray sold 57 units of Ford-Ferguson tractors and Mercury and Ford cars within 60 days on his Monday through Saturday program, "The Piedmont Farm Hour". The average price of these 57 tractors and automobiles was $1500. Total sales: $85,500.
all AM applications starts on page 26.

The freeze procedure provides for processing of Line 1 cases as in the past. In connection with Line 2 applications, as outlined below by the Commission and, at the engineering conference Monday, by Chief Engineer Adair and Chief James A. Barr of the Engineering Department's AM Section, will be as follows, with details to be worked out at a further FCC-industry conference today (Jan. 12):

According to Channels

Processing will be according to channels, probably starting with the "oldest" application and bringing in all others involving that channel. First will come an engineering conference among applicants for that channel. A "reasonable

example," perhaps 15 days, will then be allowed for amendments — any to change frequency, power, or hours of operation will put the amended application into the pending files until the freeze is over.

A second conference will then be held. Applications will be named chairman of a committee of consulting engineers to prepare a channel survey which, it is hoped, all parties will accept as accurate, and upon completion of the survey the applications will be turned over to the Commission itself for action.

Uniform methods of preparing applications and labeling exhibits are expected to be worked out, but the main immediate goal of the cooperative FCC-industry procedure will be to set the engineering facts of a case for presentation to the Commission — to reach agreement among the applicants regarding to facts, rather than to decide or debate how the facts should be construed.

Starting May 1, normal processing will be resumed. Hearing cases designated during the freeze period will be subject to the same rules that normally are applicable. Throughout the freeze, FCC will "continue to act periodically" on pre-freeze applications and "decide as many hearing cases as possible."
Miami Paper Salutes Radio Help as Publication Resumes

COOPERATION between radio stations and newspapers reached a new high during a three-day pressmen's strike starting Jan. 4 which temporarily forced Miami's two dailies to suspend publication. Radio's assistance in disseminating news was saluted in an editorial in the Miami Daily News on Jan. 7 as the paper resumed publication.

The News, an evening paper, was first hit by the strike and missed its Saturday, Sunday and Monday editions Jan. 4-6. The Miami Herald (morning and Sunday) was unable to publish Sunday, Monday and Tuesday, Jan. 5-7.

Expand Schedule

The Herald made extensive use of its radio affiliates, WQAM and WQAM-FM, to give residents of Greater Miami and South Florida complete news coverage during the 3-day strike. The paper's managing editor, Lee Hills, and broadcast editor, John T. Bills, worked out an expanded radio broadcast schedule. In addition, all members of the Herald local staff were instructed to cover their beats as usual and to turn their copy in to the broadcast department, which delivered carbons of all scripts it prepared to three other Greater Miami stations, WQBS, WKAT and WINZ. These stations were given leave to broadcast the material in its original form or to rewrite it as they saw fit.

Arrangements also were made with WFTL Fort Lauderdale to broadcast six local and state news reports daily during the work stoppage. News reports were funneled to WFTL by the Herald news bureau in Fort Lauderdale.

WQAM normally airs four newscasts daily six days a week--at 7:45 a.m., 12:15 p.m., 6:30 p.m. and 11:25 p.m. This schedule was expanded to nine a day.

The WIOD, whose routine radio schedule includes 24 news programs, added 11 special news broadcasts on Jan. 5 and 6 and made available unlimited air time to give maximum news coverage, the station reports. WGBS likewise "scheduled many additional news periods daily as a public service and credited all local news to the papers."

Commercial time was at a premium at Miami stations during the strike. WQBS, for example, reported that its commercial time was sold out completely. All department stores and two theater managers have additional time on the station.

STATIONS CAN OMIT DAILY FCC MENTION

20 kc Channel Plan Is Weighed by FCC

Action Deferred Pending Report From Committee of Panel 13

FCC last week voiced belief that "use of narrower channel widths offers the only means of obtaining additional channels" in the 30-40 mc band, but said it was deferring final decision on the problem pending receipt of reports from a committee to be set up by Panel 13, Radio Technical Planning Board.

The committee will study the feasibility of commercial production of 20-kc channel-width equipment and will make a preliminary report to the Commission by Aug. 1 and a final report by Feb. 1, 1948. If a 20-kc channeling system is adopted, "ample opportunity" will be provided for conversion to this system and "due allowance" will be made for equipment obsolescence problems, FCC said. Meanwhile, assignments in the band will continue on a 40-mc basis.

These disclosures were made last week in a revised proposal for block-plan frequency-service allocations to non-government services in the 30-40 mc band. The revised plan followed an engineering conference Dec. 2-3 and will be subject to oral argument Feb. 3. If adopted, it will be effective April 1, 1947, and services assigned in the band will be required to shift by July 1, 1950. As previously proposed, remote pick-up broadcast stations currently operating in the 30-40 mc band will be allowed to continue "for a reasonable period" after their allocations in the 25-30 mc band have been made final.

Name Change

WBT CHARLOTTE board of directors has voted to change the owning company's name from Southern Broadcasting Co. to Jefferson Standard Broadcasting Co. Operating company is owned by Jefferson Standard Life Insurance Co., which acquired it from CBS in 1945.

