

MILLER CONFERS WITH TRUMAN, HOOVER, 11 OTHERS ON WORLD FOOD PROBLEM

NAB President Justin Miller on Friday (1) joined with 11 others prominent in the life of the Nation in accompanying former President Herbert Hoover to the White House in response to a request from President Truman that they meet him to confer on ways and means of alleviating the serious food shortage in Europe and Asia.

Moving with a suddenness that allowed only two days for preparation and travel on the part of the conferees, President Truman issued the invitations on Wednesday, asking that they join with him in the East Wing of the White House at 3 p. m. on Friday. His invitation to Mr. Hoover reached the former President while he was fishing off Florida. When he accepted, a Navy plane was put at his disposal for his trip to Washington.

President Truman's telegram to Miller and the others read as follows: "I am sure you are familiar with the acute need for foodstuffs in the war-torn countries of Europe and Asia. Our national self-respect and our duties as human being demand that we do all possible to stop the spread of famine.

"I have directed the agencies of Government to do everything possible to this end. But Government alone is not enough.

"We cannot meet this situation without an aggressive voluntary program on the part of private citizens to reduce food consumption in this country.

"I am asking you and a very few other public spirited citizens to meet in the East Wing of the White House at 3 o'clock, Friday afternoon, March 1, to work out means for supporting such a voluntary program. Former President Hoover has accepted my invitation and will be there. I count on your support.

"HARRY S. TRUMAN."

Those invited by the President in addition to Mr. Hoover and NAB President Miller were:

Sheldon Clark, vice president of the Sinclair Oil Co. and honorary president of the Navy League of the United States.

Clarence Francis, chairman of the board, General Foods Corp.

Dr. George H. Gallup, director of the Gallup Poll and connected with Young & Rubicam.

Henry R. Luce of *Time*, *Life* and *Fortune*.

James W. Young of the J. Walter Thompson Co. and chairman of the board of directors of the Advertising Council.

Dr. William I. Meyers of Cornell University and formerly governor of the Farm Credit Administration here in Washington.

Chester W. Davis of this city, president of the St. Louis Federal Reserve Bank and in 1943 War Food Administrator.

Eugene Meyer, editor and publisher of the *Washington Post*, formerly Farm Loan Commissioner, governor of the Federal Reserve Board and chairman of the Reconstruction Finance Corp.

Mrs. Anna Lord Strauss, president of the League of Women Voters.

Mrs. Emily G. Dickinson, president of the Federation of Women's Clubs.

Eric Johnston, president of the United States Chamber of Commerce and president of the Motion Picture Producers and Distributors of America, Hollywood, Calif.

Music

LEA BILL IN RULES COMMITTEE

The Lea Bill (HR-5117) which passed the House Thursday (21) by an overwhelming majority of 222 to 43 (see NAB REPORTS, p. 135), is back in the Rules Committee due to a negative vote entered by Rept. Marcantonio (Am. Labor Party—N. Y.) when unanimous approval was asked on conferees selected for the Senate and House Conference Committee who were to prepare final draft of the bill for Senate action.

The Rules Committee must now prepare a ruling which will go to the House floor for debate before the bill goes on to the Conference Committee.

The Senate has already agreed upon conferees, who are as follows: Senators, Edwin C. Johnson (D. Col.); James M. Tunnell (D. Del.); Francis J. Myers (D. Pa.); Wallace H. White, Jr. (R. Maine); Warren R. Austin (R. Vt.).

Engineering

NARBA CONFERENCE SIGNS INTERIM PACT

An Interim Agreement covering the standard broadcast band in the North American Region was signed Monday (25) in the final plenary session of the Second North American Regional Broadcasting Conference, following more than three weeks of deliberations.

Members of the various delegations signed the agreement at 1:45 p. m. in the following order: F. H. Soward and G. C. W. Browne for Canada; Sr. Carlos Maristany, Dr. Luis Machado and Sr. N. G. Mendoza for Cuba; Sr. Jose Ramon Rodriguez for the Dominican Republic; A. D. Hodgson for His Majesty's Government in the United Kingdom in respect of the Bahama Islands; H. J. Clarke for His Majesty's Government in the United Kingdom in respect of Newfoundland; Colonel Rafael Avila Camacho (with reservations) for Mexico; E. K. Jett and Harvey Otterman for the United States.

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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 FM Dept. and Government Relations*; John Morgan Davis, *General Counsel*; Willard D. Egolf, *Special Counsel*; Howard S. Frazier, *Acting Director of Engineering*; Dorothy Lewis, *Coordinator of Listener Activity*; Frank E. Pellegrin, *Director of Broadcast Advertising*; Harlan Bruce Starkey, *Chief, News Bureau*; Arthur C. Stringer, *Director of Promotion*.

Provision was made for a representative of the government of Haiti to sign the document at some future date. The reservations requested by the Mexican delegation were with respect to the creation of a committee of engineers to collaborate in checking broadcasting stations in the various countries to insure against international interference. Mexico merely desired time to check its laws before becoming a member of this committee.

The Interim Agreement, or *Modus Vivendi*, will be in force for a period of three years beginning March 29, 1946, unless a new NARBA is signed and ratified before its expiration. The document also provides for convening the third NARBA conference in Canada in 1947.

Under terms of the Interim Agreement, Cuba is permitted to make limited use of 10 clear channels (five belong to the United States), and eight regionals.

The agreement provides for the establishment of a permanent NARBA Engineering Committee, composed of one expert from each of the following countries: Canada, Cuba, Mexico and the United States. The committee will act as trouble-shooters, rendering assistance in the solution of interference cases and other broadcasting engineering problems. When necessary members will inspect facilities to insure that adequate provision is made to prevent radiation toward other countries in excess of the acceptable maximum.

Commissioner E. K. Jett of the FCC, head of the United States delegation and permanent chairman of the conference, said "the spirit of compromise has prevailed throughout the conference."

"We all agreed on one point," Commissioner Jett declared, "that without international cooperation, broadcasting in the standard band would soon be in chaos."

Other speakers at the final session included: Francis Colt deWolf, Telecommunications Division, State Department; Dr. Luis Machado, Cuba; Sr. Carlos Maristany, Cuba; Colonel R. A. Comacho, Mexico.

FCC TO BE REPRESENTED AT DUBLIN CONFERENCE

In view of its regulatory responsibilities in the field of international communications and in view of its responsibility to promote safety through the use of wire radio communication, the Commission will be represented in the United States Delegation to the North Atlantic Route Service Conference convening in Dublin, Ireland, on March 4, 1946. Mr. Wm. N. Krebs, Chief of the Safety and Special Services Branch of the Engineering Department of the Commission, will attend the conference as a delegate. Mr. E. L. White, Chief of the Aviation Division of that Branch, will also attend as an observer.

This conference is sponsored by the Provisional International Civil Aviation Organization for the purpose of

establishing an organization to facilitate civil air operations in the North Atlantic area, and is the first of several conferences which will set up similar organizations to cover nine other regions of the world. A meeting of Caribbean area countries is tentatively scheduled the latter part of May, to be held either in the United States or Cuba.

The principal subjects to be considered at Dublin are communication and navigation radio aids, search and rescue, traffic control, meteorology, and airdromes and ground aids. It is anticipated that the conference will last approximately three weeks.

BUREAU OF STANDARDS ANNOUNCES NEW RESEARCH DEPARTMENT

In order to broaden the scope of the work of the Ordnance Development Division of the National Bureau of Standards an Electronics Section has been set up to handle projects involving electronics research and engineering not necessarily related to ordnance, according to the Department of Commerce.

The work of the new section includes electron tube research and development, application of electronic circuits, and radiation. These projects are at present supported largely by funds transferred from the Army Ordnance Department and the Navy Bureau of Ordnance. It is expected, however, that new projects will accrue to the section under the sponsorship of civilian agencies of the Government, so that it should become the Bureau's center for general development work in applied electronics.

An electronics instrumentation service is being offered by the Electronics Section. This service aims to assist the entire Bureau in the development, design or specification of measuring and control equipment employing electron tubes. It is the belief of the Bureau that this service by experienced personnel will prove of value in assuring full use of the advantages afforded by electronic instrumentation.

Robert D. Huntoon is in charge of the Electronics Section. He has served in various capacities in the Ordnance Development Division since 1941 and during 1944-1945 was attached to the War Department as Expert Consultant to the Secretary of War.

He performed his doctoral work at the University of Iowa, receiving his degree in 1938, after which he taught nuclear physics at New York University and engaged in research work on electron tubes at a large electric products manufacturing establishment.

AAF TO EXPERIMENT WITH RADAR AGAINST GERMAN V-2 BOMBS

Danger of atom bombardment of our great cities and industrial centers by long-range stratosphere rockets may be considerably lessened if Army Air Forces efforts to "track" captured German V-2's by the use of "moon radar" and other devices are successful in experiments to be held this summer.

White Sands proving ground in New Mexico will provide a desert setting for tests in which the AAF will pit its "radar brains" against the V-2's. These rockets will be sent streaming 90 miles into the stratosphere by Army Ordnance; and the AAF, in cooperation with the Signal Corps, will attempt to plot their course from the moment of discharge to the moment of impact.

Every known means of radar detection, including those devices used recently in reaching the moon, will be utilized by the AAF in an effort to "keep a finger" on these 3000-miles-per-hour missiles as they arch across the sky. If this tracking is successful, according to AAF experts, it will

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then be possible to devise some means of exploding the V-2's harmlessly in mid-air before they can reach their targets—probably by interception with "counter-attack" rockets.

Officers and civilians from Watson laboratories, the ground radar laboratory of the Air Technical Service Command at Wright Field, and, if practicable, enlisted personnel from the European occupational air force, will man the radar equipment for the AAF. In attempting to track the rockets in flight from every possible angle, AAF technicians hope to determine which radar devices are best able to trace the aerial route of these sky-torpedoes against which no highly effective means of defense now is available.

"A means must be found," said Brigadier General William L. Richardson, Chief of the Guided Missiles Division, Air Staff—3, "to defend our country against a sudden enemy rocket attack, and this must be done as quickly as possible. We want to develop a means whereby we can intercept incoming enemy rockets in mid-air. We cannot hope to do this, however, until we discover a method of tracing their course through the sky and predetermining their arc of flight. Once we accomplish this, it will be possible to design a 'counterattack' rocket which will be controlled by radar and will be capable of intercepting the enemy rocket at a predetermined point in its course.

"The Air Force has been working on rocket defense ever since the first German V-2 landed accidentally in Sweden back in the Autumn of 1943. We hope to come to some definite conclusions this summer concerning radar's ability to track these rockets effectively. Whatever these conclusions may be the AAF will go on with its research until a way is found to stop the V-2's, either by interception or by some other means."

Gen. Richardson pointed out that the AAF is conducting extensive research in the developing and tactical use of offensive guiding missiles, as well as evolving a defense system against rocket attack. The First Experimental Guided Missiles Group was activated recently by the AAF. The functions of the group, which is commanded by Col. Harvey T. Alness, former commander of the Seventh Bomb Group in India, will be the development of tactics and techniques of guided missile operations, training of personnel development of organizational and equipment requirements, and demonstration of guided missiles in the AAF program.

LEGION OF MERIT AWARDED CBS CHIEF ENGINEER

For having broken a design and production deadlock when airborne radar equipment was urgently needed by the U. S. Fleet to combat Jap air action, A. B. Chamberlain, Chief Engineer of CBS, has been awarded the Legion of Merit by Navy Secretary James Forrestal.

Programming

AD COUNCIL, OWMR ALLOCATIONS— MARCH 11-17

The following four public interest campaigns have been given top priority on Network Radio Allocation Plans during the week of March 11-17 by The Advertising Council and the Media Programming Division of the OWMR. A brief resume of each Fact Sheet is given below:

1946 Red Cross Fund Drive (Fact Sheet No. 14)

To the people of the United States from General Dwight D. Eisenhower, Chief of Staff, United States Army: "The

Red Cross activities in Army hospitals and the program of clubs, recreation centers and welfare must go on through the period of occupation according to changing needs. Normal amenities of life are so lacking in the occupied zones that the American soldier has, in most cases, only what we send him. I express the earnest hope of the Army that the American public will continue its generous support of the Red Cross during 1946." This message from General Eisenhower outlines the continuing responsibilities of the Red Cross to the men who made peace possible. To them must be added the victims of unforeseeable floods, fires, tornadoes and other disasters right here at home whom the Red Cross must stand ready to provide with emergency food, clothing and shelter as it has so faithfully done in the past. During the month of March the American people will be asked to contribute \$100,000,000 needed by the American Red Cross to carry out this vast program of service to our occupying forces, hospitalized servicemen, veterans and civilians in need.

