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BOARD TO MEET

A referendum vote of the Board of Directors has resulted in a decision to hold a Board meeting at Los Angeles, California, on January 3 and 4. This is a regular meeting of the Board and it was the unanimous feeling that industry unity would be served by a meeting of the Board in the west.

NAB 17th District Director William B. Ryan will act as host and make the preliminary arrangements.

DISTRICT MEETINGS PROJECTED

A schedule of District meetings to follow immediately upon the heels of the Board meeting scheduled in Los Angeles, January 3 and 4, is now being worked out. The By-Laws require that District meetings be held in even numbered Districts during 1946 in order that Director's elections may be held.

There are many industry matters to be brought before the membership and these District meetings serve as an excellent clearing house and forum for discussion. Complete plans will be announced shortly.

AIRPORT BILL PASSES

The Federal Aid for Public Airports bill introduced in the House by Congressman Lea (D-Calif.) passed the House on Thursday (18). The bill, outline of which is contained in previous issues of the **REPORTS** (see pages 271 and 405), is in substantially the form in which it was introduced. The Senate previously having passed a similar bill introduced by Senator McCarran, the matter now goes to conference committee to iron out the differences between the two bills.

PROGRAM MANAGERS, TREASURY, MEET

(As released by NAB News Bureau)

Radio's part in the Victory Loan Drive was outlined and the industry's full support promised the Treasury Department in a two-day meeting here, October 11-12, Justin Miller, President of the National Association of Broadcasters, has announced.

The entire NAB Program Managers Committee, consisting of an executive committee appointed by the President and chairmen from all of NAB's seventeen districts, appointed by their district directors, met with officials of the Treasury's War Finance Division to go over the Treasury's prepared campaign for radio, audition recordings, discuss their manner of local presentation, and iron out details to insure the most effective broadcasting job for the drive, which is scheduled October 29 to December 8.

Under the chairmanship of Henry W. Slavick, manager of WMC, Memphis, the committee heard Navy Lt. Dave Levy, Chief, Radio Section, War Finance Division; H. Quenton Cox, Broadcast Consultant; Jack Delehanty,

Director of Advertising, Press and Radio; and Robert Coyne, National Field Director. Justin Miller, and A. D. Willard, Jr., NAB Executive Vice-President, also spoke to the committee while attending its two-day session. Harold Ryan, until recently NAB President, attended as liaison member from the NAB Board.

District program chairmen plan to convey the results of the meeting to the stations in each district upon returning home.

In the time allotted for committee business, Harold Fair, WHO, Des Moines, last year's chairman, reported that the NAB Board of Directors has asked for complete information in line with the committee's request for a program department at NAB. Fair was appointed chairman of a special committee to draft specific recommendations, aided by Eugene Carr, WHBC, Canton, Ohio; Clarence Menser, NBC, New York; Ralph Hardy, KSL, Salt Lake City; and Douglas Coulter, CBS, New York.

Howard Chamberlain, WLW, Cincinnati, Ohio, was appointed chairman of the Special Program Managers Bulletins committee, to be assisted by Robert Atherton, WMC, Memphis, in scheduling and finding the best writers on subjects that will help program managers do a better programming job.

The FCC rule for identification of electrical transcriptions was discussed. Various examples of conformance to the rule were considered.

The committee expressed satisfaction with the arrangement whereby the War Finance Division of the Treasury Department and the War Advertising Council have taken over temporarily the services in network allocation formerly performed for the industry by the Office of War Information. Some expressed the feeling that scheduling government broadcasts ultimately must be left to each station individually, now that the war is over, as a responsibility of each licensee.

The NAB Standards of Practice, adopted by the Board August 7, were reviewed, and the committee was asked to file any suggestions for further revision with the Code Committee.

The committee discussed National Radio Week, November 4-10, and passed a resolution urging all program managers to prepare programs giving local interpretation to radio's Twenty-Fifth Anniversary.

The full committee list follows: Executive Committee—Chairman, Henry W. Slavick, WMC, Memphis, Tenn.; Eugene Carr, WHBC, Canton, Ohio; Howard R. Chamberlain, WLW, Cincinnati, Ohio; Harold Fair, WHO, Des Moines, Iowa; Ralph W. Hardy, KSL, Salt Lake City, Utah; Elliott Stewart, WIBX, Utica, New York; Clarence L. Menser, NBC, New York, N. Y., and Douglas Coulter, CBS, New York, N. Y. Board Liaison Members—J. Harold Ryan, WWVA, Wheeling, W. Va.; John J. Gillin, Jr., WOW, Omaha, Neb. District Chairmen—Dist. 1, W. Gordon Swan, WBZ, Boston, Mass.; 2, John H. McNeil, WJZ, New York, N. Y.; 3, Edward D. Clery,

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Justin Miller, *President*
 A. D. Willard, Jr., *Exec. Vice-Pres.* C. E. Arney, Jr., *Sec.-Treas.*

Robert T. Bartley, *Director of Government Relations*; Helen A. Cornelius, *Asst. Director of Broadcast Advertising*; John Morgan Davis, *General Counsel*; Willard D. Egolf, *Director of Public Relations*; Howard S. Frazier, *Director of Engineering*; Dorothy Lewis, *Coordinator of Listener Activity*; Frank E. Pellegrin, *Director of Broadcast Advertising*; Barry T. Rumble, *Director of Research*; Harlan Bruce Starkey, *Asst. Director of Public Relations, Chief, News Bureau*; Arthur C. Stringer, *Director of Promotion*.

WIBG, Philadelphia, Pa.; 4, Jack Weldon, WDBJ, Roanoke, Va.; 5, Wilton E. Cobb, WMAZ, Macon, Ga.; 6, Robert Atherton, WMC, Memphis, Tenn.; 7, Robert Evans, WSPD, Toledo, Ohio; 8, Dr. Willis F. Dunbar, WKZO, Kalamazoo, Mich.; 9, Maurice P. Owens, WROK, Rockford, Ill.; 10, Eugene T. Flaherty, KSCJ, Sioux City, Iowa; 11, Richard Day, WDGy, Minneapolis, Minn.; 12, Eddie McKeen, KTUL, Tulsa 3, Okla.; 13, Pete Teddlie, WRR, Dallas, Texas; 14, Ralph Hardy, KSL, Salt Lake City, Utah; 15, Glen Shaw, KLX, Oakland, Cal.; 16, Don McNamara, KFI, Los Angeles, Cal., and 17, Ted Cooke, KOIN, Portland, Ore.

FM AREA 1 CHANGES URGED

Proposing alternate allocations for FM stations in New York, CBS on Monday (15) presented to the FCC a plan to equalize FM coverage in the New York metropolitan area.

The plan, unfolded at a scheduled hearing before the Commission for the purpose of giving consideration to objections on the FCC's Area 1 proposed allocations, was supported by NBC and other networks. It calls for a complete reshuffling of the Area 1 setup.

Only minor objections to the plan were voiced, and Chairman Porter stated that it appeared to offer considerable improvement in equalizing the situation for New York network stations, which had objected to the original plan, contending that it favored the independent outlets to their, the networks, detriment.

FCC engineers are examining the plan minutely with a view to expediting an early decision. FCC has expressed a desire to smooth the way for quick FM development.

As a whole, those Area 1 operators who had not opposed the original plan showed no disfavor for the new one, consensus being that the shift would not affect them materially.

The CBS brief was submitted by Joseph H. Ream, vice-president and secretary of CBS. A concurring brief from NBC was signed by Henry W. Ladner, assistant general counsel of that network. William B. Lodge, director of general engineering for CBS, also appeared.

FOOD CONFERENCE COVERED BY NAB

Following through from the United Nations Conference in San Francisco, Dorothy Lewis, NAB Coordinator of Listener Activity, will attend the World Food and Agriculture Organization Conference which opens in Quebec on October 16th. This will witness the first perma-

nent structure to be organized under the United Nations. Official representatives of 38 nations will convene for the purpose of perfecting the constitution and operational machinery. Since the subjects of food, agriculture and nutrition are basic to the peace program, the deliberations and official program for postwar action are of vital importance to all peoples.

