

BROADCASTING IN THE 4TH WAR LOAN

Broadcasters and their advertisers contributed \$12,800,000 in time, talent and promotions to the Fourth War Loan campaign.

The figure, developed by NAB Research Department, is based on the War Effort Broadcast Reports submitted to NAB monthly by stations, and the report of OWI covering allocations to networks, network advertisers and national spot advertisers. OWI's estimate, based on net charges—after discounts—was adjusted to place the figure on a gross basis and to include the talent involved.

The tabulation of individual station War Effort Reports included detailed information of all efforts originated by the station to promote the 4th War Loan. Included were contributions over and above time and talent—for mass meetings, bond rallies, traveling troupes and countless ingenious promotions resulting in the sale of bonds. The NAB figure is without duplication since the station reports of network, network advertiser or national spot advertiser contribution to the war effort are contained in the OWI report.

The NAB estimate of \$12,800,000 was furnished the Treasury on April 8. Through some misunderstanding, Treasury assumed the NAB figure did not include the OWI allocation estimate. But since it had been included, the Treasury released figure of \$15,000,000 was an overstatement.

COMMUNICATIONS COMMON CARRIERS DENIED DEFERMENTS

The Board of War Communications, after careful analysis of the employment of men under 26 years of age in the common carrier communications industry, submitted a supplementary statement of minimum requirements to the Inter-Agency Committee on Occupational Deferments. Commissioner E. K. Jett, BWC representative on the Inter-Agency Committee, presented the plea for the common carriers. The portion of the statement outlining the estimated minimum requirements follows:

"Although the Board of War Communications is convinced that there is no justification for blanket deferment of men under 26, it proposes for the common carrier communications industry that deferment be considered after screening individual cases for:

"Men in critical occupations as defined in Local Board Memorandum No. 115 with a minimum of 3 years' service who move war traffic, install essential equipment or protect the continuity of service, and whose withdrawal from such employment in a particular location would result in a serious diminution in the availability or quality of war communications service."

"The application of this definition reduces the number of men in the United States in critical occupations for whom deferments would be requested, as follows: (1) of 31 men under 26 in critical occupations employed in the United States by the international carriers, 20 men meet the requirements of the proposed definition; (2) of 2167

men under 26 employed by the two major domestic carriers, the Bell System and Western Union, 777 men meet the proposed requirements for occupational deferment. It will be noted that the 3-year experience limitation which is part of this definition is superimposed on the requirement that the men be employed in an occupation listed as 'critical' in Local Board Memorandum No. 115."

Even though the total deferments requested for workers in critical occupations under 26 years of age was reduced to only 797 individuals, the request of BWC was denied with the exception of 20 men employed in international communications at cable and radio stations outside the continental limits of the United States.

STATION COVERAGE PRIME RESEARCH OBJECTIVE

The NAB Research Committee met in Cincinnati, Ohio, April 4 and 5. On Tuesday, April 4 the Committee met in joint session with the Sales Managers Executive Committee to hear a report on the coverage method project, to discuss the subject and to view presentations of the CBS and NBC coverage methods. Those attending the joint session which was presided over by Harold Ryan, president of the NAB, were as follows:

Sales Managers Executive Committee:

Dietrich Dirks, Chairman, KTRI, Sioux City, Iowa; C. K. Beaver, KARK, Little Rock, Arkansas; Sam H. Bennett, KMBC, Kansas City, Missouri; Walter Johnson, WTIC, Hartford, Connecticut; William C. Roux, NBC, New York; John M. Outler, Jr., WSB, Atlanta, Georgia; John E. Surrick, WFIL, Philadelphia, Pa.; Lewis H. Avery, Secretary, NAB, Washington, D. C.

Research Committee:

Hugh Feltis, Chairman, KOIL, Omaha, Nebraska; Roger W. Clipp, WFIL, Philadelphia, Pa.; Edward F. Evans, WJZ, New York City; G. Bennett Larson, WWDC, Washington, D. C.; Barry Rumple, NBC, New York; Frank Stanton, CBS, New York; Jack Williams, WAYX, Waycross, Georgia; Paul F. Peter, Secretary, NAB, Washington, D. C.