Housing—"Boom and Bust?" (Fact Sheet No. 7A)

America's critical housing shortage constitutes one of the most potentially explosive inflationary situations of the reconversion period. A bold and vigorous program has been developed to whip that shortage. But even under that program the urgent demand for homes will far exceed the number that can be built for months to come. And in addition to the urgent demand by returning veterans and others, there are millions of Americans who would like to buy or build or remodel if they could. Under these conditions the threat of inflation in housing and building materials is more menacing than in any other section of the economy. Within limits people in urgent need of shelter are tempted to pay almost any price for it. It would be presumptuous for anyone to urge a man not to buy or build when he has the money and his family is without a place to live. However, it is in the interest of the Nation as well as the home-seeker that he be told of the dangers involved in buying or building at inflated prices. During the period when the demand for housing is abnormally high and production is low, there are two alternatives open to us—to start a "boom-bust" cycle by frantically bidding up the prices of the limited housing supply, or to put the brakes on housing inflation by postponing buying or building if we do not urgently need a new house and by securing expert advice if we do build or buy.

Help Keep Our Economy Stable (Fact Sheet No. 3)

The greatest inflationary pressures we face today are those stemming from the unprecedented demand for and the short supply of (1) housing, (2) clothing and (3) durable goods. Although rent control regulations still exist in most areas the demand for housing is so great that people are tempted to ignore rent ceiling in their eagerness to provide shelter for themselves and their families. During the next few months the clothing supply will be the tightest since before the war, a situation that is being further complicated by thousands of newly discharged veterans who are unable to find even a minimum of civilian clothing in the stores. The durable goods picture is a trifle brighter—more refrigerators, automobiles, washing machines, vacuum cleaners, radios, etc., are on the way. Here again, however, demand and purchasing power still exceed the supply and an inflationary black market is the potential result unless people curb their desires to own the first of everything that appears on the market at any price. Urge listeners to spend sensibly and to cooperate with all price and rent control regulations.

Building Our New Army (Fact Sheet No. 2)

Congress has authorized a peace-time American Army larger and better trained than ever before in history.

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This Army, vitally necessary for reasons which will be presently explained, is now being recruited by voluntary enlistment. But the Army's present recruiting drive for over one million men by July first 1946 may fail unless public attitudes can be changed and changed quickly. The Army itself is conducting a large-scale direct recruiting drive using paid advertising in various media, but it urgently asks help in a concurrent backdrop campaign, for which its own resources are inadequate, to build prestige for the new Regular Army and its personnel in the public mind, and particularly in the minds of potential recruits, their families and their friends. Very bluntly, the objective of this campaign is to change the old attitude of Americans toward their Army. By explaining the purpose and character of the new Regular Army being formed since victory in World War II, and by paying tribute to the young men now joining it to guard world peace, radio can help the Army's recruiting drive achieve the goal it seeks. Point out that the new Regular Army soldier is a skilled technician—he works with advanced techniques and equipment in at least one of many specialized fields, and his competence equals and often exceeds the skill demanded in some of the best paid civilian trades. Illustrate the kind of work they do as guardians of peace and architects of our country's safety.

MORNING AND AFTERNOON LISTENING SURPASSES "V-E DAY" RECORD

The volume of afternoon radio listening has surpassed the record set during the "V-E Day" period while morning listening has climbed to the highest point since then, Cooperative Analysis of Broadcasting announced last week.

CAB revealed that since mid-December there has been a greater number of sets-in-use during weekday afternoons than during the two-week period including "V-E Day." Tabulations were based on nationwide interviewing in 81 cities over two-week periods. The CAB February 19 report showed the average percent of sets-in-use was 15.8, an increase of 0.3 from the "V-E Day" record of 15.5. The average sets-in-use for December-January was 15.6 and for January was 15.7, both ratings above the victory period.

Weekday morning listening was three points below the 18.2 record of the "V-E Day" period but was the highest figure since then. The latest CAB report showed an average percent of sets-in-use of 15.2, an increase

of one full percentage point since the previous report two weeks ago.

Both morning and afternoon listening averages of the latest report were 0.4 above the figures recorded during the corresponding period last year.

WFIL COOPERATES WITH RADIO REPAIR ASSOCIATION

Philadelphia—Station WFIL and the Philadelphia Radio Service Men's Association have drawn up a unique contract designed to use the facilities of their allied industries for their mutual benefit.

The Association is a voluntary organization of independent radio repair men from the metropolitan and suburban areas, who have joined together for a better, more efficient coverage of the city's radio repair work. Through their advertising on WFIL, PRSMA's work as an association has increased tremendously in the last few months. Now, instead of calling radio repair men at random, Philadelphians call PRSMA to get prompt service from the most competent worker in their immediate vicinity.

The new agreement provides for WFIL to supply commercial spots, a new musical program on WFIL and WFIL-FM, promotion of the association via car and bus cards—and phone service on all customer inquiries about the organization which come through the station's switchboard as a result of commercial announcements.

In return PRSMA members will display in preferred window locations WFIL and WFIL-FM placards calling attention to special events, etc., include inserts supplied by WFIL in outgoing mail to customers, and distribute survey questionnaires to customers whose sets they service.

FM Department

15 MORE FM GRANTS—TOTAL 345

The Commission, by a Board composed of Acting Chairman Denny and Commissioners Walker and Jett, on Wednesday (27) granted 15 additional FM stations and designated one application for hearing. This brings total conditional grants to 345.

Following are grants made:

<i>City</i>	<i>Grantee</i>	<i>Interest in Standard Station</i>	<i>Type of FM Station</i>
FLORIDA			
Jacksonville.....	City of Jacksonville.....	WJAX	Metropolitan
Jacksonville.....	Jacksonville Broadcasting Co.....	WPDQ	Metropolitan
IDAHO			
Nampa.....	Frank E. Hurt and Son.....	KFXD	Metropolitan
INDIANA			
Terre Haute.....	Wabash Valley Broadcasting Corp.....	—	Metropolitan
KANSAS			
Wichita.....	Louis Levand, Max Levand and John Levand, d/b as Wichita Beacon Broadcasting Co.	—	Metropolitan
NEW HAMPSHIRE			
Manchester.....	The Radio Voice of New Hampshire, Inc.....	WMUR	Metropolitan
PENNSYLVANIA			
Lewistown.....	Lewistown Broadcasting Co.....	WMRE	Metropolitan
TEXAS			
Abilene.....	The Reporter Broadcasting Co.....	KRBC	Metropolitan
Dallas.....	KRLD Radio Corp.....	KRLD	Metropolitan, possibly Rural
Dallas.....	A. H. Belo Corp.....	WFAA	Metropolitan
Fort Worth.....	Carter Publications, Inc.....	WBAP	Metropolitan, possibly Rural
Houston.....	Lee Segall Broadcasting Co.....	—	Metropolitan
Tyler.....	East Texas Broadcasting Co.....	KGKB	Metropolitan
Vernon.....	Northwestern Broadcasting Co.....	KVWC	Metropolitan
WISCONSIN			
Milwaukee.....	Midwest Broadcasting Co.....	—	Metropolitan

DESIGNATED FOR HEARING

Chesapeake Broadcasting Co.
Washington, D. C.

Adopted order designating application for hearing in consolidation with applications of Marcus Loew Booking Agency, et al, for new FM stations in Washington, D. C., to be held March 11, and ordered that the issues in the consolidated proceedings be amended to include the application of Chesapeake Broadcasting Co.

FCC

DENNY PREDICTS 100 TELE STATIONS BY 1947— 2000 FM's IN 3 YEARS

Charles R. Denny, Acting Chairman of the Commission, predicted Wednesday (27) that 100 television stations will be on the air by the end of 1947. Within three years, Mr. Denny said in an interview with an AP correspondent, 2,000 FM stations probably will be built.

"By the end of 1946," he said, "all the applications for television stations before the Commission will be cleared out. There are now 140.

"About 100 television stations probably will be broadcasting by the end of 1947. This figure likely will include seven in New York City and northeastern New Jersey, seven in Los Angeles, four in Philadelphia, four in Washington, D. C., five in Detroit, six in San Francisco-Oakland, four in Pittsburgh, five in Cleveland and three in Baltimore.

"Television networks will come just about as soon as we get the stations—but the networks will be small at first," Denny said.

"Reports to the Commission," Denny said, "indicate that one or more manufacturers will have sets on sale in sizeable volume by the middle of this year.

"The future of sound broadcasting will center on FM," he said. "I predict that FM to a large extent will replace standard broadcasting in the years to come."

FCC REQUESTS PICTURE OF '46 PRODUCTION FROM SET MANUFACTURERS

The Commission has sent out a questionnaire to radio manufacturers requesting them to send in information on present plans for the manufacture of radio receivers during 1946. It is stated in an accompanying letter that the response will be used in preparing industry-wide totals.

The questionnaire itemizes various types of receivers in the AM, FM, Television bands and also includes FM adaptors suitable for attachment to AM sets to permit reception in the 80-108 mc. FM band, as well as converters which will change over FM sets built for reception in the 42-50 mc. band to permit reception in the 80-108 mc. band.

FIRST RAILROAD RADIO GRANT

Acting upon the first application for railroad radio authorization submitted pursuant to the establishment of Rules and Regulations Governing Railroad Radio Service, Part 16, the Federal Communications Commission on Wednesday (27) granted a construction permit to the Denver and Rio Grande Western Railroad Company, Denver, Colorado, for 32 new mobile units as train (end-to-end) stations in this newly established service.

Operation will be on the frequency 159.81 megacycles, with 50 watts input power to final radio stage, employing special emission for FM (telephony).

The application was made on behalf of the Denver and

Rio Grande Western Railroad Company by Wilson McCarthy and Henry Swan, its trustees.

Extended experimentation has been made regarding use of railroad radio for safety purposes for several years, and many experimental authorizations have been previously issued to railroads and manufacturers, but this is the first grant since the regular railroad radio service was established by the Commission on December 31, 1945.

Broadcast Advertising

PER INQUIRY AND FREE TIME

Radio stations have reported that the Allan H. Miller Agency, Toledo, has attempted to place contracts for "Dentrail," a plastic reliner for false teeth, on a per inquiry basis.

NAB Department of Broadcast Advertising informed the agency that the radio industry is adverse to this type of advertising, and that NAB adopted a resolution at the 1942 Convention condemning such practices on the basis of being unsound broadcasting.

The Miller Agency went so far as to mail stations a reprint of a station's Sales Manager's letter that apparently encouraged per inquiry advertising in radio. Upon being informed by NAB of the letter's use, the sales executive informed NAB:

"It is needless to say that my letter to Mr. Allen Miller of the Miller Agency was not supposed to be used for promotion purposes. He assured me that it would not be. I have already attended to this matter and you may be sure that neither our station nor myself wish to promote anything along P. I. lines. We have never accepted P. I. business since I have been identified with the station and I am certainly not in favor of it."

Mr. Miller informed NAB: "Is my face red! We had an experience with a 'per inquiry' deal some considerable time ago and the rule is that we are not interested. However, this particular deal offering the product Dentrail for broadcast purposes to stations on a 'per inquiry' deal was arranged without my approval. *Please be advised that as of this date Dentrail has contracted with us to buy time on a regular basis on the series of stations we have mutually agreed upon.*"

NATIONAL NEEDLECRAFT BUREAU

Tom Fizdale, Inc., a New York City publicity firm, representing the National Needlecraft Bureau, interested in increasing home sewing, etc., has offered an elaborate promotion called "The Sixth Annual National Home Sewing Contest." The publicity firm states that the contest is being conducted in 50 of our leading cities in the North, South, East and West.

NAB informed Tom Fizdale, Inc., that giving free time for such enterprises is not in keeping with the radio industry's policy. NAB urged that the National Needlecraft Bureau use paid advertising on radio stations.

