

Revision of Engineering Standards Proposed

All Engineers Invited by FCC to Discuss Changes at Informal Conference

As an outgrowth of the Clear Channel Hearings which were resumed before the FCC in Washington Monday (1), the commission announced Wednesday (3) plans for an informal engineering conference in Washington July 15 and 16 to which all communications engineers are invited.

The conference will consider proposed revisions of the Commission's Standards of Good Engineering Practices. These discussions will serve as a preliminary to formal consideration of the proposed changes by the Commission *en banc* on August 5th.

The Commission announcement stated that some of the more important problems to be discussed are as follows:

1. A new method of calculating resulting interference.
2. A new method of calculating urban populations served.
3. The revision of adjacent channel ratios.
4. The revision of the method of determining permissible interference of skywave service.
5. Consideration of variation of noise levels throughout the United States.
6. Consideration of latitude effects on sky-wave interference and service.

"In order to give scope and direction to the conference," the FCC said, "Exhibit 264 which was introduced in the clear channel hearing will be used as the basis for the discussion." The Commission announced that copies of this exhibit could be obtained from its Information Division.

"It should be pointed
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FOUR CHANGES IN PROGRAM REPORT DEFINITIONS MADE BY FCC

Four alterations in definitions established in the FCC report "Public Service Responsibility of Broadcast Licensees" were announced by the commission Tuesday (2). They have been made at the suggestion of interested parties.

The FCC public notice, including revised definitions, reads as follows:

The first change makes it clear that a 14½-minute unsponsored program that is uninterrupted by a spot announcement is a sustaining program. The definition previously related to 15-minute programs. This change was made in recognition of the fact that most 15-minute programs are only 14½ minutes in length.

The second change makes it clear that so-called network cooperative programs are to be recorded as network and not as local. Where a network cooperative program is not locally sponsored then it is to be computed as network sustaining. If there is a

local sponsor it is to be counted as network commercial even though the sponsored announcement is read by a local station announcer.

The third change relates to local live programs produced by the stations but which are recorded for later broadcasting. Under the new definitions such programs are to be counted as local live and not as recorded.

The fourth change deals with so-called public service spot announcements. Hereafter this category will be called "non-commercial spot announcements."

Other minor changes have been made but are mainly editorial in nature.
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INSIDE THIS ISSUE

At its first meeting, held in Chicago last week, the new Program Executive Committee drafted detailed recommendations for submission to the Board of Directors at its August session. (P. 527)

A hearing has been ordered by the FCC to investigate charges brought by a Texas gubernatorial candidate that four stations in that state are improperly restricting sale of time for political broadcasts. (P. 527)

Two Radio News Clinics have been held in the northwest. Broadcasters attending the Oregon clinic decided they could improve their news coverage. The Washington state clinic was attended by fifty broadcasters. (P. 528)

WHCU, Syracuse, reports successful radio-press cooperation in a new series of weekly roundups of editorial and news material gathered from 70 weekly papers in the station's listening area. (P. 530)

As part of its study of successful early morning programming, the Small Market Stations Division outlines techniques used by stations WINS and KHJ. (P. 531)

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 new definitions now read as follows:

A *commercial program* (C) is any program the time for which is paid for by a sponsor or any program which is interrupted by a spot announcement (as defined below), at intervals of less than 14½ minutes. A network program shall be classified as "commercial" if it is commercially sponsored on the network, even though the particular station is not paid for carrying it—unless all commercial announcements have been deleted from the program by the station. Cooperative programs furnished to its affiliates by a network which are available for local sponsorship are network sustaining programs (NS) if no local sponsorship is involved and are network commercial programs (NC) where there is local sponsorship even though the commercial announcement is made by the station's local announcer.

(It will be noted that any program which is *interrupted* by a commercial announcement is classified as a commercial program, even though the purchaser of the interrupting announcement has not also purchased the time preceding and following. The result is to classify so-called "participating" programs as commercial. Without such a rule, a 15-minute program may contain 5 or even more minutes of advertising and still be classified as "sustaining." Under the proposed definition, a program may be classified as "sustaining" although preceded and followed by spot announcements, but if a spot announcement *interrupts* a program, the program must be classified as "commercial.")

A *sustaining program* (S) is any program which is neither paid for by a sponsor nor interrupted by a spot announcement (as defined below).

A *network program* (N) is any program furnished to the station by a network or another station. Transcribed delayed broadcasts of network programs are classified as "network," not "recorded." Cooperative programs furnished to its affiliates by a network which are available for local sponsorship are network sustaining programs (NS) if no local sponsorship is involved and are network commercial programs (NC) where there is local sponsorship even though the commercial announcement is made by the station's local announcer. Programs are classified as network whether furnished by a nationwide, regional, or special network or by another station.

A *recorded program* (R) is any program which uses phonograph records, electrical transcriptions, or other means of mechanical reproduction in whole or in part—except where the recording is wholly

incidental to the program and is limited to background sounds, sound effects, identifying themes, musical "bridges," etc. A program part transcribed or recorded and part live is classified as "recorded" unless the recordings are wholly incidental, as above. A transcribed delayed broadcast of a network program, however, is not classified as "recorded" but as "network." A recorded program which is a local live program produced by the station and recorded for later broadcasting by the station shall be considered a local live program.

A *wire program* (W) is any program the text of which is distributed to a number of stations by telegraph, teletype, or similar means, and read in whole or in part by a local announcer. Programs distributed by the wire news services are "wire" programs. A news program which is part wire and in part of non-syndicated origin is classified as "wire" if more than half of the program is usually devoted to the reading verbatim, or virtually verbatim, of the syndicated wire text, and otherwise is classified as "live."

A *local live program* (L) is any local program which uses live talent exclusively, whether originating in the station's studios or by remote control. Programs furnished to a station by a network or another station, however, are not classified as "live" but as "network." A program which uses recordings in whole or in part, except in a wholly incidental manner, should not be classified as "live" but as "recorded." Wire programs, as defined above, should likewise not be classified as "live." A recorded program which is a local live program produced by the station and recorded for later broadcasting by the station shall be considered a local live program.

A *non-commercial spot announcement* (NCSA) is an announcement which is not paid for by a sponsor and which is devoted to a non-profit cause—e.g., war bonds, Red Cross, public health, civic announcements, etc. Promotional, participating announcements, etc. should not be classified as "non-commercial spot announcements" but as "spot announcements." War Bond, Red Cross, civic and similar announcements for which the station receives remuneration should not be classified as "non-commercial spot announcements" but as "spot announcements."