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HEADLEET-REED, National Representatives

Win Honors

Transfers of Part WCHA Reported to FCC for Approval

SALE of 50.7% interest in WSPA Spartanburg, S. C., by President A. B. Taylor to General Manager Walter J. Brown, his son-in-law, for approximately $110,000 was reported to FCC last week for approval.

The transfer, which would bring Mr. Brown's stock interest to 50.7%, includes the stock recently acquired by Mr. Taylor from Assistant Secretary of State Donald S. Russell for a similar amount (Broadcasting, Nov. 11). FCC was unable to comment on the open-bidding requirements of the Avo Rule since President Taylor, who had 77% before the transfer, would retain 57.5% and control of the station would remain in the same family. Mr. Brown, former special assistant to retiring Secretary of State James F. Byrnes, who owns 35 950 kc stations in the South, including WCHA, Sonora, Ga., which went on the air New Year's Day.

Arrangements for the sale were made through Smith Davis & Co., Cleveland, and newspaper and magazine financials. The transfer application was filed by the law firm of Dow, Lohnes & Albertson, Washington counsel for WSPA. The station is on 950 kc, 5 kw. Meanwhile, FCC was asked to approve Rello Other's sale of her part interest in WSPA.

Negotiations Continue

AN AFR A OFFICIAL told Broadcasting on Thursday that "negotiations are still going on with WMCA, WINS and WLIB" for new announcers' contracts at the three New York independent stations. The AFR A representative said that no new developments have occurred and that no agreements have been reached with any of the three stations. AFR A has already signed a one-year contract effective Oct. 1, 1946, with WHN New York (Broadcasting, Jan. 6) which gives announcers a $70 basic salary, plus 10% commercial spot fees to total $115 weekly.

Interests in WSPA, FCC for Approval

51.02% interest in WCHA Chambersburg, Pa., new 1-kw daytime station on 800 kc, to three of her associates for $7,500. The buyers, and the percentages of stock they will own following consummation of the sale, are J. S. Booth, vice president and general manager, 44.94%; Henry Cassell, program director, 36.74% and C. M. Cassell, president and commercial manager, 10.2%. The other stockholder, not buying any of the stock, is M. O. Warrenfeltz, secretary-treasurer and in charge of accounting, who has 8.16%.

The application, filed by the Washington law firm of Loucks & Scharf, asked that the Avco Rule's provisions be waived since purchasers are all existing stockholders and actively engaged in station management and operation.

RADIO ON RETAILERS' CONVENTION PROGRAM

GROWING use of the broadcast medium by retail stores will occupy an entire session of the National Retail Dry Goods Assn. annual convention to be held Jan. 13-17 at Hotel Pennsylvania, New York. New to NRDA program will be the association's first annual radio contest.

Judges for the contest were named last week by NRDA. They are Arthur Steger, president, McCreevy's, New York; Margaret Cuthbert, NBC director of women's and children's programs; Arthur Pryor, vice president and radio director, BBDO; Ruth Ayres, vice chairman, National Consumers Retail Council; Thomas Connolly, CBS director of program promotion.

Winning retailers in the radio contest will be presented with plaques and certificates.

The "Radio for Retailers" session on the morning of Jan. 15 will include a panel discussion of the Joske Radio Study, 1945 clinical test of radio's effectiveness by Joske's of Texas, one of largest department store chains in the Southwest.

Participating in discussion will be Willard H. Campbell, Sibley, Lindsay & Curr, Rochester; James H. Keenan, vice president in charge of sales promotion, Joske's of Texas; W. D. Rasmussen, radio and television promotion director, Allied Purchasing Corp.; Lee Hart, assistant director of broadcast advertising, NAB.

CBC Board Meet

MEETING of the CBC board of governors is to be held at Montreal on Jan. 8 and 9. Information as to agenda has been released, but it is known that the board recently ordered surveys made of commercial rate structures. This may be tabled at the meeting, as well as report on start of television service by CBC.
HEAVYWEIGHT CHAMPION Joe Louis (r) received a diamond-dial Helbros watch at a dinner given Dec. 22 at the Joe Louis restaurant, New York, by William Helbein (l), president of Helbros Watch Co., for 100 persons, including underprivileged children of the Shelter. Ken Roberts (c), star of Helbros program, Quick as a Flash, looks on as Joe examines watch.

Crosby Is ‘Man of Year’ Radio Editor Concludes

RADIO’S “man of the year” is Bing Crosby, Ray McBride, radio editor of the Milwaukee Journal concludes in his year-end review of 1946 broadcasting.

Mr. McBride, who will list an official survey of listener likes and dislikes in the Journal’s Radio Poll in February, says “Crosby is so important to the industry that he was able to lead a successful revolution just by insisting on transistorizing his shows.”

The radio editor also rates Henry Morgan as radio’s best comedian, and The Theater Guild of the Air tops for drama. All are ABC shows. The Journal owns and operates WTMJ, the NBC outlet in Milwaukee.