Mrs. Lewis will file releases for use by NAB stations and particularly for the members of the Association of Women Directors of 425 stations in 270 cities. In addition, as Coordinator of Listener Activities, she will emcee an inaugural broadcast on October 16th over CBS with the following guests: Secretary Clinton Anderson, Dept. of Agriculture; Ambassador L. B. Pearson, Chairman, Interim Commission of FAO; Sir Girja Bajpai, India, and Mr. Louwes, Netherlands Food Administrator.

FLORIDA BROADCASTERS MEET

The Florida Association of Broadcasters will hold a two-day meeting in Orlando on Oct. 20-21. Sessions will convene at the Colonial Orange Court.

Featured speakers will be J. Leonard Reinsch, managing director of the Cox stations (WHO, WIOD, WSB); Helen Cornelius, Assistant Director of Broadcast Advertising for NAB, and Harold Colee, executive vice-president of the Florida State Chamber of Commerce.

Reinsch, who in his capacity as radio adviser to President Truman accompanied the recent broadcasters' tour of the ETO, will speak on his trip to the European countries. Miss Cornelius will speak on the subject of "Radio Advertising and Selling."

Colee will deliver an address on "The Goal Ahead for Florida."

FM TRANSMITTERS SCARCE

Convening in a joint session with the Canadian Radio Manufacturers Association in Rye, N. Y., on October 10-11 the US-RMA board of directors announced that it had received a report from the Transmitter Division to the effect that few new transmitters will be available for FM for some time to come.

It was revealed that a poll of manufacturers indicated that six manufacturers will start coming up with transmitters in the 250 w-3 kw range in the early spring of 1946, and that three others will be completing 10 kw units later in that year.

NO RADIO SET PRODUCTION YET

Production of household radio sets continues stalled with only a minor trickle of sets going to the trade. Despite several more "optimistic" OPA releases the fact remains that additional relief for parts manufacturers will be required to induce them to fill orders from set manufacturers.

According to set manufacturers, 175,000 persons would be employed inside of ten days if pricing schedules were made satisfactory.

Fact that local jobbers may have floor samples does not mean they have sets for delivery.

LOAN PROMOTION BOOK SENT STATIONS

Treasury's 12-page Victory Loan "Radio Promotion Book" was mailed all stations by NAB last Wednesday (17).

Inside front cover contains messages to the industry from Fred M. Vinson, Secretary of the Treasury, and

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Ted R. Gamble, national director, War Finance Division. We are including them here for the record:

By FRED M. VINSON, *Secretary of the Treasury*

The voluntary contribution which the radio industry has made to the war-finance program is a matter of record supported by data compiled by the National Association of Broadcasters.

The Victory Loan is our last organized drive for Americans to loan their government the money needed to pay the costs of war and to finance a good and lasting peace.

The Treasury will again need the ingenuity, resourcefulness, and creative talents of the radio industry. We are again depending on your industry to help keep Americans united in their determination to solve the problems of peace as successfully as they accomplished their duties in war.

By TED R. GAMBLE, *National Director, War Finance Division*

The unstinting generosity of American broadcasters is needed once again—to help assure the success of our unfulfilled wartime task: the last loan—the Victory Loan. The challenging problems in this time of transition compel your valuable assistance.

We have relied repeatedly on your patriotic support. In preceding campaigns, your industry has surpassed its voluntary pledge by its contribution. Our confidence in your eagerness to help bring the Victory Loan message to the American people is based on this magnificent past performance.

The need now is huge. Our sons and brothers—all America—as well as your Nation's Treasury Department, is grateful for your cooperation. "They've finished their job—let's finish ours!"

COMPETITION FOR BOND SALES HONORS

Word received from the field at War Finance Division headquarters indicates that competition in the various states for premier sales honors will be greatly accelerated during the Victory Loan. Top honors go to the state first in E Bond sales in relation to quota.

The first eleven (11) ranking states, on the basis of their rating at the end of the 7th War Loan, are as follows:

Rank	State	Quota Made
1	Montana	120%
2	Alabama	119%
3	Iowa	119%
4	Wyoming	119%
5	Mississippi	117%
6	Virginia	117%
7	Nebraska	115%
8	North Dakota	114%
9	New Mexico	112%
10	Oklahoma	112%
11	South Dakota	112%

Pennsylvania which made 98% of its quota last time; Wisconsin with 103%; Utah with 104%, and Oregon with 106% have indicated that they are going to give the leaders of the Mighty 7th a tough struggle. Ohio, too, intends to better its past record of 98% of its quota.

Four states made 101% of their quota, last time: Illinois, Indiana, Missouri and New York.

In Wisconsin bond sales leaders are preparing to double their sales effort. A symbol of their intention is a flag to be flown at each county courthouse as soon as quota is reached. A star will be affixed to the flag for every 20% over quota. Stations are urged to investigate the situation among the volunteer sales staff in their territory. It may be that a program or two honoring these men and women would pay dividends.

It is the combination of broadcasting and calls that produces maximum results.

NATIONAL RADIO WEEK

November 4-10

*Radio's 25th
Anniversary*

DESTROY ALL OLD TREASURY ETs

Treasury advised NAB that stations are to destroy all old Treasury records or transcriptions they may have on hand as the Treasury salvage program was discontinued October 15. This same advice applies to transcriptions and records which, in the future, may be forwarded stations—after their use.

Any station which has spent money of its own in returning Treasury transcriptions to RCA since September 15 should notify Arthur Stringer at NAB of the amount. He will handle the matter with the Treasury.

MEMO TO PROGRAM DIRECTORS

This is to advise you that the Treasury will release to you, via all wire services, one or more pertinent statements per day, during the Victory Loan campaign, by an Admiral, General or other high ranking personality.

Whether such statements would be released to broadcast stations simultaneously with newspapers was asked at the recent NAB program managers meeting in Washington. The answer came back in the affirmative by the man who will release the statements.

COBB REPORTS TO 5TH DISTRICT

According to plan, those attending the NAB program managers committee meeting with Treasury Friday (12) are reporting to stations in their districts.

First district bulletin to reach NAB was written by Wilton Cobb, general manager, WMAZ, Macon, of the fifth NAB district. By way of introduction, he wrote:

"At the request of Fred Borton, our fifth District NAB director, I have just represented the district at a meeting of the Program Managers Committee. I mimeograph this report in the interest of time, but I hope you will read it and act upon it. It is about THE VICTORY LOAN CAMPAIGN.

"I went to Washington with a lackadaisical attitude about this subject—I return with a belief that we can all use the material the Treasury Department has prepared. All I ask is that you examine the stuff and see if you can't use it to real advantage—from a patriotic angle, and because IT WILL IMPROVE YOUR PROGRAMS.

"A NAB bulletin of October 10 outlines what has, or will be sent you. Instead of treating this as just 'another shipment from Washington' . . ."

KECA, PROGRAMS TO ARMED FORCES

William J. Davidson, program manager, KECA, Los Angeles, has completed and shipped the six (6) "Music

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from Your Hometown" programs requested by Armed Forces Radio Service for global broadcast.

There were two programs each of: "Spade Colley and His Distinctively Styled Western Music," from the Riverside Rancho in Los Angeles; Freddie Martin, from the Coconut Grove of the Ambassador Hotel; Harry James, from the popular Casino Gardens.

WGAR PROGRAMS TO ARMED FORCES

David Baylor, program director, WGAR, Cleveland, reports first shipment of "Music from Your Hometown" to Armed Forces Radio Service. These two programs were George Duffy and his orchestra from the Statler Terrace Room, both long familiar to Cleveland soldiers overseas.

Balance of programs will be done with "our Range Riders group . . . they do a very fine job on western music and we think they will provide exactly what you want," concluded Mr. Baylor.

VETERAN ENTERTAINMENT CONTINUED

Portland, Ore.—Designed to "stimulate interest in the necessity of continuing to provide entertainment for injured veterans in hospitals," station KGW has prepared and distributed attractive pledge cards in an appeal for public cooperation.

Signers of the cards pledge themselves to *Remember Our Men*: "In recognition of the fact that, although Peace has come, the war may never be over for many of our service men and women . . . I shall continue to entertain hospitalized veterans whenever and wherever I can."