A *spot announcement* (SA) is any announcement which is neither a non-commercial spot announcement (as above defined) nor a station identification announcement (call letters and location). An announcement should be classified as a "spot announcement," whether or not the station receives remuneration, unless it is devoted to a nonprofit cause. Sponsored time signals, sponsored weather announcements, etc. are spot announcements. Unsponsored time signals, weather announcements, etc., are program matter and not classified as announcements. Station identification announcements should not be classified as either non-commercial spot announcements or spot announcements, if limited to call letters, location, and identification of the licensee and network.

ALL ENGINEERS INVITED BY FCC TO DISCUSS CHANGES AT INFORMAL CONFERENCE

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out," continued the FCC announcement, "that Exhibit 264 . . . is the basis for discussion only. It has not been approved by the Commission.

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The commission requests that all comments from the industry be submitted to its Engineering Department in writing as far in advance of August 5th as possible, and that these comments be supplemented by specific proposals.

The informal conference in July will be held in Conference Room B, of the Departmental Auditorium Building on Constitution Avenue between 12th and 14th Streets, N.W., Washington, D. C.

Program Department

NEW PROGRAM COMMITTEE MEETS; SENDS RECOMMENDATIONS TO BOARD

The reconstituted NAB Program Executive Committee held its initial meeting in Chicago last Monday and Tuesday (1 and 2).

"In selecting this committee," said President Justin Miller, who presided, "great care was exercised to choose men whose experience and record justified the hope that they could contribute constructively to our industry program policy. This hope has been fully realized.

"In our deliberations we have had foremost in our minds that the responsibility for programs rests with the individual licensee. We reviewed all phases of programming; news, agricultural, religious, controversial public issues, and particularly the NAB Standards of Practice as they have been amended from time to time—most recently in January 1946. It was the unanimous view of the committee that the Standards of Practice are not a static document but must, as in the past, be subjected to constant review and interpretation.

"I shall submit the detailed recommendations of the Committee to the Board of Directors when it meets on August 5-6-7 and I am confident that the policy promulgated will meet with industry cooperation and public approval."

Those present in addition to President Miller were Edgar L. Bill, WMBD, Peoria, Illinois; H. W. Slavick, WMC, Memphis; Stanley Hubbard, KSTP, St. Paul; Karl Koerper, KMBC, Kansas City; Merle Jones, WOL, Washington; Glenn Snyder, WLS, Chicago; A. Hult, MBS, Chicago; Clarence Menser, NBC, New York; Herb Plambeck, WHO, Des Moines; E. R. Vadeboncoeur, WSYR, Syracuse, and C. E. Arney, Jr., NAB Secretary-Treasurer.

Legal Department

HEARING TO BE HELD ON COMPLAINT OF TEXAS GUBERNATORIAL CANDIDATE

The FCC has designated for hearing next Friday (12) in Dallas the complaint of Homer P. Rainey

SCHEDULE OF NAB COMMITTEE MEETINGS

<i>Date</i>	<i>Committee</i>	<i>Place</i>
July 12	Public Relations Executive	Washington
July 15-16	Music advisory	New York
July 17-18	Freedom of Radio	New York
July 22	Engineering Executive	Washington
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
Aug. 12-13	Employee-Employer Relations	Washington
Sep. 9-10	Small Market Stations Executive	Washington

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

Attention is called to the postponement of the Employee-Employer Relations Committee meeting from July 11 to August 12 and 13.

against four radio stations of the Texas Quality Network—WOAI, San Antonio; WBAP, Fort Worth; WFAA, Dallas; and KPRC, Houston.

Mr. Rainey, formerly president of the University of Texas, is a candidate for the Democratic nomination for the Governorship of Texas.

In his petition to the FCC, Mr. Rainey charges that the four stations of the Texas Quality Network have "failed to exercise their individual responsibility" by entering into a "restrictive agreement" to limit time for political broadcasts to a single half-hour period between June 11, 1946 and July 13, 1946, with time in the remaining period before the primary election on July 27, 1946 to be "prorated in an indefinite manner among the various candidates."

In addition, Mr. Rainey alleged that the four stations more effectively cover the state than any other combination, that three of them publish daily newspapers which are opposed to his candidacy, and that in previous years have "afforded ample opportunity to candidates" for broadcasting.

PETTY ADDRESSES JUNIOR CHAMBER OF COMMERCE CONVENTION

Don Petty, NAB General Counsel, addressed the annual National Convention of the U. S. Junior Chamber of Commerce at Milwaukee June 28th.

Mr. Petty, a former president of the Los Angeles Junior C. of C., pointed out to the assembly that should the media for mass communication be government controlled, the practical effect would be government control of the information which industry could disseminate to the public. He said it would limit the manner in which every business in the United States could present its cause or advertising material to the people.

News Clinics

OREGON BROADCASTERS DECIDE THEY CAN DO BETTER NEWS JOB

"The first result of the NAB-Oregon Radio News Clinic was to crystallize opinion for all of us that we can do a better news job than we have been doing . . . and that there is not much time left for treading water."

That's how Marshall Pengra, manager, KRNR, Roseburg, and general clinic chairman, summed up the first radio news clinic to be held on the Pacific coast, Portland, June 25.

All arrangements were handled by a committee of Portland broadcasters consisting of Harry Buckendahl, general manager, KOIN; Arthur Kirkham, vice president, same station, and H. Quenton Cox, manager, KGW. Mr. Kirkham is a member of the NAB radio news committee.

Lester Halpin, KOIN news editor, presided over the two clinic sessions.

Local News—A Must

Lee Jacobs, general manager, KBKR, Baker, told broadcasters that the broadcasting of local news has been the finest thing his station has ever done. "Never again," said Mr. Jacobs, "will we be without a fulltime reporter. And when our new station takes the air in September we'll have a fulltime newsman on the staff. Our big trouble was educating the public to recognize radio as a news facility. This has been done. Don't get mad when they leave you out. Go and explain carefully that the station wants the news. Get mad when they maliciously leave you out."

"We break any program for a top local story, day or night. If news is slow on a particular day we always have enough to fill. This is done by having the newsman write in advance and file on the hook local features of various length. They're there when needed. To sum it all up, we broadcast local news because listeners like it, like it better than anything else."

Gordon Capps, manager, KLBM, La Grande, associated with KBKR, said that he has started a fulltime newsman several months ago.

