

FM COMMITTEE FEELS CHANNEL WITHHOLDING WOULD RETARD RAPID DEVELOPMENT

Expressing the view that reservation of channels would retard the development of FM broadcasting, the FM Executive Committee last week addressed a resolution to the Board of Directors recommending that NAB oppose the withholding by the FCC of any channels already allocated and again suggest to the commission that sufficient channels be made available to accommodate all qualified applicants.

The committee met in New York City Tuesday and Wednesday (25 and 26) and discussed the recently proposed order of the FCC which would withhold for a period of one year every fifth FM channel previously indicated as available to a given locality.

The resolution, which the committee urged the board to ratify requests that NAB counsel appear at oral argument on the proposed rule which is to be held before the commission July 12th.

The resolution reads as follows:

"Resolved that:

"NAB Counsel be authorized and directed to file a brief and appear at oral argument in FCC Document No. 6768. [Proposed Reservation Rule]

"The Committee recommends that he reiterate the position of NAB that provision should be made for sufficient channels to accommodate all qualified applicants,

"and that he oppose the withholding of any channels from those already allocated,

"and that he urge the Commission to indicate at this time a specified portion of the spectrum for future allocation to FM broadcasting for the further development of this service.

"The Committee disagrees with the Commission that the objectives of Section 307(b)¹ can best

¹"Fair, Efficient, and Equitable Distribution" clause of the Communications Act of 1934, as amended.
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INFORMATION MEDIA MUST NOT BE DIVIDED AND THUS CONQUERED, JUDGE MILLER TELLS PAA

Speaking at the annual convention of the Pacific Advertising Association at Spokane last Tuesday (25), President Justin Miller related international postwar problems, particularly restrictions upon freedom of communication, to certain current difficulties within the United States, including efforts to curb the freedom of radio.

After discussing the Russian psychology which leads to acceptance of the "Iron Curtain" principle and the natural American antipathy to restrictions upon the movement of ideas, Judge Miller pointed out, "The paradox is that we should be championing complete freedom of communication in the rest of the world, while there is a concerted and widespread movement under way to put communications under government control in our own country."

With specific reference to the control of radio broadcasting, he said, "The Federal Communications Commission has already moved in for that purpose."

Concerning the FCC report on programming, Judge Miller acknowledged, "There is much to be done by broadcasters and by advertisers to improve the character and content of programs. That is the American

way. Perhaps we need the goad of criticism to get us into action. But it is one thing to admit error and seek improvement. It is quite another to lie down and let government walk over us and over the rights of our people."

The NAB president drew particular attention to the efforts of certain people to "divide us and by so doing to conquer." These critics, he said, would establish differences between information media to make the freedom of speech and freedom of press provisions of the Constitution inapplicable to radio broadcasting.

"Of course, it is different," he said, "if that is all we need to destroy free communication. But so is (Continued on next page)

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Waiver of hearings upon applications will be possible, with consent of all applicants, under a new temporary procedure announced by the FCC. (p. 502)

James L. Middlebrooks is the new NAB director of engineering. He comes from Field Enterprises, Inc., and reports at NAB today. (p. 504)

Suit has been filed by Mester Brothers asking that FCC decision denying their purchase of controlling stock in WOV, N. Y., be set aside. (p. 503)

Agency preference for purchasing time on small market stations by groups is further documented this week by the Small Market Stations Division. (p. 504)

Pledge of full support of AWD in the famine emergency drive was received by former President Herbert Hoover at the White House last week. (p. 508)

Secretary Wallace is quoted as saying "we may be facing control of the press and radio." (p. 502)



THE 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)*; Howard S. Frazier, *Acting Director of Engineering*; Edward J. Heffron, *Executive Assistant-Public Relations*; 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 Special Services*.

the present printing plant vastly different from the little print shop of early America where type was set by hand, the newspaper was printed on a hand press and delivery was made by a man on foot or on horseback.

"The difference between radio broadcasting of the human voice and projecting it from a speaker's platform is one merely of degree; a mechanical difference which has progressed from the megaphone, to the telephone, to the amplifier and finally to the radio. It is vastly more effective and vastly more important in human affairs."

Judge Miller saw a diminishing difference even in the mechanical aspects of the press and radio. "The difference between the press and the radio may be reduced to a minimum some of these days when the process of facsimile is developed to the point where a newspaper may actually be printed in each home by a gadget attached to your radio. If in the meantime the champions of a free press have conceded that there is a difference, and a difference which justifies government control, then where will freedom of the press be?"

"Nature Abhors a Vacuum"

Concluding his address Judge Miller cautioned, "If those who do not believe in communism or other forms of totalitarianism are not constantly alert to protect the form of government which has been given to us, and which guarantees freedom of religion, freedom of speech, freedom of the press, freedom of assembly and the other rights named in our Constitution, then just as surely as we are meeting in this room, the folks who do not believe as we do will move in. Nature abhors a vacuum. The squatter loves an unoccupied piece of property. The political opportunist takes over where the sleepy citizen nods."

On the preceding day Judge Miller spoke to a special session of the 17th NAB District at Portland, Oregon.

FM COMMITTEE FEELS CHANNEL WITHHOLDING WOULD RETARD RAPID DEVELOPMENT

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be served by a reservation of presently allocated channels and is of the opinion that these objectives can be better served by the allocation of additional channels

for FM use and the Committee is strongly of the opinion that reservation of channels at this time will obstruct the speedy development of FM broadcasting and therefore recommends that the Commission at this time designate such additional channels either as a result of a commission hearing or by its own action.

"Such action by the Commission would assure equitable distribution of service to the listening public as to territory covered and would provide facilities for both present and future applicants and would contribute to the sound development of FM broadcasting."

ADVISORY COUNCIL FOR MOVIE ON RADIO

Six west coast broadcasters were invited last week by the NAB Board of Directors to serve as an advisory committee to an independent producer who is planning a motion picture based on the history of the broadcasting industry.

Radio executives asked to serve on the committee are William B. Ryan, KFI, Los Angeles, chairman; Donald W. Thornburgh, CBS, Los Angeles; Lewis Allen Weiss, KHJ, Los Angeles; Sidney N. Strotz, NBC, Hollywood; Don Searle, ABC, Hollywood; and Calvin J. Smith, KFAC, Los Angeles.

The radio representatives will serve as an advisory group to Jerrold T. Brandt, independent movie producer, in the enterprise. Working title for the production is "Magic in the Air."

WALLACE MENTIONS CONTROL OF RADIO

Secretary of Commerce made an impromptu speech Thursday (27) at the School of Political Action Techniques being held in Washington and, according to the Washington *Evening Star*, told the group it is "conceivable that 'we may be facing control of the press and radio'."

The *Star* added: Asked later to expand his remarks about a controlled press, Mr. Wallace said only: "It won't be under a Democratic administration."

Legal Department

COMMISSION ANNOUNCES TEMPORARY PROCEDURE PERMITTING WAIVER OF HEARINGS

To expedite disposition of applications, the FCC announced Monday (24) a procedure to permit applicants to waive hearings, and to request the commission to base its decisions on information contained in applications and other material filed by applicants.

The new procedure, adopted temporarily by the FCC, is as follows:

In the case of any applications which are designated in the future for hearing, or of any applications which have already been designated for hearing but no hearing has yet been held, the parties may request the Commission to waive a hearing and to grant or deny the applications upon the basis of the information contained in the applications and

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other papers on file with the Commission pertaining to the applicants or applications. Any party desiring to waive a hearing in accordance with this procedure should execute and file with the Commission a waiver on the form reprinted below and serve copies on all other parties or a joint waiver may be signed by all the parties. Upon the receipt of waivers from all the parties to a proceeding, the Commission will decide whether the case is an appropriate one for determination without a hearing. If it is determined by the Commission that notwithstanding the waiver, a hearing is necessary, the case will be continued on the hearing docket. If the Commission concludes that the case can appropriately be decided without a hearing, the case will be removed from the hearing docket.

In all cases which are removed from the hearing docket in accordance with this procedure, the Commission will be free to proceed to decide the case upon the basis of the information contained in the applications and in any other papers on file with the Commission which pertain to the applicants or applications in question, including any protests filed at any time prior to final decision. The Commission reserves the right to call upon any party to furnish any additional information which the Commission deems necessary to a proper decision. Such information shall be served upon opposing parties [by the applicant called on].

This procedure does not in any way change the Commission's practice with respect to protests. Any party, or any member of the public, may still file with the Commission any information concerning an applicant which bears upon his qualifications to operate a station in the public interest. Where such protest raises a question of substance which might affect the granting of the application a hearing will generally be required. If the protest is not of any substance the Commission may proceed to act upon the application without hearing.

In all cases where the Commission issues a final decision pursuant to this procedure without holding a hearing a brief memorandum opinion will be issued by the Commission stating its reasons for its grant or denial of the individual applications. This decision shall have the same effect as a final decision under the Commission's Rules and Regulations. Petitions for rehearing may be filed with respect to such decision. Such petition will be granted only upon a showing that the Commission has made an erroneous determination on a relevant and material issue of fact or law or that relevant and material evidence has been newly discovered which could not have been discovered at an earlier date with the exercise of due diligence.

The Commission does not construe this procedure as involving any waiver by the parties of the right to appeal to the Courts from any adverse final decision of the Commission.

WAIVER OF HEARING

NAME OF APPLICANT
CALL LETTERS
DOCKET NO.

The undersigned hereby waives its (their) right to a hearing in the above-entitled docket case and in all other docket cases which have been consolidated for hearing with such case and requests the Commission to decide said case or cases upon the basis of the information contained in the applications and

SCHEDULE OF NAB COMMITTEE MEETINGS

Date	Committee	Place
July 1-2	Program Executive	Chicago
July 11	Employee-Employer Relations	Washington
July 12	Public Relations Executive	Washington
July 15-16	Music advisory	New York
July 17-18	Freedom of Radio	New York
Aug. 3-4	Board Finance	Estes Park
Aug. 5	Board By-Law Revisions	Estes Park
Aug. 5	Board Certificates of Merit	Estes Park
Aug. 6	Board District Meeting Advisory	Estes Park
Sep. 9-10	Small Market Stations Executive	Washington

Meetings of other standing committees are planned but arrangements have not been completed.

The NAB Board of Directors convenes at Estes Park, Colo., Aug. 6th for a three day session.

in any other papers on file with the Commission pertaining to the applicants or applications in question. It is expressly understood that the Commission may render a final decision based upon such information or such additional information as the Commission may request from any party at any time before such decision; that such decision shall have the same force and effect as though made after a hearing; and that any petition for rehearing filed with respect to such decision will be granted only upon a showing that the Commission has made an erroneous determination on a relevant and material issue of fact or law or that relevant and material evidence has been newly discovered which could not have been discovered at an earlier date with the exercise of due diligence.

COPYRIGHT CONFERENCE PROPOSES NEW AGREEMENT

Mailed with this issue of REPORTS is an Information Bulletin giving the text of a proposed new agreement which resulted from the meeting of the Inter-American Conference on Copyright in Washington June 1 to 22.

A summary of several points covered in the conference is included in the Information Bulletin.

MESTER BROTHERS BRING SUIT TO SET ASIDE WOV TRANSFER DECISION

Suit has been started in the United States District Court in Brooklyn, N. Y., by Murray and Meyer Mester to set aside the FCC ruling of March 5, which denied their proposed purchase of Station WOV.

The FCC decision said that the transfer of control would not serve the public interest. (Current REPORTS, p. 179)

The civil action charges that the FCC is exercising power beyond its authority in denying the transfer.

The brothers, partners in the Balbo Oil Company of New York, charge that the FCC's decision deprives

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them of liberty and property without due process of law and abridges their freedom of speech.

The Mesters say that the FCC has no power to deny the sale on the ground that the prospective purchasers had been involved in litigation with other government departments through their holdings in the Balbo Oil Company.

Engineering

JAMES MIDDLEBROOKS NAMED NAB ENGINEERING DIRECTOR

The appointment of James L. Middlebrooks to be director of engineering for NAB was announced Friday (28) by A. D. Willard, Jr., executive vice president. He reports to the NAB in Washington today (1).

