

## Radio Does a Job

The tremendous contribution which the domestic radio broadcasting industry, through the 913 independent stations and the networks, is making to the war effort is revealed by the study of the figures for 1943. These figures compiled by the NAB Research Department disclose that on both a commercial and sustaining basis valuable contributions in informative and educational programs, directly in aid of the war effort, have been made.

Reduced to monetary terms the value of the time, sustaining and commercial, devoted through radio programs and announcements directly in the war interest, totals \$202,000,000.

When these figures are broken down it is disclosed that \$93,000,000 in station and network time was given on a "sustaining" basis. Time valued at \$81,000,000 and devoted directly to some phase of the government's war program was given on a sponsored or commercial basis.

To round out the total figure, \$28,000,000 in talent costs was involved on sustaining and commercial programs by stations networks, and advertisers.

The detailed figures follow:

### \* THE VALUE OF RADIO'S CONTRIBUTION TO THE WAR EFFORT IN 1943

Government Agency	Spot and Special Assignment	Station Contribution	Total
Treasury Department .....	\$26,323,900	\$23,374,500	\$49,698,400
Department of Agriculture—WFA .....	12,281,200	9,905,900	22,187,100
War Production Board .....	8,429,100	1,147,700	9,576,800
War Department .....	8,385,400	4,733,900	13,119,300
War Manpower Commission .....	6,282,200	5,737,000	12,019,200
Office of Price Administration .....	4,501,000	6,099,300	10,600,300
Navy Department .....	4,466,700	3,332,400	7,799,100
Office of Economic Stabilization .....	4,371,400	2,179,400	6,550,800
Federal Security Agency (Public Health) .....	3,216,600	4,288,200	7,504,800
American Red Cross .....	3,181,200	5,721,200	8,902,400
Office of Defense Transportation .....	2,748,000	3,907,900	6,655,900
National War Fund .....	2,102,300	4,620,600	6,722,900
Petroleum Administration for War .....	1,910,200	633,400	2,543,600
Rubber Administration .....	819,300	53,500	872,800
United Service Organizations (Books) .....	546,800	801,400	1,348,200
Social Security Board .....	417,000	1,209,500	1,626,500
War Shipping Administration .....	389,700	2,044,600	2,434,300
Office of Civilian Defense .....	202,400	1,033,100	1,235,500
Federal Bureau of Investigation .....	75,300	78,400	153,700
Office of Lend-Lease Administration .....	37,400		37,400
** Miscellaneous Campaigns .....	14,957,400	15,604,100	30,561,500
<b>Total .....</b>	<b>\$105,644,500</b>	<b>\$96,506,000</b>	<b>\$202,150,500</b>

\* Source. The figures above are estimates of gross values (one time rates-before discounts and commissions). Network originations were calculated from OWI allocation schedules and utilized the OWI estimates of net values based on 1942 revenue. Station originations were estimated from monthly war effort report submitted by stations to NAB.

\*\* Campaigns not emanating from any particular government agency.

Plans are now being perfected to prepare a brochure for industry use in which this story of radio's part in the

war effort will be completely documented. Outstanding examples of methods employed by various stations to aid some particular project will be presented. To this end station managements are requested to send to NAB complete information regarding an outstanding promotion. Pick out what you consider your most productive effort and send the story to us.

### SALE OF TIME FOR DISCUSSION OF CONTROVERSIAL ISSUES DANGEROUS VARIANCE FROM CODE

Following announcement in the New York Times and the trade press that WMCA would sell time for the discussion of controversial issues, NAB directed a public letter to Mr. Nathan Straus, President of WMCA, pointing out the danger of such policy.

The Times article reads as follows:

Nathan Straus, president of WMCA, announced yesterday that his station would sell time for the discussion of controversial issues providing both sides of a disputed question were presented commercially. The new policy represents a departure from "the code of ethics" of the National Association of Broadcasters, which bars the sale of time for such discussions and calls for their presentation on a sustaining basis.

Mr. Straus said that the station would insist that both sides of an issue be offered on a commercial basis before accepting the program of a single faction because "otherwise the self-interest group with the greatest means would be allowed a monopoly of presentation."

"Only in this way is the public protected against one-sided answers to two-sided questions," he added.

In enunciating what was called a "freedom to listen" policy, Mr. Straus said that where no controversial issue is involved "any responsible organization" could buy time on WMCA. Wider adoption of such a policy by the radio industry has been urged recently by James L. Fly, chairman of the Federal Communications Commission.