Of the 4 daily local news shows on KBKR, the 11:30 a.m. and the 5:45 p.m. each have a single sponsor; the 3:00 p.m. and the 9:45 p.m. programs are sold participating—3 sponsors each.

Jack Richards, sales manager, KWLK, Longview, Washington, reported two daily local news programs, at 12:30 and 7:00 p.m. Station employs a fulltime newsman.

KOIN Adds Reporter

KOIN, Portland, has had an experienced, fulltime newsman on the street for the past three weeks, it was announced by News Director Lester Halpin. "We are going to have local news on our station while it is news," he said.

New Station to Start with Reporter

Ralph Hanson, manager of KUGN, Eugene, expected to begin operations July 1, and will have a fulltime newsman beginning July 8. He is a graduate of the school of journalism of the University of Oregon. During the war he wrote both newspaper and radio copy while in service.

Hutton Discusses Farm Service

At the present time KALE, Portland, is putting its major news effort in its farm service department headed by Burton Hutton. Because the northwest is an agricultural area, Mr. Hutton pointed out, we feel an obligation to give news to farm families and to serve farm families in as many ways as possible. Because the farm family is a complete unit, he said, a station must construct each farm program with something of interest for the entire family.

As examples of special farm services he mentioned the station's "fire service" and "farm labor" service. A few days previous, he said, there were six broadcasts on one day for emergency farm labor. If people will provide authentic information on fires, common in the northwest, "we will interrupt any program for the announcement so that help may be summoned quickly from far and near."

Tell Press Associations How to Improve Service

When press association representatives asked how they could improve their service to stations the response was instantaneous: "more regional, more state news." To this was added "more farm, better farm news and more markets." The newsmen also wanted such news to be moved more promptly.

The quality of farm news delivered by the press associations was severely criticized by experienced farm newsmen and others. Doubt was expressed that the bureaus fully recognized the importance of agriculture to the northwest and to northwest station listeners.

See Danger in Farm Handouts

Continued discussion brought the admission that for the most part bureaus served clients with processed handouts. Independently prepared stories were necessary, it was said. Unless these are forthcoming, it was pointed out, the press associations become a propaganda agency for the government.

Discussion Leaders

Clinic discussion leaders were: Chet Wheeler, general manager, KWIL, Albany; George Turnbull, acting dean of journalism, University of Oregon; Arthur Stringer, NAB; Mr. Hutton and Mr. Halpin.

William B. Smullin, manager, KUIN, Grants Pass, and NAB director of the Northern California district, discussed "Freedom of the Press."

Among those attending the Oregon clinic were:

L. W. Trommlitz, Manager, KORE, Eugene; Harry H. Buckendahl, General Manager, KOIN, Portland; George Wann, News Reporter, KOIN, Portland; Marshall Pengra, Manager, KRNR, Roseburg, and KFLW, Klamath Falls; Cy Young, Manager, KEX, Portland; Arthur Stringer, Director of Special

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Services, NAB; Glen McCormick, General Manager, KSLM, Salem; Gordon Capps, Manager, KLBK, La Grande; Burton Hutton, Director, Farm Service, KALE, Portland; Chuck Foster, News Editor, KGW, Portland; Paul Corbin, News and Production, KUIN, Grants Pass; Hal Byer, Commercial Manager, KWIL, Albany; Ralph Hanson, Manager, KUGN, Eugene; Jack Richards, Sales Manager, KWLK, Longview.

Chet Wheeler, General Manager, KWIL, Albany; C. E. Couche, Manager, KALE, Portland; Tom Decker, News Editor, KALE, Portland; Lester Halpin, News Editor, KOIN, Portland; Lee Bishop, Portland Manager, John Keating Studios; Barney Kenworthy, KODL, The Dalles; KWRC, Pendleton; KPKW, Pasco, Washington; John Craig, News Dept., KUGN, Eugene; Dan Crumley, United Press, Portland; Nick Bourne, Manager, United Press, Portland; William B. Smullin, Manager, KUIN, Grants Pass; Ed Malone, Station Manager, KUIN, Grants Pass; Lee Jacobs, General Manager, KBKR, Baker; George Connor, News Editor, KVAN, Vancouver, Wash.; George Turnbull, Acting Dean of Journalism, Univ. of Oregon; J. A. Cour, Acting Bureau Chief, AP, Portland.

WASHINGTON STATE NEWS CLINIC ATTENDED BY FIFTY BROADCASTERS

Fifty broadcasters turned out for the NAB-Washington State Radio News Clinic in Olympia, June 27.

Tom Olsen, licensee of station KGY, Olympia, and president of Washington State Association of Broadcasters, gave two week's time to arranging the event. How well he succeeded was evident at the close of the afternoon session when there was a rising vote in favor of more radio news clinics.

The morning session was interrupted at 11 o'clock so as to attend Governor Wallgren's radio and press conference. The Governor personally welcomed the broadcasters and reiterated his invitation, previously extended by Mr. Olsen, to attend a reception in the Governor's mansion that afternoon.

At noon Mr. and Mrs. Olsen were hosts at a luncheon "featuring Olympia oysters and other products of the famous northwest."

Goodwin Chase, general manager of KCOW, new station soon to be in operation in Ellensburg, east of the Cascades, started for the clinic by air, but was turned back by weather.

Washington broadcasters, since January 1, 1946, have been engaged in a cooperative news operation so as to serve their local areas with local news which originates in the capitol. As far as known Washington is the only state whose broadcasters maintain a Radio News Bureau, in a state capitol, at their own expense. It was indicated at the Clinic that the Bureau is proving its worth to 17 subscribing stations.

Individual cost runs from \$4.50 to \$26.50 per week. Amount is determined by the proportion each station's highest one time, class A hour rate bears to the budget. The state provides the bureau with large office space without charge.

The bureau manager accepts assignments for capitol stories from 17 broadcast stations. He releases spot news, two news letters and one ¼-hour transcription each week.

The manager is an experienced radio newsman, Carl

Downing. He was news editor of KPQ, Wenatchee, for eight years, before coming to Olympia; and he reports his former station continues to do a first rate news job, maybe better than ever before.

Washington Dean of Local Radio News

Sam Crawford who began gathering and broadcasting local news in October, 1934, over KGY, Olympia, is regarded as dean of local newsmen in the Pacific northwest. After his long experience Mr. Crawford said that his ideas of radio news were and still are that "radio should originate as much news as possible and get it to the listener first. As for treatment of the news, tell it all. Tell it as briefly as you can without leaving out important details. Use a bit of sprightly writing when the nature of the item makes it possible. Do this day after day and year after year and you've got a radio-news-minded town. That's Olympia today."