Mr. Middlebrooks comes to NAB from Field Enterprises, Inc., Chicago, where he was engineering director. Prior to his association with Field Enterprises, he served for three years in the United States Navy, holding the rank of Commander upon his relief from active duty.

For a number of years before entering the naval service, the new NAB Director of Engineering was in charge of construction for the General Engineering Department of the Columbia Broadcasting System.

A graduate in electrical engineering from Alabama Polytechnic Institute, Auburn, Ala., Mr. Middlebrooks is a native of Birmingham, Alabama. He began his career by building the University of Alabama's radio station WAPI in Birmingham.

Mr. Middlebrooks' duties in the past have carried him into all of the 48 states and into most foreign countries. He has been a close student of both domestic and international radio broadcasting for many years.

Small Market Stations

HENRI, HURST & McDONALD APPRAISES GROUP SELLING

The grouping of small stations into regional networks is looked on favorably by national advertising agencies. At the request of NAB Small Market Stations Division, William E. Jones, radio director, Henri, Hurst & McDonald, Inc., reports his views and experiences with grouped stations. The agency has been using small regional groups with considerable success; preference for the small stations was, states Mr. Jones, "because we felt that their penetration of the market was greater, and that individually each station was doing an excellent job in its own community.

"In our opinion these are the vital factors which a station must have in mind to successfully solicit national business on a regional basis: (1) Predomi-

nant position in its own community, based on community leadership more than actual power or frequency. (2) Intelligent plan of local programming. (3) A sound merchandising plan which is coordinated by the group and followed through individually by the stations.

"In our opinion this is one of the greatest opportunities that a small local station has to be of real service to a national advertiser and to demonstrate its peculiar value in the advertising picture. Its close contact with local merchants can be of invaluable assistance to the advertiser if the station develops a merchandising program that can capitalize on the opportunity. Also, in many cases, local stations have rendered great service in aiding a national advertiser in establishing adequate distribution for his product."

The radio executive encourages adequate talent and programming facilities in at least one originating station in the group.

WRC AND KXOK SHOWCASE THEIR EARLY MORNING PROGRAMS FOR NAB STUDY

Sound formats and profitable ideas are resulting from the NAB study of the early morning show (see REPORTS, page 486). Programs with many years of success on large stations in the competitive, metropolitan markets are viewed with keen interest by station management throughout the nation.

The three hour, early morning program of WRC, NBC station, Washington, D. C., has been a favorite with Washington listeners for nearly twelve years. The show is heard 6:00 until 9:00 a. m. on a Monday through Saturday basis.

"There are three principle reasons," states Mahlon A. Glascock, WRC Sales Manager, "why we think it has achieved listener leadership.

"First, we have always striven to have as conductor of the program a personality of ability and appeal. During the twelve years of WRC's own program we have had only two personalities conducting the program. Bill Herson, the present conductor, is now in his fifth year. This slow turnover of outstanding personalities is very important.

"The second reason . . . the format of the program. We try to give well spaced news periods, lots of music, a minimum of chatter and consistent limitation of the number of commercials in any given period.

"The third reason . . . the station's dominance in daytime and night time programs. We are sure that WRC's popularity induces many listeners to get the WRC listening habit for other programs. Thus many listeners to our night time programs will leave their radio set on WRC when they retire. The next morning when they turn on the radio they are already tuned to our morning program.

"There are many other reasons too why the program continues to be high on the list of favorites in Washington. The program personality is very active in community affairs. He goes outside of the station into hundreds of varied groups during the course of the year. Being an important money maker for the station, the program and personality are promoted strongly and continually.

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"Washington is an early morning listening city. The format of this WRC early morning program is substantially that of most of the other stations. I think that Washington is the first city to develop this particular format and it has apparently proven to be lastingly appealing. May I suggest that in cities where this type of program or others you may be researching are popular, interested stations might profit by buying off-the-air transcriptions for study purposes."

Hymns Head Early Morning Programming on KXOK

"Temple of the Air" featuring hymns and religious music, running on an uninterrupted format from 5:30 until 6:00 A.M. constitutes the opening segment of the early morning programming of KXOK, ABC affiliate, St. Louis, Missouri.

The mood and tempo are transformed into a bright and lively atmosphere with popular recorded melodies on "Town and Country" at 6:00 A.M. The well-known KXOK personality, Charley Stookey, station's farm editor, provides sparkling entertainment and services for the large rural population in the station's coverage area with farm features.

The schedule, reports C. L. Thomas, KXOK Manager, features by Dr. Bertram L. Hughes. The commentator summarizes all previous news broadcasts since sign-on, and he elaborates on local and regional news events.

"Breakfast Time," a light, fast-moving, program follows the news and continues until 8:15 A.M. National, world and local news make up the news period at this hour. KXOK joins the network at 8:30 A.M.

"WASHINGTON VIEWS AND INTERVIEWS" AVAILABLE FROM ZIV

Washington correspondent Barnet Nover interviews statesmen on national and international affairs for the syndicated transcribed program, "Washington Views and Interviews." This public interest vehicle is produced by Frederick W. Ziv Company.

CANADIAN ASSOCIATION OF BROADCASTERS TO ESTABLISH SMALL MARKET STATIONS DIVISION

Following a recent presentation before the Canadian Association of Broadcasters by Robert (Bob) Mason, WMRN Marion, Ohio, a Small Market Stations Division has been formed by that association.

Mr. Mason, member and former chairman NAB Small Market Stations Division, reveals that approximately 80% of the Canadian stations come under the small market stations classification.

PUBLIC SERVICE PLAQUE AWARDED TO WKMO

A Magazine Digest public service plaque has been awarded to the city of Kokomo, Indiana and Radio Station WKMO. John Carl Jeffrey, station manager and city officials received the awards at ceremonies during a CBS broadcast in New York. July edition of the magazine carries story on public interest services of the station and the city.

Broadcast Advertising

JOSKE ADVISORY COMMITTEE MEETS FOR FINAL REVIEW OF STUDY

A meeting of the Joske Advisory Committee was held Friday, June 28 in New York City, to give a final review to material now ready for the publishers on the extensive study of radio advertising for retailers made by Joske's of Texas, San Antonio department store, in cooperation with the NAB.

Attending the meeting were: James Shand, Assistant to the President of Joske's of Texas; Russell Brown, Vice-President in charge of Sales Promotion and Advertising for Allied Purchasing Corporation; Willard Campbell, Sales Promotion Director of Sibley, Lindsay & Curr Company, Rochester, New York; Howard Abrahams, Sales Promotion Director, National Retail Dry Goods Association; Lewis H. Avery, of Lewis H. Avery Associates, Inc., New York City; Walter Johnson, WTIC, Hartford, Connecticut; Frank E. Pellegrin and Lee Hart of the NAB department of broadcast advertising.

U. S. STEEL SHOWS CONFIDENCE IN RADIO; PERFUME SERIES SETS LUXURY ITEM EXAMPLE

Two recent articles by Victor J. Dallaire which appeared in Printer's Ink may have been missed by many broadcasters. Because they report on broadcasting developments which are almost precedent making in their departure from the curious and outmoded status quo in seasonal and product programming, they are reprinted through courtesy of that magazine.

The first reports an aggressive spirit of optimism in the advertising outlook of U. S. Steel, as well as a progressive confidence in radio as a major advertising medium. This spirit is expressed in the company's decision to continue its broadcasts through the summer months with emphasis on quality shows and program promotional assistance that might well be noted by broadcasters and other sponsors.

The other, an older story, confirms reputable advertising's oft-repeated contention that quality products can be sold by a mass medium to a mass market

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REPORTS READERS VOTE FOR LARGER SIZE TYPE

Response from the type-face ballot distributed with REPORTS two weeks ago shows a definite preference for the larger size type now in use. 79% of those answering favored the larger type. The size made no difference to 20 per cent, and less than one per cent requested a return to eight point.

In view of this expression of opinion the larger type will be continued. Our thanks for returning the ballots. Your comments are always welcomed.

if only the message or program reflects that quality. Here again, intelligent promotion in support of the radio campaign helped pay dividends to the sponsor.

Top-Budget Mystery Show Continues U. S. Steel's Public Relations Program

While some advertisers under the influence of current business jitters have canceled time and space or pared down budgets, a good many have clung to the basic practice that advertising should be kept in there punching.

It's true enough that some direct-selling advertising has backfired because strikes and shortages have hamstrung production. Some advertisers have been hurt but their scratches call for no drastic surgery such as cutting off advertising altogether or cutting it down to the point that it is ineffectual.

During the war when there was little to sell and the advertising dollar cost only a few cents, many companies developed public service programs such as those sponsored by the War Advertising Council to build up good-will among customers of the future. The present business situation is somewhat similar and could well be met by similar tactics. Though the cost of maintaining such a program may be higher than during the war years, the penalty for dropping or curtailing advertising now is greater.

United States Steel is a comparative newcomer among radio sponsors, but it has carried into use of that medium a veteran's confidence in the future plus the knowledge that advertising, to be effective, must be kept high on the payroll. It has not let current jitters hamper production of its distinctive radio program as a powerful public and employee relations tool.

The opportunity to trim costs came when U. S. Steel's Theatre Guild season ended early in June. The company could have filled in the 13-week summer season with a less costly substitute, but it felt that such a retrenchment would have impaired the fine work done by its winter program.

Under the supervision of J. Carlisle MacDonald, assistant to the chairman of the board, U. S. Steel is currently presenting the Hour of Mystery over the American Broadcasting Company's network (10 P.M. EDT Sundays). The fact that the initial show brought rave notices in the press is no coincidence. It was planned to be an appealing and distinctive show by men who know that a public relations or advertising program's success depends on maintaining its quality and continuity.

The Hour of Mystery offers the nation's 50,000,000 detective fans sixty minutes of thrilling drama starring such lights of the stage as Laurence Olivier and Geraldine Fitzgerald. It is well-rounded summer radio fare featuring top actors and top direction.

Commercial copy follows the format of The Theatre Guild series. An opening message deals with some broad policy or achievement of the corporation such as industrial relations, research, stockholder relations and the reemployment of veterans. A second message is devoted to a subsidiary company to permit better public identification of U. S. Steel and its subsidiaries.

The Hour of Mystery is backed by a promotion campaign to further insure its success.

Regular ads are carried in newspapers in principal cities and all U. S. Steel plant towns to a total of 17,000,000 readers.

500,000 circulars were distributed telling of the new summer program. Half of these went to employees and the rest went to customers.

10,000 posters for local time and station imprint were distributed through the corporation's 15 district public relations offices to U. S. steel plants, general offices and local radio outlets.

125,000 postcards announcing the summer series were given to employees and local stations to mail to listeners inviting them to tune in.

Mass Medium Like Radio for Luxury Item?

The advertising success of Stradivari perfume is founded on the precept that a campaign to reach prospective purchasers of expensive perfume must have a quality and flavor equal to the perfume itself.

Such an advertising philosophy is relatively easy to live up to on a small scale, but difficulties present themselves with the use of a mass medium. Mass advertising can very well impart a common and everyday flavor to a rare and magic perfume—or bring about the loss of the personal touch that plays a big part in merchandising costly essences. Obviously, when a person pays \$15 or \$20 an ounce for perfume, he likes to think of it as something exclusive rather than as an extract that is being marketed like canned soup or beans.

These difficulties would seem to preclude the use of radio, but for four years, Prince Matchabelli, Inc., of New York, a subsidiary of Vick Chemical Co., has been using that mass medium to reach a selected audience. Advertising and promotion of the perfume has been built around an ensemble of priceless Stradivari violins. The program has just completed the winter season on American Broadcasting Co. following a three-year tour over the National Broadcasting Company.

Success of the Stradivari program is attributed to the appeal of the music and of the world-famous violins in the orchestra. Bulging files of letters from pleased listeners plus a steady gain in sales of Stradivari perfume, now the sales leader of the Prince Matchabelli line, seem to prove the theory that lovers of fine music and fine instruments would be lovers of fine perfume.

