

## Employee-Employer Relations

### INDUSTRY AND MUSICIANS UNION REPRESENTATIVES MEET IN NEW YORK

NAB President Justin Miller and James C. Petrillo, President of the A. F. of M., will meet again today in New York, accompanied by three committee members each. With Judge Miller will be Frank White, CBS, Paul Morency, WTIC, Hartford, and Marshall Pengra, KENR, Roseburg, Oregon.

Today's conference results from the hour-long meeting last Monday between the Special Industry-wide Committee, headed by Judge Miller, and Mr. Petrillo and the International Executive Board of the A. F. of M. The group representing management at today's meeting is a sub-committee of the Industry-wide Committee.

At the meeting last Monday, Judge Miller, speaking for the Industry Committee, recommended the establishment of permanent Joint Advisory Committee, to be composed of industry and union representatives, which would from time to time consider problems of mutual interest to the two groups. In making this suggestion, Judge Miller expressed the belief that if problems could be thrashed out in their early stages, rather than after heated controversy has arisen, solutions could be reached more easily.

Mr. Petrillo in substance accepted the idea and suggested today's meeting with smaller groups to give detailed consideration to the establishment of such a group.

The meeting today will be the third time that Judge Miller and Mr. Petrillo have met at the conference table in an effort to work out a more reasonable basis for relationships between the radio industry and the musicians union. Their first meeting was an exploratory conference in Chicago last January 18th. At that time they agreed that there was need for further discussions between the two groups. A few days later Mr. Petrillo set the date for the meeting which took place last week.

At the beginning of last Monday's meeting, which was attended by the press with the mutual consent of both sides, Mr. Petrillo expressed the hope that there would be future meetings of a similar nature. Judge Miller, after making his suggestions for the improvement of the industry and union relations, invited Mr. Petrillo to outline the general position of the union for the benefit of the Broadcasters' group, many of whom had not had occasion to meet or hear Mr. Petrillo in the past. The president of the A. F. of M. discussed the great contributions which he said had been made to the radio industry by musicians, but indicated that he felt that many broadcasters had not utilized live musicians to a sufficient

extent. He agreed with Judge Miller that it was desirable for the two groups to establish a more amicable relationship, and on several occasions expressed his confidence in President Miller.

In his initial remarks Judge Miller stated that the radio industry recognized the need for an adequate and readily available supply of competent musicians. He pointed out that in the near future NAB will establish a Program Department which will, among other things, suggest to member stations ways and means of improving and augmenting the use of their musical talent in strengthening their program structure. Aspects of this general subject, Judge Miller suggested, could appropriately be explored by the proposed Joint Advisory Committee.

While Mr. Petrillo agreed in principle with Judge Miller's proposal that a Joint Advisory Committee be established, he expressed concern with what he termed the "industry propaganda" against the Musicians Union and the "inspired press stories and cartoons" depicting him as a "czar" or "Ceasar." He stated that he and the members of his union were Americans, intended to abide by the law, and were "getting tired of being pushed around."

Members of the Special Industry-wide Committee attending the meeting were the following: Justin Miller, NAB; Harold Ryan, Fort Industry Stations; Harry Le Poidevan, WRJN, Racine, Wisc.; Howard Lane, Field Enterprise, Inc., Chicago, Ill.; Frank King, WMBR, Jacksonville, Fla.; Paul T. Morency, WTIC, Hartford, Conn.; Clair R. McCollough, WGAL, Lancaster, Pa.; John Elmer, WCBM, Baltimore, Md.; Wayne Coy, WOL, Washington, D. C.; G. Richard Shafto, WIS, Columbia, S. C.; Theodore Streibert, WOR, N. Y.; William Fay, WHAM, Rochester, N. Y.; E. E. Hill, WTAG, Worcester, Mass.; Marshall H. Pengra, KRNR, Roseburg, Ore.; Wm. T. Lane, WAGE, Syracuse, N. Y.; Calvin Smith, KFAC, Los Angeles, Calif.; John Morgan Davis, WIBG, Philadelphia, Pa.; Walter Damm, WTMJ, Milwaukee, Wisc.; John Fetzner, WKZO, Kalamazoo, Mich.; Frank White, CBS; Frank Mullen and John McDonald, NBC; Keith Kiggins and Joe McDonald, ABC; Robert Swezey, Mutual; A. D. Willard, Jr., Don Petty, Ivar Peterson and Charles Batson, all of NAB.

A. F. of M. representatives present were: James C. Petrillo, President; Joseph N. Weber, Technical Advisor; Charles L. Bagley, Vice-President; Thomas F. Gamble, Treasurer; Leo Cluesmann, Secretary; Oscar F. Hild, Herman Kenin, J. W. Parks, C. A. Weaver and Walter M. Murdoch, Members of International Executive Board; Joseph A. Padway and Henry A. Friedman, General Counsel; Harry J. Steeper, A. Rex Riccardi, Edward Canavan and Clair Meeder, Assistants to President; J. K. Wallace, President, Local #47, Los Angeles, Calif.; Morris Paul, Ray Menhennick, Henry Roth and Phil Fischer, Members of Committee of Local #47, Los Angeles, Calif.; Jacob Rosenberg, President Local #802, New York, N. Y.; Wil-

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NATIONAL ASSOCIATION OF BROADCASTERS

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

Kenneth H. Baker, *Director of Research*; Robert T. Bartley, *Director of FM Dept. and Government Relations*; Charles A. Batson, *Director of Information*; Robert C. Coleson, *Western Field Representative (Hollywood)*; Willard D. Egolf, *Special Counsel*; Howard S. Frazier, *Acting Director of Engineering*; Dorothy Lewis, *Coordinator of Listener Activity (New York City)*; Frank E. Pellegrin, *Director of Broadcast Advertising*; Don E. Petty, *General Counsel*; Arthur C. Stringer, *Director of Promotion*.

liam Feinberg, Secretary Local #802, New York, N. Y.; Charles Iucci, Member of Committee of Local #802, New York, N. Y.; Edward Benkert, Secretary, Local #10, Chicago, Ill.; Dave Katz, Member of Executive Board, Local #10, Chicago, Ill.; Herman Steinichen, President, Local #148, Atlanta, Ga.

### LEA BILL AWAITS PRESIDENT'S SIGNATURE

The Lea Bill, which passed the Senate on April 6 by a vote of 47 to 3, now awaits the signature of President Truman before becoming law, having passed the House on March 29 by a 186 to 16 vote.

The provisions of the Bill were explained in the April 1 issue of NAB REPORTS; a more complete analysis is planned for future publication.

## Legal Department

### APPLICATION FOR TRANSFER OF WINS TENTATIVELY DENIED

In a proposed decision dated April 5 (Docket No. 6755), the Commission tentatively denied the application for voluntary assignment of the license of Station WINS from Hearst Radio, Inc. to The Crosley Corporation. The Commission's proposed disapproval was based upon the fact that as part of the transaction Hearst retained the right to \$400,000 worth of broadcast time for a period of ten years, and the fact that Crosley had not made a satisfactory showing with respect to the service to be provided. The Commission stated that if exceptions were filed on or before April 25 it would schedule oral argument for April 26 in order to render its final decision before May 1, the expiration date of the option to terminate the proposed sale.

The Commission found that Hearst agreed to sell WINS for \$1,700,000 and that the physical assets had a present depreciated value of slightly more than \$160,000. In addition, Hearst retained the right to \$400,000 worth of broadcast time over a 10-year period. The Commission found that under the proposed sale agreement, Crosley was "saddled with the absolute obligation of furnishing" to Hearst approximately one hour of station time each day, and observed that this provision amounted to a delegation of control over the station's operations. Moreover, the Commission said that since the restrictive arrangement would continue for many years it was in

conflict with the Communications Act which limited the maximum license period to three years. Alluding to its 1941 Report on Chain Broadcasting in which it concluded that public interest would be best served if licensees refrained from entering into network affiliation contracts for periods longer than a year, it concluded that in the present case the contract in which the transferor would absolutely retain a \$400,000 time interest in the station over a period of 10 years "would prevent the transferee from exercising that extent of program control which is necessary for operation in the public interest."

The Commission also found that an analysis of one week's program logs in February 1945 showed that 51 percent was devoted to commercial programs and 49 percent to sustaining. The records showed that WINS had operated at a loss during the period 1941-44, and expected to realize a small profit in 1945. Broadcast revenues for the 4-year period ranged from \$248,974 to \$436,539. Witnesses for Crosley testified that a fair rate of return would be 10 to 15 percent on the capital invested, and that a 10 percent return would not be realized until time sales reached a total of approximately \$1,200,000. Crosley witnesses, the Commission stated, could not estimate any definite percentage limitation on commercial broadcasts nor make any commitment as to whether additional time would be set aside for sustaining programs. On these facts the Commission concluded that while it did not consider that "there should be detailed specifications or hard and fast restrictions," nevertheless the applicant's showing regarding "the allocation of time for sustaining and commercial use is extremely ambiguous, with some indication that almost the entire program schedule might be devoted to commercial operation."

Commissioners Walker and Durr concurred in the proposed decision but were of the opinion that there were further grounds for denying the application. They stated that the difference between the value of the physical assets and the price paid, and the fact that the station had been operating at a loss for many years, made it clear that "the purchaser is buying the station license." They also stated that the purchase price was so high that the purchaser could be expected to over-commercialize the station in order to make a small return.

### WBAX LICENSE RENEWED

On April 5 the Commission issued a proposed decision relating to the applications for licenses or construction permits to operate at Wilkes Barre, Pennsylvania, with 250-Watt power, unlimited time, on 1240 kc., which is the same frequency now being used by WBAX (Docket Nos. 6169 to 6171, 6173, and 6750). It denied the applications of Central Broadcasting Co., Northeastern Pennsylvania Broadcasters, Key Broadcasters, and Baron Broadcasting Co., and granted the application of John H. Stenger, Jr., owner of WBAX, for a license to continue operation.

In a previous decision issued March 31, 1941, the Commission denied Stenger's renewal application on various grounds. Since that date the station operated on a series of temporary authorizations, the last of which is to expire on April 30. In June 1941 the other four mutually exclusive applications for construction permits were filed, and in July 1942 the Commission issued proposed findings granting the application of Northeastern Pennsylvania Broadcasting. These findings were abrogated *in toto* in the present proposed decision.

The Commission concluded that since the 1941 denial of the renewal application of Stenger the latter had "established himself as a responsible operator and has demonstrated his ability to provide an efficient management of the station." Since there is no provision in the Com-

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munications Act which prohibits his applying for a license following denial of the renewal application, he was "entitled to seek a determination thereof based upon the record of his personal character and public service since the year 1941 and upon the merits of his present proposals."

## District Meetings

### FOURTH DISTRICT MEETS AT VIRGINIA BEACH

In a speech opening the NAB Fourth District Meeting at Virginia Beach, Va., Thursday (11) Justin Miller charged the FCC with "attempting encroachment on the rights of free people to radio freedom."

He referred to the recent FCC program report as an attempt "to establish its powers by its own administrative interpretations." President Miller urged members to express their views to members of Congress on any pending issues affecting radio broadcasting.

Following Judge Miller's speech there were discussions of public relations, over which J. Frank Jarman, WDNC, presided, and employer-employee relations, presided over by District Director Campbell Arnoux, WTAR.

The afternoon session Thursday was devoted to a report on BMB by that organization's president, Hugh M. Feltis, a conference on small market stations, presided over by R. Sanford Guyer, and a conference on the "Unsolved Music Problem."

Friday's session opened with a sales managers clinic under the guidance of Henry V. Seay, WOL. It was followed by conference on engineering at which C. M. Braum, Acting Chief of the FM Broadcasting Division, Engineering Department, FCC, was guest speaker.

A program managers, clinic, discussion of the A. F. of M. situation, and the report of the resolutions committee completed the meeting Friday afternoon.

(Ed. Note: Complete reports of the meeting had not been received in Washington as NAB REPORTS went to press. Further material will be reported next week.)

### Registration:

Abeloff, Irvin G., WLEE, Richmond; Adams, B. M., NBC, New York; Allen, Philip, WLVA, Lynchburg; Arnoux, Campbell, WTAR, Norfolk; Arnoux, Mrs., Norfolk; Aydlett, T. W., WSAF, Portsmouth.

Barham, Charles, Jr., WCHV, Charlottesville; Barnes, W. Travis, WTAR, Norfolk; Barnett, Melvin F., WHIS, Bluefield; Beachboard, Kenneth, WKIX, Columbia, S. C.; Bishop, Edward E., WGH, Newport News; Bivins, John F., Radio Eng. Labs., Long Island City; Black, J. A., WGH, Newport News; Blackley, Chas. P., WTON, Staunton; Blackwell, George, WBLK, Clarksburg; Bowry, Walter A., Jr., WMBG, Richmond; Bray, James P., World Bd. Co., New York; Burkland, Carl J., and Mrs. Burkland, WTOP, Washington.

Carey, Sam, WRVA, Richmond; Carpenter, Ollie L., WPTF, Raleigh; Casey, Arthur J., WOL, Washington; Chernoff, Howard L., WCHS, Charleston; Chernoff, Mrs. Howard, Charleston; Clinton, Geo. H., WPAR, Parkersburg; Cooper, Virginia N., WJLS, Beckley; Crutchfield, Chas. H., WBT, Charlotte.

Danenbarger, W. E., United Press, Atlanta; Dawson, Victor W., WFNC, Fayetteville; Dodge, Fred, Fred A. Palmer Co., Cincinnati; Drew, A. L., WCBT, Roanoke Rapids; Dunlea, R. A., WMFD, Wilmington, N. C.

Edgar, Edward E., WGH, Newport News; Eubanks, Blair, WTAR, Norfolk; Elias, Don S., WWNC, Asheville; Elias, Mrs. Don S., Asheville; Essex, Harold, WSJS, Winston-Salem; Essex, Mrs. Harold, Winston-Salem; Evans, F. J., Huntington Bd. Corp., Huntington.

Feltis, Hugh, BMB, New York; Flanagan, P. F., WHIS, Bluefield; Fletcher, Floyd, WTIK, Durham; Fletcher, Fred, WRAL, Raleigh; Frak, Nathan, WANC, Henderson, N. C.; Franco, Carlos A., Young & Rubicam, Inc., New York; Friedenberg, Harry A., Marfree Adv. Corp., New York.

Gambill, Luther A., WFNC, Fayetteville; Gillan, T. J., WHNC, Henderson, N. C.; Gluck, E. J., WSOC, Charlotte; Goan, W. H., WAYS, Charlotte; Godwin, Charles, Mutual Network, New York; Glascock, Mahlon A., WRC, Washington; Grahl, Dick, Wm. Esty Co.; Gregory, S. P., Schenley Dist. Corp., New York; Grether, J. L., Consult. Engr., Norfolk; Grether, W. P., Consult. Engr., Norfolk; Grinalds, Archie S., American Bd. Co., New York; Grinalds, Mrs. Archie, New York; Guyer, R. Sanford, WBTM, Danville.