Following is the NAB letter to Nathan Straus, WMCA president, signed by Willard Egolf, assistant to the president and secretary of the NAB Code Committee:

"The National Association of Broadcasters feels some concern over the announcement of WMCA policy to sell time for the discussion of controversial issues. Your requirement that both sides of a controversy be willing to participate commercially is only an incident to the real problem, we feel, and is not an adequate solution.

"For several years prior to 1939 the broadcasting industry searched for a suitable policy to cover the broadcasting of programs involving controversial issues. On July 11 of that year the Code of the National Association of Broadcasters was adopted at a meeting of the membership with

(Continued on page 78)



1760 N St., N.W.

WASHINGTON

Phone NAational 2080

Neville Miller, *President*

C. E. Arney, Jr., *Secretary-Treasurer*

Robert T. Bartley, *Director of War Activities*; Lewis H. Avery, *Director of Broadcast Advertising*; Willard D. Egolf, *Assistant to the President*; Howard S. Frazier, *Director of Engineering*; Paul F. Peter, *Director of Research*; Arthur C. Stringer, *Director of Promotion*.

## SALE OF TIME FOR DISCUSSION OF CONTROVERSIAL ISSUES DANGEROUS VARIANCE FROM CODE

(Continued from page 77)

more than five hundred present. Serious study by leaders of the industry resulted in a strong, unequivocal declaration in the section entitled 'Controversial Public Issues.' Put to the test and subjected to discussion many times since 1939, this language still stands in the opinion of the industry as the soundest assurance of operation in the public interest. The Code language on controversial issues follows:

### 'Controversial Public Issues

'As part of their public service, networks and stations shall provide time for the presentation of public questions including those of controversial nature. Such time shall be allotted with due regard to all the other elements of balanced program schedules and to the degree of public interest in the questions to be presented. Broadcasters shall use their best efforts to allot such time with fairness to all elements in a given controversy.

'Time for the presentation of controversial issues shall not be sold, except for political broadcasts. There are three fundamental reasons for this refusal to sell time for public discussion and, in its stead, providing time for it without charge. First, it is a public duty of broadcasters to bring such discussion to the radio audience regardless of the willingness of others to pay for it. Second, should time be sold for the discussion of controversial issues, it would have to be sold, in fairness, to all with the ability and desire to buy at any given time. Consequently, all possibility of regulating the amount of discussion on the air in proportion to other elements of properly balanced programming or of allotting the available periods with due regard to listener interest in the topics to be discussed would be surrendered. Third, and by far the most important, should time be sold for the discussion of controversial public issues and for the propagation of the views of individuals or groups, a powerful public forum would inevitably gravitate almost wholly into the hands of those with the greater means to buy it.

'The political broadcasts excepted above are any broadcasts in connection with a political campaign in behalf of or against the candidacy of a legally qualified candidate for nomination or election to public office, or in behalf of or against a public proposal which is subject to ballot. This exception is made because at certain times the contending parties want to use and are entitled to use more time than broadcasters could possibly afford to give away.

'Nothing in the prohibition against selling time for the presentation of controversial public issues shall be interpreted as barring sponsorship of the public forum type of program when such a program is regularly presented as a series of fair-sided discussions of public issues and when control of the fairness of the program rests wholly with the broadcasting station or network.'

"In the light of this provision of the Code, the thing to be most regretted is a policy which places money in the balance, against a manager's judgment, in deciding the weight of a controversial issue. There is no substitute for

alert, aggressive, public-minded station management. When the decision as to broadcasting a controversial public issue becomes involved with commercial revenue, even though both sides are represented, it cannot be denied that the prospect of revenue will occupy a prominent place in the negotiations; it will receive consideration and it may be accepted as a determining factor to the exclusion of sound broadcast policies. Worst of all, a station manager is invited to base his decision on monetary rather than public service considerations, thereby setting up false standards.

"In no sense does the Code of the National Association of Broadcasters impair the 'freedom to listen.' This right is the foundation of the Code. It is part of the basic radio law, under which owners of radio stations are licensed only on condition that they operate 'in the public interest, convenience and necessity.' There is a public responsibility which need not be sugar-coated by an inducement to sell time which they are charged to furnish free.

"There is nothing in your policy which enables a proponent of a controversial issue to obtain broadcast time more readily than he is able to obtain it under the Code. As a matter of fact, reduced to its final analysis, your policy provides a means whereby he may be kept off the air altogether, and effectively. His opponent, by your own statement, need only say that he is unable or unwilling to spend the money for a reply. Under the Code of the National Association of Broadcasters, a station manager may schedule a broadcast on a controversial issue, if he deems it in the public interest. If no one on the opposing side chooses to make a reply, both sides are held to have had their 'day in court.' Thus, at least station management is vindicated in the exercise of unbiased judgment in the public interest.