Commercials Match Program Mood

Particular care is taken that the commercials match the mood of the program. Loud, high-pressure selling could easily destroy the spell woven by the ensemble. Even local cooperative cut-in commercials switch gracefully from Stradivari violins to Stradivari perfume—and so smoothly that few listeners realize the program is doing a selling job while bringing them fine music.

Several loyal listeners have wired the New York office asking for the Stradivari ensemble for local concerts. New York had to send its regrets to most of them because it couldn't bundle up the ensemble and its priceless instruments and ship them off at a

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moment's notice. Two or three times, counteroffers to send a quartet only were made, but the fans wanted the whole ensemble or nothing at all.

Playbacks Used

Department stores have used playbacks of the program to increase sales among shoppers and draw attention to the radio concert programs distributed at perfume counters. Counter cards in the same rose background as the program schedule are employed to call attention to the Sunday program. Both counter card and printed program feature the little Stradivari Cupid and the silhouette of Matchabelli's crown bottle. Another Prince Matchabelli device that has helped put department store customers in a perfume-buying frame of mind is a small, scented blotter for use as an insert in handkerchief purchases. The blotter is die-cut in the crown bottleshape and is supplied free of charge to department stores handling the perfume line.

The Prince Matchabelli mailing list has passed the point where fan letters can be answered individually although the company at first did that. It still maintains a personal touch by building the programs around the requests of listeners and mailing the schedule regularly to 15,000 fans. The schedule lists selections to be played six weeks in advance, the stations carrying the program and the local times it can be heard. Commercial copy on the printed program follows the format of the radio commercials.

Local Costs Shared

Local perfumers and department stores have been quick to identify themselves with the Stradivari program. A good many share costs of local cut-ins on the network show. Others voluntarily include a line in their newspaper ads telling when and over what ABC station the Stradivari program may be heard. Prince Matchabelli publication advertising of Stradivari perfume also is centered around the radio ensemble, a tie-in that has attracted many music lovers to the mid-day Sunday show. Its time is apparently no great factor among listeners, for among the most faithful correspondents are residents of the Pacific Coast who must be at their radios by 9:30 in the morning to hear the program.

The sales organization for Stradivari perfume is attuned to the radio concert series. Demonstrators are keenly aware of the pulling power of the violin concerts. Network outlets have been closely selected on the basis of potential sales. Sales leadership of Stradivari perfume over others of the line is definitely due to the program, for the publication budgets for all members of the family are about the same.

Probably the best indications how much Antonio Stradivari's master instruments have come to be associated with the Prince Matchabelli perfume through this radio program is that many write to the company for an appraisal of their violins, especially if they think they have a real Stradivari. But no genuine Stradivari has yet been discovered among these inquirers.

Prince Matchabelli, founder of the perfume house, died several years ago but Princess Matchabelli, his sister-in-law, has continued as head of the Paris

branch. Since Stradivari perfume was launched when communications between the United States and France were cut off, the Princess didn't know that such a perfume existed until GIs came crowding into the Paris house to ask for the Stradivari perfume by name to send to their girl friends back home. That, too, is a fairly substantial testimonial for a nicely executed radio advertising program.

Among the stoutest supporters of the program now are the false prophets who at first were sure such a program would never work for a prestige house, says Lenore Buehler, the company's advertising manager. It has worked, but to keep it working requires the constant vigilance of Prince Matchabelli, Inc., and the agency, Morse International, New York.

Employee-Employer Relations

LABOR MEASURES OUT FOR THIS SESSION; HOBBS BILL BEFORE PRESIDENT

At the end of last week, Congressional proponents of legislation regulating labor unions and activities abandoned hope of passing any new measures this year.

Three bills pending in Congress were conceded to be "dead": the wage bill raising the minimum from 40 to 65 cents and expanding the coverage of the Wage and Hour Act, the President's emergency strike control bill, and the vetoed Case labor bill (see *Current Reports*, p. 426).

The minimum wage legislation, passed by the Senate with some amendments and approved by the House Labor Committee recently, was shelved by the House Rules Committee on Wednesday (26). Efforts to revive various sections of the Case bill seem also to have been abandoned. In the meantime, the emergency legislation, having passed both branches of Congress in different form, rests on the Speaker's desk without likelihood of being called up before the current session ends.

While prospects dimmed for any further regulatory legislation, the President had on his desk the Hobbs "anti-racketeering" bill, sent to the White House, as a separate measure on June 21, following the veto of the Case bill, of which it had been a part. It makes guilty of a felony, punishable by \$10,000 fine or up to 20 years' imprisonment, anyone who "in any way or degree obstructs, delays, or affects commerce, or the movement of any article or commodity in commerce, by robbery or extortion."

When he vetoed the Case bill, the President said he was "in full accord" with the objectives of the Hobbs bill provision, but felt that the legislation should be clarified so as not to make it illegal for labor "to strike and picket peacefully, and to take other legitimate and peaceful concerted action." The Congress did not modify the bill as suggested, although Senator Hatch, who called it up, asserted it did not interfere

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with peaceful picketing or other legitimate union activity.

The Hobbs bill has been pending in Congress since 1942, following a decision of the Supreme Court holding that the 1934 Anti-Racketeering Act did not apply to the use of violence and threats in forcing employment of union truckers or standby payments. The Court reached this result on the ground that the 1934 law specifically excepted bona fide wage payments and preserved "the legitimate and bona fide activities" of labor unions. Justice Byrnes, who wrote the opinion in that case, commented that Congress was familiar with the "stand-by" device—even if obtained by "force or threats"—and did not intend to affect such activities. The clarifying language suggested by the President but not adopted by Congress, might well have confirmed the Court's interpretation of the 1934 Act.

Organized labor has bitterly opposed passage of the bill, and President William Green of the A. F. of L. has called for its veto. In a telegram to President Truman, Green urged that the bill be vetoed because it "would interfere with the exercise of the legitimate activities" of labor, was "susceptible of broad dangerous interpretations," and would foster "widespread discontent and unrest" and "increase labor strife."

Senator Hatch and Senate Labor Committee Chairman Murray, however, expressed the belief that the bill would be signed by the President.

CBS ELECTIONS STILL UNDECIDED

Following a telegraphic order by the NLRB on Tuesday (25), the ballots of the CBS television directors and assistant directors were opened on Thursday, with the result that neither RDG nor IATSE secured a majority. The vote was 6 for RDG, 5 for IATSE, and 2 challenged by IATSE.

Action by NLRB directing counting of the ballots, previously impounded at the request of the A. F. of L., came after the A. F. of L. failed to settle the jurisdictional dispute between RDG and IATSE. No joint proposal for settlement was filed with the Board by the deadline, June 24 (See Current REPORTS, p. 472).

Investigation of the two challenged in this group, as well as the challenges in the other two elections involving the miscellaneous television studio employees and the overall white-collar group, is expected to be completed about July 8, according to the NLRB Field Examiner assigned to the case.

Women Directors

HOOVER RECEIVES AWD FAMINE SUPPORT PLEDGE AT WHITE HOUSE

Accepting from the Association of Women Directors a collection of telegrams and letters from women broadcasters pledging support in the food crisis, former President Herbert Hoover, honorary chair-

man of the Famine Emergency Committee, told representatives of the AWD, "The members of the National Association of Women Directors are in an unique position to be effective in helping to mobilize the American public to support this great effort."

Mr. Hoover added, "The women of the country, whom you so effectively reach, will take the really important role in this program."

The presentation was made at the White House by Alma Kitchell, WJZ, president of AWD. With her were Mildred Bailey, WCOP, first vice president, and Dorothy Lewis, NAB coordinator of listener activity, and AWD vice president.

(Complete details for women broadcasters are printed in an AWD Memo being mailed with this edition.)

FCC

SAN FRANCISCO TV HEARINGS CANCELLED

Hearings by the FCC on the applications for television grants in San Francisco were cancelled by the commission Wednesday (26).

Since the Commission allocated six channels for the west coast city and one of the seven original TV applicants, Hearst Publications, Inc., withdrew its application, the need for a consolidated hearing was eliminated.

RENEWALS TO THIRTY-THREE STATIONS

The FCC announced on Monday (24) that it had erroneously listed thirty-three stations as having been issued temporary license renewals.

The stations which actually had been granted renewals on a regular basis are listed in this issue of REPORTS under *FCC Actions*.

TRANSRADIO COMPLAINT DISMISSED BY FCC

The Transradio Press petition to the FCC asking for a revision of the A. T. & T. rate structure was dismissed without prejudice by the commission in its proposed decision published Thursday (27).

Originally filed in December, 1940, Transradio's complaint was consolidated with the commission's investigation of the A. T. & T. service, ordered in October, 1941.

The FCC pointed out that in 1943, substantial reductions were made in rates charged to press users of private line teletypewriter service. The commission stated that the principle of "declining cost per mile" was instituted as an additional reduction in its rate structure by the A. T. & T. on February 1, 1946, and that Transradio has not shown that further decreases are in order at present.

The commission maintained that it will continue its policy of surveillance over the A. T. & T.'s business to assure equitable line service.

Public Interest Programming

AD COUNCIL NETWORK CAMPAIGNS

The following public interest campaigns have been given top priority on Network and National Spot Allocation Plans during the week of July 8-14, by The Advertising Council and the Media Programming Division of the OWMR. A brief resume of each Fact Sheet is given below:

Homes for Veterans

In simple justice, veterans deserve all possible assistance in finding living accommodations. They feel the pinch of the shortage more acutely because they interrupted their lives to go into the Armed Services. It is simply a matter of fair play to help them in every way possible to locate homes in which they can live with their families as they return to civilian life. It is estimated that 1,600,000 of the married veterans who will have been released by December 31, 1946, have no established homes to which to return. An estimated 1,300,000 single veterans will get married by December 31, 1946. Even when generous allowance is made for the fact that some of these married veterans may prefer to live temporarily with relatives or friends, it appears that more than 2 million veterans' families will be looking for places to live in 1946. The Federal Government is taking a number of measures to relieve the veterans' housing situation. Government and industry are cooperating to stimulate construction and to provide that veterans are to have first chance at it. The Government is giving priorities on scarce building materials to builders who will put up homes which will be available for sale or rent at reasonable prices and will be offered first to veterans. *Until construction gets rolling, by all means the most important source of housing for veterans consists of vacancies which become available in the existing housing supply.* Urge listeners to help ease the housing situation by "staying put" if they possibly can so that a maximum number of veterans can find living places in the existing housing supply; by sharing their homes with veterans' families if they can possibly do so and listing vacancies and houses for sale at the veterans' housing referral center, if one exists in their community, so that veterans can get first chance at them. (Fact Sheet No. 45-B)

Fight Famine by Sharing

Former President Herbert Hoover, in his report to the nation of his 35,000 mile tour through the famine stricken areas of the world, said, "I have seen with my own eyes the grimmest spectre of famine in all the history of the world. . . . Hunger hangs over the homes of more than 800 million people—over one-third of the people of the earth." If 300 million of these people should receive no more relief, and if we assume that their own remaining resources could be evenly distributed (which they could not), they would be reduced to a calory level that would mean slow death. Says Mr. Hoover, "We can save these people from the worst if we will." But we are still faced with the fact that 3,600,000 tons of cereals are required if hunger is to be appeased and mass starvation prevented in many of the hunger-ridden parts of the world. No one can predict for certain how long famine conditions will prevail. So until the famine emergency is over, the job of Americans is to be content to eat less wheat products, fats and oils. *As a rough guide, each American family should be eating one-third less wheat products and one-fourth less fats and oils than they eat in usual times.* If everyone will follow this pattern, the supplies will be fairly distributed and everyone will have all he needs, if not all he wants. The nutritional value of our diets need not suffer, for we may substitute such things as fresh vege-

tables, potatoes, fish, eggs, poultry, etc. There will be all we need, if not all we want, if we share with our fellow Americans, our wheat products and fats and oils. We can do this by: Being content to eat one-third less wheat and rice products than usual; one-fourth less fats and oils than usual. . . . Buying no more than our fair share, even when it is available. . . . Eating more of the plentiful foods instead. . . . 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-C)

Hospitals Need Student Nurses

A study conducted by the American Hospital Association shows that 2 out of 3 hospitals throughout the country are suffering from acute nursing shortages. In 1945, hospitals registered by American Medical Association reported an increase of 220,544 admissions over 1944. A large percentage of these hospitals have been forced to close beds and facilities—in some cases, even whole floors or wings. As a result, literally thousands of patients are doing without adequate nursing care. Forty thousand student nurses must be recruited during the remainder of 1946 to help in alleviating the current situation, and insure adequate nursing care for the nation in the future. The U. S. Cadet Nurse Corps, created during the war to train student nurses for military and essential civilian nursing service, filled schools of nursing throughout the country; many of its graduates are now doing their part in essential nursing fields. But recruitment for the Corps was terminated last fall, and today there is an alarming shortage of student nurses in training in the hospitals of our country. A strong nationwide effort must be made, therefore, to interest young women in nursing as a career; to urge them to enroll at once to fill existing vacancies in schools of nursing, and at the same time provide greatly needed help for our hospitals. Explain that nursing is a wonderful opportunity for young women to prepare for a lifetime profession and for superior homemaking at very low cost, if they are between the ages of 17 and 35, and are high school graduates or college students in good standing. Emphasize that a number of collegiate nursing schools give a Bachelor of Science degree in nursing. Emphasize the fact that, compared with average net earnings in other vocations for women, nursing salaries rate high. Point out that complete information on how to become a student nurse should be obtained at once from either The Administrator or the director of nurses of the hospital nearest the interested applicants home. (Fact Sheet No. 9-C)

Federal Communications Commission Docket

HEARINGS

The following hearings are scheduled to be heard before the Commission, Washington, D. C., unless otherwise indicated, during the week beginning Monday, July 1. They are subject to change.