The cards are made up in two sections, one of which is mailed to the station for reference files, the other, in the form of a certificate of cooperation, is retained by the person pledging support.

STATION COMBATS DELINQUENCY

Dayton, O.—WHIO has initiated a new series of programs on the juvenile delinquency problem. The broadcasts are in dramatic form and are heard every Saturday at 5:15 p.m. Several weeks were spent in research with the Juvenile Court records, the Board of Education, welfare workers and city officials, before scripts were prepared by the WHIO Public Service Department.

Every show is based on actual case histories, although fictitious characters are used. The series, titled "Inside Out," is designed to acquaint the Dayton area with the juvenile delinquency problems that exist, and what the community can do to help this situation.

SAFETY PROGRAM IDEA

In a recent issue of the *REPORTS* (see page 416) the manner in which the Westinghouse Radio Stations, Inc., were cooperating in a safety campaign was outlined through the publication of a letter from Lee B. Wailes, Manager of the stations. As a result, many stations have sent in ideas which they have developed to aid in safety work. Following is a letter received from R. W. Wassenberg, Program Director of KROW, which contains some interesting suggestions:

"We at KROW have noted with interest the comments in the NAB *REPORTS* about traffic and safety programs and we thought you would be interested in our cooperative activity with the East Bay Chapter of the National Safety Council. Incidentally, KROW's General Manager, Philip G. Lasky is radio chairman of the organization, and takes a very active part in every safety promotion.

"At the present time, and for more than a few months, we have carried a weekly program, 'Man Alive,' on Monday nights from 9:45-10:00 p. m. We think we have found

a way to sell the safety angle interestingly and entertainingly.

"In contrast to the customary interview with the usual local celebrity and the associated small listening audience, we dreamed up a format for the National Safety Council that runs something like this:

- "(1) Music by a name band, Andre Kostelanetz, etc.
- (2) Entertainment by a name vocalist, Dennis Day, et al.
- (3) A recap of the accident story of the week as read in the *Oakland Post-Enquirer* (credit line given).
- (4) Brief 1-2 minute blurb by local, well-known personage (industrialist, city father, etc.).
- (5) Dramatic punch-line at the close followed by theme.

"We supply the musical portion of the show, the format, the voices and the production. The local East Bay chapter of the National Safety Council provides the information and contacts the local personalities. Total talk (well spaced), about 6 minutes of the 14:30, and the music and sound effects are appropriate to the story.

"It is a very simple format, and, by all reports, very effective. There is nothing about the show that is too involved for any station with a fair music library and an extra typewriter could not produce. Best of all, it not only fills a public service need, but it adds entertainment value to a program schedule.

"We think it's a good show. They tell us it sells the safety idea. The title 'Man Alive' and the show itself is an original KROW plan. If you need any further information, details will follow."

KGW SCHOOL PROGRAM

Portland, Ore.—In 1931, fourteen years ago, station KGW inaugurated an elementary schools radio educational program with one fifteen-minute show each week, broadcast directly from KGW.

Two years later, at the request of the school board, the programs jumped to three each week, and arrangements were completed to transmit them by direct wire to Benson High School's KBPS, where they were, and still are, broadcast to Portland's sixty elementary schools. By 1935 KGW was producing five fifteen-minute programs each week during the school year. Last year a Thursday afternoon program was added to the curriculum, making six shows written and produced each school week by the KGW staff.

During the entire fourteen years, KGW has presented the programs entirely as a public service to Oregon's schools. Each broadcast is written with meticulous attention to accuracy, detail, and the age level of the listening group.

Some idea of the program versatility may be gained by examining a typical-week schedule . . . dramatizing Capt. Robert Gray, Magellan, A Trip to Washington Park, The Aztec Legend of the Eagle and Serpent, The Community's Health, and current events.

LT. JOE MILLER GETS NEW ASSIGNMENT

Lt. Joseph L. Miller, USNR, former NAB labor relations director, has been named special assistant to Vice Admiral Benjamin Moreell, Chief of the Bureau of Yards and Docks, to handle labor relations of refineries now being operated by the Navy under Presidential orders.

The refineries were recently taken over due to the strike situation in that industry. Admiral Moreell is in charge of refining operations for the Navy.

Lt. Miller's regular assignment is with the Navy's Labor Relations Section.

ETHERIDGE TO BALKANS

Mark Etheridge, WHAS general manager, and NAB president in 1938, has been appointed by Secretary of State

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Byrnes as special envoy to study conditions in the Balkans.

In addition to his position as chief executive of WHAS, Mr. Etheridge is vice-president and publisher of the Louisville *Courier Journal* and *Times*.

ORDER YOUR RADIO WEEK LABELS

NAB recently mailed to members a few sheets of small gummed labels featuring National Radio Week—Nov. 4-10. This was only a "token" supply, as NAB could not print them for the entire industry.

Will you please consider ordering a supply from your own printer for use in your mail room between now and National Radio Week—the labels can be attached to letters, envelopes—any type of mailing which you have—through November 10.

The more impressions you register on the public, the more successful will be National Radio Week, in recognition of radio's twenty-five years of public service.

Please furnish your mailing room with a supply of these labels, with instructions that they be affixed to all mailings. Cooperation of the industry on this one project alone will convey the story of Radio's 25th Anniversary to millions.

BOWMAN BACK AT KOIN

Portland, Ore.—KOID President, C. W. Myers, announces that Marc Bowman who for almost two years was with the Public Relations Department of the American Red Cross stationed in London, has returned to his home here and has rejoined the staff of KOIN. Prior to his departure for the ETO, Bowman was KOIN Continuity Chief. He is now to hold a new post, that of Promotion Director.

During his first year with the American Red Cross overseas, Bowman was Chief of the Radio Section. In that position he was instrumental in planning and preparing such familiar programs as "The American Eagle in Britain" which was featured on one or another of the American networks for more than four years. Produced by BBC, this program has brought the voices of hundreds of thousands of Yank servicemen into their homes from London.

CELLER EXPLAINS BILL

Representative Emanuel Celler on Monday (15) introduced into the Congressional Record under Extension of Remarks, an explanation of his purpose in introducing a bill to revise the Federal Communications Act (see NAB REPORTS page 425). The full text of Mr. Celler's remarks follows:

"Mr. Speaker, I have this day introduced a bill to amend the Communications Act of 1934.

"The bill is designed to reinforce the basic congressional intent expressed as far back as 1925. The ether is a public medium and its use must be for public benefit. The use of radio channels is justified only if there is public benefit. The dominant element for consideration in the radio field is, and always will be the great body of the listening public, millions in number, country-wide in distribution.

"Today there are more than 900 standard broadcasting stations, more than 600 of which are affiliated with one or more of the four national networks. These more than 600 stations utilize 95 percent of the nighttime broadcasting power and over 55 percent of the day broadcasting time is taken by national networks programs. By 1943 over \$307,000,000 was grossed from time sales of all broadcasters in this country. The cost of a single hour of full network coverage runs as high as \$25,000. In 1943, 144 advertisers provided 97.2 percent of the national network's revenue.

"We will do well to consider the questions carefully whether the air waves which are public property and only licensed to operators in the public interest shall be permitted to become merely an adjunct of big business,

and whether it is socially wise to permit the neglect of regional interests to continue.

"Reading carefully the opinion of the FCC in the matter of the transfer of the control of the Crosley Corp. to the Aviation Corp., one can easily see that the FCC felt it had not acted in a manner consonant with the public interest in permitting the transfer to the Aviation Corp. The majority opinion based its decision on a lack of congressional authority to do otherwise.