"Inasmuch as the announcement of your policy received publicity through press and radio, we are taking the liberty of giving similar publication to this letter."

## KOLIN HAGER, WGY, RE-ELECTED DIRECTOR OF NAB DISTRICT TWO

(Released by NAB News Bureau)

New York City, March 3: Kolin Hager, General Manager of WGY, Schenectady, New York, was re-elected Director of the Second NAB District here today. His was the only name proposed and the election was unanimous. Nomination was from the floor.

Resolutions thanked Neville Miller for his untiring and faithful service to the radio industry during his five and one-half years as President. J. Harold Ryan, incoming President, was given a pledge of allegiance. The Cannon-Mills Bill was condemned in language deploring the payment of government funds for either time or space in support of the war effort. NBC Thesaurus, RCA Recording Company and the Columbia Recording Company were commended for their stand against the demands of the American Federation of Musicians, advanced by James Caesar Petrillo. Stations were urged to make greater and more intelligent use of BMI material and Carl Haverlin, BMI Vice-President, was thanked for his efforts in keeping the industry informed on music matters. The NAB Legislative Committee was given a vote of confidence in its efforts to obtain new radio legislation. NAB stations in New York City and Kolin Hager, District Director, were thanked for serving as hosts to the meeting and for providing an interesting and instructive agenda, including two feature luncheon sessions.

C. E. Arney, Jr., Secretary-Treasurer and acting Managing Director of NAB, opened the two-day session with a report on legislation, having just attended a two-day meeting of the Legislative Committee in Washington. Arney also took up selective service, manpower, labor, war activities, postwar problems and probable developments, NAB membership and committees and their work. Discussion followed from the floor.

Introducing the A. F. of M.—transcription controversy, Arney called on representatives of transcription companies for a discussion. Broadcasters heard from Lloyd Egner, NBC Thesaurus; C. O. Langlois, Langworth Recordings;



Milton Blink, Standard Radio, and Clint Finney, AMP.

Representatives of music licensing agencies were given a private audience. They were J. M. Collins, ASCAP; Carl Haverlin, BMI; Leonard Callahan, SESAC, and Clint Finney, AMP. Ed Twamley, WBEN, Buffalo, later discussed practical operating and auditing problems under music licenses.

Mrs. Dorothy Lewis, Coordinator of NAB Listener Activity, reported on the "American Home Campaign" launched February 19 by the NAB Association of Women Directors and outlined in her other fields.

The session on sales and sales promotion was presided over by John Bacon, WGR-WKBW, Buffalo, who presented first Walter Neff, of Neff-Rogow, for a discussion of retail selling by radio, answering queries from the floor. Lewis H. Avery, Director of Broadcast Advertising for NAB, reported on the activities and plans of the Sales Managers' Executive Committee. Success of the Retail Promotion Committee Plan was detailed, especially as evidenced within the retail field by forthcoming NRDC conferences. Plans to make sales presentations to the motion picture and building industries were outlined. A proposed continuing discount contract clause was introduced and discussed, together with recommended action on contracts containing precarious terms.

Michael R. Hanna, General Manager of WHCU, Ithaca, conducted the session on public relations, introducing Willard D. Egolf, NAB Assistant to the President, for a report on activities, followed by discussion of a proposed book on public relations for the industry, preliminary copy being on hand.

Harry Levin, Regional OWI Director, thanked the broadcasters for their splendid war service and reviewed the activities of his office.

Thursday's luncheon featured a stage show of Mirth and Madness, NBC morning attraction, together with Milton Caniff, creator and artist of "Terry and the Pirates," newspaper and radio strip. J. Norman Lodge, renowned war veteran and Associated Press correspondent, gave a stirring account of "This War's News," especially from the South Pacific. Merrill "Red" Mueller, NBC correspondent, covered North Africa and the Italian invasion. Members of the Radio Executives Club were guests of the broadcasters.

Friday's luncheon was an all-CBS program, with Lois January, "Reveille Sweetheart"; followed by "Missus Goes A-Shopping," John Reid King, comedy skit, and William Downes, CBS correspondent, recently returned from Russia.

Nathan W. Cook, WIBX, Utica, served as secretary for the two-day meeting.