Plan Polio Drive

PLANS for the annual Washington Mile of Dimes drive were discussed last week by representatives of capital stations at which Bryson Raah, WMAL Washington, director of the drive, presided. All stations will join in a kick-off broadcast Jan. 15 and thereafter operate their own drives on behalf of the campaign, which is the radio end of the Washington March of Dimes drive. Rick LaPalce, WWDO, is publicity director of the drive.

Policy Meeting

MORE than 100 representatives of all sections of the United Office and Professional Workers of America (CIO) were expected to attend a special policy conference held by the union at the Hotel Empire, New York, Jan. 11-12. Group was scheduled to discuss the union’s program to raise salaries and protect white collar workers against the continued rise in prices and the growing threat of an economic recession, according to an advance announcement of the union.

U. S. Television Mfg. Corp. Believes 1947 Will Be ‘First Big Year’ for Video

A PREDICTION that 1947 will be televisions “first big year,” with 300,000 to 500,000 video receivers produced, was made last week by Hamilton Hodge, president, United States Television Mfg. Corp. This company, which is concentrating its present production on projection video models with screens 21 by 16 inches, priced at $2400 for the home set and $2350 for the tavern or club model, is now producing five projections video receivers, with production expected to mount to 300 a month in February and 500 a month in March.

30,000 Sets in Quarter

Estimating 5,700 video sets were made during 1946, Mr. Hodge looks forward to a “total industry production of 30,000 sets in the first quarter of 1947, 60-80,000 in the second quarter and 200-250,000 in the last half ... Sylvania, in a recent report, has estimated a total potential sale of television sets in 1947 of 2,000,000. Judging from the prospective purchasers who are beating at our door, that survey was not unrealistic.”

Time Extended

CANADIAN Aan. of Broadcasters and Canadian Broadcasting Corp. were given time by the Canadian Copyright Appeal Board to Ottawa Jan. 7 to complete negotiations for new tariffs with Composers Authors Publishers Association of Canada (CAPAC) and BMI Cana Ltd. Hearings before the Copyright Appeal Board were adjourned indefinitely, but it is learned that negotiations between broadcasters and copyright owners are practically completed. Separate agreements are being made by the CAB and CBC with CAPAC and BMI Canada for five year terms. The postwar agreement covering Canadian broadcasters was due to expire Thursday Jan. 11, and the Copyright Appeal Board covered all broadcasting stations in Canada, but the postwar agreement will be signed separately for the independent broadcasters by the CAB and for the government-owned stations by the CBC. Total tariff to copyright owners is understood to be substantially up from last year under the new agreements.

Saudek Promoted

ROBERT SAUDEK, former ABC director of public service, has been named head of a newly formed department of public affairs at ABC, which will comprise the network’s present departments of public service, continuity acceptance and publicity. At the same time Mr. Saudek appointed Grace M. Johnsen, former assistant director of public service, as manager of the continuity acceptance department of ABC. Mr. Johnsen joined ABC in 1942 as director of women’s and children’s programs.

Commenting on the color television outlook, Mr. Hodge said:

“In common with RCA, Philco, Farnsworth, Du Mont, and others actually experienced in black and white television receiver design, we at United States Television do not believe that color television will be commercially practical for five years or more, because of lack of proper standards and manufacturing experience, as well as the instability of color tubes and other components, even though laboratory demonstrations under controlled conditions have been excellent. Although I operated radar at the same or higher frequencies than those proposed for color, while I was in the Marine Corps during the war, I learned that the tubes operated only a thousandth of a second, or for the duration of each pulse. That is very different from continuous operation for the other 999 parts of a second. And the manufacturing problems will involve not only metal work to very fine tolerances rather than soldering wires together, thus requiring very different types of factories. Remembering what we have been through in black and white in the past five years and present problems even on current frequencies, I am inclined to predict that color might take ten years rather than five.”

FCC CHAIRMAN Charles R. Denny achieved Washington’s outstanding triumph of the day last Tuesday when he broke through the White House newsmen’s barrage without answering a single question dealing with his call on President Truman.

Emerging from his noon visit with the President, Mr. Denny put on a happy face and helped into his coat by an attendant, and plunged straight at the center of the reportorial group. He failed to get through the line of scrummeage, even after saying, “Sorry, I can’t tell you anything at all.”

“Did you discuss the FCC vacancy?”

SILENCE. “Did you know that Senators White and Brewster endorsed Marion Martin’s candidacy this morning?”

More of the same. “Did you discuss legislation?”

Still more. “Did you discuss FCC activity?”

“Did you discuss the Commission budget?”

“Do you favor appointment of woman to the Commission?”

No reply.

“Did you discuss the Blue Book?”

One broad smile at this but no comment.

Whose vacancy remains to be filled, Mr. Chairman?”

That query didn’t apply directly to the subject of his White House call, drew an answer.

“Paul Porter’s vacancy,” Mr. Denny said.

“What is the political complexion of the FCC?”

“Three Democrats, two Republicans, one independent,” the Chairman said, but without answering the conclusion. It could be a Democrat, a Republican, an independent or a Farm Laborite.

“Is former Senator James M. Mead, New York Democrat, being considered?”

No comment. End of interview.