Hagan, James A., WWNC, Asheville; Hagan, Mrs. James A., Asheville; Harding, Miss Barbara, WMVA, Martinsville; Harrington, R. B., WSVA, Harrisonburg; Harris, Edd, WCNC, Elizabeth City; Hart, Fred, WLPA, Suffolk, Va.; Havens, Wilbur M., WMBG, Richmond; Hawkins, A. T., WGBK, Goldsboro; Herring, V. G., WGBR, Goldsboro; Higgins, Hugh M., NAB, Washington; Hodges, B. S., Jr., WGTC, Greenville, N. C.; Hoskins, Cecil B., WWNC, Asheville; Howard, Louis N., WHIT, New Bern; Huffington, B. Walter, WTMA, Charleston, S. C.

Jarman, J. Frank, WDNC, Durham; Jones, Allen, WLPN, Suffolk, Va.; Jones, E. Z., WBBB, Burlington; Jones, Mrs. E. Z., Burlington; Jones, S. H., WMFD, Wilmington; Jordan, Ray P., WDBJ, Roanoke.

Keiser, August J., National Radio Repair, New York; Kettler, S. P., WMMN, Fairmont.

Langlois, "Cy," Lang-Worth, New York; Langlois, John D., Lang-Worth, New York; Lee, Kay, Houck & Co. Adv., Roanoke; Leonard, L. B., WISE, Asheville; Long, Russell, WCSC, Charleston, S. C.; Luck, C. T., WRVA, Richmond.

McNamara, Dick, WINX, Washington; Mason, Richard, WPTF, Raleigh; Mercer, Don, NBC (Recording), New York; Meyer, Ben, Associated Press, Charlotte; Miller, Judge Justin, NAB, Washington; Moore, James H., WSLS, Roanoke; Moser, Clyde, WTAR, Norfolk; Morris, R. S., WSOC, Charlotte; Morris, Mrs. R. S., Charlotte; Moyle, Paul, WTSB, Lumberton, N. C.

Nelson, Wayne M., WEGO, Concord; Nelson, Mrs. Wayne M., Concord; New, John W., WTAR, Norfolk; New, Mrs. John W., Norfolk; Newman, Cy., WSSV, Petersburg; Newton, W. J., Huntington Bd. Co.

O'Donnell, R. C., WINX, Washington, D. C.

Parker, W. M., WBT, Charlotte; Patterson, T. H., WRRF, Washington, N. C.; Pattee, Linwood M., BMI, New York.

Peffer, John C., WTAR, Norfolk; Pellegrin, Frank E., NAB, Washington, D. C.; Paterson, Louis H., WSSV, Petersburg; Phillips, John A., WGKD, Charleston, W. Va.; Poyner, Graham B., WPTF, Raleigh.

Rahall, Sam G., Beckley, W. Va.; Ralls, H. L., Branham Co., Charlotte; Randell, Louis P., Marfree Adv. Corp., New York; Reed, P. B., RCA, Washington; Reeve, Ray, WRAL, Raleigh; Reeve, Mrs. Ray, Raleigh; Ray, C. Robert, WMVA, Martinsville; Reiman, Burton, RCA Victor, Atlanta; Reynolds, John B., WKWK, Wheeling, W. Va.; Roberson, W. R., Jr., WRRF, Washington, N. C.; Robertson, Ralph C., Colgate, Palm Olive Peet Co.; Rosene, Marshall, WSAZ, Huntington, W. Va.; Rovster, N. L., WOLS, Florence; Runyon, Chas. A., WGH, Newport News; Russell, Frank M., NBC, Washington; Russell, Mrs. Frank M., Washington.

Saumenig, J. Dudley, WIS, Columbia, S. C.; Sause, P. H., National Radio Repair, New York; Schmidt, Dan, III, NBC-Recording, Atlanta; Schudt, Bill, Jr., CBS Network, New York; Seay, Henry V., WOL, Washington; Seebeck, Charles E., WTON, Staunton; Shafto, Richard, WIS, Columbia, S. C.; Shaw, Harold B., WBRW, Welch, W. Va.; Sherwood, Alex, Standard Radio, New York; Sherwood, Mrs. Alex, New York; Shultz, John W., WMVA, Martinsville; Shultz, Mrs. John W., Martinsville; Skinner, Sanford, M. M. Cole Trans., Chicago; Smith, Carleton D., WRC, Washington; Smith, Mrs. Carleton D., Washington; Smith, George W., WWVA, Wheeling, W. Va.; Smith,

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Mrs. George W., Wheeling, W. Va.; Smith, Joe L., WJLS, Beckley, W. Va.; Smith, Leslie W., Leslie Smith Adv. Co., Raleigh; Sanis, Berton, WCHS, Charleston, W. Va.; Starkey, Bruce, NAB, Washington; Stearns, Frank M., Associated Press, Washington; Strause, Ben, WWDC, Washington.

Taishoff, Sol, Broadcasting Mag., Washington; Taishoff, Mrs. Sol, Washington; Thoms, Harold H., WISE, Asheville; Timlin, J. L., Branham Co., New York; Toms, E. C., Graybar Elec., Richmond; Teethill, John A., Burn-Smith Co., Chicago; Twiford, S. A., WCNC, Elizabeth City.

Vaughan, Guy, Jr., WSPA, Spartanburg.

Walker, George D., WAIR, Winston-Salem; Wallerstein, WMBG, Richmond; Weeks, Roland, WCSC, Charleston, S. C.; Wentworth, Ralph, BMI, New York; Whitaker, Stanley, United Press, Atlanta; Whitlock, E. S., WRNL, Richmond; Whitehead, Henry C., WTAR, Norfolk; Whitten, Philip F., Tobacco Network, Raleigh; Willard, A. D., Jr., NAB, Washington; Weldon, Jack, WDBJ, Roanoke; Wynne, W. A., WEED, Rocky Mount. Youngsteadt, R. W., WPTF, Raleigh.

## FM Department

(For report on changes in FM rules of operation see Information Bulletin No. 2 which is enclosed with this issue.)

### NEW CONSIDERATIONS IN GRANTING FM LICENSES SUGGESTED BY SENATE COMMITTEE

In a twenty-one-page pamphlet issued Wednesday (9), the Senate Small Business Committee called upon the FCC to reserve a certain number of FM channels for allocation after veterans have an opportunity to apply and after a sufficient number of receivers have been sold to "make the enterprise feasible for modestly financed newcomers."

The report, entitled "Small Business Opportunities in FM Broadcasting," argues that if present practices are continued all of the desirable frequencies may have been handed out before veterans get a chance to compete with other applicants.

The FCC was also asked to take into consideration applicants' plans for future growth, and to take steps to popularize new developments in radio so that newcomers will be encouraged to enter the field. It urges FCC to keep the ownership of FM stations widely scattered so that no interests will monopolize these channels.

#### FCC Reply

On Thursday the FCC issued a special statement with respect to the committee's proposals. It reads as follows:

"The Commission agrees wholeheartedly with the objectives of the Senate Small Business Committee's report, which are the avoidance of monopolistic tendencies in FM broadcasting and the adoption of licensing policies which will foster wide diversity of ownership of FM stations so that 'there can be no cartelization in the media of public information and discussion.' The Commission also agrees with the Committee's conclusion that FM offers important opportunities to small business. This is particularly true of the low-power, low-cost Community stations.

"The Commission's specific comments on the Committee's three suggestions for achieving these goals are as follows:

#### "Suggestion 1:

That the Commission give careful attention to a plan whereby a certain number of FM channels be reserved for distribution after veterans have had a chance to organize their applications and after the number of receivers in the hands of the public make the enter-

prise feasible for modestly financed newcomers. The number of receivers now in use and in production is too small to make the venture immediately profitable. It is suggested that this reservation could be made most fairly on a city-by-city basis, in the manner described in the section on *Tight Areas*.

"While the Commission has not specifically reserved any channels from licensing at this time, it has been proceeding along lines which it believes are calculated to best achieve the objectives discussed above. In the first place, in making FM grants the Commission is presently proceeding on the basis of one to a customer.

"As is well known, there are numerous instances in the standard broadcast field where two or more stations are owned by a single person or corporation. Similarly in FM there are a number of instances where a single person or corporation has filed multiple applications. In fact there are today almost 850 applications pending from 550 different applicants. The difference between these figures (300) is represented by instances where a single applicant has filed two or more applications.

"In processing FM applications, the Commission decided at the outset that it would go through the list of applicants and make one grant to each qualified applicant before considering the question of making additional grants to those applicants who are seeking two or more stations. When the Commission reaches the point where it has acted upon everything except applications from people who have already received an FM grant, it is the Commission's plan then to consider applications from cities in which there is no other application pending except the one from a multiple applicant.

"Thus, since V-J Day no applicant has received more than one FM grant without a hearing unless he offered to put service into a community which, on the basis of existing applications, would otherwise be denied FM service.

"After the Commission has processed all of the applications in these first two categories, namely one to a customer and cities without service, it will then make a thorough study of the situation to determine how it shall proceed with the consideration of further applications. If at that time it should appear that the procedures outlined above have not already afforded an ample opportunity for newcomers to prepare and file applications, the Commission will consider ways and means of providing time for such further opportunity.

"As a result of the cautious policy which the Commission has been following in this regard, it appears there are today practically no areas in which all of the Metropolitan frequencies have been assigned, and the large supply of the low-cost Community station operating assignments has hardly been drawn upon.

#### "Suggestion 2:

"That the Commission give consideration, in weighing applications, to an applicant's plans for future growth as well as his present blueprints. Opportunity for expansion is the lifeblood of small business, and radio will benefit by the vigor and energy of those who enter on a small scale with ambitions to grow. Conversely, it will suffer if, during the next few years, it becomes merely the dumping ground for investment-thirsty capital accumulated in other fields. The section headed *Opportunity for Business Growth* describes a method of fostering the growth of FM stations from small beginnings.

"The Commission's policy of providing for future expansion of FM applicants was discussed by Assistant Chief Engineer John Willoughby at the Broadcast Engineering Conference in Columbus in March. This policy was further detailed in a statement issued by the Commission April 9, a copy of which is attached. There it was pointed out that the Metropolitan grantee would not initially be required to serve his eventual maximum area.

"In this connection, the Commission hopes that the report of the Senate Small Business Committee will stimulate newcomers and persons of modest financial resources to investigate fully the possibilities particularly of the Community class of station. This class of station does

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not require extensive financing and offers excellent coverage and is far superior to the local class of station in the standard or AM broadcast band.

**"Suggestion 3:**

"That the Commission undertake to keep the public fully informed of the development of new communications devices; that it encourage the widest possible participation in their development; and that it provide information and assistance to prospective applicants, both in Washington and in its various field offices.

"Again the Commission is in full agreement with the Committee. In fact it has cooperated with the Committee in the preparation of a 100-page document entitled How to Apply for an FM Broadcast Station which contains all of the relevant information which a person seeking to enter the FM business needs to have. It is the Commission's hope and we understand it is the Committee's plan that a large number of these documents will be printed and that they will receive the widest possible distribution.

"With respect to the suggestion that the Commission provide information and assistance to prospective applicants, it has always been and now is the Commission's policy, within the limit of the appropriations given it by Congress, to make its staff fully available for such purpose."

### **Conclusions**

Suggestions made by the Small Business Committee are quoted in the FCC statement above. The Committee's conclusions are as follows:

"This year is crucial for FM. Upon the licensing policies pursued by the FCC depends the pattern of radio's future. That pattern can conform to the American ideal of independent, competitive small-business enterprise, the ownership of which is so widely scattered that there can be no cartelization of the media of public information and discussion, or it can develop into a monopoly situation, in which large chains with concurrent interests in press, AM and FM regulate the spigots of our communications systems, and whole cities and States could be completely dependent upon a single company for news of their civic affairs.

"The difficult job of making the thousands of individual decisions which, in the aggregate will create this pattern, rests with the Federal Communications Commission.

"The Commission is thus given the affirmative power to preserve the meaning of the Bill of Rights in an age of electronics. It is also given the power to foster free, competitive business enterprise in radio.

"This committee is interested in the development of a democratic FM industry, the members of which are actively competing, through good program service, for the listener's ear, the advertiser's dollar, and the public's franchise.

"In accord with the spirit of the Communications Act of 1934 this competition should always be kept open to newcomers."

### **FCC WILL APPROVE INTERIM FM OPERATION WITH TEMPORARY EQUIPMENT**

A number of inquiries have been received by the Federal Communications Commission from FM grantees concerning the use of temporary equipment pending approval

and installation of regular equipment, in order to provide an FM program service as rapidly as possible.

The Commission Tuesday (9) reiterated its announcement that it will approve such interim operation by issuing temporary authorizations for operation with low power units and temporary antenna systems, pending the availability of full equipment and the completion of construction provided that the low power unit is a part of the final equipment, or has been previously authorized for use in experimental operation, and that a reasonable and satisfactory FM service will be furnished. Authorizations, the Commission said, will normally be issued for periods of 90 days or less upon requests from grantees describing the equipment and operation proposed, together with a statement concerning progress of regular construction. Authorizations will not be granted beyond the time of completion specified by the construction permit, and applications for extension of time of the construction permit must include a showing of diligence in construction and that failure to complete was due to causes beyond control of the permittee.

In connection with the above, the Commission emphasized that the policy set forth in Section 3.204(b) of its Rules and Regulations Governing FM Broadcast Stations, issued September 12, 1945, will not be affected by the foregoing interim plan of operation.

In other words, stated FCC, applicants should understand the temporary character of the interim plan and that the Commission will expect full compliance with its Rules and Regulations at the earliest possible date.

Section 3.204(b) reads as follows:

"Metropolitan stations in Area II are designated primarily to render service to a single metropolitan district or a principal city, and to rural areas surrounding such metropolitan district or principal city. The Commission will designate service areas for Metropolitan stations in Area II and will authorize appropriate power and antenna height to cover the designated area in accordance with the Standards of Good Engineering Practice concerning FM broadcast stations; upon proper showing changes will be made in these service areas. Metropolitan stations will not be required to serve the entire service area designated by the Commission but no application will be granted for a Metropolitan station unless it is proposed to serve an area substantially greater than could be served by a Community station."

### **FM APPLICATIONS GRANTED**

The Commission en banc on Wednesday (10) made 10 additional grants for new FM stations, bringing the total to 385 conditional grants to date.