The complete list of registrants follows:

Wm. Doerr, Jr., WEBR; Cy King, WEBR; Major E. M. Stoer, WINS; Earle Godfrey, WBAB; Ray McClosky, WBNF; Jack Lee, WHAM; Kolin Hager, WGY; C. D. Mastin, WBNF; Chas. Godolffy, WLIB; William Fay, WHAM; Jerome M. Layton, Clarence G. Cosby, J. Trevor Adams, Jr., WINS; John H. McNeil, WJZ; D. L. Provost, W. C. Roux, J. V. McConnell, WEA; Walt Dennis, WHN; John H. Field, Jr., Arthur Hull Hayes, WABC; E. H. Twamley, WBEN; C. L. Egner, Oscar C. Turner, NBC; Chas. F. Phillips, WFBL; Wm. A. Rippe, WTRY; Wm. Schudt, Jr., CBS.

Wm. I. Moore, WBNX; Sheldon B. Hickox, Jr., NBC; Leo F. Bissell, Joel H. Scheier, WMFF; A. G. MacDonald, WGY; Bruff W. Olin, Jr., WKIP; Charles D. Osborne, WMBO; Gunnar O. Wiig, WHEC; A. E. Spokes, WJTN; Frederick L. Keese, WMBO; Nathan W. Cook, WIBX; Geo. S. Jones, WIBX; Michael R. Hanna, WHCU; Thomas L. Brown, WHDL; John A. Bacon, WGR-WKBW; Elliott Stewart, WIBX; Wm. O. Dapping, WMBO; Wm. Tilenius, NBC Spot Sales; Willard D. Egolf, NAB; Howard S. Frazier, NAB; Dorothy Lewis, NAB; C. E. Arney, Jr., NAB; Alex Sherwood, Standard Radio; Manuel Rosenberg, *The Advertiser*; Cy Langlois, Lang-Worth; Leonard D. Callahan, SESAC; Gus Hagenah, SESAC.

Robert Jay Burton, M. E. Tompkins, R. L. Harlow, Tod Williams, BMI; B. J. Rowan, General Electric Co.; Harold B. Sherrill, N. Y. Telephone Co.; Geo. W. Brett, Katz Agency; Stephen R. Rintoul, Katz Agency; Willis B. Parsons, NBC Thesaurus; Wade Barnes, NBC Thesaurus; Claude Barrere, NBC Thesaurus; Edwin H. Kasper, Aaron S. Bloom, Kasper-Gordon, Inc.; Ben Selvin, Clinton M. Finney, Associated Music Publishers; Dinty Doyle, WABC; Carl Haverlin, BMI; Murray B. Grabhorn, Blue Spot Sales; Lieut. Jack Overall, USNR; LeRoy Keller, United Press; A. F. Harrison, United Press; Victor Vonn, Jim Kelly, Standard Rate & Data Service.

Herman Greenberg, Jim Collins, ASCAP; Paul J. Senft, Geo. P. Hollinsberry; Slocum Chapin, Guy Capper, WJZ; C. H. Hackett, Abbott Kimball & Co.; D. E. Robertson, Capper Publications; Harry Levin, OWI; J. F. Planigan, McCann-Erickson, Inc.; Phil Newsom, United Press; Arthur Sinsheimer, Peck Agency; C. Herbert Masse, WBX; William S. Hedges, Easton C. Woolley, NBC; Gerald King, Milton Blink, Standard Radio; Howard Lane, H. V. Akerberg, CBS; Rhoda Magid, Gordon Heyworth, BBC; Louis M. Block, Jr., Intercollegiate Broadcasting System; J. O. Parsons, Jr., C. E. Hooper; W. W. Dorrell, C. E. Hooper; Edythe Bull, C. E. Hooper; Victor A. Bennett, WAAT; George W. Allen, WABC; Paul W. Morency, WTIC; James G. Bennett, Blue Spot Sales; Michael Sweeney, Blue Spot Sales; Larry Hasbrouck, Blue Spot Sales; G. C. Packard, Paul Raymer Co.; Robert B. Rains, Paul H. Raymer & Co.; Patricia Murray, *Printers' Ink*.

Wm. Malo, WDRC; P. L. Romaine, Paul H. Raymer; Arthur Poppenberg, Blue Spot; Capt. Griff Thompson, Arthur Simon, WPEN; Capt. John Doran; Milton Caniff, Cartoonist; Lionel Colton, Helen Wood, Station Reps.; Hazel Westerlund, CBS; Helen Hartwig, Ruthrauff & Ryan; Elizabeth Black, Jos. Katz Co.; Ninette Joseph, J. D. Tarcher; Peggy Stone, Spot Sales; Loren Watson, Spot Sales; Helen Thomas, Spot Broadcasting; Harriet Belisle, Compton Advertising; Murray Carpenter, Compton Advertising.