STARTS 6TH YEAR WLOL’s ‘In the Bleachers’ Show Features Young Athletes

JAN. 1 MARKED the beginning of the sixth year for In the Bleachers, sponsored by Continental Oil Co. (OCO) on WLOL, Mutual’s 5 kw Twin Cities outlet. The show, now heard at 10:15 p.m., presents sports scores and features young athletes of teen age or younger.

Several times each month a team of youngsters 15 years or younger is guest on the show, and each youngster is interviewed by Mr. Mann, who reports that although the team may not be interesting to the average sports fan its young members are always.

In recent months Mr. Mann has been trying through his In the Bleachers broadcast to sell every town in Minnesota on the idea of employing the high school athletic director and coach on a year-around basis so that youngsters will have a well-planned recreational program 12 months of the year.

In addition, every big name in sports who visits Minnesota is almost sure to land on In the Bleachers for an evening, according to the WLOL management, which claims that the program has had as guests more sports celebrities than any other sports program in the Northwest.
Help Wanted
Manager—For permanent or part time position in broadcasting. Must be capable of handling all types of work. Good verbal and written communication and directional systems and developing programming. Please supply references and qualifications and salary required. Box 458, BROADCASTING.

RADIO TECHNICIAN—For new full time position in station. Job duties include transmitter operation, maintenance, and repairs. Experience in a large station required. Send resume to: Box 297, BROADCASTING.

JACK—For part time position in station. Will work weekends. Contact: Box 300, BROADCASTING.

Wanted
Engineer for full time position in San Francisco TV station. Requirements: Good verbal and written communication, ability to develop, schedule, and produce live events, experience in computer systems and network operations. Please supply references and qualifications and salary required. Box 459, BROADCASTING.

SALES DIRECTOR
- Familiar with the local market
- Ability to develop and manage the sales team
- Experience with interactive media
- Excellent oral and written communication skills
- Minimum of 5 years experience in sales

Required: Excellent knowledge of radio and television sales, sales management, and budgeting. Send resume to: Box 301, BROADCASTING.

FOR SALE: Transmitter for full time operation. Must be able to handle any format. Send details to: Box 302, BROADCASTING.

For Sale
- 1960s console transmitter
- Excellent condition
- $5,000

Box 303, BROADCASTING.

WANTED
- Transmitter
- Good condition
- $2,000

Box 304, BROADCASTING.

FOR SALE: Turnkey studio facilities for immediate sale. Includes turntable, mixer, and recording equipment. Send details to: Box 305, BROADCASTING.

FOR LEASE: Studio space available in downtown location. Contact: Box 306, BROADCASTING.
Situations Wanted

California, do you need an alert promo- tion man? Announce with both ABC affiliate and platter station experience as announcer, before, during, and after sport events. Write box 553, BROADCASTING.

IF YOU ARE IN NEED OF AN ANNOUNCER-ENGINEER, WITH EXCELLENT REFERENCES AVAILABLE, CONTACT:

Box 567, BROADCASTING.

DO YOU WANT TO ANNOUNCE WITH BOTH ABC AFFILIATE AND PLATTER STATION EXPERIENCE AS ANNOUNCER, BEFORE DURING AND AFTER SPORTS EVENTS? WRITE BOX 553, BROADCASTING.

FOR SALE

Controlling Interest in a Basic Network Affiliate

This station is relatively new, but its first year's billing approximates $100,000. There is plenty of local and national potential; the surface has hardly been scratched. Located in an important wholesaling city, this station is only a very short plane hop from New York.

The present owner is willing to sell his controlling interest for what it cost him provided the buyer is acceptable to station management which will continue and will own the remaining interest.

You don't very often get a chance to buy into a basically net work affiliate at cost. Drop a note to Advertiser, Room 258, Park Square Building, Boston, Mass., and our management will give you the whole story confidentially.

FOR SALE

2-POLE TYPE TRANSFORMERS KVA 220-240-3300-6500 VOLTS, 1000.00-$8.00 MPD BOX 553, BROADCASTING.

FOR SALE

FOR SALE

NOW YOU CAN INCREASE YOUR EARNING POWER IN RADIO!

Unless you have had specialized training in radio, under expert guid- ance—you may not have capitalized completely on your talent. Now is the time—with more and more people entering the field you can develop your capacities to the fullest degree.

BETTY WASON, former vice-president for CBS: "Your course is a prerequisite, the beginning for the novice in radio and an excellent break for those who want to acquire a smoother technique. . . ."

The National Academy of Broadcast- ing—oldest school in America teaching broadcasting techniques after a complete course of study, including announcing, writing, producing, etc. Under the direction of Allen Keith, nationally famous author and educator. GI accredited.

Address inquiries to:
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FOR SALE

--to immediate buyer for $10,000 cash—

Radio Production business showing a profit.

Have suite of well-furnished offices, long-term lease, mid-town New York City area East Side—transmitting and live properties that have been tested and approved by commercial sponsorship.

Submit bank references with your inquiry.