Likes of Regional News Listeners

Indicative of the liking of regional listeners for news of their own areas were complaints reported by Dick Crombie, of KJR, Seattle. Unless a wise geographical selection of news items is made, listeners are quick to complain that they are being left out.

In deciding the nature of a newscast Mr. Crombie suggested the advisability of considering what other stations may be doing at the particular time as well as the nature of the audience. To illustrate he pointed to one of his news programs which handles but one, two or three items, instead of many—one way to avoid news sameness. Such broadcasts should be more frequent, he contends, because broadcasters have an obligation to make the news crystal clear as well as to give it. And it cannot always be made crystal clear with barebone facts.

Developing a Sports Station

Development of a sports station in a large city was discussed in detail by Ted Bell, KRSC, Seattle. Though KRSC carries league baseball and other sporting events, the big play is given to high school athletics. But in so doing, he said, we popularize all school events and support all school programs.

"We have lost money on many broadcasts," Mr. Bell admitted, "but it pays because we bring in additional listeners. What we have done in the past 6-7 years is to become known throughout our area as a sports station. But our appeal goes deeper than that because of our policy of tying in with all school activities.

Mr. Bell explained that he was not a newsman, admitted little understanding of news and for that reason would welcome the day the regular newsman returns. But Mr. Bell does understand special events and goes all out for special events coverage via wire recorder.

Country Correspondents of KVOS

KVOS, Bellingham, has a fulltime newsman and five country correspondents (stringers) to report the news from remote parts of the area. Manager Frank Adams said that local news was as much a part of his operation as the transmitter.

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He has a 15-minute "society" program, six times daily at 11:00 a.m., sponsored by a department store. Special efforts are made to include all the marriages on this show. Correspondents are supplied with special forms which are filled out and returned as soon as licenses are applied for. The copy itself is written by station's bookkeeper. Station's four local news shows are broadcast at 9:00 a.m., 12:00 n., 7:00 p.m. and 9:00 p.m.

Bond Discusses Farm News and Service

Al Bond, farm director, KIRO, Seattle, considers farm news as a "coming enterprise" despite its tremendous growth of the past 10 years. It was his opinion, too, that farm programs must be beamed to the entire family. The service part of a farm program, he said, is important because the farmer receives information about his business. He pointed out that farm broadcasting was different from other programs in one important respect—the broadcaster must be in sympathy (think alike) with the farmer.

Probably the best way to tell the farm story is to bring farmers to the mike. Farmers will act on the information that comes from another farmer with greater speed—even more so than when information comes from the government.

KELA Owns and Operates Wire System

Station KELA, licensed to two cities—Centralia and Chehalis, owns and operates a wire system of 12 miles. Located two miles from the border of each city, station lines are strung on Northern Pacific poles between the cities. Cost is 25¢ per pole per year, approximately \$75. Each town has approximately 4 miles of wire on station owned poles through the entire business district. Right of way was obtained from property owners without charge. Forty-nine outlets are permanently available; every member of the station staff operates equipment. Station Manager Joe Chytil maintains a fulltime newsman for leg work, writing and broadcasting local news.

Those attending were: Art Stringer, NAB, Washington, D. C.; Joe Chytil, Les Keiter, Dudley Gaylord, KELA, Centralia-Chehalis; Tom Olsen, Theresa Olsen, Sam Crawford, Eve Knutson, Margie Donnell, Vicki Draham, KGY, Olympia; Carl Downing, Washington State News Bureau, Olympia; Peter Giovine, UP, Olympia; LeRoy M. Hittle, Will Lindley, AP, Olympia; Dick Crombie, Bob Ackerley, Bob Ferris, Charles Herring, KJR, Seattle; Harry Spence, Stan Craft, Fred Goddard, KXRO, Aberdeen; Robert E. Priebe, Ted Bell, KRSC, Seattle; Burke Ormsby, KTBI, Tacoma; Ann Shepard, Verne Sawyer, Ted Knightlinger, KMO, Tacoma.

Jim Murphy, KMO-KIT, Tacoma; Harry Long, KVI, Tacoma; Jim McLaughlin, John Keating, Seattle; Mark Knight, AP, Seattle; Oliver Runchey, KOL, Seattle; Harry Jordan, KEVR, Seattle; Al Bond, Ken Yeend, Ralph Thompson, Loren Stone, KIRO, Seattle; Vern Mack, William Taft, Thelma Taft, Shirley Bartholomew, KRKO, Everett; Jim Wallace, KPQ-KVOS, Wenatchee; Ralph Shotwell, Jim Foster, KPQ, Wenatchee; Pete Wick, KIT, Yakima; Dan Crowley, UP, San Francisco; George Dunning, L. L. Lang, Ross McConnell, KOMO, Seattle; Frank Adams, KVOS, Bellingham.

RADIO-PRESS TIE-UP WORKING

WHCU's "Radio Edition of the Weekly Press," Sunday afternoon roundup of editorial and news material culled from 70 weekly newspapers in the station's listening area, is accomplishing five things, according to the July issue of the *WHCU Program Guide*. It is (1) providing a very listenable program of great local interest; (2) stimulating wider interest in community and regional affairs; (3) setting up a clearing house for the interchange of ideas on how to solve problems common to all or several of the communities in the region; (4) cutting down on the weeklies' boiler plate and improving the standards of locally written editorials and news stories; and (5) vastly benefiting radio-press relations.

The program—presently 15 minutes, with an extension to 30 announced as possible—was created by Michael R. Hanna, WHCU Manager and Director of District 2, NAB. The *WHCU Program Guide* describes it as follows:

"The object of this 15-minute program is to stimulate interest in the democratic process at the 'grass roots'—in the homes, in the small communities, in the neighborhood press; to let one community, however isolated, know what other communities in the next valley, the next county, or across the state border are *doing* about the same problems they face in their community; to tell one community what the people in the other communities are *thinking* about the day's issues; to inspire and encourage community thought and community action in any 'hermit' communities by holding up the example of the more alert, the more democratic communities in the area—AS REFLECTED IN THE COMMUNITY PRESS.

"The forepart of each program is given over to such 'action' stories as when Elmira discovered that 50% of its community chest pledges were unpaid, that public patience and funds were depleted by the endless succession of 'public appeals' for outside charity, and citizens formed an 'appeals investigating committee,' sought city-country approval of its passing on the worthiness and limit of subsequent appeals. Or when the Village of East Rochester, which had enjoyed the luxury of a municipal engineer, and neighboring Fairport, which needed such help, got together on a deal to share the engineer's services and expense 50-50. Or at the other extreme—when Horseheads organized a 'baby-sitters service' among its high school girls and established a wage scale—all suggesting solutions for local problems in other communities.

