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.
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**

REPRESENTED BY THE

**KATZ AGENCY**

500 Fifth Avenue New York City
307 North Michigan Chicago
2000 State Street Chicago
420 Mission Street San Francisco
915 Hope Street Los Angeles
Rep: 5th Bank Building Dallas
Rep: 342 North Michigan Building Chicago
Rep: 27 Broadway New York
Rep: 7th Floor Philadelphia
Rep: 5th Floor Chicago
Rep: 525 Mission Street San Francisco
Rep: 610 W. 5th Street Los Angeles

KRNT is available with WNAZ and WNRM as the Mid-Market Group. Ask the Katz Agency for Rates.
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 at meeting 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, WWYA 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 CB 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 FMA, as head of new programming unit in CBS, presumably dealing in pub- lic affairs. Appointment, which follows several weeks of "special assignment" under CBS Vice President Ed Murrow, won't affect personal alignment of CBS vastly expanded program operations.

STRAUTOVISION 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 under- stood 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 petition 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 Follies originated 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.

BROADCASTING... at deadline

Closed Circuit

Business Briefly

KOBA MARSH SERIES • Taylor-Reed Corp., Mamaroneck, N. Y., and Kokomo, Ind. (Kokoma 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 3-week campaign May 17 using transcribed 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. 10 to discuss tolerance problems of programs to be presented on shows. Edgar Kobak, MBS president; Ade Hult, vice president in charge of midwest op- erations; Hal Coulter, director of MBS pro- motion; Dorothy Kemble, director of MBS continuity acceptance, will meet with repre- sentatives from Ruthrauff & Ryan, Benton & Bowles, Kenyon & Eckhardt, Hill Blackett and Gardner Advertising to map out commercial policies, program formulas and formats on tolerance theme.

MBS, AGENCIES TO PLAN DRIVE

MBS executives and representatives from agencies handling MBS children programs will meet in Chicago Jan. 10 to discuss tolerance problems of programs to be presented on shows. Edgar Kobak, MBS president; Ade Hult, vice president in charge of midwest op- erations; Hal Coulter, director of MBS pro-

Hofheinz Heads FMA; Dillard Elected V-P

ROY HOFHEINZ, KHTH-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.


Executive committee comprised of Messrs. Hofheinz, Dillard, Coy, Asch, David. J. N. (Bill) Bailey, associate editor, BROADCASTING, FMA executive director and ass't. secretary- treasurer, was presented to general session.

Hugh D. Lavery, McCann-Erickson, New York, declared FM is a real advertising me- dium. He said: "You are entitled to consider- ation 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 interested new program techniques not fully developed. The infinite variety and flexibility of FM will make it a necessity among advertisers.

Predicting more than 700 FM stations will be on air by end of 1947, FCC Chairman Den- ny in luncheon speech suggested seven-point program for FM broadcasters:

1. Set your sights for interim operation just as high as you can. See that your listeners understand the limitations of your interim operation and keep them informed of your plans to go on full power.

2. Go on full power as soon as you can get equi- pment.

3. Cooperate with other FM applicants, per- mitting others to piggy-back on your licenses for a time.

4. Inform the FCC of your community and your plans for FM stations.

5. Work with your dealers to obtain FM sets.

6. Conduct schools for radio servicemen on the operation of FM stations and obtain the proper installation of antennas.

7. Schedule programs worthy of FM's full po- tentialities.

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).

Page 4 • January 13, 1947
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-tme as their prize awards.
Fulton Lewis, jr.

...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

COOPERATIVE PROGRAM DEPARTMENT
MUTUAL BROADCASTING SYSTEM

1440 BROADWAY, NEW YORK 18, N. Y.
TRIBUTE TOWER, CHICAGO 11, ILL.
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.

AMERICAN MUTUAL

5,000 WATTS
980 KILOCYCLES

National Representative:
The Katz Agency, Inc.

WSIX gives you all three: Market, Coverage, Economy
CORNERSTONE
of your new FM
 transmitter circuit

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 per-
formance. 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 con-
struction 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 Com-
pany, Schenectady 5, N. Y.

GENERAL ELECTRIC

FOR 18 MONTHS this show has been sponsored in these cities. Sponsorship continues to Friday, February 7, 1947.

<table>
<thead>
<tr>
<th>CITY</th>
<th>TIME</th>
</tr>
</thead>
<tbody>
<tr>
<td>Birmingham</td>
<td>7:10 AM</td>
</tr>
<tr>
<td>Mobile</td>
<td>7:15 AM</td>
</tr>
<tr>
<td>Montgomery</td>
<td>7:20 AM</td>
</tr>
<tr>
<td>Columbus</td>
<td>7:25 AM</td>
</tr>
<tr>
<td>Little Rock</td>
<td>7:30 AM</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>7:35 AM</td>
</tr>
<tr>
<td>Sacramento</td>
<td>7:40 AM</td>
</tr>
<tr>
<td>San Diego</td>
<td>7:45 AM</td>
</tr>
<tr>
<td>San Francisco</td>
<td>8:00 AM</td>
</tr>
<tr>
<td>Denver</td>
<td>9:00 AM</td>
</tr>
<tr>
<td>Hartford</td>
<td>9:15 AM</td>
</tr>
<tr>
<td>Jacksonville-St. Augustine</td>
<td>9:30 AM</td>
</tr>
<tr>
<td>Milwaukee</td>
<td>9:35 AM</td>
</tr>
<tr>
<td>Des Moines</td>
<td>9:40 AM</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>9:45 AM</td>
</tr>
<tr>
<td>Kansas City</td>
<td>9:50 AM</td>
</tr>
<tr>
<td>Little Rock</td>
<td>10:00 AM</td>
</tr>
<tr>
<td>New Orleans</td>
<td>10:15 AM</td>
</tr>
<tr>
<td>Shreveport</td>
<td>10:30 AM</td>
</tr>
<tr>
<td>Portland</td>
<td>10:45 AM</td>
</tr>
<tr>
<td>Baltimore</td>
<td>11:00 AM</td>
</tr>
<tr>
<td>Boston</td>
<td>11:15 AM</td>
</tr>
<tr>
<td>Milwaukee</td>
<td>11:30 AM</td>
</tr>
<tr>
<td>Grand Rapids</td>
<td>11:45 AM</td>
</tr>
<tr>
<td>Detroit</td>
<td>12:00 PM</td>
</tr>
<tr>
<td>Detroit</td>
<td>12:15 PM</td>
</tr>
<tr>
<td>Detroit</td>
<td>12:30 PM</td>
</tr>
<tr>
<td>Duluth</td>
<td>12:45 PM</td>
</tr>
<tr>
<td>Minneapolis</td>
<td>1:00 PM</td>
</tr>
<tr>
<td>Kansas City</td>
<td>1:15 PM</td>
</tr>
<tr>
<td>St. Joseph</td>
<td>1:30 PM</td>
</tr>
<tr>
<td>St. Louis</td>
<td>1:45 PM</td>
</tr>
<tr>
<td>St. Paul</td>
<td>2:00 PM</td>
</tr>
<tr>
<td>Lincoln</td>
<td>2:15 PM</td>
</tr>
<tr>
<td>Omaha</td>
<td>2:30 PM</td>
</tr>
<tr>
<td>Madison</td>
<td>2:45 PM</td>
</tr>
<tr>
<td>Milwaukee</td>
<td>3:00 PM</td>
</tr>
<tr>
<td>Cleveland</td>
<td>3:15 PM</td>
</tr>
<tr>
<td>Detroit</td>
<td>3:30 PM</td>
</tr>
<tr>
<td>Toledo</td>
<td>3:45 PM</td>
</tr>
<tr>
<td>Youngstown Ohio</td>
<td>4:00 PM</td>
</tr>
<tr>
<td>Oklahoma City</td>
<td>4:15 PM</td>
</tr>
<tr>
<td>Tulsa</td>
<td>4:30 PM</td>
</tr>
<tr>
<td>Portland</td>
<td>4:45 PM</td>
</tr>
<tr>
<td>Bismarck</td>
<td>5:00 PM</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>5:15 PM</td>
</tr>
<tr>
<td>Pittsburgh</td>
<td>5:30 PM</td>
</tr>
<tr>
<td>Scranton</td>
<td>5:45 PM</td>
</tr>
<tr>
<td>Wilkes-Barre</td>
<td>6:00 PM</td>
</tr>
<tr>
<td>Providence</td>
<td>6:15 PM</td>
</tr>
<tr>
<td>Charleston</td>
<td>6:30 PM</td>
</tr>
<tr>
<td>Chattanooga</td>
<td>6:45 PM</td>
</tr>
<tr>
<td>Nashville</td>
<td>7:00 PM</td>
</tr>
<tr>
<td>Dallas-Ft. Worth</td>
<td>7:15 PM</td>
</tr>
<tr>
<td>Lubbock</td>
<td>7:30 PM</td>
</tr>
<tr>
<td>San Antonio</td>
<td>7:45 PM</td>
</tr>
<tr>
<td>Houston</td>
<td>8:00 PM</td>
</tr>
<tr>
<td>Dallas</td>
<td>8:15 PM</td>
</tr>
<tr>
<td>Fort Worth</td>
<td>8:30 PM</td>
</tr>
<tr>
<td>Richmond</td>
<td>8:45 PM</td>
</tr>
<tr>
<td>Augusta</td>
<td>9:00 PM</td>
</tr>
<tr>
<td>Charleston</td>
<td>9:15 PM</td>
</tr>
<tr>
<td>Spartanburg</td>
<td>9:30 PM</td>
</tr>
<tr>
<td>Norfolk</td>
<td>9:45 PM</td>
</tr>
<tr>
<td>Louisville</td>
<td>10:00 PM</td>
</tr>
<tr>
<td>Nashville</td>
<td>10:15 PM</td>
</tr>
<tr>
<td>Dallas-Ft. Worth</td>
<td>10:30 PM</td>
</tr>
<tr>
<td>Lubbock</td>
<td>10:45 PM</td>
</tr>
</tbody>
</table>

**A special survey in over 100 cities gives FUN AT BREAKFAST starring Tom Howard & George Shelton the AMAZING breakfast-time RATING of 3.8.**

**TOM HOWARD & GEORGE SHELTON**

**FUN AT BREAKFAST**

**SYNDICATED ... OPEN-END RECORDS AVAILABLE!**

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

January 13, 1947 • Page 9
WMPS Memphis has achieved signal success in a concentrated safety program for the city's school 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 35 police squad cars to patrol the streets displaying placards which announced and described the WMPS safety show.

"The Memphis Police Department 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) 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. The firm had never before used radio. Mr. Kallenborn has been broadcast under local sponsorship on WOAI since that time, and at present is sponsored by Meech Motors of San Antonio. Lou has placed several other NBC programs with local sponsors.

He has also been responsible for the creation of many new local radio spots. One of them on the air now is a half-hour Sunday morning series just renewed for the third consecutive year by Frost Bros., San Antonio department store. Program is a commentary on classical and semi-classical transcriptions by Max Reiter, founder and conductor of the San Antonio Symphony Orchestra.

Lou was born in Omaha. He went to San Antonio 11 years ago, and entered the advertising field before joining WOAI in 1937. He is married, and the father of two daughters, Parel Eileen, 3, and Nancy Lynne, 7 months. He gets his exercise on the golf course.

When informed of his selection as San Antonio's Outstanding Young Man, Lou was too thrilled to say much. "It's a grand feeling," he beamed. "I'm too excited to say anything else now."
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
FCC Orders AM Application Freeze

Three-Month Period To Clear Backlog Starts Feb. 7
By RUFUS C. CRAFER

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 forecast post-freeze applications receiving "much more expeditious consideration than now," as a result of the freeze.

In the future even the engineering 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 to twelve months necessary for action on [complicated] cases under present procedure," FCC declared.

At the same time it was 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 indicated 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 engineering-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, the Commission pointed out, because of 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 pointed out, 188 applications still remained in Processing Line 3, 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 proposing relatively simple engineering problems, have made "satisfactory progress." The Commission reported. (List showing status of (Continued on page 72)

FMA Predicts 1947 Will Be 'FM Year'

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 speaker after speaker predict that 1947 will be an "FM year."

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

Office Retained

Mr. Hofheinz announced that offices have been retained in the Denver Bldg., New York, and at 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 preset 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 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 stocking of distributors and dealers with new and (Continued on page 70)
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 life is 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 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 by 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

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.

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 newstand 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 Feltis, president of BMB, addressed the broadcasters (see other story this page). He listed 20 questions which he said were frequently asked by broadcasters about the operations and benefits of BMB. To answer it: Why continue BMB? he answered:

"The best answer to that is the advertiser and agency need for such a service." He quoted the latest NAB survey, trend report, [BROADCASTING, Jan. 6] as a source in this connection.

No additional charge will be made (Continued on page 68)

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 corroborative of these reports was seen in the unruffled 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 deceptive calm greeted Hugh Feltis, BMB president, when, after his presentation of the BMB case, he requested questions and comment. Most of the discussion that arose was openly antagonistic.

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

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 services.

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 hotel. Approximately 1,500 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:

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

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

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


Second district (N. Y. and N. J.) May 1-3, Atlantic City.

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

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 labor union 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 that he had approached Justin Miller, president of NAB, with the proposal for appointment of the four representatives last November and that Judge Miller had not indicated unwillingness to comply.

The question of the appointments did not appear on the board's advance agenda which was mailed to its members. It was included, however, in the revised agenda which they received after their arrival in San Francisco.

After heated discussion, the board adopted a resolution instructing Judge Miller to appoint a committee to study the question of appointing the four representatives and to report to the board at its next meeting. Since the next meeting of the board is not scheduled until April, the action was regarded as, in effect, a refusal to participate in the council.

In the resolution the board professed unfamiliarity with "the area of discussion" assigned to the council and said it needed "more information" on that question before it could "act intelligently."

In a second resolution, which carefully refrained from referring to the first, the board expressed itself as "unalterably opposed to secondary boycott in any guise and from whatever quarter" and instructed Judge Miller to announce the board's position on that subject to the press.

Next Move Uncertain

Three network representatives were present at the meeting of the board, one, Edgar Kobak, president of MBS, was understood to have

(Continued on next page 7)

1169 NAB Members

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

1269 NAB Members

THE Washington面积

BROADCASTING • Telecasting

Miller Given Broad Power by NAB

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 president the board to policy-making 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-

(Continued on page 588)

NEW NAB BOARD at its initial 1947 meeting in San Francisco Jan. 5-7. Seated (1 to r): James D. Shouse, WLYC, Cincinnati; J. Harold Ryan, Fort Industry Co., Toledo; President Justin Miller; W. S. Smullin, KIEM Eureka, host director; Leslie C. Johnson, WHBF Rock Island; Michael R. Hanna, WHCU Ithaca. Standing (1 to r): Fred Burton, WQAM Miami; C. Bruce McConnell, WISH Indianapolis; Wayne Coy, WINX Washington; Edgar Kobak (observer), president, MBS; T. A. Craven, WOL Washington; Wiley P. Harris, WJDX Jackson, Miss.; L. Hayden, WATE Albert Lea, Minn.; Paul W. Morency, WTBX Hartford, Conn.; Frank Stanton, president, CBS; 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; Cannell Arnoux, WJAR Providence; Harry E. Spence, KXNO Aberdeen, Wash.; Don Petty, NAB general counsel; C. E. Arney Jr., NAB secretary-treasurer. Absent when photograph was taken was John J. Gilpin Jr., WOW Omaha. Directors unable to attend were: William B. Way, KVDO Tulsa; Harold Hough, WBAP Fort Worth and Martin Campbell, WFAA Dallas; Claire R. McCollough, WGAL Lancaster; George D. Coleman, WGBI Scranton and G. Richard Shafto, WIS Columbia, (because of personal reasons).
Fred W. Wagenvoord Named WKBJ Manager

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

As WKBJ sales manager Mr. Wagenvoord also was supervisor of sales for WKLA Ludington, Mich., sister station under the ownership of Mr. Ashbacker. WKBJ operates with 250 w on 1490 kc.

Gillette Sponsors

GILLETTE SAFETY RAZOR Co., Boston, will sponsor two special programs on MBS, the Widder 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 Mazon Inc., New York.

Garrod Using Radio

ADVERTISING SCHEDULE of Garrod 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 Garrod'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. Garrod 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 WNBT 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 Dodgers games this year and Du Mont to those of the New York Yankees, insuring New York televiewers at least one game and frequently two each afternoon during the season.

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

DOROTHY S. THACKREY, chairman of the board of WLJB 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 WLJB president last year when T. O. Thackrey resigned to become vice chairman of the board of WLJB 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 WLJB 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 WLJB 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 Hays.

Nine members of the WLJB staff were given dismissal notices Dec. 28 in a personnel reduction aimed at "coordinating all operations under 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 would continue its policy of concentrating on music and news.

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

Now CBS Director

EDWARD WALLERSTEIN, president of Columbia Recording 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 for 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 15 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 headed as of 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. 28 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. 8-9-30 p.m. on the full ABC network. Contract for 52 weeks was placed through Lawrence C. Gumbiner Adv., New York.

"No, not oil derricks, radio stations!"
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 membership meeting. Group authorized TBA President J. R. Poppele to appoint a committee to study the program problem, and to 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 Ballin, 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 Honda Tool.