Monday, July 1

Further Hearing

NEW—James A. Noe, Shreveport, La.—C. P. 1550 kc., 250 watts, unlimited.

NEW—Frank H. Ford, Shreveport, La.—C. P. 1550 kc., 250 watts, unlimited.

Further Hearing

Before the Commission in Conference Room B,
Adjacent to the Government Auditorium,
13th St. and Constitution Avenue N.W.

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

(Continued on next page)

WCMI—The Ashland Broadcasting Co., Ashland, Ky.—C. P. 1340 kc., 250 watts, unlimited.

Further Hearing

KFVS—Oscar G. Hirsch, tr/as Hirsch Battery & Radio Co., Cape Girardeau, Mo.—C. P. 960 kc., 1 KW, directional antenna for night use, unlimited.

Other Participants

Mt. Vernon Radio & Television Co. (Intervenor)
Midwest Broadcasting Co. (Intervenor)

Friday, July 5

NEW—Times World Corp., Roanoke, Va.—For FM facilities.

NEW—Roanoke Broadcasting Corp., Roanoke, Va.—For FM facilities.

NEW—Piedmont Broadcasting Corp., Danville, Va.—For FM facilities.

To Be Held in Court Room, Third Floor, Peoria County Courthouse, Peoria, Illinois

NEW—Peoria Broadcasting Co., Peoria, Ill.—For FM facilities.

NEW—Mid-State Broadcasting Co., Peoria, Ill.—For FM facilities.

NEW—Radio Peoria, Inc., Peoria, Ill.—For FM facilities.

NEW—Central Illinois Radio Corp., Peoria, Ill.—For FM facilities.

NEW—Illinois Valley Broadcasting Co., Peoria, Ill.—For FM facilities.

NEW—West Central Broadcasting Co., Peoria, Ill.—For FM facilities.

Other Participants

Radio Station WQXR Party Respondent

FCC ACTIONS

AM APPLICATIONS GRANTED

NEW—Sidney Slon, et al., d/b as Bangor Broadcasting Service, Bangor, Me.—Granted construction permit for a new station to operate on 1230 kc., 250 watts, unlimited time, subject to condition that construction and operation of proposed transmitter and frequency control are in accordance with Rules and Standards, and further condition that applicant within 60 days of grant file an application for modification of permit specifying a transmitter site meeting the requirements of the Standards, and contingent on CAA approval of transmitter site. (B1-P-4728)

NEW—Great Falls Broadcasting Co., Great Falls, Mont.—Granted construction permit for a new station to operate on 1400 kc., 250 watts, unlimited time; engineering conditions. (B5-P-4758)

NEW—William E. Blake, Roncerverte, W. Va.—Granted construction permit for a new station to operate on 1400 kc., 250 watts, unlimited time; engineering conditions. (B2-P-4788)

NEW—Redege Broadcasting Co., Hendersonville, N. C.—Granted construction permit for a new station to operate on 1450 kc., 250 watts, unlimited time; engineering conditions. (B3-P-4532; Doc. 7438)

NEW—Purchase Broadcasting Co., Inc., Mayfield, Ky.—Granted construction permit for a new station to operate on 910 kc., 1 KW, daytime only, subject to approval by CAA of antenna system and transmitter site. (B2-P-4791)

NEW—Worth Broadcasting Co., Fort Worth, Texas.—Granted construction permit for a new station to operate on 970 kc., with 1 KW, daytime only; engineering conditions. (B3-P-4448; Docket 7344)

NEW—Pocatello Broadcasting Co., Pocatello, Idaho.—Granted construction permit for a new station to operate on 1490 kc., 250 watts, unlimited time; site to be determined; conditions. (B5-P-4627; Docket 7494)

NEW—Eastern Idaho Broadcasting and Television Co., Pocatello, Idaho.—Granted construction permit for a new station to operate on 1450 kc., 250 watts, unlimited time; engineering conditions. (B5-P-4638)

NEW—Radio & Television Broadcasting Co. of Idaho, Pocatello, Idaho.—Granted construction permit for a new station to operate on 1240 kc., 250 watts, unlimited time; subject to CAA approval. (B5-P-4520; Docket 7493)

NEW—Chanticleer Broadcasting Co., New Brunswick, N. J.—Granted construction permit for a new station to operate on 1450 kc., 250 watts, unlimited time; engineering conditions. (B1-P-4489; Docket 7452)

MISCELLANEOUS APPLICATIONS GRANTED

NEW—Commodore Broadcasting, Inc., Area of Decatur-Springfield, Ill.—Granted CP for a new relay broadcast station to be used with applicant's standard station WSOX. (B4-PRE-467)

NEW—Commodore Broadcasting, Inc., Decatur, Ill.—Granted CP for a new relay broadcast station to be used with applicants' standard station WSOY. (B4-PRE-468)

NEW—Nichols & Warinner, Inc., Area of Southern Calif.—Granted CP for a new relay broadcast station to be used with applicant's standard station KFOX. (B5-PRE-466)

NEW—Leonard A. Versluis, Area of Grand Rapids, Mich.—Granted CP for a new relay broadcast station to be used with applicant's standard station WLAV. (B2-PRE-316)

NEW—College of the Pacific, Stockton, Cal.—Granted construction permit for a new station; frequency 91.3 mc. (Channel 217); 2.6 KW; antenna 277 ft.; site subject to CAA approval. (B5-PED-47)

NEW—Santa Monica School Board, Santa Monica, Cal.—Granted construction permit for a new station; frequency 90.1 mc. (Channel 211), 0.3 KW; antenna—305 feet; site subject to CAA approval; approved types of frequency and modulation monitors to be used. (B5-PED-66)

DESIGNATED FOR HEARING

KNOE—James A. Noe, Monroe, La.—Designated for hearing application for modification of construction permit (B3-MP-1839), to change frequency from 1230 to 1390 kc., and increase power from 250 watts to 5 KW, using DA at night.

Board of Missions and Church Extension of the Methodist Church, New York City—Designated application for a new Class B FM station (B1-PH-1008) for hearing to be consolidated with applications of WBNX Broadcasting Co., Inc., et al. (Docket 6013, 6175, 6177, 6188 and 7217-7234)

WJBW—Charles C. Carlson, New Orleans, La.—Designated for further hearing application for renewal of license. (Docket 6529)

Beatrice Cobb, Morganton, N. C.; Nathan J. Cooper, Morganton, N. C.—Designated for consolidated hearing application of Beatrice Cobb (B3-P-4821) for a new station to operate on 1490 kc., 250 watts, unlimited time, with application of Nathan J. Cooper (B3-P-4789), for the same facilities.

Ralph D. Epperson, Mount Airy, N. C.; John T. Cashion and Doris B. Brown, d/b as Wilkes Broadcasting Co., No. Wilkesboro, N. C.—Designated for consolidated hearing application of Ralph D. Epperson (B3-P-4795) for a new station to operate on 800 kc., 250 watts, daytime only, with application of Wilkes Broadcasting Co. (B3-P-4862), for a new station to operate on 810 kc., 1 KW, daytime only.

(Continued on next page)

Rochester Broadcasting Corp., Rochester, N. Y.; Veterans Broadcasting Co., Inc., Rochester, N. Y.—Designated for consolidated hearing application of Rochester Broadcasting Corp. (B1-P-3593; Docket 6606) for a new station to operate on 1280 kc., 5 KW, unlimited time, DA day and night, with application of Veterans Broadcasting Co., Inc. (B1-P-4826), requesting 1280 kc., 1 KW, daytime only.

McHenry Tichenor, Boulder, Colo.; Gifford Phillips, Denver, Colo.—Designated for hearing application of McHenry Tichenor (B5-P-4804) in a consolidated proceeding with application of Gifford Phillips (B5-P-4834) both requesting 1450 kc., 250 watts, unlimited time.

KVOX—KVOX Broadcasting Co., Moorhead, Minn.; Northern States Broadcasting Co., Fargo, N. Dak.—Designated for hearing application of KVOX (B4-P-4895) requesting change in frequency from 1340 to 790 kc., increase in power from 250 watts to 5 KW, installation of a new transmitter, change transmitter location, and install DA for nighttime use, to operate unlimited time, in a consolidated proceeding with application of Northern States Broadcasting Co. (B4-P-4527) for a new station to operate on 790 kc., 5 KW, unlimited time, employing a directional antenna for nighttime use, at Fargo.

LICENSE RENEWALS

CORRECTION

The Commission advises the following stations were erroneously listed with the group of stations granted further extensions of licenses to September 1, 1946. These should not have been included as they have been granted renewals on a regular basis (see REPORTS, p. 495):

KFDM, Beaumont, Texas; KFYR, Bismarck, N. Dak.; KGBX, Springfield, Mo.; KGCU, Mandan, N. Dak.; KGMB and Aux. Honolulu; KGW, Portland, Ore.; KLZ, Denver; KOL, Seattle; KOY, Phoenix; KPQ, Wenatchee, Wash.; KSFO, San Francisco; KXYZ and Aux. Houston; KVI, Tacoma, Wash.; KWTO, Springfield, Mo.; WCAX, Burlington, Vt.; WEEL, Boston; WFBM and Aux. Indianapolis; WFIL and Aux. Philadelphia; WHKY, Hickory, N. C.; WIBW, Topeka; WINS and Aux. New York; WJAS, Pittsburgh; WJLS, Beckley, W. Va.; WKZO, Kalamazoo; WLBZ, Bangor, Me.; WMAL, Washington, D. C.; WMAM, Marienette, Wis.; WNAX, Yankton, S. Dak.; WSUN, St. Petersburg; WSYR and Aux. Syracuse; WTAQ, Green Bay, Wis.; WWNC, Asheville; KYA, San Francisco.

WCED—The Tri-County Broadcasting Co., Inc., DuBois, Pa.—Granted renewal of license for the period ending February 1, 1949.

KVCV—Golden Empire Broadcasting Co., Redding, Cal.—Granted renewal of license for the period ending February 1, 1949.

WMCA—WMCA, Inc., New York City.—Granted renewal of license for main and auxiliary transmitter for the period ending May 1, 1949.

KUTA—Utah Broadcasting and Television Co., Salt Lake City, Utah.—Granted renewal of license for the period ending May 1, 1949.

Relay Station Licenses Renewed

The following relay broadcast station licenses were granted renewals for the period ending November 1, 1946:

KEGA, Earle C. Anthony, Inc.; WENI, WJW, Inc.; WEHZ, Berks Broadcasting Co.; WEIU, WEIT, Loyola University.