"The idea of such a program was outlined to a group of seven key weekly editors by Station Manager Michael R. Hanna, whose brainchild it was, nearly a month before it was presented on the air. It was offered as a project to arouse community interest in the Democratic process—the American way of life—and to improve the community press as the natural and accepted leader in community thought and activity. It was understood that participating members had to 'produce' to be included in the radio program—that they had to have stories or editorials worthy of attention. And they recognized, even then, that inclusion on the weekly radio program amounted to a

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special recognition of their service in the public interest. Some of the participating editors have been quick to perceive the possibilities of the program. Typical comments from their editorial columns:

"The *Chemung Valley Reporter*, Horseheads, New York: '(The Station) has succeeded in giving the non-metropolitan areas back to their people . . . (WHCU) is to be congratulated for its unprecedented attempt at cooperation between two, often highly competitive fields—press and radio. The Weekly Press appreciates this generosity and welcomes the opportunity for co-operation.'

"The *Moravia Republican-Register*, Moravia, New York: 'The real value of the (WHCU) program is in the greater attention weekly newspaper editors will give to their leading news stories and editorials because they are likely to be quoted—also in the wider effect weeklies can have on public opinion.'"

Broadcast Advertising

PER INQUIRY OFFER

Member stations have reported to NAB that Byrne Advertising Agency, Chicago has advised them of the availability of business on a per inquiry basis. The agency represents a client in the photo and printing field.

The agency has been advised that NAB has adopted a resolution opposing per inquiry type of radio advertising. A copy of the NAB resolution on this subject adopted at the 1942 convention was sent to the agency.

Small Market Stations

EARLY MORNING PROGRAMMING OF WINS AND KHJ STUDIED

The NAB Small Market Stations Division study of early morning programs in competitive, metropolitan areas reveals currently the programming of WINS, New York City, and KHJ, Hollywood, Cal.

The independent New York station has two shows on the early morning schedule. "Musical Coffee Pot" is broadcast from 6:00 A.M. til 7:30 A.M. Five minutes of news is included at 7:00 A.M. Willard Schroeder, WINS general manager, reports that this show features two announcers, Art Scanlon and Paul Miner with popular tunes, weather, time, and participating announcements.

A new WINS morning program, emceed by Johnny Gart, is presented from 7:40 til 8:45 A.M. His show is patterned along the lines of the earlier program, but special events and news features are injected via the wire recorder. This service has proved especially effective, Mr. Schroeder reports. With the use of the recorder Gart has presented to the WINS audience interviews with such "names" as Anthony Eden, Babe

Ruth, Joe Louis and others. An example of the timely interviews was the appearance of Joe Louis the morning of the big fight. Babe Ruth was interviewed at LaGuardia Field just before he stepped on the plane for Mexico City, where he was guest of the famed Pasqual Brothers of the Mexican League. According to reports, the use of the wire recorder on the Gart show over WINS offers an angle of considerable appeal to audience and advertisers.

KHJ, Don Lee outlet in Hollywood, California has programmed the same show, "Rise and Shine" for the past ten years during the early morning period. The program is sold in one-minute and fifteen-minute participating units. Henry Gerstenkorn, KHJ assistant general sales manager, advises that the program has been responsible for exceptional increase in sales for Western Auto Supply Company, which has 85 outlets in the area. Dixon Ticonderoga Pencils is completing its third year on the program. Many other sponsors have been regular clients from three to six years consecutively. Program is heard from 6:00 A. M. till 8:00 A.M. Light music, time signals, and news constitute the format.

GROUP SELLING BY THE OKLAHOMA NETWORK

The success of group selling by the Oklahoma Network is attributed by Robert D. Enoch, network general manager, in large measure to the appointment of an aggressive stations representative organization, Taylor-Howe-Snowden Radio Sales. The member stations, as well as the network, have each appointed the firm individually.

This group emphasizes the value of promotion in the trade press and use of NAB recommended sales policies. Each station provides maximum support locally in campaigns placed with the group.

KTOK in Oklahoma City, is key outlet. Other stations in the group are: KADA, Ada; KBIX, Muskogee; KCRC, Enid; KGFF, Shawnee; KOME, Tulsa, and KVSQ, Ardmore, Oklahoma.

Advertisers are permitted to use as few as three stations and still get the network rate. One office handles all advertising business. All stations are affiliated with the American Broadcasting Company.

FCC

GILLINGHAM RESUMES POST WITH FCC AS INFORMATION DIRECTOR

George O. Gillingham, recently relieved from active army duty as chief of the information branch, Chemical Warfare Service, returned Monday (1) to his position as director of information for the FCC.

Earl Minderman, who had been information chief at the commission for the past three years, will undertake a special assignment under the direction of Acting Chairman Charles R. Denny.

Mr. Gillingham, who went into the army early in 1942, was relieved from military service as a lieutenant

(Continued on next page)

colonel. He has been awarded the Legion of Merit and the Army Commendation Ribbon.

He had served with the army in World War I, also with CWS.

Mr. Gillingham was with Pathfinder Magazine from 1922 to 1933, and for five of those years was its managing editor. During the next six years, he handled public relations for the Tennessee Valley Authority in Washington. In 1939, he transferred to the FCC.

NEW YORK HEARING ON 19 FM APPLICATIONS TODAY

Nineteen applicants for FM facilities in New York City and northern New Jersey are scheduled to be heard by the FCC in New York City's United States Courthouse Building today.

Complete lists of applications are listed in this issue of REPORTS under *FCC Docket*.

RESEARCH DEPARTMENT

PETRY STUDY MEASURES LISTENER MEMORY OF SPOT ANNOUNCEMENTS

The results of another interesting study on the effectiveness of radio in producing memory for commercial announcements in radio programs were released last week by Edward Petry, Inc., station representatives. The question which this research and its predecessors have attempted to answer was whether listeners remember the *commercial* aspects of what comes in over their loud-speakers. It is this feature of a sponsored program for which the advertiser pays and in which he is keenly interested. Present methods of assessing program popularity only, fail to show the sponsor the extent to which his commercial message registers with the listener.