Box 512 Broadcasting

January 13, 1947 — Page 77
McNeil Quits WJZ; Grabhorn Succeeds

Policy Disagreement With ABC Is Said to Be Reason

Mr. Grabhorn  Mr. McNeil

MURRAY B. GRABHORN today assumes the post of station manager of WJZ New York, ABC key station, succeeding John H. McNeil, who has been head of WJZ operations since they were separated from those of the network early in 1942 at the time that ABC's predecessor, the Blue Network, began operating as an independent network and not as one of two networks operated by NBC. Mr. McNeil's resignation, which took effect immediately, is the result of a disagreement over station policies between Mr. McNeil, who advocated an expansion of WJZ's autonomous activities and an intensification of its departmentalization and top network management, particularly Mark Woods, ABC president, who felt that the time had come for a closer union between station and network operations.

When Mr. McNeil learned that the decision was to curtail the WJZ autonomy rather than to extend it, he resigned, he told Broadcasting last week, rather than to continue in the position under a policy in which he did not believe. He pointed out that his position is justified by WJZ's record in five years of independent operation. In 1941, last year the station was operated by NBC, its net income was $622,000, he said, while in 1946 the net was $2,150,000.

Don Rich. WJZ publicity director, has also resigned, effective Jan. 15, in protest against curtailment of his department's plans for expanded activity and in loyalty to Mr. McNeil, he said. Mr. Grabhorn has announced future plans.

Mr. Grabhorn, who as manager of the ABC station sales department has supervised snoot sales for the network's owned and managed stations, and has headed the cooperative program sales department, will continue those activities together with his new duties as station manager of WJZ, functioning in a similar capacity as owner of owned and operated stations operations. It is understood that personnel of WJZ's programming, sales service, promotion, publicity and other operating departments will receive their direct supervision from the heads of the appropriate network departments, with

DISTRICTS RE-ELECT SMULLIN AND SPENCE

BY UNANIMOUS vote William B. Smullin, KIEM Elko and KSJO Say Jose, and Harry R. Spence, KXRO Aberdeen, Wash., were reelected directors of odd-number Districts 15 and 17 respectively at meetings held in conjunction with the NAB Annual "A" session in San Francisco on Jan. 9.

Mr. Smullin, whose district includes Nevada, California, and Reno, Nev., was elected for his second two-year term. He was host director at the combined three-district sessions Jan. 8-10.

Mr. Spence has been a member of the board since 1939, first serving as small-station director-at-large and during his last two terms as district director. His district includes Oregon, Washington and Alaska.

Radio on B&O

A STROMBERG-CARLSON sound system has been installed on the Baltimore & Ohio new streamlined, will allow all passengers to listen to radio programs while travelling between Baltimore and Cincinnati. In addition the sound system will enable the conductor, in-cabin announcing and dining car steward to make announcements to the entire train without leaving their posts.

WABD Asks Hiatus

WABD New York has asked the FCC for permission to suspend operations for 30 days beginning Jan. 24 while the station switches from its present temporary antenna to the new "bat wing super turnstile" model now being installed at the station's studios, 615 Madison Ave., New York. Extensive alterations also will be made at the Wannamaker studios of WABD during the shutdown period. Preparations for the seven-day, 28-hour weekly operation to become effective April 1. Two studios will be completed and additional equipment installed.

WHOM their activities will be merged to a large extent.

Before joining the ABC sales department in 1942, Mr. Grabhorn had gained extensive radio experience as sales manager of Don Lee Broadcasting System, manager of the New York office of John Blair & Co. and general manager of Hearst Radio. Promoted to assistant general sales manager of ABC, he was appointed manager of the network's station sales department at the time of its creation late in 1945. Last June he also took active direction of ABC's cooperative program sales. In his new position he will direct the operations of WENR Chicago, WXYZ Detroit, KECA Los Angeles and KGO San Francisco in addition to those of WJZ.

March of Dimes

LAUNCHING of the ninth annual March of Dimes drive by Basil O'Connor, president of the National Foundation for Infantile Paralysis, will be broadcast on CBS Jan. 14, 4:45 p.m. Mr. O'Connor will speak from KNX Los Angeles and will be introduced by Judge Justin Miller, president of the NAB and Chairman of the national radio division of the National Foundation for Infantile Paralysis.

Walgreen Plans

WITH $70,000 earmarked for talent, Walgreen Drug Co., Chicago (drug store chain), has signed the contracts of the 18 direct-producers to the annual one hour transcribed program, with Hollywood cutting of series in March for spotting on select stations nationally. By the assignments the network committed at reported $15,000 for series. Mr. Manheim doubles as writer with Charlie Isaacs, Agency is Schwimmer & Scott, Chicago.

BROADCASTING  Telecasting

THE ROCHESTER Civic Orchestra Jan. 7 began a series of weekly concerts on CBS, Tues., 11:30-12 midnight.

Page 78  January 13, 1947
IN TWIN MOVES obviously designed to speed FM development, FCC Friday (1) renewed its offer to accept, with limitation, applications for Class B stations even if all channels allocated in any application have been exhausted, (2) reiterated encouragement of "interim operation" by conditional grantees and permittees, and outlined procedure to be followed in seeking FCC approval.

