

## **"Telling the World" Report No. 7**

Local Originations in Support 7th War Loan

Period—June 17-23

(Excluding Network and National Spot)

Sing for the 7th	5-min ET	3,543
Treasury Salutes	15-min ET	3,172
Music for Millions	15-min ET	2,750
Treasury Song for Today	5-min ET	56
Buy, Buy Bonds	3-min ET	422
Spots	Live & ET	116,276
	2-min	2,596
	3-min	948
	4-min	113
Programs	5-min	958
	6-min	10
	7-min	10
	10-min	690
	15-min	1,308
	20-min	21
	25-min	32
	30-min	412
	40-min	10
	45-min	22
	1 hour	31
	1¼ hours	10
	1½ hours	9
	2 hours	2
	3 hours	1

Please send Reports Nos. 8, 7, 6, and 5 if you haven't



THE NATIONAL ASSOCIATION OF BROADCASTERS

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## TRANSCRIPTION RULE CHANGED

In a Special Information Bulletin on FCC Rules, issued coincident with this week's NAB REPORTS, the complete text of the Commission's recent rule regarding the identification of transcriptions and announcements is set forth. Every manager should read this carefully and file it as a part of his rules file.

## PORTER PROMISES SPEED

Chairman Paul A. Porter said that the Federal Communications Commission will move with all possible speed to revise present regulations and standards of good engineering practice for the operation of FM, Television and Facsimile Broadcasting in the new allocations announced Wednesday.

As soon as these revised rules and standards are adopted by the Commission, the industry will have all the information it needs from a regulatory standpoint to proceed with the planning and design of new receiving sets and transmitters, Chairman Porter pointed out.

"The Commission expects to confer at an early date with representatives of industry groups with the view to scheduling a meeting sometime in July of all interested parties to formulate the industry's proposals for rules and standards," Chairman Porter said.

"It has been the consistent aim of the Commission from the very beginning of this proceeding to reach a decision in time to permit the industry to prepare to move ahead the moment that manpower and materials become available."

The Chairman added that he was pleased with the reception the Commission's final allocation had been accorded by various representatives of the interests involved.

"We have received gratifying expressions of satisfaction with this allocation," he said. "It is already apparent that the soundness of the allocation is coming to be generally recognized."

"We have had a number of inquiries as to the status of the 420 FM applications and the 119 Television applications now in our pending files. For the time being, these applications must remain in the pending files as there has been no modification of the Freeze Policy (restricting the use of critical materials) which is still in force. We shall, however, keep in daily contact with the War Production Board so that we will be in a position to give immediate notice as to when the Freeze Policy will be modified or cancelled."

"Of course, no standard, FM, Television or Facsimile applications will be finally acted upon for a period of 60 days from the date when the Freeze Policy is changed. Provision for this was made in Paragraph 3 of the Commission's Public Notice of January 25, 1945:

"3. When manpower and materials again become available and conditions permit the resumption of normal licensing practices, the Commission will make an appropriate announcement and will provide a period of not less than 60 days for the filing and processing of new applications prior to taking any action on the cases retained in the pending files during the period that the statement of policy of January 26, 1944, as supplemented January 16, 1945, was in effect. Provision will also be made for the bringing up to date of all applications retained in the pending files. These procedures, it is believed, will prevent any inequity from resulting to persons who do not file applications during the period that the present policy remains in force."

"While the foregoing is quoted from the standard broadcast Freeze Policy, the procedure there set forth is equally applicable to the other broadcast services since it is obvious that the same opportunities with respect to providing broadcast service must apply to all. In fact, the 60 day period is applicable to applications for new, or changes in facilities in all, broadcast services. The only type of broadcast construction it does not apply to are cases where the Commission has already specified that certain construction must be done as soon as manpower and materials become available.

"While, except as noted above, no construction permits will be granted until 60 days after a change in the Freeze Policy, the Commission's staff will, in the meantime, get to work on the applications which are in the pending files. In this connection it will not be necessary for persons with pending FM and Television applications, who have supplied full engineering data with reference to the old band, to amend them to conform to the new allocations except with respect to any changes in equipment that are proposed. The Commission's staff will go through these applications as soon as possible and call for whatever further information may be required. Everything possible will be done to eliminate unnecessary procedural steps so that when WPB gives the green light these new industries may go forward without delay.