"Today FM makes possible the development of thousands of new stations. The excessive use of these and existing stations for commercial advertising purposes must be curbed so that in fair measure the listening public can find in radio a greater intellectual maturity. Programs of cultural and educational value, particularly regional needs, have been insufficiently developed. Radio is in danger of being consumed by the profit fever. It must be remembered that operators of radio stations are licensed and thus hold the position of trustees for the benefit of the public at large. For example, the educational program Invitation to Learning was carried by only 39 of the 136 stations which could have had use of it; National Radio Pulpit was carried by 60 stations and rejected by 79; the Chicago Roundtable was rejected by 84 out of 139 stations and Labor for Victory, the only labor program carried on any of the major networks was rejected by 104 out of 139 stations. For these reasons, I have included in the bill the following:

"The Commission shall fix percentages of time (commonly known as sustaining time) to be allocated during each part of the broadcast day by each class of broadcast stations or by each broadcast station, without charge, for particular types or kinds of nonprofit radio programs or for particular types or kinds of nonprofit activities; and such percentages of sustaining time shall be set forth as conditions of operation in each broadcast station license."

"Another phase of the bill concerns itself with excessive prices paid in the transfer of stations. I know of one case where a station was sold for 1,543 times its net income. Stations with assets of about \$50,000 have been sold for \$500,000. Such uncontrolled prices make it possible for only those of great wealth to operate stations and tend to keep the control of radio in the hands of a select few. It is an unbalanced and unhealthy condition for so vital a medium as radio which has tremendous force in the molding of public opinion and public taste. The bill I have offered, therefore, includes the following:

"No transfer or assignment shall be approved in which the total consideration to be paid for the broadcast property, tangible and intangible, exceeds the fair value of such property: *Provided*, That such fair value shall not exceed double the depreciated cost value of the tangible broadcast property transferred or assigned."

"Application for renewal licenses are made every 3 years. Too often the renewals are granted automatically. There should be a reexamination for each renewal application to determine whether the public interest is best being served by its present operators. Each renewal should be subjected to rigid investigation and any citizen who wishes to do so should be allowed to raise his voice in opposition or register his complaint. Furthermore, any person or entity desiring to function on the wave-length involved should have the right to appear and present his case. If he can demonstrate his ability to operate the station to a greater degree in the public interest, renewal of the application to the current licensee should be refused and the privilege granted to the new applicant. I have included such requirement in the bill. Such requirement would galvanize all station owners into conducting and supervising the activities of their station in a manner that will be consistent with the public medium philosophy indicated by Congress when it carefully considered the Communications Act of 1934.

"The bill further includes an amendment to section 303 by adding a new subsection whereby the FCC shall 'prescribe the form of any and all accounts, records, and memoranda to be kept by broadcast stations. Any and all financial reports filed with the Commission shall be open for public inspection.' The first sentence is identical with the provisions applicable to the telephone and telegraph companies. Certainly what applies to these

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public utilities should likewise apply to radio. The Commission presently does not require how and in what manner the reports shall be filled out. Some of the accounts now filed would not be acceptable under an approved system of accounting. The reports filed now are simply received by the Commission with no comments except that the Commission publishes aggregated accounts, summarizing types of broadcast, power used, and so forth. But the report published by the Commission is not designed to cover any individual station. The public is entitled to know how much the trustees of public property are making. The air waves and radio channels are public property and only loaned to private entities for a specific purpose and for a specific time.

"I have a good word to say for the various chains and other independent stations. They have done a good job. They have made excellent progress, but I am sure that the operators themselves will be the first to deny that they have reached the ultimate in the improving of radio broadcast. I want to give praise where praise is due. Constructive criticism should not be deemed baneful. Both radio operators and the public can profit from the passage of the bill I have offered.

"It most certainly is not my purpose to advocate in any way government ownership of radio. I want no truck with such government ownership. The best example of such government ownership is the British Broadcasting Company, and American radio most emphatically does not suffer by comparison. The sprightliness, the ingenuity, the variety, and inventiveness of American broadcasts cannot be matched by BBC. I believe that radio operation belongs in private industry, but I likewise believe that private operation must be cognizant of its failings and help in remedying them."

THE VICTORY LOAN and NATIONAL RADIO WEEK

National Radio Week, November 4-10, is the second week of the Victory Loan Drive. The radio industry's anniversary celebration is largely one of Victory—twenty-five years climaxed by Victory in a World War which found the broadcasters of America contributing mightily to the success of our armed forces on all fronts, while reporting the news vividly and accurately from every sector.

What could be more appropriate during National Radio Week than a Victory Bond Day on your station—or a series of Victory Bond promotions tied in with radio's Twenty-fifth Anniversary?

Lt. (jg) David Levy, USNR, Chief, Radio Section, War Finance Division of the Treasury Department, on October 5 wrote to all State Publicity Chairmen and 4,072 City and County Chairmen, urging that the State War Finance Chairman or someone in comparable capacity appear over local radio stations during National Radio Week "to deliver a brief tribute to the magnificent job which they (the stations) have done in helping to win the war, and specifically in helping to successfully promote the War Finance program through its War Loans."

Plan a Victory Loan promotion for National Radio Week! Give a demonstration of radio's public service during the very observance of our anniversary!

RMA National Radio Week Promotional Material Mailed

This week the Radio Manufacturers Association is mailing to all radio dealers in the United States complete packets of material in promotion of National Radio Week, as previously described in Special Twenty-fifth Anniversary Bulletin No. 20.

NAB has obtained a supply of the RMA booklets and is sending two to each station, along with a streamer for window or studio use. Station managers and promotion

men are urged to examine the booklet carefully for suggested methods of cooperation with set dealers in local communities.

Representatives of the RMA Advertising Committee met with the NAB Public Relations Executive Committee in New York on October 18 to discuss all angles of set dealer and manufacturer cooperation, including the presentation to the industry of a statuette in commemoration of radio's quarter century of public service, duplicates in plaque form to go to individual stations and networks.

Justin Miller Speaks November 10 for Citizens Radio Anniversary Committee

Justin Miller, NAB President, has accepted an invitation extended by the Citizens Radio Anniversary Committee to be one of the principal speakers at a testimonial luncheon planned for Saturday, November 10, closing day of National Radio Week, at the Roosevelt Hotel, New York City.

Luella S. Laudin, Chairman of the Citizens Radio Anniversary Committee, also Radio Chairman of the General Federation of Women's Clubs and the National Council of Women of the United States, reports that plans for the luncheon are progressing rapidly, with numerous organizations joining the original sponsors of the idea for National Radio Week.

The original sponsors are: American Legion Auxiliary, American Women's Voluntary Services, Inc., Association of Junior Leagues of America, General Federation of Women's Clubs, Girl Scouts, National Board of the Young Women's Christian Associations, National Council of Women of the U. S., Inc., National Council of Y.M.C.A.'s, and National Federation of Business and Professional Women's Clubs, Inc.

NAB Program Managers Urge Station Activity November 4-10

The NAB Program Managers Committee, meeting in Washington October 11-12, passed the following resolution:

WHEREAS, National Radio Week, November 4-10, has been proclaimed in celebration of the 25th Anniversary of Radio; and

WHEREAS, It is the duty and privilege of everyone in broadcasting to help increase the public's understanding and appreciation of the American system of broadcasting; and

WHEREAS, Special radio programs offer the greatest opportunity to reach the public with radio's anniversary story:

THEREFORE, BE IT RESOLVED, That all program managers should plan full participation in National Radio Week, prepare programs giving local interpretation to the Anniversary theme as outlined in NAB Special 25th Anniversary Bulletins, and otherwise devote the talent and facilities of the station to the success of radio's Twenty-fifth Anniversary Celebration.

AWD Issues Bulletin with National Radio Week Ideas

The October issue of the "Beam," official publication of the Association of Women Directors of NAB, mailed with this week's REPORTS, contains a special insert outlining AWD plans for women's programs and related activities on Monday, November 5, in celebration of Radio's Twenty-fifth Anniversary.

Alma Kitchell, AWD President, addresses the 700 members of the Association on 425 stations in 270 key cities of America with a "proclamation" for the day and a series of suggestions for programming and promoting the Twenty-fifth Anniversary theme.

Home and family approaches are emphasized for the
(Continued on next page)

women broadcasters, including fashions then and now, wedding anniversaries, habits and customs twenty-five years ago and today.