In public note, FCC declared:

- persons interested in filing applications for Class B FM stations for cities or areas to which no channel has been allocated or where previous grants have exhausted all allocated channels will be permitted to file application for FM in a particular channel. Similarly, persons with applications now on file for cities or areas where previous grants have exhausted all allocated channels may amend their application to specify a particular channel. In all such cases where the frequency in the channel specified would require a rearrangement of the tentative allocation plan, such an application will be required to submit with his application or amendment an exhibit explaining in detail the proposed rearrangement and setting forth the facts which it is claimed justify the proposed rearrangement. In instances where any question exists concerning the relative need for the specific channel in the city or areas involved, the application will be set for hearing.

The Commission's engineering staff will be glad to assist prospective applicants and their engineers in preparing and filing their applications to conform with the tentative allocation plan.

But, FCC said, no "general rearrangement" is contemplated in the interim operation plan, first adopted Dec. 19, 1945 and revised Sept. 3, 1946. "Use of the procedure," Commission declared, "will be confined to cases where experience has demonstrated that the tentative allocation plan may not conform to the demands for FM service in the cities or areas involved." The procedure will not, "in general," be followed if shifting of channel from small communities in a metropolitan district would result. Nor will it be applied "to result in shifting a channel to New York City, or other similar large cities, from surrounding smaller cities."

Commission reserved right to "grant to any conditionally granted or amend to that community in the tentative allocation plan notwithstanding the pendency of another application or petition which requests that particular channel be reallocated and granted in another community."

Provision for adjustments in allocations plu in accordance with demand for channels was made in original allocations announcement, but relatively few such changes have been requested.

FCC said FM interim operation by grantees and permittees "is important in the interest of providing FM program service at the earliest possible date." It emphasized that it "expects full construction . . . to go forward as rapidly as equipment may be obtained and any necessary building construction may be completed, in order that the benefits of FM broadcast service will be available promptly to as many people as possible."

Commission offered to give its opinion, upon request, on granting adequacy of temporary equipment proposed for use in interim operations, and said:

Requests for interim operation should be filed in letter form approximately ten days prior to the expected date of commencement of operation. Requests should specify the transmitter, operating power, antenna location and antenna system proposed to be used. Ordinarily the request should include a statement describing the progress of regular construction. If the proposed method of interim operation requires a waiver of any rule or regulation other than those relating to the transmitter or antenna system, the request must include the rule proposed to be waived and the reasons therefor. Authorizations are normally issued for periods of one year or less, but in extraordinary cases, regular construction will be reviewed in acting upon requests for renewal of temporary authorizations.

FCC REPORTS FM PROGRESS WITH OWNERSHIP ANALYSIS

FM STATIONS on air Dec. 31 numbered 136; CP's issued since Oct. 8, 1945, totaled 426; 211 conditional grants on record; 174 applications were pending, 81 others had been heard and were awaiting decision, and 31 others were awaiting hearing.

FCC disclosed these FM facts Friday in progress report and analysis showing 74% of FM authorizations went to AM interests, and 36.3% to newspaper interests (including 23.7% to AM licensees also affiliated with newspapers). Of 157 grants to non-AM interests, most (76) went to newspaper groups. Other business interests most often represented and number of grants to each were: diverse interests (no one stockholder owning control), 35; professional men, 10; dealers and distributors, 7; labor union, 6; manufacturers, 6; real estate, 4; educational and religious institutions, and banking-finance-insurance, 3 each; non-commercial (cooperatives, foundations), and veterans, 2 each.

Report on pending FM applications said 54 appear complete and ready for processing; 35 need statement of program plans; 6 involve pending transfer or assignment applications; 15 need additional information other than program plans; 1 awaits outcome of litigation; 20 are being held in abeyance in related cases; 27 under study regarding overlap of service areas; 13 just received and processing has not started.

Of conditionals outstanding, 107 need additional engineering data; 9 await program plans; 6 have been referred to board for coordination with FM assignments there; 81 await engineering study; 8 await legal study.

FCC OUTLINES PLANS TO AID FM PROGRESS

LITERALLY giving program back to listener, NBC Truth or Consequences provided top giveaway of current audience participation radio program broadcast. Winner was to write, m.c., produce and dream up all gags for coming week's show, according to Ralph Edwards, program's usual m.c., with present line-up of regular cast. Following week listener is to describe trials with radio.

WALKER HITS PAYMENT OF MANAGERS BY PERCENTAGE

FCC Commissioner Walker took flat stand against payment of station general managers on percentage of gross business. Statement made Friday during hearing on renewal application of WTOL Toledo, cited in Blue Book for program content.

Frazier Reams, president and 70% owner of WTOL, testified Arch Shawd, general manager since 1938 and vice president up to last Dec. 1, had been paid on that basis but has been transferred to sales functions. Thomas S. Bretherton, secretary and 10% owner, now managing director and paid salary only. He testified on new operating policies and program content.

Station has adopted program code conforming to Blue Book, Mr. Reams said, and has revamped entire program structure, devoting more time to development local broadcasts. Local events sometimes justify cancellation of network programs in evening, he said in reply to question by John E. McCoy, chief of FM Section, FCC Legal Division. WTOL represented by W. Theodore Pierson and Thomas M. Dowd of Pierson, McCauley & Pierson.