"Prior to the adoption of revised rules and standards for the FM and Television services, the following suggestions are offered as an aid in the preparation of applications for these services. FM applications having complete engineering studies need not be recomputed to determine the coverage in the new FM band, since, in the majority of cases there will be no material difference in the distances to the 50 microvolt per meter contour in either band. Changes in equipment causing a change in the service area will, of course, require a new engineering study by the applicant. Any changes in areas resulting from the change in frequency will be taken care of in the Commission's processing of such applications. FM applications now in preparation and using the 42-50 Mc coverage chart in the present standards will be accepted by the Commission until August 1, 1945. A chart showing coverage in the new FM band is now being prepared and is expected to be available within the next few weeks; prior to the availability of this chart, however, coverage in the new FM band may be computed by using the 105 Mc coverage chart now available in the television standards. Applicants using this chart should so indicate. Incomplete FM applications now on file must, of course, be completed with complete coverage computed on the basis of the 105 Mc chart or new FM coverage chart. In the event complete FM applications have been filed for the 42-50 Mc band which are found to include major errors, the applicant will likely be requested to complete a full engineering study for the new band. At this time FM applications need not specify a particular channel in the new FM band. Frequencies within the new band

(Continued on next page)



will be selected by the Chief Engineer but applicants will be given an opportunity to state whether they agree to such frequencies in lieu of the ones applied for.

"Television applications for particular channels should be prepared in accordance with the method now prescribed in the television standards, providing for interpolation by using the several charts incorporated therein. A chart for 300 Mc is now available from the Commission upon request. Applications now pending for commercial television stations may be modified for particular channels in accordance with this method. While television applications should specify particular channels and coverage, the Commission in passing on applications may not be able to assign the channel requested.

"No changes are contemplated at this time in the 50 and 500 microvolt per meter contours specified as the limit of service areas for FM and television stations, respectively. This matter will, of course, be reviewed in the standards now under preparation, together with any possible changes in the methods of allocating and assigning facilities."

Chairman Porter also had something to say to FM receiver manufacturers:

"Companies which will manufacture FM receivers should build the sets to cover the entire band from 88 to 108 megacycles. This will make possible the expansion of FM in the event facsimile is ultimately located in the 400 Mc region and vacates the band 106-108. Also, if the public is to enjoy the full capabilities of FM, manufacturers must build receivers which will reject undesired signals and noise up to one half the strength of the desired program.

"While the allocation report is a long step toward preparation for conversion, all of us must keep in mind that the first business at hand is to concentrate on beating Japan as speedily as possible."

### FCC SETS INFORMAL ENGINEERING HEARINGS

On Friday (5) George Adair, FCC Chief Engineer, announced that in accordance with the release of June 27, 1945, the Commission proposes to determine Rules and Regulations and Standards of Good Engineering Practice concerning FM, Facsimile, and Television stations at the earliest possible date.

Looking toward this goal, an informal Engineering Hearing will be held July 12, 1945, with respect to FM and Facsimile and July 13, 1945, with respect to Television. The meetings will be held in Conference Room B in the Departmental Auditorium on Constitution Avenue between 13th and 14th Street., N. W., Washington, D. C., at 10:00 a. m.

The discussions will be limited largely to the technical rules and standards. While there may be some discussions of the technical phases of service areas, the policy questions in this connection, as well as other policy questions, will be deferred for further conference or hearing before the Commission.

All engineers interested are urged to attend.

### RADIO AIDS N. Y. NEWSPAPERS DURING STRIKE

New York, N. Y.—Radio stations in the New York metropolitan area are being deluged with requests for time due to the local newspaper tieup, caused by striking delivery workers. All stations, including those in nearby New Jersey, have greatly increased their newscasts to provide newspaper subscribers with the content of their favorite local publication.

Several of the papers have purchased time from stations in order to have an outlet for the news gathered by their staffs during each day.

### AIRPORT AID BILL REPORTED FAVORABLY

The House Committee on Interstate and Foreign Commerce has reported favorably H. R. 3615 introduced by Chairman Clarence F. Lea. The bill which is for the purpose of providing Federal aid for the development of public airports carries an authorization for the appropriation of \$650,000,000 over a period of ten years. Radio antennae towers could be included in the definition of Airport Hazards, which reads as follows: "Airport hazard" means any structure or object of natural growth located on or in the vicinity of a public airport, or any use of land near such airports, which obstructs the airspace required for the flight of aircraft in landing or taking off at such airport or is otherwise hazardous to such landing or taking off of aircraft." The power of "eminent domain" may be exercised by the Administrator of Civil Aeronautics whenever it is his opinion that any real property or interest therein, or easement through or other interest in airspace, necessary in connection with a project, cannot be acquired by the project sponsor without undue expense or delay. The project sponsor must, however, in such an instance bear the entire cost of acquisition.

The House bill carries a provision for any interested person to afford himself of an opportunity to appeal to the Administrator for a hearing before he makes a final grant. This provision, which appears as Section 8(c) of the bill, reads as follows:

HEARINGS: Project applications shall be public documents in the office of the Administrator. Any public agency, person, association, firm, or corporation having a substantial interest in the disposition of any application by the Administrator may file with the Administrator a memorandum in support of or in opposition to such application; and any such agency, person, association, firm, or corporation shall be accorded, upon request a public hearing with respect to the location of any airport the development of which is proposed. The Administrator is authorized to prescribe regulations governing such public hearings, and such regulations may prescribe a reasonable time within which requests for public hearings shall be made and such other reasonable requirements as may be necessary to avoid undue delay in disposing of project applications.