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Win Nathanson, president of the publicity firm, replied to NAB Department of Broadcast Advertising that: "The National Sewing Contest is sponsored by the National Needlecraft Bureau, a non-profit trade association representing manufacturers of thread, fabrics, patterns and, in fact, anything that has to do with sewing and needlecraft arts. We furnish cash prizes and national awards to the stations, and full assistance and information in carrying on local contests. It is of particular interest for you to know that almost in all cases local stations have sold sponsorship of the contest, usually to a department store, or some advertiser with a message directed to women. This brings revenue to the stations and, at the same time, they are rendering a real public service, as, in no way, is this contest commercial—no brand names, nothing of that sort is mentioned."

Mr. Nathanson added "we hope this information will explain the National Sewing Contest and that you do not consider it a 'space grabbing' idea."

Real Estate Dealer—Commercial or Sustaining?

An effort to obtain free time from radio stations is being made by the National Association of Real Estate Boards of Washington, D. C., which has planned a series of four quarter-hour transcriptions. Approach to stations is usually made by the local representative of the community's real estate board, with a request for free time. Some NAB member stations have reported that after discussion, the local real estate board has *purchased* the time for the transcribed series, which discusses the national housing situation and the services offered by real estate dealers.

An NAB representative contacted the office of Walton Onslow, Director of Public Relations, National Association of Real Estate Boards, Washington, D. C. The NAREB revealed that an "opinion poll" letter had gone out to local real estate boards across the nation, to ascertain if local boards were interested in the proposed series of transcriptions in their behalf on the National Housing situation, etc.

The real estate boards' headquarters informed its members "In some cases you might obtain time on your local station free, as a public service. In other cases time will have to be bought." The letter pointed out that the real estate boards in metropolitan cities were financially able to pay for these platters, whereas their smaller boards, not as able financially to buy time, might be able to get free time in the guise of a "public service."

Electric Fan Section N. E. M. A.

Alexander Hazard Williams, New York City, representing the Electric Fan section of the National Electric Manufacturers Association, has offered stations a transcription containing a comedy sketch by Ernest Truax and Hope Emerson. The N. E. M. A., through its agent, sought free time on the basis that theirs is an educational campaign to give the public some idea of the varied uses of electric fans and other electric equipment.

Their purpose in sending the transcriptions out was "for providing (1) Entertainment. (2) Service to the public. (3) Service to the electric equipment dealers in your city."

The NAB has written the agent urging the use of broadcasting on a rate card basis.

The NAB believes that sound advertising is the most effective and almost the only economical way to introduce a new product, an improvement in old products, and new uses for existing articles.

Veterans of Victory

Better Business Bureau and stations have sent inquiries to NAB relative to the reliability of the National Radio Features' series, "Veterans of Victory."

The Veterans Administration informed the NAB that it "does not authorize or endorse any radio programs." However, the radio division of the Veterans Administration has informed us that they are "cooperating" with this concern on their "Veterans of Victory." William T. Comer, director, coordination and planning, Veterans Administration, makes an appearance on one of the discs. The Veterans Administration informs us that "it is a legitimate program."

The radio division of the United States Treasury Department, according to Lieutenant David Levy, Radio Chief, has no knowledge of "Veterans of Victory" or its producer, National Radio Features. Therefore they have not worked with the producer in any way, according to Lieutenant Levy.

Wire-Recorder Broadcast Sponsored

Radio Station WGST, CBS affiliate, Atlanta, has inaugurated a new type of program, using a wire recorder to record interviews with the riders direct from street cars and busses in transit. The recordings are made several times during the day and played back over the air at 6:30 P. M. the same night so that the people interviewed can hear themselves on the air. The interviewing is done by two of WGST's ablest announcers, Jimmy Kirby and Francis Harden, and the program is called "The Man on the Street Car." The show is a "natural" for its sponsor, The Georgia Power Company. The sponsor and WGST are cooperating in an all-out publicity and promotion job on this program.

WGST has installed outdoor poster boards, scheduled newspaper ads and courtesy plugs, printed envelopes for the interviews calling attention to the program and expressing appreciation for the interview. Twelve street car tokens are enclosed in each envelope as a gift from the Georgia Power Company. Display cards with actual photographs of a street car broadcast are being placed in the main office and the branch offices of the Georgia Power Company in greater Atlanta.

J. Nelson Rupard, KTSW, Re Syndicated Shows

Emporia, Kansas', station management offers an expression on syndicated transcribed shows for small market stations to the effect: "We want better shows to increase the audience for our advertiser and our station. But they must be *better* shows to justify any increased production and program charges.

"In our own stumbling way we've learned to produce some pretty listenable programs, first with records and in later years from transcription libraries. The transcription service is a necessity and the rental is a flat fee. Programs from these services are usually produced (on the smaller stations) by announcers who would otherwise be around only for station breaks. The cost to the station for such a program is not great.

"In a sense, the problem then becomes mathematical. If a local transcribed program earns an audience rating of 4.2, then a syndicated program that carries a talent charge of one-half the time charge must necessarily produce a rating of 6.4, a stronger sales impact, or other advantages.

"Unfortunately many syndicated programs carry a talent charge equal to or better than the time charge. And some haven't paid out at a talent charge of one-half the time charge.

"For the most part the quality of the syndicated programs has been good; they have compared favorably with network cooperative programs which have been highly successful. But talent costs for most network cooperatives has been less than half the time charge.

"The problem seems largely a matter of basic transcrip-

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tion costs complicated, perhaps, by AFRA and AFM recording regulations. The suggestion that smaller stations repeat transcribed features after they have been run on larger stations does not seem a happy solution. Without going into the ramifications of audience appeal and station prestige of such repeats, accept the plea that most small stations just wouldn't relish the idea of eating at the second table. Better things have been tasted through network cooperative programs.

"Since the actual pressing cost does represent a considerable portion of the local charge, isn't there another way of routing such features to the stations? Perhaps without giving preference to the larger stations (it seems movie distributors handle films in this manner) or a series exclusively for the use of smaller stations.

"We need syndicated programs to deliver a greater sales impact to more listeners for more local advertisers in a limited broadcast day. But to meet competition, the increased audience or other advantages must be proportionate to the increased cost to local advertisers.

"Until it is, small stations will go right on selling network cooperatives and locally built recorded and transcribed shows."

HOW TO IMPROVE YOUR DEALER-HELP ADVERTISING

MAXSON I. BEVENS

Commercial Manager, KGHF

Before his advent into radio, Maxson I. Bevens, Commercial Manager of Station KGHF, Pueblo, Colorado, through his knowledge and practical application of sound advertising principles, built up a well deserved reputation as an expert in retail merchandising.

Drawing on that experience and his many years in broadcasting, he writes in this article on a subject that is of more than passing interest to radio sales and continuity departments.

The NAB wishes to thank Advertising & Selling for permission to reprint this article which first appeared in the February issue of that magazine.

Retailing is a complicated business, and a man can know a lot about national advertising without having much idea about the little things that increase sales in the thousands of stores of all sizes where the consumer responds more or less to the appeals of the advertiser.

Since the payoff occurs in the retail store, it seems logical that more consideration of how the merchant can be assisted to help cash in on national advertising may be of value.

I have seen a lot of radio copy, sent out to dealers for them to use at their own expense on local stations. A few manufacturers make co-operative allowances, more send out copy with no allowances, and a far greater number simply do not bother to encourage use of radio for their products. Most of the copy I have seen is of little value, and much of it is pretty terrible.

Several retail advertisers whom I have questioned have told me that very little of the display advertising they receive from manufacturers is what they need. One thoroughly experienced advertising manager of a department store went into detail about a leading line of cosmetics and beauty treatment items. He said, in effect, "Their ads are no good for us. They aren't *selling* ads and are not set up to help *us*. The manufacturer hogs the whole ad. After all, we are not interested in building only his business; we also want to build ours. We let the ads lie around until we discover we are about to lose our allowance; then I shove one into the paper. Even at that, I doubt if it is profitable to pay even half price for the space. Half the space, written in our own country style, would sell a lot more goods."

Unanimity of Criticism

That attitude is not confined to one department store or to one line. Every retailer I have talked with agrees that it applies to most lines in greater or less degree.

Aside from the fact that almost any man will admit that he can do a better job than you can, there must be other reasons for the unanimity of criticism.

Advertising agencies make their money on the time and space they buy. As a merchant, I always put my best efforts on the lines that made me most money, so I assume advertising agencies do likewise. Their research is directed toward producing more effective national advertising. Their best people work on the ads that make them most money. Dealer-help advertising probably gets little research, and less attention than national advertising. It is a chore that must be done, but probably with little enthusiasm. It becomes the stepchild of the agency, and I can see no reason for blaming the agency.

Without personal knowledge of retailing, and without research to indicate otherwise, the agency probably does not realize that the technique of national advertising is not efficiently productive at the retail level.

National advertising is largely consumer acceptance advertising. The prospect may come to accept the quality of the product, but until she is induced to go to her dealer and buy, that consumer acceptance is worthless. That purchase is the equivalent of the signature on the dotted line, which every salesman recognizes as the only thing worth while. The function of retail advertising is to persuade the prospect to go to her dealer and ask for the item. It is *selling* advertising, action advertising, and not consumer acceptance advertising.

As long as the prospect's acceptance of the item is passive, she may purchase if she sees the item on her dealer's counters. But suppose your line is sold at the Grand, while the prospect has the habit of shopping at the Leader. You need more than consumer acceptance to break her habit of shopping at the Grand—to send the prospect to the Leader to try a new and unfamiliar brand. The merchant understands this, and sets up his advertising accordingly. It is a retail problem, which the manufacturer and his agency need to understand if the dealer-help advertising does the job it should do.

Every advertiser should fix this thought firmly in his mind, and never forget it: The dealer is not interested in building your business! He is interested in building HIS. Give him consumer acceptance mats or radio copy with a little space or time for him to attach his name as a kind of afterthought, and his enthusiasm will register exactly zero. Give him action copy in which your product is a reason for coming to his store, and he will use it whether you pay part of the cost or not. The primary purpose of retail advertising is to build traffic.

To elaborate a little further, suppose the dealer has two brands of face powder, side by side. Each sells at a dollar, each pays 40 per cent gross profit. The dealer does not care a tinker's dam which brand the customer buys. That's why so many houses pay part or all of a saleswoman's salary—to provide the incentive that otherwise does not exist for that saleswoman to favor her own line over that of a competitor.

When planning advertising, the dealer has a different problem. It is not a case of choice between brands by a customer, but competition for traffic. If your advertising will pull customers to the Leader instead of the Grand, you will get the breaks.

I mentioned earlier that most of the radio copy received by the retailer was very poor. It consists largely of general claims of excellence that could be duplicated by every competitive product, and usually is. It becomes then, a

(Continued on next page)

battle of wits, to see who can do the cleverest writing and use the most powerful adjectives.

In the case of toiletries or wearing apparel for women, the copy is quite likely to be a conglomeration of appeals to vanity, resulting in fancy writing and what might be called "glamour copy" which sounds fantastic when it comes from the lips of Johnny Jones. You see, Johnny is on the local station all the time, talking about glasses on credit, Doolittle's pills, automobile repair service, Milk-maid bread and so on. The listeners feel they know him. He is a personage, a personality. And there is nothing convincing about glamour copy when it comes from Johnny. It does not ring true. I have my doubts about it when it comes from New York or Hollywood, but that's out of my territory.

And as I said before, it does not treat the item as a part of the Leader, a reason for shopping there. It treats it as an item, separate from the store, but the copy finally admits that the items can be found at the Leader.

To illustrate some of the faults found in such dealer-help radio copy, I give you below an announcement planned for a woman announcer, which came to my desk:

"You know, make-up and cosmetics are two different things. Make-up merely changes your coloring . . . but a true cosmetic really beautifies. And just out—is a brand new shade of lipstick that has this true cosmetic knack of making almost every woman more lovely. It's (Manufacturer) (Product Name)—a new, clear, red shade . . . a true red red . . . lively on your lips as a happy song. A singing ringing red—that's (Product Name)! Discover its magic for yourself. See how it intensifies all your coloring . . . lifts your beauty to new, more vivid tones. Here's new excitement . . . new enchantment for you! Wake up . . . make up with (Product Name)! Catching on like a flame . . . spreading over the country like wildfire—this bright, spark-red (Product Name) is a beauty—discovery it wouldn't do to miss. Today ask for (Manufacturer) new (Product Name) at Blank's cosmetic counter. Only One Dollar, plus tax (Product Name) was created for you by (Manufacturer), of New York."