Proposal for a video program code was made by Mr. Poppele in his report to the membership. Declaring that "television programming will make the broadcast 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 be best avoided by taking immedi-

surely 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 tube, acknowledging 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 sceptor 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, whither the art is in process of time definitely destined. Carrier and wide band video frequencies will, in my opinion, outspend any economically practical cable and relay improvement.

"And this brings me to my favorite thesis, to wit, that the economical eight-hour-per-day nationwide 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.

COAST HOOPERATINGS

PLACE BENNY ON TOP

JACK BENNY led the first 15 programs in the December Pacific Network Hooperatings report, with Bob Hope in second place and Walter Winchell third.

The report showed an average evening audience rating of 9.4, an increment of 0.2 from the last report, and an increase of 0.4 from the rating for the same period in 1945. Average evening sets-in-use reported were 35.7, 0.6 more than the last report and 3.4 more than a year ago. Average evening available homes were 78.4, up 1.0 from the last report and up 1.6 from a year ago.

The average daytime audience rating was 4.3, up 0.4 from the last report, up 0.6 from a year ago. Average daytime sets-in-use reported were 17.9, which represented an increase of 1.6 from the last report, up 1.6 from a year ago. Average daytime available homes were 88.4, up 1.5 from the last report, down 0.5 from a year ago.

The first 15 Pacific programs were: Jack Benny, 39.0; Bob Hope, 32.5; Walter Winchell, 28.3; Charles McLellan Show, 26.9; Red Skelton, 26.9; Fibber McGee & Molly, 25.5; Fred Allen, 25.2; Bandwagon, 21.5; Eddie Cantor, 21.5; The Whistler, 20.8; Radio Theatre, 19.7; Gildersleeve, 18.8; Take It Or Leave It, 17.7; Blondie, 17.6; Judy Canova, 16.5.

TWIN ENDORSEES 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.

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 Senator White is chairman. Senator Brewster was appointed to the committee when the former Commerce Committee, of which he was a member, was merged with the Interstate Commerce Committee under the Congressional reorganization, creating the unusual situation of two members of the same Senate committee from a single State.

First Endorsement

First endorsement of Miss Martin's candidacy for the FCC vacancy was given by Miss Margaret Hudson of the DC Office of the Corporation Counsel, who called on the President Tuesday morning. Miss Hudson expressed gratification at the coincidence of her presence on the committee.

Senators White and Brewster said after their conference with the President that they had discussed the committee's business for the session. The Chief Executive expressed gratification at the coincidence of their presence on the committee, the Senators said.

Broadcasting and communications legislation were not discussed specifically, they added, nor was there any mention of an oft-proposed investigation of the FCC.

Broadcasting • Telecasting

January 13, 1947 • Page 17
President Asks $7,300,000 for FCC

ALTHOUGH President Truman requested the all-time high peak-time 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 due to the belief that after due investigation, Congress will slash the appropriation to the neighborhood of 5 or 6 million. Recommendation on the budget request is not given later than Feb. 15.

The current budget request includes $375,000 for an investigation into Western Union telegraph rate structure, with a view to recommending a Congress needed legislation. Western Union has asked for a rate increase. Comr. C. J. Durr advocates outright Government ownership of interstate telegraph facilities, or Government subsidies. Aside from the telegraph investigation the FCC asks for $6,925,000 for its regular functions.

With an economy-minded Republican Congress in control, the nation's purses-strings and severe critics of the FCC's spending heading 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 Appropriations Committee and the House Appropriations Committee will study the President's budget, delve into every agency and department, conduct what hearings are necessary and come up with a recommendation for Congress to consider 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. Sen. Bridges began a thorough investigation into the Blue Book in the 79th Congress. Chairman of the Senate Finance Committee is Sen. Eugene D. Milliken (Col.).

In the House, Rep. John Taber (N.Y.), who many times has criticized the FCC, heads the Appropriations Committee, while Rep. Harold Knutson (Minn.), who has pledged a 20% cut in personal income and corporate income of the Ways & Means Committee. Rep. Richard B. Wigglesworth (Mass.).

BROADCASTING • Telecasting

OPEN LETTER TO THE BROADCASTING INDUSTRY

PAUL A. PORTER
Former OPA Price Administrator

AFTER ALL the pots 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 invocations, 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 constantly 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 this call was a 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 the women's broadcasters, for the way news of OPA price and rent control and rationing actions was handled.

Public service forums, behind-the-scenes commentaries 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 than 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 fifteen-man board in its stead (CLOSED CIRCUIT, Dec. 21).

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 plans for the present year, 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 whether 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 Government business, and defining and limiting executive 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 (SJRes. 16) to authorize the broadcast of Congressional sessions, while in the House Rep. William Backus (D-Vt.) introduced a joint resolution (HJ Res. 54) to require the FCC to allocate a portion of the 60-mc 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!

WITH
AM and FM
BALTIMORE 3, MD.

Tom Tinsley, President  •  Headley-Reed, National Representatives
January 13, 1947  •  Page 19
Reporting by Television Wins Convert

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 was 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 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—filed 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 caught on to that one. The biggest drawback is coming up 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 off while Commentator Henry talked: "It's a damn good thing we've got a program."

Inside and Out

Speaker Martin was telling 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 chambers.

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 Temp and Speaker, he dryly remarked: "It looks like a good many of you have moved over to the left since I was here."

(Continued on page 65)

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 not violate the force of Commission regulations but are merely a codification of the manner in which the FCC has handled program matters in the past," according to survey made for CBS by C. E. Hooper Inc.

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 each program but there should be government 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 which 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 a governmental agency, such as the FCC, be given

(Continued on page 64)

BROADCASTING • Telecasting

Page 20 • January 13, 1947
KFAB

CBS

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

Frank Stanton
PRESIDENT
COLUMBIA RADIO CORPORATION

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 those 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 at $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 reversion 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 26, 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 local councils 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 Hopes 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 communications 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.
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.

1942. 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.
proposed decisions issued but not yet made final, 78.

The processing-line plans provide for consideration of applications in the order in which they are filed, if possible. The list as of Dec. 31:

ATTACHMENT A
Processing Line Number One

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Call, Location, Pnc No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>D-7722</td>
<td>B4-5487</td>
</tr>
<tr>
<td>D-7785</td>
<td>B4-5488</td>
</tr>
<tr>
<td>D-7826</td>
<td>B4-5489</td>
</tr>
<tr>
<td>D-7890</td>
<td>B4-5490</td>
</tr>
<tr>
<td>D-7957</td>
<td>B4-5491</td>
</tr>
<tr>
<td>D-7997</td>
<td>B4-5492</td>
</tr>
<tr>
<td>D-8101</td>
<td>B4-5493</td>
</tr>
<tr>
<td>D-8215</td>
<td>B4-5494</td>
</tr>
<tr>
<td>D-8325</td>
<td>B4-5495</td>
</tr>
<tr>
<td>D-8440</td>
<td>B4-5496</td>
</tr>
<tr>
<td>D-8558</td>
<td>B4-5497</td>
</tr>
</tbody>
</table>

ATTACHMENT B
Processing Line Number Two

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Call, Location, Pnc No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>D-8624</td>
<td>B4-5498</td>
</tr>
<tr>
<td>D-8732</td>
<td>B4-5499</td>
</tr>
<tr>
<td>D-8840</td>
<td>B4-5500</td>
</tr>
<tr>
<td>D-8941</td>
<td>B4-5501</td>
</tr>
<tr>
<td>D-9050</td>
<td>B4-5502</td>
</tr>
<tr>
<td>D-9160</td>
<td>B4-5503</td>
</tr>
<tr>
<td>D-9269</td>
<td>B4-5504</td>
</tr>
<tr>
<td>D-9372</td>
<td>B4-5505</td>
</tr>
<tr>
<td>D-9484</td>
<td>B4-5506</td>
</tr>
<tr>
<td>D-9595</td>
<td>B4-5507</td>
</tr>
</tbody>
</table>

Confirmed Observations

The drop reflected in the Dec. 31 list confirmed earlier observations that the pace at which new AM applications have been filed in recent weeks has begun to slacken, compared with the heavy filings which had prevailed since normal licensing procedures were resumed in October 1945.

The list was released almost simultaneously with announcement of a three-month freeze of all applications to permit FCC and industry engineers to work together to reduce the present backlog, particularly the more complex engineering cases (see story this issue).

The number of applications in the various processing stages was as follows on Dec. 31, with comparative figures from the August and September reports:

Processing Line 1, composed of 260-w local and daytime-only applications—138 (August 134, October 75).

Processing Line 2, composed of engineering complexity cases—182 (August 130, October 145).

Applications on which engineering study has been completed, now under study by other departments—16 (August 64, October 93).

Study completed, now before Commission for action—18 (no comparative figures from earlier reports).

Cases in pending files—41 (August 27, October 41).

Cases in hearing—503 (August 504, October 617).

The new report on hearing cases was broken down as follows: Designated for hearing but not heard, 446; hearings completed but proposed decisions not issued, 179;
Don Lee Requests Bill of Particulars

Petitions FCC for Details Of Its Purposed Violations

DON LEE Broadcasting System asked FCC last week to fellowship 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 rules.

Without more details than were contained in the issues announced for the hearing and in other information provided by 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 for the hearing." FCC Comm. 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 Secs. 3.101, 3.102 (network operation time rule) the Commission believed petitioner had been party to," FCC submitted a list of 416 documents taken from Don Lee files and photostated, which the Commission said it intended to use as the basis of its evidence.

"Delightful search" of the files borrowed by FCC, Don Lee asserted, "has enabled the attorneys, with great diligence, to find 672 [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 case. But, the petition said, 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 of a bill of particulars for the hearing, an 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 renewal applications at radio stations: KGB San Diego, KD8 Santa Barbara; KFRC San Francisco, KFI and KHJ-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 as follows:

"To obtain full information concerning applicant's past practices with respect to its network operations and, in particular, to determine whether applicant is, or has been, 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 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 stated. 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 use. The studio building 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 which General Manager Donald De Groot, Edward Harvey is assistant program manager.

NBC Central Div. Clients Get $877,956 Free Time

NBC CENTRAL DIVISION local and network clients received free advertising in 1946 amounting to $877,956 in 16,101 station break announcements on WMAG Chicago, according to Emmons Carlson, manager of the division's advertising and sales promotion department. Cost of this promotion service to commercial accounts was computed on the station's regular card rates for station break announcements and represented an increase of more than $200,000 over the previous year.

Breakdown of total showed that network clients received $667,136 in free time while local accounts were credited with $210,822.

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 which General Manager Donald De Groot, Edward Harvey is assistant program manager.

TRIBUTES to neighboring communities will be featured in new Sunday series scheduled on WCAU Philadelphia, Sun. 1:45-2, starting Jan. 19. Each program will give the history and industries and cultural background of different cities in the eastern Pennsylvania and southern New Jersey area. Starting with Lancaster, Pa., series will be called "Salute to Communities."

January 13, 1947 • Page 26A

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 by Congress Friday by President Truman in his annual budget report. For the current year Congress appropriated $175,537,406, although supplemental anticipations totaled $378,159,053.

How much of that $611 million dollars is earmarked for the Office of International Information & Cultural Affairs, under 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:

<table>
<thead>
<tr>
<th></th>
<th>Voice of America</th>
<th>U.S.S.R.</th>
<th>Great Britain</th>
</tr>
</thead>
<tbody>
<tr>
<td>Massachusetts</td>
<td>110 hours, 30 min.</td>
<td>395 hours, 30 min.</td>
<td>105 hours, 35 min.</td>
</tr>
<tr>
<td>California</td>
<td>136 hours, 30 min.</td>
<td>255 hours, 35 min.</td>
<td>110 hours, 45 min.</td>
</tr>
<tr>
<td>Eastern Europe</td>
<td>10% of time State Dept. appropriation</td>
<td>30% of time</td>
<td>30% of time</td>
</tr>
<tr>
<td>Africa</td>
<td>6 hours, 15 min.</td>
<td>18 hours, 55 min.</td>
<td>10 hours, 45 min.</td>
</tr>
<tr>
<td>World</td>
<td>30% of time State Dept. appropriation</td>
<td>25% of time</td>
<td>25% of time</td>
</tr>
</tbody>
</table>

In the past year, according to OIC, the State Dept. has received more than 50,000 letters from listeners the world over, 65% from Europe, 25% from Latin America and 10% from the Far East. Most of them ask questions about the U. S., which are answered on the air.

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, appointed with Mr. Darby by W. H. H. Finch, Fort Smith Mr. Darby was with KGGF Coffeyville, Kan., and WDAF Kansas City and for the past five years has served as a consultant to the U. S. 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 constructed and remodeled to house KWHN's modern studios.
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 kept by the FCC for the week Dec. 4-10, 1946.

Issued as 63 mimeographed booklets, one for each station for each day, the report totals some 600 pages and 18,000 individual entries.

The record, 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, WOR (CBS), WINS (NBC), WNBC (NBC), WOR (MBS) and five non-network stations: WHN, WMCA, WNEW and WQXR.

Radio Reports announced that WOR carried the greatest number of commercials of the nine, which a count made by Broadcasting showed to be 1121 for the week. Broadcasting's figures 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, 36.

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 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 should be the 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 Broadcasting with the permission of Radio Reports. They attempt only to count the commercials broadcast by each station during morning, afternoon and evening, without distinguishing between long and short announcements or between spot announcements and those broadcast during sponsored program periods. Because of several interruptions in the logging records 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

<table>
<thead>
<tr>
<th>A.M.</th>
<th>P.M.</th>
<th>Eve.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>7-12</td>
<td>12-6</td>
</tr>
<tr>
<td>WOR</td>
<td>61</td>
<td>57</td>
</tr>
<tr>
<td>WHN</td>
<td>50</td>
<td>46</td>
</tr>
<tr>
<td>WNEW</td>
<td>47</td>
<td>42</td>
</tr>
<tr>
<td>WMCA</td>
<td>39</td>
<td>38</td>
</tr>
<tr>
<td>WNBC</td>
<td>35</td>
<td>34</td>
</tr>
<tr>
<td>WJZ</td>
<td>26</td>
<td>23</td>
</tr>
<tr>
<td>WCBS</td>
<td>39</td>
<td>37</td>
</tr>
<tr>
<td>WQXR</td>
<td>26</td>
<td>27</td>
</tr>
</tbody>
</table>

SUNDAY

<table>
<thead>
<tr>
<th></th>
<th>WOR</th>
<th>WHN</th>
<th>WNEW</th>
<th>WMCA</th>
<th>WNBC</th>
<th>WCBS</th>
<th>WQXR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Day</td>
<td>23</td>
<td>22</td>
<td>20</td>
<td>19</td>
<td>16</td>
<td>15</td>
<td>14</td>
</tr>
</tbody>
</table>

WHILE the quarter-minute timing of the length of the announcements was presumably close enough for the uses for which the reports are intended, the figures seemed too rough for commercial time totals, similar to the total numbers of commercials tabulated above, to be made. 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 require more detailed analysis of the results.

FCC OPINION ON WBAL LICENSE RENEWAL PLEA IS MADE PUBLIC

PASSING LIGHTLY over WBAL Baltimore's attack on the Blue Book but providing that the charges may be developed in the course of hearing, FCC's memorandum denying the WBAL petition for license renewal without hearing was made public last week.

The opinion, which was adopted Dec. 20 and whose fundamental findings were announced Jan. 3, refused WBAL's request for reconsideration of Commission action designating the case for hearing with the Drew Pearson-Robert S. Allen application for WBAL's clear-channel facilities. But, in accordance with the station's request for postponement of the hearing, it moved the date from Jan. 13 to Feb. 24 (Broadcasting, Jan. 6).

A division of Commission thinking on the WBAL renewal application adopted the FCC's memorandum's statement that on two occasions Comr. E. K. Jett had moved for reconsideration and grant, that "the motions failed for want of second.

First such motion was made last July 19, after W BAL submitted an analysis of its program operations for the week of June 29. The second came on Sept. 13, the opinion pointed out.

Regarding W BAL claims that the Blue Book made "false, distorted and misleading" references to the station's programming under Hearst Radio ownership as compared to its previous operation by Consolidated Gas, Electric Light & Power Co. (Broadcasting, Dec. 16), the opinion said W BAL will have, at the hearing, "ample opportunity to bring whatever it deems to be the facts . . .

FCC's decision, the opinion added, will then be based on "the facts shown in the record."

No reference was made to W BAL's charge that Blue Book references to the station precipitated the filing of the Pearson-Allen application.

To W BAL's contention that the Pearson-Allen application was incomplete because it left details of program plans for presentation at the hearing, FCC replied that the application "is complete in all essential details." It also denied W BAL claims that the applications are not mutually exclusive since W BAL's renewal would extend only to May 1, 1948, and the proposed station could not be on the air before that date.

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 new announcements 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 reduction 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 Gruen Watch Co., has 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 Gruen 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 processing of applications. He has presided or served as Commission counsel in a number of AM and FM hearings, including the Chicago Clear Channel and Washington FM proceedings.

Mr. Miller was graduated from U. of Wisconsin Law School in 1938.
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
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.
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!
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 3524 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.