This protective provision is not contained in the Senate Bill introduced by Senator McCarran. The Senate Bill No. 2 has not as yet passed the Senate but has been reported favorably by the Senate Committee on Commerce, of which Senator Josiah W. Bailey (D), North Carolina, is Chairman.

### WILLS CONFIRMATION HEARINGS ANNOUNCED

Senator Burton K. Wheeler (Mont.), Chairman of the Senate Committee on Interstate Commerce, has announced that hearings before that committee on the confirmation of the nomination of former Vermont Governor William H. Wills to serve as a member of the Federal Communications Commission (NAB REPORTS, vol. 13, p. 234), will be held in the Committee Room at the Capitol on Thursday, July 12, at 10:30 a. m.

### CASE OPENS LAW OFFICE

Former FCC Commissioner Norman S. Case has announced his association with Col. Frank Wozencraft, former Dallas, Tex., mayor, in opening a new law firm to be known as Case & Wozencraft. Offices are on 15th St., N. W., Washington, D. C.

Although the firm will engage in general legal work, it is announced that particular attention will be given to matters pertaining to communications.

Case, at one time Federal District Attorney, and former Governor of Rhode Island, completed 11 years service as a member of the Federal Communications Commission on Saturday, July 1.

## LAUNCH TEACHER-RADIO-NEWS INTERNSHIPS

Seven university and college teachers of journalism are studying radio journalism at radio news departments of member stations and two more teachers are expected to start this month. The seven radio news internships got under way at mutually agreed starting dates beginning May 28 in Hartford.

Last January, when it was found that few journalism teachers had ever had newsroom experience, the Council on Radio Journalism, sponsored by NAB and the American Association of Schools and Departments of Journalism, concluded that the first step in a far reaching program of improvement in radio news was to teach the teachers who teach the students. A plan of teacher internships was judged correct procedure to accomplish this objective.

Teachers were told that if they would contribute their time to a radio news internship that cooperating stations would take care of their maintenance and other expenses during the three months of study. List of journalism teachers and the broadcast stations where they are studying follows:

<i>Teacher</i>	<i>Station</i>
Everett W. Withers Washington and Lee University	WTIC—Hartford
Archie R. Harney University of Idaho	KFI—Los Angeles
Frank E. Schooley University of Illinois	WSYR—Syracuse
Fred M. Parris Kansas State College	WFAA—Dallas
Olaf J. Bue Montana State University	KVOO—Tulsa
Robert Mossholder Omaha University	WOW—Omaha
Elmer F. Beth University of Kansas	KMBC—Kansas City

### Teachers to KOIN and WGAR Soon

It is expected that assignment of qualified journalism teachers will soon be made to KOIN, Portland, and to WGAR, Cleveland.

Assignment to opportunities provided by the managements of WGY, Schenectady, WMBD, Peoria, an WSB, Atlanta, will not be made because of the present unavailability of qualified teachers.

### Newsmen Needed for Teaching

The president of the American Association of Schools and Departments of Journalism said last week that in the future schools would undoubtedly require the active assistance of radio newsmen for many of the teaching jobs, in view of anticipated attendance, postwar. It has been reported to the NAB news committee that active newsmen are doing an excellent teaching job in Chicago, Minneapolis, New York, Omaha and several other cities.

### Station "Professors of Internship"

At each station management has appointed a single qualified individual as the teacher's contact. As the station's "Professor of Internship" this man works closely with the teacher and also directs his contacts with other members of the news staff.

Since all teachers in internship have had considerable practical newspaper experience, they are in a position to absorb, in three months' time, a broad understanding of radio news problems and to acquire considerable "know how" to be reflected in their teaching.

During the coming school year the seven teachers already studying at stations will be able to pass on the knowledge which they will have gained to from 140 to

280 college and university students as calculated on the conservative basis of 20 to 40 students each. Since college students customarily disperse over wide areas of the country, it is apparent that stations everywhere will benefit by this pioneering activity of internship-sponsoring stations. In fact it was on the basis of making a contribution to the industry that cooperating stations were brought into the program.

"Professors of Internship" are:

Tom Eaton, News Director,	WTIC
Don McNamara, Program Director,	KFI
E. R. Vadeboncoeur, News Director,	WSYR
Hugo Speck, News Editor,	WFAA
Soren Munkhoff, News Director,	WOW
Ken Miller, News Director,	KVOO
Earl Smith, News Director,	KMBC

### EMPLOYMENT OF VETERANS

As the number of returning veterans increases, employers are reminded that veterans of World War II are exempt from employment stabilization, priority referral and ceiling programs of the WMC. USES offices, however, have been instructed to inform veterans of priority and other essential openings and to offer referral to such veterans as are qualified for and interested in such openings.