The effect of these conditional grants is to announce the fact that the Commission has examined the qualifications of the respective applicants, has been satisfied with respect thereto, and has made available a channel for each grantee. The Commission will now examine each application for its engineering details, and in each individual circumstance a grantee may be requested to file within a period of 90 days of such request such additional engineering and other data as may be necessary.

Under this procedure grantees are enabled to proceed

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## **DISTRICT MEETINGS AHEAD**

2nd District  
5th District  
1st District  
3rd District

April 25-26  
April 29-30  
May 13-14  
May 16-17

Roosevelt Hotel  
San Carlos Hotel  
Hotel Statler  
Bellevue Stratford Hotel

New York, N. Y.  
Pensacola, Florida  
Boston, Massachusetts  
Philadelphia, Pa.

promptly with their preliminary plans for obtaining certain items of equipment, programming and other details necessary to the establishment of their proposed stations. The proposals of each grantee relating to transmitter

power and antenna height are still under review, and each will be notified if any further data is necessary in this connection.

Following are the grants made:

<i>City</i>	<i>Grantee</i>	<i>Interest in Standard Station</i>	<i>Type of FM Station</i>
<b>FLORIDA</b>			
Orlando.....	Hazlewood, Inc.....	WLOF	Metropolitan
Tampa.....	Tampa Times Company.....	WDAE	Metropolitan
W. Palm Beach.....	WJNO, Inc.....	WJNO	Metropolitan
<b>GEORGIA</b>			
Toccoa.....	R. G. Le Tourneau.....	WRLC	Metropolitan, possibly Rural
<b>NEW YORK</b>			
Hempstead.....	Elias T. Godofsky.....	—	Community
<b>NORTH CAROLINA</b>			
Goldsboro.....	Eastern Carolina Broadcasting Co., Inc.....	WGBR	Metropolitan
<b>TENNESSEE</b>			
Kingsport.....	Kingsport Broadcasting Co., Inc.....	WKPT	Metropolitan
Memphis.....	WMPS, Inc.....	WMPS	Metropolitan, possibly Rural
<b>TEXAS</b>			
Amarillo.....	Plains Radio Broadcasting Co.....	KGNC	Metropolitan
Denton.....	Harwell V. Shepard.....	KDNT	Metropolitan

### DESIGNATED FOR HEARING

P. D. Gold Publishing Co., Wilson, N. C.; Penn Thomas Watson, Wilson, N. C.—Ordered that the application of P. D. Gold Pub. Co. (B3-PH-817) and that of Penn Thomas Watson (B3-PH-829), be designated for consolidated hearing. Both request an FM metropolitan station.

Elyria-Loraine Broadcasting Co., Elyria, Ohio—Ordered that this application (B2-PH-923) be designated for hearing in a consolidated proceeding with applications of United Broadcasting Co., et al (Dockets 7038-7052) for new FM metropolitan stations in the Cleveland and Akron areas.

### FINAL CP'S GRANTED

The following six stations, which received engineering approval on March 13, were granted regular Construction Permits:

#### Georgia

Southeastern Broadcasting Co., Macon, Ga.—CP for Metropolitan station; Channel: 101.9 mc. (No. 270); 36.0 KW; Antenna: 437 ft.

Middle Ga. Broadcasting Co., Macon, Ga.—CP for Metropolitan station; Channel: 102.3 mc. (No. 272); 36.0 KW; Antenna: 441 ft.

#### Iowa

Burlington Broadcasting Co., Burlington, Iowa—CP for Metropolitan station; Channel: 99.3 mc. (No. 257); 19.2 KW; Antenna: 538 ft.

Telegraph Herald, Dubuque, Iowa—CP for Rural station; Channel 99.9 mc. (No. 260); 180 KW; Antenna: 662 ft.

#### Minnesota

KSTP, Inc., St. Paul-Minneapolis, Minn.—CP for Rural station; Channel: 102.1 mc. (No. 271); 318 KW; Antenna: 764 ft.

#### Nebraska

World Publishing Co., Omaha, Nebr.—CP for Rural station; Channel: 92.5 mc. (No. 223); 160 KW; Antenna: 584 ft.

### ENGINEERING APPROVAL OF CONDITIONAL GRANTS

Following is a list of applications for which approval of basic engineering plans were granted by the Commis-

sion. (Note: Power given is effective radiated power. Antenna height given is height above average terrain):

Radio Sales Corp., Seattle, Wash.—Rural; Channel: 93.5 mc. (No. 228); 14.7 KW; Antenna: 993 ft.

Queen City Broadcasting Co., Inc., Seattle, Wash.—Rural; Channel: 93.9 mc. (No. 230); 257 KW; Antenna: 1482 ft.

Evergreen Broadcasting Corp., Seattle, Wash.—Metropolitan; Channel: 93.1 mc. (No. 226); 9.6 KW; Antenna: 451 ft.

Fisher's Blend Station, Inc., Seattle, Wash.—Rural; Channel: 92.7 mc. (No. 224); 48 KW; Antenna: 1811 ft.

KXL Broadcasters, Mt. Scott, nr. Portland, Ore.—Rural; Channel: 96.5 mc. (No. 243); 39.9 KW; Antenna: 952 ft.

Pacific Radio Advertising Service, a Partnership, Portland, Ore.—Metropolitan; Channel: 95.7 mc. (No. 239); 3.2 KW; Antenna: 911 ft.

KOIN, Inc., Portland, Ore.—Rural; Channel: 94.5 mc. (No. 233); 50 KW; Antenna: 1350 ft.

Oregonian Publishing Co., Portland, Ore.—Rural; Channel: 95.3 mc. (No. 237); 51 KW; Antenna: 1018 ft.

### Miscellaneous

WSMB, Inc., New Orleans, La.—Approved conditional grant for a Metropolitan, possibly Rural station, subject to further review and approval of engineering details.

Fidelity Media Broadcasting Corp., Newark, N. J.—Approved conditional grant for a Community station, subject to further review and approval of engineering details.

## News Clinics

### CONFERENCE ON STATIONS' NEWS COVERAGE HELD AT UTICA

Station managers and executives from upstate New York stations, with press association representatives as guests, gathered in Hotel Utica, Utica, April 10, for an all-day radio news clinic, first to be held in New York State by the NAB Radio News Committee.

Elliott Stewart, executive vice-president, representing Mrs. Margaret P. Bowen, president and general manager,

(Continued on next page)



WIBX, was host to the broadcasters attending the clinic. At the request of Kolin Hager, NAB district director and general manager, WGY, Schenectady, Mr. Stewart acted as general chairman of the clinic.

Mayor Boyd E. Golder, of Utica, opened the session with a warm welcome to the broadcasters and a promise, taken up later in the day, to pocket any parking tickets the visitors might find on their cars. Mr. Stewart then turned the meeting over to E. R. Vadeboncoeur, vice-president, WSYR, Syracuse, and chairman of the NAB Radio News Committee who, with Arthur Stringer, NAB, secretary of the committee, conducted the clinic.

Discussion centered around minimum standards for the efficient operation of local news departments and the immediate necessity for broadcasters to move vigorously and thoroughly into the field of local news service. It was pointed out that this is doubly necessary now, since new FCC program log analyses classify straight telegraph news broadcasts as "wire" rather than "live" shows. In order to retain "live" classification for locally-produced news shows, more than half of the show must be produced by a station's own news department.

The clinic brought out general agreement that no station, no matter how small, can any longer carry on news activities with announcers reading wire copy. It was agreed that all stations, must retain at least one trained, full-time news editor as an absolute minimum and concentrate on local news. This has become the strongest segment of news, now that the war is over. Local news coverage, it was agreed, is the most important single, sustained piece of public interest work that any station can do.

Roy L. Albertson, owner of WBNY, Buffalo, told the clinic how he maintains a 5-man news staff in his 250-watt station in Buffalo, along with four wire services and a full time Washington correspondent. He explained that since he has no network, he is meeting competition by concentration on news, particularly local news, and makes a point of aggressive handling of local news stories.

"Don't be a pussyfooter," he urged. "Don't be afraid to carry the news truthfully. Your ratings will go up and up. My only national representative is Hooper."

Mike Hanna, manager, WHCU, Ithaca, reported that he has a list of 12 sponsors standing in line for his 5 p.m. news program. This is a local show. Other stations revealed an almost unanimous expansion and improvement of their local news facilities in the last few months with more to come.

H. W. Cassill, manager, WKIP, Poughkeepsie, and WGNV, Newburgh, said: "While we already have a good news operation at both stations, today's discussion indicates that we can do more. And I guarantee that we will be doing more ten days from now."

On September 15, this year, he asserted that the joint news arrangement now existing with WKIP and its newspaper parent would be discontinued. Henceforth the station is to have an independent news bureau the same as WGNV.

Harold J. Frank, manager, WSLB, Ogdensburg, asserted that he had found the advantage of local news coverage to be all that was advertised and more. "We cover the town," he stated, "and our area with some sixty people who live at as many cross road locations. This news is on 'Rural Reporter,' daily at 10:30 a.m."

WFTN, Jamestown, according to Al Spokes, program director, maintains two full time newsmen and a part time girl on local coverage. One man devotes his entire time to events in Warren, Pa., and does a daily program. The other man, assisted by a girl, handles Jamestown news. The news staff reports to the station's general manager.

During the course of the meeting General Clinic Chairman Elliott Stewart said: "It is no longer sufficient to walk into the wire room, tear off a handful of copy and rush to the mike. That is no demonstration of our ingenuity and aggressiveness."

"As for plans at WIBX, we intend to add another reporter and are considering string correspondents at strategic points within our coverage area."

Kenneth Bartlett, professor of journalism, and director, Syracuse University Radio Workshop, said that the clinic represented one of the healthiest conditions "I have seen in radio in 18-20 years."

Representatives of UP, AP, INS and Trans-Radio were guests and around them centered a lively discussion of broadcasters' problems with press services. Representatives of the New York State Radio Bureau also were present and discussed news problems with the clinic.

Those attending were guests of WIBX at lunch, with the Kiwanis Club, and at the end of the session WIBX was host at a cocktail party.

#### **Among clinic attendants were:**

WBTA—Batavia, E. R. Gamble, manager; WBNY—Buffalo, Roy L. Albertson, owner; WENT—Gloversville, Dale Robertson, general manager; Mal Weaver, program director; WHCU—Ithaca, Michael R. Hanna, manager; Sam Woodside, public relations; WJTN—Jamestown, Al Spokes, program manager; WSLB—Ogdensburg, Harold J. Frank, manager; WGNV—Newburgh, H. W. Cassill, manager; WKIP—Poughkeepsie, H. W. Cassill, manager; WHAM—Rochester, Jack Lee, general manager; Jack Ross, news editor; WHEC—Rochester, William J. Adams, program director; WGY—Schenectady, Kolin Hager, general manager; W. T. Meenan, news editor; WFBL—Syracuse, Charles F. Phillips, commercial manager; H. D. Sanderson, news editor; O. F. Soule, president; WSYR—Syracuse, E. R. Vadeboncoeur, vice-president; WIBX—Utica, Michael Carlo, news editor; N. W. Cook, merchandising manager; John G. Dowdell, Jane Frear, Brennock Hyland, Robert Mahaney, Elizabeth Odames, Elliott Stewart, executive vice-president.

#### **Others**

Robert W. Brown, INS; David R. Williams, AP; H. Harrison Oury, Trans-Radio; A. F. Harrison, UP; Kenneth Bartlett, director, Radio Workshop, Syracuse University; Harold Keller, director of State Publicity; Miles Heberer, acting director, State Radio Bureau, and Arthur Stringer, NAB.

#### **LOCAL NEWS PLAN WINS CP**

Decision to do a local news coverage job was one of the reasons advanced by FCC for a proposed decision to grant a CP in South Carolina to one of three applicants.

Said the FCC release in part:

"The Commission has preferred Observer over Edisto for an additional reason. We believe that an essential function of a radio station's operations in the public interest should contemplate the gathering and broadcasting not only of national and state news received over one of the regular news wire services but also the gathering and broadcast of local news on a regularly scheduled news program. On the record, Edisto Broadcasting Company seems unwilling to assume that function. We do not believe that the business of dissemination of local news should be left solely to the local newspaper as proposed by Edisto, and we do not believe that the discharge of this function would prove unduly onerous to the owners of a radio station operating in Orangeburg."



## General

### FREEDOM OF RADIO COMMITTEE NAMED

Pursuant to a resolution adopted by the Board at its January meeting, President Miller last week appointed a "Freedom of Radio" Committee.

The Board action, calling for creation of a committee "to preserve freedom of radio," provided that the committee should be composed of the NAB president as chairman, the presidents of the four networks, a representative each of the clear, regional and local channel and small market stations.

The committee is composed as follows: Justin Miller, chairman; Harold Hough, WBAP, representing clear channel stations; Henry P. Johnston, WSGN, regional stations; Eugene Carr, WPAY, local stations; James W. Woodruff, Jr., WRBL, small market stations; Mark Woods, ABC; Frank Stanton, CBS; Edgar Kobak, MBS; Niles Trammell, NBC.

It is expected that, among other things, this committee will establish a cooperative relationship with a similar committee appointed by the American Society of Newspaper Editors to "preserve freedom of news." An early meeting of the NAB committee is planned.

### WILLARD SPEAKS TO ALABAMA BROADCASTERS AND BIRMINGHAM KIWANIS CLUB

A. D. Willard, Jr., Executive Vice President of NAB, spoke before a combined meeting of the Alabama Association of Broadcasters and the Kiwanis Club at Birmingham, Alabama, Tuesday (26).

The speech encompassed the history, the present, and the future of radio broadcasting. After discussing recent FCC efforts to establish its right to control programs broadcast by radio stations, Mr. Willard concluded:

"This industry will fight with all the heart and energy at its command any encroachment upon our fundamental rights—any attempt to shackle our free radio."

Complete text of the speech follows:

"I have no jokes today. The matters I want to discuss with you are of such importance that anecdotes would hardly set a proper stage. Therefore, I am going to ask you to bear with me through a talk which will be devoid of some of the best elements of showmanship—but I hope that you will agree with me, when I am finished, that the seriousness of the subject demands nothing less than the profound attention of every thinking American citizen.

"May I begin by very briefly reviewing a bit of history. Radio broadcasting in America, as we know it, is 25 years old. In that short span, it has grown from a fascinating plaything—a technical gadget—into the world's greatest medium of mass communication.

"Nurtured through the depression years, broadcasting has become one of the primary sparkplugs of our economic system. There are more than a thousand radio stations now in operation directly employing over 26,000 people fulltime and another 25,000 people, such as musicians and artists, part time. Indirectly, broadcasting is responsible for the employment of another 250,000 to 300,000 persons. Its manifold operations—broadcasting—the manufacture and distribution of sets—repairs—replacements—and power consumption, in normal years, add well to over a billion dollars to the nation's annual volume of business. This is an important transfusion pouring into the nation's economic veins from a brand new source—a source that within the memory of every man here did not even exist.