And all that about a lipstick color! So obviously exaggerated that it loses all sincerity, it simply will not bring in enough customers to justify itself. Furthermore, the dealer who purchases the time just barely gets into the announcement at the end. Of course, a case could be made for the announcement, but the copy writer will not have the opportunity. The merchant wants to dominate the advertising, and if you want him to run your copy, you will humor him. As an illustration of how it can be done, here is a sample, not as an illustration of a finished product, but to illustrate how to get the dealer to use the copy, without losing the effect of the manufacturer.

"Look to Blank to give you each new aid to greater loveliness! Now Blank presents (Manufacturer's Name) (Product Name)—a new and vivid color for your lips, etc., etc."

A slight concession will get you preference when copy for radio is being prepared for broadcast.

One other criticism which can be leveled against most dealer-help advertising is that it is not sufficiently flexible. I have seen some mat services that could be adapted to the needs of the store and to the style of its advertising, but they are a small minority. Most mats are spotlight mats that it is not practical to change. Little provision is made for a share in the "omnibus ads" that are used by so many stores on so many occasions. With proper cooperation by the manufacturer, and the right kind of promotion, the dealer might easily use more space than is covered by his allowance.

Setting up a flexible system of dealer-help advertising does not seem to me to present serious difficulty, but there

is not room here for detailed discussion of this subject. Radio copy also can easily be made more flexible and made to arrive at the store when it is most likely to be used.

The advantages of fitting dealer-help advertising to the needs of the dealer are so many and so obvious that one would expect this phase of the advertising cycle to receive much more attention, and a greater part of the advertising budget. Whether or not the job can be done efficiently and adequately by the same agency that handles the account for direct placement with media is a question I would not attempt to answer. You can be sure, however, that those manufacturers who first see the potentialities of working closely with dealers, and who develop proper ways and means, will reap a rich reward.

News

RUSSIA TIGHTENS CENSORSHIP

Moscow—Censorship of news dispatches and radio commentaries from Russia became effective March 1 under supervision of the Administration for Affairs of Literature and Publication, the authority which directs the Soviet radio and press and is known as "Glavit." Dispatches written in Russia for publication or broadcast abroad thus will undergo the same censorship authority as material written for internal consumption in Russia. The Associated Press was informed that telegrams should be submitted as now in two copies, one for transmission and one for censorship. The foreign office will continue to be the authority to which foreign correspondents are accredited. Interviews, trips and other facilities to foreign newsmen will continue under the jurisdiction of the press department of the foreign office.

Federal Communications Commission Docket

HEARINGS

The following broadcast hearings are scheduled to be heard before the Commission during the week beginning Monday, March 4. They are subject to change.

Monday, March 4

NEW—Fred O. Grimwood, Bloomington, Ind.—C. P. 1490 ke., 100 watts, unlimited.

Monday, March 4

Consolidated Hearing

WICA—WICA, Inc., Ashtabula, Ohio—C. P. 970 ke., 1 KW night, 1 KW day, unlimited DA-night.

WWSW—WWSW, Inc., Pittsburgh, Pa.—C. P. 970 ke., 5 KW, unlimited DA-day and night.

WSVA—Shenandoah Valley Broadcasting Corp., Harrisonburg, Va.—C. P. 970 ke., 5 KW, unlimited DA-night.

WEBR—WEBR, Inc., Buffalo, N. Y.—C. P. 970 ke., 5 KW, unlimited.

Monday, March 4

Consolidated Hearing

To Be Heard Before Commissioner Wills in Council Chamber, City Hall, Brockton, Massachusetts

NEW—Bay State Beacon, Inc., Brockton, Mass.—C. P. 1450 ke., 250 watts, unlimited.

(Continued on next page)

NEW—Mitchell G. Meyers, Reuben E. Aronheim, and Milton H. Meyers, Brockton, Mass.—C. P. 1450 kc., 250 watts, unlimited.
 NEW—Cur-Nan Co., Brockton, Mass.—C. P. 1450 kc., 250 watts, unlimited.
 NEW—Plymouth County Broadcasting Corp., Brockton, Mass.—C. P. 1450 kc., 250 watts, unlimited.
 NEW—Old Colony Broadcasting Co., Inc., Brockton, Mass.—C. P.—1450 kc., 250 watts, unlimited.

Friday, March 8

WDNC—Durham Radio Corp., Durham, N. C.—C. P. 620 kc., 1 KW night, 5 KW day, unlimited DA-day and night.
 NEW—Charles H. Russell, W. B. McCarty, T. E. Wright and C. A. Lacy, a limited partnership, d/b as Rebel Broadcasting Co., Jackson, Miss.—C. P. 620 kc., 1 KW night, 5 KW day, unlimited DA-night.
 WRAL—Capitol Broadcasting Co., Inc., Raleigh, N. C.—C. P. 620 kc., 1 KW night, 5 KW day, unlimited DA-night and day.
 WROI—S. E. Adecock, tr/as Stuart Broadcasting Co., Knoxville, Tenn.—C. P. 620 kc., 5 KW, unlimited DA-night and day.
 NEW—Virginia Broadcasting Corp., Roanoke, Va.—C. P. 620 kc., 1 KW., unlimited DA-night and day.
 KWFT—Wichita Broadcasters, a partnership, Joe B. Carrigan, Mrs. Joe B. Carrigan, P. K. Smith, trustee, P. K. Smith, Mrs. Claude M. Simpson, Jr., Wichita Falls, Texas—C. P. 620 kc., 5 KW night, 5 KW day, unlimited DA-night.

Friday, March 8

NEW—Diamond State Broadcast Corp., Dover, Del.—C. P. 1340 kc., 250 watts, unlimited.

Friday, March 8

KVAN—Vancouver Radio Corp., Vancouver, Wash.—C. P. 930 kc., 1 KW night and day, unlimited DA-day and night.
 KSEI—Radio Service Corp., Pocatello, Idaho—C. P. 930 kc., 5 KW, unlimited DA-night.

Federal Communications Commission Actions

APPLICATIONS GRANTED

NEW—W. W. Couch, Jr., S. H. Campbell, Jr., and W. H. Lancaster, Jr., Durham, N. C.—Granted construction permit for a new station to operate on 1310 kc., 1 KW, daytime only. (B3-P-4323)
 NEW—Durham Broadcasting Co., Inc., Durham, N. C.—Granted construction permit for a new station to operate on 730 kc., 500 watts, daytime. (B3-P-3592)
 NEW—Davenport Broadcasting Co., Inc., Davenport, Iowa.—Granted construction permit for a new Class II standard station to operate on 750 kc., 250 watts, daytime only. (B4-P-4194)
 NEW—Unity Corp., Inc., Toledo, Ohio.—Granted construction permit for a new station to operate on 1560 kc., 1 KW, daytime only. (B2-P-4417)
 NEW—Hobart Stephenson, Centralia, Ill.—Granted construction permit for a new station to operate on 1210 kc., 1 KW, daytime only, employing a non-directional antenna. (B4-P-3920)
 NEW—The Kentucky Broadcasting Co., Lexington, Ky.—Granted application for construction permit for new station to operate on 1300 kc., 1 KW, unlimited time, directional antenna night.
 NEW—Carter C. Peterson, Savannah, Ga.—Granted application for construction permit for new station to operate on 1450 kc., 250 watts, unlimited time; conditionally. (B3-P-4245)

NEW—Central Louisiana Broadcasting Corp., Alexandria, La.—Granted application for construction permit for new station to operate on 1490 kc., 250 watts, unlimited time. (B3-P-3722)
 NEW—Harrison Broadcasting Corp., Harrison, Ark.—Granted application for construction permit for new station to operate on 1240 kc., 250 watts, unlimited time. (B3-P-4414)
 NEW—Walter W. Bankhead, Jasper, Ala.—Granted application for construction permit for new station to operate on 1240 kc., 250 watts, unlimited time. (B3-P-4420)
 NEW—Rio Grande Broadcasting Co., Inc., Albuquerque, N. Mex.—Granted application for construction permit for new station to operate on 1450 kc., 250 watts, unlimited time. (B5-P-3793)
 KIUN—Jack W. Hawkins and Barney H. Hubbs, Pecos, Tex.—Granted application for construction permit to increase power from 100 to 250 watts and make changes in transmitter. (B3-P-4358)
 KPDN—C. H. Hoiles, et al, d/b as Radio Station KPDN, Pampa, Tex.—Granted application for construction permit to increase power from 100 to 250 watts and install new transmitter. (B3-P-4390)
 WLOI—Independent Merchants Broadcasting Co., Minneapolis, Minn.—Granted application for construction permit for change in operation from 1330 kc., 1 KW, directional antenna night, unlimited time, to 1330 kc., 5 KW, directional antenna, unlimited time. (B4-P-3570)
 NEW—The Times-Mirror Co., Pasadena, Calif.—Granted construction permit for a new experimental television broadcast station to be operated on frequencies to be assigned by the Commission's Chief Engineer: A3, A5 Special and Special emission for frequency modulation; power (visual) 1 KW peak (aural), 5000 watts. (B5-PVB-161)
 NEW—United Broadcasting Co., Cleveland, Ohio.—Granted construction permit for a new developmental broadcast station; frequencies to be assigned by the Commission's Chief Engineer from time to time; 1 KW power. (B2-PEX-89)

NONCOMMERCIAL EDUCATIONAL BROADCAST

The Board of Education of the City of Detroit, Detroit, Mich.—Granted construction permit for new station; subject to Commission approval of transmitter, antenna details, and frequency and modulation monitors; channel to be assigned by the Commission's Chief Engineer. (B2-PED-34)
 Oklahoma Agricultural and Mechanical College, Stillwater, Okla.—Granted application for construction permit for a new noncommercial educational broadcast station, subject to approval by the Commission of transmitter details and of frequency and modulation monitors. (B3-PED-58)

DESIGNATED FOR HEARING

Designated for consolidated hearing the following applications requesting use of 550 kc., unlimited time, to be heard with other 550 kc. proceedings previously scheduled:

Atlantic Radio Corp., Boston, Mass. (B1-P-4372), 550 kc., 5 KW, unlimited time; WDEV Radio Station (WDEV), Waterbury, Vt. (B1-P-4492), 550 kc., 1 KW, unlimited time; Oregon State Agricultural College (KOAC), Corvallis, Ore. (B5-ML-1220), 550 kc., 5 KW, unlimited time, directional antenna.

WGAC—The Twin States Broadcasting Co., Augusta, Ga.—Designated for hearing application for construction permit to change frequency from 1240 to 580 kc., to increase power from 250 watts unlimited to 1 KW night, 5 KW-LS, and change location of transmitter. (B3-P-3789)

James A. Noe, Lake Charles, La.—Designated for hearing application for a new station to operate on 1230 kc., 100 watts, unlimited time; site to be determined. (B3-P-3888)

(Continued on next page)

Santa Clara Broadcasting Co., San Jose, Calif.—Designated for hearing application for new station to operate on **1010 kc.**, 1 KW, daytime only. (B5-P-3937)

Elmer R. Noll and Frank A. Dieringer, a partnership, d/b as Chillicothe Broadcasting Co., Chillicothe, Ohio.—Designated for hearing in a consolidated proceeding with application of Shawnee Broadcasting Co., application of Chillicothe Broadcasting Co. (B2-P-4370), to use **1490 kc.**, 100 watts, unlimited time. Shawnee Broadcasting Co. also requests **1490 kc.**, 250 watts, unlimited time.

Mansfield Journal Co., Mansfield, Ohio; The Lorain Journal Co., Lorain, Ohio.—Designated for consolidated hearing the applications of Mansfield Journal Co. for a new station in Mansfield, Ohio, to operate on **1510 kc.**, 250 watts, daytime (B2-P-4275), and application of The Lorain Journal Co. for a new station at Lorain, to operate on **1140 kc.**, 250 watts, daytime. (B2-P-4276).

Kenneth Kesterson and Charles Penix, d/b as Radio Engineering Service, Pine Bluff, Ark.—Designated for hearing in consolidation with application of Arkansas Democrat, Little Rock, the application of Radio Engineering Service (B3-P-4498), both requesting use of **1400 kc.**, 250 watts, unlimited time; hearing to be held in Little Rock on March 22.