### RADIO AGAIN PRAISED

Regarded as the greatest public service job in the history of radio, coverage of the UNCIO Conference, a nine-week stretch involving exacting work by top flight men of the industry, well demonstrated radio's ability to utilize its full potential for operation in the public interest.

Both the State Department and delegates to the Conference have been unstinting in their praise of broadcaster's performance in handling this difficult assignment.

Coming on the heels of the several brilliant and widely commended performances incident to important world events of the past few months, this mounting recognition is especially pleasing to broadcasters, many of whom have expressed satisfaction at the confident and efficient manner in which the increasing height of the hurdles are taken in stride.

### XXV ANGLE ADDED TO WESTINGHOUSE FILM



Word comes from W. B. "Mac" McGill, Advertising Manager, Westinghouse Radio Stations, that a special 25th Anniversary "leader" now introduces the Westinghouse sound film *On the Air*.

*On the Air* has been exhibited to more than 1½ million people during its one year of existence with an even wider showing anticipated in the future.

The Anniversary leader was attached to each of the 200 prints of the film six weeks ago and will continue to preface each showing for the balance of the year.

The leader reads as follows:

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"This year marks the 25th year of radio broadcasting and sees the broadcast stations in the nation commemorating this first quarter century of service with . . .

### A PLEDGE TO VICTORY

"In the story to follow, you will learn how broadcasting began in 1920 in Pittsburgh, Penna., and how . . . through the passing years . . . it developed to become the worldwide service it is today."

McGill says the above-quoted copy opens with the Anniversary figures "1920-1945" appearing on the screen, one numeral at a time; then the reading matter fades in and starts to "roll-up," until it comes to *A PLEDGE TO VICTORY*, which flashes on in large letters accompanied by a brilliant shower of diamond sparkles; the screen then fades into a roll-up of the remainder of the copy. A large medallion carrying the words "25 Years of Broadcasting" shows constantly in the background.

### "EVEN 'DAMNED YANKEES' APPLAUDED WOAI GLOBAL SHOW"

San Antonio's "Let's Go to Town" program, produced under the direction of Task Force Commander Hugh A. L. Half, WOAI, struck a responsive chord in the heart of Texans and "damned Yankees" alike. Wrote a Navy Lieutenant (j.g.) from Antwerp, Belgium:

"I had the extreme pleasure to hear good old WOAI today. It was swell to hear 'Red River Day' and the others as they sang 'San Antonio Rose,' 'Red River Valley,' 'El Rancho Grande,' etc. It tends to make us a little homesick, but boy it sounds good! That little touch of home atmosphere puts us back in the groove. I can't help but wonder if you people back home realize just how much good that 30-minute program does.

"I am on a ship; have been in Antwerp for several days. I don't come from San Antonio but I'll settle for San Antonio today. I come from Austin. I think I can voice the feelings of all of us Texans, when I say, 'it was grand, keep it up.' Even the 'damned Yankees' sat up and applauded as they listened to the program."

In Mainz, Germany, another Texan heard this program on the same date, June 11. He wrote:

"Just heard one of the best programs I have ever had the pleasure of hearing. It came over our AEF network today, in fact, just a couple of minutes ago, from 1430 to 1500 hours. I had most of the general staff quit work for almost a half hour, so as to listen. It was enjoyed by everybody. I'll spend the rest of the afternoon telling them all about good 'ole San Tone!"

Another soldier wrote from Germany, also within a few minutes after the program ended:

"Today at 1430 hours I heard a swell program on the AEF network called 'Let's Go to Town,' with a taste of San Antonio and gee it was sure nice to hear all those people that I used to hear back there . . . it sort of made me a little homesick but it let me be home for a little while. Thanks for a nice program. Perhaps I'll get to hear another, one of these days."

### WRVA'S JACK STONE TO PACIFIC THEATRE

Jack Stone, continuity editor, WRVA, Richmond, is en route to the Pacific theatre as fully accredited radio war correspondent, according to C. T. Lucky, station general manager.

Following his discharge from the Army (Signal Corps) Mr. Stone served with the Office of War Information in London. One of his interesting assignments there was the recording for the Allied War Crimes Commission of

testimony, of several members of the French underground, who had been tortured by Gestapo agents.

Mr. Stone plans to record interviews with Virginia men on Luzon, Leyte, Iwo Jima, Okinawa and other stepping stones toward Tokyo. If sufficient material is supplied, the station will carry the interviews daily for the next several months.

### NEW RED CROSS ET SERIES

"You Were There" is name of new Red Cross dramatic series which will be ready for broadcast by late September.

Number one of the series will be shipped between July 16-20 to the 650 Red Cross chapters located in radio station cities.

The first show, "Janie's Marine," featuring Peggy Ann Garner of "Date with Judy," "Junior Miss," and "A Tree Grows in Brooklyn."

Purpose in shipping now is to enable program managers to have an early audition of a typical show. The series will run through April 28, 1946.