Guests:

John Churchill, CBS, New York; Kenneth Greene, NBC, New York; Edward W. Hamlin, KSD, St. Louis, Missouri; Thomas B. Price, WWSW, Pittsburgh, Pa.; Robert E. Dunville, WLW-WSAI, Cincinnati, Ohio; William Doerr, WEBR, Buffalo, New York.

The Columbia method for determining station coverage was presented by Frank Stanton, CBS Vice President, assisted by John K. Churchill, CBS Director of Research. The NBC method was presented by Kenneth Greene, NBC Assistant Research Manager, supported by Barry T. Rumple, NBC Research Manager. Both of the presentations emphasized methods employed and results produced to give a clear understanding of the nature of the information developed under each system.

(Continued on page 110)



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WASHINGTON

Phone NATIONAL 2080

J. H. Ryan, 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.

STATION COVERAGE PRIME RESEARCH OBJECTIVE

(Continued from page 109)

Following the discussion of coverage method the combined meeting reviewed the recommendation of January 24 of the special NAB Audience Measurement Bureau Committee to the NAB Board of Directors. The possibility of reviving the Broadcast Advertising Record which was discontinued in March 1942 was discussed.

On Wednesday (5), the Research Committee met under the chairmanship of Mr. Hugh Feltis, recently appointed to that position in place of Harold Ryan, NAB president-elect. The following were present:

J. Harold Ryan, NAB President; John K. Churchill, CBS, New York; Kenneth Greene, NBC, New York; Roger W. Clipp, WFIL, Philadelphia, Pa.; Edward F. Evans, WJZ, New York City; G. Bennett Larson, WWDC, Washington, D. C.; Barry Rumble, NBC, New York; Frank Stanton, CBS, New York; Jack Williams, WAYX, Waycross, Georgia; Paul F. Peter, Secretary, NAB, Washington, D. C.

John C. McCormack, KTBS-KWKH, Shreveport, Louisiana, was unable to attend.

After further discussion of the standard coverage project the Committee decided to appoint a Technical Subcommittee to examine all information on coverage methods available from stations, networks, research organizations, station representatives, advertising agencies, and advertisers, and report to the Research Committee a recommended method with authenticating data and definitions of methods involved. This report as approved by the full Research Committee is to be presented to a joint meeting of the Research Committee, the NAB Sales Managers Executive Committee, and a Sub-committee of the NAB Board to be appointed by Mr. Ryan. The Technical Subcommittee of the Research Committee appointed by Mr. Feltis is as follows:

Roger W. Clipp, Chairman, WFIL, Philadelphia, Pa.; Edward F. Evans, WJZ, New York City; Frank Stanton, CBS, New York; Barry Rumble, NBC, New York; John Churchill, CBS, New York; Kenneth Greene, NBC, New York; Paul F. Peter, Secretary, NAB, Washington, D. C.

Mr. Clipp was given authority to add any other research people to his Sub-committee which he felt desirable.

Mr. Ryan appointed the following to the Board's Subcommittee:

Hugh A. L. Half, WOAI, San Antonio, Texas; Harry R. Spence, KXRO, Aberdeen, Washington; Barney Levin, WDAY, Fargo, North Dakota; Frank King, WMBR, Jacksonville, Florida.

PROGRAM LOG INFORMATION WANTED

NAB has received a request as to how many stations require complete or partial program logs kept by technicians at the transmitter. Your cooperation is invited in order that we may answer this question.

INQUIRY ON POWER RATES

NAB has received from one of its member stations an unusual request. This station tells us that the power company serving their transmitter insists that the electrical current consumed for power lighting be measured on the building light meter rather than on the power meter which is installed for measuring the power consumed by the transmitter. A considerable amount of current is consumed for power lighting and it would be quite advantageous to have it charged at power rates rather than at lighting rates, the power rate, of course, being lower.

The station would like to know if any other station has encountered this same situation. NAB would appreciate advice from any part of the country on the matter.