"These are the hard, dry, bare-bone statistics of our industry. They do not take into account the enormous, uncalculated flow of business across the counters of Amer-

ica, engendered by the immense influence of radio's advertising appeals. The manufacture and sale of dozens of new products and hundreds of established items have been tremendously increased by the impact of radio's persuasive voice in their behalf. New horizons have been discovered—new desires created—new frontiers of production and distribution explored—and standards of living lifted as the direct result of broadcasting's master salesmanship. It seems to me that it almost goes without saying—that advertising in general and radio advertising in particular will have a vital and expanded roll to play in America's future if we are to master the production and distribution problems implicit in our national hope for a high, healthy and prosperous economy.

"I hope you will forgive the drab curtain of statistics that are necessarily the backdrop for this monologue, and I must ask you to bear with me through just a little more 'bad theater' while we change the setting and have a look at the foreseeable future of radio's probable dimensions.

### The Future

"Experts generally agree that the war has advanced the science of electronics in the field of communications by more than a generation. Last October, the then Chairman of the Federal Communications Commission, Paul Porter, predicted capital expenditures and production in the broadcasting division of the communications field of more than five billions of dollars. Briefly, the prospective developments are these:

"FM—from 2,000 to 3,000 FM stations in the next few years and FM receivers numbering perhaps half the present number of radio sets—total expenditures by industry and public—some billion seven hundred and fifty million dollars.

"Television—based on responsible industry estimates—187 key cities will have television within five years—television sets will be sold at the rate of two million five hundred thousand a year. Television stations—television sets—and the new coaxial cables and/or relays necessary to carry programs to television networks could easily account for expenditures by industry and consumers of well over two billions of dollars.

"Add to these the expenditures for our constantly expanding standard AM system (there were 521 applications for new AM stations on file as of January 1, 1946) and it is not difficult to understand how Chairman Porter's prediction of a five billion dollar capital expenditure might be substantially exceeded.

"Chairman Porter made his statement last October. Acting Chairman Charles Denny brought his prediction up-to-date about three weeks ago. Denny opined that 100 television stations will be on the air by the end of 1947. Television sets will be available in sizeable quantities by the middle of 1946. As concerns FM—Denny expects 2,000 stations to be built in the next three years. Nearly 400 conditional grants for FM stations have already been issued and more than 400 are pending. I think it is safe to speculate that within three to five years, the business of broadcasting—and its sister art, television—may well employ an additional 50,000 people—and several hundred million dollars to the national payroll.

### Size of Audiences

"There is still another dimension of radio and, indeed, it is a most important one—its audience—the people who listen to it—the people who have by their interest in it and their affection for it—made it the vital part of Americana which it has become.

"From 60,000 sets in 1922, radio set ownership increased a thousandfold to 60,000,000 sets in 1944. In this same year there were 36,544,000 families in the United States and 89 per cent of all these families, or 32,500,000 owned radios—55 per cent, or 20,100,000 owned automobiles, and 45 per cent—or 16,500,000 had telephones.

"This vast American audience—approximately one hundred million strong—has bought more sets—listens oftener—listens longer—listens in larger numbers—than the people of any other nation on earth. As a medium of enter-

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tainment, radio produces some startling results. For example, more people hear each single Sunday afternoon broadcast of the New York Philharmonic Orchestra than have heard it in its entire 103 years of concert hall playing. A single broadcast by Bob Hope is heard by as many people as have attended all the stage plays in New York for the past three top attendance years. As a purveyor of news and information, radio has turned in a remarkable performance. A study by the Psychological Corporation, in November, 1942, disclosed that in all sizes of communities, people—regardless of age, sex or income—regarded radio as their prime source of war news. And, in March, 1946, the National Opinion Research Center of the University of Denver found that 82 per cent of all listeners thought radio “fair” in giving both sides of an argument.

“I have said nothing of radio’s war years and its contribution to America’s war effort. In time and talent, radio’s dollars and cents contribution exceeded the combined contributions of all the other mass media. The value of the skill, the energy and the heart which the people of radio contributed can never be calculated. Listeners recognized that contribution, too—when asked (in the same University of Denver survey I mentioned a moment ago) 71 per cent said they thought radio did the best job of all mass media “in serving the public during the war.”

### Freedom of Radio

“I have gone over these statistics—and I hope they have not been too uninteresting—simply because I want to point up a fact which some of our people seem now to be inclined to forget. America has incomparably the best radio broadcasting in the world—the only free and unfettered radio on earth—solely as the result of its phenomenal development under the stimulus of our free competitive system. Radio (like newspapers and magazines) is supported and its freedom and independence maintained by *advertising revenues* and these revenues are dependent solely on public acceptance and public goodwill. Either this support must be maintained or funds from other sources—from government—from pressure groups—must be substituted for it. Dependence upon such handouts or largess would inevitably result in a servile radio system. The radio to which you listen today is free because it is financially independent. It can be kept free only if that position is maintained.

“Not long ago in a forum debate, Sydney Kaye, an attorney who represents many radio interests, put it in another way. ‘The problem of freedom,’ said Mr. Kaye, ‘cannot be divided into water-tight compartments with separate rules for freedom of speech, freedom of the press and freedom of radio. Maintenance of free speech in all fields is dependent upon the same factors. Our way of preserving freedom is the democratic system which is based upon an absolute prohibition against the control by government of the instruments of communication.’

### Value of Advertising

“Now I want you to examine with me the historic relationship between freedom of speech and advertising. In its genesis, America’s first mass medium—the newspaper—did not exist as we know it today. The very first American newspaper, called ‘Publick Occurrences’, published in 1690, was suppressed after its very first issue—ostensibly because it wasn’t ‘licensed.’ Prior to 1750, you know, all newspapers (like radio today) had to be published ‘by authority.’ They had to be licensed—which simply meant actual censorship by the Colonial governors of their henchmen before publication. These first newspapers were about the size of a letterhead printed on both sides—indeed, the Boston Newsletter—the first continuously printed American newspaper—was just that size. While any number of early Colonial newspapers were suppressed, the Boston Newsletter kept its license which meant that it kept in line politically and, therefore, it stayed in business. In addition to censorship, there was another limiting factor in early American newspaper publishing. All of these papers were published for the well-to-do or wealthy people. Indeed, the cost of the average edition was approximately a full day’s wages for

a working man or artisan of that period. Circulations averaged about 600 and 2,000 circulation was considered an enormous figure. These newspapers were financed by the government or by parties and, of course, they published only one side of the news, depending entirely on who financed them. There was nothing in these early editions that would coincide with what we now call freedom of the press. Actually, not until the industrial and social revolutions which began in the first half of the 19th century and brought with them cheaper methods of paper making and printing and *injecting the independent revenue from advertising* did we have in this country the cheap, widely circulated, free and independent newspaper. It is a basic, historic fact and true today—that a newspaper which is unstable financially has less independence, less stamina, less ability to resist political pressures and court-house gangs. The American people do, in fact, owe a great debt to the profession of advertising—for advertising is the back-bone, the prop, of their freedom of the press and freedom of expression by radio.

### Current Developments

“Now let us have a look at some current developments—public and governmental—which are giving a good many of us in the advertising, radio and allied professions some cause for genuine alarm—as well as a self-searching analysis of our relationship with you—the listener or reader.

“There has been growing for some years, in certain areas of the public mind and in certain government circles and administrative groups—a sharp and sometimes vicious criticism of the whole structure of advertising. This criticism falls most heavily on radio advertising for a number of reasons. First (and in this I want to be perfectly honest) because radio has been guilty of some commercial excesses and some practices that are admittedly in bad taste, but also because there are now those in government and in the agency which regulates radio, people who are apparently determined that you, the American listener—shall hear—not what you want to hear but, rather, what some individual or small group of individuals thinks you should hear.

“As it is, we in the radio industry feel that a thousand radio stations, most of which have a hundred or more advertisers represented by dozens of advertising agencies, all competing with each other for your attention, your listening and your affection, are bound by intelligent self-interest to offer the programs you want. This we must do just to live and you—the hundred million U. S. listeners—‘vote’ every fifteen minutes or half-hour for the programs you like and want by the simple turning of your dial. Programs which you dislike and to which you refuse to listen, soon fall by the wayside and are discarded because neither an advertiser or a radio station can exist without an audience. This is admittedly a slow process of correction but it is safe and it does protect our fundamental rights.

“Now it is a fact that our Bill of Rights protecting our freedoms is a succession of consecutive ‘thou shalt nots’—for example, the first amendment says, ‘The Congress shall make *no law* . . . abridging the freedom of speech.’ It does not say that the Congress shall pass a law protecting the freedom of speech. Again, the Communications Act of 1934 itself, under Section 326, clearly states: ‘Nothing in this Act shall be understood or construed to give the Commission the power of censorship over the radio communications or signals transmitted by any radio station.’

### FCC Report

“Despite these clear *prohibitions*, the Federal Communications Commission, in a so-called report, dated March 7, 1946, highlighted a number of examples of inadequate programming and over-commercialism and, using these scattered abuses as justification for its action, claimed that it had ‘authority to concern itself with program service’ and ‘that it is under an affirmative duty . . . to give full consideration to program service.’

“And it has served notice on the radio stations of Amer-

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ica that it proposes to take these matters into consideration in granting renewals of license. Despite the fact that every study of American listening habits indicates that they are the programs that our people like and want least—the Commission has additionally said that ‘discussion programs’, ‘local live talent programs’ and ‘sustaining programs’ will be given particular consideration in the issuing and renewing of broadcast licenses.

“With these proposals and with new and arbitrary definitions of what constitutes commercial and sustaining programs, the Commission has served notice that it intends to lay the clammy hand of government on the program structure of the American system of radio. Judge Justin Miller, President of the NAB, on March 11, made the following statement: ‘The Report released by the FCC under date of March 7, 1946, concerning radio programming, reflects a philosophy of government control which raises grave questions of constitutionality. . . . Considered from every angle, the Report reveals a lack of faith in the American system of free radio and a desire to impose artificial and arbitrary controls over what the people of this country shall hear. . . . In this instance, as just in the issue of freedom of the press there can be no compromise.’

“In a later statement, Judge Miller added: ‘Broadcasters must be aware that they are the protectors of the people’s rights to a free radio just as the newspapers have, for a century and a half, jealously guarded the people’s rights to a free press.’

“These statements incorporate our guiding policy and I make you this pledge: This industry will fight with all the heart and energy at its command any encroachment upon our fundamental rights—any attempt to shackle our free American radio.”

### SHIP 1,250,000 RADIO SETS IN TWO MONTHS

Manufacturers shipped 1,250,000 radio sets to distributive channels during January and February. This is in accordance with the official report on civilian production by the Civilian Production Administration.

Shipments for January were 550,000 units; for February 700,000. This later figure represented approximately 65 per cent of the prewar monthly rate of 1,100,000 sets.

## Broadcast Advertising

### WHY BUSINESS MUST ADVERTISE

From “NAB Manual of Radio Advertising,” a series of articles by Frank E. Pellegrin, Director of Broadcast Advertising. Here are eight reasons why business must advertise:

*Because:* 1. Most consumers prefer to buy advertised brands, and to patronize those stores which make the best impression with their advertising. That is why the most successful and best-managed companies are among the most consistent advertisers.

*Because:* 2. Interests of consumers and business men are really the same in the end. Consumers want better goods, lower prices, and more efficient distribution. Business wants the benefits of greater sales volume, which it can get only by providing better goods at lower prices through more efficient distribution.

*Because:* 3. The result of advertising is greater production, more employment, higher wages and a higher standard of living for all.

*Because:* 4. Companies that advertise consistently do so because this gives them a quicker and more economical method of distributing goods, thereby saving time and money. Advertising is a low-cost form of selling, an important point for consumers as well as business men.

*Because:* 5. Advertising is the most effective and almost the only economical way to introduce a new product, im-

provements in old products, and new uses for existing articles.

*Because:* 6. Advertising is especially helpful in establishing trade-marks, which enable customers to know whose brand of merchandise they are buying and consequently what quality to expect.

*Because:* 7. Advertising promotes competition—the kind of competition that builds business, makes business strive harder to anticipate customers’ wants, and to give them more for their money.

*Because:* 8. Business must advertise to maintain volume, payroll, dividends, profits; to protect its market for the future; to safeguard its routes of distribution; to build and hold goodwill.

## Small Market Stations

### SMALL MARKET STATIONS EXECUTIVE COMMITTEE TO MEET

Marshall H. Pengra, KRNR, Roseburg, Oregon, Chairman of the Small Markets Stations Executive Committee, has called a committee meeting for April 22, 23 and 24 at the Statler Hotel, Washington, D. C. This marks the first Executive Committee Meeting since J. Allen Brown was named last December to head NAB’s Small Market Stations Division. Subjects of great importance to small market station operators will be covered in this session. The committee includes Chairman Marshall H. Pengra, KRNR, Roseburg, Ore.; Wayne W. Cribb, KHMO, Hannibal, Mo.; James R. Curtis, KFRO, Longview, Texas; Monroe B. England, WBRK, Pittsfield, Mass.; William C. Grove, KFBC, Cheyenne, Wyo.; Robert T. Mason, WRN, Marion, Ohio; Glenn Marshall, Jr., WFOY, St. Augustine, Fla.

NAB Board Liaison Committee members working with small market stations are Chairman William B. Smullin, KIEM, Eureka, Calif.; Clair R. McCollough, WGAL, Lancaster, Pa.; Harry R. Spense, KXRO, Aberdeen, Wash.

### SPORTS BROADCASTING PROVES PROFITABLE FOR KFBC

KFBC, Cheyenne, Wyo., has developed sports broadcasting on a commercial basis to a high degree, on a year-around basis. Starting in September, all Cheyenne high school football games, both home and away, are broadcast. Some of the out of town high school games are broadcast from points 250 miles away. The station also broadcasts all the University of Wyoming football games, a single game entailing a round trip of 1,000 miles.

Shortly after the end of the football season, basketball starts. During the past season KFBC carried play-by-play accounts of nearly 100 basketball games ending with the National AAU Tournament from Denver, the last game being played on March 23rd. Three series of basketball games were carried in their entirety—Cheyenne High School regular season, regional, and state play-offs; American Basketball League games; University of Wyoming Big 7 conference in addition to the AAU.

With the beginning of National League baseball, KFBC will start one telegraphic re-creation per week which will wind up with the world series over the Mutual network.

The Cheyenne station sells each game cooperatively to 6 local accounts. The sponsors are mentioned at the beginning and end. The time-out periods are devoted to

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single commercials. William C. Grove, Manager of KFBC, reports an outstanding sports service in the public interest. Local firms are enthusiastic about the station's coverage of these events and usually sign up for the entire series. Every sponsor has shown complete satisfaction in the broadcasts. This small market station's revenue from sports broadcasting alone has grossed approximately \$30,000.