## Federal Communications Commission Action

### APPLICATIONS GRANTED

KSJB—John W. Boler (Transferee), Jamestown Broadcasting Co., Inc. (Licensee), Jamestown, N. Dak.—Granted consent to acquisition of control of Jamestown Broadcasting Co., Inc., licensee of station KSJB, by John W. Boler, through the purchase of 72 additional shares of stock to be issued by the licensee corporation for a consideration of \$7,200, thereby increasing Boler's interest to 60 per cent. (B4-TC-436)

WCMA—The Corinth Broadcasting Co., Inc., Corinth, Miss.—Approved request for assignment of call letters WCMA to new standard broadcast station.

KFLW—Herald Publishing Co. of Klamath Falls, Klamath Falls, Ore.—Adopted memorandum opinion and order granting modification of construction permit for changes in antenna and change of transmitter and studio locations, subject to the condition that the applicant will satisfy legitimate complaints of blanketing within the 250 mv/m contour, and ordered that a construction permit as thus modified should issue to Herald Pub. Co. of Klamath Falls, pursuant to Commission action of Nov. 21, 1944.

WCHS—Charleston Broadcasting Co., Charleston, W. Va.—Adopted an order ordering that the record in the hearing heretofore held in the matter of renewal of license of station WCHS (Docket 6611), be reopened, and the application is designated for further hearing to be held in the Commission's offices at 10 a. m. on July 23, in order to obtain further testimony so that the record in the proceedings hereinbefore held be complete.

WHGB—Herbert Kendrick and G. L. Hash, a partnership, d/b as Harrisburg Broadcasting Co., Harrisburg, Pa.—Granted license to cover construction permit which authorized a new station to operate on 1400 kc., 250 watts, unlimited time. The licensee is granted a waiver of Sections 3.55(b) and 3.60 of the Commission's Rules and Regulations upon the following conditions: (a) That a cathode ray oscilloscope will be used to continuously monitor percentage modulation; (b) that frequency checks by an external standard will be submitted to the Commission weekly; and (c) that approved frequency and modulation monitors will be installed as soon as such equipment becomes available. Also granted authority to determine operating power by direct measurement of antenna power.

WSAP—Portsmouth Radio Corp., Portsmouth, Va.—Granted license to cover construction permit which authorized installation of a new vertical antenna. Also authority to

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determine operating power by direct measurement of antenna power. The authority herein is granted upon the express condition that licensee shall satisfy legitimate complaints of blanketing within the 250 mv/m contour.

KGDM—E. F. Pepper, Stockton, Calif.—Granted authority to make changes in automatic frequency control unit.

WMSL—Tennessee Valley Broadcasting Co., Inc., Decatur, Ala.—Granted authority to determine operating power by direct measurement of antenna power.

W4XFM—Voice of Alabama, Inc., Birmingham, Ala.—Granted modification of construction permit covering new developmental broadcast station authorized upon an experimental basis only, conditionally, for extension of completion date from 6-30-45 to 7-31-45 only.

### MISCELLANEOUS

Jackson City Board of Education, Jackson, Ohio.—Placed in the pending file application for a new noncommercial educational broadcast station.

The following applications were placed in the pending file in accordance with Commission policy of February 23, 1943:

Eastern States Broadcasting Corp., Nr. Bridgeton, N. J.—Construction permit for new FM broadcast station.

Unity Corp., Inc., Lima, Ohio.—Construction permit for new FM broadcast station.

KSTP, Inc., St. Paul, Minn.—Construction permit for new commercial television station.

### APPLICATIONS FILED AT FCC

#### 940 Kilocycles

WMAZ—Southeastern Broadcasting Co., Inc., Macon, Ga.—Modification of license to operate with nighttime directional antenna pattern from 15 minutes before local sunset to 15 minutes after local sunrise during months when average hour of local sunset and/or local sunrise occur on the quarter hour or three quarter hour. (B3-ML-1216)

#### 1130 Kilocycles

WCAR—Pontiac Broadcasting Co., Pontiac, Mich.—Special service authorization to operate from 7 a. m., EST, to local sunrise, with power of 250 watts for the period beginning 9-1-45 and ending 4-1-46. (B2-SSA-131)

WDGY—Dr. George W. Young, Minneapolis, Minn.—Involuntary assignment of license to Mae C. Young. Amended: to change name of assignee to Mae C. Young, executrix of the estate of Dr. George W. Young, deceased. (B4-AL-493)

#### 1200 Kilocycles

WHL D—The Niagara Falls Gazette Publishing Co., Niagara Falls, N. Y.—Construction permit for change in frequency from 1290 to 1200 kc., and hours of operation from daytime to limited time. (B1-P-3879)

#### 1230 Kilocycles

WHTB—Voice of Talladega, Inc., Talladega, Ala.—Modification of construction permit (B3-P-3726, which authorized a new standard broadcast station) for changes in antenna. (B3-MP-1810)