KRU X Phoenix-Glendale, Ariz., scheduled to go on the air about Jan. 15, recently completed ultra-modern brick structure housing studios, offices and transmitter. Unusual features of the air-conditioned building include tiled showers and a spacious sun deck for the staff. Station, owned by Gene Burke Brophy and managed by John D. Morgan, will operate fulltime with 250 w on 1340 kc. Collins transmitter and RCA speed input equipment will be used.

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 for guidance 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.


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, WJIC Chicago; Y. K. Kay Witmer, WBO Harrisburg, Pa.; Ruth Crane, WMAI Washington, D. C.; Dorothy Horsfall, WPDQ Jacksonville, Fla.; Marjorie Cooney, WSM Nashville, Tenn.; Katherine Fox, WLIW Cincinnati; Mildred Grace, WELL Battle Creek, Mich.; Nancy Gray, WTMJ Milwaukee; Anne Hayes, KCMO Kansas City, Mo.; Darragh Aldrich, WCCO Minneapolis; Julie Benell, WKY Oklahoma City; Violet Short, KS A San Antonio; Louis Hill Rowe, KSL Salt Lake City; Dorothy Rankin, KPO San Francisco; Nancy Holme, KNX Hollywood; Vernice Irwin, KVI Tacoma, Wash.

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.
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.*

---

**they speak for themselves audiodiscs**
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., WMBD, Peoria, Ill.
Kenneth Church, Executive V.P., WCKY, Cincinnati, O.
Don Davis, President, WHH, Kansas City, Mo.
J. W. Knodel, Partner, Avery-Knodel Co., Chicago, Ill.
Clark A. Luther, Nat'l Sales Mgr., KFB, 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

Applications
(Continued from page 32)

<table>
<thead>
<tr>
<th>Applicant</th>
<th>Address</th>
<th>Docket No.</th>
<th>File No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>American B/C Corp.</td>
<td>Lexington, Ky.</td>
<td>6978</td>
<td>B2-P-4102</td>
</tr>
<tr>
<td>Queen City B/C Co.</td>
<td>Cincinnati</td>
<td>6972</td>
<td>B2-P-4102</td>
</tr>
<tr>
<td>Valdosta B/C Co.</td>
<td>Valdosta, Ga.</td>
<td>6863</td>
<td>B3-P-4106</td>
</tr>
<tr>
<td>Scripps-Howard Radio</td>
<td>Cleveland</td>
<td>6916</td>
<td>B4-P-4118</td>
</tr>
<tr>
<td>East Tennessee B/C Co.</td>
<td>Knoxville, Tenn.</td>
<td>6906</td>
<td>B5-P-4127</td>
</tr>
<tr>
<td>Chattanooga B/C Co.</td>
<td>Columbus, Ga.</td>
<td>6841</td>
<td>B5-P-4149</td>
</tr>
<tr>
<td>Monterey Bay B/C Co.</td>
<td>Santa Cruz, Calif.</td>
<td>6962</td>
<td>B5-P-4120</td>
</tr>
<tr>
<td>Bakersfield B/C Co.</td>
<td>Bakersfield, Calif.</td>
<td>6953</td>
<td>B5-P-4120</td>
</tr>
<tr>
<td>WLOX B/C Co.</td>
<td>Biloxi, Miss.</td>
<td>5882</td>
<td>B5-P-4148</td>
</tr>
<tr>
<td>Bedford B/C Co.</td>
<td>Bellingham, Wash.</td>
<td>7060</td>
<td>B4-P-4148</td>
</tr>
<tr>
<td>Kenneth G. Zweifel</td>
<td>Freeport, Ill.</td>
<td>7063</td>
<td>B4-P-4132</td>
</tr>
<tr>
<td>Canadian Broadcasting</td>
<td>Portland, Me.</td>
<td>7055</td>
<td>B4-P-4132</td>
</tr>
<tr>
<td>Lake Erie B/C Co.</td>
<td>Sandusky, O.</td>
<td>7004</td>
<td>B4-P-4190</td>
</tr>
<tr>
<td>Cumberland B/C Co.</td>
<td>Middlefield, Ky.</td>
<td>7094</td>
<td>B4-P-4190</td>
</tr>
<tr>
<td>Sandusky B/C Co.</td>
<td>Sandusky, O.</td>
<td>7003</td>
<td>B4-P-4208</td>
</tr>
<tr>
<td>Allen T. Simmons</td>
<td>Tailwinds, O.</td>
<td>7026</td>
<td>B5-P-4148</td>
</tr>
<tr>
<td>Everglades B/C Co.</td>
<td>Ft. Lauderdale, Fla.</td>
<td>7056</td>
<td>B5-P-4148</td>
</tr>
<tr>
<td>Mt. Vernon Radio &amp; Telec. Co.</td>
<td>Ft. Wayne, Ill.</td>
<td>7035</td>
<td>B5-P-4248</td>
</tr>
<tr>
<td>Mission B/C Co.</td>
<td>San Jose, Calif.</td>
<td>7170</td>
<td>B5-P-4248</td>
</tr>
<tr>
<td>Green Bay B/C Co.</td>
<td>Green Bay, Wisc.</td>
<td>7171</td>
<td>B5-P-4297</td>
</tr>
<tr>
<td>Paul B'ake</td>
<td>Milwaukee, Wis.</td>
<td>7077</td>
<td>B5-P-4297</td>
</tr>
<tr>
<td>Radio Station WlAK</td>
<td>Chicago, Ill.</td>
<td>7182</td>
<td>B5-P-4307</td>
</tr>
<tr>
<td>Georgia-Alabamas B/C Corp.</td>
<td>Columbus, Ga.</td>
<td>7085</td>
<td>B5-P-4324</td>
</tr>
<tr>
<td>Green Bay Newspaper Co.</td>
<td>Green Bay, Wisc.</td>
<td>7094</td>
<td>B5-P-4360</td>
</tr>
<tr>
<td>Courier-Post Pub. Co.</td>
<td>Hamilton, Mo.</td>
<td>7454</td>
<td>B4-P-4382</td>
</tr>
<tr>
<td>Samuel R. Sage</td>
<td>Cleveland Heights, O.</td>
<td>7176</td>
<td>B4-P-4377</td>
</tr>
<tr>
<td>Vincent G. Caley</td>
<td>Eighty, Ill.</td>
<td>7134</td>
<td>B4-P-4381</td>
</tr>
<tr>
<td>Community B/C Co.</td>
<td>Oak Park, Ill.</td>
<td>7172</td>
<td>B4-P-4382</td>
</tr>
<tr>
<td>Bay B/C Co.</td>
<td>Sandusky, O.</td>
<td>7172</td>
<td>B4-P-4387</td>
</tr>
<tr>
<td>Audrain B/C Corp.</td>
<td>Sandusky, O.</td>
<td>7172</td>
<td>B4-P-4387</td>
</tr>
<tr>
<td>Menonita B/C Co.</td>
<td>Mexico, Mo.</td>
<td>7432</td>
<td>B4-P-4401</td>
</tr>
<tr>
<td>Public Information Corp.</td>
<td>Madison, Wis.</td>
<td>7851</td>
<td>B4-P-4404</td>
</tr>
<tr>
<td>Independence B/C Co.</td>
<td>Durham, N. C.</td>
<td>7877</td>
<td>B4-P-4431</td>
</tr>
<tr>
<td>Oryshia B/C Co.</td>
<td>Philadelphia</td>
<td>7899</td>
<td>B4-P-4431</td>
</tr>
<tr>
<td>Pinacde B/C Co.</td>
<td>Cleveland</td>
<td>7093</td>
<td>B4-P-4458</td>
</tr>
<tr>
<td>Ramsey B/C Co.</td>
<td>Middlefield, Ky.</td>
<td>7430</td>
<td>B4-P-4451</td>
</tr>
<tr>
<td>Edwin Maud</td>
<td>Sandusky, O.</td>
<td>7475</td>
<td>B4-P-4617</td>
</tr>
<tr>
<td>Forest City B/C Co.</td>
<td>Rockford, Ill.</td>
<td>7689</td>
<td>B4-P-4729</td>
</tr>
<tr>
<td></td>
<td>Cleveland</td>
<td>7565</td>
<td>B2-P-4776</td>
</tr>
</tbody>
</table>

Martinell is Manager Of New Britain Station

ROBERT MARTINEAU, associated with radio since 1933, has been named manager of WKNB New Britain, Conn, Julian Gross, president of New Britain Broadcasting Co., WKNB license, announced last week. Mr. Martinell succeeds Walter Windoor, who had been acting manager of WKNB since it went on the air.

From 1936 to 1943 Mr. Martinell was with the Hartford Times station, WHTF, first as announcer and later as commercial manager. He joined the Yankee Network staff in Boston in 1943 as sales supervisor of WEAN providence, WAAW, Worcester and WIGC Bridgeport.

The following year he joined the Navy and spent 20 months overseas, dying with Airwing 3. Returning to Yankee Network in 1946 he became assistant to Linus Travers, general manager. During the past few months Mr. Martinell has been manager of WKBX Manchester, N. H.

Song Hit Survey

THE PEATMAN annual survey of song hits with the largest radio audiences for the period of Dec. 27, 1945 through Dec. 29, 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) "Da Doo's of actual songs that are used on newscasts.

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 5 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.

While in Sweden, Henrik Hah, director of foreign relations and head of the Swedish radio, indicated to Mr. Herling that he would be visiting the United States in the spring to study American radio methods.

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.
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.
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 kw means to them and to their listeners. I can only say it couldn't happen to a nicer crowd of people."

WGNs, Mutual Affiliate, Goes on Air With 250 w

WGNs Murfreesboro, Tenn., operating on 1450 kc, 250 w, fulltime, went on the air Dec. 31, beginning a thirty-day test period.

The station is owned by Cecil Elrod Sr., local business man and S. D. Wooten, chief engineer of WREC Memphis. General manager is Cecil Elrod Jr. who was formerly associated with WSMS Natai, Brazil. Bill Pepper Jr., formerly with WSMS Natai, WBNs Columbus, Ohio, and WPAY Portsmouth, Ohio, is station manager; and Louis M. Holshouser, formerly with WJZM Clarksville, Tenn., and WLAC Nashville is program director.

Affiliated with Mutual Network fulltime, the station's schedule is as follows: Monday through Saturday, 4:45 a.m. to 11:00 p.m. and Sunday, 8:00 a.m. to 11:00 p.m.

Nine programs weekly will be broadcast from the newly-constructed Middle Tennessee State College broadcasting studio.

KAKC, Daytime Station, Takes Air in Tulsa, Okla.

KAKC WENT ON THE AIR Dec. 24 as a 1000 w daytime outlet on 1570 kc at Tulsa, Okla. Station is owned by Public Radio Corp., Sam E. Avey, president, and Glenn Condon, vice president and general manager, and its studios are located in Avey's Tulsa Coliseum.

In addition to Mr. Condon, a veteran radio personality, key staff members include: James L. Neal, commercial manager; Jack Evans, program director; Arnold Maupin, chief engineer; Sally Miller, continuity chief, and Jim Young, announcer and news staff member.

KAKC, which calls itself "The Home Town Station," has a conditional Class B construction permit, and FM equipment has been ordered. The management has announced that KAKC plans to bring FM programs to its listeners as early as possible in 1947.

Shirtsleeve Scientist

This farmer is a good example. He's planning a long-range crop rotation, contour and strip planting that will increase soil fertility, control erosion and conserve moisture. It is the use of sound, scientific methods that has increased his yields and made him wealthier than ever before.

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.
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

January 13, 1947 * Page 39
EDWARD J. DEVNEY of the Howard C. Wilson Co., New York, has been appointed manager of the New York office of the radio representative, Mr. Devney entered radio in 1935 when he joined WHK and WCLF Cleveland. He also sold time on WIBC Indianapolis. Mr. Devney joined Howard H. Wilson Co. in 1930. He served with AAP during the war.

HENRY VISCARDI, formerly with the MBS sales service department, has been appointed supervisor of commercial programs at the network. Mr. Viscardi’s position in sales service will be taken by SARAH DENSEN, former manager of the MBS affiliate department.

RICHARD NICHOLLS, 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 office at 725 Fifth Ave., New York. New telephone is Circle 6-T181.

LOUIS A. SPORE, former manager of the program 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 phases of program operations will enable him to render to advertising agencies and all around service.

GEORGE KLAY, former account executive at Edward Petry & Co., New York, has joined the Chicago office of Radio Sales, CBS spot broadcasting division, succeeding WILLIAM B. ODEN, who recently joined the Detroit office of Radio Sales as sales manager. Previous to his association with Petry, Mr. Klay has served seven years in the New York office of the George Hollingbery Co. H. L. RALLS of the Charlotte, N. C., office of The Brahm & Co. has joined J. B. KEOUGH in the Atlanta office of the station representative firm. Mr. Ralls continues to supervise operations of the Charlotte office which is augmented by BERTHARD C. FINCH, former national advertising manager of the Spartanburg Herald and Journal.

ROD JONES, former advertising manager of the Jacksonville (N. C.) Record and former advertising manager of papers in Pittsfield, Mass., has been named commercial manager of WJNC 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 Lear 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 P. Hollingbery Co., Chicago, for 2½ 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.

(Des) POURNELLE, sales manager of WPGC Memphis, Jan. 4 received a laceration 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 WBYT, New Bedford, Mass. CHEVY CHASE, Md., station to begin operations Feb. 1. Mr. Marshall has been in Washington advertising, promotion, and public relations field for more than 20 years and during the war served as aide to the Inquiries, Research, and Information, Army Specialist Corps, and Promotions Division of Office of Civilian Defense.

ROY PEDERSEN, member of the sales department of KZOE, N. D., and JOEY RUDS, secretary to the sales manager of WDAX, are to married Jan. 16.

WILLIAM N. PARKER, sales manager of WDAY, Jan. 4 received a large television set to manage TBS Beverage Corp., that city, of which he is president.

WILLIAM W. JEFFERAY, commercial manager of WARL Arlington, Va., has been named director of radio publicity for Arlington “March of Dimes” campaign, which begins Jan. 13.

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 KFJB Marshalltown, Iowa.

SYDNEY GAVIN, 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, America’s Town Meeting of the Air. The National Bank of Roanoke, Va., on WSLS Roanoke; Roy Bass Motor Co. on WMRC Greenville, S. C.; Carolina Power and Light Co. on WPCA Asheville, N. C.; and Meridian News Agency on WJNT Jackson, Miss.; are the new entries. They sponsor the regular program, each of the ABC network.

In addition the New York Herald Tribune is reported negotiating with ABC to sponsor Town Meeting on WJZ New York. Other cooperative sales include one new sponsors for Elmer Davis and two new sponsors aired by Buhltz and Dickey, Dick Tracy and Ethel and Albert.

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

THIRD annual 12-lecture “Advertising in Business” sponsored by Los Angeles Advertising Women, Jan. 21 according to Margaret Andersen, president. Topics will be comprised of 30 topics in advertising and its application to all types of business.

Page 40 • January 13, 1947
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 moroee luggage, finished in fine grain water-repellent fabric. All brass fittings rustproof.
SIZE: 20" long,12" high and 8¼" 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
THEY ARE KFAB’s NEW NATIONAL REPRESENTATIVES

NEW 50,000 WATTS

KFAB

OMAHA

HARRY BURKE, General Manager

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

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

EXCLUSIVE REPRESENTATIVES:
ALBUQUERQUE
Baltimore
Beaumont
Buffalo
Charleston, S. C.
Cincinnati
Columbia, S. C.
Corpus Christi
Davenport
Des Moines
Duluth-Superior
Fargo
Houston
Indianapolis
Kansas City
Louisville
Minneapolis-St. Paul
New York
Oklahoma City
Peoria-Tuscola
Portland, Ore.
Raleigh
Roanoke
San Diego
St. Louis
Seattle
Syracuse
Tulsa

OMAHA-KFAB


FRANKLIN 6373 PLA 5-1130 CAD 4259 SUT 4353 HOL 2151 MAIN 5667
Un-AFRA-Id

FOR the first time in modern radio annals, organized broadcasters have resisted the thrusts of organized labor. The NAB Board of Directors, meeting in San Francisco last week, undid what the major networks felt they were constrained to do in capitulating to the demands of AFRA for what amounted to secondary boycott commitments.

The board, by resolution, declined to authorize President Miller to appoint the four broadcast members of the 16-man AFRA-Industry Advisory Council, which would determine reasonableness of AFRA organizing activity among independent stations and, despite avoidance of specific language to that end, would mean imposition of network sanctions against 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.

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 eucharied 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 "initialed" 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 vulnerability 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 big 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.

The NAB 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.

One-Way Lend-Lease

NOT ALL British subjects are anti-commercial radio, as the Labor Government would have the world believe. Towers of London Ltd. has arranged to have a U. S. firm distribute —to commercial sponsors—a transcribed series, Secrets of Scotland Yard (see story this issue).

It wasn't so long ago that a Labor Government spokesman implied, in the House of Commons, that the British Government might resort to jamming any commercial station whose signal reached British radio sets. Clement Attlee's Government would stop is nothing to prevent the British people from enjoying a free radio—programs sponsored by advertisers instead of Governments.

Yet it seems to be perfectly all right for British manufacture to sell their wares in their native land—to ship them to the USA where we still have a free radio (although there's cause for nervousness when one reflects on the Blue Book).