NAB TECHNICIAN POOL

Several days ago the following letter was received from the chief engineer of a station in one of our large southern cities:

"Will you supply me names of operators listed in the NAB pool, which I could contact in an attempt to employ them.

"We have previously succeeded in employing three men through this source."

At the present time nearly 600 applicants for technical positions are on file in the NAB Technical Pool. Many are presently employed in some capacity outside the broadcast industry. Therefore, it is generally necessary to contact a considerable number of the applicants in order to fill an existing vacancy. However, the above letter, typical of many received from broadcasters, indicates the Pool has accomplished much toward alleviating the shortage of technicians. Have you used this NAB service yet?

FIXED CONDENSERS AVAILABLE

Broadcasters unable to obtain replacement mica transmitting condensers from their usual sources of supply are invited to address inquiries to the NAB Engineering Department. Please describe fully the condensers needed and the quantity of each type desired. A detailed inventory is available at NAB of a considerable stock which can be delivered if the usual replacement priorities are extended.

INDUSTRIAL SOUND EQUIPMENT

Forms to be used by persons seeking to obtain industrial sound equipment for war production plants have been listed by the Radio and Radar Division, the War Production Board has announced. Such equipment includes both public address and inter-communication systems. They are used for paging personnel in factories, for transmitting information and emergency warnings, as well as for music during periods of the working day. Detailed information concerning procedure and forms may be obtained from the NAB Engineering Department.

"VICTORY F.O.B."—WJR BROCHURE

The brochure containing talks that had been given by guest speakers on "Victory F.O.B." has just been distributed by WJR, Detroit, the originating station. The program is fed to 110 CBS stations every Saturday afternoon from 3:00 to 3:30 p. m. EWT.

A foreword by G. A. Richards, station president, titled, "The American Way," explains that the program and the talks are inspired by a patriotic endeavor to preserve our American way of life.

"... Let us not become so accustomed to the exigencies

of war that when the emergency has ended and we again enjoy the fruits of peace we will, unwittingly, forego forever the rights and liberties for which our forefathers fought and which are made sacred by our Constitution", the foreword reads in part.

The greater portion of the program is musical, featuring a 35 piece little symphony orchestra and a 16 voice mixed chorus.

The current distinguished American guest speaker prepares his own manuscript, expressing his personal views on a subject of national importance. He broadcasts from a CBS station in the town where he happens to be on the day of the broadcast.

Eric A. Johnston, president, U. S. Chamber of Commerce, was guest speaker on January 8, 1944; Alexander G. Ruthven, president, University of Michigan, January 15; Merle Thorpe, editor-publisher, *Nation's Business*, Jan. 22; Warren H. Atherton, national commander, American Legion, Jan. 29; Frederick C. Crawford, president, Thompson Products, Feb. 4; Beardsley Ruml, treasurer, R. H. Macy Co., Feb. 12; and Howard W. Jackson, president, Riall Jackson Co., Feb. 19.

WBZ WARCASTS INCREASE PRODUCTION, RAISE MORALE

More than 100,000 war workers in metropolitan Boston are provided with a very special type of news program 25 times daily as a result of a unique network set up by WBZ at the suggestion of the United States Navy's Industrial Incentive Division. This distinctive network consists of a web of leased lines between the Westinghouse radio station studios in the Hotel Bradford and suburban war plants employed on Naval contracts as well as the thousands of workers in the two Boston Navy Yards.

This service came about when Washington officials made a survey of the local Navy Yards and sought methods of spreading production and lowering absenteeism. The Boston District Naval Incentive Officer suggested special five-minute war news digests, coupled with an incentive message especially written for workers, be placed on the Navy Yards' public address system twice daily.

WBZ was asked to aid in the development of the plan. Hence, the WBZ newsroom started preparing Warcasts which are sent daily and Sundays over leased lines to the Navy Yards. Government officials noted an improvement in production as well as in the workers' morale. Labor leaders and Washington authorities praised the plan, and Under Secretary Forrester issued a directive late in August, 1943, asking that Navy Shore Installations and war plants in other parts of the country adopt a similar technique.