KFJB—Marshall Electric Co., Marshalltown, Iowa.—Transfer of control of licensee corporation from Catherine R. Peak, administratrix of estate of Earl N. Peak, deceased, to Kenneth Durham, Robert Root, Joseph Rosenfield, and John Ruan (290 shares common stock—100%). (B4-TC-453)

#### 1400 Kilocycles

WSTN—Charles P. Blackley, Staunton, Va.—Modification of construction permit (B2-P-3285, which authorized a new standard broadcast station) for changes in transmitting equipment and antenna, and approval of studio location. (B2-MP-1811)

### 1490 Kilocycles

KBST—The Big Spring Herald Broadcasting Co., Big Spring, Tex.—Construction permit to increase power from 100 to 250 watts and make changes in transmitting equipment. (B3-P-3880)

WKIX—Inter-City Advertising Co., Columbia, S. C.—License to cover construction permit (B3-P-3650) as modified, which authorized a new standard broadcast station, and change studio location. (B3-L-1898)

WKIX—Inter-City Advertising Co., Columbia, S. C.—Authority to determine operating power by direct measurement of antenna power. (B3-Z-1706)

### FM APPLICATIONS

NEW—Middle Georgia Broadcasting Co., Macon, Ga.—Construction permit for a new high frequency (FM) broadcast station to be operated on 45.7 mc., with coverage of 12,600 square miles. Amended: to change transmitter location. (B3-PH-305 amended)

NEW—Georgia-Alabama Broadcasting Corp., Columbus, Ga. (P. O. 17 West 12th St.)—Construction permit for a new high frequency (FM) broadcast station to be operated on 46.3 mc., with coverage of 9,500 square miles (B3-PH-514)

W3XO—C. M. Jansky, Jr., and Stuart L. Bailey, d/b as Jansky & Bailey, Washington, D. C.—Assignment of license to WINX Broadcasting Company. (B1-ALEX-1)

WFMN—Edwin H. Armstrong, Alpine, N. J.—Construction permit to change frequency from 43.1 to 92.1 mc., install new equipment, make changes in antenna system, and specify coverage of 15,610 square miles. (B1-PH-513)

NEW—John P. Norton, Escanaba, Mich. (P. O. 520 Third Ave., South)—Construction permit for a new high frequency (FM) broadcast station to be operated on 49.1 mc., with coverage of 1,481 square miles.

NEW—Radio Service Corp., Pocatello, Idaho. (P. O. Yellowstone Highway)—Construction permit for a new high frequency (FM) broadcast station to be operated on 49.3 mc., with coverage of 2,245 square miles (B5-PH-512)

NEW—Doughty & Welch Electric Co., Inc., Fall River, Mass.—Construction permit for a new high frequency (FM) broadcast station to be operated on 47.3 mc., with coverage of 2,120 square miles. Amended: to change name of applicant to The Fall River Broadcasting Co., Inc. (B1-PH-273 amended)

### MISCELLANEOUS APPLICATIONS

Mutual Broadcasting System, Inc., Chicago, Ill.—Extension of authority to transmit programs to station CKLW, stations owned and operated by the Canadian Broadcasting Corp., and stations licensed by the Canadian Minister of Transport. (B4-FP-142)

W2XRA—Raytheon Manufacturing Co., New York, N. Y.—License to cover construction permit (B1-PEX-64) which authorized a new developmental broadcast station. (B1-LEX-23)

NEW—University of Houston, Houston, Tex. (P. O. 3801 St. Bernard St.)—Construction permit for a new non-commercial educational broadcast station to be operated on frequency not specified, with power of 1 KW, and special emission. (B3-PED-54)

W3XPR—Philco Radio & Television Corp., area of Philadelphia, Pa.—Construction permit to change power from 60 watts peak to 40 watts aural and 40 watts peak visual, change location from area of Philadelphia, Pa. to area of Washington, D. C., Philadelphia, Pa., and New York, N. Y., install new equipment and add A3 emission. (B1-PVB-155)

### APPLICATIONS DISMISSED

WEOA—Evansville on the Air, Inc., Evansville, Ind.—Assignment of license to Loma, Inc. (Request of Applicant.)

WGBF—Evansville on the Air, Inc., Evansville, Ind.—Assignment of license to Curtis Radiocasting Corporation. (Request of Applicant.)

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WAUT—Evansville on the Air, Inc., Evansville, Ind.—Assignment of license to Curtis Radiocasting Corporation. (Request of Applicant.)

WEQG, WAUY—Evansville on the Air, Inc., area of Evansville, Ind.—Assignment of license to Curtis Radiocasting Corporation. (Request of Applicant.)

WMLL—Evansville on the Air, Inc., Evansville, Ind.—Assignment of license to Curtis Radiocasting Corporation. (Request of Applicant.)