NAB Public Relations Committee Completes National Radio Week Plans

As this Bulletin goes to press, the NAB Public Relations Committee is meeting in New York City with representatives of the major networks and the Radio Manufacturers Association to "wrap up" plans for National Radio Week. Committee members are: John F. Patt, WGAR; Michael R. Hana, WUCU; Phil Hoffman, KRNT; Richard H. Mason, WPTF; James H. Moore, WSL; W. Walter Tison, WFLA; Lewis Allen Weiss, KHJ; George Crandall, CBS; Harry C. Kopf, NBC. NAB Board Liaison members: G. Richard Shafto, WIS; James D. Shouse, WLW; and Matthew H. Bonebrake, KOCY. Justin Miller, A. D. Willard, Jr., and Willard D. Egolf are attending from NAB Washington headquarters.

Federal Communications Commission Docket

HEARINGS

The following broadcast hearing is scheduled to be heard before the Commission during the week beginning Monday, October 22. It is subject to change.

Monday, October 22

KHQ—Louis Wasmer, Inc., Spokane, Wash.—Renewal of license: 590 kc., 5 KW, unlimited.
KGA—Louis Wasmer, Spokane, Wash.—Renewal of license: 1510 kc., 10 KW, unlimited, DA-night.

Federal Communications Commission Action

APPLICATIONS GRANTED

KRNM—Hoyt Houck, Robert D. Houck, Walter G. Russell and Lonnie J. Preston, d/b as Tucumcari Broadcasting Co., Tucumcari, N. Mex.—Granted modification of license to change hours of operation from specified to unlimited time, on frequency 1400 kc., 250 watts power.
WGNB—WGN, Inc., Chicago, Ill.—Granted request for waiver of section 3.261 of the Commission's Rules relating to time of operation for FM stations, for the period ending November 1, 1945.
Raytheon Manufacturing Co., Chicago, Ill.—Granted construction permit for new experimental television broadcast station: frequencies that may be assigned by the Commission's Chief Engineer from time to time; power 5 KW peak visual and oral. Applicant proposes to develop equipment to transmit and receive high quality color television together with the associated sound.
WQXQ—Interstate Broadcasting Co., Inc., New York City.—Granted request to operate FM station WQXQ only one hour rather than three hours between 6 a. m. and 6 p. m. for a period ending no later than December 31, 1945. In the meantime, the station will continue to broadcast in accordance with its present operating schedule of seven hours daily.

Augusta Broadcasting Co., Charleston, S. C.—Granted motion to dismiss without prejudice application for construction permit for new standard broadcast station. (Docket 6708)

KOIN—KOIN, Inc., Portland, Ore.—Granted motion for leave to amend application for construction permit so as to request change in operating power from 25 to 50 KW on 650 kc., unlimited time, and to use directional antenna day and night, instead of nighttime only; accepted amendment filed simultaneously with motion. (Docket 6736)

George H. Thomas, et al, d/b as New Iberia Broadcasting Co., New Iberia, La.—Granted motion for leave to amend application for construction permit for new standard broadcast station, so as to supply up-to-date information concerning the financial qualifications of each of the partners, the antenna tower applicants expect to install, changes in estimated cost, and data concerning the transmitter equipment; accepted amendment filed simultaneously with motion. (Docket 6766)

DESIGNATED FOR HEARING

WNLC—Thames Broadcasting Corp., New London, Conn.—Designated for hearing application to install a synchronous amplifier at 17 Broadway, Norwich, Conn., to be operated on 1490 kc., 250 watts power, unlimited time, synchronized with station WNLC. (B1-P-3874).

WRAW—Raymond A. Gaul and Harold C. Landis (Transfers). WGAL, Inc. and Keystone Broadcasting Corp. (Transferees), Reading, Pa.—Designated for hearing application for consent to voluntary transfer of control of Reading Broadcasting Co., licensee of Station WRAW, from Raymond A. Gaul and Harold O. Landis, to WGAL, Inc. and Keystone Broadcasting Corp.

DOCKET CASE

The Commission has announced adoption of a proposed decision (B-224) to grant the application for renewal of license to Radio Industries Broadcasting Co., owner of WCAP, Asbury Park, N. J.

The decision dismisses the application of WCAP to share the 1310 kilocycle frequency with only WCAM, Camden, N. J., instead of with both WCAM and WTNJ, Trenton. However, the decision permits WCAP to file a separate application for this time-sharing arrangement.

The application of The City of Camden, owner of WCAM, Camden, N. J., was denied, without prejudice, however, to the City of Camden filing a new application for a construction permit and license to operate on 1310 kilocycles sharing time with WCAP, providing it is affirmatively shown that the City of Camden would have the exclusive use and control of the station and that no further effect would be given to the agreements here declared to be illegal (cf. Commission's decision in re applications of Buffalo Broadcasting Corp. (Stations WKBW and WGR), adopted September 12, 1945, and in re application of Georgia School of Technology, (WGST), adopted September 19, 1945.) The application of WCAM for modification of license to share with WCAP the time now used on 1310 kilocycles by WTNJ, was denied.

The application of WOAX, Inc., owner of station WTNJ, Trenton, N. J., for renewal of license and for modification of license requesting unlimited time on 1310 kilocycles and assignment to WCAM and WCAP of frequency 1260 kilocycles, were denied.

These stations are all licensed to operate on frequency 1310 with 500 watts power, on a time-sharing basis.

MISCELLANEOUS

Jere N. Moore, Milledgeville, Ga.—Granted construction permit for a new station to operate on 1450 kc., with power of 250 watts, unlimited time. (B3-P-3883).

Norwich Broadcasting Co., a partnership composed of H. Ross Perkins and J. Eric Williams, Norwich, Conn.—Granted construction permit for a new station to oper-

(Continued on next page)

ate on **1240 kc.**, with power of 250 watts, unlimited time. (B1-P-3870).

Centennial Broadcasting Co., Portland, Maine.—Adopted order granting application and petition for construction permit authorizing a new station to operate on **1450 kc.** with 250 watts power, unlimited time, subject to the filing within 60 days hereof, of an application for modification of permit for the purpose of specifying the transmitter and antenna site, and subject further to the condition that approved frequency and modulation monitors will be installed as soon as available, and dismissed the application of North-eastern Radio and Television Corp., for identical facilities. (B1-P-3634; B1-P-3637; B-220).

WKBH—WKBH, Inc., La Cross, Wis.—Granted construction permit to increase power from 1 to 5 KW, install new transmitter and DA for night use, and change transmitter location. (B4-P-3749).

KMOX—Columbia Broadcasting System, Inc., St. Louis, Mo.—Granted construction permit to install new transmitter and antenna and change transmitter location. (B4-P-3882).

KFAB—KFAB Broadcasting Co., Lincoln, Neb.—Granted petition for reinstatement, leave to amend and application for construction permit to move transmitter and studio of KFAB from Lincoln to Omaha, Neb., increase in power from 10 to 50 KW, installation of new transmitter and make changes in DA for night use. (B4-P-1736).

KTBC—Claudia T. Johnson, Austin, Texas—Granted construction permit to increase power from 250 watts night, 1 KW-LS to 1 KW night, 5 KW-LS, unlimited time, employing directional antenna.

Birney Ines, Jr., Meridian, Miss.—Adopted order granted construction permit for new station to operate on **1240 kc.**, 250 watts, unlimited time. (Docket 6596).

KSJB—Jamestown Broadcasting Co., Inc., Jamestown, No. Dak.—Granted construction permit to increase power to 5 KW. day and night, install new transmitter and DA, and move transmitter and studio. Applicant is to be advised the grant is not to be understood to determine the question of applicability of Sec. 3.35 to this station and station KVOX at Moorhead, Minn.

KMLB—Liner's Broadcasting Station, Inc., Monroe, La.—Adopted order granting application of KMLB for change in frequency from **1230 to 1440 kc.**, and increase in power from 250 watts to 1 KW., and installation of directional antenna for nighttime use; (B3-P-2939; B-149); and ordered that a construction permit be issued to KNOE, Monroe, La., for change in frequency from **1450 to 1230 kc.** in accordance with its agreement.

Norwich Broadcasting Co., a partnership composed of H. Ross Perkins and J. Eric Williams, Norwich, Conn.—Adopted an order setting aside grant of October 9, 1945, of application for new station to operate on **1240 kc.** with 250 watts power, unlimited time, because of possible conflict with application filed prior to October 8, 1945.