The special Navy Yard Warcasts have continued without interruption since that time. On Christmas Eve, a second service, known as the Boston Naval Warcast Network, was instituted at the WBZ studios. The WBZ Navy Warcast Network "pipes" five-minute war news digests into ten Greater Boston industrial plants at intervals over an eighteen hour period daily. The only expense to the plants is the cost of telephone leased lines between the WBZ studios and the factories.

The Naval Warcast Network has been expanded to other cities from coast to coast since its inception in Boston.

WOW BEGINS 22ND YEAR

WOW, Omaha, observed its 21st birthday, without fanfare, on April 2 and it is now well started on "its 22nd year of usefulness."

Featured on the front page of the April "WOW News Tower," station's monthly magazine, are photos of four

radio men who have participated in the growth and success of the station.

That of Johnny Gillin, Jr., WOW president, shows him as a turbaned and barefoot sheik, in a prep school play. Harry Burke, WOW assistant manager, is pictured as a student in a Worcester, Mass., prep school.

The old time photo of Bill Wiseman, then a freshman at "Old Mizzou", reveals a fine crop of hair. Lyle De Moss is shown in a "gown", without cap, right hand clutching a bouquet. At the time he was studying voice at a theological school.

WLS HAS 20TH BIRTHDAY

On April 12, 1924, WLS started operations, 500 watts on 870. Because of the war there was no formal observance of the anniversary last Wednesday. Eight staff members are twenty-year veterans. The station was purchased by its present owner, Burrige D. Butler, in 1928.

COLUMBIA GETS DPC LOAN

Secretary of Commerce, Jesse Jones, has announced that the Defense Plant Corporation, RFC subsidiary, has authorized the execution of a contract with the Columbia Broadcasting System, Inc., to provide facilities at Delano, Cal., at a cost of approximately \$450,000. Columbia will operate these facilities, title remaining in the Defense Plant Corporation.

JAN. & FEB. ANALYSIS OF STATION WAR EFFORT BROADCASTS

Individual station originations in support of the war effort during January and February 1944 continued aggressive, hard-hitting and resultful.

During these two months broadcasting established a new high back of a war loan, the 4th War Loan, yet found time to handle an extended list of subjects having to do with the prosecution of the war.

The figures presented below were produced by the NAB Research Department. They are based exclusively on the monthly reports of individual stations to NAB and are minimum rather than maximum.

	Type & Length	January Number	February Number
<i>OWI—Washington:</i>			
4th War Loan	55-60 Sec.	48,890	36,220
Woman Power	L or ET	5,640	10,330
Wave Recruiting	L or ET	5,690	8,490
Join the Wacs	L or ET	7,500
Cadet Nurse Corps	L or ET	8,980
Red Cross Fund Drive	L or ET	6,370
Waste Paper Salvage	L or ET	4,840
V-Mail	L or ET	6,830
Paper Conservation	L or ET	4,920	8,510
Fight Inflation	L or ET	10,430
Hold Prices Down	L or ET	7,210
Wartime Nutrition	L or ET	10,070
Save Critical Resources	L or ET	4,440
Save Fats and Greases	L or ET	7,790
Car Sharing	L or ET	1,710	4,420
Conserve Gasoline	L or ET	4,450
Conserve Fuel	L or ET	6,070
		110,060	103,670
Performance on above items but not itemized			
		22,500	25,780
		132,560	129,450
<i>Treasury Department:</i>			
Treasury Song Parade	3-Min. ET	21,150	12,420
Treasury Star Parade	15-Min. ET	13,120	10,160
Announcements		180	80