Log Jam at FCC

THE ENGINEERING DEPARTMENT of the FCC is log jammed in handling AM applications for regional facilities. The report carried elsewhere in this issue to the effect that a freeze on AM applications may soon set in demonstrates this fact.

The difficulty grows out of the tremendous load which has been placed on the Commission by the rapidity of new regional applications. The Commission is uncovering that up to 300 applications have been received in the FCC's first year and that the Commission's policy-setters might have given this serious situation earlier consideration had their time not been taken up with program matters which do not concern them under the Communications Act.

At all events, it has now been proposed that AM applications be cut off for a three-month period. During that time, FCC technical people will endeavor to work out a scheme with consulting engineers which will simplify the process.

General, this program contemplates closer coordination between the consulting engineers and the Government engineers. It is intended to resolve problems created by interference factors before cases are considered by the Commission.

One regional processing line operates now, FCC engineers study—at great length—the technical exhibits of various applicants for frequencies which need protection against overlapping signals. It is this time-consuming procedure which the FCC hopes to correct.

Anything which will operate toward more efficient disposition of pending applications is worth careful study. Some AM applicants have waited as long as a year for a decision. That seems unreasonably burdensome.

Editorial

Our Regards 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 1928, his junior year, to start WLBF Kansas City. At high school he had 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 Ely, Nev., is undergoing reorganization following resignation of two of its executives.

Calvert C. Applegate, 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 battling 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 operated under fulltime, direction at night. The 1200 kc clear channel is used by WOAI San Antonio with 50 kw. WNAC is currently on 1290 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 be assigned. 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, and New York, died Dec. 18 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, Julianne, 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 kw 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 Cooce, production; Margaret Brown, traffic; Mary Middleton, office manager; Roy Loba, sales; Jerry James, Jim Lowe, Everett Baty, announcers; Lewis Love, Eva Rob Watkins, continuity; Clarence Anglin, Melvin Parsons, E. H. Walker, J. F. Kaacker, engineers; Margorie McCaLeary, commercial; Mildred Cunningham, receptionist.

WNAE Takes The Air; Veterans in Charge
WNAE WARREN, Pa., went on the air Dec. 31, operating with 1000 w 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 radio experience in both civilian and military life, and practically all of them are also stockholders in the company.

David Potter, former director of KOJK Kokomo, Ind., is manager. Other staff members include: program director, W. LeRoy Schneek, formerly of WQAB; chief engineer, Homer M. Halnes, 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, part owner of Kokomo Broadcasting; announcers, Bob Helford, formerly with WCED Dubuque, and Wiles Hallock, who has been sports reporter for the Denver Post and announcer at WHEL Erie, Pa.; operating engineer, William Nagy, formerly operator at WLEI and radio technician with the Pennsylvania State Police; continuity writer, Miss Pressed 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 Melville, 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. Melville adds that 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 this broadcast. The reigning service started on or before Dec. 31, 1946, and providing the broadcasts are without interruption. The 10% increase is for 52 weeks of consecutive broadcast 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.
Respects
(Continued from page 44)

come licensee of W3XX, 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 W3XL, but now is WSDF (FM). W3XL 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 FMBI'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 Station will become a part owner, officer and director in the company. A portion of the common stock in WABP Lexington and WBIB Knoxville is being sold to the executives who have been operating those stations. Similar plans are being formulated for other Nunn stations, WCMF Ashland, Ky., WMDB Mobile, and KFPA 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 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. WITTERN, 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.

Frank Armstrong, program director of WDOG Dyersburg, Tenn., has assumed duties of acting manager of that station to replace M. E. Ferguson. Latter moves to Memphis to devote full time to promotion and organization of WAPB, authorized assignment of 250 w on 720 kc. Mr. Ferguson and John H. Pepper, former owner of WJPR Green- ville, Miss., own WAPB.

J. Soulard Johnson, public relations head of KMOX St. Louis, in addition to his present duties, has been named executive assistant to general manager of station. Mr. Johnson has been with KMOX for ten years, during which time he was granted leave of absence to serve in AAF.

Curtis P. Ritchie, manager of KGHR Pueblo and Colorado State Senator, Jan. 1 began his fourth term in the state legislature at opening of 1947 session.

EGOR KOBAR, president of MBS New York, was to arrive in Hollywood Jan. 9 for several days' conferences with Lewis Allen Webb, vice president and general manager of Don Lee Broadcasting System, West Coast outfit of Mutual.

Kenyon Brown, vice president of KOCO 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 Hot Shot Industry Co., has made WDBS Miami his temporary winter headquarters.

E. A. Albright, general manager of WBBQ Memphis, has been elected member of the board of directors of Mem-phis Cotton Carnival Assn., which presents annual Memphis Cotton Carni- val.

Frank Weltmer has been named manager of KCOY Santa Maria, Calif., owned and operated by the Santa Bar- bara 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. An- derson 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.
...on your new TELEVISION Station

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.
PROGRAMS

A N AMATEUR show for Negro children, "The Colored Kiddies Hour," has been started on WDAS Philadelphia, Sun. 5-5:30 p.m. under sponsorship of Dr. H. N. Shor, local dentist. Placed through Philip Klein Ad., Philadelphia, program is scheduled for 13 weeks. Listeners 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 winner and one parent. Auditions are held at the WDAS studios each Friday under the supervision of Ruth Mose. 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-recorded programs of discussions of legislative issues, plus narrative new summaries of week's progress. Scheduled for 15 minutes weekly, show will expand to half-hour spot as session grows. WIBC has been awarded a citation by Indiana American Legion for "comprehensive programming in public interest."

Friendship Series

SONGS of Irving Caesar, composer, are broadcast on a half-hour series broadcast by WCAU Philadelphia. Sun. 11:30-11:30 a.m. Titled "Fellowship Forum," series started Jan. 9 and is General Electric's effort 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 Runs 'Party'

CBS "O. E. House Party" program, which was discontinued Jan. 10 under sponsorship of General Electric Co. Schenectady, has been revived by John Held, owner. Program will be heard on CBS Mon. through Fri. 8 p.m., beginning Jan. 13 and will be offered to network's affiliated stations on a cooperative basis. It is reported that General Electric, which owns its rights to title of program, will permit CBS to use "House Party."

Miners' Quiz

CURRENT-EVENTS quiz among children ranging in age from 6 to 9 years is being conducted by WBKB Chicago on new network show called "Miner Op- lona." Produced and directed by Pauline Bobroff, show is aired Mon. 3:30-4 p.m. George Morton is moderator of class consisting of six children from Gary Public Schools. Students are rotated weekly. Children discuss current problems in politics, housing, sports, business and education.

Veterans' Problems

DRAMATIZATION of veterans' problems is theme of new series, "Voice of the Veteran," on WIBN Miami. Featuring students from U. of Miami as writers and participants, show has aired housing problem in first few programs, citing actual cases of black market housing and students telling of circumstances surrounding their individual case.

Anti-Gambling Plea

LETTER to all stations east of the Mississippi was sent last week by Lan Sing and Jim Faul, editors of WEZ 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 broadcasts from W. Madison's message to joint session of state legislature. Address was heard over 12 or more West Virginia stations, with en- gineering and remote equipment provided by WOPX Charleston and announcing handled by Harry Brewey of WCBS, that city.

Legislative Forum

DAILY radio and TV program has been started by Tobacco Network from Fogg's Restaurant, two blocks from Capitol Hill in Atlanta. N. C. Titled "Capital Coffee Cups," program is origi- nated and produced by Maye Albright, former head of state OI 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 Bandstand" program on CBS Jan. 6. The network is contributing its 1:30-2:30 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 WLAT

WEELY half-hour program, written, announced and produced by students, is now carried by WLAT Conway, S. C., with origination from local high school. "Hi-School News" also is aired twice weekly on WLAT studio. Letter is handled by journalism class.

New AAF Series

ARMY AIR FORCES Jan. 4 started new series on MBS titled "Flight Back to the Past," Sat. 12:30 p.m. Program traces development of aviation from 1903 birth to present. Music for series is provided by AAF Band. Weekly de- velopments by AAF are announced at close of each broadcast.

An All-Time Favorite

BESAME MUCHO

Published by
PEER INTERNATIONAL CORP.
Performance Rights
Licensed Through

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

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 effective 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-mail to 23,000 off-airline communities.
- Direct air service to and from scores of foreign countries.

Just phone your local Air Express Division, Railroad Express Agency, for fast shipping action. 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 Railroad Express Office. Air Express Division, Railroad Express Agency, representing the Airlines of the United States.

Eldon Sullivan, assistant to the president of Lennen & Mitchell, has resigned from that post to join R. K. W. Assoc., New York, as vice-president and account executive on the account of General Foods Corp., Cincinnati.

Hill Warren, formerly with Trans-Continental, the speedy, even more^{new}day east coast express, for the "Chiefs of Field Bopper Club" on NBC, Miss Warren is also music editor of Mortland magazine and is a contributing editor of Band Leaders magazine. She will retain both positions in addition to her promotional duties.

Andrew E. Wright, for 12 years with the Montreal office of Cockfield Brown & Co., has been transferred to the Toronto office. He has been 21 years with the Murray & Hirsch Co., a direct air express agency, New York.

John S. William, former account executive at Grey Adv., New York, and prior to that with Kenyon & Keerhardt, New York, in same capacity, has been appointed advertising manager by Jay Thorpe, women's wear store, New York.

David A. Collins, after service with the Allied Arts Adv. New York, New York, as account executive.

Nan Pendrell, former copy chief of the Cherner Co., New York, has been appointed executive vice president in charge of advertising and sales promotion of the agency.

James J. Booth, recently discharged from AAF and previously with WITV Baltimore where he handled advertising, writing and producing, has joined the office of Ralph H. Jones, advertising manager at New York. Mr. Booth also formerly had been with Warwick & Leggett, New York, as account executive. Mr. Booth has been with Warwick & Leggett, New York, as account executive, with Booth, Vicker & Schellman and C. D. Pennington Inc., Baltimore.

William J. Breen, formerly with J. M. Mathes Inc., New York, has joined Mos Assoc., New York, as account executive.

Robert N. Mann, for nine years with Time Magazine, has joined Franklin, Hicks & Montgomery, New York, as an account executive in the advertising department.

Ally & Richards Co., New York and Boston agency, has incorporated and is now Ally & Richards Inc. G. Bruce Woodin, formerly with Hicks & Great, New York, has joined the G. M. Bradfous Co., New York, as account executive.

Nicholas Freberg, formerly assistant to the publisher of Newsmen and recently with the promotion department of the New York Herald Tribune, New York, has joined Dunahue & Coe, New York, as an executive. He was formerly with Allied Air Express.

Tewele-Radcliffe & Assoc. has been formed at 475 Fifth Ave., New York. Lawrence W. Tewele has previously been with Jasper, Lynch & Field, New York, while Alan Radcliffe has been with Arthur Meyerhoff Co., Chicago. Tewele-Radcliffe & Assoc. has been formed at 475 Fifth Ave., New York. Lawrence W. Tewele previously had been with Jasper, Lynch & Field, New York, while Alan Radcliffe had been with Arthur Meyerhoff Co., Chicago.

Pendleton, Dudley & Assoc., New York, has announced the formation of a partnership in change in name to Dudley, Anderson & Yule. George Anderson to C. E. Yule, former associates of the agency, are the new partners.

Doherty, Clifford & Shenfield, New York, has instituted an employee profit-sharing plan. Full time employees over age of 30 who have been with the firm for year or more. Plan is based on annual earnings and provides for accumulation and investment of funds under trusteeship for the benefit of each participant.

Mary Mason, regional director of women's activities at WBC, Washington, has been named advertising director of Claire DeWitt Forbes Tri-County Adv., Santa Barbara, Calif.


Frank A. Kearney, former account executive with Donn-Frappier-Sampie, and J. J. Dickely, member of the creative staff of Ted Bates Inc., has joined W. Earl Botwell Inc., New York. Staff additions follow switch of Both- well office from 101 Park Ave. to larger quarters at 270 Park Ave.

Murman Hirsch and Harry W. Waterston, partners of Hirsch & Waterston, New York, have dissolved that partnership to form separate companies. Hirsch & Waterston will have offices at 1 E. 46 St. and Gestation at 241 W. 22nd St.

H. K. Klauch, account executive of Milton Weinberg Adv., Los Angeles, and Nancy A. Adams, receptionist, were married in Las Vegas, Nev., Dec. 28.

Charles Hogen, vice president in charge of service, N. W. Ayer & Sons, Hollywood, was principal speaker at first annual meeting of newly formed Hollywood Advertising Club.

Mary Lou Godin, former copy chief of Lockwood-Shackleford Adv., Los Angeles, has joined Dunn-Fenwick & Co., New York, as account executive.

Clinton Campbell, advertising manager for 10 years with Barton A. Stebbins Adv., Los Angeles, as production manager. Louis F. Ludercke, media buyer, has resigned from agency.

Abbott Kibbald, president of Abbott & Kibbald Inc., New York, in Los Angeles for conferences with firm's executive. Mr. Kibbald has been appointed treasurer of Canon Foundation Inc., Los Angeles.

Frank A. Kasala has established his own advertising and public relations offices at 1505 N. Western Ave., Hollywood, California. Telephone Hillside 2530.

Erwin Swann, with Buchanan & Co., New York, on a consulting basis, joins du Pont, New York, in an executive capacity.

Bernard M. Ryan, production manager of Benton & Bowles, New York, has been appointed traffic manager. Walter J. Bode succeeds Mr. Ryan as production manager.

George O. Logan, formerly in the copy department of O. S. Tyce Co., New York, has joined G. M. Bradfous Co., New York, as an account executive.

Herr Ringgold, radio director of Philip Morris Adv., Philadelphia, and Evelyn Seager of the Ladies Home Companion, and son, has dissolved their employment. They are to be married Jan. 30.

James C. Heath, formerly with General Outdoor Adv., has joined Kutter & Kutter, Chicago, as account executive.

Gene Gach, formerly on publicity with Lockheed Aircraft Corp., Burbank, Calif., has joined Hugo Scheltema Adv., Los Angeles, as public relations director.

Marvin Taub, advertising manager of Radio Coop, New York, has resigned. He has been with the company since its formation in 1934.

Hiram H. Thompson Jr., has been appointed production manager of Charles Fox & Co., owned and operated by Captain N. Y. AAF veteran, Mr. Thompson has been production manager of Los Angeles office of Abbott Kimball Co.
Interest in WGAF Sale Is Given FCC Approval

SALE of Horace Hall's 25% interest in WGAF Dothan, Ala. (1400 kc, 250 w) to his three partners for $25,000 and one-fourth of cash assets (FEBRUARY 3) was approved by FCC on Dec. 31 and announced last Wednesday.

The purchasers, each of whom will have $5,000 stock interest, are John T. Hubbard, WGAF 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, WKRC sales manager; George H. Moore, WCKY sales manager; Neil Smith, WLU acting general sales manager; John P. Smith, WWOQ station director; Robert Frigge, WSAY sales staff. Invitations have also been issued to Harry Hoessly, WKRC business manager, and Gilmore Nun, president of the Nun 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. 15. Post has been open for a number of months since resignation of JOHN T. HUBBARD. MICHAEL DAVIDSON will continue as secretary of marketing division.

RICHARD L. SCHIEDEL, executive in charge of creative and promotional activities for Advertising Coalition, has been named assistant executive secretary of the association.

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

JOHN S. MILLS, former general sales manager of Tel-Tone Radio Corp., New York, has been elected vice president, in charge of sales and advertising of the firm. Before joining Tel-Tone in 1941, Mr. Mills was with Emerson Radio Corp., New York.

JOHN AINSWORTH SALLYBURY, with WMN 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 AMRHEIN, former public relations director and publications editor of the Federation of American Scientists, Washington, has joined the Advertising Council, New York, as director of public relations. He succeeds IRWIN ROBINSON, who is now with his own public relations agency. Tracey Robinson, Mr. Robinson will continue as a volunteer consultant for the council.

STANFORD ZUCKER AGENCY, New York, is now known as International Artists Corp., due to expanded activities of the organization. STAN LAZER continues as president. MORREY DAVIDSON, associated with Mr. Zuckler since 1935, is in charge of radio and recording activities.

PHIL CASTLE, recently discharged from the Army, has been made manager of the New York office. He succeeds IVER HART, who now has the title of manager of the east coast office.

CAPT. WALTER K. KNAPP, chief of the editorial section of AFRA, is the father of a boy.

John E. Lingo & Son, Inc.