KFBC sports crew travels approximately 5,000 miles a year for this coverage. In case of time conflict where two games are played simultaneously, the Cheyenne station broadcasts a local game "live" and transcribes the out of town game for a playback immediately following the local game.

The station management reports that this is a most successful promotion, in that the intense local interest in sports, which has been largely created by KFBC extensive coverage for five years, results in unusually high listener ratings.

KFBC, Cheyenne, Wyo., is a 250-watt affiliate of the American Broadcasting Company. William C. Grove, Station Manager, is a member of the NAB Small Market Stations Executive Committee.

## Television

### APPLICATION PROCEDURE ANNOUNCED

The Federal Communications Commission Thursday (11) announced the following procedure for the handling of commercial television applications. Conditional grants will not be issued where applications are incomplete as has been the practice in FM broadcasting.

1. *Complete applications*—Applications now on file which are complete under either the new or old engineering standards will be considered. An application will be considered complete even though it does not answer completely all questions pertaining to equipment. These parts may be supplied later if information is not now available from the manufacturers of equipment. Specifically the equipment items referred to are the following numbered paragraphs in Form 330: Paragraphs 18, 19, 20, 21, 22, 23, 24(a) (6) and (g). If applications are not current regarding financial or other matters that relate to the qualifications of the licensee including the manner in which it is proposed to provide the 28-hour program service per week as required under the Commission's Rule 3.661, these matters should be brought up to date.

2. *Incomplete applications*—An examination of the file of pending applications indicates a high percentage of the applications are incomplete. Applications under this category must be completed before they will be given consideration. Applicants who know they have incomplete applications on file should proceed to complete them within the next sixty days. In the case of applications found incomplete at the time of processing, the applicant will be requested to furnish additional information within thirty days. Those that are not complete at that time will be dismissed. Applications should be brought to completion under the new Standards of Good Engineering Practice concerning Television Broadcast Stations adopted December 19, 1945.

3. *Applications set for hearing*—In order to give the Commission's Engineering Department an opportunity to study the issues involved in advance of the hearing, it is requested that sections of the application dealing with antennas, transmitter sites and coverage (including radials) be submitted at least ten days in advance of the hearing, using the new standards as a basis for all computations.

## Engineering

### POTOMAC AREA TO HAVE RADIOTELEPHONE TESTS

The Federal Communications Commission Wednesday (10) granted authority to Frank C. Mallinson, trading as National Electronics Laboratories, to construct a Class 2 experimental land station at 815 King Street, Alexandria, Virginia, and to install 25 portable mobile units, to experiment for the purpose of inaugurating "a system which will provide two-way radiotelephone service for automobiles owned by doctors, nurses, taxicabs, ambulances, buses, public service trucks, and other bona-fide carriers."

The applicant stated that "such a service would enable a user to communicate with his office, hospital, headquarters, or in turn to be called by same. All communications would be handled through the land station which will maintain 24-hour service." The applicant proposes to offer the service in Virginia, Maryland and the District of Columbia.

The land station was temporarily assigned the frequency 30.56 megacycles, with 250 watts power, special emission for frequency modulation, and the mobile station was assigned 39.54 megacycles on a temporary basis, with 20 watts power, special emission for frequency modulation.

The authorization prohibited the use of these stations for the rendition of any communication service for hire. However, the applicant would be permitted to charge the user an installation fee of \$25 for the time and labor involved in installing equipment in a vehicle and to make a moderate charge for replacing any parts or tubes.

Heretofore, all experimental authorizations in the common carrier general mobile service which have been authorized by the Commission were made to organizations which are already established in providing common carrier communications for hire, and this is the first application presented to the Commission for consideration by a person not already established in this business.

## Ad Council—OWMR Allocations

### PUBLIC INTEREST CAMPAIGNS—APRIL 22-28

The following four public interest campaigns have been given top priority on network radio allocation plans during the week of April 22-28 by The Advertising Council and the Media Programming Division of the OWMR. A brief resume of each fact sheet is given below:

#### Help Keep Our Economy Stable

Inflationary pressures are still great, and danger signals pointing to a further building up through the spring are the rise in real estate, wholesale, and raw materials prices. We must continue to hold the line. The greatest inflationary pressures we face today are those stemming from the unprecedented demand for 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

(Continued on next page)



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. (Fact Sheet No. 3.)

### The Veteran's Assets

The skills, education, and experience which our servicemen and women acquired in the armed forces—the know-how which proved deadly to the enemy in war—can be an invaluable asset to this nation in peace. Modern warfare requires a tremendous range of skills; if a recruit does not have a skill when he enters the armed forces, he acquires one through training in order to be able to do his part in the highly mechanistic, scientific and engineering job which modern warfare is. In many instances the work servicemen did in the war—such as in radar and electronics—was a projection of what business and industry are undertaking in this postwar period. Many veterans who have already returned to civilian life have discovered that their service experience can mean better jobs and greater responsibilities than they were able to assume before the war. Radio is now asked to help educate the general public, as well as employers, on the assets of the veteran as a citizen and an employee. *Speak to employers indirectly by referring to the fact that thousands of employers who are employing veterans testify to the fact that these men are making good. Avoid invidious comparisons between servicemen and civilians.* Explain how most service-acquired skills are directly related to civilian occupations, citing examples if possible. Point out that the skills, education and experience acquired by men and women in our armed forces will make them better citizens and more valuable employees than they were before. (Fact Sheet No. 23.)

### Famine Emergency

Famine is raging in Europe and Asia. War has left chaos in its wake; in addition, a burning spreading drought of world-wide dimensions has wrecked previous estimates of food requirements and has brought already famished peoples to the very brink of death. Between now and July 1st, 500,000,000 children, women and men—and in this order—face starvation. A critical food situation in war-torn areas was anticipated many months ago, but conditions have now reached a state of crisis. In many areas the grain crop was only 50% of what had been anticipated. North Africa, which has exported grain to Europe since the days of Rome, has had the worst crop failure in 85 years. In much of Europe alone city dwellers will get less than 1,500 calories a day in the months ahead. Many will get less than 1,000 calories a day; some less than 600 unless we help. United Nations Relief and Rehabilitation Administration considers 2,000 to 2,500 calories daily a minimum for safety. *The present American consumption per person is estimated at 3,360 calories per day.*

*Unless foreign governments and UNRRA can buy minimum amounts of wheat, fats, and oils in the world market immediately to tide them over until the next harvest, famine, plague and death will desolate half the world.* The "have" countries, including the United States, are the only ones that can halt death by starvation this Spring. *Even certain "importing" countries are already helping to the limit of their ability.* Estimated world wheat needs for the first half of 1946 amount to twenty million tons. Of this total, the United States and other exporting countries, through regulations already in effect, will make available eleven million tons. *Our share of the remaining deficit of nine million tons can be made up only if Americans voluntarily reduce their consumption of wheat products drastically during the months of April, May and June.*

Urge everyone to **SAVE AND SHARE**—to make the maximum amount of needed food available for the relief of starving millions by—

Reducing their consumption of all wheat and rice products and fats and oils . . . Eating more of the plentiful foods . . . Eliminating all food waste and turning in all used fats . . . *Producing and preserving all food possible through home gardening and canning.* (Fact Sheet No. 20.)

### United States Savings Bonds

As a result of the United States Treasury's decision to extend its wartime bonds and stamp program into the peacetime era, individuals can now continue to purchase bonds paying the same rate of interest as those sold during the war. These securities, now known as U. S. Savings Bonds and Savings Stamps, will include the war-time F and G bonds as well as the popular Series E bonds which return four dollars for every three invested, when the bonds mature. The success and convenience of the Payroll Savings Plan during the war years have resulted in its continued maintenance by business and industry throughout the nation. The high rate of interest of U. S. Savings Bonds, their sound investment values and their ready availability offer the individual investor the ideal way of saving for the future. Radio can perform a valuable service to its listeners by informing them of (1) the continued sale of U. S. Savings Bonds and Stamps; (2) their availability through continuation of the Payroll Savings Plan and other regular purchase facilities and (3) their many advantages as an investment. (Fact Sheet No. 11.)

## Federal Communications Commission Docket

### HEARINGS

The following broadcast hearings are scheduled to be heard before the Commission during the week beginning Monday, April 15. They are subject to change.

#### Monday, April 15

##### Further Hearing

- NEW—Wabash Valley Broadcasting Corp., Terre Haute, Ind.—C. P. 1350 kc., 5 KW unlimited, DA-night and day.
- NEW—West Central Broadcasting Co., Peoria, Ill.—C. P. 1350 kc., 1 KW, unlimited, DA-night and day.
- NEW—Green Bay Broadcasting Co., 206 Main St., Green Bay, Wis.—C. P. 1400 kc., 250 watts, unlimited.
- NEW—Green Bay Newspaper Co., Walnut & Madison St., Green Bay, Wis.—C. P. 1400 kc., 250 watts, unlimited.
- WJOL—WCLS, Inc., Joliet, Ill.—Renewal of license. 1340 kc., 250 watts, unlimited.

##### To Be Held in Pittsburgh, Penna.

- NEW—WCAE, Inc., Pittsburgh, Penna.—For FM facilities.
- NEW—Allegheny Broadcasting Corp., Pittsburgh, Penna.—For FM facilities.
- NEW—Liberty Broadcasting Co., John J. Laux, Richard Teitlebaum, Meyer Weisenthal, Alex Teitlebaum, Louis Berkman, Jack Berkman, et al., d/b as partners, Pittsburgh, Penna.—For FM facilities.
- NEW—West Virginia Radio Corp., Pittsburgh, Penna.—For FM facilities.
- NEW—Pittsburgh Radio Supply House, 1406 Chamber of Commerce Bldg., Pittsburgh, Penna.—For FM facilities.
- NEW—Butler Broadcasting Co., David H. Rosenbloom, tr/as Butler, Penna.—For FM facilities.

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NEW—Eagle Printing Co., Inc., Butler, Penna.—For FM facilities.  
NEW—Beaver County Broadcasting Corp., Beaver Falls, Penna.—For FM facilities.

### Monday and Tuesday, April 15-16

#### Further Hearing

Before the Commission en blanc To Be Held in the Departmental Auditorium, 13th and Constitution Avenue  
In the matter of Clear Channel Broadcasting in the Standard Broadcast Band.

### Tuesday, April 16

#### Further Hearing

NEW—Palladium Publishing Co., Benton Harbor, Mich.—C. P. 1060 kc., 1000 watts, daytime.  
NEW—William L. Lipman, Kenosha, Wis.—C. P. 1050 kc., 250 watts day, daytime only.  
NEW—Monona Broadcasting Co., Madison, Wis.—C. P. 1070 kc., 10 KW, DA-night unlimited.  
NEW—Audrain Broadcasting Corp., Mexico, Mo.—C. P. 1340 kc., 250 watts, unlimited.  
KHMO—Courier Post Broadcasting Co., Hannibal, Mo.—C. P. 1070 kc., 1 KW night, 5 KW day, directional antenna.

### Wednesday, April 17

NEW—Bruff W. Olin, Jr., G. Decker French and Howard P. Eckerman, a partnership, d/b as Moline Broadcasting Co., Moline, Ill.—S. P. 1230 kc., 250 watts, unlimited.  
NEW—Capital Broadcasting Co., The Carvel Hall Hotel, King George St., Annapolis, Md.—C. P. 1430 kc., 100 watts night, 250 watts day, unlimited.  
WCBM—Baltimore Broadcasting Corp., North and Harford Aves. Baltimore, Md.—C. P. 1420 kc., 5 KW.

#### Washington Television

##### Oral Argument Before the Commission

NEW—Bamberger Broadcasting Service, Inc., Washington, D. C.—For television facilities.  
NEW—Capital Broadcasting Co., Washington, D. C.—For television facilities.  
NEW—Allen B. DuMont Lab., Inc., Washington, D. C.—For television facilities.  
NEW—The Evening Star Broadcasting Co., Washington, D. C.—For television facilities.  
NEW—National Broadcasting Co., Inc., Washington, D. C.—For television facilities.  
NEW—Philco Radio & Television Corp., Washington, D. C.—For television facilities.

##### Oral Argument Before the Commission

WPRP—Julio M. Conesa, Porto Rico—C. P. 250 watts, LS, unlimited time.  
WPRP—Julio M. Conesa, Porto Rico—Renewal of license. 1420 kc., 250 watts, unlimited.  
WPRP—Julio M. Conesa, Porto Rico—Modification of C. P. 1520 kc. (under NARBA), 1 KW night, 5 KW day, unlimited.  
WPRP—Julio M. Conesa, Porto Rico—C. P. 1420 kc., 250 watts, unlimited.  
WPRP—Julio M. Conesa, Porto Rico—Assignment of license. 1420 kc., 250 watts, unlimited.  
NEW—Consolidated Broadcasting Corp., Porto Rico—C. P. 1420 kc., 250 watts, unlimited.

##### Oral Argument Before the Commission

In the matter of Promulgation of Rules and Regulations concerning the procedure to be followed by the Commission in passing upon assignments of license or transfers of control of corporate licensees.

### Thursday, April 18

#### Consolidated Hearing

NEW—Albert S. Drohlich and Robert A. Drohlich, doing business as Drohlich Brothers, Flint, Mich.—C. P. 1470 kc., 1 KW, unlimited, DA-night and day.

NEW—Booth Radio Stations, Inc., Grand Rapids, Mich.—C. P. 1470 kc., 1 KW, unlimited, DA-night and day.  
KHQ—Louis Wasmer, Inc., Spokane, Wash.—Renewal of license. 590 kc., 5 KW, unlimited.  
KGA—Louis Wasmer, Spokane, Wash.—Renewal of license. 1510 kc., 10 KW, unlimited.  
KWKW—Marshall S. Neal, Paul Buhlig, E. G. Foley and Edwin Earl, d/b as Southern California Broadcasting Co., Pasadena, Calif.—C. P. 830 kc., 5 KW, daytime.  
NEW—Orange County Broadcasting Co., Santa Ana, Calif.—C. P. 830 kc., 5 KW, daytime.  
NEW—Walter A. Graham, Tifton, Ga.—C. P. 1340 kc., 250 watts, unlimited.

### Thursday and Friday, April 18-19

#### Further Hearing

Before the Commission en blanc  
To Be Held in the Archives Auditorium, 7th & Pennsylvania Avenue, N. W.

In the matter of Clear Channel Broadcasting in the Standard Broadcast Band.