In order to avoid the complications of familiar programs, familiar voices and other non-commercial features, spot announcements were used for the study as "commercials in their purest, most detachable form." This procedure enabled the researchers to detach the commercial announcement from other features of an ordinary broadcast and to test its recognition value alone.

By using a prebroadcast test of the spots to be used in the survey, it was possible to estimate the number of listeners who *thought* they had heard the test announcements (even before they had been used). This was an important and valuable aspect of the study because, since familiar brand names were used in the test, this prebroadcast determination enabled the researchers to assign a more precise estimate to the *net* recognition value of the announcement being tested.

The first broadcasts of the test announcements were made on January 1, 1946. One and two months later tests of recognition were administered—to two different groups of families. The "net recognition" value of the announcements persisted relatively unchanged over the two-month period. Recognition was tested by playing back the announcements by means of an

electric play-back mechanism in the homes of the families interviewed. Only one member of each family participated.

As a result of this test, the authors state that the "net recognition" value of these announcements varies between 27% and 51% at the end of one month, and their tables show that this effect persists into the second month, ranging from 26% to 61% after the longer period. In general, those announcements low in recognition value at the end of one month are also low at the end of two months.

In general, the results of this study tend to confirm the findings of earlier researchers in this field. Aurally perceived material (commercial or otherwise) has a high recognition value when properly presented. The results should be very useful, when checked against copy, should be helpful to the copywriter and can lead the way to creating the "do's" and "don'ts" of the writing of acceptable and retainable copy.

As far as determining the return for his money, this study may leave the sponsor a little disappointed since it takes only the first step in determining the effectiveness of radio advertising. Ability to recognize the content of a previously heard commercial is less than complete assurance that the commodity advertised will be the one next purchased by the listener. It is assumed that the authors of this study would be the first to admit this point. In the second place, inability to recognize the content of a previously heard commercial is no guarantee that the listener will not be predisposed to purchase the commodity advertised when the next opportunity occurs.

What it boils down to is this: We can ask a number of questions of our listeners to determine the effectiveness of our commercial messages. We can ask, "Which of these cigarette advertisements do you remember hearing on the radio?" or we can ask "Which brand of cigarettes do you have in your pocket now?" We can ask, "Which of these flour commercials do you remember hearing or liking or preferring?" or we can ask "Which brand of flour do you have in your pantry now?" When there has been a high correlation established between the answers to these two types of questions, the answer to either one is sufficient. Until then the effectiveness of radio advertising will be measured by the particular question asked.

Engineering

MIDDLEBROOKS AWARDED LEGION OF MERIT

Secretary of the Navy James Forrestal has informed NAB's new director of engineering, James L. Middlebrooks, that he has just been awarded the Legion of Merit for services performed during his tour of duty with the navy.

The citation awarding the medal points out that "Commander Middlebrooks rendered invaluable service toward the great technical improvement established and maintained in the Naval Communication Service and in other electronic activities through efficient use

(Continued on next page)

of new antenna systems, application of modern electronic circuits and application of commercial techniques.

"By his leadership, Commander Middlebrooks contributed materially to the successful prosecution of the war and upheld the highest traditions of the United States Naval Service."

Public Interest Programming

POTATOES TO THE RESCUE

(Story from OWMR)

While much of the country's wheat is being distributed abroad to alleviate famine conditions in Europe and China, and bread and other wheat products are necessarily somewhat short in this country, we are fortunate in having an unusually large supply of potatoes. Potatoes are plentiful and available now practically all over the country.

As part of the Government Famine Emergency Program—which NAB members have been supporting so generously—radio station managers will be called on by representatives of the United States Department of Agriculture in the abundant areas, and will be asked to cooperate in informing the public of the availability of potatoes and of their excellence as a substitute for bread during the shortage.

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 15-21, by The Advertising Council and the Media Programming Division of the OWMR. A brief resume of each Fact Sheet is given below:

Home Canning

Since a considerable part of our customary American food supply is going overseas for the relief of hunger-ridden million, we are currently experiencing—and will continue to experience—a scarcity of certain foods such as wheat products, fats and oils. *Housewives of America are urged to help compensate for this scarcity and insure their families' food supply this coming winter by canning, preserving and storing as much of the so-called "alternate foods" as possible.* At a time when food is so vital to the continued peace of the world and the very existence of so many of its people, it is imperative that those of us fortunate enough to have food use it to the maximum advantage—which means home canning this summer. Under the circumstances, waste—either through failure to preserve our surplus garden yield, or doing it improperly—is unpardonable. Housewives, therefore, should be urged to remember that the following points are of top importance: (1) Can, preserve and store as much as possible from Victory Gardens. (2) When markets feature abundant supplies of locally grown, good-quality produce, suitable for home preservation, take advantage of the opportunity to build up food stocks for next winter. (3) Lay in supplies of containers and equipment early to enable manufacturers to gauge demand. (4) Conserve your sugar for canning purposes. Follow the wartime rule of 1 pound of sugar to 4 quarts of finished fruit. (5)

Use only safe, tested methods, backed by scientific research. Take no chances on accidents, spoilage, unnecessary loss of food value. Study methods recommended for different foods; get competent advice. Consider freezing, pickling, brining, drying and storing, as well as canning, for different types of produce. (Fact Sheet No. 24)

Building Our New Army

The Army's present recruiting drive may fail unless public attitudes can be changed and changed quickly. The Army itself is conducting a large-scale direct recruiting drive using paid advertising in various media, but it urgently asks help in a concurrent backdrop campaign, for which its own resources are inadequate, to build prestige for the new Regular Army and its personnel in the public mind, and particularly in the minds of potential recruits, their families and their friends. Very bluntly, the objective of this campaign is to change the old attitude of Americans toward their Army. By explaining the purpose and the character of the new Regular Army being formed since victory in World War II, and by paying tribute to the young men now joining it to guard world peace, your program can help the Army's recruiting drive achieve the goal it seeks. The new American Army of today is a compact, carefully chosen group of skilled technicians. Young men seeking to enter must have brains and ability. They must be able to understand and profit by technical training that is second to none. They must be capable of leadership. They must be all this because the task before them is the maintenance of that peace for which thousands of other young Americans have already died. Point out that they are guardians of peace—Congress has authorized our new large and expertly trained Army in order to enforce the peace and fulfill our obligations as a member of the United Nations Organization. Point out that the new Regular Army soldier is a skilled technician—he works with advanced techniques and equipment in at least one of many specialized fields, and his competence equals and often exceeds the skill demanded in some of the best paid civilian trades. Illustrate the kind of work they do as guardians of peace and architects of our country's safety. (Fact Sheet No. 2-B)

Housing—"Boom and Bust?"