Comr. Walker indicated FCC may expect AM stations with FM adjuncts to provide separate FM programming. Mr. Bretherton said station plans 18-hour FM service if number of receivers justifies. WTOL introduced series of witnesses who testified station cooperated with school and civic groups.

Station renewal hearing consolidated with its FM application. WTOL application to change from 1230 kw to 980 kw unlimited hearing last Thursday.

WIND STUDIO EXPANSION

WIND Chicago to take possession of new studios in Wrigley Building, 400 North Michigan Ave., according to Russell Atlass, general manager. WIND will occupy 9,000 sq. ft. on second floor with four large RCA-equipped studios. Remodeling new location cost estimated $150,000, Mr. Atlass said, with WIND to begin operation from new studios sometime in August.

NASHVILLE FM GRANT

CONDITIONAL GRANT for Class B FM station for Nashville was made Friday by FCC, Nashville Radio Corp., equally owned by Nashville Banner and Tennessee, city's only dailies.

APPLICATION for assignment of license of clear-channel WHAS Louisville (840 kc, 50 kw) from Courier-Journal and Louisville Times Co. to wholly owned subsidiary, WHAS Inc., reported by FCC Friday. Present officers unchanged in new firm.

FRANCIS WHITE, vice president of International Telephone and Telegraph Corp., elected chairman of IT&T's property company, Mr. White, in charge of IT&T's properties in Spain for past year, is also vice president of International Standard Electric Corp., IT&T affiliate.
At Deadline...

WHITE COMMITTEE TO SEEK FCC VIEWS ON LEGISLATION

NEW Senate Interstate & Foreign Commerce Committee, of which Sen. Wallace H. White (R-Ok.) is chairman, held first organization meeting Friday to consider organizational details and plans for future. Chairman said he had asked committee clerk, Edward Jarrett, to notify FCC and other U. agencies he would like to have their ideas on proposed legislation (see page 7).

Communications legislation discussed only "generally and casually" at Friday session, chairman added. New committee combines former Interstate Commerce and Commerce committees. Mr. Jarrett, former assistant Interstate clerk, named clerk at meeting.

STATIONS HONOR MAYOR

FIVE Pittsburgh stations presented David L. Lawrence, mayor, with award of honor in recognition of his outstanding use of radio to keep residents of community informed about its problems. Stations honoring mayor: KDKA WCAE KQV WJAS and WWSD.

Hearing on FM, TV Duply Set for Feb. 7

FUTURE interpretation of FCC's multiple-ownership rules, particularly in FM and television, to be the focus in oral and written argument which Commission called Friday for Feb. 7.

Order and public notice pointed out that "many" pending applications "involve the application or interpretation of" duply regulations, and said Commission "deems it desirable to obtain the views and opinions of interested persons."

Twenty-two companies with FM and television applications which "involve questions of multiple ownership" and "overlap of service areas" were made parties to proceeding, which will center on following issue:

To determine what application or interpretation of the Commission's policies and Board decisions concerning multiple ownership of broadcast stations, particularly in the case of broadcast stations, would best serve the public interest.

Reason for oral argument from FM standpoint explained as follows by FCC Chairman Denny in speech Friday to FM Assn.:

A question which has been bothering a number of FM applicants and prospective applicants is whether it will be possible for one individual or concern to have two FM stations so located that their service areas overlap. If so, how much overlap will be tolerated? Up to now we have made a number of grants which involved some of the 50 uvm contours. Now we are being asked in several pending cases to make grants which would result in an overlap of a small percent of the 1000 uvm— which of course means a very substantial overlap of the 50 uvm contours. We don't know whether it would be wise to permit such an overlap. Maybe there are some cases where on the facts it should be allowed and maybe there are other cases which should not be. We desire to fashion an intelligent and consistent policy.

Discussion will revolve around future policy on Subpart A, Sec. 3.35, which prohibits common ownership, operation or control of two or more AM stations having substantial overlap of primary service; Subpart B, Sec. 3.240(a), which makes similar provision regarding dual FM and Superheterodyne; Sec. 3.640(a), putting same limitation on TV ownership. "Control" includes "working control." AM rule contains waiver clause which FCC has been asked to delete to bring that rule into conformity with those for FM, TV, which have no waiver provisions.

ORDINATION of need to apply duply requirements uniformly in all similar circumstances, FCC instructed engineers several months ago to prepare maps showing extent of overlapping service, if any, between commonly owned stations [BROADCASTING, Oct. 7].

Similar maps, list of precedents, and statement of extent of multiple ownership—including data relating to applicants made parties to oral argument—will be circulated in advance by FCC. This Commission, said, should make it possible for participants to limit themselves, at oral argument, to oral discussion of views about presentation of testimony or exhibits.