CAMDEN, NEW JERSEY

EST. 1897

January 13, 1947 • Page 53
## JANUARY 3 TO JANUARY 9

### FM & Conditional Grants

**The Colony Bestg. Corp., New Haven, Conn.—Class B; channel: 100.5 mc (No. 261); 20 kw; 500 feet.**

**Federated Publications Inc., Battle Creek, Mich.—Class B; channel: 110.1 mc (No. 271); 20 kw; 500 feet.**

**LeGrand & Versluys, Grand Rapids, Mich.—Class B; channel: 92.3 mc (No. 259); 5 kw; 275 feet.**

**Oneonta Star Inc., Oneonta, N. Y.—Class B; channel: 95.3 mc (No. 297); 4.2 kw; 800 feet.**

---

### Northwest Ohio Bestg. Corp., Lima, Ohio—Class B; channel: 96.3 mc (No. 262); 20 kw; 500 feet.

**Jay R. Davis, Tiffin, Ohio—Class A; channel: 107.1 mc (No. 282); 5 kw; 400 feet.**

**WBNF Bestg. Corp., Youngstown, Ohio—Class B; channel: 98.9 mc (No. 265); 2 kw; 525 feet.**

**WJAC Townshend, Pa.—Class B; channel: 97 mc (No. 271); 2 kw; 275 feet.**

**Philip Weiss Music Co., Rutland, Vt.—Class B; channel: 89.7 mc (No. 262); 210 w; minus 600 feet.**

---

**AM—1450 kw**

**Portland Bestg. Corp., Bangor, Me.—Granted CP for new station on 1600 kc for unlimited time, conditions.**

**AM—1900 kw**

**Waterloo Bestg. Corp., Waterloo, Iowa—Granted CP for new station on 1060 kc, 250 kw; unlimited time, conditions.**

**AM—Petition Denied**

**KKRO Aberdeen, Wash.—Denied application for new FM station and order deni-**

**AM—Denied**

**WKAT Miami Beach, Fla.—Adopted recommendations of the Commission in**

**AM—1470 kw**

**The Silver Crown Co., Meriden, Conn.—Granted CP for new station on 1700 kc, 1 kw, daytime.**

**WKAT Miami Beach, Fla.—Adopted determination of the Commission in denying**

**AM—Application Denied**

**KSIB Creston, Iowa—Denied application for special temporary authorization to permit operation from 6 a.m. (CST) to 11 p.m. (CST) from Nov. 1, 1946 to March 31, 1947, inclusive.**

**AM—Oral Argument**

**Edgewood Bestg. Co., Madison, Wis.—Granted CP for new station on 1070 kc, 7 kw, daytime.**

**AM—Oral Argument**

**Radio Wisconsin Inc., Madison, Wis.—Granted CP for new station on 1620 kc, 5 kw, daytime.**

**AM—Oral Argument**

**Edgewood Bestg. Co., Madison, Wis.—Denied CP for new station on 1620 kc, 5 kw, daytime.**

**AM—Petition Denied**

**Radio Wisconsin Inc., Madison, Wis.—Denied CP for new station on 1620 kc, 5 kw, daytime.**

**AM—Petition Denied**

**Radio Wisconsin Inc., Madison, Wis.—Denied CP for new station on 1620 kc, 5 kw, daytime.**

**AM—Petition Denied**

**Atlantic City Bestg. Corp., Atlantic City, N. J.—Denied petition requesting that application of Mid-Atlantic Bestg. Co. for CP be denied for not having made an application for new station in Atlantic City, N. J.**

---

### Frequency Measuring Service

**FREQUENCY MEASURING SERVICE**

**Exact Measurements — At any time**

**RCA COMMUNICATIONS, INC.**

64 Broadway, New York 4, N. Y.

---

### Tower Sales & Erecting Co.

**Radio Tower Sales & Erecting Co.**

Erection, lighting, painting & Ground Systems

**6100 N. E. Columbia Blvd. Portland 11, Oregon**

C. H. Fisher, Agent Phone TR 7303

---

### Radio Engineering Co.

**Radio Engineering Co.**

Consulting Installation & Field, and Antenna Measurements

Northwood J. Patterson, Owner

1235 Market St., Room 1010

San Francisco 3, California

Phone: Market 8713

### J. B. Hatfield

**CONSULTING RADIO ENGINEER**

915 51st Ave. Prospect 7860

SEATTLE 22, WASHINGTON

### A. R. Bitter

**CONSULTING RADIO ENGINEER**

TOLEDO 4, OHIO

### Robert M. Silliman

**CONSULTING RADIO ENGINEER**

Specializing in Antenna Problems

1011 New Hampshire Ave. N. 6485

Washington, D. C.

---

### Actions of the FCC

---

### Conclusions of the FCC

---

### Broadcasting & Telcasting
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
**Promotion**

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 network's color television activities since the fall of 1948 are briefly traced.

Reprnt 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 Griifiths, supervisor of European foreign language programs of the service, and deals with history and operation of the service.

Contest Response

A TOTAL of 288,494 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 under with 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.

KTRN Presentation

The 14-page section of the Dec. 22 issue of the Wichita Falls (Tex.) Daily Times, introducing the paper's new FM 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 Boyle 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 Gates 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 addressed 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 KMTR Denver to illustrate public service activities of the station during recent storm, said to be worst in 33 years.

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

**Current Market Data**

**Bank Deposits**

<table>
<thead>
<tr>
<th>Year</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>1935</td>
<td>$9,000,000</td>
</tr>
<tr>
<td>1946</td>
<td>$122,432,000</td>
</tr>
</tbody>
</table>

**Cotton Production**

<table>
<thead>
<tr>
<th>Year</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>1935</td>
<td>46,644 Bales</td>
</tr>
<tr>
<td>1946</td>
<td>205,337 Bales</td>
</tr>
</tbody>
</table>

**Cotton Production**

<table>
<thead>
<tr>
<th>Year</th>
<th>Acres</th>
</tr>
</thead>
<tbody>
<tr>
<td>1935</td>
<td>1,200,000</td>
</tr>
<tr>
<td>1946</td>
<td>2,000,000</td>
</tr>
</tbody>
</table>

**Farm Cash Income**

<table>
<thead>
<tr>
<th>Year</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>1935</td>
<td>$12,500,000</td>
</tr>
<tr>
<td>1946</td>
<td>$123,366,000</td>
</tr>
</tbody>
</table>

**Total Income for the Valley**

<table>
<thead>
<tr>
<th>Year</th>
<th>Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>1935</td>
<td>$250,000,000</td>
</tr>
</tbody>
</table>

**Current Market Data**

**Bank Deposits**

<table>
<thead>
<tr>
<th>Year</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>1935</td>
<td>$9,000,000</td>
</tr>
<tr>
<td>1946</td>
<td>$122,432,000</td>
</tr>
</tbody>
</table>

**Cotton Production**

<table>
<thead>
<tr>
<th>Year</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>1935</td>
<td>46,644 Bales</td>
</tr>
<tr>
<td>1946</td>
<td>205,337 Bales</td>
</tr>
</tbody>
</table>

**Cotton Production**

<table>
<thead>
<tr>
<th>Year</th>
<th>Acres</th>
</tr>
</thead>
<tbody>
<tr>
<td>1935</td>
<td>1,200,000</td>
</tr>
<tr>
<td>1946</td>
<td>2,000,000</td>
</tr>
</tbody>
</table>

**Farm Cash Income**

<table>
<thead>
<tr>
<th>Year</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>1935</td>
<td>$12,500,000</td>
</tr>
<tr>
<td>1946</td>
<td>$123,366,000</td>
</tr>
</tbody>
</table>

**Total Income for the Valley**

<table>
<thead>
<tr>
<th>Year</th>
<th>Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>1935</td>
<td>$250,000,000</td>
</tr>
</tbody>
</table>
FCC Actions
(Continued from page 54)

Decisions Cont.: hours of operation from daytime to unlimited, install a DA for day and night use, in consolidated 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 WMJH, to which issue No. 1 of the Commission's order of May 24, 1946 deleted by Commission's order of Dec. 10, 1946 be reinstated in said May 24 order. Further ordered that said hearing commence Jan. 10 at Washington.

KBYE 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.

KWSL Lake Charles, La.—Granted modification of CP for new station, for approval of antenna and approval of transmitter and studio locations at 1400 Front St.

KVFL Alpine, Tex.—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.

KFAC Los Angeles—Granted modification of CP for new station, for extension of completion date to 7-13-47.

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

KSWO Lawton, Okla.—Granted modification of CP for new station, for change of type of transmitter.

WENZ Charleston, W. Va.—Granted modification of CP for new station, for change of type of transmitter.

FCC Correction
In Decisions for Dec. 25 effective radiated power for FM station of WAVY Louisville, Ky., should be 260 kw instead of 26 kw.

extension of completion date to 1-20-47.

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

WMJH Peoria, Ill.—Granted modification of CP for new station, to change type of transmitter, approval of transmitter location and to specify studio location at 105 W. 2d St.

WPTZ Philadelphia—Granted CP to install new antenna system.

WA York, Pa.—Granted modification of CP for new FM station, to make changes in antenna system.

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

WNY FM Philadelphia—Granted CP to transmit periodically as channel 36, 100.3 mc; change type of transmitter, of KP and antenna, and to specify effective radiated power as 25 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.

KTPP Porterville, Calif.—Granted modification of CP for new station, to change type of transmitter, conditions new and additional.

KQQP Buffalo—Granted modification of CP for new station, to change transmitter type, of CP.

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

BY THE COMMISSION

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

Donald Leat, System, San Francisco—Ordered that application for new station be severed from consolidated hearing with petition of KROW for new station in San Francisco further ordered that Donald Leat application be consolidated with renewal applications of WROW for Consolidation of new license at licensee on issue specified in Commission order of Jan. 9, 1947, with respect to said renewal and CP application, said hearing to commence Jan. 14 at Los Angeles.

BY COMMISSIONER WALKER

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

Noos Inc., Co., Council Bluffs, Iowa—Ordered that application for CP be reinstated in said May 24 order. Further ordered that said hearing commence Jan. 10 at Washington.

The Central Conn. Bestz, Co., New Britain, Conn.—Granted petition for leave to amend its application to show stock subscription held by J. Lawrence Shults et al., and consolidated proceeding reopened for purpose of receiving additional evidence.

George Dyer Jr., S.A. The Alton Bestz, Co., Toledo, Ohio—Ordered that application pending reinstatement of application for CP on January 9 be reinstated in said May 24 order and consolidated proceeding reopened for purpose of receiving additional evidence.

WCGF Cedar Rapids, Iowa—Granted petition for leave to intervene in hearing and to be represented by law firm.

The Central Conn. Bestz, Co., New Britain, Conn. —Granted petition for leave to amend its application to show stock subscription held by J. Lawrence Shults et al., and consolidated proceeding reopened for purpose of receiving additional evidence.

Toledo, Ohio—Ordered that application pending reinstatement of application for CP on Jan. 9 be reinstated in said May 24 order and consolidated proceeding reopened for purpose of receiving additional evidence.

George Dyer Jr., S.A. The Alton Bestz, Co., Toledo, Ohio—Ordered that application pending reinstatement of application for CP on January 9 be reinstated in said May 24 order and consolidated proceeding reopened for purpose of receiving additional evidence.

J. Lawrence Shields et al. and Central Conn. Bestz, Co., New Britain, Conn. —Ordered that application pending reinstatement of application for CP on Jan. 9 be reinstated in said May 24 order and consolidated proceeding reopened for purpose of receiving additional evidence.

KROW West, Colorado Springs, Colo.—Ordered that application pending reinstatement of application for CP on Jan. 9 be reinstated in said May 24 order and consolidated proceeding reopened for purpose of receiving additional evidence.

The Central Conn. Bestz, Co., New Britain, Conn. —Granted petition for leave to amend its application to show stock subscription held by J. Lawrence Shults et al., and consolidated proceeding reopened for purpose of receiving additional evidence.

George Dyer Jr., S.A. The Alton Bestz, Co., Toledo, Ohio—Ordered that application pending reinstatement of application for CP on January 9 be reinstated in said May 24 order and consolidated proceeding reopened for purpose of receiving additional evidence.

WCGF Cedar Rapids, Iowa—Granted petition for leave to intervene in hearing and to be represented by law firm.

The Central Conn. Bestz, Co., New Britain, Conn. —Granted petition for leave to amend its application to show stock subscription held by J. Lawrence Shults et al., and consolidated proceeding reopened for purpose of receiving additional evidence.

Toledo, Ohio—Ordered that application pending reinstatement of application for CP on Jan. 9 be reinstated in said May 24 order and consolidated proceeding reopened for purpose of receiving additional evidence.

George Dyer Jr., S.A. The Alton Bestz, Co., Toledo, Ohio—Ordered that application pending reinstatement of application for CP on January 9 be reinstated in said May 24 order and consolidated proceeding reopened for purpose of receiving additional evidence.
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. 5]. Monthly billings along with individual sponsor and agency expenditures on the network follow:

<table>
<thead>
<tr>
<th>Month</th>
<th>Monthly Total</th>
<th>Cumulative</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>$2,969,502</td>
<td>$2,969,502</td>
</tr>
<tr>
<td>February</td>
<td>$2,969,502</td>
<td>$5,939,004</td>
</tr>
<tr>
<td>March</td>
<td>$2,969,502</td>
<td>$8,908,506</td>
</tr>
<tr>
<td>April</td>
<td>$2,969,502</td>
<td>$11,878,008</td>
</tr>
<tr>
<td>May</td>
<td>$2,969,502</td>
<td>$14,847,510</td>
</tr>
<tr>
<td>June</td>
<td>$2,969,502</td>
<td>$17,817,012</td>
</tr>
<tr>
<td>July</td>
<td>$2,969,502</td>
<td>$20,786,514</td>
</tr>
<tr>
<td>August</td>
<td>$2,969,502</td>
<td>$23,756,016</td>
</tr>
<tr>
<td>September</td>
<td>$2,969,502</td>
<td>$26,725,518</td>
</tr>
<tr>
<td>October</td>
<td>$2,969,502</td>
<td>$29,695,020</td>
</tr>
<tr>
<td>November</td>
<td>$2,969,502</td>
<td>$32,664,522</td>
</tr>
</tbody>
</table>

**TOTAL** $25,907,202

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 Marysville, Tama, station (WGAP) appeared to have been resolved last week.

Mr. Smith, former engineer of WNOX Knoxville, who once asked the Commission not to approve the sale of his interest to George R. 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 issued last year ago. 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 option was attached to the permit to poor health. Later he petitioned FCC to disregard the application. On the final day for competing bids under the Ave 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 and after the Commission 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 w fulltime.
some administration at times, it was said.

Executive decisions which, in the interests of management, should have been promptly executed by the executive officer have been delayed pending consultation with the board.

Acting under the broadened authority granted him by the new resolution, the president now is empowered to exercise sweeping control over the association, guiding its policies and general policy set by the board.

New Responsibilities

Included in the president's new domain of responsibility is the administration of the association's finances. Previously, it was pointed out, the budget adopted by the board was mainly a statement of wants, and little flexibility in transferring funds within the budget was possible after its adoption. The president 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 the funds are spent conform to board policy.

The president also was given the important responsibility of adjusting salaries within the organization, in consultation with budgetary appropriations.

The 1947 budget which was adopted by the board included provisions 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 designated to receive it. Board members said, however, that the president's newly expanded powers would permit him to rearrange the salary raises if he so desired.

In adopting the 1947 budget the board of directors approved 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 accumulation of such information, it was said.

At the same time the board lopped $5,000 off an original recommendation by its finance committee of a $10,417 salary for a director of the NAB FM Department. The reduction was made on the grounds that other departments provided most necessary services to FM members and that a high-salaried executive was not needed for the FM department.

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 recommended by its finance committee. Board members explained that the adoption of the "A" budget, which

MINDFUL of the probable consideration by the new Congress of remedial legislation affecting the radio industry, Justin Miller, NAB president, last week sent congratulatory telegrams to the key legislators who may figure prominently in the handling of radio legislation.

The messages were authorized by the NAB Board of Directors, meeting Dec. 17.

Judge Miller asked an audience with Rep. Clarence J. Brown (R-Ohio), to discuss the "all important subject of radio legislation" upon his return to Washington about Jan. 20.

All three messages were regarded as NAB endorsements of the legislative viewpoints of the recipients.

The other legislators to whom Judge Miller sent congratulations were Sen. Wallace H. White (R-Mo.), author of the Communications Act, majority floor leader and chairman of the new Senate Interstate and Foreign Commerce Committee and Rep. Charles A. Wollenberg (R-N. Y.), new chairman of the House Interstate and Foreign Commerce Committee.

Authorization for the messages to the legislators was the first order of business at the board meeting, clearly indicating NAB's active interest in encouraging the passage of new legislation by a new Congress which may be expected to be in a mood to reduce the degree of governmental control over broadcasting.

Text of the telegrams follow:

To Rep. Brown:

By unanimous action of the Board of Directors of the NAB, meeting in San Francisco on Dec. 13, 1947, we desire to express to you the appreciation of the NAB, and the Senate and constructive approach to radio legislation which you have taken. We also sincerely hope that your responsible leadership in radio matters can result in a new and important 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 respect from the broadcasting industry.

To Sen. White:

By direction of the Board of Directors of the NAB, meeting in San Francisco Dec. 13, 1947, we desire to express our appreciation for your designation of the NAB as the spokesman for the new Senate Interstate and Foreign Commerce Committee. We recognize this additional responsibility as a severe one, but we are confident that your discussion of broadcasting will receive the immediate and most careful study and experience. Accept our best wishes and greatest respect.

To Rep. Wollenberg:

By direction of the Board of Directors of the NAB, meeting in San Francisco Dec. 13, 1947, we desire to express our congratulations on your contemplated designation and acceptance of chairmanship of the new House Interstate and Foreign Commerce Committee, and to extend the commendations of the National Association of Broadcasters Industry in the deliberations of your committee. Accept our best wishes and regard.

In recognition of the public interest displayed by Mutual in the U.S. Army Band series, "Divisioon Diary," Gen. Jacob L. Devers (1), commanding general, Army Ground Forces, last Tuesday presented Mutual'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 Curly, Army Band leader, also received photographs.