## NAB DISTRICT THREE DISCUSSES ESSENTIAL CHARACTER OF RADIO

(Released by NAB News Bureau)

Pittsburgh, March 7, 1944: Patrick Fagan, Pittsburgh Area Director of the War Manpower Commission, described the essentiality of broadcasting in an address before the Third District meeting of the National Association of Broadcasters in Pittsburgh, March 6-7.

"Radio Broadcasting Service is included under group 29 entitled 'Communication Services' of the War Manpower Commission list and index of essential activities," Fagan stated. "Included under this group are such activities as newspaper and news syndicates, the manufacture of Military, Naval and Technical charts and maps, instructional and technical manuals, and training literature. The production of motion pictures and the manufacture of protective signal systems which supplement police and fire protection are also included in this group."

C. E. Arney, Jr., Secretary-Treasurer and acting Managing Director of NAB, warned the broadcasters that they must not rely on definitions alone but should document every application placed with local selective service boards with facts pertinent to the essentiality of the industry as a whole and to the case at hand.

Willard D. Egolf, Assistant to the President of NAB, stated that the reputation of the stations in a community for doing an essential war job is an important factor and should be maintained.

Roy F. Thompson, WFBG, Third District Director, presided over the two-day session, which saw resolutions passed praising Neville Miller for his untiring and faithful service to the broadcasting industry during the five and one-half years he was President. The Cannon-Mills bill was condemned, the broadcasters expressing opposition to the Government's buying either space or time for promotion of the war effort. Greater and more diligent use of

BMI music was urged, Carl Haverlin, BMI Vice-President, was praised for keeping the industry informed on music matters, and BMI was requested to devote resources to giving BMI an even greater competitive advantage in the music field, even though the move resulted in less reduction of fees. NBC Thesaurus, RCA Recording Company and Columbia Recording Company were commended for their stand against Petrillo's demands and the War Labor Board was urged to reject the principle behind them. The NAB Legislative Committee was given a vote of confidence in its ability to obtain new radio legislation. Allegiance was pledged to J. Harold Ryan, newly elected President of NAB. Roy Thompson, with the stations of Pittsburgh, were thanked for their hospitality in serving as hosts for the Third District Meeting. George Joy, WRAC, served as Secretary.

C. E. Arney, Jr., discussed new legislation, selective service, labor, war activities, post-war problems, NAB membership and committees, answering questions from the floor.

Representatives of transcription companies spoke on the Petrillo recording ban and the history of negotiations with A. F. of M. Delegates heard from William Parsons, NBC Thesaurus; Milton Blink, Standard Radio and C. O. Langlois, Langworth Recordings. Open discussion followed.

Carl Haverlin, BMI, discussed the music problems of the industry, followed by Leonard Callahan, Vice-President of SESAC, who spoke on copyrights.

Thomas B. Price, WWSW, Sales Managers' Chairman, presided over the session on sales and sales promotion, in which C. E. Arney, Jr., subbed for Lewis H. Avery, NAB Director of Broadcasting Advertising, who was detained in Washington by family illness. Success of the Retail Promotion Committee plan was outlined, especially within the retail trade organizations, as evidenced by forthcoming NRDGA conferences on radio advertising. A planned meeting with the Proprietary Association was also reported, as well as preliminary work on sales presentations to be made to the motion picture and building industries. The proposed continuing annual discount contract provision was read and discussed, together with recommended procedures on contract demands which are considered detrimental.

Thomas Price made a comparison of Hooper and private surveys, which Ward Dorrell, of Hooper, answered.

George Coleman, WGBI, District Public Relations Chairman, introduced Willard D. Egolf, who reported on public relations activities of the industry during the past year and presented a working draft of a book on this topic now in preparation. Coleman reviewed and called for comments on the subjects covered.

Ted Kinney, KDKA, District Engineering Chairman, presented Frank R. Smith, WWSW, for a question and answer period on FM and Television. Smith described pitfalls to be avoided by FM applicants.

S. Broughton Tall, OWI Regional Director, outlined the activities of his office and discussed the problems of stations cooperating in the war effort, thanking the industry for its all-out support.

Time was given for a Red Cross appeal.

Following adjournment of the NAB District Meeting, the Pennsylvania broadcasters held a short session, electing Leonard Kapner, WCAE, Vice-President of the group. Roy Thompson is President, as well as Third District Director, his term continuing for another year.