The following relay station was granted renewal of license for the period ending February 1, 1947:

WEGS, Donald A. Burton.

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

KEGZ, Symons Broadcasting Co.; WELC, WAVE, Inc.; WEKR, South Bend Tribune, KAOY, Don Lee Broadcasting System.

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

WBGX, Campaign News Gazette, Inc.; WAVB, Scioto Broadcasting Co.; WEHT, Racine Broadcasting Corp.; WIHC, Hampden Hampshire Corp.

Renewals for the following relay stations were granted for the period ending November 1, 1947:

WERB, Pinellas Broadcasting Co.; KIDN, Redwood Broadcasting Co., Inc.

Renewals for the following relay stations were granted for the period ending February 1, 1948:

KAOV, KEGD, KRIC, Inc.; WEGD, WEGE, WKR, American Broadcasting Corp.; WLIR, WFAM, Inc.; WMPZ, WBS, Inc.

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

WELV, WAAH, W. Va. Broadcasting Corp.; KNEF, Radio Serv. Corp. of Utah; WAUW, WLAC Broadcasting Service.

Renewals for the following relay stations were granted for the period ending November 1, 1948:

WEIZ, WMVB, Miami Valley Broadcasting Corp.; WNEI, WEIK, WIPM, WIPL, WEIJ, WFBM, Inc.; KBLE, KADB, KIFD, KEIV, Nichols & Wainner, Inc.; KEGV, Radio Station KFH Co.; WELN, WDRC, Inc.; WAXJ, Lamar Life Ins. Co.; KIEF, KIEG, Seattle Broadcasting Co.; WSCC, WAXII, Savannah Broadcasting Co.; WAFK, A. Frank Katzentine; WBGL, Head of the Lakes Broadcasting Co.; KAOU, Ariz. Broadcasting Co., Inc.; WJYK, Findlay Radio Co.; WAFZ, WAFY, Minn. Broadcasting Corp.; KAOV, KABJ, KAOX, KAOV, Central States Broadcasting Co.; KWRD, City of Dallas; WSMC, WSMA, WSMB, Inc.; KIIS, Harris Co. Broadcasting Co.

Renewals for the following relay stations were granted for the period ending February 1, 1949:

WBLR, Columbus Broadcasting Co.; KIFF, Mo. Broadcasting Corp.; KBQA, Winona Radio Service; WHPT, Radio Station WMFR; WJAE, WJNO, Inc.; WAJJ, WAJY, WIBX, Inc.

Renewals for the following relay stations were granted for the period ending May 1, 1949:

KPAK, KWFR, Wichita Broadcasters, a partnership; KAAO, KEIH, KAAR, KEIL, KLZ Broadcasting Co.; KEIZ, KEIY, Oregonian Pub. Co.; KEHB, KEHD, KEHC, Topeka, Broadcasting Assn., Inc.; KEHA, KSFQ, KRSA, KBSF, KEHV, Associated Broadcasters, Inc.; KEGX, Salt River Valley Broadcasting Co.; KIEO, KEHP, Airfan Radio Corp., Ltd.; WAHF, WAHE, WTAR Radio Corp.; WIEF, WEIY, Miami Broadcasting Co.; WHLL, WBIN, WFYA, WEGT, Cent. N. Y. Broadcasting Corp.; WAIE, Joe L. Smith, Jr.; WELX, WELW, Triangle Publications, Inc.; WJOG, WJOQ, WJNL, WJNM, WJNQ, WJNW, WJNX, WJNZ, WJOD, American Broadcasting Co., Inc.

MISCELLANEOUS ACTIONS

WWZR—Zenith Radio Corp., Chicago, Ill.—Granted CP for an existing FM broadcast station to specify frequency as 98.5 mc., change type of transmitter, and install new antenna system. (B4-PH-975)

W2XGO—Federal Telecommunication Laboratories, Inc., Nutley, N. J.—Granted extension of special temporary authority, from June 28 to Sept. 25, to use F. T. L. FMTB-250 transmitter on frequency 88.5 mc. with 250 watts power, FM emission, in order to conduct experimental broadcasts. Operation shall be limited to that required for tests of equipment and no regular program service shall be broadcast.

W2XGS—General Electric Co., Syracuse, N. Y.—Granted extension of special temporary authority to operate a 3 KW transmitter on 88.1, 95.9 and 107.9 mc., with special emission for FM, to be used at the Thompson Road Plant of the GE Co. at Syracuse, in order to facilitate development and engineering tests in new line of FM transmitters and antennas, for the period June 21 to Aug. 19, 1946.

Emporia Broadcasting Co., Inc., Area of Lyon County, Kans.—Granted special temporary authority to use a modi-

(Continued on next page)

- fied Signal Corps Radio transmitter type BO-223-AX as a relay broadcast transmitter on 1622, 2058, 2150, 2790 kc., with 20 watts, during the critical river flood in the Lyon County area, for a period not to exceed 10 days.
- Summit Radio Corp., Akron, Ohio**—The Commission, on its own motion, ordered that the consolidated hearing on application (Docket 7214) now scheduled for June 24 be continued to July 29.
- KREO**—Broadcasting Corp. of America, Indo, Cal.—Granted modification of CP which authorized a new station, for change in type of transmitter. (B5-MP-1917)
- WATN**—The Regents of the Univ. of Mich., Ann Arbor, Mich.—Granted modification of CP which authorized a new noncommercial educational broadcast station, for extension of completion date to 12-16-46. (B2-MPED-33)
- Greater Huntington Radio Corp., Huntington, W. Va.;** Huntington Broadcasting Corp., Huntington, W. Va.—Adopted order granting petition insofar as it requests leave to amend application (B2-P-3826, Docket 6842), so as to specify frequency 800 kc., with 1 KW power, daytime only, and the application as amended was removed from the hearing docket. At the same time the Commission granted application of the Huntington Broadcasting Corp. (B2-P-3741, Docket 6841) for a new station to operate on 1450 kc. with 250 watts, unlimited time.
- KSJB**—Jamestown Broadcasting Co., Inc., Jamestown, N. Dak.—Granted modification of CP which authorize increase in power, etc., for extension of completion date to 7-9-46. (B4-MP-1927)
- WGRV**—Greenville Broadcasting Co., Greenville, Tenn.—Granted modification of CP which authorized a new station, to change type of transmitter (Raytheon RA-250), for approval of antenna and approval of transmitter and studio locations at Arnold Road, NW of Greenville, Tenn., and West Depot and Cutter Sts., Greenville, respectively. (B3-MP-1880)
- WGWC**—G. W. Covington, Jr., Selma, Ala.—Granted modification of CP, which authorized a new station, for approval of antenna and approval of transmitter location at Selma, Ala. (B3-MP-1890)
- WTWS**—Airplane and Marine Instruments, Inc., Clearfield, Pa.—Granted modification of CP which authorized a new station, for approval of antenna and approval of transmitter location at Corner of Polk and Cumberland Sts., Clearfield, and change studio location from Dimeling Hotel to Corner of Polk and Cumberland Sts., Clearfield, Pa. Permittee is granted waiver of Secs. 3.55(b) and 3.60 of the Commission's Rules; conditions. (B2-MP-1852)
- KBYM**—Billings Broadcasting Co., Billings, Mont.—Granted modification of CP which authorized a new station, for approval of antenna, approval of transmitter location on Highway U. S. 10, approximately 2 miles from center of the business section, Billings, and to change studio location from 1¼ mi. from business district to 1½ mi. from business district, Billings, Mont. (B5-MP-1888)
- KPOW**—Albert Joseph Meyer, Powell, Wyo.—Granted construction permit to change frequency from 1230 to 1260 kc.; increase power from 250 watts to 1 KW; install new transmitter, DA for night use and change location of transmitter and studio; condition. (B5-P-4166)
- WKBW-WGR**—Buffalo Broadcasting Corp., Buffalo, N. Y.—Temporary licenses for the operation of stations WKBW and WGR were extended from July 1 to September 30, 1946.
- WABF**—Metropolitan Television, Inc., New York City—Granted request for authorization to operate FM station WABF six days per week, Tuesdays through Sundays, for a period ending no later than October 15, 1946.
- No. Jersey Radio, Inc., Newark, N. J.;** Capital Broadcasting Co., Annapolis, Md.—Denied petitions of No. Jersey Radio, Inc., and Capital Broadcasting Co. for removal of their applications (Dockets 7370 and 7371) from the hearing docket; North Jersey Radio, Inc., and Capital Broadcasting to remain in hearing not consolidated with each other.
- Ranier Broadcasting Co., Inc., Seattle, Wash.**—Application for a new station to operate on 1050 kc., 50 KW, unlimited time, DA (B5-P-4866), dismissed without prejudice as in conflict with Sec. 3.25 of Comm. Rules and Regulations.
- WBAX**—John H. Stenger, Jr., Wilkes-Barre, Pa.—Granted construction permit to increase power of station WBAX from 100 watts to 250 watts; change type of antenna and change transmitter site, operating on 1240 kc., unlimited time. (B2-P-3846)
- WPOR**—William T. Morris, deceased (Transferor), John H. Hilliard, et al. (Transferee); Centennial Broadcasting Co., Inc. (Permittee), Portland, Maine—Granted consent to transfer of control of Centennial Broadcasting Co., Inc., permittee of station WPOR, from William T. Morris, deceased, to John H. Hilliard, Albert T. Morris, Thomas C. Davis and Arthur C. Laske, executors of the estate of William T. Morris, deceased. No monetary consideration involved. (B1-TC-494)
- KALL**—Abrelia S. Hinckley, et al., d/b as Salt Lake City Broadcasting Co. (Assignor), Salt Lake City Broadcasting Co., Inc. (Assignee), Salt Lake City, Utah—Granted consent to voluntary assignment of license of KALL from Abrelia S. Hinckley, George C. Hatch and Wilda Gen Hatch, a partnership, d/b as Salt Lake City Broadcasting Co., to Salt Lake City Broadcasting Co., Inc., a newly formed corporation composed of the same partners. (B5-AL-537)
- Granted request of Television Broadcasters Association, Inc., to defer until October 31, 1946, Section 3.661(a) of the Television Rules, which requires a minimum of 2 hours of broadcast service in any given broadcast day and not less than 28 hours broadcast service per week; denied request to modify Sec. 3.661(a) so as to provide with respect to any new television broadcast station licensee a graduated compulsory minimum, commencing with not more than four hours of regular program service per week and reaching the present minimum (28) hours in a period of not less than one year, without prejudice to application from individual television station.
- Scheduled further hearing on the Los Angeles television applications to be heard before Commissioner Wakefield in Los Angeles on July 24, 1946.
- Removed from hearing docket the applications for television stations at San Francisco, Calif., and cancelled hearing scheduled thereon.