		January Number	February Number			January Number	February Number
<i>Type & Length</i>				<i>Type & Length</i>			
<i>War Bonds:</i>	Spots	15,010	10,260	<i>Marines: (Includes Women)</i>	Spots	2,230	1,160
	2-Min.	390	420		5-Min.	60	10
	3-Min.	150		10-Min.	40
	5-Min.	910	360		15-Min.	200	110
	10-Min.	130	30	<i>Coast Guard: (Includes SPARS)</i>	30-Min.	10
	15-Min.	1,660	680		3 Hours 20-Min.	10
	30-Min.	840	290		Spots	1,780	720
	45-Min.	420	10		10-Min.	10
	60-Min.	80	<i>Miscellaneous of Above</i>	15-Min.	50
	2 Hours	20	10		Spots	320
	2½ Hours	20		<i>War Shipping: (Merchant Marines)</i>	Spots	1,910
	3½ Hours	10				320
	3 Hours	10	<i>Dept. of Agriculture: (Farm Security, War Food, etc.)</i>	Spots	1,840	4,000
<i>Special 4th War Bond Pro- motion:</i>					5-Min.	240
A. Treasury Song for Today	5-Min. ET	14,760	21,250		10-Min.	210
B. Treasury Salute	15-Min. ET	8,000	14,640		15-Min.	810	680
C. Live Announcements Other	Live Spots	79,160	114,940		60-Min.	310
	2-Min.	830		No Length	140
	3-Min.	30	40		29 Hours	10
	5-Min.	210	980	<i>Child Care:</i>	Spots	70	20
	10-Min.	60	170		Spots	470	350
	15-Min.	1,080	2,480		10-Min.	10
	25-Min.	330		15-Min.	50	60
	30-Min.	390	500	<i>Education:</i>	15-Min.	130	10
	45-Min.	10		No Length	30
	60-Min.	10	<i>Forest Service:</i>	Spots	390
	75-Min.	10		Spots	230	1,140
	2 Hours	10		15-Min.	10	290
	5 Hours	10		90-Min.	10
	10 Hours	10	<i>Housing:</i>	Spots	360
	12 Hours	10		Spots	12,240	14,940
	No Length	950		3-Min.	80
(Other 4th War Loan listed under OWI—Washington.)					5-Min.	430	460
<i>Subjects in Woman's Radio</i>				<i>Miscellaneous:</i>	10-Min.	410	220
<i>War Programs:</i>					15-Min.	3,560	1,940
Black Markets (Gas)		1,070		25-Min.	30
Black Markets	5-Min.	50		30-Min.	180	60
File Early Income Tax		1,850		90-Min.	10
Use V-Mail		1,190	<i>Nurses:</i>	Spots	730	250
Waste Paper		2,320		5-Min.	20	20
Waste Paper	5-Min.	50		Spots	300	1,180
<i>Coordinator of International Affairs:</i>	5-Min.	280	100		5-Min.	70
	15-Min.	350	290	<i>O. C. D.:</i>	10-Min.	90
	45-Min.	50	40		15-Min.	770	750
					20-Min.	10
<i>Pick-Ups from Camps:</i>	5-Min.	810	840	<i>ODT:</i>	Spots	1,570	710
	10-Min.	20		Spots	9,850	5,380
	15-Min.	610	440		5-Min.	200	200
	20-Min.	80		10-Min.	120
	25-Min.	150	80	<i>OPA:</i>	15-Min.	220	740
	30-Min.	1,310	1,380		30-Min.	10
	45-Min.	10		60-Min.	10
	60-Min.	29	40	<i>Paralysis:</i>	Spots	5,980	180
	90-Min.	10		5-Min.	990	10
	No Length	50		10-Min.	90	20
<i>Voice of the Army:</i>	10 Hours	10		15-Min.	420	90
	12½ Hours	10	<i>Post Office:</i>	60-Min.	10
	15-Min. ET	2,240	2,240		Spots	460	250
	30-Min.	60		15-Min.	50
	Spots	30	<i>Red Cross:</i>	Spots	8,020	8,290
					5-Min.	60	80
<i>Army: (Includes Air and WACS)</i>	Spots	5,410	6,140		10-Min.	40	100
	5-Min.	10	130		15-Min.	1,130	1,350
	10-Min.	240				
	15-Min.	220	1,430				
	20-Min.	10				
	30-Min.	30	320				
<i>Navy: (Includes Air and WAVES)</i>	Spots	5,990	5,380				
	5-Min.	40	130				
	10-Min.	20				
	15-Min.	780	400				
	25-Min.	10				
	30-Min.	10	50				