America's critical housing shortage constitutes one of the most potentially explosive inflationary situations of the reconversion period. A bold and vigorous program has been developed to whip that shortage. But even under that program the urgent demand for homes will far exceed the number that can be built for months to come. And in addition to the urgent demand by returning veterans and others, there are millions of Americans who would like to buy or remodel if they could. Under these conditions the threat of inflation in housing and building materials is more menacing than in any other section of the economy. Within limits people in urgent need of shelter are tempted to pay almost any price for it. It would be presumptuous for anyone to urge a man not to buy or build when he has the money and his family is without a place to live. However, it is in the interest of the Nation as well as the home-seeker that he be told of the dangers involved in buying or building at inflated prices. During the period when the demand for housing is abnormally high and production is low, *there are two alternatives open to us—to start a "boom-bust" cycle by frantically bidding up the prices of the limited housing supply, or to put the brakes on housing inflation by postponing buying or building if we do not urgently need a new house and by securing expert advice if we do build or buy.* Explain that during the period when the shortage is most acute there is serious danger of a housing inflation that would affect our whole economy. Suggest that families not urgently in need of a home consider waiting until later to buy or build, meanwhile saving and planning for the time when more homes can be built and better values may be available. Strongly urge everyone who finds it necessary to buy or build today to secure expert advice and sound appraisals before doing so. (Fact Sheet No. 7-B)

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 8. They are subject to change.

Monday, July 8

NEW—Electronic Time, Inc., New York, N. Y.—C. P. for developmental high frequency broadcast station, 25-30 mc., 2 KW, unlimited.

NEW—Lake Broadcasting Company, Inc., 6th & Broadway, Gary, Ind.—C. P. 1560 kc., 500 watts night, 1 KW day, unlimited.

Further Hearing

Before the Commission in Room 6121

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

To Be Held in Room 110, U. S. Courthouse Bldg. Foley Square, Center & Pearl Sts., New York, N. Y.

- NEW—WBXX Broadcasting Co., Inc., New York City, N. Y.—For FM facilities.
- NEW—News Syndicate Co., Inc., New York City, N. Y.—For FM facilities.
- NEW—WMCA, Inc., New York City, N. Y.—For FM facilities.
- NEW—Debs Memorial Radio Fund, Inc., New York, N. Y.—For FM facilities.
- NEW—Frequency Broadcasting Corp., Brooklyn, N. Y.—For FM facilities.
- NEW—American Broadcasting Co., Inc., New York, N. Y.—For FM facilities.
- NEW—Hearst Radio, Inc., New York, N. Y.—For FM facilities.
- NEW—Bernard Fein, New York, N. Y.—For FM facilities.
- NEW—WL1B, Inc., New York, N. Y.—For FM facilities.
- NEW—Peoples Radio Foundation, Inc., New York, N. Y.—For FM facilities.
- NEW—Metropolitan Broadcasting Service, New York, N. Y.—For FM facilities.
- NEW—N. M. U. Broadcasting Co., Inc., New York, N. Y.—For FM facilities.
- NEW—Amalgamated Broadcasting System, Inc., New York, N. Y.—For FM facilities.
- NEW—Unity Broadcasting Corp. of New York, New York, N. Y.—For FM facilities.
- NEW—North Jersey Radio, Inc., Newark, N. J.—For FM facilities.
- NEW—Radio Projects, Inc., Newark, N. J.—For FM facilities.
- NEW—Atlantic Broadcasting Co., Inc., Newark, N. J.—For FM facilities.
- NEW—North Jersey Broadcasting Co., Inc., Paterson, N. J.—For FM facilities.
- NEW—Board of Missions of Church Exts. of the Methodist Church, New York City, N. Y.—For FM facilities.

Tuesday, July 9

NEW—Fort Wayne Broadcasting, Inc., Fort Wayne, Ind.—C. P. 1030 kc., 1 KW day, daytime.

NEW—Marion Radio Corp., Marion Ind.—C. P. 1030 kc., 1 KW day, daytime.

Before the Commission En Banc

WXYZ; WOOD—Geo. W. Trendle et al. (Transferors); American Broadcasting Co., Inc. (Transferee).—For transfer of control of King Trendle Broadcasting Corporation.

WENR; WJZ; KGO; KECA; FM-Conditional Grant of PH-378—Edward J. Noble (Transferor); American Broadcasting Co., Inc. (Transferee).—For transfer of control.

Wednesday, July 10

WHLS—Herman Leroy Stevens and Harmon Leroy Stevens, doing business as Port Huron Broadcasting Company, Port Huron, Mich.—Renewal of license.

FCC ACTIONS

DOCKET CASE DECISIONS

The Commission announces its final Decision (B-241) granting the application of The Observer Radio Company for a new station at Orangeburg, South Carolina, to operate on 1450 kilocycles, 250 watts, unlimited time. This grant is contingent upon the filing within 30 days of an application specifying a transmitter site and antenna system which will comply with the Commission's Standards of Good Engineering Practice. The provisions of Sections 3.55(b) and 3.60 of the Commission's Rules as applied to the grant herein are waived to permit use of a cathode ray oscillograph as a modulation monitor and to permit operation without a frequency monitor (using commercial checks) until frequency monitors type-approved by the Commission are available. (Docket 6763)

At the same time, the Commission denied the applications of Orangeburg Broadcasting Corporation and the Edisto Broadcasting Company seeking the same facilities. (Dockets 6764 and 6801)

The Commission announces adoption of a Proposed Decision (B-250), looking towards the grant of the application of Lake Erie Broadcasting Company for a new station in Sandusky, Ohio, to operate on 1450 kc., 250 watts, unlimited time (Docket 7004), and to deny the mutually exclusive applications filed by The Sandusky Broadcasting Company (Docket 7003), and The Bay Broadcasting Company (Docket 7172) requesting the same facilities.

The Commission announces its final Decision (B-239) granting the application of Northern Radio, Inc., for a new station at Glens Falls, New York, to operate on the frequency 1450 kilocycles, 250 watts, unlimited time. The construction permit is conditioned upon the filing of an application by Great Northern Radio, Inc., for modification of permit specifying the exact transmitter site and antenna system and further conditioned on the installation of an approved modulation monitor when available. (Docket 6852)

At the same time, the Commission made final its denial of the application of Glens Falls Broadcasting Corporation seeking the same facilities. (Docket 6702)

Commissioner Jett voted in favor of a grant to the Glens Falls Broadcasting Corporation.