ACTIONS ON MOTIONS

- Ballard, Metcalf & Goodlette, Hazard, Ky.**—Granted motion for waiver of Sec. 1.384(a) of the Commission's Rules, and accepted movant's written appearance in re its application for a new station. (Doc. 7512)
- Cnyahoga Broadcasting Co., Cleveland, Ohio**—Granted motion for waiver of Sec. 1.384(a) of the Commission's Rules and accepted written appearance in re application for CP. (Docket 7393)
- Nathan Schwartz, Chicago, Ill.**—Granted petition to dismiss without prejudice its application for a new FM station. (B4-PH-943; Doc. 7568)
- Pilgrim Broadcasting Corp., Manchester, N. H.**—Granted petition to dismiss without prejudice its application for a CP. (B1-P-4658; Doc. 7602)
- Nashua Broadcasting Corp., Nashua, N. H.**—On Commission's own motion, ordered that application for construction permit for new station (B1-P-4746; Docket 7603) be removed from hearing docket (conflict removed by action on Pilgrim petition noted above).
- Hughes Productions, Div. of Hughes Tool Co., San Francisco, Calif.**—Granted petition for leave to amend application for television construction permit (B5-PCT-18; Docket 6371), so as to substitute FCC Form No. 330 (Application for New Television Broadcast Station Construction Permit) in place of FCC Form 309 (Application for Experimental Broadcast Station) and Form 333 (Modification of Outstanding Experimental

(Continued on next page)

- Construction permit to change into a Commercial Television Construction Permit); change names of applicant to Hughes Tool Company and show complete data on corporate structure, and to show revised engineering information relating to equipment, antenna, transmitter location and service area; accepted amendment filed with petition.
- A. J. Fletcher, Greensboro, N. C., News & Observer Pub. Co., Raleigh, N. C.—Granted petitions requesting continuance in consolidated hearing upon applications of A. J. Fletcher, Greensboro, N. C., The News and Observer Publishing Co., Raleigh, N. C., and High Point Enterprise, Inc., High Point, N. C., for new stations; hearing continued to July 17, 1946. (Dockets 7504, 7505, 7553) Objection to ruling noted by High Point Counsel.
- Kenneth G. Zweifel, Freeport, Ill.—Granted, in part, petition for continuance of consolidated hearing on applications of Kenneth G. Zweifel and Freeport Broadcasting Co. (Docket 7063 and 7064), for new stations at Freeport, Ill.; hearing continued to July 31, 1946.
- San Diego Broadcasting Co., San Diego, Calif.—Granted petition for leave to amend application for construction permit (B5-P-3744; Docket 7600) so as to specify a change in power from 5 KW, unlimited time, to 5 KW LS, 1 KW night, unlimited time; show revised data concerning proposed service area; and to submit Supplement No. 2 to amended engineering exhibit to show revised engineering information relating to facilities requested; accepted amendment filed with petition.
- Bay State Beacon, Inc., Brockton, Mass.—Granted petition for leave to amend application (B1-P-3983; Docket 6843) so as to show changes in number of shares of stock issued and outstanding; to show changes in stockholders and directors, etc.; accepted amendment filed with petition.
- Ingham S. Roberts, et al., d/b as Westex Broadcasting Co., San Angelo, Texas—Granted motion for authority to take depositions in proceedings upon application for construction permit (B3-P-4437; Docket 7366), and waiver of Sections 1.221 and 1.227.
- WJAR—Outlet Co., Providence, R. I.—Granted petition for leave to intervene in hearing on application of Central Connecticut Broadcasting Co., New Britain, Conn. (B1-P-4505)
- WBTM—Piedmont Broadcasting Corp., Danville, Va.—Granted petition for extension of time for WBTM to file exceptions to proposed decision re Dockets 6936, 6938 and 6939 to and including July 8, 1946.
- Taylor Broadcasting Co., Taylor, Texas—Granted motion to take depositions in the proceeding upon application for construction permit (B3-P-4567; Docket 7433) and waiver of Sections 1.221 and 1.227.
- WAML—New Laurel Radio Station, Inc., Laurel, Miss.—On Commission's own motion, continued hearing on application B3-P-4369 (Docket 7292) to July 24, 1946.
- On Commission's own motion, continued consolidated hearing to June 29, 1946, in re applications of Midwest FM Network, Inc., Farnsworth Television & Radio Corp., and Northeastern Indiana Broadcasting Co. for FM stations at Ft. Wayne, Ind. (Docket Nos. 7083, 7084, 7085).
- On Commission's own motion, continued consolidated hearing to July 29, 1946, in re applications of Chillicothe Broadcasting Co. and Shawnee Broadcasting Co. for new standard stations at Chillicothe, Ohio. (Dockets 7414 and 7415)
- Scheduled consolidated hearing in re applications of Independent Broadcasting Co., Des Moines, Iowa (Docket 6734), KUOM, Minneapolis, Minn. (Docket 7455), and WCAL, Northfield, Minn. (Docket 7532), for July 15, 1946.
- WEAU—Central Broadcasting Co., Eau Claire, Wis.—Granted petition for leave to amend its application (B4-P-4312; Doc. 7216), so as to show a modified directional antenna array, etc. The amendment was accepted, the record in the case reopened, and without further hearing said amendment made a part of the record in Docket 7216.
- Lancaster Television Corp., Lancaster, Pa.—Granted petition to dismiss without prejudice its application for a new television station. (B2-PCT-145; Doc. 7307)
- WGAL, Inc., Lancaster, Pa.—Granted petition to dismiss without prejudice its application for a new television station. (B2-PCT-138; Doc. 7308)
- Midwest FM Network, Inc., Ft. Wayne, Ind.—Granted petition to dismiss without prejudice its application for a new FM station. (B4-PH-505; Doc. 7083)
- Widwest FM Network, Inc., Peoria, Ill.—Granted petition to dismiss without prejudice its application for a new FM station. (B4-PH-507; Doc. 7106)
- Western Reserve Broadcasting Co., Cleveland, Ohio—Granted petition to dismiss without prejudice its application for a new station. (B2-P-4760; Doc. 7584)
- Telair Co., Chicago, Ill.—Granted petition to dismiss without prejudice its application for a new FM station (B4-P-703; Doc. 7149)
- Lake Broadcasting Co., Inc., Gary, Ind.—Granted petition for continuance of hearing now scheduled for June 24 in re application for CP (Docket 7185), and continued same to July 8.
- North Carolina Broadcasting Co., Inc., Greensboro, N. C.—Granted petition for leave to amend its application for FM construction permit (Doc. 7594) so as to supply additional engineering information, etc., and the amendment was accepted.
- Peoria Broadcasting Co., Peoria, Ill.—Granted petition for leave to amend its application for new FM station, so as to specify Rural coverage instead of Metropolitan coverage, etc., and the amendment was accepted. (Doc. 7102)
- On Commission's own motion, continued without date until further order of the Commission, the consolidated hearing in re application of Medford Printing Co. (Docket 7327; B5-P-4188), and S. W. McCreedy (Docket 7328; B5-P-4340), Medford, Ore.
- On Commission's own motion, continued without date until further order of the Commission, the hearing in re applications of John H. Fitzgibbon, Roy Jarmon and Temple V. Elmsen, Oregon City, Ore. (B5-P-4432; Docket 7379), and B. Loring Schmidt, Salem, Ore. (Docket 7624; B5-P-4794)
- On Commission's own motion, continued hearing to October 1, 1946, in re application of Hearst Radio, Inc., for renewal of license of Station WBAL, Baltimore, Md. (Docket 7400; B1-R-152)
- Westex Broadcasting Co., San Angelo, Texas—Granted petition for leave to amend application (B3-P-4437; Docket 7366), so as to show inclusion of Travia E. Baker and Armistead D. Rust of San Angelo, Texas, as partners; and reflect information regarding partners.
- Citizen's Broadcasting Co., Inc., Abilene, Texas—Granted petition for leave to amend application (B3-P-4637; Docket 7483), so as to show the intention of E. L. Thornton, a stockholder, to make a gift to his son, Charles E. Thornton, of 10% of the stock of petitioner corporation should the application be granted, etc.; accepted amendment.
- Henry F. Fett, Dearborn, Mich.—Granted petition insofar as it requests a continuance in hearing upon petitioner's application only; continued said hearing upon application of Henry F. Fett (B2-P-4441; Docket 7384) only, to June 27, 1946, subject to a waiver of the right of cross-examination by Henry F. Fett of witnesses presented by Frederick A. Knorr, Harvey H. Hansen and William H. McCoy, doing business as Suburban Broadcasters, Dearborn, Mich. (B2-P-4232; Docket 7385) at the hearing upon application of Suburban Broadcasters now scheduled for June 19, 1946.
- Farnsworth Television and Radio Corp., Fort Wayne, Ind.—Granted petition for leave to amend application for FM station (Docket 7084) so as to show revised information on estimated costs; service area; show complete engineering information, etc., and the amendment was accepted.
- Miami Valley Broadcasting Corp., Dayton, Ohio—Granted petition for leave to amend its application for a new FM station (Doc. 7237), so as to change certain engineering information, etc., and the amendment was accepted.

(Continued on next page)

Mitchell G. Meyers, et al, Brockton, Mass.—Granted motion to dismiss without prejudice application for a new AM station (Docket 6844).

International Union, etc. (UAW-CIO), Newark, N. J.—Granted petition to dismiss without prejudice its application for a new FM station (Docket 7231).

Frequency Broadcasting Corp., Brooklyn, N. Y.—Granted petition for leave to amend FM application (Docket 6182) so as to show changes in amount of common stock authorized; recent changes in corporate ownership, revised engineering data, etc.

Plains Empire Broadcasting Co., Amarillo, Texas.—Granted petition for leave to amend application for CP (Docket 7527) so as to specify frequency 940 kc., with 1 KW, unlimited time, instead of 1320 kc., 1 KW, day, 500 watts night, unlimited time; change paragraph to reflect engineering information, etc., the amendment was accepted and application removed from hearing docket.

Times-World Corp., Roanoke, Va.; Roanoke Broadcasting Corp., Roanoke, Va.; Piedmont Broadcasting Corp., Danville, Va.—Granted petition to continue consolidated hearing scheduled for July 5 in re Dockets 7394, 7395 and 7396, and continued same to August 5.

United Broadcasting Co., Inc., Montgomery, Ala.—Granted petition for leave to amend its application for a new AM station (Docket 6826) so as to change paragraph to show revised figures of installation cost; revised engineering information, etc. The amendment was accepted, the record reopened and the amendment made a part of the record in Docket 6828, without further hearing.

Lake Superior Broadcasting Co., Duluth, Minn.—Granted petition for leave to amend application for new station (Docket 7553) so as to specify power of 10 KW day, 5 KW night, unlimited time, instead of 10 KW, unlimited time; show a new DA design and make other changes, and the amendment was accepted.

Hirsch Battery & Radio Co., Cape Girardeau, Mo.—Granted petition to continue hearing on application for CP (Docket 7130) now scheduled for July 1, and continued same to July 31.

A. J. Fletcher, Greensboro, N. C.—Granted petition for leave to amend application for CP (Docket 7504) so as to substitute the Capitol Broadcasting Co., Inc., as the applicant in place of A. J. Fletcher; change paragraphs so as to reflect information on new corporation, and the amendment was accepted.

WPTF—WPTF Radio Co., Raleigh, N. C.—Granted petition for leave to intervene in the hearing on application of WCBM, Baltimore Broadcasting Corp. (Docket 7372).

Queen City Broadcasting Co., Inc., Boise, Idaho—Granted petition insofar as it requests leave to amend application for CP and remove from hearing docket; the amendment to specify frequency 950 kc., with 1 KW, unlimited time, instead of 600 kc., 1 KW, unlimited time, etc., was accepted and application removed from the hearing docket. (Docket 6653)

Metropolitan Broadcasting Serv., New York, N. Y.—Referred to the full Commission the motion to amend its application for CP. (Docket 6791)

WCMI—The Ashland Broadcasting Co., Ashland, Ky.—The Commission on its own motion continued the hearing in Docket 7365 now scheduled for July 1 to July 22, 1946.

W. Albert Lee, Houston, Texas—Denied petition requesting that the consolidated hearing upon his application and KHTH, Inc., now scheduled for July 18 at Washington, be transferred to Houston.

FCC APPLICATIONS

AM APPLICATIONS ACCEPTED FOR FILING

570 Kilocycles

WASH—Metropolitan Broadcasting Corp., Washington, D. C.—Modification of construction permit (B1-P-

4557, which authorized a new standard broadcast station) to change type of transmitter for approval of antenna and approval of transmitter location.

580 Kilocycles

KSAC—Kansas State College of Agriculture and Applied Science, Manhattan, Kans.—Construction permit to increase power from 1 KW day and 500 watts night to 5 KW day and 500 watts night, to install new transmitter and vertical antenna and to change transmitter location.

610 Kilocycles

NEW—William L. Warner tr/as The Sevier Valley Broadcasting Co., Richfield, Utah (P. O. Box 61)—Construction permit for a new standard broadcast station to be operated on 610 kc., power 250 watts, 1 KW-LS, unlimited hours of operation.

660 Kilocycles

NEW—Clearwater Broadcasting Co., Inc., Clearwater, Fla. (P. O. Box 1139)—Construction permit for a new standard broadcast station to be operated on 660 kc., power 1 KW and daytime hours of operation. Amended re change in type of transmitter.

NEW—Greenville Broadcasting Co., Greenville, S. C.—Construction permit for a new standard broadcast station to be operated on 640 kc., power 5 KW day, and daytime only hours of operation. Amended to change frequency from 640 to 660 kc.