KSUB—Southern Utah Broadcasting Co., Cedar City, Utah.—Granted motion for waiver of Section 1.382(b) of the Commission's Rules, and accepted written appearance in re Docket No. 6759.

The Constitution Broadcasting Co., Atlanta, Ga.—Granted petition to dismiss without prejudice application for construction permit for new station. (Docket 6075)

Fred Weber, et al., d/b as Texas Broadcasters, Houston, Texas—Granted petition for leave to amend application for construction permit for new station; accepted amendment simultaneously filed with petition; and removed application for hearing docket. (Docket 6724)

KWPT—Kingsport Broadcasting Co., Inc., Kingsport, Tenn.—Granted motion for leave to amend application for construction permit, and accepted amendment submitted simultaneously with motion. (Docket 6249)

K11Q-KGA—Louis Wasmer, Inc., Louis Wasmer, Spokane, Wash.—Granted petition for continuance of hearing in re applications for renewal of licenses of Stations KHQ and KGA, and continued hearing to November 21, 1945. (Dockets 6612 and 6613)

Fred O. Grimwood, Bloomington, Ind.—Granted motion for

continuance of hearing on application for construction permit for new station, and continued hearing to December 17, 1945. (Docket 6753)

O. E. Richardson, et al., d/b as Voice of Marion, Marion, Ind.—Continued hearing in re application for construction permit for new station to November 19, 1945. (Docket 6773)

APPLICATIONS FILED AT FCC

620 Kilocycles

WROL—S. E. Adcock, tr/as Stuart Broadcasting Co., Knoxville, Tenn.—Construction permit to increase power from 1 KW. day and 500 watts night to 5 KW day and night, make changes in transmitting equipment and directional antenna for night use. Amended: re changes in directional antenna to be used day and night.

640 Kilocycles

NEW—Mike Benton, d/b as General Broadcasting Co., Atlanta, Ga.—Construction permit for a new standard broadcasting station to be operated on 640 kilocycles, power of 1 KW. and limited hours of operation using directional antenna from local sunset to sunset at Los Angeles. Amended: re change in type of transmitter.

670 Kilocycles

NEW—United Broadcasting Co., Inc., Silver Spring, Md. (P. O. c/o Richard Eaton, Pres., 2900 Tilden St., N. W., Washington, D. C.)—Construction permit for a new standard broadcast station to be operated on 670 kilocycles, power of 1 KW. and limited hours of operation.

860 Kilocycles

NEW—Frontier Broadcasting Co., Inc., Austin, Texas—Construction permit to change frequency from **1490 kc.**, to **860 kc.**, increase power from 250 watts day and night to 5 KW. day and 1 KW. night, install new transmitter and directional antenna for night use and change transmitter location.

910 Kilocycles

NEW—Howard W. Davis, McAllen, Texas—Construction permit for a new standard broadcast station to be operated on **910 kc.**, power of 1 KW. and unlimited hours of operation using directional antenna at night. Amended: re changes in transmitting equipment.

930 Kilocycles

KVAN—Vancouver Radio Corp., Vancouver, Wash.—Construction permit to change frequency from **910 kc.** to **930 kc.**, power and hours of operation from 500 watts daytime to 500 watts unlimited time, install directional antenna for day and night use and change transmitter location. Amended: to change requested power to 1 KW., change type of transmitter, changes in directional antenna system for day and night use and change transmitter location.

960 Kilocycles

NEW—Clyde H. Smith, C. O. Baldwin, Hoyt Honek and Walter G. Russell d/b as Lubbock Broadcasting Co., Lubbock, Texas—Construction permit for a new standard broadcast station to be operated on **960 kc.**, power of 1 KW. and daytime hours of operation. Amended: to change name of applicant to Lubbock Broadcasting Company, make changes in transmitting equipment and antenna.

980 Kilocycles

NEW—Ohio-Michigan Broadcasting Corporation, Toledo, Ohio. (P. O. 542 Nicholas Bldg.)—Construction permit for a new standard broadcast station to be operated on **980 kc.**, power of 5 KW.—Directional antenna night and unlimited hours of operation.

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1030 Kilocycles

NEW—Fred Jones and Mary Eddy Jones d/b as Fred Jones Broadcasting Co., Tulsa, Okla.—Construction permit for a new standard broadcast station to be operated on 1030 kc., power of 50 KW. and unlimited hours of operation using directional antenna at night. Amended: re changes in transmitting equipment.

1110 Kilocycles

NEW—Bay City Broadcasting Co., Ltd., a partnership composed of J. A. Clements and T. C. Dodd, Bay City, Texas—Construction permit for a new standard broadcast station to be operated on 1110 kc., power of 1 KW. and unlimited hours of operation. Amended: to add name of John George Long to partnership and omit Ltd. from trade name.

1230 Kilocycles

NEW—Bruce Bartley and F. L. Pruitt d/b as Bremerton Broadcast Co., Bremerton, Wash. (P. O. 1130 Henry Bldg., Seattle, Wash.)—Construction permit for a new standard broadcast station to be operated on 1230 kc., power of 250 watts and unlimited hours of operation.

1240 Kilocycles

NEW—Rochester Broadcasting Corp., Rochester, N. Y.—Construction permit for a new standard broadcast station to be operated on 1240 kc., power of 250 watts and unlimited hours of operation. Amended re corporate structure.

NEW—Gus Zarharis and Penelope Zaharis d/b as Chemical City Broadcasting Co., Charleston, W. Va.—Construction permit for a new standard broadcast station to be operated on 1240 kc., power of 250 watts and unlimited hours of operation. Amended: re change in transmitting equipment.

1250 Kilocycles

NEW—Courier Broadcasting Service, Inc., Birmingham, Ala.—Construction permit for a new standard broadcast station to be operated on 1250 kc., power of 250 watts and unlimited daytime hours of operation. Amended: to change frequency to 900 kc., power to 1 KW., change type of transmitter, changes in antenna, and change transmitter and studio locations.

1270 Kilocycles

NEW—Peoples Broadcasting Co., Lancaster, Penna. (P. O. c/o F. H. Altdorfer, R. D. 3)—Construction permit for a new standard broadcast station to be operated on 1270 kc., power of 1 KW. and daytime hours of operation.

1300 Kilocycles

NEW—Cleveland Broadcasting Incorporated, Cleveland, Ohio. (P. O. 1708 Union Commerce Bldg.)—Construction permit for a new standard broadcast station to be operated on 1300 kc., power of 5 KW.—Directional antenna and unlimited hours of operation.

NEW—Walter A. Graham, Tifton, Georgia (P. O. Texas Co.)—Construction permit for a new standard broadcast station to be operated on 1300 kc., power of 250 watts and unlimited hours of operation.

1390 Kilocycles

NEW—Frank R. Gibson, Lake Charles, La.—Construction permit for a new standard broadcast station to be operated on 1390 kc., power of 1 KW., unlimited hours of operation using directional antenna day and night. Amended to change frequency to 1580 kc., make changes in directional antenna and change transmitter location.

NEW—Old Dominion Broadcasting Corp., Lynchburg, Va.—Construction permit for a new standard broadcast station to be operated on 1390 kc., power of 1 KW. and unlimited hours of operation using directional antenna. Amended: re corporate structure.

1400 Kilocycles

NEW—A. Frank Katzentine, Orlando, Fla.—Construction permit for a new standard broadcast station to be operated on 1400 kc., power of 250 watts and unlimited hours of operation. Amended: to change requested frequency to 1420 kc., power to 5 KW. day and night, install directional antenna for night use, change type of transmitter and change transmitter location to a specified site.

1410 Kilocycles

NEW—Frank Mitchell Farris, Jr., Nashville, Tenn. (P. O. Third Nat'l Bank Bldg., Cor. 4th Ave. & Church St.)—Construction permit for a new standard broadcast station to be operated on 1410 kc., power of 1 KW., unlimited hours of operation using directional antenna night and day.

1450 Kilocycles

NEW—Coast Ventura Company, Ventura, Calif.—Construction permit for a new standard broadcast station to be operated on 1450 kc., power of 250 watts and unlimited hours of operation. Amended: re change in corporate structure, change in type of transmitter and change of antenna.