DOCKET CASE ACTION

The Federal Communications Commission announces its Proposed Decision (B-228), proposing to deny the application of Harold H. Thoms for a construction permit for a new standard broadcast station at Durham, North Carolina, to operate on **1580 kc.** with 1 KW power, unlimited time. (Docket No. 6638)

The frequency **1580 kc.** requested by this applicant is allocated, under the North American Regional Broadcasting Agreement, to Canada as a Class I-A channel for assignment to a station in the Province of Quebec. In carrying out this country's treaty obligations to Canada, the Commission's rules provide that those clear channels, including **1580 kc.**, to which Canada has priority of use, may be assigned only to Class II stations in the United States "located not less than 650 miles from the nearest Canadian Border and which will not deliver over 5 microvolts per meter ground wave or 25 microvolts per meter 10 per cent time sky wave at any point on said border." Durham, N. C., is situated not more than 450 miles from the nearest point on the Canadian boundary.

LICENSE RENEWALS

Granted renewal of license of following stations for the period ending August 1, 1947:

WMFD, Wilmington, N. C. (B3-R-845); WRDO, Augusta, Maine (B1-R-804); WBNY, Buffalo, N. Y. (B1-R-879); WJZM, Clarksville, Tenn. (B3-R-1152); WCNC, Elizabeth City, N. C.* (B3-R-1023) * Commissioner Durr voting for inquiry.

Granted further extension of following licenses upon a temporary basis only, pending determination upon applications for renewal of license, in no event beyond May 1, 1946:

KALE, Portland, Ore.; KDYL, main and auxiliary, Salt Lake City, Utah; KFAC, Los Angeles, Calif.; KFBB, Great Falls, Mont.; KFGQ, Boone, Iowa; KFH, Wichita, Kans.; KFJZ, main and auxiliary, Fort Worth, Tex.; KFOX, Long Beach, Calif.; KGB, San Diego, Calif.; KGBX, Springfield, Mo.; KGCU, Mandan, N. D.; KGGM, Albuquerque, N. Mex.; KGLO, Mason City, Iowa; KGVO, Missoula, Mont.; KGHE, Pueblo, Colo.; KHSL, Chico, Calif.; KID, Idaho Falls, Idaho; KIT, Yakima, Wash.; KMO, main and auxiliary, Tacoma, Wash.; KOIL, Omaha, Nebr.; KOL, Seattle, Wash.; KOB, Albuquerque, N. Mex.; KPMC, Bakersfield, Calif.; KRGV, Weslaco, Tex.; KRIS, Corpus Christi, Tex.; KRLD, Dallas, Tex.; KRNT, Des Moines, Iowa; KSCJ, main and auxiliary, Sioux City, Iowa; KSRO, Santa Rosa, Calif.; KTFI, Twin Falls, Idaho; KUOA, Siloam Springs, Ark.; KVOA, Tucson, Ariz.; KVOR, Colorado Springs, Colo.; KWBR, Oakland, Calif.; KXYZ, main and auxiliary, Houston, Tex.; KYA, San Francisco, Calif.;

WADC, Village of Tallmadge, Ohio; WATR, Waterbury, Conn.; WBAL, main and auxiliary, Baltimore, Md.; WBBR, Brooklyn, N. Y.; WBT, Charlotte, N. C.; WDBG, Minneapolis, Minn.; WDOD, Chattanooga, Tenn.; WDRC, Hartford, Conn.; WDSU, main and auxiliary, New Orleans, La.; WEBC, main and auxiliary, Duluth, Minn.; WEVD, main and auxiliary, New York, N. Y.; WFBC, Greenville, S. C.; WFBM, main and auxiliary, Indianapolis; WFIN, Findlay, Ohio; WHAZ, Troy, N. Y.; WHBF, main and auxiliary, Rock Island, Ill.; WHBL, Sheboygan, Wisc.; WHIO, Dayton, Ohio; WHKY, Hickory, N. C.; WHLD, Niagara Falls, N. Y.; WIBA, Madison, Wisc.; WINS, main and auxiliary, New York, N. Y.; WISH, Indianapolis, Ind.; WJAS, Pittsburgh, Pa.; WJDX, Jackson, Miss.; WJHP, Jacksonville Fla.; WKAT, main and auxiliary, Miami Beach, Fla.; WKNE, Keene, N. H.; WKST, New Castle, Pa.; WLOL, Minneapolis, Minn.; WMRO, Aurora, Ill.; WNAC, main and auxiliary, Boston, Mass.; WNEF, Binghamton, N. Y.; WNBZ, Saranac Lake, N. Y.; WNEL, San Juan, P. R.; WOL, Main and auxiliary, Washington, D. C.; WOOD, main and auxiliary, Grand Rapids, Mich.; WORC, Worcester, Mass.; WORK, York, Pa.; WPDQ, Jacksonville, Fla.; WRR, main and auxiliary, Dallas, Tex.; WSAI, Main and synchronous amplifier, Cincinnati, Ohio; WSKB, McComb, Miss.; WSMB, New Orleans, La.; WSPR, Springfield, Mass.; WTAQ, Green Bay, Wisc.; WTCN, Minneapolis, Minn.; WTOC, Savannah, Ga.; WWVA, Wheeling, W. Va.; WXYZ, main and auxiliary, Detroit, Mich.; WFBR, main and auxiliary, Baltimore, Md.

FACSIMILE BROADCAST

Granted renewal of licenses for period ending March 1, 1947, subject to change in frequency assignment which may result from proceedings in Docket No. 6651: W8XUM, WBNS, Inc., Columbus, Ohio; W9XWT, Courier-Journal and Louisville Times Co., Louisville, Ky.

WEOH—Richmond Radio Corp., area of Richmond, Va.—

Granted renewal of relay station license.

KEGU—Radio Service Corp. of Utah, area of Salt Lake City—

Granted renewal of relay station license.

Licenses for the following relay stations were further extended upon a temporary basis only for the period ending May 1, 1946, pending determination upon applications for renewal:

Central States Broadcasting Co., KABJ, KAQV, KAQW and KAX: City of Dallas, KWRD; Harris County Broadcast Co., KHIS; Head of the Lakes Broadcasting Co., WBGL; Findlay Radio Co., WJYK; Intermountain Broadcasting Corp., KALO; A. Frank Katzentine, WAFK; Lamar Life Ins. Co., WAXJ; Miami Valley Broadcasting Corp., WMVB; Minn. Broadcasting Corp., WAFY, WAFZ; Nichols & Warinner, Inc., KADB, KBLE, KIFO; Martin R. O'Brien, WAOE; Radio Service Corp. of Utah, KNEF; Savannah Broadcasting Co., WAXH, WSCC; Seattle Broadcasting Co., KIEF, KIEG; Allen T. Simmons, WATS; Southeastern Broadcasting System, Inc., WCBE; Tarrant Broadcasting Co., KAAD; W. Va. Broadcasting Corp., WAAH; WFBM, Inc., WIPL, WIPM, WNEI; WOKO, Inc., WMWA; WSMB, Inc., WSMA, WSMC.

WNBT—National Broadcasting Co., Inc., New York, N. Y.—

Granted renewal of commercial television broadcast station license for the period ending February 1, 1947, subject to change in frequency assignment which may result from proceedings in Docket 6651.

Granted renewal of following experimental television broadcast station licenses for the period ending February 1, 1947, subject to changes in frequency assignment which may result from proceedings in Docket 6651:

W6XAO, W6XDU, Don Lee Broadcasting System; W2XBT, W2XBU, National Broadcasting Co., Inc.; W9XZV, Zenith Radio Corp.

The following stations were granted renewal of licenses for the period ending February 1, 1948:

WCRS, Greenwood, S. C.; WFPG, Atlantic City, N. J.; KNET, Palestine, Texas; KMYC, Marysville, Cal.; KOAL, Price, Utah; KLBK, La Grande, Ore.; KDNT, Denton, Texas; WFMI, Youngstown, Ohio.

(Continued on next page)

The following stations were granted renewals for the period ending August 1, 1947:

- WSAM, Saginaw, Mich.; KGFL, Roswell, N. Mexico; WATL, Atlanta, Ga.
- WFIG—Radio Station WFIG, Inc., Sumpter, S. C.—Granted renewal of license for the period ending February 1, 1947.
- KGFF—KGFF Broadcasting Co., Inc., Shawnee, Okla.—Granted renewal of license for the period ending February 1, 1948.
- WELO—Birney Ines, Jr., Tupelo, Miss.—Granted renewal of license for the period ending August 1, 1948.
- WOL—Cowles Broadcasting Co., Washington, D. C.—Granted renewal of license for the period ending November 1, 1948.

MISCELLANEOUS ACTIONS

- KJBS—KJBS Broadcasters, a partnership, consisting of Wm. B. Dolph, et al., San Francisco, Cal.—Granted license to cover construction permit which authorized installation of a new transmitter and increase in power to 1 KW. (B5-L-1919)
- KSAL—KSAL, Inc., Salina, Kans.—Granted authority to determine operating power by direct measurement of antenna power. (B4-Z-1751)
- WPAY—The Scioto Broadcasting Co., Portsmouth, Ohio.—Granted construction permit to install a new transmitter. (B2-P-4368)
- WJOL—WCLS, Inc., Joliet, Ill.—Granted modification of license to change corporate name to Joliet Broadcasting Co. This license is granted upon a temporary basis only and upon the express condition that it is subject to whatever action may be taken by the Commission upon the pending application for renewal of license of WJOL. Nothing contained herein shall be construed as a finding by the Commission that the operation of the station is or will be in the public interest beyond the express terms hereof. (B4-ML-1224)
- KSMA—Hugh G. Shurtliff, et al., Santa Maria, Cal.—Granted modification of construction permit, which authorized a new station, for change in studio location to U. S. Highway 101, 1½ miles north of center of Santa Maria, Cal., the location of transmitter site. (B5-MP-1834) Also waiver of Secs. 3.55(b) and 3.60 granted; conditions.
- NEW—Loyola University, area of New Orleans, La., and vicinity.—Granted construction permit for new relay station; frequencies 1622, 2058, 2150 and 2790 kc.; 15 watts. (B3-PRY-308)
- W9XFT—Farnsworth Television & Radio Corp., Fort Wayne, Ind.—Granted construction permit to reinstate construction permit for a new experimental television station (which was granted December 19, 1944 and permitted to lapse in 1945). (B4-PVB-160)

Granted waiver of Rule 3.661(a) to all existing commercial television broadcast stations until July 1, 1946, which requires each television broadcast station to render not less than two hours in any given broadcast day and a minimum of 28 hours program service per week.

- WMOG—Coastal Broadcasting Co., Brunswick, Ga.—Granted modification of license to increase operating power from 100 watts night, 250 watts day, to 250 watts unlimited time. (B3-ML-1223) Station operates on 1490 kc.
- WREN—WREN Broadcasting Co., Lawrence, Kansas.—Adopted order denying petition requesting that its application for a construction permit for authority to move its Station WREN from Lawrence to Topeka and to use 5 KW with a directional antenna, unlimited time, be granted insofar as it requests authority to remove the station. (Docket 6703)
- WMLL—Evansville on the Air, Inc., Evansville, Ind.—Granted further extension of license for FM station WMLL upon a temporary basis only, pending determination upon application for renewal of license in no event later than May 1, 1946, subject to changes in frequency assignment which may result from proceedings in Docket 6651.