The new NAB by-laws, originally scheduled to be discussed in detail, was found to require further consideration. The board instructed a subcommittee to prepare the revisions and report to its April meeting.

It was understood that among major changes contemplated in the new by-laws were classifications of membership and reorganization of dues schedules.

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

Walter J. Damm, WTMJ Milwaukee, former NAB president, appeared to protest that kind of classification and urged that stations under identical ownership duplicating programs over AM and FM facilities be construed as an entity.

The board's approval of NAB participation in the Inter-American Assn. of Broadcaster 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 designated 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.
Applications Dismissed:
W. W. Roark, Breckenridge, Tex.—CP for new standard station on 1240 kc, 250 w unlimited—DISMISS: not in compliance with Sec. 1.387 (b) (3).

AM-1460 kc

Ralph Selleck Miller Jr., Frank L. Clemens and Kenneth G. Burkard, partnership d/b as Santa Cruz Bestg. Co., Santa Cruz, Calif.—CP for new standard station on 1490 kc, 250 w unlimited—DISMISS: not in compliance with Sec. 1.387 (b) (3).

Renewal Applications:
Applicants for renewal of standard broadcast license filed by KOEZ KKBV WHIR WHKY WLBC WMON WTAL.

Applications Tendered for Filing:
AM-1460 kc

Edwin R. Sanders and Thaddeus Podbielniak, d/b as Western New York Bestg. Co., Kenmore, N. Y.—CP for new standard station on 1000 kc, 1 kw daytime.

Stock Transfer:
WCHA Chambersburg, Pa.—Consent to transfer of stock owned by Bello Miller in license corporation to C. M. Cassell, T. K. Cassell and J. S. Booth.

AM-1460 kc

WBJY Jacksonville Beach, Fla.—Modification of CP to change frequency from 1010 to 1490 kc, and hours operation from daytime to unlimited (requesting facilities of WMRGB).

AM-970 kc

KFMJ Tulsa—CP to change frequency from 1050 to 970 kc, power from 1 kw to 500 w night, 1 kw day, hours of operation from daytime to unlimited and installation of directional antenna for day and night use.

Assignment of License:
WQUA Moline, Ill.—Consent to assignment of license to Moline Bestg. Corp.

AM-850 kc

Northwestern Indiana Radio Co., Valparaiso, Ind.—CP for new standard station on 850 kc, 250 w daytime.

Jan. 7 Applications . .

WHEC Rochester, N. Y.—Modification of CP which authorized to increase power, install new transmitter and directional antenna for day and night use and change transmitter location, to change type of transmitter and for extension of commencement and completion dates.

AM-1346 kc

Phillip Matthews, Carlisle, Pa.—CP for new standard station on 1340 kc, 250 w unlimited hours.

AM-1250 kc

WPBZ Lock Haven, Pa.—Modification of CP as modified, which authorized new standard station, to change type of transmitter.

AM-1490 kc

WEAIR Pensacola, Fla.—Modification of CP which authorized new standard station for approval of antenna and for approval of transmitter and studio locations.

AM-1600 kc

KCRG Cedar Rapids, Iowa—Modification of CP which authorized new standard station for approval of directional antenna and to change transmitter location.

AM-1250 kc

KXWW Clayton, Mo.—Modification of CP as modified, which authorized new standard station, to change type of transmitter.

AM-1110 kc

WHB Kansas City—Modification of CP which authorized change in frequency, increase in power, change in hours of operation, installation of new transmitter and directional antenna for day and night use and change in transmitter location, for approval of directional antenna, to change type of transmitter and change transmitter location.

AM-1250 kc

KHAS Hastings, Neb.—Authority to determine operating power by direct measurement of antenna power.

AM-850 kc

KWAT Watertown, S. D.—CP to change frequency from 1490 to 950 kc, power from 250 w to 1 kw, install a new transmitter and directional antenna for night use, and to change transmitter location.

AM-1250 kc

WMLO Milwaukee—Modification of CP which authorized new standard station.

(Continued on page 60)
I SN'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. Riders typesetter from U. S., now 17 millions, acrесь Bermuda's interest in your product. Write or wire Coe E. Wylie, Mrgr.

Including Keys, Field and U. S. Naval Base.

ABC * MBS

JOHN BLAIR
National Representative
HORACE STOVIN
United States
Canada

“I B C g i n g y o u ” . . . 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

Henry Thomas Evans

HENRY THOMAS EVANS, 62, familiar Southwestern radio personality, died at Tulsa, Okla., on Jan. 6 after a month’s illness. He had conducted his The Kindly Philosopher program weekly on KYOO Tulsa for the past ten years. A native of England, Mr. Evans came to the United States in 1911 and moved to Tulsa in 1912. At the time of his death he was director of music at Holy Family Cathedral, Tulsa.

To Address Meet

DOROTHY LEWIS, coordinator of listener activity of the NAB, will participate in a panel discussion at the annual convention and luncheon of the Federation of Jewish Women’s Organizations to be held Jan. 15 at the Hotel Astor, New York. Theme of the convention is “Today is Ours,” stating the role of women in radio will be covered by Mrs. Lewis.

by W3XE WIXPD WIXXE WIXXF WIXPG WIXPH WIXPF WIXPK WIXXW WIXPF WIXXG WIXXH WIXXJ WIXXK WIXXK WIXXK WIXXK

Applications Tended for Filing:

WSWZ Inc., Trenton, N. J.—CP for new standard station 1260 kc, 5 kw, unlimited, directional antenna for day and night use.

1360 kc


1366 kc

Texas Star Broadcasting, San Antonio—CP for new standard station 860 kc, 5 kw, unlimited, directional antenna for night use.

1466 kc

Crescent Bay Broadcasting, Santa Monica, Calif.—CP for new standard station 1250 kc, 250 w unlimited (request facilities of WJWB).

1911 kc

WVAN, Lancaster, Wash.—Special service authorization to operate 100 w night time in addition to its licensed operation on 910 kc, for a period not to exceed expiration of present limited permit.

(Continued on page 66)
Gordon E. Riley

GORDON E. RILEY, 48, former general 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 1940 after serving 14 years as general traffic manager of the U. S. Gypsum Co., Chicago. Surviving are his wife, Zelda, and a daughter, Jean.

Start Delays

START of the new MBS Ralston Purina Co. Checkerboard Time programs has been postponed from Jan. 6 to Jan. 13. Program will be heard Mon. through Fri. 12-12:15 p.m. During week of Jan. 6 Noontime Melodies recorded program was to be heard. Agency is the Ralston Purina Co.

**Advertising Events**

**Performance - Results!**

**KFE KFRM**

represented by Avery-Knodell, Inc.

**KXO**

Represented by Edward Perry & Co., Inc. / Harry Fock - Station Manager

**OMAHA CO. BLUFFS**

Represented by Edward Perry & Co., Inc. / W. J. Newell - Station Manager

**MINNEAPOLIS ST. PAUL**

Represented by Avery-Knodell, Inc. / Malcolm O'Neal - Vice Pres. & Station Manager

**KQBY**

Represented by Avery-Knodell, Inc.
RCA Air-Cooled Power Tubes

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 type 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
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 AFM will not object. 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. Denny 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 to date in the history 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 now and will expand rapidly. Only 35% of the AM stations licensed prior to October 1941 have not yet applied for FM. While the Commission is pleased that so many have applied, we most earnestly urge the remaining holders to join the procession. The Commission has already assured every AM operator that the FM broadcaster will be permitted to continue using his AM frequency while FM replaces AM in his area.

"The big task ahead of all of us now is to get stations on the air as quickly as possible. The faster you begin FM broadcasting, the faster the public will buy FM receiving sets, and the Commission is bending every effort to make it possible. It is important to the development of FM and we look to the broadcasters to help in their progress."

Concurring with Mr. Damm was Wayne Coye, vice-president and general manager of 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 reported results of a recent field test whereby the signal was clearly heard in mountainous area 75 miles away. Operators in corridor areas were urged to guard against ice formations on antennas.

Twenty Stations in Capital

Mr. Coye 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 newscasts and new religious programs interest and general programming were discussed.

Marshall H. Pengra, KRNR Roseburg, Ore., told of an FCC study on radio station, to be released shortly, on 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 station men 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 the 100 stations surveyed by Charles Franco, of Young & Rubicam, as of Dec. 17, 70 refused to consider the discount; 65 said the matter was "up to the industry." Anderson, Herman, KCOM; Audio of 27 which said they would allow the discount, 18 were of 250 w power or less and were said to be getting little or no national spot business.
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 3 1/2 hours a day, he said, gives radio an influence that dwarfs the power of school, pulpits 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 establish balanced program fare, Mr. Siepmann declared that the Commission "should hold the licenses 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 applied to the technical, physical and economic aspects of radio it does have a fairly intelligible meaning, particularly in view of the other provisions of the act."

Mr. Caldwell introduced a new interpretation of the application of "public interest, convenience and necessity." Radio detractors, he said, claim that the act provides that broadcasting stations must operate according to this stipulation. "It does not mean anything," he said. "It provides that the Commission must operate according to this standard, both in making regulations and in making decisions on applications." He charged that the Commission was falling short of performing its task "in the public interest," emphasizing that technical matters at the FCC are neglected "largely, though not entirely, due to the preoccupation of a majority of the Commission with Blue Books, fulminations against soap operas, sponsors and advertising agencies . . ."

CASE NAMED MANAGER OF WINK FORT 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 has been associated include WCKY, WCPO, WIS, WDNC, WRAL, George T. Case, WING, WTMY, 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!
INVEST YOUR AD DOLLAR WCK Y-s-lv
IN THE GREAT CINCINNATI MARKET

L. B. Wilson

WCK Y

FIFTY THOUSAND WATTS OF SALES POWER

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

FCC Actions

(Continued from page 60)
Jan. 9 Decisions

BY COMMISSION EN BANC

Authorization of Conditions...

Burbank Broadcasters, Burbank, Calif.-Authorized conditional grant for Class A FM station, subject to filing of an application for construction and approval of engineering details.

Observer-Dispatcher, Inc., N. Y., Same, except class B.

Thompson-Picking, P. O. O., City Pa.-Same, except class B.

Kenneth Edward Rennkamp, Oil City, Pa.-Same, except class B.

The Scranton Times, Scranton, Pa.-Same, except class B.

FM CPs Granted

The following were authorized construction permits; conditions (Note: Where such conditions limit the effective range of power, antenna height given is height above ground):

CBS Hollywood—Class B, channel: 96.5 mc (No. 245); 220 kw; 2200 feet.

Standard Best, Co., Los Angeles—Class B, channel: 90.5 mc (No. 245); 14.0 kw; 2200 feet.

American Best, Co., Los Angeles—Class B, channel: 94.5 mc (No. 235); 45 kw; 2600 feet.

The Times-Mirror Co., Los Angeles—Class B, 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; 260 feet.

KMPG Los Angeles—Class B, channel: 97.0 mc (No. 259); 45 kw; 740 feet.

Southern Calif. Best, Co., Pasadena—Class B, channel: 96.9 mc (No. 253); 14.7 kw; 2800 feet.

Barris P. B. Harris, Harrisburg, Ill.—Class B, channel: 98.9 mc (No. 255); 4.2 kw; 350 feet.

Oscar C. Hirsh, Cape Girardeau, Mo.—Class B, channel: 95.7 mc (No. 239); 3.2 kw; 260 feet.

McCullin, N.H.—Class B, channel: 96.9 mc (No. 245); 30 kw; 830 feet.

The Sun Pub. Co., Jackson, Tenn.—Class B, channel: 93.5 mc (No. 248); 45 kw; 800 feet.

Memphis Pub. Co., Memphis, Tenn.—Class B, channel: 93.3 mc (No. 228); 312 kw; 900 feet.

WMPM Memphis, Tenn.—Class B, channel: 93.8 mc (No. 230); 186 kw; 550 feet.

KGLL 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); 17 kw; 1200 feet.

TVM—180 mc

E. F. Peck, Springfield—Granted CP for new TV station; channel 8, 180 mc; visual power of 1.9 kw;ural power of 1.8 kw; antenna 337 feet.

TVM—174 mc

American Best, Co., Radiance—Granted CP for new TV station; channel 174 mc; visual power 5 kw;ural power 4.2 kw; antenna 1281 feet.

Special Authority

Television Productions, Los Angeles—Granted special temporary authority to operate experimental television station WXYZ and relay station WXLK on commercial basis for period of 90 days.

AM—1490 kc

Pinnacle Best, Co., Middlebury, Ky.—Granted application for new station; channel 160, 1490 mc; visual power 45 kw;ural power 4.2 kw; antenna 1281 feet.

AM—1510 kc

Saul S. Saks, Cleveland Heights, Ohio—Granted application for new station; channel 1510 mc; visual power 250 kw;ural power 4.2 kw; antenna 107 feet.

AM—1495 kc

Samuel B. Sanger, Cleveland Heights, Ohio—Granted application for new station; channel 1490 mc; visual power 250 kw;ural power 4.2 kw; antenna 107 feet.

AM—1490 kc

News and Observer Publishing Co., Raleigh, N. C.—Granted application for new station; channel 1490 mc; visual power 650 kw;ural power 4.2 kw; antenna 107 feet.

AM—1490 kc

James S. Rivers, Headquarters, Fla.—Commission announced order granting application for new station; channel 1490 mc; visual power 650 kw;ural power 4.2 kw; antenna 107 feet.

In lieu of previous conditions.

Incentive to National Commerce

By the end of January, nearly all television stations in the United States will be using the commercial frequencies, although some exceptions have been granted. The Commission has been receiving applications for new stations at a rapid rate, and it is estimated that by the end of the year there will be over 100 new stations operating in the country. The new stations are expected to bring about a considerable increase in the number of receivers sold, and the Commission has taken steps to ensure that the new stations are operated in a manner that will be of benefit to the public.
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 broadcasting 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 we must admit to error and seek improvement. It is quite another to lie down and let government walk over us and over the rights of our people. 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 we must admit to error and seek improvement. It is quite another to lie down and let government walk over us and over the rights of our people."

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.

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.

BROADCASTING • Telecasting

WFMJ

Sells

The Rich Mahoning Valley

More and More Local Advertisers Are Using WFMJ At Less Cost Per Listener . . .

You Can Do So Too

Ask HEADLEY-REED

WFMJ

YOUNGSTOWN, OHIO

COMING SOON

5000 WATTS

Your customers . . .

Nearly 2 million people hearing your commercials, recognizing your brand name. For straight facts on the station that can introduce you to a responsive 2 billion dollar market in New England, write us today.

5000 WATTS 680 KC

50,000 WATTS SOON!!

Basic Station
American Broadcasting Co.

WIAW

LAWRENCE, MASS.

NATIONAL REPRESENTATIVES:
WEED & CO.

January 13, 1947 • Page 67

Your customers . . .

Nearly 2 million people hearing your commercials, recognizing your brand name. For straight facts on the station that can introduce you to a responsive 2 billion dollar market in New England, write us today.

5000 WATTS 680 KC

50,000 WATTS SOON!!

Basic Station
American Broadcasting Co.

WIAW

LAWRENCE, MASS.

NATIONAL REPRESENTATIVES:
WEED & CO.

January 13, 1947 • Page 67
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.; Middleboro, 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 facts." 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 WMJM Cordele, Ga., targeting as southeastern Broadcasting System.

The Cleveland Heights, Raleigh, and Middleboro 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 WMOH Hamilton, Ohio, and WJW Akron (now BAND); for 1490 kc with 250 w fulltime at Cleveland Heights; Raleigh News and Observer, headed by Josephus Daniels, former Secretary of the Navy and Ambassador to France, 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 Middleboro.

Denials in these proceedings went to: WMAK Inc., Forest City Broadcasting and Cuyahoga Broadcasting Co. for fulltime operation on 850 kc in Cleveland Heights; and WOAM Chicago, WOAM Chicago and WBCOM Chicago for 1720 kc in Chicago.

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 statements that Twin City business interests are opposed to the proposed financing of AVCO for the sale of KSTP to Stanley E. Hubbard, general manager of the station, 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 P. Sr., of Butcher Johns Co., Chicago newspaper representatives (Broadcasting, Dec. 18).

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," he said, "this deal would have been closed at the time our group recommended he accept the AVCO offer."

The group headed by Mr. Johns met the following week with Mr. Hubbard 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 entitled 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 Court of Appeals ruling, involves a question of the validity of American Federation of Musicians contracts with ballroom and night club owners designating the owners as "employers" of the orchestra for the duration of the engagement.

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, subsequenly ruling that the contracts 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 carrying Eddie Cantor's Pabst Blue Ribbon program, according to Warwick & Lagler, Hollywood, office of agency servicing account.

Second prize of $500 was given to WDDO Augusta, Me., for its third promotion series advertised to following stations: KOA Denver, KODY North Platte, Neb., KELO Sioux Falls, S. D., WIBA Madison, Wis., WAZL Hazelton, Pa., WINR Binghamton, N. Y., KIDO Boise, Idaho, KOMO Seattle, KRKD Westlake, Tex., and WHIS Bluefield, W. Va.

Radio editors throughout the country served as judges.