	Type & Length	January Number	February Number
Red Cross	25-Min.	40
	30-Min.	40	410
	45-Min.	50
Safety:	Spots	1,090	1,180
	5-Min.	220
	10-Min.	50	40
	15-Min.	180	220
Secret Service:	Spots	340	940
	10-Min.	10
	15-Min.	20
Social Security:	15-Min.	40	370
Taxes:	Spots	150	2,370
	5-Min.	30
	15-Min.	60	130
	30-Min.	10
USO and Service for Soldiers	Spots	910	1,440
	5-Min.	10
	10-Min.	90	150
	15-Min.	400	270
	30-Min.	20	10
War Department:	Spots	140
War Manpower Commission, Civil Service, Dept. of Labor:	Spots	6,780	8,340
	5-Min.	250	290
	10-Min.	40
	15-Min.	250	330
WPB:	Spots	1,080	670
	15-Min.	260	270

Resume of Programs and Announcements, January and February 1944

Type and Length	January Number	February Number
Announcements	297,580	326,510
2-Min.	1,220	420
3-Min.	21,260	12,610
5-Min.	19,330	25,230
10-Min.	1,310	1,100
15-Min.	36,620	40,420
20-Min.	90	10
25-Min.	190	450
30-Min.	2,900	3,030
45-Min.	480	110
60-Min.	420	50
75-Min.	10
90-Min.	30
2 Hours	20	20
2½ Hours	20
3 Hours	10
3 Hours 20 Min.	10
3½ Hours	10
5 Hours	10
10 Hours	20
12 Hours	10
12½ Hours	10
13 Hours	10
29 Hours	10
No Length	50	1,120

918 STATIONS

During the month of February, 1 station was deleted by the FCC and 4 new construction permits were issued. During March, the Commission issued 1 new construction permit. There follows a comparative table of the number of stations by months:

	1943:					1944:											
	Apr. 1	May 1	June 1	July 1	Aug. 1	Sept. 1	Oct. 1	Nov. 1	Dec. 1	Jan. 1	Feb. 1	Mar. 1	Apr. 1	May 1	June 1	July 1	Aug. 1
Operating	911	911	911	911	911	911	911	911	910	910	910	909	909	909	909	909	909
Construction	2	2	1	1	2	2	2	2	2	2	4	8	9	9	9	9	9
	913	913	912	912	913	913	913	913	912	912	914	917	918	918	918	918	918

FEDERAL COMMUNICATIONS COMMISSION DOCKET

HEARINGS

No broadcast hearings are scheduled to be heard before the Commission during the week beginning Monday, April 17.

FEDERAL COMMUNICATIONS COMMISSION ACTION

APPLICATIONS GRANTED

- KSUB—Southern Utah Broadcasting Co., Cedar City, Utah.—Granted construction permit in accordance with Public Notice of January 26, 1944, to make changes in equipment and increase power from 100 to 250 watts (B5-P-3477).
- WTEL—Foulkrod Radio Engineering Co., Philadelphia, Pa.—Granted petition for reinstatement of application (B2-P-3124) for construction permit to make changes in equipment and increase power from 100 to 250 watts, subject to the condition that a construction permit will not be issued until the company has satisfied the Commission with respect to the following within 90 days of notice of conditional grant, in accordance with policy announced January 26, 1944; (1) By evidence in writing from the WPB that any authorization of that Board necessary to carry the construction to completion has been obtained or that none is required; (2) that Foulkrod Radio Engineering Co. is in a position to complete all construction necessary to the proposed operation within a reasonable period, and (3) acceptance of grant upon these conditions has been submitted in writing within 20 days of date of notice of grant.
- WDAK—J. J. Duncan, Leila A. Duncan, Josephine A. (Keith) Rawls and Effie H. Allen, d/b as Valley Broadcasting Co., West Point, Ga.—Granted construction permit to move transmitter from 1028½ Broadway, Columbus, Ga., to 75 miles south of Girard on the "Brick Yard Road", Phoenix City, Ala., and install new antenna (B3-P-3589).
- WJMC—Walter H. McGenty (Assignor), Walter C. Bridges (Assignee), Rice Lake, Wis.—Granted consent to voluntary assignment of license of station WJMC from Walter H. McGenty to Walter C. Bridges, for a total consideration of \$17,500 (B4-AL-396).
- WOW—Radio Station WOW, Inc., Omaha, Neb.—Adopted Order denying petition for hearing, rehearing, or other relief directed against the action of the Commission February 29, 1944, granting the application of Inland Broadcasting Co. (KBON), Omaha, Neb., for renewal of license and denying petition of WOW for relief under Sec. 312 (b) of the Communications Act.
- KOMA—KOMA, Inc., Oklahoma City, Okla.—Adopted Order amending hearing notice in the matter of application for construction permit (Docket 5948), by addition of supplemental issues.