### Friday, April 19

#### Further Hearing

NEW—Wichita Broadcasting Co., Inc., Wichita, Kans.—C. P. 1490 kc., 250 watts, unlimited.  
NEW—Air Capital Broadcasting Co., Inc., Wichita, Kans.—C. P. 1490 kc., 250 watts, unlimited.  
NEW—Louis Levand et al., d/b as The Wichita Beacon Broadcasting Co., Wichita, Kans.—C. P. 1490 kc., 250 watts, unlimited.  
NEW—Kake Broadcasting Co., Inc., Wichita, Kans.—C. P. 1490 kc., 250 watts, unlimited.  
KTOP—KTOP, Inc., Topeka, Kans.—C. P. 1400 kc., 250 watts, unlimited.  
KTSW—Emporia Broadcasting Co., Inc., Emporia, Kans.—C. P. 1490 kc., 250 watts, unlimited.  
NEW—Adelaide Lillian Carrell, Wichita, Kans.—C. P. 1490 kc., 250 watts, unlimited.  
WGTM—Penn Thomas Watson, Wilson, N. C.—C. P. 590 kc., 5 KW, unlimited, DA-night and day.  
WGBR—Eastern Carolina Broadcasting Co., Goldsboro, N. C. 590 kc., 5 KW, unlimited, DA-night and day.  
WFTC—Jonas Weiland, Kinston, N. C.—C. P. 590 kc., 5 KW, unlimited, DA-night.  
WSLS—Roanoke Broadcasting Corp., Lynchburg, Va.—C. P. 610 kc., 1 KW, unlimited, DA-night and day.  
WLVA—Lynchburg Broadcasting Corp., Lynchburg, Va.—C. P. 610 kc., 1 KW, unlimited, DA-night and day.  
NEW—Virginia Broadcasting Corp., Roanoke, Va.—C. P. 610 kc., 1 KW, unlimited, DA-night and day.

## Federal Communications Commission Actions

### APPLICATIONS GRANTED

NEW—Mitchell C. Tackley, tr/as North Country Broadcasting Co., Malone, N. Y.—Granted construction permit for a new station to operate on 1490 kc., 250 watts, unlimited time. (B1-P-4568)  
NEW—Madisonville Broadcasting Co., Inc., Madisonville, Ky.—Granted construction permit for a new station to operate on 730 kc., 250 watts, daytime only. (B2-P-4561)  
NEW—Middlesboro Broadcasting Co., Middlesboro, Ky.—Granted construction permit for a new station to operate on 1450 kc., 250 watts, unlimited time. (B2-P-4036)  
NEW—Lee Broadcasting Corp., Sanford, N. C.—Granted construction permit for a new station to operate on 1050 kc., 1 KW, daytime. (B3-P-4540)

(Continued on next page)

NEW—James J. Murray, Lewisburg, Tenn.—Granted construction permit for a new station to operate on 1490 kc., 250 watts, unlimited time. (B3-P-4494)

NEW—Billie Averitte Laurie, Jacksonville, Texas—Granted construction permit for a new station to operate on 1400 kc., 250 watts, unlimited time. (B3-P-4539)

NEW—James C. Wallentine, d/b as The Uintah Broadcasting Co., Vernal, Utah—Granted construction permit for a new station to operate on 1340 kc., 250 watts, unlimited time. (B5-P-4592)

NEW—Mosby's, Inc., Anaconda, Mont.—Granted construction permit for a new station to operate on 1230 kc., 250 watts, unlimited time. (B5-P-4511)

NEW—Sierra Broadcasting Service, a partnership composed of Leonard R. Trainer and Reginald H. Shirk, Hot Springs, N. Mex.—Granted construction permit for a new station to operate on 1400 kc., 250 watts, unlimited time. (B5-P-4558)

NEW—Walla Walla Broadcasting Co., Walla Walla, Wash.—Granted construction permit for a new station to operate on 1490 kc., 250 watts, unlimited time. (B5-P-4595)

NEW—Sun Country Broadcasting Co., Phoenix, Ariz.—Granted construction permit for a new station to operate on 1450 kc., 250 watts, unlimited time. (B5-P-4533)

NEW—Meridian Broadcasting Co., Meridian, Miss.; Duke H. Thornton, Philadelphia, Miss.—Upon consideration of a petition of the Meridian Broadcasting Co. for reconsideration and grant of its application without a hearing, or in the alternative for such other relief as may be considered appropriate under Sec. 1.383 of the Commission's Rules, the Commission ordered that the application of Meridian Broadcasting Co. (B3-P-4174; Docket 7375), to operate on 1450 kc., 250 watts, unlimited time be granted, subject to approval of transmitter site and CAA approval of antenna site; and further ordered that application of Duke H. Thornton (B3-P-4449; Docket 7376), be granted, pursuant to Sec. 1.381 of the Commission's Rules, contingent upon its acceptance of assignment of the frequency 1490 kc., the filing within 20 days of an application specifying that frequency with 250 watts power, unlimited time, and subject to approval of transmitter site and the CAA approval of antenna system; and further ordered that the hearing scheduled to begin on June 3 on these two applications be canceled.

NEW—Illmo Broadcasting Corp., Quincy, Ill.—Granted construction permit for a new station to operate on 1230 kc., 250 watts, unlimited time. (B4-P-4460)

NEW—Paducah Newspapers, Inc., Paducah, Ky.—Granted construction permit for a new station to operate on 800 kc., 1 KW, daytime only. (B2-P-4244)

NEW—The Island Broadcasting Co., Honolulu, T. H.—Granted construction permit for a new station to operate on 630 kc., 5 KW, unlimited time. (B-P-4444)

### ACTION IN DOCKET CASES

The Federal Communications Commission announces its Proposed Decision (B-239) concluding that the application of Great Northern Radio, Inc., for a new station at Glens Falls, New York, to operate on the frequency 1450 kc., 250 watts power, unlimited time, should be granted, and the application of Glens Falls Broadcasting Corporation seeking the same facilities should be denied. The construction permit to be issued to Great Northern Radio, Inc., will be conditioned upon the filing of an application for modification of permit specifying exact transmitter site and antenna system and further conditioned on the installation of an approved modulation monitor when available. (Dockets 6852 and 6702)

The Commission announces its Proposed Decision (B-241) concluding that the application of the Observer Radio Company for a new station at Orangeburg, South Carolina, to operate on 1450 kc., 250 watts, unlimited time, should be granted, and the applications of Orangeburg Broadcasting Corporation and the Edisto Broadcasting Company, seeking the same facilities, should be denied. The grant of the application of the Observer Radio Company is contingent upon the filing within 30 days from the date of the proposed decision of an application specifying a transmitter site and

antenna system which will comply with the Commission's Standards of Good Engineering Practice. The provisions of Sections 3.55(b) and 3.60 of the Commission's Rules as applied to the grant herein proposed are waived to permit use of a cathode ray oscillograph as a modulation monitor and to permit operation without a frequency monitor (using commercial checks) until frequency monitors type-approved by the Commission are available. (Dockets 6763, 6764, 6801)

The Commission announces its Proposed Decision (B-242) concluding that the application of A. C. Neff for a new station at Savannah, Georgia, to operate on 1400 kc., 250 watts, unlimited time, should be granted, and the applications of the Atlantic Broadcasting Company and the Chatham Broadcasting Company, seeking the same facilities, should be denied. The grant proposed is contingent upon the filing within 30 days of an application specifying the exact antenna system and transmitter site and the installation of approved frequency and modulation monitors when available. The provisions of Sections 3.55 and 3.60 of the Commission's Rules as applied to the grant herein proposed are waived pending installation of approved monitors.

### ACTIONS ON MOTIONS

Marion Radio Corp., Marion, Ind.—Granted petition for leave to amend its application (Docket 7349) so as to specify exact transmitter site, etc., and the amendment was accepted.

Midwest Broadcasting Co., Mount Vernon, Ill.—Granted petition for leave to amend its application (Docket 7059), so as to specify 1 KW instead of 500 watts power, add revised engineering data, etc., and the amendment was accepted.

Westchester Broadcasting Corp., White Plains, N. Y.—Granted motion to dismiss without prejudice its application (B1-PCT-58, Docket 7244) for a new commercial television station.

United Garage and Service Corp., Cleveland, Ohio—Granted petition for leave to amend application for new FM station (Docket 7041), so as to specify a Community station in Lakewood, Ohio, instead of a Metropolitan station in Cleveland; to amend engineering and program data in conformity therewith; the amendment was accepted and the application removed from hearing docket.

Dickinson Publishing Co., Dickinson, N. Dak.—Granted petition for leave to amend its application (Docket 7480) so as to specify the frequency 1450 instead of 1230 kc. The amendment was accepted and application removed from hearing docket.

Metro-Goldwyn-Mayer Studios, Inc., Los Angeles, Cal.—Granted petition requesting dismissal without prejudice of its application for a new commercial television station. (B5-PCT-106; Docket 7261)

Marcus Loew Booking Agency, New York City—Granted petition to dismiss without prejudice its application (B1-PCT-105; Docket 7247) for a new commercial television station.

Butler Broadcasting Co., Butler, Pa.—Granted motion to amend its application (Docket 7208) for a new FM station, so as to specify a Community instead of a Metropolitan station; the amendments were accepted and application removed from the hearing docket.

Green Bay Broadcasting Co., Green Bay, Wisc.—Granted petition for leave to amend its application (Docket 7158) so as to specify "site to be determined" instead of transmitter site as specified, etc., and the amendment was accepted.

Evening News Assn., Detroit, Mich.—Motion to amend and remove from the hearing docket its application for a new television station, was withdrawn.

Peach Bowl Broadcasters, Yuba City, Cal.—Granted petition insofar as it requests leave to amend its application for a new station (Docket 7460), so as to specify the frequency 1600 kc., with 500 watts, instead of 1400 kc., with 250 watts; to increase partners from 3 to 5, and make other changes. The amendment was accepted and application removed from hearing docket.

Audrain Broadcasting Corp., Mexico, Mo.—Granted petition requesting leave to amend its application for a new

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- station (Docket 7453), so as to change transmitter site; to supply detailed data in re city areas to be served, etc., and the amendment was accepted.
- Don Lee Broadcasting System, Hollywood, Cal.—Granted petition requesting leave to amend its application for new television station CP (Docket 7255), so as to change its transmitter site, specify Channel No. 2, etc., and the amendment was accepted.
- Liberty Broadcasting Co., Pittsburgh, Pa.—Granted petition requesting leave to amend application for new FM station (Docket No. 7205), so as to supply engineering data relative to proposed service area, etc., and the amendment was accepted.
- Hughes Productions, Div. of Hughes Tool Co., San Francisco, Cal.—Granted motion for leave to take depositions and admit Palmer Bradley of Houston, Texas, a member of the bar of the State of Texas, to the bar of the FCC *pro hoc vice*, for the purpose of taking depositions Houston on May 2, on behalf of Hughes Productions application for television station (Docket 6371).
- Hughes Productions, Div. of Hughes Tool Co., Los Angeles—Granted motion for leave to take depositions and admit Palmer Bradley of Houston, Texas, a member of the bar of the State of Texas, to the bar of the FCC *pro hoc vice*, for the purpose of taking depositions at Houston on May 2, on behalf of Hughes Productions application for television station (Docket 6730).
- Frank Parker, Danbury, Conn.—Granted motion to dismiss without prejudice his application (Docket 6986) for a new station.
- Alton Broadcasting Co., Alton, Ill.—Granted motion to dismiss without prejudice his application for a new station (Docket 7447), subject to the right of petitioner to request reinstatement of its application pursuant to the Commission's January 5, 1946, Public Notice.
- West Va. Radio Corp., Pittsburgh, Pa.—Granted motion requesting leave to amend its application for a new FM station (Docket 7206), so as to specify a transmitter site and a definite channel, etc., and the amendment was accepted.
- WCBM—Baltimore Broadcasting Corp., Baltimore, Md.—Granted petition for leave to amend its application for a new station (Docket 7372) so as to specify the frequency 680 kc., with power of 10 KW day, 5 KW night, instead of 1420 kc., with 5 KW day and night; to specify new transmitter site, etc.; the amendment was accepted, and the Commission on its own motion, removed the application from the hearing docket.
- KASA—Southwest Broadcasting Co., Elk City, Okla.—Granted petition insofar as it requests leave to intervene in the hearing on application of Altus Broadcasting Co. for a new station at Altus, Okla. (Docket 7458); denied petition insofar as it requests inclusion of an additional issue in hearing notice in re this application.
- O. E. Richardson, et al., d/b as Radio Station WJOB, Hammond, Ind.—Granted petition insofar as it requests leave to amend application for new FM station (Docket 7407), so as to change location of proposed station from Chicago to Hammond, Ind.; to designate Channel No. 265, etc., and the application as amended, was removed from the hearing docket.
- Harry F. Guggenheim, Bridgeport, Conn.—Granted motion for leave to amend application for a new FM station, so as to include with the application a verified statement relative to financial qualifications of applicant, and the amendment was accepted. (Docket 7464)
- WLAP—American Broadcasting Corp., Lexington, Ky.—Granted petition requesting re-opening of the record in re (Docket 6973), for the purpose of filing certain engineering exhibits and extension of time for filing proposed findings. The record was reopened and time for filing proposed findings in this proceeding extended to April 22, 1946.
- KWKH—International Broadcasting Corp., Shreveport, La.—Granted petition to intervene in the hearing on application of Syndicate Theatres, Inc., Columbus, Ind., and Universal Broadcasting Co., Inc., Indianapolis, now scheduled to be heard in Washington on April 29.
- Eagle Printing Co., Inc., Butler, Pa.—Granted motion for leave to amend its application for a new FM station (Docket 7209), so as to specify a Community station instead of a Metropolitan station; the amendment was accepted and application removed from hearing docket.
- WCAB, Inc., Pittsburgh, Pa.—Granted motion for leave to amend its application for a new FM station, so as to change paragraph relative to channel requested, etc., the amendment was accepted and Sec. 1.254 of the Commission's Rules was waived.
- Pittsburgh Radio Supply House, Pittsburgh, Pa.—Granted petition requesting leave to amend its application for a new FM station, so as to show revised information in initial installation costs, etc., the amendment was accepted and Sec. 1.254 of the Commission's rules waived.
- Press Wireless, Inc.—Granted petition requesting extension of time within which to file written appearance in the matter of (Docket 7446) application for special temporary authority to communicate with Montreal, Canada, for handling transiting press and government traffic, and an extension was granted to April 26 within which to file a written appearance.
- Adelaide Lillian Carrell, Wichita, Kans.—Granted petition requesting leave to amend her application (Docket 6982) so as to substitute KCLC Broadcasting Co., Inc., as the applicant in lieu of Adelaide Lillian Carrell, etc., the amendment was accepted, and the applicant granted leave to introduce testimony relative to the amendment at the further hearing now scheduled for April 19.
- KOVO Broadcasting Co., Provo, Utah; KROW, Inc., Oakland, Cal.—The Commission on its own motion, continued the hearing on these applications now scheduled for April 12 to April 23.