Goodyear Places

GOODYEAR TIRE AND RUBBER Co., Akron, Jan. 26 for 52 weeks beginning next Monday on ABC, "The Greatest Story Ever Told," Sun. 6:30-7 p.m. New series, conceived by and written under the supervision of Fulton Oursler, senior editor of Reader's Digest, will broadcast no product references or commercial announcements other than the mention of the sponsor's name. Agency is Kudner Adv., New York.

Page 68 - January 13, 1947
TRAILER VAN 28 by 7 feet houses studios and control room of WTNT Augusta, Ga., 250-watt NBC outlet which went on 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 as 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 studio, 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 200-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, "At the Tattoo," heard over WO- FM Omaha, Neb. Dick Low and Myrna Peterson are cast 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 manufacturers 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.

Aside 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 costs of television 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 see black and white 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 WBBK Chicago, that black and white video is being handicapped by the same stubbornness that typified the changeover from black-and-white to color by the American unions and management, thereby recognizing the mutual welfare and responsibility of labor and management, or (2) accept the socialist theory of a labor class in perpetual conflict with the property ownership class.

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-a-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 Sts.
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 a period of three 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 if FM in seeing that the American public begins and 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 on 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 FM set manufacturers. "That's the way that's 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 to FM as being a noise-free service. The second danger is that 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 of FM sets and look at 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. He predicted that some 900 or more stations would 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 coordination 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 of each.

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 and other people listen to FM stations, I feel 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 City arranged for production facilities for his company. Mr. Austin 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 possibilities.

During his first month in Mexico, Mr. Austin 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 has been published. Television receivers probably will be imported into Mexico in knock-down form and assembled there, Mr. Austin said.

RKO Official Says Mexico Is Enthusiastic About Video
MEXICAN enthusiasm for television is running high, according to Ralph Austin, president of RKO Television Corp., who is in Mexico City arranging for production facilities for his company. Mr. Austin 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 possibilities.

During his first month in Mexico, Mr. Austin 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 has been published. Television receivers probably will be imported into Mexico in knock-down form and assembled there, Mr. Austin said.

Page 70 • January 13, 1947
Promote Religious Radio, Clergy Told

Workshop Speaker Urges Closer Cooperation With Stations

INCREASED ATTENTION to publicity and promotion for religious stations and groups, urged by church leaders 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 programs, Rev. 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 media.

Elmon Inman, CBS director of religious affairs, spoke on "Radio and the Church" 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 of from one to five persons, not large assemblages, 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 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 NMC 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 Liberty

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. Campaign on the crisis in American education and tuberculosis was approved as well. All media with radio playing a large role, will be used. The Council estimates that industry will provide at least $100,000 worth of public service advertising in 1947, with virtually all advertising agencies founding their services without charge to prepare the creative materials on these campaigns.

ILLEGAL 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 reappearance of unlicensed radio transmission," FCC 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, $31,000 radio operators, or nearly 80,000 amateurs."

Philco Names Pitt

DR. COURTNAY PITT, 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 an analyst in Ivy Lee and T. J. Ross, New York, specializing in economic matters.

ARID Electrically for private pilots and members of Oklahoma Flying Farmers, an airport has been started by WKY 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.
AM Freeze
(Continued from page 18)

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 engineer- ing 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 engineer- ing conference among appli- cants for that channel. A "reasonable- time" period, 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, at which time engineers will be named chairman of a committee of consulting engineers to prepare a channel survey which, it is hoped, will "allow" the applicants to accept frequencies, power, or hours of operation that will put the amended application into the pending files until the freeze is over.

Uniform methods of preparing applications and labeling exhibits are expected to be worked out, but the main immediate goal of the cooperative FCC-industry proce- dure will be to set the engineering facts of a case for presentation to the Commission—to reach agreement among the applicants regarding the facts, rather than to de- cide 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 "de- cide as many hearing cases as possible."

Text of Notice

Ordering Freeze

TEMPORARY EXPEDIENT PROCEDURE FOR STANDARD BROADCAST APPLICATIONS

On August 16, 1946, the Commission announced the adoption of a new proce- dure for processing applications for standard broadcast stations. Under this proce- dure applications which present relatively simple engineering problems are placed in Processing Line No. 1 and those involving complicated engineering problems are placed in Processing Line No. 2. Within each Processing Line priority is determined by the filing date of the application.

Since that time satisfactory progress has been made with respect to Line 1. As a result, things stand today, the time between the filing of an applica- tion which is placed in Line 1 and when it is acted upon by the Commissio- n by granting it or designating it for hearing is between one and three months.

The progress on Line 2 has not been nearly so satisfactory. As of January 6, 1947 there were still 188 applications in this line. While this does represent an improvement over the situation which had existed in the past, it is still far from satisfactory and applications which are destined for Line 2 have no reason-

RETIRING PRESIDENT of the National Asso. of Radio Farm Directors, Herb Hanbeck (second from I) of WHO Henry Minton, turns over gavel to his successor, Layne Beatty of WBAP Fort Worth. Standing behind micro- phone is Frank Mullen, executive vice president of NBR, and look- ing over Mr. Beatty's shoulder are Charles Worcester of WMT Cedar Rapids, new vice president of NARFD, and Homer Marts of KDKA Pittsburgh, secretary-treasurer.

that normally are applicable. Throughout the freeze, FCC will "continue to act periodically" on pre-freeze applications and "de- cide as many hearing cases as possible."

normal procedure for processing applications for standard broadcast stations. Under this proce- dure applications which present relatively simple engineering problems are placed in Processing Line No. 1 and those involving complicated engineering problems are placed in Processing Line No. 2. Within each Processing Line priority is determined by the filing date of the application.

Since that time satisfactory progress has been made with respect to Line 1. As a result, things stand today, the time between the filing of an applica- tion which is placed in Line 1 and when it is acted upon by the Commissio- n by granting it or designating it for hearing is between one and three months.

The progress on Line 2 has not been nearly so satisfactory. As of January 6, 1947 there were still 188 applications in this line. While this does represent an improvement over the situation which had existed in the past, it is still far from satisfactory and applications which are destined for Line 2 have no reason-

that normally are applicable. Throughout the freeze, FCC will "continue to act periodically" on pre-freeze applications and "de- cide as many hearing cases as possible."

normal procedure for processing applications for standard broadcast stations. Under this proce- dure applications which present relatively simple engineering problems are placed in Processing Line No. 1 and those involving complicated engineering problems are placed in Processing Line No. 2. Within each Processing Line priority is determined by the filing date of the application.

Since that time satisfactory progress has been made with respect to Line 1. As a result, things stand today, the time between the filing of an applica- tion which is placed in Line 1 and when it is acted upon by the Commissio- n by granting it or designating it for hearing is between one and three months.

The progress on Line 2 has not been nearly so satisfactory. As of January 6, 1947 there were still 188 applications in this line. While this does represent an improvement over the situation which had existed in the past, it is still far from satisfactory and applications which are destined for Line 2 have no reason-

normal procedure for processing applications for standard broadcast stations. Under this proce- dure applications which present relatively simple engineering problems are placed in Processing Line No. 1 and those involving complicated engineering problems are placed in Processing Line No. 2. Within each Processing Line priority is determined by the filing date of the application.

Since that time satisfactory progress has been made with respect to Line 1. As a result, things stand today, the time between the filing of an applica- tion which is placed in Line 1 and when it is acted upon by the Commissio- n by granting it or designating it for hearing is between one and three months.

The progress on Line 2 has not been nearly so satisfactory. As of January 6, 1947 there were still 188 applications in this line. While this does represent an improvement over the situation which had existed in the past, it is still far from satisfactory and applications which are destined for Line 2 have no reason-

normal procedure for processing applications for standard broadcast stations. Under this proce- dure applications which present relatively simple engineering problems are placed in Processing Line No. 1 and those involving complicated engineering problems are placed in Processing Line No. 2. Within each Processing Line priority is determined by the filing date of the application.

Since that time satisfactory progress has been made with respect to Line 1. As a result, things stand today, the time between the filing of an applica- tion which is placed in Line 1 and when it is acted upon by the Commissio- n by granting it or designating it for hearing is between one and three months.

The progress on Line 2 has not been nearly so satisfactory. As of January 6, 1947 there were still 188 applications in this line. While this does represent an improvement over the situation which had existed in the past, it is still far from satisfactory and applications which are destined for Line 2 have no reason-

normal procedure for processing applications for standard broadcast stations. Under this proce- dure applications which present relatively simple engineering problems are placed in Processing Line No. 1 and those involving complicated engineering problems are placed in Processing Line No. 2. Within each Processing Line priority is determined by the filing date of the application.

Since that time satisfactory progress has been made with respect to Line 1. As a result, things stand today, the time between the filing of an applica- application which is placed in Line 1 and when it is acted upon by the Commissio- n by granting it or designating it for hearing is between one and three months. The progress on Line 2 has not been nearly so satisfactory. As of January 6, 1947 there were still 188 applications in this line. While this does represent an improvement over the situation which had existed in the past, it is still far from satisfactory and applications which are destined for Line 2 have no reason-

normal procedure for processing applications for standard broadcast stations. Under this proce- dure applications which present relatively simple engineering problems are placed in Processing Line No. 1 and those involving complicated engineering problems are placed in Processing Line No. 2. Within each Processing Line priority is determined by the filing date of the application.

Since that time satisfactory progress has been made with respect to Line 1. As a result, things stand today, the time between the filing of an applica- application which is placed in Line 1 and when it is acted upon by the Commissio- n by granting it or designating it for hearing is between one and three months. The progress on Line 2 has not been nearly so satisfactory. As of January 6, 1947 there were still 188 applications in this line. While this does represent an improvement over the situation which had existed in the past, it is still far from satisfactory and applications which are destined for Line 2 have no reason-

normal procedure for processing applications for standard broadcast stations. Under this proce- dure applications which present relatively simple engineering problems are placed in Processing Line No. 1 and those involving complicated engineering problems are placed in Processing Line No. 2. Within each Processing Line priority is determined by the filing date of the application.

Since that time satisfactory progress has been made with respect to Line 1. As a result, things stand today, the time between the filing of an applica- application which is placed in Line 1 and when it is acted upon by the Commissio- n by granting it or designating it for hearing is between one and three months. The progress on Line 2 has not been nearly so satisfactory. As of January 6, 1947 there were still 188 applications in this line. While this does represent an improvement over the situation which had existed in the past, it is still far from satisfactory and applications which are destined for Line 2 have no reason-

normal procedure for processing applications for standard broadcast stations. Under this proce- dure applications which present relatively simple engineering problems are placed in Processing Line No. 1 and those involving complicated engineering problems are placed in Processing Line No. 2. Within each Processing Line priority is determined by the filing date of the application.

Since that time satisfactory progress has been made with respect to Line 1. As a result, things stand today, the time between the filing of an applica- application which is placed in Line 1 and when it is acted upon by the Commissio- n by granting it or designating it for hearing is between one and three months. The progress on Line 2 has not been nearly so satisfactory. As of January 6, 1947 there were still 188 applications in this line. While this does represent an improvement over the situation which had existed in the past, it is still far from satisfactory and applications which are destined for Line 2 have no reason-

normal procedure for processing applications for standard broadcast stations. Under this proce- dure applications which present relatively simple engineering problems are placed in Processing Line No. 1 and those involving complicated engineering problems are placed in Processing Line No. 2. Within each Processing Line priority is determined by the filing date of the application.

Since that time satisfactory progress has been made with respect to Line 1. As a result, things stand today, the time between the filing of an applica- application which is placed in Line 1 and when it is acted upon by the Commissio- n by granting it or designating it for hearing is between one and three months. The progress on Line 2 has not been nearly so satisfactory. As of January 6, 1947 there were still 188 applications in this line. While this does represent an improvement over the situation which had existed in the past, it is still far from satisfactory and applications which are destined for Line 2 have no reason-
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, WGBS, 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., 4:30 p.m. and 11:25 p.m. This schedule was expanded to nine a day. The WIOD, whose regular 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 said.

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 went additional time on the station.

STATIONS CAN OMIT DAILY FCC MENTION

Radio stations aren't required to open and close the broadcast day with the announcement: "This is station WWWW operating on a frequency of 0000 kilocycles, by authority of the Federal Communications Commission."

This was pointed out in a public notice issued last Monday by FCC, which said the Commission "is de-sirous of relieving broadcasters of non-essentials wherever possible."

The custom of using the announcement, the Commission said, started April 28, 1927 under General Order No. 7 of the Federal Radio Commission. The requirement was repealed by PRC on Nov. 7, 1931, and was never reinstated.

The "matter is brought to the attention of broadcasters generally," FCC explained, "because the Commission is observing that new-ly authorized FM and television stations are falling into the prac-tice. The Commission hopes that this explanation will eliminate a mis-taken notion that such announce-ments are required by the present Commission."

William Joseph Deegan

WILLIAM JOSEPH DEEGAN, 62, former president of Postal Telegraph before its merger in 1934 with Western Union Telegraph Co. and a vice president of the com-bined company until his retirement in 1945, died Jan. 6 in Harkness Pavilion, New York, after a long illness. In the communications busi-ness for 45 years, Mr. Deegan served 40 years with the Postal Co. and its affiliates. In 1922 he became vice president of the Postal Tele-graph landline wire system and later president. He was also presi-dent and director of the Mackay Radio and Telegraph Co. from its formation in 1927 to 1940. Surviving are his wife and two sons.

Six-State District 14 Conference Opens

NAB Holding Second of Winter Sessions in Salt Lake City

SECOND of the NAB's winter se-ries of district and area meetings opens today (Jan. 13) at the Hotel Utah, Salt Lake City, with broad-casters from six mountain States in District 14 taking part in a three-day program.

The program will differ from the San Francisco area meeting held last week in that a district news clinic will be held on the third day. This day, in the case of area meetings, is devoted to separate district sessions after the two-day area proceedings.

Arthur C. Stringer, NAB director of special services, will direct the clinic. First of the clinics to cover more than a single State, the Salt Lake City program will encompass a broad field of news subjects.

Hugh B. Terry, KKLZ Denver, director of District 14, will con-vene the clinic as well as preside at the first two days of the district meeting. He has limited talks to 15 or 20 minutes, each to be followed by discussion periods. Jour-nalism departments of five universities have been invited to attend.

Among speakers on the schedule are: Bill Day, news editor, KOA Denver, "Farm News for Radio"; Jack Fitzpatrick, news editor, KFEL Denver, "Covering the Local News Field"; Earl McClain, news editor, KLZ Denver, "Use of Regional Correspondents"; Frank Baker, news editor, KDYL Salt Lake City; Wayne Kearl, news edi-tor, KSL Salt Lake City, "The News Editor."

Those attending the clinic will join other district delegates as guests of the Salt Lake City Ad Club at its Wednesday luncheon.

KOCY to ABC

KCOY Santa Maria, Calif., will affiliate with ABC Jan. 17, bringing network's total number of stations to 236. Operating with 250 W on 1400 kc, KCOY is owned by the News-Press Publishing Co. and is managed by Frank Weltmer.
CITED FOR AMERICANISM were (1 to r) James Mulroy, managing editor of The Chicago Sun; Don Kelley, public relations director of WBBM, and Dr. Edward R. Embree, president of the Julius Rosenwald Foundation and chairman of Mayor Edward J. Kelly’s Committee on Human Relations, for their outstanding contributions on behalf of racial relations. Awards were made by The Chicago Defender, Negro newspaper, on WBBM’s Democracy U. S. A. with playing a major role in creating better understanding between Chicago Negroes and whites.

Negotiations Continue

AN AFRA 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 AFRA representative said that no new developments have occurred and that no agreements have been reached with any of the three stations. AFRA 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 an additional 15% which may be increased to $115 weekly.

Transfers of Part

WCHA Reported to FCC for Approval

SALE of 39.7% interest in WSPA Spartanburg, S. C., by President A. B. Taylor to General Manager Walter J. Brown, his son-in-law, for approximately $10,000 was reported to FCC last week for approval.

The transfer, which would bring Mr. Brown’s stock interest to 60%, includes the stock recently acquired by Mr. Taylor from Assistant Secretary of State Donald S. Russell for a similar amount (BROADCASTING, Nov. 11). WCHA was said to be non-operating, to open bidding requirements of the Avco Rule since President Taylor, who had 77% of the stock before the transfer, will retain 37.5% and control of the station would remain in the same family. Mr. Brown, former special assistant to retiring Secretary of State James F. Byrnes, will own 30% of WCHA and 20% of WCHA Ga., which went on the air New Year’s Day.

Arrangements for the sale were made through Smith Davis & Co., Cleveland, and newspaper and newspaper financiers. The transfer application was filed by the law firm of Dow, Lohnes & Albertson, Washington counsel for WSPA. The station is on 5 kw. in a revised proposal on a 40 mc band. The revised plan was filed with the FCC last week, including the 30 - 40 mc 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-mc 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 pickup 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.

Win Honors

in the Triple Cities
Binghamton • Johnson City • Endicott
It’s Always a Good Bet
To Put your Money on the

WINR

BINGHAMTON, N. Y.
HEAD-LEAD, National Representatives

Page 74 • January 13, 1947

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 $7,000. The buyers, and the percentages of stock they will own following consummation of the sale, are J. S. Booth, vice president and general manager, 40%; W. E. Dendy, program director, 20%; and R. E. Dow, sales manager, 10%. 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 RETAILER’S CONVENTION PROGRAM

GROWING use of the broadcast medium by retail stores will occupy an entire session of the National Retail Dry Goods Ass’n. annual convention to be held Jan. 13-17 at Hotel Pennsylvania, New York. New to NRDA procedure will be the association’s first national radio contest.