750 Kilocycles

NEW—Democrat Printing Co., a partnership composed of R. F. Story and Bennett Story, Durant, Okla. (P. O. 129 North 3 Ave.)—Construction permit for a new standard broadcast station to be operated on 750 kc., power 250 watts and daytime hours of operation.

760 Kilocycles

NEW—Tarboro Broadcasting Co., Inc., Tarboro, N. C. (P. O. c/o Hanner Motor Co.)—Construction permit for a new standard broadcast station to be operated on 760 kc., power 1 KW and daytime hours of operation.

800 Kilocycles

WCHA—Chambersburg Broadcasting Co., Chambersburg, Pa.—Modification of construction permit (B2-P-4221, which authorized a new standard broadcast station) to change type of transmitter and for approval of studio location. Amended re change in type of transmitter.

NEW—J. E. Massey and L. C. McCall, d/b as Palatka Broadcasting Co., Palatka, Fla. (P. O. Palatka, Fla.)—Construction permit for a new standard broadcast station to be operated on 800 kc., power 250 watts and daytime hours of operation.

940 Kilocycles

WMAZ—Southeastern Broadcasting Co., Macon, Ga.—Construction permit to increase power from 5 to 10 KW and make changes in transmitting equipment, using directional antenna for day and night use.

1000 Kilocycles

NEW—C. Thomas Patten, Oakland, Calif. (P. O. 14th and Alice Sts., City Club Hotel)—Construction permit for a new standard broadcast station to be operated on 1000 kc., 10 KW and daytime hours of operation.

1010 Kilocycles

NEW—J. Ray Shute, Olin B. Sikes and James S. Beaty, Jr., d/b as Union Broadcasting Co., Monroe, N. C. (P. O. 104 East Franklin St.)—Construction permit for a new standard broadcast station to be operated on 1010 kc., power 250 watts and daytime hours of operation.

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1020 Kilocycles

KFVD—Standard Broadcasting Co., Los Angeles, Calif.—Modification of construction permit (B5-P-3808, as modified which authorized installation of new transmitter and antenna, increase in power, and change transmitter location) for extension of completion dates.

NEW—Lincoln Operating Co., Miami, Florida (P. O. 306 North Miami Ave.)—Construction permit for a new standard broadcast station to be operated on 1170 kc., power 5 KW, directional antenna day and night use, and unlimited hours of operation.

1030 Kilocycles

NEW—William F. Butt and Paris G. Singer, d/b as The Voice of Thomaston, Thomaston, Ga. (P. O. Thomaston, Ga., Temp., c/o William F. Butt, Blue Ridge, Ga.)—Construction permit for a new standard broadcast station to be operated on 1030 kc., power 250 watts and daytime hours of operation.

1040 Kilocycles

NEW—Variety Broadcasting Co., Inc., Dallas, Texas (P. O. 2401 South Boulevard)—Construction permit for a new standard broadcast station to be operated on 1040 kc., power 1 KW, and daytime hours of operation.

1050 Kilocycles

NEW—James R. Doss, Jr., Decatur, Ala. (P. O. Decatur, Ala.—Temp., P. O. Drawer 4, Tuscaloosa, Ala.)—Construction permit for a new standard broadcast station to be operated on 1050 kc., power 250 watts and daytime hours of operation.

1070 Kilocycles

NEW—Alice Broadcasting Co., a partnership composed of J. H. Mayberry, Buford Nicholson, and E. G. Lloyd, Jr., Alice, Texas (P. O. Connally Bldg., 67 North Wright St.)—Construction permit for a new standard broadcast station to be operated on 1070 kc., power 1 KW and daytime hours of operation.

1110 Kilocycles

NEW—Tri-City Broadcasting Co., Newport, Ky. (P. O. Newport, Ky.)—Construction permit for a new standard broadcast station to be operated on 1110 kc., power 1 KW and daytime hours of operation.

1170 Kilocycles

NEW—Jessica L. Longston, Edward J. Jansen, C. V. Zaser and L. Berenice Brownlow, d/b as Bellingham Broadcasters, Bellingham, Wash. (P. O. Bellingham, Wash., Temp., c/o Lt. Jessica L. Longston, 205 E. 42nd St., New York City)—Construction permit for a new standard broadcast station to be operated on 1170 kc., power 1 KW, directional antenna day and night use, unlimited hours of operation.

1200 Kilocycles

NEW—Scenic City Broadcasting Co., Inc., Middletown, R. I. (P. O. Purgatory Rd., Newport, R. I.)—Construction permit for a new standard broadcast station to be operated on 1200 kc., power 250 watts and limited hours of operation.

1210 Kilocycles

NEW—O. J. Kelchner, William J. Edwards and Howard H. Wolfe, d/b as Lake Huron Broadcasting Co., Saginaw, Mich. (P. O. 288 Oak St., Midland, Mich.)—Construction permit for a new standard broadcast station to be operated on 1210 kc., power 1 KW and daytime hours of operation.

1230 Kilocycles

NEW—Raymond Kandel, Parkersburg, W. Va. (P. O. Temp., Montgomery)—Construction permit for a new stand-

ard broadcast station to be operated on 1230 kc., power 250 watts and unlimited hours of operation.

WMFR—James E. Lambeth, James E. Lambeth, Jr., Helen M. Lambeth, Ralph M. Lambeth, Frank S. Lambeth and Molly H. Lambeth, d/b as Radio Station WMFR, High Point, N. C.—Voluntary assignment of license to James E. Lambeth, James E. Lambeth, Jr., Helen M. Lambeth, Frank S. Lambeth and Molly H. Lambeth, d/b as Radio Station WMFR.

NEW—Wilbur J. Dickerson, Harold D. Hatch and Lester Q. Krasin, d/b as Pecos Valley Broadcasting Co., Roswell, N. Mex. (P. O. 4th and Main St.)—Construction permit for a new standard broadcast station to be operated on 1230 kc., power 250 watts and unlimited hours of operation.

NEW—Hill City Broadcasting Corp., Lynchburg, Va. (P. O. Box 831)—Construction permit for a new standard broadcast station to be operated on 1230 kc., power 250 watts and unlimited hours of operation.

NEW—Palmetto Radio Corp., Columbia, S. C. (P. O. 830 Gregg St.)—Construction permit for a new standard broadcast station to be operated on 1230 kc., power 250 watts, and unlimited hours of operation.

1240 Kilocycles

NEW—Harold W. Cain, Ivan C. Kelly, Hobart T. Withers and H. Lawrence McKinney, d/b as Somerset Broadcasting Co., Somerset, Ky. (P. O. Temp., c/o Ivan C. Kelly, 415 E. Mount Vernon St.)—Construction permit for a new standard broadcast station to be operated on 1240 kc., power 250 watts and unlimited hours of operation.

NEW—A. J. Fletcher, Charlotte, N. C. (P. O. Box 1406, Raleigh, N. C.)—Construction permit for a new standard broadcast station to be operated on 1240 kc., power 250 watts and unlimited hours of operation.

NEW—E. E. Murrey, Tony Sudekum, Harben Daniel and J. B. Fuqua, a partnership, d/b as Tennessee Broadcasters, Nashville, Tenn.—Construction permit for a new standard broadcast station to be operated on 1240 kc., power 250 watts and unlimited hours of operation. Amended to change name of applicant from E. E. Murrey, Tony Sudekum, Harben Daniel and J. B. Fuqua, a partnership, d/b as Tennessee Broadcasters to E. E. Murrey, Harben Daniel and J. B. Fuqua, a partnership, d/b as Tennessee Broadcasters.

1300 Kilocycles

NEW—Robert Schuler, Sheldon Anderson and Lester Eugene Chenault, Fresno, Calif.—Construction permit for a new standard broadcast station to be operated on 1470 kc., power 1 KW and unlimited hours of operation. Amended to change frequency from 1470 to 1300 kc., install directional antenna for day and night use, and change transmitter and studio locations.

KOME—Oil Capital Sales Corp., Tulsa, Okla.—Construction permit to change frequency from 1340 to 1300 kc., increase power from 250 watts to 1 KW-5 KW-LS, install new transmitter and directional antenna for night use and change transmitter location.

1330 Kilocycles

WBBR—Watchtower Bible & Tract Society, Inc., Brooklyn, N. Y.—Construction permit to increase power from 1 to 5 KW, install new transmitter and directional antenna for day and night use. Amended re changes in directional antenna.

1340 Kilocycles

NEW—Abilene Broadcasting Co., Abilene, Texas—Construction permit for a new standard broadcast station to be operated on 1340 kc., power 250 watts and unlimited hours of operation. Amended re officers, directors and stockholders and to change studio location.

1370 Kilocycles

WPAB—Portorican American Broadcasting Co., Inc., Ponce, Puerto Rico—Construction permit to increase power from 1 to 5 KW and install new transmitter.

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1380 Kilocycles

KWK—Thomas Patrick, Inc., St. Louis, Mo.—Construction permit to increase power from 1 KW-5 KW-LS to 10 KW day and night and install directional antenna for night use. Amended re changes in directional antenna.

1400 Kilocycles

NEW—Veterans Broadcasting Service, Inc., Baltimore, Md. (P. O. 19 E. Fayette St.)—Construction permit for a new standard broadcast station to be operated on 1400 kc., power 250 watts, and unlimited hours of operation.

NEW—Edward L. Schacht, Oneonta, N. Y. (P. O. 34-02 150th St., Flushing, N. Y.)—Construction permit for a new standard broadcast station to be operated on 1400 kc., power 250 watts and unlimited hours of operation.

WTOK—Meridian Broadcasting Co., Meridian, Miss.—Modification of construction permit (B3-P-4174, which authorized a new standard broadcast station) to change type of transmitter for approval of antenna and approval of transmitter and studio locations.

NEW—Rich Publishing House, Inc., Midland, Mich. (P. O. 124 S. McDonald St.)—Construction permit for a new standard broadcast station to be operated on 1490 kc., power 250 watts and unlimited hours of operation.

NEW—Caldwell Broadcasting Co., Inc., Caldwell, Idaho (P. O. 819 Main St.)—Construction permit for a new standard broadcast station to be operated on 1490 kc., power 250 watts and unlimited hours of operation.

1450 Kilocycles

NEW—Wallace N. Lindscoog, Luther G. Boone, Gordon E. Möwrer, Elmer A. Hyer, August Lindblom, C. H. Lindgren, Wilbur Merrill & Gilbert Moody, d/b as Turlock Broadcasting Group, Turlock, Calif. (P. O. c/o Gilbert Moody, Berg Bldg.)—Construction permit for a new standard broadcast station to be operated on 1450 kc., power of 250 watts, unlimited hours of operation.

WNBZ—Upstate Broadcasting Corp., Saranac Lake, N. Y.—Construction permit to change frequency from 1320 to 1450 kc., increase power from 100 watts day to 250 watts day and night, change hours of operation from daytime to unlimited time, install new transmitter and vertical antenna and change transmitter and studio locations.

1490 Kilocycles

NEW—Amsterdam Broadcasters, Inc., Amsterdam, N. Y. (P. O. 251 E. Main St.)—Construction permit for a new standard broadcast station to be operated on 1490 kc., power 250 watts, and unlimited hours of operation.

NEW—Chester E. Daly, Cleveland, Ohio—Construction permit for a new standard broadcast station to be operated on 1490 kc., power of 250 watts, and unlimited hours of operation. Amended: to change name of applicant from Chester E. Daly (individual) to WMAK, Inc. (corporation).

NEW—C. R. Bellati, Stillwater, Okla.—Construction permit for a new standard broadcast station to be operated on 1490 kc., 250 watts, and unlimited hours of operation. Amended: to change frequency from 1490 to 840 kc., hours of operation from unlimited to daytime, and change applicant from C. R. Bellati (individual) to Stillwater Publishing Co.

NEW—Midland Broadcasting Co., Midland, Mich. (P. O. Arcade Bldg.)—Construction permit for a new standard broadcast station to be operated on 1490 kc., power of 250 watts, and unlimited hours of operation.