## DESIGNATED FOR HEARING

- WTOL—Community Broadcasting Co., Toledo, Ohio—Adopted an order designating for hearing the application of WTOL (B2-P-4672), for change in facilities from 1230 kc., 250 watts, unlimited time, to 980 kc., 5 KW, DA-night, unlimited time, in a consolidated proceeding with applications of Skylands Broadcasting Corp. (Docket 7345), requesting 980 kc., 5 KW, with DA, unlimited time at Dayton; and Ohio-Mich. Broadcasting Corp. (Docket 7346), requesting 980 kc., 5 KW, with DA for nighttime use at Toledo; further ordered that the Bills of Particulars heretofore issued in connection with these applications, be amended to include application of WTOL.
- Sun River Broadcasters, Inc., Great Falls, Mont.; KGVO—Mosby's, Inc., Missoula, Mont.—Adopted an order designating for hearing the application of Sun River (B5-P-4499) for a new station to operate on 970 kc., 5 KW, DA-night, unlimited time, in consolidation with application of Mosby's, Inc. (KGVO), to change facilities from 1290 kc. to 970 kc., 1 KW night, 5 KW-LS, unlimited to 5 KW at night, DA-night, unlimited time; and further ordered that KOIN, Inc., Portland, Ore., be made a party to this proceeding.
- Fulton County Broadcasting Corp., Atlanta, Ga.—Adopted an order designating for hearing the application of Fulton County Broadcasting Corp. (B3-P-4666), for a new station to operate on 1550 kc., 50 KW, unlimited time, DA, in a consolidated proceeding with applications of Radio Station WSOC, Inc., et al. (Docket 7322), and further ordered that the Bills of Particulars heretofore issued in connection with applications of Radio Station WSOC, Inc., Radio Springfield, Inc., Atlanta Radio Enterprises, WCBS, Inc., and The Hampden-Hampshire Corp., be amended to include the application of Fulton County Broadcasting Corp.
- Electronic Time, Inc., New York City—Designated for hearing application (B1-PEX-87) for a developmental AM broadcast station to broadcast the time of day on a frequency between 25 and 30 mc. (to be selected by the Commission) for reception by watch-size receivers capable of operating on this frequency.

(Continued on next page)



The Hazard Broadcasting System, Hazard, Ky.; Bullard Metcalf and Goodlette, Hazard, Ky.—Adopted an order designating applications of Hazard Broadcasting System and Bullard, et al., for consolidated hearing; each request 1340 kc., 250 watts, unlimited time, at Hazard, Ky. (B2-P-4584, and B2-P-4661)

Montana Broadcasters, Havre, Mont.; Havre Broadcasters, a partnership, Havre, Mont.—Adopted an order designating for hearing in a consolidated proceeding the application of Montana Broadcasters (B5-P-4644) and that of Havre Broadcasters (B5-P-4671), both seeking a new station to operate on 1240 kc., 250 watts, unlimited time, at Havre.

### LICENSE RENEWALS

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

KRBC, Abilene, Texas; WHFC, Cicero, Ill., and WILM, Wilmington, Del.

The following stations were granted renewals for the period ending August 1, 1948:

KNEL, Brady, Texas; KOVC, Valley City, N. Dak.; KTBI, Tacoma, Wash.; KVWC, Vernon, Texas; WBTA, Batavia, N. Y.; WIGM, Medford, Wis.; WMRC, Greenville, S. C.; WMRF, Lewiston, Pa.; WMRN, Marion, Ohio; WOMI, Owensboro, Ky.; WSAP, Portsmouth, Va.; WKBV, Richmond, Ind.

The following stations were granted renewals for the period ending November 1, 1948:

KFH, Wichita, Kans.; KVOA, Tucson, Ariz.; KWBR, Oakland, Cal.; WIBA, Madison, Wis.; WNBZ, Saranac Lake, N. Y.; WPDQ, Jacksonville, Fla.

The following stations were granted renewal of licenses for the period ending February 1, 1949:

KYSM, Mankato, Minn.; WAIM, Anderson, S. C.; WBOC, Salisbury, Md.; WDLF, Panama City, Fla.; WHOP, Hopkinsville, Ky.; WIL, St. Louis; WMPC, Lapeer, Mich.; WTHT, Hartford, Conn.

### MISCELLANEOUS ACTIONS

WBGO—The Board of Education of Newark in the County of Essex, Newark, N. J.—Granted modification of CP which authorized a new nonecommercial educational station, for extension of completion date to 8-12-46. (B1-MPED-28).

KFAB—KFAB Broadcasting Co., Omaha, Neb.—Granted CP to install auxiliary transmitter (Westinghouse 5-HV) at RFD (SW $\frac{1}{4}$  Sec. 6, Twp. 13, Range 13) near Papillion, Neb. (present site of new main transmitter), to be operated on 1110 kc., 5 KW power, employing DA night. (B4-P-4578)

KDNT—Harwell V. Shepard, Denton, Texas—Granted license to cover construction permit which authorized changes in transmitting equipment and increase in power from 100 watts to 250 watts. (B3-L-1931)

WEDC—Emil Denemark, Inc., Chicago, Ill.—Granted authority to determine operating power by direct measurement of antenna power. (B4-Z-1757)

KRSC—Radio Sales Corp., Seattle, Wash.—Granted authority to determine operating power by direct measurement of antenna power. (B5-Z-1756)

KFXJ—Western Slope Broadcasting Co., Grand Junction, Colo.—Granted authority to determine operating power by direct measurement of antenna power. (B5-Z-1758)

WAGE, Inc., Syracuse, N. Y.—Granted special temporary authority to operate a composite transmitter on 103.8 mc., with output power of 100 watts, to be used at the proposed site of the FM broadcast station at Pompey, N. Y., in order to make propagation measurements from the proposed site, for a period of 30 days.

KGBS—Harbenito Broadcasting Co., Harlingen, Texas—Granted CP to install a new vertical antenna (with FM antenna mounted on top). (B3-P-4385)

KELD—T. H. Barton (Transferor), Wilfred N. McKinney (Transferee), El Dorado, Ark.; Radio Enterprises,

Inc. (Licensee), KELD.—Granted consent to transfer control (55 shares of stock—55%) of Radio Enterprises, Inc., licensee of KELD, from T. H. Barton to Wilfred N. McKinney, for a consideration of \$55,000. (B3-TC-465)

WDEF—WDEF Broadcasting Co., Chattanooga, Tenn.—Granted construction permit to change frequency from 1400 to 1370 kc., increase power from 250 watts to 1 KW night, 5 KW-LS, install new transmitter, DA for night use, and change transmitter location. (B3-P-4365)

WWSW—WWSW, Inc., Pittsburgh, Pa.—Adopted a decision and order of petition denying petition for WWSW for hearing or rehearing and/or leave to intervene in the matter of the grant of a construction permit to Central Broadcasting Co., Inc., Johnstown, Pa., for a new station to operate on 1490 kc., 250 watts, unlimited time.

Edwin Mead, Miami Beach, Fla.—Denied petition insofar as request for consolidation or intervention by petitioner in consolidated hearing held Feb. 15-17 at Miami Beach, upon applications of Peninsular Broadcasting Corp., et al.

KGKO—KGKO Broadcasting Co. (Assignor), Carter Publications, Inc., and A. H. Belo Corp. (Assignees), Fort Worth, Texas—Schednd oral argument on application for consent to involuntary assignment of license of KGKO from KGKO Broadcasting Co. to Carter Publications, Inc., and A. H. Belo Corp. (B3-AL-521)

WDGY—Mae C. Young, Executrix of the Estate of Geo. W. Young, deceased (Assignee), Twin Cities Broadcasting Corp. (Assignor), Minneapolis, Minn.—Granted consent to voluntary assignment of license of station WDGY from Mae C. Young, Executrix of the Estate of Geo. W. Young, deceased, to Twin Cities Broadcasting Corp. for a consideration of \$301,000. (B4-AL-509)

WBCA—Capitol Broadcasting Co., Inc., Schenectady, N. Y.—Granted extension of special temporary authority to rebroadcast programs originating at high frequency experimental broadcast station W2XMN, for a period beginning April 4 and ending no later than May 3, 1946. (B1-SH-22)

Radio Corp. of America, Camden, N. J.—Granted special temporary authority to operate experimental television broadcast station W3XEP on presently assigned Channel #6, 82-88 mc., simultaneously with an FM transmitter on approximately 95 mc. and 105 mc. with a maximum power of 20 KW and special emission for FM, to be located in the RCA Plant Bldg. #53, State and Wayne Ave., Camden, in order to conduct field tests to investigate the possibility of utilizing a single antenna array for radiation of television video and sound as well as an FM broadcast carrier for the period beginning April 8 and ending in no event later than July 6, 1946.

WJHL—WJHL, Inc., Johnson City, Tenn.—Granted construction permit to increase daytime power from 1 to 5 KW, install a new transmitter. (B3-P-4321)

WMOB—S. B. Quigley (Assignor), Nunn Broadcasting Corp. (Assignee), Mobile, Ala.—Granted consent to voluntary assignment of license of station WMOB from S. B. Quigley to Nunn Broadcasting Corp., a newly organized corporation, for a consideration of \$250,000 composed of \$75,000 on deposit in escrow to be applied as liquidated damages if the proposed assignee does not execute the terms of the agreement, plus \$175,000 to be paid within 15 days after approval by the Commission. (B3-AL-518)

Moline Broadcasting Co., Moline, Ill.—Granted petition for reconsideration and grant of application (B4-P-3678; Docket 6699) for a new station to operate on 1230 kc., 250 watts, unlimited time.

The Eagle-Gazette Co., Lancaster, Ohio.—Denied petition to reconsider and grant its application (Docket 6732) for a new station to operate on 880 kc. (Class 1-A) with 1 KW power, daytime only, and ordered application designated for consolidated hearing with that of Peoples Broadcasting Co., Worthington, Ohio, to operate on 880 kc., 5 KW, daytime.

(Continued on next page)



WHTD—State Broadcasting Corp., Hartford, Conn.—Granted authority to change call letters of station from WHTD to WONS.

WISP—Indian River Broadcasting Co., Fort Pierce, Fla.—Granted authority to change call letters of station from WISP to WIRA.

Harold H. Thoms, Durham, N. C.—Granted petition requesting leave to amend application (Docket 6638; B-228), for a new station, and grant same. The Commission granted application to use 1580 kc., 1 KW, daytime only. (The Commission on Feb. 20 proposed to deny this application to use 1580 kc., 1 KW, unlimited time, as being in violation of NARBA.) By granting application for daytime only there will be no conflict with any other station operations.

National Association of Educational Broadcasters.—Granted request for extension of time to submit comments and suggestions in re the matter of Promulgation of Rules and Regulations for Non-Commercial Educational FM Broadcast Service (Docket 7424), and ordered the time extended from May 7 to June 6, 1946, for submitting comments and suggestions in this matter.

WABF—Metropolitan Television, Inc., New York City.—Granted request for a temporary extension of Sec. 3.261 of the Commission's rules relating to minimum hours of operation, and authorized station to operate 6 days per week, Tuesdays through Sundays, for a period ending no later than July 15, 1946.

## Federal Communications Commission Applications

### AM APPLICATIONS ACCEPTED FOR FILING

#### 570 Kilocycles

NEW—Metropolitan Broadcasting Corp., Washington, D. C.—Construction permit for a new standard broadcast station to be operated on 570 kc., power of 250 watts and daytime hours of operation. Amended, to change type of transmitter and increase power from 250 watts to 500 watts.

#### 800 Kilocycles

WMGY—Dixie Broadcasting Co., Montgomery, Ala.—Modification of construction permit (B3-P-3691, which authorized a new standard broadcast station) to change type of transmitter and change transmitter and studio locations and extension of commencement and completion dates.

#### 850 Kilocycles

WRUF—University of Florida, Gainesville, Fla.—Construction permit to change hours of operation from limited time to unlimited time, install new transmitter and directional antenna for night use, and change transmitter location.

#### 910 Kilocycles

NEW—Paul F. Braden, Middletown, Ohio. (P. O. 3317 Kenmore Ave., Dayton, Ohio.)—Construction permit for a new standard broadcast station to be operated on 910 kc., power of 1 KW and daytime hours of operation.

#### 990 Kilocycles

NEW—West Memphis Broadcasting Corp., 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. Amended, to change frequency from 960 to 990 kc.

#### 1100 Kilocycles

NEW—Louis P. Myers and Gertrude Jo Myers, d/b as Howdy Folks Broadcasters, Tulsa, Okla. (P. O. 902

Palace Bldg.)—Construction permit for a new standard broadcast station to be operated on 1100 kc., power of 5 KW and daytime hours of operation.

#### 1180 Kilocycles

NEW—Southwest Iowa Broadcasting Co., Creston, Iowa (P. O. 210 Paterson St.)—Construction permit for a new standard broadcast station to be operated on 1180 kc., power of 1 KW, and daytime hours of operation.

#### 1190 Kilocycles

WLIB—WLIB, Inc., Brooklyn, N. Y.—Construction permit to increase power from 1 KW to 10 KW, change hours of operation from limited time to unlimited time, install new transmitter and directional antenna for day and night use, and change transmitter location.

#### 1230 Kilocycles

NEW—Upper Michigan-Wisconsin Broadcasting Co., Inc., Iron Mountain, Mich.—Construction permit for a new standard broadcast station to be operated on 1230 kc., power of 250 watts and unlimited hours of operation. (Call letters "WIKB" reserved.)

#### 1240 Kilocycles

NEW—Havre Broadcasters, a partnership, composed of O. R. Rubie, Wm. E. Rae, George L. Merrill and Paul B. McAdam, Havre, Mont. (P. O. 309 Masonic Temple Bldg.)—Construction permit for a new standard broadcast station to be operated on 1240 kc., power of 250 watts and unlimited hours of operation. (Call letters "KCUE" reserved.)

#### 1340 Kilocycles

WMON—Fayette Associates, Inc., Montgomery, W. Va.—Modification of construction permit (B2-MP-3876, which authorized a new standard broadcast station) for approval of antenna and approval of transmitter and studio locations.

NEW—Alpena Broadcasting Corp., Alpena, Mich.—Construction permit for a new standard broadcast station to be operated on 1340 kc., power of 250 watts and unlimited hours of operation.