Judges for the contest were named last week by NRDA. They are Arthur Stelter, president, McCrory’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 stores 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; and Dennis, radio and television 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 February 11. As of now, an agenda is not available.

Page 74 • January 13, 1947

in the Triple Cities
Binghamton • Johnson City • Endicott
It’s Always a Good Bet
To Put your Money on the

WINR

BINGHAMTON, N. Y.
HEAD-LEAD, National Representatives
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 Helbeen (l), president of Helbros Watch Co., for 100 persons, including underprivileged children from 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 by insisting on transcribing 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 drawn up Tuesday by 12 representatives of capital stations at which Bryson Raal, WMAL Washington, director of the drive, presided. All stations will join in a kickoff broadcast Jan. 17 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 problems of the radio industry, 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 television’s “first big year,” with 300,000 to 500,000 video receivers produced, was made last week by Hamilton Hoge, president, United States Television Mfg. Corp. This company, which is concentrating its present production on projection 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 other projection models 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. Hoge 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 survey, 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 Asn. of Broadcasters and Canadian Broadcasting Corp. were given time by the Canadian Copyright Appeal Board at Ottawa Jan. 7 to complete negotiations for new tariffs with Composers Authors Publishers Association of Canada (CAPAC) and BMI Canada 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.

Mr. Johnson, who has just announced 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 the government-owned stations by the CBC. Total tariff for 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 combine 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. Miss Johnsen joined ABC in 1942 as director of women’s and children’s programs.

Commenting on the color television outlook, Mr. Hoge 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 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 tube cells 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 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 ten years and present problems even on current frequencies, I am inclined to predict that color might take ten years rather than five.”

EXACTLY NOTHING Is Sum Total of Chairman Denny’s Answers To White House Reporters 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?”

“I did discuss the Commission budget.” “Do you favor appointment of a 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 querist 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 I got four of a kind.”

“It could be a Democrat, a Republican, an independent or a Farm Laborite.”

January 13, 1947 • Page 75
WANTED TO BUY
RADIO STATION

- Located in Major Market
- Good Earnings Record
- Net Worth
- Market

We have a requirement for an establishment with strong sales qualifications. Up to one million dollars cash available for the right property. Write in confidence to

BLACKBURN-HAMILTON CO.
Radio Station Brokers
WASHINGTON, D. C. SAN FRANCISCO
James W. Blackburn Ray V. Hamilton
1911 S. Chestnut St. 235 California
Shore Ave. St.
National 7405 Exbrook 5672

An UNUSUAL Opportunity for
An Unusual Salesman

We are a basic network affiliate in a medium city of New England. There’s a large market. It seems to me some station has ever crarked. We want to crack it. If you’re the kind of salesman who makes a consistent-large-scale use of radio to local merchants who just weren’t brought to the idea, write us a letter and sell yourself. Don’t bother to write unless you’re available for interview in New England and have enough confidence in your ability to be willing to start at $100 per week and go on from there.

Box 257, BROADCASTING

FOR STATION OWNERS:

Radio, as you know, is now entering into a period of intense competition in which the standard of management will be the important factor for success. If you are dubious of your own general or sales management, perhaps a talk with the writer will be of interest. I am a young man now working as commercial manager of an eastern network and have an outstanding background in radio, newspaper and general advertising and public relations experience. I would like to make a check mark of myself if possible, anywhere there is an opportunity. If you have these essentials, please the address and testimonials there. Box 523, BROADCASTING.

Page 76 • January 13, 1947

BROADCASTING • Telecasting

Situations Wanted (Cont’d)

Roll your own! Here’s a fresh announcing talent to be developed to suit your station. Six months growth in commercials, news, discus. In leading announcement service in Radio City Available immediately. Box 350, BROADCASTING.

Young lady desiring position in California or west. BA Degree, L.t.(j.g.) USN. Excellent background in radio, television. Young and attractive. Willing to work on Radio and television. Box 533, BROADCASTING.

Situations Wanted by man, 37, owner and manager of station in small Florida or Georgia city. Business experience years office in large metropolitan and around 10 years commercial and announce work. First class telephone and telegraph licenses. Box 533, BROADCASTING.

Veteran, age 25, married, one child. Now completing one kilowatt installation. Former NBC 50 kw tube engineer. Capable of installing studio and transmitter, and remaining as chief. Write Box 504, BROADCASTING.

Disc jockey, considered among tops in field, available thru Radio’s Reliable Resources, Box 412, Philadelphia.

-TIMER CLOCK-

Awaken to Music!

These 24-hour clock models are furnished with 1/8-in. tubes for clarity of time. They sound off radio, siren, buzzer, siren, alarm, or any electric appliance. Can be purchased in 2" in diameter, can be set for any interval either on or off. They can be synchronized in 1/3-hour steps. The switch in this clock is a standard tri-phasor 120-volt toggle type and may be turned on one hour and then left out of time without disturbing the dial setting. Cased in 3" plastic case, weighs 1 1/2 lbs. Treated to resist fungus.

Send cash, check, or money order to Clocks, Box 119, Topeka, Kan.

WANTED

Announcer—Technician

... A man with plenty of technical savvy and a good voice. A forty hour work week pays three hundred dollars a month plus tips, plus time and a half for overtime. Our organization knows of this ad. Send complete background on knowledge and experience by air-mail.

Box 507, BROADCASTING

TOP-NOTCH PRODUCTION GAL AVAILABLE

Major station seeks network experience. Working knowledge of music, drama, sales, radio production, specializing in production shows independently or assisting larger shows. Excellent reference. New York area. Box 531, BROADCASTING.

WANTED: Manager—Plan to move into a new field within the next 6 months. Must be presently employed as manager or assistant. Write detailed letter of qualification and starting salary. Box 305, BROADCASTING.
Situations Wanted (Cont'd)

California, do you need an alert promotion writer? Head writer for ABC Network. Recent college graduate. Experience: Vacuum tubes, electron tubes. Will stay put. Box 542, BROADCASTING.

I want to buy a very progressive radio station in a growing community that wants a change to midwest. Top references. Harry Halpert.

Harry Halpert, 27, married 3 yrs, has 1 yr experience; 2 yrs experience in Network TV. Has been thoroughly grounded for 8 or more years. He has been assistant program director and announcer at WMC, Memphis. Has worked for radio station in New York. Has a B.S. degree in Broadcasting. Will own the station for $100,000,000. There is no problem with FCC. Has a complete education in all phases of radio business. There is an excellent buyback for those who want to acquire a smoother technique...

FOR SALE

Controlling Interest in a Basic Network Affiliate

This station is relatively new, but it's 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 basic net work affiliate at cost. Drop a note to Advertisers, Room 238, Park Square Building, Boston, Mass., and our management will give you the whole story confidentially.

FOR SALE

--to immediate buyee for $10,000 cash—Radio Production business showing a profit.

Have suit of well-furnished offices, long-term lease, mid-town New York City area East Side—transcribed and live properties that have been tested and approved by commercial sponsorship.

Submit bank references with your inquiry.

Box 512 Broadcasting

FOR SALE

Slidell, Louisiana—10,000 watt television.
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 last Thursday, was the result of disagreement over station policies between Mr. McNeil, who advocated an expansion of WJZ's autonomous activities and an increase in its importance as a network, 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 expand 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. He has announced future plans.

Mr. Grabhorn, who as manager of the ABC station sales department has supervised spot sales for the network's owned and managed stations, will also direct the cooperative program sales department, will continue those activities together with his new duties as station manager of WJZ, functioning as a network sales office 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 Escondido 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, the traveling public of which is invited to listen to radio programs while travelling between Baltimore and Cincinnati. In addition the sound system will enable the conductor, purse-hunters 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 superturnstile" model now being installed at the station's studios on S. 515 Madison Ave., New York. Extensive alterations also will be made at the Wannamaker studios of WABD during the shutdown period which is planned in preparation for the seven-day, 24-hour weekly opera 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 has 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 over 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.

British Company Acquires
Armstrong FM Patents
ARRANGEMENTS whereby Electric & Musical Industries Ltd. of England will manufacture FM transmitters and receivers under Armstrong patents have been con cluded, Prof. F. H. Armstrong, inventor of FM and holder of the patents, announced in Washington Friday.

In his annual report Sir Ernest Fisk, executive director of the British-firm, said the parent company and subsidiaries throughout the British Empire would manufacture transmitters and receivers under the Armstrong patents, and would issue sub-licenses to other British manufacturers.

Professor Armstrong said that in addition to the U. S. FM is now being broadcast or will be shortly in nine countries, Switzerland, Denmark, Holland, Britain, Union of South Africa, Argentina, Australia, Canada and Russia.

Concert Series
THE ROCHESTER Civic Orchestra, Jan. 7 began a series of weekly concerts on CBS, Tues. 11:30-12 midnight.

Page 78 • January 13, 1947

Senate Commerce Group Membership Completed
ORGANIZATION of the Senate Interstate & Foreign Commerce Committee was completed last week when Sen. Alben W. Barkley (D-KY) submitted minority committee members. The new committee, which will handle radio legislation, is made up as follows:

Wallace H. White Jr. (Mc.), chairman; Charles W. Tobey (N. H.), Clyde M. Reed (Kan.), Albert L. Hawkes (N. J.), E. H. Moore (Okla.) and Homer E. Capehart (Ind.), Republicans; Ed. R. R. Brown (Col.), Tom Stewart (Tenn.), Ernest W. McFarland (Ariz.), Warren E. Magnuson (Wash.), Francis J. Myers (Pa.) and Brian McMahon (Conn.), Democrats.

House committee assignments have not been completed, although Rep. Charles A. Woverton (R-N. J.) will be the new chairman of the Interstate & Foreign Commerce Committee.

TRUMAN OPPOSITION TO BOYCOTT IS CITED
COMMENTING on President Tru man's reference to the secondary boycott in his Jan. 6 message to Congress, Justin Miller, NAB president, last week said in San Francisco:

"The broadcasters of America support President Truman in his opposition to the secondary boycott. We only regret that he made any reservation in his recommendation for correction of this unsound practice.

"The radio industry at this time reaffirms its unvarying opposition to the secondary boycott, in any form, and hopes that Congress will take immediate and decisive action to eliminate this serious obstacle to mutually beneficial relations between employees and management."

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, 4:45-5 p. m. Mr. O'Connor will speak from KNX Los Angeles and will be introduced by Judge Justin Miller, president of the NAB and radio representative 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 a contract for 18 direct-program radio series in an annual one hour transmitted program, with Hollywood cutting of series in March for spotting on select stations nationally. Each installment is scheduled at reported $15,000 for series. Mr. Manheim doubles as writer with Charlie Isaacs. Agency is Schwimmer & Scott, Chicago.
FCC OUTLINES PLANS TO AID FM PROGRESS

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 area 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 notice, FCC declared:

“Persons interested in fill-in applications for Class B FM stations for cities or areas to which no channels have been allocated or where previous grants have exhausted all allocated channels will be permitted to file applications for a limited number of channels in the particular area. 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 cases where applications are made, the channel specified would require a reallocation of the tentative allocation plan, and setting forth the facts which it is claimed justify the proposed reallocation. 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 by preparing tentative arrangements for the tentative allocation plan.

But, FCC said, no “general reallocation” is contemplated in the fill-in application 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 failed to conform to the demands for FM service in the cities or areas involved.” The procedure will, “in general,” be followed if shifting of channel from small communities to larger communities or another city or area 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 corporation or individual whose application is related 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 plaus in accordace 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 service program at the earliest possible date.” It emphasized that it “expects full completion...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 of licensees, regarding adequacy of temporary equipment proposed for use in interim operation, and said:

Requests for interim operation should be filed in written form approximately ten days prior to the expected date of commencement of operation. Requests should specify the transmitter, operating power, antenna location and system proposed to be used. The request should 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.”

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 were outstanding; 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, 6; labor unions, 6; manufacturers, 5; 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 applications completely negatived by FCC; 36 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 suspended 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 Ohio for coordination with FM assignments there; 81 await engineering study; 8 await legal study.

TURNS OUT LITERALLY giving program back to listener, NBC Truth or Consequences provided top giveaway of current audience participation rush radio 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 last look on Friday first row center. 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 Shaw, 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 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 Pien and Thomas M. Downes.

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 1260 kc to WALK 980 kc 5 kw unlimited heard last year.

WIND STUDIO EXPANSION

WIND Chicago to take possession of new studios in Wrigley Building, 400 North Michigan Ave., according to Mr. 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 stations was awarded Friday by FCC to 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 to board of Allen Electronics Corp., 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.

January 13, 1947 • Page 79
At Deadline...

WHITE COMMITTEE TO SEEK FCC VIEWS ON LEGISLATION

NEW Senate Interstate & Foreign Commerce Committee, of which Sen. Wallace H. White (R-Me.) 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. S. agencies he would like to have their ideas on proposed legislation (see story 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, WQAE, KQV, WJAS and WWSW.

Hearing on FM, TV Duply Set for Feb. 7

FUTURE interpretation of FCC’s multiple-ownership rules, particularly in FM and television, to be discussed in a special meeting which Commission called Friday for Feb. 7.

Order and public notice pointed out that "many" pending applications "involve the application or interpretation" of duopoly 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, operation of service areas" were made parties to proceeding, which will center on following issue:

To determine what application or interpretation of the Commission’s rules and Board decisions concerning multiple ownership of broadcast stations, particularly in case of noncommercial 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 involve some overlap of the 50 µv contours. Now we are being asked in several pending cases to grant grants of overlapping service and it would result in an overlap of a small percent of the 1000 µv—which of course means a very substantial overlap of the 50 µv contours. We don’t know whether it would be wise to permit such overlap. Maybe there are some cases where on the facts it should be allowed and maybe there are other cases where it shouldn’t 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 secondary and Supplemental stations; and Sec. 3.360(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, which have no waiver provisions.

Recognition of need to apply duopoly 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 of FCC. This Commission said, should make it possible for participants to limit themselves, at oral argument, to oral discussions of views on presentation of testimony or exhibits.

In addition to 22 applicants made parties to proceeding, any other person may participate by petitioning the Commission. The 22 named as parties must also file notice of appearance by that date if they wish to take part. The 22 applicants are:


ARMS CANADA BRANCH

ADMIRAL CORP., Chicago radio manufacturer, formed Canadian office with factory headquarters in Toronto, Ross D. Siragusa, president, appointed general manager official for Canada branch call for 3 million dollars worth of merchandise.

WINS ADDS 31 PROGRAMS

WINS NEW YORK, completely revised program schedule, adds 31 new broadcasts and many new personalities starting today (Monday).

Shakeup in line with policy of James D. Shouse, Crosley Broadcasting Corp president, to make WINS major factor in N. Y. radio.

NAVY PARTIALY CHARGED

REPORT News Club, Hollywood group, planning protest to Navy, charging radio reporters not treated as well as newspaper men. Club also named committee last week to set up annual radio news awards.

HERBERT M. FERGUSON, formerly general manager of KFRE Fresno, U. C., named manager of new KXOB Stockton, recently granted 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. Hooper Inc., New York, as director of press and public relations.

LILLIAN SCHOEN, free lance script writer, joined ABC as staff writer, will be assigned to Paul Whitman 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. Y., joined copy staff of Buchman & Co., N. Y.

EDWARD D. DUNNING JR., formerly with World Broadcasting, N. Y., joins sales force of Frederic W. Ziv Co., N. Y.

WILLIAM BLAIR SMITH, manager of Simon-Reilly, San Francisco office, elected vice president of publishers representative firm.

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 Friday luncheon of NAB San Francisco area meeting (see story page 14). Talks also talk designed as model speech for broadcasters.

Richard P. Doherty, director of employee-employer relations, discussed labor problems Friday morning. He said broadcasters could aid labor situation by taking wider interest in labor matters; adopt policies based on interrelation 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, KSFO San Francisco.

Resolutions supported legislation looking toward uniform time; promulgation of broadcasters’ code; commendation for and support of BMI; encouragement of BMI; consideration of recommendation to set manufacturers for development of mechanical changes to permit new type of sets to be manufactured, particularly in high end of standard AM band; move of women’s division to Washington upon completion of new headquarters; support of development of station associations; 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, KGKR Long Beach; Marshall Ferguson, KVRD 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

Page 80 • January 13, 1947
hundreds of sick children think Santa is a Blonde

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 truck-loads 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, "Seein' 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.

**KXXK**
Great Falls
Established 1946

**KXJ**
Helena
Established 1937

**KXLQ**
Bozeman
Established 1939

**KXLF**
Butte
Established 1929

**KXLL**
Missoula
Established 1946
Established 1922

A single contract... 5% off for each additional market area... "Parade of Products" for increased distribution.

THE "XL" STATIONS

OFFICES
Box 1956  Symons Bldg.
Butte, Mont.  Spokane, Wash.
Orpheum Bldg.  6381 Hollywood Blvd.

THE WALKER COMPANY
551 5th Ave. N. Y.—360 N. Michigan Ave. Chicago

PACIFIC NORTHWEST BROADCASTERS