1500 Kilocycles

NEW—Gail D. Griner & Alden M. Cooper, a partnership, d/b as The Adrian Broadcasting Co., Adrian, Mich.—

Construction permit for a new standard broadcast station to be operated on 1600 kc., power of 250 watts, and unlimited hours of operation. Amended: to change frequency from 1600 kc. to 1500 kc., and hours of operation from unlimited to daytime.

1520 Kilocycles

NEW—The Macomb Broadcasting Co., Macomb, Ill. (P. O. 119 N. Randolph St.)—Construction permit for a new standard broadcast station to be operated on 1520 kc., power of 250 watts, and daytime hours of operation.

1580 Kilocycles

WHHT—Harold H. Thoms, Durham, N. C.—Modification of construction permit (B3-P-3579, which authorized a new standard broadcast station) for approval of antenna and transmitter location. (1580 kc.) Amended: re change in type of transmitter.

FM APPLICATIONS ACCEPTED FOR FILING

Board of Missions and Church Extension of the Methodist Church, New York, N. Y. (150 Fifth Ave.)—Construction permit for new FM (Metropolitan) broadcast station to be operated on frequency to be determined by Chief Engineer of FCC, coverage to be determined.

Lone Star Broadcasting Co., a Co-partnership composed of David H. Rankin and J. Lee Rankin, Fort Worth, Texas—Construction permit for new FM (Metropolitan) broadcast station to be operated on frequency to be determined by FCC, coverage to be determined by FCC. Amended: to specify transmitter location.

WBNX—WBNX Broadcasting Co., Inc., New York, N. Y.—Construction permit for new high frequency (Metropolitan) broadcast station to be operated on 48.3 mc., coverage of 8,730 square miles. Amended: to change frequency from 48.3 mc. to "to be assigned by FCC," coverage from 8,730 to 9,760 square miles; population from 11,328,743 to 12,528,390; type of transmitter, changes in officers and directors, and to make changes in antenna system.

Sun Country Broadcasting Co., Tucson, Ariz.—Construction permit for new FM (Metropolitan) broadcast station to be operated on frequency to be assigned by Chief Engineer of FCC, coverage not specified. Amended to specify transmitter location.

TELEVISION APPLICATIONS ACCEPTED FOR FILING

Bremer Broadcasting Corp., Newark, N. J.—Construction permit for new commercial television broadcast station to be operated on ch. #5, 84-90 mc., ESR: 1588-visual, 794-audio, and unlimited hours of operation. Amended: to change frequency from ch. #5, 84-90 mc. to ch. #7, 174-180 mc., type of transmitters, studio location and make changes in antenna system.

Wm. Penn Broadcasting Co., Philadelphia, Pa.—Construction permit for new commercial television broadcast station to be operated on ch. #10, 192-198 mc., ESR 2980, power-visual, 5 KW (peak), audio 5 KW, with unlimited hours of operation. Amended: to change ESR from 2980 to 3600 and make changes in antenna system.

WLIB—WLIB, Inc., New York, N. Y.—Construction permit for new commercial television broadcast station to be operated on ch. #7, 174-180 mc., ESR 2300 and unlimited hours of operation. Amended: to change ESR from 2300 to 2970 and make changes in antenna system.

MISCELLANEOUS APPLICATIONS ACCEPTED FOR FILING

KPMC—Pioneer Mercantile Co., Bakersfield, Calif.—Construction permit to increase power from 1 to 10 KW, install new transmitter (composite) and new antenna.

(Continued on next page)

and change transmitter location from Bakersfield, Calif., to site to be determined. Amended: to give proposed transmitter location and install directional antenna for day and night use.

JAMES—James E. Lambeth, James E. Lambeth, Jr., Helen M. Lambeth, Ralph M. Lambeth, Frank S. Lambeth & Molly H. Lambeth, d/b as Radio Station WMFR, High Point, N. C.—Voluntary assignment of conditional grant to James E. Lambeth, James E. Lambeth, Jr., Helen M. Lambeth, Frank S. Lambeth and Molly H. Lambeth, d/b as Radio Station WMFR.

WHPT—James E. Lambeth, James E. Lambeth, Jr., Helen M. Lambeth, Ralph M. Lambeth, Frank S. Lambeth & Molly H. Lambeth, d/b as Radio Station WMFR, High Point, N. C.—Voluntary assignment of license to James E. Lambeth, James E. Lambeth, Jr., Helen M. Lambeth, Frank S. Lambeth and Molly H. Lambeth, d/b at Radio Station WMFR.

KATO—Sierra Broadcasting Co., Reno, Nevada—Modification of construction permit (B5-P-3824, which authorized a new standard broadcast station; to make changes in vertical antenna and ground system, change studio location and extend commencement and completion dates.

KWIC—Frank C. Carman, David G. Smith, Jack L. Powers and Grant R. Wrathall, d/b as Utah Broadcasting and Television Co., Salt Lake City, Utah—Modification of construction permit (B5-PRE-451) which authorized a new relay broadcast station to change power from .2 to 2 watts and to change type of transmitter.

W9XH2—Sarkes Tarzian, Bloomington, Ind.—License to cover construction permit (B4-PEX-71) which authorized a new developmental broadcast station.

APPLICATIONS TENDERED FOR FILING

NEW—Howard L. Roberts, Donald Ellsworth, Lorenzo K. Lisonbee, Bert A. Randall, Samuel F. Curtis, Joseph M. Standage and Ernest J. Burgi, a partnership, d/b as Sun Valley Broadcasting Co., Mesa, Ariz.—Construction permit for a new standard broadcasting station to be operated on 1340 kc., power of 250 watts, and unlimited hours of operation.

NEW—Lou Poller, Chester Pa.—Construction permit for a new standard broadcast station to be operated on 1590 kc., power 1 KW, and daytime hours of operation.

KCMC—KCMC, Inc., Texarkana, Texas—Consent to transfer of control from Texarkana Newspapers, Inc., to C. E. Palmer, Betty Palmer Hussman, Bettie M. Palmer, Henry Humphrey, J. Q. Mahaffey, W. E. Hussman, Stuart Wilson, Ruth Mahaffey, Alden Palmer Mooney and Bettie M. Palmer, Trustee. (1230 kc.)

WBBZ—Adelaide Lillian Carrell, Ponca City, Okla.—Construction permit to change frequency from 1230 to 1280 kc., power from 250 watts to 5 KW, install new transmitter, and change transmitter location and make changes in antenna system.

KGNC—Plains Radio Broadcasting Co., Amarillo, Texas—Modification of construction permit to change transmitter location and make changes in directional antenna system. (710 kc.)

NEW—Ralph E. Oliver, Thomas E. Davisson, Silas S. Shippy, Leslie W. Oliver, d/b as Napa Valley Broadcasting Co., Napa, Calif.—Construction permit for a new standard broadcast station to be operated on 1570 kc., power 500 watts, and daytime hours of operation.

WONS—State Broadcasting Corp., Hartford, Conn.—Consent to assignment of license to The Yankee Network, Inc. (1410 kc.)

WDBC—Delta Broadcasting Co., Escanaba, Mich.—Consent to transfer of control from Gordon H. Brozek, Frank J. Russell, Jr., and Leo G. Brott, to Frank J. Lindenthal, John P. Norton and William J. Duchaine. (1490 kc.)

NEW—W. S. Weatherly, d/b as Calhoun Broadcasting Co., Anniston, Ala.—Construction permit for a new standard broadcast station to be operated on 1490 kc., power of 250 watts, and unlimited hours of operation.

NEW—Supreme Broadcasting System, Inc., New Orleans, La.—Construction permit for a new standard broadcast station to be operated on 990 kc., power of 250 watts, and daytime hours of operation.

WNCA—Richard M. Arnold, Jack O. K. Barfield, James M. Earnest, Albin F. Knight and J. Alfred Miller, d/b as Community Broadcasting Co., a partnership, Asheville, N. C.—Consent to assignment of license to Community Broadcasting Co.

NEW—Southern Virginia Broadcasting Corp., Crewe, Va.—Construction permit for a new standard broadcast station to be operated on 650 kc., power 1 KW, and daytime hours of operation.

NEW—Robert R. Thomas, Jr., Oak Hill, W. Va.—Construction permit for a new standard broadcast station to be operated on 860 kc., power of 250 watts, and daytime hours of operation.

NEW—Monahans Broadcasters (a corporation), Monahans, Texas—Construction permit for a new standard broadcast station to be operated on 1340 kc., power of 250 watts, and unlimited hours of operation.

NEW—Rose Capital Broadcasting Co., Tyler, Texas—Construction permit for a new standard broadcast station to be operated on 1490 kc., power 250 watts and unlimited hours of operation.

NEW—Paul W. Delehaudy, Chester, Pa.—Construction permit for a new standard broadcast station to be operated on frequency not specified, power 250 watts and daytime hours of operation.

NEW—Quincy Broadcasting Co., Quincy, Ill.—Construction permit for a new standard broadcast station to be operated on 1440 kc., power 1 KW, unlimited hours of operation, directional antenna for day and night use.

NEW—Wolverine State Broadcasting Service, Inc., Detroit, Mich.—Construction permit for a new standard broadcast station to be operated on 680 kc., power 250 watts and daytime hours of operation.

NEW—The Boston Broadcasting Corp., Brookline, Mass.—Construction permit for a new standard broadcast station to be operated on 1600 kc., power 5 KW, unlimited hours of operation and directional antenna for day and night use.

Federal Trade Commission Actions

COMPLAINTS

Export Finders Bureau—Carlisle Rowntree, trading as Export Finders Bureau, 8 Bridge Street, New York, is charged in a complaint issued by the Commission with misrepresenting his ability to supply both foreign and domestic purchasers with a variety of commodities he offers for sale. (5444)

Park & Tilford, 485 Fifth Avenue, New York, is charged in a complaint issued by the Commission with misrepresentation in connection with the sale of a household textile dye known as Tintex. (5447)

CEASE AND DESIST ORDERS

Northwest Studios, Inc., 6013A Phinney Avenue, Seattle, and its officers and directors, Charles H. Van Scoy and Marjorie Van Scoy, have been ordered by the Commission to discontinue misrepresentations concerning the quality, value and terms of sale of colored photographic enlargements and frames. The respondent corporation also trades as Interstate Sales Co. (4951)

Philip Shlansky & Bro.—An order issued by the Commission directs that the copartnership of Philip Shlansky & Bro., 500 Seventh Ave., New York, manufacturer of women's coats and other garments, discontinue representing in any
(Continued on next page)

manner, either through words or pictorial representations, that textile fabric products they sell are made from the peltries, fur or hair of fur-bearing animals. (5274)

STIPULATIONS

El Capitan—The Commission has accepted from Harry J. M. Shock, trading as El Capitan, 6120 Greenwood Street, Chicago, a stipulation to cease and desist from representing that any article of merchandise is "free," "given free," or is without cost to the recipient when it is not a gratuity and the prospective recipient is required as a consideration to purchase some other article or articles or render some service in order to obtain the so-called "free" item. (03313)

Parks-Phillipps Health Foods Co.—Stanley N. Phillipps, trading as Parks-Phillipps Health Foods Co., 1542 Knowlton Street, Cincinnati, stipulated with the Commission that in connection with the advertising and sale of medicinal preparations he will cease and desist certain practices. (03314)

COMPLAINTS DISMISSED

Coatcraft, Inc.—An order dismissing the complaint against Coatcraft, Inc., Philadelphia, has been issued by the Commission. The respondent had been charged with violation of the Federal Trade Commission and Wool Products Labeling Acts in connection with the sale of clothing and other garments.

The complaint was dismissed because the corporation has discontinued business and is dissolved.

All of the Commissioners participated in the decision. (5175)

James G. Exum—The Commission has dismissed without prejudice a complaint charging James G. Exum, Snow Hill, N. C., with misrepresentation of a preparation advertised as a remedy for mange and other skin diseases of animals.

After consideration of the record the Commission concluded that the charges of the complaint had not been sustained by a greater weight of the evidence and that the testimony and other evidence were not sufficient to warrant issuance of an order prohibiting the practices alleged.

All of the Commissioners participated in the decision. (5060)

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