The complete list of registrants follows:

J. Gorman Walsh, WDEL; Roy F. Thompson, WFBG; C. G. Moss, WKBO; J. C. Tully, WJAC; Clair R. McCollough, WGAL; Thos. W. Metzger, WMRF; Edward Kroen, WKPA; Thos. L. Aye, Jr., WKPA; Joseph E. Baudino, KDKA; T. C. Kenny, KDKA; R. E. White, KDKA; John F. McMahon, KDKA; Harry Barnett, KDKA; Frank R. Webb, KDKA; J. Robert Gulick, WGAL; G. S. Wesser, KQV-WJAS; Leonard Kapner, WCAE; R. Clifton Daniel,

WCAE; Frank R. Smith, WWSW; Tom Price, WWSW; Clifford M. Chafey, WEEU; Raymond Gaul, WRAW; George D. Coleman, WGBI; Hal Seville, WJEJ; A. C. Baltimore, WBRE; J. J. Laux, WJPA; John M. Croft, WJPA; John L. Merdian, WJPA; Les Ryder, WCED; J. C. Burwell, WMBS; Van Persons, George E. Joy, Wright E. Mackey, WRAC.

Milton Blink, Standard Radio; Alex Sherwood, Standard Radio; J. B. Tall, OWI; C. E. Arney, Jr., NAB; Leonard D. Callahan, SESAC; Manuel Rosenberg, *The Advertiser*; Willard D. Egolf, NAB; Roy L. Harlow, BMI; Willis Parsons, NBC; Wade Barnes, NBC; Paul Karnes, Associated Press; George Field, Associated Press; David R. Williams, Associated Press; Chet Young, Associated Press; Loren L. Watson, Spot Sales; Cy Langlois, Langworth; Ross Downing, United Press; Carl Haverlin, BMI; Wm. A. Schudt, CBS; Miss Marian A. Guidera, C. E. Hooper; Ward Dorrell, C. E. Hooper.

## FEDERAL COMMUNICATIONS COMMISSION DOCKET

### HEARING

The following broadcast hearing is scheduled to be heard before the Commission during the week beginning Monday, March 13. It is subject to change.

Wednesday, March 15

Oral Argument Before the Commission

Order No. 119.

Section 3.409. Requirements for making and preserving recordings or transcriptions of network programs.

## FEDERAL COMMUNICATIONS COMMISSION ACTION

### APPLICATIONS GRANTED

E. Anthony & Sons, Inc., West Yarmouth (near Hyannis), Mass.—Granted construction permit (B1-P-3561) for a new station to use frequency 1240 kc., 250 watts, unlimited time (facilities of formerly licensed station WOCB), pursuant to procedure provided in Public Notice of January 26, 1944.

KICD—Iowa Great Lakes Broadcasting Company, Spencer, Iowa.—Granted modification of license to increase power from 100 to 250 watts (B4-ML-1185).

WKBH—Harry Dahl (Transferor), Howard Dahl, Kenneth Dahl, Dorothy Dahl and Catherine Dahl Wood (Transferees), WKBH, Inc. (Licensee), LaCrosse, Wisc.—Granted consent to relinquishment of control by Harry Dahl of WKBH, Inc., licensee of station WKBH. The transferor is the father of transferees and the stock (400 shares, or 49.2 per cent of 813 shares of issued and outstanding capital stock of the licensee), is to be given to his children as a gift (B4-TC-344).

American Network, Inc., New York City.—Granted petition for reinstatement of application (B1-PH-124) for new FM station.

### DESIGNATED FOR HEARING

WGKV—Worth Kramer (Transferor), Eugene R. Custer and Richard M. Venable (Transferees), Kanawha Valley Broadcasting Co. (Licensee), Charleston, W. Va.—Designated for hearing application for consent to relinquishment of control by Worth Kramer of Kanawha Valley Broadcasting Co., licensee of station WGKV (B2-TC-352), to be consolidated with the hearing on the application for renewal of license.



## MISCELLANEOUS

- WBLQ—Piedmont Publishing Co., area of Winston-Salem, N. C.—Granted construction permit to install a new transmitter in relay station (B3-PRE-439).
- WBLQ—Piedmont Publishing Co., area of Winston-Salem, N. C.—Granted license to cover construction permit above (B3-LRE-430).
- KMLB—Liner's Broadcasting Station, Inc., Monroe, La.; KNOE, Inc., Monroe, La.—Denied request of KNOE, Inc., for extension of time to April 1, 1944, within which to file an opposition to petition of KMLB to reinstate its application for construction permit (B3-P-2339; Docket 5994); granted request of KNOE, Inc., in so far as to extension of time to April 1 within which to file opposition to KMLB's petition for rehearing.