MISCELLANEOUS

- WABG—Memphis Publishing Co., area of Memphis, Tenn.—Granted construction permit to make changes in transmitter and increase power in relay broadcast station to 100 watts (B3-PRY-295).

In accordance with Commission policy adopted February 23, 1943, the following applications for FM broadcast stations were placed in the pending file:

FM Development Foundation, Olney, Md.; The Hampden-Hampshire Corp., Holyoke, Mass.; Havens & Martin, Inc., Richmond, Va.; Illinois Broadcasting Corp., Quincy, Ill.; Montgomery Broadcasting Co., Inc., Montgomery, Ala.; Onondaga Radio Broadcasting Corp., Syracuse, N. Y.; Sharon Herald Broadcasting Co., Sharon, Pa.; Westinghouse Radio Stations, Inc., Boston, Phila-

delphia, and Pittsburgh; The WFMJ Broadcasting Co., Youngstown, Ohio; WGN, Inc., Chicago.

WNBZ—Upstate Broadcasting Corp., Saranac Lake, N. Y.—The Commission on its own motion continued the hearing scheduled for April 12 to May 12, 1944, on application for renewal of license.

Meadville Tribune Broadcasting Co., Meadville, Pa.—Denied petition for reinstatement of application for construction permit (B2-P-3366) for new station to use **1340 kc.**, 250 watts, S.H. (all hours not used by WSAJ), without prejudice to consideration of a further petition with facts and data as required under procedures established in Commission's statements of policy issued August 11, 1943, and January 26, 1944.

APPLICATIONS FILED AT FCC

570 Kilocycles

KMTR—KMTR Radio Corp., Los Angeles, Calif.—Relinquishment of control of licensee corporation by Reed E. Callister through transfer of 337½ shares common stock to Gloria Dalton—Court Order also includes transfer of 162½ shares Common Stock by K. L. Banning.

960 Kilocycles

WELI—City Broadcasting Corp., New Haven, Conn.—Transfer of control of licensee corporation from Arde Bulova, Harold A. LaFount, Herman Stutz and F. V. Goldstein to Harry C. Wilder (22.8%), Central New York Broadcasting Corp. (38.6%) and Troy Broadcasting Co., Inc. (38.6%).

1010 Kilocycles

KLRA—Arkansas Broadcasting Co., Little Rock, Ark.—Transfer of control of licensee corporation from A. L. Chilton to Gazette Publishing Co. (2400 shares of common stock).

1230 Kilocycles

KGHI—Arkansas Broadcasting Co., Little Rock, Ark.—Voluntary assignment of license to A. L. Chilton and Leonore H. Chilton, a partnership, d/b as KGHI Broadcasting Service.
WCOL—WCOL, Inc., Columbus, Ohio.—Transfer of control of licensee corporation from Kenneth B. Johnston to Lloyd A. Pixley and Martha P. Pixley, jointly, and Milton A. Pixley and Grace M. Pixley, jointly (250 shares—all the common stock).

1240 Kilocycles

WRAL—Capitol Broadcasting Co., Inc., Raleigh, N. Car.—Special service authorization to operate on **850 kc.**, 250 watts power and unlimited hours of operation.