W9XEV—Evansville on the Air, Inc., Evansville, Ind.—Assignment of construction permit (B4-PEX-52) to Curtis Radiocasting Corp. (Request of Applicant.)

## 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.

**Maritime Milling Co., Inc.**, Chamber of Commerce Bldg., Buffalo, is charged in a complaint with disseminating advertisements which represent falsely that the preparation it sells under the name of Hunt Club Dog Food contains meat; and that consumption of the product will result in dogs being healthy, vigorous, having strong bone formation, sound teeth, a thick, glossy coat, added resistance to colds and distemper, and will prevent eczema and other types of skin disorders.

The complaint also is directed against Everett L. Bowers, Inc., Ellicott Square, Buffalo, the advertising agency that prepared and caused the dissemination of the advertisements objected to in the complaint. (5343)

**National Toilet Co.**, of Paris Tenn., is charged in a complaint with disseminating advertisements which falsely represent that its Nadinola Bleaching Cream and Nadinola Freckle Cream constitute a competent and adequate treatment for externally caused pimples and various other types of skin blemishes, and that they will remove blackheads and improve the texture of the skin. (5342)

**Samuel Lippman, Louis B. Lippman, Floyd Leibowitz and Louis Welscher**, trading as Petite Miss Co., 500 Seventh Ave., New York, are charged in a complaint alleging violation of the Federal Trade Commission Act and the Wool Products Labeling Act in connection with the sale of women's and children's coats and suits.

The complaint alleges that the respondents, through the use of the trade name "Ango-Llama," represent that the products so labeled are made wholly or in part of the hair or wool of the llama, when such is not the fact.

The complaint alleges further that the respondents have violated the Wool Products Labeling Act through the use of conflicting labels which tend to mislead and confuse the public as to the fiber content of certain garments.

As another violation of the Wool Act, the complaint alleges that on tags attached to garments the statement "Mfg. 885" appears, representing that the respondents have been assigned an official manufacturer's registered number, as required by the Wool Act. According to the complaint, such a number has never been assigned to the respondents by a Government agency to assign such numbers to manufacturers of woollen products. (5345)

**The Pioneer Manufacturing Co.**, 3053 East 87th St., Cleveland, Ohio, is charged with violation of the Wool Products Labeling Act in connection with the sale of "Woolvet" floor mops.

The complaint alleges that the respondent, through use of the word "Woolvet" and various statements in catalogs and on labels, represents that the mops are composed of wool or of a combina-

tion of wool, rayon, silk and cotton, when actually, many of them are made entirely of cotton, and many others contain no wool. (5344)

**Joseph H. Meyer Bros.**, 389 Fifth Avenue, New York (5346); David Genser, Max Genser, Ida Genser, Ada Genser, Wallace Genser and Shirley R. Cohen, trading as Genser Manufacturing Company, 45 Waldo Street, Providence, R. I. (5347); Joseph Goldstone and Esther Goldstone, trading as Imperial Pearl Syndicate, 5 North Wabash Avenue, Chicago (5348), and D. Lisner & Company, 303 Fifth Avenue, New York (5349).

Imperial Pearl Syndicate imports and sells cultured pearls imported from Japan and other countries. These pearls, the complaint charges, are graded, matched, and restrung for use in pearl necklaces, earrings, brooches and rings. When received, such products are all labeled or marked with the word "Japan" or "Made in Japan" or other words indicating the country of origin, which words or marks are removed before being sold by the respondents.

The other respondents, according to the complaints, import from Japan, Spain and other countries, large quantities of imitation pearls, bead bases for the manufacture of imitation pearls, and cultured pearls. Joseph H. Meyer Bros., operates a factory in Brooklyn, where it causes bead bases of both domestic and foreign origin to be finished, by dipping or spraying the products in a solution. In advertisements the respondent displays the words "Richelieu Pearls" in a large conspicuous type, and the word "simulated" appears in much smaller type at some other place in the advertisement not connected with or in close proximity to the words "Richelieu Pearls." The respondent thereby represents that its Richelieu Pearls are genuine when actually they are imitation pearls.

The Genser Manufacturing Company also is alleged to operate a factory where imported base beads are finished to imitate pearls, and sells them after all words or marks indicating their foreign origin have been removed.

D. Lisner & Company also is charged with removing all words and marks from the products which indicate their foreign origin.

The practice of the respective respondents, the complaint alleges, of selling and distributing products of Japanese, Spanish and other foreign origin without labeling or marking to indicate their origin to purchasers, misleads and deceives said purchasers and places in the hands of retailers a means and instrumentality to mislead and deceive members of the consuming public, many of whom have a decided preference for products of American manufacture and origin as distinguished from products of Japanese manufacture and origin. (5346-5347-5348-5349)

### CEASE AND DESIST ORDERS

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

**Louis Goldberg**, trading as Acme and as Acme Mail Order House, 120 East Broadway, New York City, has been ordered to cease and desist from using the words "wool" or "all wool," either alone or in connection with any other words, to designate or refer to any garment not composed entirely of wool; or the word "silk," either alone or with other words, to designate or describe any garment not composed entirely of silk.