NEW—KVOM, Inc., Marshall, Texas—Construction permit for a new standard broadcast station to be operated on 1450 kc., power of 250 watts and unlimited hours of operation. Amended: re changes in corporate structure, antenna and change studio site.

1470 Kilocycles

KRBC—Reporter Broadcasting Co., Abilene, Texas—Construction permit to install new transmitter, change frequency from 1450 to 1470 kc., increase power from 250 watts to 1 KW., and install directional antenna for night use. Amended: to change requested power to 1 KW night and 5 KW days, change type of transmitter, changes in directional antenna for night use and change transmitter location.

WSAN—Lehigh Valley Broadcasting Co., Allentown, Pa.—Construction permit to increase power from 500 watts to 5 KW, install new transmitter and directional antenna for night use.

1490 Kilocycles

NEW—Gulf Broadcasting Co., Inc., Mobile, Ala.—Construction permit for a new standard broadcast station to be operated on 1490 kc., power of 250 watts and unlimited hours of operation. Amended: to change frequency to 1340 kc. and changes in transmitting equipment.

NEW—Marietta Broadcasting Co., Marietta, Ohio—Construction permit for a new standard broadcast station to be operated on 1490 kc., power of 250 watts and unlimited hours of operation. Amended: re change in type of transmitter and change transmitter location.

1550 Kilocycles

NEW—Commodore Broadcasting, Inc., Springfield, Ill.—Construction permit for a new standard broadcast station to be operated on 1550 kc., power of 250 watts and unlimited hours of operation. Amended: to change name of applicant to Radio Springfield, Inc.

1560 Kilocycles

NEW—Mid-State Broadcasting Co., Peoria, Ill.—Construction permit for a new standard broadcast station to be operated on 1560 kc., power of 1 KW and unlimited hours of operation. Amended: re change in type of transmitter.

FM APPLICATIONS

NEW—Telegraph Herald, Dubuque, Iowa—Construction permit for a new FM broadcast station to be operated on 46.5 mc., coverage of 8,060 square miles. Amended:

(Continued on next page)

- to change frequency to **99.5 mc.**, coverage to 24,316 square miles, change type of transmitter, antenna and transmitter location.
- NEW—Warner Bros. Broadcasting Corp., Hollywood, Calif.—Construction permit for a new FM broadcast station to be operated on **44.9 mc.**, coverage of 3,118 square miles. Amended: to change frequency to Channel #63 (**100.5 mc.**), coverage to 3,995 square miles, change type of transmitter and changes in antenna system.
- NEW—Joplin Broadcasting Co., Joplin, Mo. (P.O. 6th & Main Sts.)—Construction permit for a new FM broadcast station to be operated on **46.3 mc.** with coverage of 6,100 square miles.
- NEW—Hawley Broadcasting Co., Reading, Penna.—Construction permit for a new FM broadcast station to be operated on **46.5 mc.**, with coverage of 4,275 square miles. Amended: change frequency to be selected in **100 mc.** band, change type of transmitter and antenna system.
- NEW—Radio Voice of Springfield, Inc., Springfield, Ohio (P. O. 117 W. High St.)—Construction permit for a new FM broadcast station to be operated on Channel #61 (**100.1 mc.**), with coverage of 6,420 square miles.
- NEW—Huntington Broadcasting Corp., Huntington, W. Va. (P. O. 1811 Kite Ave.)—Construction permit for a new FM broadcast station.
- NEW—People Broadcasting Co., Lancaster, Penna. (P. O. R. D. #3)—Construction permit for a new FM broadcast station.
- NEW—Atlantic Coast Broadcasting Co., Charleston, S. C.—Construction permit for a new FM broadcast station to be operated on **47.7 mc.** with coverage of 6,400 square miles. Amended: to omit request for specific frequency and to specify type of transmitter.
- NEW—KRLD Radio Corp., Dallas, Texas—Construction permit for a new FM broadcast station to be operated on **45.7 mc.** with coverage of 20,000 square miles. Amended: to change transmitter location and make changes in antenna.
- NEW—Kingsley H. Murphy, Des Moines, Iowa (P. O. 810 Roanoke Bldg., Minneapolis, Minn.)—Construction permit for a new FM broadcast station.
- NEW—North Shore Broadcasting Co., Inc., Evanston, Ill. (P. O. 1045 Chestnut Ave., Wilmette, Ill.)—Construction permit for a new FM broadcast station.
- NEW—John A. Dyer, Vivian I. Christoph, Elizabeth M. Hinzman, F. A. Ringwald and Wm. F. Moss, d/b as Radio Station WGES, Chicago, Ill. (P. O. 14 N. Western Ave.)—Construction permit for a new FM broadcast station to be operated with coverage of 10,800 square miles.
- NEW—Gene T. Dyer, Evelyn M. Dyer, Gene T. Dyer, Jr., Adele Moulds, Louis E. Moulds and Grace V. McNeill, d/b as Radio Station WAIT, Chicago, Ill. (P. O. 360 N. Michigan Ave.)—Construction permit for a new FM broadcast station to be operated with coverage of 10,800 square miles.
- NEW—Central Louisiana Broadcasting Corp., Alexandria, La. (P. O. 530 Murray St.)—Construction permit for a new FM broadcast station to be operated on a frequency in the **100 mc.** band with coverage of 1,260 square miles.
- WAAW—Bremer Broadcasting Corp., Newark, N. J.—Modification of construction permit (B1-PH-72 which authorized a new FM broadcast station) for move of transmitter and studio and extension of time. Amended: re change type of transmitter and change coverage from 6,200 to 10,000 square miles and change antenna system.
- NEW—Cur-Nan Company, Brockton, Mass. (P. O. Room 1362, 10 Post Office Square)—Construction permit for a new FM broadcast station to be operated with coverage of 142 square miles.
- NEW—New York Sun Broadcasting Co., Inc., New York, N. Y. (P. O. Room 736, 280 Broadway)—Construction permit for a new FM broadcast station to be operated on **95.3** or **98.9 mc.** with coverage of 9,500 square miles.
- NEW—West Virginia Radio Corp., Morgantown, W. Va. (P. O. 446 Spruce St.)—Construction permit for a new FM broadcast station.
- NEW—Kanawha Valley Broadcasting Co., Charleston, W. Va. (P. O. Empire Bldg., 208 Dickinson St.)—Construction permit for a new FM broadcast station.
- NEW—The Bethlehems' Globe Publishing Co., Bethlehem, Penna. (P. O. 202 W. 4th St.)—Construction permit for a new FM Broadcast station.
- NEW—Nevada Broadcasting Co., Las Vegas, Nev.—Construction permit for a new FM broadcast station to be operated on **49.5 mc.**, coverage of 560 square miles. Amended: to change name of applicant to Maxwell Kelch and Laura Belle Kelch, d/b as Nevada Broadcasting Company and make changes in antenna system.
- NEW—Lincoln Dellar, Sacramento, Calif. (P. O. 1617-30th St.)—Construction permit for a new FM broadcast station to be operated on Channel #10 (**95.9 mc.**)
- NEW—Paul F. McRoy, John H. Searing, Ann E. Searing, a partnership d/b as Southern Illinois Broadcasting Co., Carbondale, Ill. (P. O. 211 W. Main St.)—Construction permit for a new FM broadcast station to be operated with coverage of 6,506 square miles.
- Kingsley H. Murphy, Des Moines, Iowa (P. O. 810 Roanoke Bldg.)—Construction permit for a new FM broadcast station.
- NEW—West Virginia Radio Corporation, Pittsburgh, Penna. (P. O. 446 Spruce Street, Morgantown, W. Va.)—Construction permit for a new FM broadcast station.
- NEW—Carter Publications, Inc., Fort Worth, Texas (P. O. 400 West Seventh Street)—Construction permit for a new FM broadcast station.
- NEW—Roy L. Albertson, Buffalo, New York (P. O. 485 Main St.)—Construction permit for a new FM broadcast station to be operated with coverage of 8,800 square miles.
- NEW—Independent Merchants Broadcasting Co., Minneapolis, Minn. (P. O. 1730 Hennepin Ave.)—Construction permit for a new FM broadcast station to be operated on Channel #51 (**98.1 mc.**) with coverage of 13,040 square miles.
- NEW—The Western Connecticut Broadcasting Co., Stamford, Conn. (P. O. 258 Atlantic St.)—Construction permit for a new FM broadcast station to be operated on a frequency in the **92-108 mc.** band with coverage of 3,933 square miles.