## APPLICATIONS FILED AT FCC

### 640 Kilocycles

- WCLE—United Broadcasting Co., Cleveland, Ohio.—Construction permit to change frequency from 610 kc. to 640 kc., increase power from 500 watts to 1 KW, change hours of operation from daytime to limited time, move transmitter and studio to Akron, Ohio, and install directional antenna. Amended: re changes in directional antenna.

### 860 Kilocycles

- WSO—Paducah Broadcasting Co., Inc., Henderson, Ky.—Voluntary assignment of license to Henderson Broadcasting Co., Inc.

### 1160 Kilocycles

- KSL—Radio Service Corp. of Utah, Salt Lake City, Utah.—Extension of special service authorization to operate with two Federal Telegraph (F-124-A) tubes in last radio stage for the period 4-1-44 to 5-1-45.

### 1230 Kilocycles

- WHOP—Paducah Broadcasting Co., Inc., Hopkinsville, Ky.—Voluntary assignment of license to Hopkinsville Broadcasting Co., Inc.

### 1240 Kilocycles

- KXOX—Sweetwater Radio, Inc., Sweetwater, Texas.—Transfer of control of licensee corporation from George Bennett, Russell Bennett, Jas. H. Beall, Jr., Joe H. Boothe, J. H. Doscher, R. M. Simmons, Henry Rogers, C. R. Simmons and Harley Sadler to Wendell Mayes, J. S. McBeath and Mittie Agnes McBeath. Amended: to change name of transferors as follows: change name of Henry Rogers to H. M. Rogers, omit J. H. Doscher, and add Maynette Doscher and Maynette Doscher, executrix of estate of J. H. Doscher, deceased.
- WCOV—Capital Broadcasting Co., Inc., Montgomery, Ala.—Voluntary assignment of license to G. W. Covington, Jr.
- NEW—The Finger Lakes Broadcasting System (Gordon P. Brown, Owner), Geneva, New York.—Construction permit for a new standard broadcast station to be operated on 1240 kc., 250 watts power and unlimited hours of operation. (Facilities of WSAY when vacated).

### 1380 Kilocycles

- KOBH—Black Hills Broadcast Company of Rapid City, Rapid City, S. Dak.—Construction permit to change frequency from 1400 kc. to 1380 kc., increase power from 250 watts to 5 KW, install new transmitter, directional antenna for night use and move transmitter.
- KOBH—Black Hills Broadcast Company of Rapid City, Rapid City, S. Dak.—Transfer of control of licensee corporation from Tri State Milling Company, C. A. Quarnberg, E. F. Gronert, P. R. Quarnberg, George E. Bruntlett and William McNulty to Robert J. Dean.

### 1490 Kilocycles

- WCSH—Oshkosh Broadcasting Co., Oshkosh, Wisc.—Voluntary assignment of license to Myles H. Johns, William F. Johns, Jr., William F. Johns and Frederick W. Renshaw, d/b as Oshkosh Broadcasting Co., a partnership.

## FM APPLICATIONS

- NEW—WDEL, Inc., Wilmington, Delaware.—Construction permit for a new high frequency (FM) broadcast station to be operated on 44500 kc. with coverage of approximately 6,400 square miles.
- NEW—National Broadcasting Co., Inc., Washington, D. C.—Construction permit for a new high frequency (FM) broadcast station to be operated on 44300 kc. Amended: re change in type of transmitter.
- NEW—Associated Broadcasters, Inc., Bethlehem, Pa.—Construction permit for a new high frequency (FM) broadcast station to be operated on 48500 kc. with coverage of approximately 2,800 square miles.
- NEW—The Monumental Radio Co., Baltimore, Md.—Construction permit for a new high frequency (FM) broadcast station to be operated on 47900 kc. with coverage of 4,520 square miles.
- NEW—Westchester Broadcasting Corp., White Plains, N. Y.—Construction permit for a new high frequency (FM) broadcast station to be operated on 49900 kc. with coverage of 435 square miles.
- NEW—WFBM, Inc., Indianapolis, Ind.—Construction permit for a new high frequency (FM) broadcast station to be operated on 47700 kc.
- NEW—The Valley Broadcasting Co., Steubenville, Ohio.—Construction permit for a new high frequency (FM) broadcast station.
- NEW—Monroe B. England, Pittsfield, Mass.—Construction permit for a new high frequency (FM) broadcast station to be operated on 45700 kc. with coverage of 950 square miles or more. (Not signed and incomplete.)
- NEW—Havens and Martin, Inc., Richmond, Va.—Construction permit for a new high frequency (FM) broadcast station to be operated on 46100 kc. with coverage of 12,130 square miles.
- NEW—WGAL, Inc., Lancaster, Pa.—Construction permit for a new high frequency (FM) broadcast station to be operated on 45500 kc. with coverage of approximately 1,200 square miles.