- WWNC—Asheville Citizens-Times Co., Inc., Asheville, N. C.—Adopted order granting petition for reinstatement of applications for construction permit to change operation from 570 kc., 1 KW unlimited time, to 570 kc., 5 KW, directional antenna night, unlimited time, and for modification thereof for approval of transmitter location and directional antenna; and granted said applications. (B3-P-2644; B3-MP-1437; Docket 6433)
- KONP—Evening News Press, Inc., Port Angeles, Wash.—Granted modification of license to change corporate name to Radio Pacific, Inc. Licensee hereunder is granted a waiver of Sec. 3.55(b) and 3.60 of the Commission's Rules; conditions. (B5-ML-1227)
- W9XEK—Courier-Journal and Louisville Times Co., Eastwood, Ky.—Granted modification of CP which authorized change in frequency, etc., of Exp. Relay station, for extension of completion date to 3-22-46. (B2-MPEX-25)
- WRLD—L. J. Duncan, et al., d/b as Valley Broadcasting Co. (assignor), L. J. Duncan, Leila A. Duncan and Josephine Rawls, d/b as Valley Broadcasting Co. (assignee) West Point, Ga.—Granted consent to voluntary assignment of license of Station WRLD from L. J. Duncan, Leila A. Duncan, Josephine Rawls, Effie H. Allen, Allen M. Woodall and Margaret A. Pill, d/b as Valley Broadcasting Company, to L. J. Duncan, Leila A. Duncan and Josephine Rawls, d/b as Valley Broadcasting Co., for a consideration of \$6,400 for the 28% interest being sold. (B3-AL-512)
- WDAL—L. J. Duncan, et al., d/b as Valley Broadcasting Co. (assignor), Radio Columbus, Inc. (assignee) Columbus, Ga.—Granted consent to voluntary assignment of license of Station WDAL from L. J. Duncan, Leila A. Duncan, Josephine Rawls, Effie H. Allen, Allen M. Woodall and Margaret A. Pill, d/b as Valley Broadcasting Co., to Radio Columbus, Inc., a newly formed corporation consisting of Allen M. Woodall, Ernest Black, Rufus M. Lackey, Margaret A. Pill, H. S. Durden and David E. Dunn, for a consideration of \$200,000. (B3-AL-513)
- KMTR—Marilyn Dalton Alcorn, et al. (transferors), Mrs. Dorothy Thackrey (transferee), KMTR Radio Corp. (licensee), Los Angeles, Calif.—Granted consent to transfer control of KMTR Radio Corporation, licensee of Station KMTR from Marilyn Dalton Alcorn, Reed E. Callister, Gloria Dalton, J. F. T. O'Connor, Edward J. O'Connor and William V. O'Connor, to Mrs. Dorothy Thackrey, for a consideration of \$280,312 for 74¼% or 747½ shares. (B5-TC-471)
- KGKL—KGKL, Inc., San Angelo, Texas.—Granted petition of KGKL requesting that its application (B3-P-4502) to change operating assignment to 960 kc., 1 KW, 5 KW-LS, unlimited time, be designated for consolidated hearing with applications of Lubbock Broadcasting Co., Lubbock, Texas (B3-P-3796) and Worth Broadcasting Co., Fort Worth, Texas (B3-P-4448), which were designated for consolidated hearing on Feb. 1.
- Pinnacle Broadcasting Co., Middlesboro, Ky.—Granted petition requesting that its application (B2-P-4501) be designated for hearing in a consolidated proceeding with the application of Cumberland Gap Broadcasting Co., Middlesboro, Ky. Both applicants request 1490 kc., 250 watts, unlimited time.
- A. M. Garrison, et al., a partnership d/b as Tifton Broadcasting Co., Tifton, Ga.—Granted petition requesting that its application (B3-P-4503) be designated for hearing in a consolidated proceeding with application of Walter A. Graham, applicant for a new station in Tifton.
- WFCI—Pawtucket Broadcasting Co., Pawtucket, R. I.—Granted motion of WFCI to dismiss the petition of WCBM for reconsideration of the Commission's action of January 16 granting without hearing the application of WFCI to increase power from 1 to 5KW, and to designate that application for hearing, and the petition of WCBM for reconsideration and hearing was dismissed.

(Continued on next page)

The Fort Industry Co., Fort Lauderdale, Fla.—Granted authority to use call letters WFTL for new station granted on January 16.

WSRR—The Western Conn. Broadcasting Co., Stamford, Conn.—Granted request to change call letters of station WSRR to WSTC.

Whiteville Broadcasting Co., Whiteville, N. C.—Granted authority to use call letters WENC for new station authorized on January 9.

The Commission having under consideration the applications requesting the frequency 550 kc., which applications have been designated for hearing in a consolidated proceeding which began on February 25; ordered that the Bills of Particulars issued in connection with these applications be enlarged to include the following issue:

"To determine the most efficient and equitable manner in which lte 550 kc. regional frequency may be utilized."

The Commission further ordered that the engineering testimony to be presented in said consolidated proceeding be postponed until April 1, 1946, and further ordered that any amendments to the applications shall be submitted to the Commission prior to March 20.

Yellow Cab Company of Philadelphia, Pa., was granted authority to construct one land station and one portable mobile unit in the Class II Experimental Service for the purpose of developing a radio communication taxicab dispatching system. The land station will be installed in Philadelphia and the mobile unit in a cab operating in that city. The equipment will be leased to the cab company by Raymond Rosen and Company. (S37-PE-A; S36-PE-A)

The Cleveland Automobile Club Company of Cleveland, Ohio, was granted application for authority to construct one land station and four portable mobile units for the purpose of developing an urban mobile communications system. The land station is to be installed in Cleveland and the portable mobile units are to be installed in service trucks operated by The Cleveland Automobile Club Company in the vicinity of Cleveland. These service trucks attend to the emergency calls of the club members. This represents the first experimental grant for this type of use. (S28-PE-A; S29-PE-A)

ACTION ON MOTIONS

Bamberger Broadcasting Service, Inc., Philadelphia, Pa.—Granted motion to dismiss without prejudice its application for commercial television station. (B2-PCT-42)

WMOB—S. B. Quigley, Mobile, Ala.—Granted motion to dismiss without prejudice application for a new station. (B3-P-4484)

Warner Bros. Broadcasting Corp., Hollywood, Cal.—Granted petition for leave to amend its application for commercial television station, so as to specify a new transmitter and site, and assignment of Channel No. 5 instead of No. 3, etc., and the amendment was accepted.

Phoenix Broadcasting, Inc., Phoenix, Ariz.—Granted motion to dismiss without prejudice its application (B5-P-3799) for a new station.

Central La. Broadcasting Corp., Alexandria, La.—Dismissed petition requesting postponement of hearing scheduled for Feb. 28. This petition has become moot since the application was granted on Feb. 20.

Fred O. Grimwood, Bloomington, Ind.—Granted petition requesting leave to amend its application (B4-P-3856), so as to specify power of 250 watts instead of 100 watts, etc., and the amendment was accepted.

KSEI—Radio Service Corp., Pocatello, Idaho—Granted motion for continuance of hearing now scheduled for March 8, continuing same to April 15, in re applications of KSEI and KVAN.

Danville Broadcasting Co., Danville, Ky.—Granted petition requesting leave to amend its application (B2-P-4264) so as to specify 250 watts instead of 100 watts, show revised engineering data, etc. The amendment filed was accepted and issues in notice of hearing relating to use of 100 watts deleted from said notice.

KSUB—Southern Utah Broadcasting Co., Cedar City, Utah—Granted motion to take depositions in re its application (B5-P-3854).

KOVO—KOV Broadcasting Co., Provo, Utah—Granted motion to take depositions in re application (B5-P-3667).

KRBC—Reporter Broadcasting Co., Abilene, Texas—Granted petition requesting permission for T. J. McMahon to appear as attorney in the deposition proceedings to be held March 15.

WKBZ—Ashbacker Radio Corp., Muskegon, Mich.—Granted motion for postponement of hearing now scheduled for March 12 in re applications of WKBZ and Fetzer Broadcasting Co., and continued said hearing to April 11.

KOY—Salt River Valley Broadcasting Co., Phoenix, Ariz.—Granted petition insofar as it requests leave to intervene in the hearing on application of KOAC, Corvallis, Ore., and waiver of Sec. 1.254 of the Commission's Rules; denied petition insofar as it requests inclusion of the following written issue in the notice of hearing upon this application: "To determine whether the operation of Station KOAC as proposed would involve objectionable interference with station KOY, Phoenix, Ariz., and if so, the nature and extent thereof, the areas and populations affected thereby, and the availability of other broadcast services to such areas and populations."

Ohio Mich. Broadcasting Corp., Toledo, Ohio—Granted petition for leave to intervene in the consolidated hearing scheduled for March 4 in re applications of WICA, Inc., et al.

Fred O. Grimwood, Bloomington, Ind.—Granted motion requesting continuance of hearing now scheduled for March 4, and continued same to May 7.

The following actions were taken by Commissioner Dnrr on the dates shown:

Public Information Corp., Durham, N. C.—Granted motion requesting leave to take depositions and waiver of Sec. 1.221 of Commission's rules, in hearing now scheduled for March 8-16, upon movant's application for a new station. (Action taken 2-26)

Altoona Broadcasting Co., Altoona, Pa.; Thompson Broadcasting Co., Altoona, Pa.—Ordered that the hearing on these cases now scheduled for February 27 and 28 at Altoona, be postponed to March 22 and 23 at Altoona. (Action taken 2-21)

Columbia Broadcasting System, Boston, Mass., et al.; Harvey Radio Labs., Inc., Cambridge, Mass., et al.—Ordered that the hearing now scheduled in Boston for March 11 on applications for new FM stations, be continued to April 2, 1946. (Action taken 2-20)

Federal Communications Commission Applications

APPLICATIONS ACCEPTED FOR FILING

550 Kilocycles

NEW—Frank C. Carman, David G. Smith, Jack L. Powers and Grant R. Wrathall, d/b as Montana Broadcasting and Television Company, Anaconda, Mont.—Construction permit for a new standard broadcast station to be operated on 550 kc., power of 1 KW and unlimited hours of operation, using a directional antenna at night. Amended: to make changes in transmitting equipment and directional antenna for night use and change transmitter and studio locations from Anaconda, Montana, to Butte, Montana.

580 Kilocycles

NEW—La Crosse Broadcasting Co., La Crosse, Wis. (P.O. 515, State Bank Bldg.).—Construction permit for a new standard broadcast station to be operated on 580 kc., power of 1 KW and unlimited hours of operation, using directional antenna day and night.

(Continued on next page)

600 Kilocycles

KSJB—Jamestown Broadcasting Co., Inc., Jamestown, N. Dak.—Modification of construction permit (B4-P-3906, which authorized increase in power, installation of new transmitter and directional antenna and change in transmitter and studio locations) for change in type of transmitter.

610 Kilocycles

WHKC—United Broadcasting Co., Columbus, Ohio—Construction permit to increase power from 1 KW to 5 KW, install new transmitter and make changes in directional antenna for night use.

630 Kilocycles

WCPO—Scripps-Howard Radio, Inc., Cincinnati, Ohio—Construction permit to change frequency from 1230 kc. to 630 kc., increase power from 100 watts night and 250 watts daytime to 1 KW night and 5 KW daytime, install new transmitter and directional antenna for day and night use and change transmitter location. Amended, re change in transmitter location and changes in directional antenna system for day and night use.

WSAV—WSAV, Inc., Savannah, Ga.—Construction permit to change frequency from 1340 kc. to 630 kc., increase power from 250 watts to 5 KW, install new transmitter and directional antenna for night use and change transmitter location. Amended, re changes in directional antenna, night.

730 Kilocycles

WOHS—Western Carolina Radio Corp., Shelby, N. C.—Modification of construction permit (B3-P-3767, which authorized a new standard broadcast station) for approval of antenna and transmitter location and change studio location.

770 Kilocycles

WCAL—St. Olaf College, Northfield, Minn.—Modification of license to change hours of operation from daytime, sharing with KUOM to daytime. (Facilities to be relinquished by KUOM.)

790 Kilocycles

NEW—Northern States Broadcasting Co., Fargo, N. Dak. (P. O. 63½ Broadway)—Construction permit for a new standard broadcast station to be operated on 790 kc., power of 5 KW, and unlimited hours of operation using directional antenna at night.

830 Kilocycles

NEW—City of New York, Municipal Broadcasting System, New York, N. Y.—Extension of special service authorization to operate additional time between the hours of 6:00 a. m., EST, and sunrise at New York, N. Y., and between the hours of sunset at Minneapolis, Minn., and 10:00 p. m., EST, using directional antenna designed therefor, for the period beginning March 2, 1946.

850 Kilocycles

NEW—A. J. Fletcher, Greensboro, N. C. (P.O. Box 1406, Raleigh, N. C.)—Construction permit for a new standard broadcast station to be operated on 850 kc., power of 1 KW and daytime hours of operation.

910 Kilocycles

NEW—The Central Connecticut Broadcasting Company, New Britain, Conn. (P.O. 87, W. Main St.)—Construction permit for a new standard broadcast station to be operated on 910 kc., power of 5 KW and unlimited hours of operation, using directional antenna at night.