The order also directs the respondent to cease and desist from representing that the proportion of new and unused merchandise or of merchandise obtained from bankrupt or close-out sales is greater than it is; that garments in an advanced state of wear are only slightly used or that the condition of second-hand garments is materially better than it is; that used or second-hand garments have been cleaned, pressed or repaired, unless such is the fact; or that any used or second-hand garment is new or unused, by failing to clearly disclose its actual condition or by failing to attach securely to the garment a tag or label conspicuously revealing that the garment is used or second-hand. (5023)

**Joseph Triner Corp.**, 1333 South Ashland Ave., Chicago, is prohibited from representing that Triner's Bitter Wine, Triner's Bitter Wine with Vitamin B<sub>1</sub>, and Triner's American Elixir of Bitter Wine cleanses the stomach or intestines or keeps the intestines clean; that it will raise the general vitality of the body, increase resistance to germs or prevent or aid in the prevention of

(Continued on next page)

colds; or that it is a cure or remedy for stomach disorders, poor appetite, faulty digestion, headache, nervousness, fatigue, insomnia, or has any therapeutic value in the treatment of such conditions in excess of providing temporary relief from headaches due to constipation.

The respondent also is ordered to cease disseminating any advertisement which fails to reveal that the preparation should not be used in the presence of symptoms of appendicitis; provided, however, that the advertisement need contain only the statement "Caution: Use Only As Directed." (5227)

**Book Paper Manufacturers Association**, New York City, and 42 member manufacturers said to represent approximately 80 per cent of the production capacity of the entire industry, have been ordered to cease and desist from continuing or entering into any conspiracy or combination to fix uniform prices for book paper and deprive private and governmental purchasers of the benefits of price competition. The order also is directed against the officers and executive committee of the Association.

Despite the variety of and the many differences in book papers, the Commission finds that the respondents have succeeded in maintaining price uniformity to a remarkable degree through the use of base prices to which various differentials are applied.

The order is directed against the manufacturers who are or were members of the Association during the period covered by the complaint.

The Commission's order directs the respondents to cease and desist from entering into, continuing or carrying out any planned common course of action, combination or conspiracy to engage in any of the following practices:

(1) Fixing or maintaining uniform prices, discounts, terms or conditions of sale for any kind or grade of book paper, or in any manner fixing or establishing any prices, discounts, terms or conditions of sale.

(2) Exchanging or relaying, directly or through the Book Paper Manufacturers Association, or any other agency, price lists or other information as to current prices, discounts, terms or conditions of sale, for the purpose or with the effect of restraining price competition in the sale of book paper; or exchanging or relaying, directly or through the Association, or any other agency, information as to future prices, discounts, terms or conditions of sale to be quoted for book paper.

(3) Using in the quotation and sale of book paper the differentials in price for variations in color, weight, size, finish, trim, packing, type or quantity of such paper heretofore fixed, as found in this proceeding; or fixing or maintaining any differentials in price for any such variations.

(4) Using in the quotation and sale of book paper the geographical zones, or the price differentials between such zones heretofore fixed for pricing purposes, as found in this proceeding, or establishing or maintaining any geographical areas for pricing purposes or any differentials in price between any such areas.

(5) Preparing, distributing or using any uniform or standard form of contract which contains provisions in aid or support of any of the practices prohibited in the other paragraphs of this order.

The Commission dismissed the complaint as to Miamisburg Paper Co., Miamisburg, Ohio, as it is no longer in business. It closed the case without prejudice as to Miami Valley Coated Paper Co., Franklin, Ohio, which went into receivership; as to Stecher-Traug Lithograph Co., Rochester, N. Y., which was not found to be engaged in the sale of book paper for commercial purposes; and as to R. S. Berry, former secretary of the Association, but who has not been connected with it for a number of years. (3760)

## STIPULATION

During the past week the Commission has announced the following amended stipulation:

**Cramer Chemical Co.**, Gardner, Kans., amended the stipulation by striking out the statement:

*"Athletic Foot Ointment*  
Effective in treating Athlete's  
Foot, gym itch and ringworm.

As there are deep-seated cases of athlete's foot and ringworm which could not be adequately treated by a preparation of this

composition, reference to these conditions should clearly point out that it will not act advantageously where the resistant organisms are deep in the tissues."

and also the inhibition which prevented the respondent from representing

"That its Athletic Foot Ointment is effective in treating athlete's foot or ringworm, unless it be clearly indicated that there are deep-seated cases of such condition for which it would not serve as an adequate or competent treatment."

It is further stipulated by the respondent that all the terms and conditions of the stipulation as thus amended shall remain in full force and effect. (3772)

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