## MISCELLANEOUS APPLICATIONS

- NEW—Memphis Publishing Co., area of Memphis, Tenn.—Construction permit for changes in transmitting equipment and increase power from 50 watts to 100 watts.
- WQXR-WQXQ—Interstate Broadcasting Co., Inc., New York, N. Y.—Transfer of control of licensee corporation from John V. L. Hogan to The New York Times Company.

## FEDERAL TRADE COMMISSION DOCKET

### COMPLAINTS

The Federal Trade Commission has alleged unfair competition against the following firms. The respondents will be given an opportunity to show cause why cease and desist orders should not be issued against them.

**American Chemical Paint Co.,** Ambler, Pa., is charged in a complaint with misrepresentation of a plant hormone powder designated "Rootone," which is advertised and sold by the respondent company as being effective in increasing the yield of cotton, sugar beet and other field crops. (5135)

**Henry Millinery Import Corp.**—A complaint has been issued charging Henry Millinery Import Corp., 34 West 38th St., New York, with the use of unfair and deceptive practices whereby purchasers are led to believe that women's hats made from old, worn and previously used hat bodies are new merchandise. (5134)

## CEASE AND DESIST ORDERS

The Commission issued the following cease and desist order last week:

**Ben Kalish**—An order to cease and desist from misrepresenting in any manner the peltries of which furs or fur garments are made has been issued against Ben Kalish, New York City furrier, located at 330 Seventh Ave. (4976)

## STIPULATIONS

During the past week the Commission has announced the following stipulations:

**S. Leila Hoover**, Redwood City, Calif., entered into a stipulation to cease and desist from representing that a food product she sells under the name "Shasta Armenian Culture" will rebuild the blood, nerves and glands; is nature's own balanced food; has destructive action on putrefactive bacteria in the intestinal tract; and is a life-prolonging item of diet. (03195)

**John L. Magic**, 3439 West 51st St., Chicago, trading as Barton Laboratories, and sometimes as Barton Laboratories, Inc., engaged in the sale of meat curing preparations, stipulated that he will cease and desist from certain misrepresentations in connection with the sale of his products. (3816)

**Isaac Masarsky**, trading as Hillcrest Laboratories, Spring Valley, N. Y., engaged in the sale of a medicinal preparation designated "Sabetal," stipulated that he will cease and desist from representing that the product, when used in treating psoriasis, eczema or any other external skin irritation, has any therapeutic effect except to the extent that its use may temporarily relieve the itching incident thereto or aid in the removal of loose epidermic scales caused by such ailments. (03194)

**Wm. S. Merrell Co.**, Lockland Station, Cincinnati, engaged in the sale of a medicinal preparation called "Bassoran with Cascara," and Harry C. Phibbs Advertising Co., 43 East Ohio St., Chicago, an agency which disseminated advertisements for the preparation, stipulated that they will cease and desist from disseminating any advertisement which fails to reveal that the product should not be used when abdominal pain, nausea, or other symptoms of appendicitis are present; provided, however, that the advertisements need only contain the statement, "CAUTION, Use only as directed," if the directions for use on the label or in the labeling contain a warning to the same effect. (03196)

**A. J. Schoenecker Shoe Co.**, 2636 West Fond Du Lac Ave., Milwaukee, stipulated that it will cease and desist from use of the slogans "Dr. Edgar Health Shoes" and "Dr. Edgar Health Cushion Shoes" in advertising, branding or labeling the shoes it sells; and from use of the word "Doctor" or its abbreviation, either alone or with the word "Health," so as to imply that the shoes have been made in accordance with the design or under the supervision of a physician or that they contain special scientific, orthopedic or health features which are the result of medical determination or services. (3818)

**E. A. Stevens**, Dawson Springs, Ky., entered into a stipulation to discontinue misrepresenting the therapeutic properties of Stevens' Mineral Water, Stevens' Concentrated Mineral Water and Stevens' 50-50 Water. (3817)

**Vegetrates Co.**, 7807 Melrose Ave., Los Angeles, engaged in the sale of a laxative designated "Laxatrate," stipulated that it will cease and desist from disseminating any advertisement of the preparation which fails to reveal that it should not be used when abdominal pains, nausea or other symptoms of appendicitis are present; provided, however, that the advertisement need only contain the statement, "CAUTION: Use only as directed," if the directions for use on the label or in the labeling contain a warning to the same effect. (03139)