1300 Kilocycles

KGLO—Mason City Globe-Gazette Co., Mason City, Iowa.—Modification of license to change corporate name to Lee Radio, Incorporated.

1400 Kilocycles

NEW—Louisiana Communications, Inc., Baton Rouge, La.—Construction permit for a new standard broadcast station to be operated on **1400 kc.**, 250 watts power and unlimited hours of operation. Amended: re change in type of transmitter.

1450 Kilocycles

KWAL—Silver Broadcasting Co., Wallace, Idaho.—Transfer of control of licensee corporation from Clarence Berger to J. R. Binyon (500 shares of stock).

WROX—Robin Weaver, Sr., Clarksdale, Miss.—Modification of construction permit (B3-P-3557) for changes in transmitting equipment and approval of transmitter and studio locations.

FM APPLICATIONS

NEW—American Broadcasting Corp., Knoxville, Tenn.—Construction permit for a new high frequency (FM) Broadcast station to be operated on **45100 kc.** with coverage of 3,230 square miles.

NEW—Intermountain Broadcasting Corp., Salt Lake City, Utah.—Construction permit for a new high frequency (FM) broadcast station to be operated on **43500 kc.**

NEW—The Peninsula Broadcasting Co., Salisbury, Md.—Construction permit for a new high frequency (FM) broadcast station to be operated on **48900 kc.** with coverage of 6,000 square miles.

NEW—KFEQ, Inc., St. Joseph, Mo.—Construction permit for a new high frequency (FM) broadcast station to be operated on **46900 kc.**

NEW—The Brockway Company, Watertown, N. Y.—Construction permit for a new high frequency (FM) broadcast station to be operated on **47300 kc.** with coverage of 4,145 square miles.

MISCELLANEOUS APPLICATIONS

KFGY—Blue Network Co., Inc., area of San Francisco, Calif.—Modification of license to change equipment and reduce power from 100 watts to 75 watts to conform with licensed equipment of station KNBC.

WCBN—Columbia Broadcasting System, Inc., Brentwood, L. I., N. Y.—Modification of construction permit (B1-PIB-44) for extension of completion date from 5-7-44 to 11-7-44.

FEDERAL TRADE COMMISSION DOCKET

COMPLAINT

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

Oppenheimer Casing Co., Inc., and a trade association and an advertising agency, all of Chicago, are charged in a complaint with cooperating in the dissemination of false advertisements to induce the sale of natural casings used as containers for meat products such as frankfurters, weiners and sausages. The Oppenheimer company manufactures natural casings from the intestines of animals and is in competition with firms which sell casings made of cellulose. (5148)

CEASE AND DESIST ORDER

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

Gulf Oil Corp.—An order has been issued directing Gulf Oil Corp., Gulf Building, Pittsburgh, to cease and desist from representing that the insecticide it sells under the name Gulf Livestock Spray affords livestock complete protection from insects. (4581)

STIPULATIONS

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

Haldeman-Julius Publications, Girard, Kans., has stipulated that he will cease and desist from certain misrepresentations in connection with the sale of a 12-volume set of Little Blue Books, which he publishes and advertises as "An Encyclopedia of Knowledge." (03204)

Murray's Superior Products Co., 3610 Cottage Grove Ave., Chicago, engaged in the sale of Murray's Skin Bleach, stipulated that in advertising the preparation they will cease representing

that it whitens normally dark skin, aids in the removal of blotches or pimples, or clears up the skin. (03205)

Nature's Herb Co., 1260 Market St., San Francisco, engaged in the sale of a laxative designated Plantlax, entered into a stipulation to 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 such 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. (03206)

FTC CASE DISMISSED

The Federal Trade Commission has ordered that its complaint against Thomas Leeming & Company, Inc., 101 West 131st St., New York, be dismissed.

The complaint charged that the respondent disseminated, by means of newspapers, circulars and radio broadcasts, false and deceptive representations concerning the therapeutic properties of its medicinal preparation designated "Baume Ben-Gay," which it recommends for external application in the treatment of various painful conditions of the body.