TELEVISION APPLICATIONS

- NEW—Warner Bros. broadcasting corp., Hollywood, Calif.—Construction permit for a new commercial television broadcast station to be operated on Channel #3 (**66-72 mc.**) with ESR of 688. Amended: to change frequency to Channel #5 (**76-82 mc.**), ESR to 1,050, change type of transmitter and antenna.
- W9XFT—Farnsworth Television and Radio Corp., Fort Wayne, Ind.—Construction permit to reinstate construction permit (B4-PVB-112) which authorized construction of a new experimental television broadcast station.
- NEW—The Evening Star Broadcasting Company, Washington, D. C.—Construction permit for a new commercial television broadcast station to be operated on Channel #6, (**82-88 mc.**) and ESR of 1,370. Amended: to change frequency from Channel #6, **82-88 mc.** to Channel #4, **66-72 mc.**

MISCELLANEOUS APPLICATIONS

- WEGP—Berks Broadcasting Company, Area of Reading, Pa.—Modification of license to change name of licensee from Berks Broadcasting Company to Reading Broadcasting Company.
- WEHZ—Reading Broadcasting Company, Area of Reading, Pa.—Modification of license to change name of licensee from Reading Broadcasting Company to Berks Broadcasting Company.
- W1XIR—Harvey Radio Laboratories, Inc., Cambridge, Mass.—Modification of construction permit (B1-PEX-60 for a new developmental broadcast station) for extension of completion date.
- WSXGZ—Gus Zaharis, South Charleston, W. Va.—Modification of construction permit (B2-PVB-103 as modified) for change in transmitter location and extension of completion date.

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.

Elmira Steel Co.—A complaint has been issued charging Edward F. Quirke and Sara Quirke, trading as Elmira Steel Co., 185 Montague St., Brooklyn, with misrepresenting the properties and effectiveness of Elmirite, a powdered solvent preparation designed to improve or condition fuel oil. (5387)

Lane Drug Co.—A complaint has been issued charging Lane Drug Co., 397 Phillips Ave., Toledo, with misrepresentation of a vitamin product designated "Calcium Pantothenate Tablets." (5389)

Oxford Products, Inc., trading as Vitamin Guild of America, 2300 Payne Ave., Cleveland, is charged in a complaint with disseminating false advertisements concerning a vitamin preparation designated as Calcium Pantothenate Vitamin Tablets and as Cal-Pan. (5388)

CEASE AND DESIST ORDERS

The Commission issued 40 cease and desist orders last week.

STIPULATIONS

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

Champion Spark Plug Co., Toledo, Ohio, stipulated that it will cease and desist from representing that Champion Spark Plugs are the only dependable spark plugs. (03298)

Ex-cel-cis Beauty Products Co.—A stipulation to cease and desist from misrepresenting the therapeutic properties of Ex-cel-cis Anti-Acid Granules has been entered into by Ex-cel-cis Beauty Products Co., Inc., 221 South West Temple St., Salt Lake City. Five other corporations which co-operated in the sale and distribution of the preparation also signed the stipulation. They are Ex-cel-cis Products Co. (Utah), Ex-cel-cis Products Co., Inc. (San Francisco), Ex-cel-cis Products Co., Inc. (Los Angeles), Ex-cel-cis Products Co., Inc. (Colorado), and Eastern, Ex-cel-cis Beauty Products Co., Inc., of Chicago. (4108)

Fur-Tex Coat Co., 265 West 37th Street, New York, stipulated that they will cease and desist from misrepresentation in connection with the sale of women's coats designated "Fur-Tex." The coats were made of pile fabric or of materials in which no animal fur or hair was used. (4109)

O. I. Kahn & Co. and as Columbia Umbrella Co., 302 Fifth Ave., New York, stipulated that he will cease and desist from advertising, invoicing, labeling or selling umbrellas, the covers of which are composed in whole or in part of rayon, without disclosing such fact by use of the word "Rayon." (4107)

Poretz Brothers, Inc., 263 West 38th Street, New York, engaged in the manufacture and sale of women's coats made from pile fabrics, entered into a stipulation to cease and desist from using the term "Broadtail" or "Broadtel," or any other word of like connotation, to designate or describe a fabric that is not made from the fur or hair of the animal indicated. (4110)

Stuart Industrial Service, 5220 West Cermak Road, Chicago, stipulated that it will cease and desist from representing by statements such as "your definite insurance against rust," or otherwise, that the product it sells under

the name of Rustex No. 2 is an effective and sure preventive of rust under any and all conditions of use; provided, however, that where the product, when used as directed, may be definitely effective against rust in certain cases, specific mention shall be made in direct connection with any such representation of the conditions under which the articles or parts so treated are stored or exposed. (4111)

SWORN IN AT FTC

Hon. Lowell B. Mason, of Illinois, was sworn in as a member of the Federal Trade Commission today. He is a Republican, son of the late William E. Mason, United States Senator from Illinois, and is one of the two Republican members of the 5-man bipartisan Commission.

The oath was administered by Justice James W. Morris of the U. S. District Court for the District of Columbia. The Bible used was carried around Cape Horn to California during the '49 gold rush by the grandfather of the new Commissioner. It was the first induction of a Commissioner in the present Federal Trade Commission Building.

Attending the ceremony was Corporal Lowell B. Mason, Jr., on furlough from a Battle Creek hospital where he has been convalescing from wounds received in the Rhineland-Ruhr campaign. Among the distinguished guests were several members of the Senate and House and other Government executives.

The new Commissioner was graduated in law from Northwestern University in 1914 and a year later was Assistant Corporation Counsel for Chicago. He was a member of the Illinois State Senate from 1922 to 1930 and has a long record as a health administrator, being Chairman of the Public Health Committee of the Illinois State Senate for six years and attorney for the Chicago Health Department and the Chicago Tuberculosis Sanitarium. He is the author of the present Illinois Health Practice Act.

He was General Counsel of the National Industrial Recovery Review Board in 1934 and Counsel for the United States Senate Judiciary Sub-Committee investigating the N.R.A. in 1935.

His home is in Glen Ellyn, Illinois, a suburb of Chicago. He practiced law in Chicago and Washington.

Mr. Mason was nominated by President Truman to fill the unexpired term of Commissioner Charles H. March, Republican, of Minnesota, who died August 28. The nomination was unanimously confirmed by the Senate on October 9.

FTC CASES DISMISSED

The Federal Trade Commission has dismissed without prejudice its complaint charging International Distributing Corp., wholesale liquor dealer, 1119 14th St., N. W., Washington, D. C., with having refused to sell whisky to District of Columbia retail liquor dealers unless they purchased a stipulated quantity of wine, brandy, or both. The complaint alleged that the respondent's "tie-in" sales policy was coercive and oppressive and in violation of the Federal Trade Commission Act.

In dismissing the complaint, the Commission stated:

1. That there is substantial evidence that retail liquor dealers purchased wines and alcoholic beverages other than whisky from the respondent in order to obtain additional quantities of whisky;

2. That the development of the true facts has been hampered by the belief on the part of some dealers that any lack of cooperation with the respondent might result in inability to purchase necessary supplies of whisky; and

3. That the record is not sufficiently clear to show the extent to which coercive measures were used by the respondent to induce retail liquor dealers to purchase alcoholic beverages other than whisky in order to obtain supplies of whisky.

The Commission has also dismissed without prejudice its complaint charging The World Publishing Co., 2231 West 110th St., Cleveland, with misrepresentation in connection with the sale of dictionaries.

Another complaint (4634), in which The World Publishing Co. is a respondent, is pending before the Commission. It also alleges certain misrepresentations in the sale of dictionaries and that the respondents' use of the name "Webster" for their dictionaries is deceptive and misleading.