930 Kilocycles

WSLI—Standard Life Broadcasting Co., Jackson, Miss.—Construction permit to change frequency from 1450 to

930 kc., increase power from 250 watts to 5 KW, install new transmitter and directional antenna for night use, and change transmitter location. Amended, re changes in directional antenna.

940 Kilocycles

KLPM—John B. Cooley, Ethel H. Cooley and Carroll W. Baker, d/b as Minot Broadcasting Company, Minot, N. Dak.—Construction permit to change frequency from 1390 to 940 kc., change power from 1 KW day and night to 5 KW day and 1 KW night, and install new transmitter and directional antenna for night use. Amended, to omit request for change in frequency and installation of directional antenna.

950 Kilocycles

NEW—Valdosta Broadcasting Co., Valdosta, Ga.—Construction permit for a new standard broadcast station to be operated on 950 kc., power of 1 KW night and 5 KW daytime, unlimited hours of operation, using directional antenna at night. Amended, to change transmitter location and changes in directional antenna system for day and night use.

960 Kilocycles

NEW—West Memphis Broadcasting Corp., West Memphis, Ark. (P.O. West Memphis, Ark.)—Construction permit for a new standard broadcast station to be operated on 960 kc., power of 1 KW and daytime hours of operation.

970 Kilocycles

NEW—Sun River Broadcasters, Inc., Great Falls, Mont. (P.O. c/o Henry Fletcher, KSEI, Pocatello, Idaho)—Construction permit for a new standard broadcast station to be operated on 970 kc., power of 5 KW and unlimited hours of operation, using directional antenna at night.

1140 Kilocycles

KSOO—Sioux Falls Broadcast Association, Inc., Sioux Falls, S. Dak.—Involuntary transfer of control of licensee corporation from Joseph Henkin, deceased, to Morton H. Henkin and Ruth J. Henkin, executors of the estate of Joseph Henkin, deceased.

1230 Kilocycles

KELO—Sioux Falls Broadcast Association, Inc., Sioux Falls, S. Dak.—Involuntary transfer of control of licensee corporation from Joseph Henkin, deceased, to Morton J. Henkin, executors of the estate of Joseph Henkin, deceased.

NEW—Mosby's Incorporated, Anaconda, Mont. (P. O. 132 W. Front St., Missoula, Mont.)—Construction permit for a new standard broadcast station to be operated on 1230 kc., power of 250 watts and unlimited hours of operation.

WEST—Associated Broadcasters, Inc., Easton, Pa.—Construction permit to change frequency from 1400 kc. to 1230 kc.

NEW—Dickinson Publishing Co., Dickinson, N. Dak. (P.O. 127 First St.)—Construction permit for a new standard broadcast station to be operated on 1230 kc., power of 250 watts and unlimited hours of operation.

WCLO—Gazette Printing Company, Janesville, Wis.—Voluntary assignment of license to Southern Wisconsin Radio, Inc.

1240 Kilocycles

NEW—Union City Broadcasting Co., Inc., Union City, Tenn. (P.O. c/o A. B. Robinson, Box 309, Jackson, Tenn.)—Construction permit for a new standard broadcast station to be operated on 1240 kc., with power of 250 watts and unlimited hours of operation.

KASA—Southwest Broadcasting Company, Elk City, Okla.—Voluntary transfer of control of licensee corporation from Walter G. Russell and Hoyt Houck to Lonnie J.

(Continued on next page)

Preston (8438 shares common stock—75% outstanding).

- NEW—Radio and Television Broadcasting Company of Idaho, Pocatello, Idaho (P. O. Route #2, Yellowstone Highway)—Construction permit for a new standard broadcast station to be operated on 1240 kc., power of 250 watts and unlimited hours of operation.

1270 Kilocycles

- KGCU—Mandan Radio Association, Mandan, N. Dak.—Construction permit to increase power from 250 watts to 1 KW, install new transmitter and directional antenna for night use.

1290 Kilocycles

- NEW—Greater Peoria Radiobroadcasters, Inc., Peoria, Ill.—Construction permit for a new standard broadcast station to be operated on 1290 kc., power of 1 KW and unlimited hours of operation, using a directional antenna day and night. Amended: to change power from 1 KW day and night to 1 KW night and 5 KW daytime, change type of transmitter, changes in directional antenna system for day and night use, and change transmitter location.

1300 Kilocycles

- NEW—George Dyson, Jr., tr. as The Alton Broadcasting Co., Alton, Ill. (P. O. Rushville State Bank Bldg., Rushville, Ill.)—Construction permit for a new standard broadcast station to be operated on 1300 kc., power of 1 KW and daytime hours of operation.

1320 Kilocycles

- NEW—H. M. Suthard and P. M. Mullins d/b as Mayfield Broadcasting Co., Mayfield, Ky. (P. O. c/o H. M. Suthard, Wingo, Ky.)—Construction permit for a new standard broadcast station to be operated on 1320 kc., power of 1 KW, and daytime hours of operation.

1340 Kilocycles

- WMLT—George T. Morris and J. Newton Thompson, d/b as Dublin Broadcasting Co., Dublin, Ga.—Voluntary assignment of license to George T. Morris, tr/as Dublin Broadcasting Co.
- WNCA—Richard M. Arnold, Jack O. K. Barfield, James M. Earnest, Albin F. Knight and J. Alfred Miller, d/b as Community Broadcasting Company, Asheville, N. C.—Modification of construction permit (B3-P-4281, which authorized a new standard broadcast station) for change of type of transmitter, approval of antenna, transmitter and studio locations.

1350 Kilocycles

- KID—Idaho Radio Corp., Idaho Falls, Idaho—Authority to install new automatic frequency control unit.

1370 Kilocycles

- NEW—United Broadcasting Co., a co-partnership composed of George Mardikian, George Snell, Barnard Floyd Farr, S. A. Melnicoe and Alfred Aram, San Jose, Calif.—Construction permit for a new standard broadcast station to be operated on 1380 kc., power of 250 watts, and unlimited hours of operation. Amended: to change frequency to 1370 kc., power of 1 KW, change type of transmitter, install directional antenna for day and night use and specify transmitter and studio locations.

1400 Kilocycles

- NEW—Rogue Valley Broadcasting Co., Inc., Ashland, Ore. (P. O. 1160 Helman Road)—Construction permit for a new standard broadcast station to be operated on 1400 kc., power of 250 watts and unlimited hours of operation.
- WMBC—Mississippi Broadcasting Co., Inc., Macon, Miss.—Modification of construction permit (B3-P-3612 which authorizes construction of a new standard broadcast station) for approval of transmitter and studio locations and antenna and change type of transmitter.

- NEW—Carroll-Grayson Broadcasting Corp., Galax, Va. (P. O. c/o John W. Shultz, Martinsville, Va.)—Construction permit for a new standard broadcast station to be operated on 1400 kc., power of 250 watts and unlimited hours of operation.

1420 Kilocycles

- NEW—Valley Broadcasting Co., Stockton, Calif.—Construction permit for a new standard broadcast station to be operated on 1420 kc., power of 1 KW and unlimited hours of operation using directional antenna at night. Amended: re change in directors and stockholders.

1450 Kilocycles

- WDAD—Indiana Broadcast, Inc., Indiana, Penna.—License to cover construction permit (B2-P-3864 as modified) for a new standard broadcast station and authority to determine operating power by direct measurement of antenna power. Amended: to cover construction permit as modified by B2-MP-1824 for change in type of transmitter and omit request for studio move as requested by above license application.
- WKXL—Charles M. Dale, Concord, N. H.—Modification of construction permit (B1-P-4229, which authorized a new Standard Broadcast Station) for approval of antenna and approval of transmitter and studio locations.
- NEW—Everglades Broadcasting Co., Ft. Lauderdale, Fla. (P. O. 119 NE 39th St., Miami, Fla.)—Construction permit for a new standard broadcast station to be operated on 1450 kc., power of 250 watts, and unlimited hours of operation. Amended: to change location of transmitter and studio from Ft. Lauderdale, Florida, to Miami, Florida.
- NEW—Mitchell G. Meyers, Ruben E. Aronheim and Milton H. Meyers, Brockton, Mass.—Construction permit for a new standard broadcast station to be operated on 1450 kc., power of 250 watts and unlimited hours of operation. Amended: to add name of Alfred Leslie Duncombe to name of partnership.
- NEW—Utica Observer-Dispatch, Inc., Utica, N. Y.—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 officers and stockholders, change type of transmitter and specify studio location.
- WHSC—Hartsville Broadcasting Co., Hartsville, S. C.—Modification of construction permit (B3-P-4222 which authorized construction of a new standard broadcast station) for change in type of transmitter and approval of antenna and transmitter and studio location.
- NEW—John W. Grenoble, Joseph L. Maguire, John T. Maguire and Kenneth F. Maguire d/b as Miners Broadcasting Service, Pottsville, Penna.—Construction permit for a new standard broadcast station to be operated on 1450 kc., power of 250 watts and unlimited hours of operation. Amended: to change name of applicant to Joseph L. Maguire, Kenneth Maguire, John T. Maguire, John Grenoble, Evan Evans, Patrick J. McCall, James Koch and James J. Carran d/b as Miners' Broadcasting Service.

1460 Kilocycles

- WKBO—Keystone Broadcasting Corp., Harrisburg, Penna.—Construction permit to change frequency from 1230 kc. to 1460 kc., increase power from 250 watts to 1 KW night and 5 KW daytime, install new transmitter and directional antenna for night use and change transmitter location. (Contingent on grant of WHP application B2-P-4334.)

1490 Kilocycles

- NEW—W. Walter Tison, Tampa, Fla. (P. O. 901 S. Newport)—Construction permit for a new standard broadcast station to be operated on 1490 kc., power of 250 watts and unlimited hours of operation.
- NEW—James J. Murray, Lewisburg, Tenn. (P. O. 101 E. Commerce St.)—Construction permit for a new stand-

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- ard broadcast station to be operated on 1490 kc., power of 250 watts and unlimited hours of operation.
- NEW—United Broadcasting Co., Ogden, Utah—Construction permit for a new standard broadcast station to be operated on 960 kc., power of 250 watts and unlimited hours of operation. Amended: to change frequency to 1490 kc.
- WFKY—Frankfort Broadcasting Co., Frankfort, Ky.—Modification of construction permit (B2-P-4072 which authorized a new standard broadcast station) for change in type of transmitter.
- WTWS—Airplane & Marine Instruments, Inc., Clearfield, Penna.—Modification of construction permit (B2-P-4165 which authorized construction of a new standard broadcast station) for approval of antenna and transmitter and studio locations.
- WARD—Central Broadcasting Co., Inc., Johnstown, Penna.—Modification of construction permit (B2-P-3732 which authorized a new standard broadcast station) for change in type of transmitter and approval of transmitter and studio location and antenna.
- NEW—Mary C. Hamilton (Mrs. G. W.), William B. Davies, Fielding H. Atchley and Robert E. McCallum, Jr., d/b as Hub City Broadcasting Co., Jackson, Tenn. (P. O. Box 1645)—Construction permit for a new standard broadcast station to be operated on 1490 kc., power of 250 watts and unlimited hours of operation.
- NEW—Charles Wilbur Lamar, Jr., Houma, La. (P. O. 3200 Scenic Highway, Baton Rouge, La.)—Construction permit for a new standard broadcast station to be operated on 1490 kc., power of 250 watts, and unlimited hours of operation.
- WJBK—James F. Hopkins, Inc., Detroit, Mich.—Construction permit to install new vertical antenna and mount FM antenna on top and change transmitter location.
- NEW—R. E. Northcutt, W. L. Gillmor and W. C. Turner, a partnership, d/b as General Broadcasting Co., Independence, Mo. (P. O. 317 W. Maple St.)—Construction permit for a new standard broadcast station to be operated on 1490 kc., power of 250 watts and unlimited hours of operation. (Call "KTNA" reserved.)

1530 Kilocycles

- NEW—Patrick Joseph Stanton, Philadelphia, Penna. (P. O. 1211 Chestnut St.)—Construction permit for a new standard broadcast station to be operated on 1530 kc., power of 10 KW, and daytime hours of operation.