NEW—Inland Broadcasting Co., Fremont, Neb. (P. O. 2027 Dodge St., Omaha, Neb.)—Construction permit for a new standard broadcast station to be operated on 1340 kc., power of 100 watts and unlimited hours of operation. (Contingent upon grant of B4-P-4665 and B4-AL-519)

NEW—Mary A. Petruce, Soes N. Vratiss, Gray R. Horrower, Branch C. Todd, a partnership, d/b as Port Arthur Broadcasting Co., Port Arthur, Texas (P. O. 2700 Memorial Blvd.)—Construction permit for a new standard broadcast station to be operated on 1340 kc., power of 250 watts and unlimited hours of operation.

#### 1400 Kilocycles

NEW—Douglas D. Kahle, John L. Hitchcock, Wilbur E. Rochio, General Partners and Warren D. Brainard, Limited Partner, d/b as Northern Colorado Broadcasting Co., Fort Collins, Colo. (P. O. Northern Hotel Bldg., 170 North College Ave.)—Construction permit for a new standard broadcast station to be operated on 1400 kc., power of 250 watts and unlimited hours of operation. (Call letters "KCOL" reserved.)

KTNM—Hoyt Houck, Robert D. Houck, Walter G. Russell and Lonnie J. Preston, d/b as Tucumcari Broadcasting Co., near Tucumcari, N. M.—Voluntary assignment of license to Hoyt Houck, Robert D. Houck and Walter G. Russell, d/b as Tucumcari Broadcasting Company.

KGVL—Truett Kimzey, Greenville, Texas.—License to cover construction permit (B3-P-3343, as modified) which authorized a new standard broadcast station.

KGVL—Truett Kimzey, Greenville, Texas.—Authority to determine operating power by direct measurement of antenna power.

(Continued on next page)

KORN—Inland Broadcasting Co., Lincoln, Neb. (P. O. 2027 Dodge St., Omaha, Neb.)—Construction permit to move transmitter and studio locations from Fremont, Neb. to Lincoln, Neb., and install new transmitter. (Contingent upon the grant of B4-P-4664 and B4-AL-519.)

NEW—Robert L. Weeks, Red Bluff, Calif. (P. O. 606 Washington St.)—Construction permit for a new standard broadcast station to be operated on **1400 kc.**, power of 250 watts and unlimited hours of operation. Amended, to change frequency from **1400 to 1490 kc.**

WCNC—Albemarle Broadcasting Co., Elizabeth City, N. C.—License to cover construction permit (B3-P-4325) which authorized installation of a new transmitter.

WCNC—Albemarle Broadcasting Co., Elizabeth City, N. C.—Authority to determine operating power by direct measurement of antenna power.

#### 1410 Kilocycles

NEW—Frank Mitchell Farris, Jr., Nashville, Tenn.—Construction permit for a new standard broadcast station to be operated on **1410 kc.**, power of 1 KW, directional antenna and unlimited hours of operation. Amended, to make changes in directional antenna system.

#### 1450 Kilocycles

KFLW—Herald Publishing Company of Klamath Falls, Klamath Falls, Ore.—License to cover construction permit (B5-P-3684, as modified) which authorized a new standard broadcast station.

KFLW—Herald Publishing Company of Klamath Falls, Klamath Falls, Ore.—Authority to determine operating power by direct measurement of antenna power.

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

WMVG—Jere N. Moore, Milledgeville, Ga.—License to cover construction permit (B3-P-3883, as modified) which authorized a new standard broadcast station.

WMVG—Jere N. Moore, Milledgeville, Ga.—Authority to determine operating power by direct measurement of antenna power.

WLAY—Muscle Shoals Broadcasting Corp., Muscle Shoals City, Ala.—Construction permit to install new vertical antenna, and change transmitter and studio location.

#### 1490 Kilocycles

NEW—Southwest Broadcasters, Inc., Raton, N. M.—Construction permit for a new standard broadcast station to be operated on **1490 kc.**, power of 250 watts and unlimited hours of operation.

NEW—Thomas Maxie Self, John Eads Douglas and Gordon Theodore Rand, a Partnership, d/b as Progressive Broadcasting Co., Paragould, Ark. (P. O. 1123 South Flint St., Jonesboro, Ark.)—Construction permit for a new standard broadcast station to be operated on **1490 kc.**, power of 250 watts and unlimited hours of operation.

NEW—The Haverhill Gazette Co., Haverhill, Mass. (P. O. 179 Merrimack St.)—Construction permit for a new standard broadcast station to be operated on **1490 kc.**, power of 250 watts and unlimited hours of operation.

#### 1510 Kilocycles

NEW—San Diego Broadcasting Co., San Diego, Calif.—Construction permit for a new standard broadcast station to be operated on **1510 kc.**, power of 5 KW, directional antenna and unlimited hours of operation. Amended, to make changes in directional antenna system and change transmitter location.

#### 1520 Kilocycles

NEW—Broadcasting Foundation, Inc., Buffalo, N. Y. (P. O. 1420 Main St.)—Construction permit for a new standard broadcast station to be operated on **1520 kc.**, power of 50 KW, directional antenna and unlimited hours of operation. (Facilities of WKBW requested.)

#### 1590 Kilocycles

NEW—Gila Broadcasting Co., Coolidge, Ariz. (P. O. 1218 Sixth Ave., Safford, Ariz.)—Construction permit for a new standard broadcast station to be operated on **1590 kc.**, power of 1 KW, and unlimited hours of operation.

#### FM APPLICATIONS ACCEPTED FOR FILING

Columbia Broadcasting System, Inc., Boston, Mass.—Construction permit for a new high frequency broadcast station to be operated on **43.5 mc.** and coverage of 20,200 square miles. Amended, to change frequency from **43.5 mc.** to To be Assigned, coverage from 20,200 to 9,180 square miles, population from 5,384,179 to 3,246,369, transmitter location, type of transmitter, antenna system and change in officers.

Copper City Broadcasting Corp., Rome, N. Y. (P. O. Madison Theatre Bldg.)—Construction permit for a new FM (Community) broadcast station to be operated on frequency as assigned by FCC in **100 mc.** band and coverage of 452 square miles.

Southeastern Massachusetts Broadcasting Corp., New Bedford, Mass. (P. O. 222 Union St.)—Construction permit for a new FM (Community) broadcast station to be operated on frequency to be assigned by FCC and coverage of 5,350 square miles.

Standard Broadcasting Co., Los Angeles, Calif.—Construction permit for a new high frequency FM broadcast station to be operated on **45.3 mc.** and coverage of 7,000 square miles. Amended, to change frequency from **45.3 mc.** to Ch. #257, **99.3 mc.**, coverage from 7,000 to 14,858 square miles, type of transmitter, transmitter location specify population as 3,634,752 and make changes in antenna system.

WSPR, Inc., Springfield, Mass. (P. O. 63 Chestnut St.)—Construction permit for a new FM (Metropolitan) broadcast station to be operated on frequency to be assigned by FCC and coverage of 13,120 square miles.

Southern Tier Radio Service, Inc., Binghamton, N. Y. (P. O. 316 Security Mutual Bldg.)—Construction permit for a new FM (Metropolitan) broadcast station to be operated on frequency to be assigned by FCC and coverage to be assigned.

Raytheon Manufacturing Co., Boston, Mass.—Construction permit for a new high frequency FM broadcast station to be operated on **45.5 mc.**, and coverage of 6,530 square miles. Amended, to specify population as 3,650,000, type of station as Metropolitan, maximum rated power of transmitter as 10 KW and change frequency from **45.5 mc.** to To be Assigned, coverage from 6,530 to 9,200 square miles, transmitter location from Waltham, Mass., to Lexington, Mass., and studio location from Waltham, Mass., to Boston, Mass., and make changes in antenna system.

Coastal Broadcasting Company, Inc., New Bern, N. C. (P. O. U. S. Highway #17, South.)—Construction permit for a new FM broadcast station to be operated on Ch. #261, **100.1 mc.** and coverage of 7,600 square miles.

Unity Broadcasting Corporation of Massachusetts, Boston, Mass.—Construction permit for a new FM (Metropolitan) broadcast station to be operated on frequency to be assigned by Chief Engineer of FCC. Amended, to specify coverage as 9,500 square miles, population as 2,434,000 and to make changes in antenna system.

Central Willamette Broadcasting Co., Albany, Ore. (P. O. 15th and Elm Sts.)—Construction permit for a new FM (Community) broadcast station to be operated on Ch. #282, **104.3 mc.**

Philip Weiss, tr/as Philip Weiss Music Company, Rutland, Vt.—Construction permit for a new FM broadcast station to be operated on frequency and coverage to be determined. Amended, specifying antenna system and class of station as Community.

Allegheny Broadcasting Corp., Pittsburgh, Penna.—Construction permit for a new high frequency FM broadcast station to be operated on frequency to be assigned by Chief Engineer of FCC and coverage of 11,900 square miles. Amended, to change antenna system, popula-

*(Continued on next page)*



tion from 3,391,752 to 3,261,855. coverage from 11,900 to 13,408 square miles and specify type of transmitter and class of station as Metropolitan.

### MISCELLANEOUS APPLICATIONS ACCEPTED FOR FILING

- KOKU—State University of Oklahoma, Norman, Okla.—Modification of construction permit (B3-PED-41 which authorized a new non-commercial educational broadcast station) to request frequencies of channels #220, 218, 216 or 213 (91.9, 91.5, 91.1 or 90.5 mc.), approval of transmitter, make changes in antenna system and change studio location.
- W9XMT—P. R. Mallory & Co., Inc., Indianapolis, Ind.—Modification of construction permit (B4-PVB-111, as modified) which authorized a new experimental television broadcast station for extension of completion date only from 3-15-46 to 9-16-46.
- KORN—Nebraska Broadcasting Corp., Fremont, Nebr.—Voluntary assignment of license to Inland Broadcasting Co. (Contingent upon the grant of B4-P-4664 and B4-P-4665)
- KFSD—Airfan Radio Corp., Ltd., San Diego, Calif.—Construction permit to install new 5 KW transmitter and antenna, to be determined, increase power from 1 KW to 5 KW, move transmitter. Amended, to change type of transmitter, install directional antenna for day and night use, and change proposed transmitter location.

### APPLICATIONS TENDERED FOR FILING

- NEW—Key Broadcasting Corp., Baltimore, Md.—Construction permit for a new standard broadcast station to be operated on 1050 kc., power of 1 KW and daytime hours of operation.
- WTEL—Foulkrod Radio Engineering Co., Philadelphia, Penna.—Request for change in hours from sharing time with WHAT to unlimited (except when WCAM is operating). (Contingent on grant of 820 kc. to WHAT) (1340 kc.)
- WCNC—Albemarle Broadcasting Co., Elizabeth City, N. C.—Consent to transfer of control of licensee, Edd Harris to Dr. J. A. Gill, W. K. Leary and S. A. Twiford. (1400 kc.)
- NEW—Cherokee Broadcasting Corp., Morristown, Tenn.—Construction permit for a new standard broadcast station to be operated on 1450 kc., power of 250 watts and unlimited hours of operation.
- NEW—E. R. Ferguson and J. R. Pepper, Ltd., d/b as Bluff City Broadcasting Co., Ltd., Memphis, Tenn.—Construction permit for a new standard broadcast station to be operated on 730 kc., power of 250 watts and daytime hours of operation.
- NEW—Downing Musgrove, Douglas, Ga.—Construction permit for a new standard broadcast station to be operated on 1450 kc., power of 250 watts and unlimited hours of operation.
- KTBS—George D. Wray, Allen D. Morris, P. E. Furlow and John C. McCormack, a partnership, d/b as Radio Station KTBS, Shreveport, La.—Construction permit to increase power from 1 KW unlimited, to 5 KW unlimited time. Install new transmitter, change transmitter location and make changes in antenna system. (1480 kc.)
- NEW—News-Press Publishing Co., Santa Maria, Calif.—Construction permit for a new standard broadcast station to be operated on 1400 kc., power of 250 watts, and unlimited hours of operation.
- NEW—B. Loring Schmidt, Salem, Oreg.—Construction permit for a new standard broadcast station to be operated on 1490 kc., power of 250 watts and unlimited hours of operation.
- NEW—Tom S. Whitehead, Brenham, Texas—Construction permit for a new standard broadcast station to be operated on 890 kc., power of 250 watts, and daytime hours of operation.
- NEW—Statesville Broadcasting Co., Inc., Statesville, N. C.—Construction permit for a new standard broadcast

station to be operated on 1400 kc., power of 250 watts and unlimited hours of operation.

- NEW—Michigan Broadcasting Co., Battle Creek, Mich.—Construction permit for a new standard broadcast station to be operated on 930 kc., power of 1 KW, directional antenna and unlimited hours of operation.
- NEW—Tri-Cities Broadcasting Co., Goose Creek, Texas—Construction permit for a new standard broadcast station to be operated on 1490 kc., power of 250 watts, and unlimited hours of operation.
- WHJB—Pittsburgh Radio Supply House, Inc., Greensburg, Pa.—Construction permit to change power from 250 watts to 1 KW, change hours from daytime to unlimited, install new transmitter and change transmitter location. Install directional antenna for day and night use.
- NEW—Midwestern Broadcasting Co., Petoskey, Mich.—Construction permit for a new standard broadcast station to be operated on 1340 kc., power of 250 watts and unlimited hours of operation.
- NEW—W. C. Aldous and James W. Thain, Partnership d/b as Northwest Broadcasting Co., Everett, Wash.—Construction permit for a new standard broadcast station to be operated on 1260 kc., power of 250 watts and limited hours of operation.

## Federal Trade Commission Docket

### COMPLAINTS

The Federal Trade Commission issued no complaints this week.

### CEASE AND DESIST ORDER

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

**Manhattan Brewing Co.**—The Commission has modified in part an order to cease and desist so as to permit Manhattan Brewing Co., Chicago, to use the word "Canadian" in the brand name for beer or ale if accompanying statements on labels or in advertisements "conspicuously and adequately" show that the product was brewed in the United States. The respondent sells beer and ale under the name "Canadian Ace Brand." (4572)

### STIPULATIONS

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

**Linda Sportswear Co.**, 1350 Broadway, New York, stipulated that they will discontinue failing to disclose the rayon content of women's wearing apparel they sell. (4151)

**Smith Hatchery**, Caldwell, Idaho, stipulated to cease and desist from advertising that baby chicks he sells are "U. S. Certified" and "pullorum free." (4150)

### FTC COMPLAINT DISMISSED

A complaint charging Dad's Root Beer Co., 2800 North Talman Avenue, Chicago, with misrepresentation in the sale of root beer has been dismissed without prejudice by the Federal Trade Commission. The order states that the respondent corporation has submitted satisfactory proof that it has discontinued the practices charged in the complaint.

The Commission dismissed the complaint after considering the testimony and other evidence in support of and in opposition to the allegations, the report of the trial examiner upon the evidence, and oral argument of counsel.

Participating in the decision: Chairman Ayres and Commissioners Ferguson, Freer and Mason.

Not participating: Commissioner Davis.