In addition to 22 applicants made parties to proceeding, any other person may participate by delegation of attorney. The 22 named as parties must also file notice of appearance by that date if they wish to take part. The 22 applicants are:


DOHERTY, BAKER ADDRESS FINAL NAB SESSIONS

PUBLIC approval of advertising on the air, as shown by U. of Denver survey, "The People Look at Radio," reviewed by Kenneth Baker, NAB research director, at Frank luncheon of NAB San Francisco area meeting (see story page 14). "Irate also talk designed as model speech for broadcasters.

Richard P. Doherty, director of employee-employer relations, discussed labor problems during Monday. He said broadcasters could aid labor situation by taking wider interest in labor matters; adopt policies based on interpretation of network and independent stations; develop more facts on industry labor relations (see story on separate page 69).

Combined district meeting adopted series of resolutions brought in by committee headed by Philip G. Lasky, KSFQ San Francisco.

Resolveds supported legislation looking toward universal time; promulgation of broadcasters' code; condemnation for and support of BMI; encouragement of BMB; consideration of recommendation to set manufacturers for development of mechanical changes to permit world-wide reception of short-wave broadcasting, particularly in high end of standard AM band; move of women's division to Washington upon completion of new headquarters; support of development of stations and radio stations; endorsement of President Miller's program of public relations and of new area meeting plan.

Other committee members were Pat Campbell, Don Lee; Lee Wynn, KGK Long Beach; Marshall Pennington, KMIR Roseburg, Ore.; Norman Davis, KALE Portland; Paul Bartlett, KFRE Fresno.

Three-day meeting concluded with closed session at which President Miller and other officers answered questions. Earlier Sol Taishoff, editor and publisher of BROADCASTING, addressed convention.

People

HERBERT M. FERGUSON, formerly general manager of KFRE Fresno, has been named manager of new KBXO Stockton, recently acquired by FCC to Valley Broadcasting Company, it has been announced by Lincoln Dellar, president of latter concern.

NADINE MILLER, formerly director of information service for public schools in Kansas City, Feb. 1 joins C. E. Hoover Inc., New York, as director of press and public relations.

LILLIAN SOCHO, free lance script writer, joined ABC as staff writer, will be assigned to Paul Whitehouse Show and other network programs. She will continue writing Irene Beasley's Grand Slam on CBS.

JOSEPH E. DOOLEY, on WFIL Philadelphia publicity staff since release from Army year ago, named news editor of WFIL and WPIL-FM, effective today ( Monday).

LESTER TALKINGTON, former copywriter at BBDO, N. J., joined copy staff of Buchanan & Co., N. Y.

EDWARD R. DUNNING JR., formerly with World Broadcasting, N. Y., joins sales force of Federic W. Ziv Co., N. Y.

WILLIAM BLAIR SMITH, manager of Simp-County, San Francisco office, elected vice president of publishers representative firm.

BROADCASTING • Telecasting
Santa Claus is a blonde, with up-swept hair and a microphone . . . but no whiskers.

You’ve been taught differently?

So have we . . . but we know four children’s hospitals whose young patients you’ll find hard to convince otherwise. To them, Santa Claus is Ruth Lyons, that wonderful woman on the radio who visited them again this year.

We wish you could have seen the beautiful, shining tree—heard the squeals as truckloads of toys were distributed—watched these tots, pain and suffering forgotten, singing and laughing . . . it would have been apparent why they were confused. We think maybe you’d understand, too, why the doctors and nurses—and countless listeners at home—blinked back joyful tears.

The generosity of Ruth’s loyal “Morning Matinee” listeners made these Christmas parties possible. Each year they eagerly respond to the program’s annual drive for children’s Christmas funds. Contributors of one dollar or more were sent a booklet, “Seerin’ Is Believin’”, and thirty thousand copies weren’t enough to meet the demand. More than $33,000 was received, and every cent above the cost of the books went to lighten the suffering and pain of patients of children’s hospitals in Cincinnati, Indianapolis, Louisville and New York.

“Morning Matinee” is but one of the many WLW-originated programs designed to provide top entertainment for the thousands of listeners who depend upon our clear channel facilities. To serve an area in which 9.5% of all the people in the United States live, makes satisfactory programming a serious and difficult responsibility . . . one which we have dedicated our resources and efforts to fulfill.
A Standout... IN THE PACIFIC NORTHWEST MARKET

Merchandisable coverage area
Tune-in-able coverage area
* Based on BMB survey... except for KXLE, KXLL and KXLE based on mail count and field strength

GET TO KNOW THIS FABULOUS FAMILY

KXL  Portland, Oregon  Established 1922
KXLE  Ellensburg, Wash.  Established 1946
KXLY  Spokane, Wash.  NET-MONTANA
KXLK  Great Falls  Established 1946
KXLL  Helena  Established 1937
KXLQ  Bozeman  Established 1939
KXLQ  Butte  Established 1929
KXLLE  Missoula  Established 1946

A single contract... 5% off for each additional market area... "Parade of Products" for increased distribution.

THE "XL" STATIONS

THE WALKER COMPANY
Box 1956  Symons Bldg.
Butte, Mont.  Spokane, Wash.
Orpheum Bldg.  6381 Hollywood Blvd.

551 5th Ave. N.Y. 360 N. Michigan Ave. Chicago

PACIFIC NORTHWEST BROADCASTERS