1540 Kilocycles

- NEW—W. J. Marshall, Cleveland, Ohio (P. O. West 9th and Lakeside Ave.)—Construction permit for a new standard broadcast station to be operated on 1540 kc., power of 1 KW and daytime hours of operation.
- NEW—N. Joe Rahall, Sam G. Rahall, Farris E. Rahall and Deem F. Rahall, a partnership d/b as Allentown Broadcasting Co., Allentown, Penna. (P. O. 214½ Main St., Beckley, W. Va.)—Construction permit for a new standard broadcast station to be operated on 1540 kc., power of 1 KW and daytime hours of operation.
- NEW—Far-West Broadcasting Co., a partnership composed of John C. Griffith, James H. Lawson, Jr., James G. Ulmer, James G. Ulmer, Jr., M. Ward Bailey and T. S. Christopher, Fort Worth, Texas (P. O. 806 First National Bank Bldg.)—Construction permit for a new standard broadcast station to be operated on 1540 kc., power of 250 watts and unlimited hours of operation.
- NEW—Berks Broadcasting Co., Reading, Pa. (P. O. 533 Penn St.)—Construction permit for a new FM (Metropolitan) broadcast station to be operated on frequency to be determined by Chief Engineer of FCC and coverage to be determined.
- WBCZ—WHEB, Inc., Portable-Mobile.—License to reinstate relay broadcast station.

1560 Kilocycles

- WQXR—Interstate Broadcasting Co., Inc., New York, N. Y.—Construction permit to make changes in transmitting equipment and increase power from 10 KW to 50 KW.

FM APPLICATIONS ACCEPTED FOR FILING

- NEW—Dairyland's Broadcasting Service, Inc., Marshfield, Wisc. (P. O. North End of Central Avenue)—Construction permit for a new FM (Community) broadcast station to be operated on frequency and coverage to be assigned by FCC.
- NEW—Tri-City Broadcasting Co., Bellaire, Ohio (P. O. 3266 Guernsey St.)—Construction permit for a new FM (Metropolitan) broadcast station.
- NEW—WSAZ, Inc., Huntington, W. Va.—Construction permit for a new FM (Metropolitan) broadcast station. Amended: to specify antenna system.
- NEW—Radio Americas Corp., San Juan, P. R. (P. O. 4 Muella St., Mayaguez, P. R.)—Construction permit for a new FM (Community) Broadcast Station to be operated on Channel #286 (105.1 mc.).
- NEW—Mitchell G. Meyers, Ruben E. Aronheim and Milton H. Meyers (P. O. c/o WEIM, 717 Main St., Fitchburg, Mass.)—Construction permit for a new FM (Community) broadcast station to be operated on Channel #281 (104.1 mc.), with coverage of 3,220 square miles.
- NEW—Penn Thomas Watson, Wilson, N. Car. (P. O. Box 976)—Construction permit for a new FM (Rural) broadcast station to be operated with a coverage of 14,100 square miles.
- NEW—Northwest Georgia Broadcasting Co., Cedartown, Ga. (P. O. West Theatre Bldg.)—Construction permit for a new FM broadcast station.
- NEW—Dairyland's Broadcasting Service, Inc., Wisconsin Rapids, Wisc. (P. O. North End of Central Ave., Marshfield, Wisc.)—Construction permit for a new FM (Community) broadcast station.
- NEW—Dairyland's Broadcasting Service, Inc., Stevens Point, Wisc.—Construction permit for a new FM (Community) broadcast station.

MISCELLANEOUS APPLICATIONS ACCEPTED FOR FILING

- NEW—Mississippi Broadcasting Co., Inc.—Construction permit for a new relay broadcast station to be operated on 1606, 2022, 2102 and 2758 kc., power of 50 watts and A3 emission. Amended: to change frequencies to 1606, 2074, 2102, 2758 kc.
- NEW—The Trustees of the University of Pennsylvania, Philadelphia, Penna. (P. O. 3446 Walnut Street)—Construction permit for a new non-commercial educational broadcast station to be operated on 42.9 mc., and power of 10 KW.
- NEW—Radio Station WOW, Inc., Omaha, Nebr.—Construction permit for a new commercial television broadcast station to be operated on Channel #4 (66-72 mc.) and ESR of 1500. Amended: to change frequency to Channel #3 (60-66 mc.).

APPLICATIONS TENDERED FOR FILING

- NEW—Antilles Broadcasting System, Inc., Rio Piedras, Puerto Rico—Construction permit for a new standard broadcast station to be operated on 790 kc., power of 5 KW and unlimited hours of operation.
- NEW—Clearwater Broadcasting Co., Inc., Clearwater, Fla.—Construction permit for a new standard broadcast station to be operated on 1340 kc., power of 250 watts and unlimited hours of operation. (Contingent on grant of WLAK application for 1430 kc.)
- NEW—Civic Broadcasting Corp., Anderson, Ind.—Construction permit for a new standard broadcast station to be operated on 1470 kc., power of 1 KW and daytime hours of operation.
- NEW—Glen H. Smith and Herbert H. Lee, d/b as Lee-Smith Broadcasting Co., Faribault, Minn.—Construction permit for a new standard broadcast station to be operated on 920 kc., power of 100 watts night and 250 watts daytime and unlimited hours of operation.
- KFJI—KFJI Broadcasters, Klamath Falls, Oregon—Construction permit to change frequency from 1240 kc. to 1150 kc., increase power from 100 watts to 1 KW, install new transmitter and directional antenna for night use and change transmitter location.
- WBRK—Leon Podolsky, Pittsfield, Mass.—Application to
- (Continued on next page)

purchase radio station WBRK and conditional grant of construction permit for a new Metropolitan FM broadcast station issued to Monroe B. England. (1340 ke.)

WPAR—Ohio Valley Broadcasting Corp., Parkersburg, W. Va.—Transfer of control of licensee corporation from Charleston Broadcasting Company to News Publishing Company. (1450 ke.)

NEW—Madisonville Broadcasting Company, Inc., Madisonville, Ky.—Construction permit for a new standard broadcast station to be operated on 730 ke., power of 250 watts and daytime hours of operation.

NEW—Northern Kentucky Radio Corp., Inc., Covington, Ky.—Construction permit for a new standard broadcast station to be operated on 1050 ke., power of 250 watts and daytime hours of operation. (Application resubmitted.)

NEW—Eugene J. Roth, Jack L. Pink and James M. Brown, d/b as Radio Broadcasting Associates, a partnership, Houston, Texas—Construction permit for a new standard broadcast station to be operated on 1180 ke., power of 250 watts and daytime hours of operation.

NEW—Ogden Broadcasting Co., Inc., Ogden, Utah—Construction permit for a new standard broadcast station to be operated on 1490 ke., power of 250 watts and unlimited hours of operation.

NEW—Mario Acosta, Mayaguez, Puerto Rico—Construction permit for a new standard broadcast station to be operated on 1340 ke., power of 250 watts and unlimited hours of operation.

NEW—The Tri-State Broadcasting Co., Cumberland, Md.—Construction permit for a new standard broadcast station to be operated on 1340 ke., power of 250 watts and unlimited hours of operation.

NEW—James R. Doss, Jr., Decatur, Ala.—Construction permit for a new standard broadcast station to be operated on 1240 ke., power of 250 watts and unlimited hours of operation.

NEW—Gila Broadcasting Company, Silver City, N. Mex.—Construction permit for a new standard broadcast station to be operated on 1280 ke., power of 1 KW and unlimited hours of operation.

NEW—Mayfield Broadcasting Co., Inc., Mayfield, Ky.—Construction permit for a new standard broadcast station to be operated on 1050 ke., power of 250 watts and daytime hours of operation.

NEW—Peoples Broadcasting Corp., near Worthington, Ohio—Construction permit for a new standard broadcast station to be operated on 880 ke., power of 5 KW and daytime hours of operation.

WSLS—Roanoke Broadcasting Corp., Roanoke, Va.—Acquisition of control of licensee corporation by Shenandoah Life Insurance Co., Inc., by purchase of stock from Junius Parker Fishburn. (1240 ke.)

NEW—E. P. Nicholson, Jr., and John Wallbrecht, a partnership, d/b as Pinnacle Broadcasting Co., Middlesboro, Ky.—Construction permit for a new standard broadcast station to be operated on 1490 ke., power of 250 watts and unlimited hours of operation.

NEW—Richard E. Adams, James H. Shoemaker and Albert A. Anderson d/b as Coastal Broadcasting Co., Charleston, S. Car.—Construction permit for a new standard broadcast station to be operated on 1450 ke., power of 250 watts and unlimited hours of operation.

NEW—General Newspapers, Inc., Gadsden, Ala.—Construction permit for a new standard broadcast station to be operated on 1400 ke., power of 250 watts, and unlimited hours of operation.

NEW—A. M. Garrison, Kenneth T. Mallory and K. N. Moseley, a partnership, d/b as Tifton Broadcasting Co., Tifton, Ga.—Construction permit for a new standard broadcast station to be operated on 1340 ke., power of 250 watts and unlimited hours of operation.

NEW—Victor John Morgan and William M. Goza, Jr., d/b as The Springtime City Broadcasting Co., Clearwater, Fla.—Construction permit for a new standard broadcast station to be operated on 1230 ke., power of 250 watts and unlimited hours of operation.

WNBH—Bristol Broadcasting Co., Inc., New Bedford, Mass.—Construction permit to change frequency from 1340 ke., to 550 ke., and increase power from 250 watts to

5 KW, install new transmitter and directional antenna for night use and change transmitter location.

WOCB—Bristol Broadcasting Co., Inc., New Bedford, Mass.—Construction permit to change frequency from 1240 ke. to 1340 ke. (contingent upon grant of WNBH to change from 1340 ke. to 550 ke.)

NEW—P. B. Huff, d/b as The Hazard Broadcasting System, Hazard, Ky.—Construction permit for a new standard broadcast station to be operated on 1340 ke., power of 250 watts and unlimited hours of operation.

NEW—James R. Doss, Jr., Bessemer, Ala.—Construction permit for a new standard broadcast station to be operated on 1490 ke., power of 250 watts and unlimited hours of operation.

NEW—James R. Doss, Jr., Huntsville, Ala.—Construction permit for a new standard broadcast station to be operated on 1450 ke., power of 250 watts and unlimited hours of operation.

NEW—Frederic LeMieux, III, Claude S. Maenza and Edna Capo LeMieux, d/b as Gulf State Broadcasting Co., Crowley, La.—Construction permit for a new standard broadcast station to be operated on 1450 ke., power of 250 watts and unlimited hours of operation.

NEW—Plains Empire Broadcasting Co., Amarillo, Texas—Construction permit for a new standard broadcast station to be operated on 1320 ke., power of 500 watts night and 1 KW daytime, and unlimited hours of operation using directional antenna at night.

Federal Trade Commission Docket

COMPLAINT

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

Consolidated Grocers Corp.—The Commission has issued a complaint alleging as unlawful the acquisition by Consolidated Grocers Corp., 135 South LaSalle Street, Chicago, of the capital stock of three corporations which competed with it in the wholesaling of grocery products. (5423)

CEASE AND DESIST ORDERS

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

Frenco Laboratories—Chester D. French, trading as Frenco Laboratories, 159 Terrace Avenue, Nogales, Ariz., has been ordered by the Commission to cease and desist from disseminating false advertisements concerning the therapeutic properties of medicinal preparations he sells under the names of Pap-Tabs, Py-O-Ten, and Pap-Tea. The principal ingredient in Pap-Tabs and Py-O-Ten is papain, a drug derived from the juice of the fruit of the papaya tree. Pap-Tea is the dried, cured, ground and blended leaves of the papaya tree.

The Lane Drug Co.—The Federal Trade Commission has ordered The Lane Drug Co., 397 Phillips Avenue, Toledo, Ohio, to discontinue disseminating advertisements which represent that the vitamin preparation they sell under the name of Calcium Pantothenate Tablets is an anti-gray hair vitamin which will restore the original natural color to gray hair. (5389)

M. Portnow—Felix Portnow, trading as M. Portnow, 415 Grand Street, New York, engaged in the manufacture and sale of trusses, has been ordered by the Commission to cease and desist from disseminating false advertisements concerning the effectiveness of his trusses in the treatment of ruptures or hernias. (4887)

STIPULATIONS

During the past week the Commission has announced no stipulations.