(Continued on next page)

RELAY APPLICATIONS GRANTED

KRLD Radio Corp., area of Dallas, Texas.—Granted CP for a new relay broadcast station to be used with standard station KRLD; frequencies: 156.75, 158.40, 159.30 and 161.10 mc.; 25 watts; subject to change in frequency assignment without advance notice of hearing. (B3-PRE-461)

MISCELLANEOUS ACTIONS

WJTN—James Broadcasting Co., Inc., Jamestown, N. Y.—Granted CP to install a new transmitter (Gates 250-C). (B1-P-4782)

KXLR—Ark. Airwaves Co., No. Little Rock, Ark.—Granted license to cover CP which authorized a new station to operate on 1450 kc., 250 watts, unlimited time (B5-L-1953); also authority to determine operating power by direct measurement (B5-Z-1776). Licensee is granted a waiver of Sec. 3.55(b) and 3.60 of the Commission's rules, conditions.

KROP—Broadcasting Corp. of America, Brawley, Calif.—Granted license to cover CP which authorized a new station to operate on 1300 kc., 500 watts night, 1 KW-LS, unlimited time (B5-L-1957); also authority to determine operating power by direct measurement (B5-Z-1782). Licensee is granted waiver of Sec. 3.55(b) of the Commission's rules, conditions.

WAGC—Tenn. Valley Broadcasting Co., Chattanooga, Tenn.—Granted CP to install new transmitter (Collins 300-G). (B3-P-4766)

WLAN—Peoples Broadcasting Co., Lancaster, Pa.—Granted modification of CP which authorized a new station, to make changes in vertical antenna and install FM antenna on top, change transmitter location from Beanhill Road, 600 feet East of Intersection of Wabank Road, Lancaster, to Gypsy Hill Road near Rocky Spring Road, Lancaster, specify studio location as 248 North Queen St., Lancaster, and extend commencement and completion dates from 5/7/46 and 11/7/46, respectively, to 60 days after grant and 180 days thereafter. (Action 6/28).

KFVD—Standard Broadcasting Co., Los Angeles, Cal.—Granted modification of CP, which authorized a new transmitter and antenna, increase in power and change transmitter location, for extension of completion date to 10/31/46. The authority is granted subject to express condition that permittee shall satisfy legitimate complaints of blanketing within the 250 mv/v contour, including external cross modulation. (B5-MP-1959)

KFXD—Frank E. Hurt and Son, Boise, Idaho.—Adopted an order granting application for construction permit (Docket 6652) to change location, change frequency from 1230 to 580 kc., increase power from 250 watts to 1 KW; make changes in transmitting equipment, install DA for day and night use, subject to the condition that appropriate application be filed for modification of antenna to afford greater protection to stations KML, Fresno, and CKUA, Edmonton, Alberta, and subject to the further condition upon approval by the CAA of the proposed transmitter site.

KVOE—The Voice of the Orange Empire, Inc., Ltd., Santa Ana, Cal.—Granted construction permit to install a new vertical antenna. (B5-P-4576)

WFTL—Ft. Lauderdale Broadcasting Co., Ft. Lauderdale, Fla.—Granted modification of CP which authorized a new station, for approval of antenna and approval of transmitter and studio locations at So. side of SE 15th Street at Stranahan River, Ft. Lauderdale, and Foot of SE 15th St., Ft. Lauderdale, respectively. Permittee is granted a waiver of Sec. 3.60 of the Rules; conditions.

W2XMN—Edwin H. Armstrong, Alpine, N. J.—Granted extension of special temporary authority to operate High Frequency Exp. broadcast station for the period July 5 to Aug. 3, 1946, pending commencement of operation of station in accordance with terms of license granted under the call WFMN. Freq., etc., similar to previously granted authority.

W2XMN—Edwin H. Armstrong, Alpine, N. J.—Granted extension of special temporary authority to retransmit the transmissions of High Frequency Broadcast Stations WDRC-FM and WGTR for a period beginning July 5 and ending in no event later than Aug. 3, in order to continue rebroadcasting experiments.

WBCA—Capitol Broadcasting Co., Inc., Schenectady, N. Y.—Granted extension of special temporary authority to rebroadcast programs originating at High Frequency Exp. broadcast station W2XMN for the period July 6 and ending in no event later than Aug. 4.

WNOE—James A. Noe, New Orleans, La.—Denied petition requesting that a date certain be set in September, 1946, at New Orleans instead of Washington, upon applications in Dockets No. 6346 and 7117.

Deep South Broadcasting Corp., New Orleans, La.—Granted petition requesting that a date certain be set for the hearing upon applications in Dockets 6346 and 7117, prior to August 1, and scheduled the hearing on these applications for July 22 in Washington.

Henry F. Fett, Dearborn, Mich.—Granted in part petition for continuance of further hearing in Dockets No. 7384 and 7385, and continued said further hearing upon these applications insofar as it relates to the non-engineering phases only, to July 25, 1946.

Ogden Broadcasting Co., Inc., Ogden, Utah.—Granted petition for leave to amend its application for CP (B5-P-4553; Docket 7435), so as to show the addition of two minority stockholders to the corporation; and to change paragraph 8 of application to reflect information re new stockholders; and the amendment was accepted.

KSDJ—Finley-McKinnon Broadcasting Co., San Diego, Cal.—Granted modification of CP which authorized a new station, to change type of transmitter (RCA BTA 5-F) and change transmitter location from SE corner of 69th and Mount Vernon Sts., Berrytown, Cal., to West Side of Seminole Drive, near 62nd St., San Diego. (B5-MP-1901)

KATO—Sierra Broadcasting Co., Reno, Nev.—Granted modification of CP which authorized a new station, to make changes in vertical antenna and ground system, change studio location from 106 Sierra St., Reno, to 6th and Cassinelli Road, Reno, and extend commencement and completion dates from 5-7-46 and 11-7-46, respectively, to 30 days after grant and 90 days thereafter. Permittee is granted a waiver of Secs. 3.55(b) and 3.60 of the Commission's rules; conditions. (B5-MP-1960)

WEAF-FM—National Broadcasting Co., New York, N. Y.—Granted construction permit for an existing FM station to specify frequency 97.3 mc. (No. 247); Metropolitan station; 1.4 KW transmitter power output; 1.6 KW effective radiated power; antenna 1300 ft; install new transmitter, and make changes in antenna system. (B1-PH-945)

WGNB—WGN, Inc., Chicago, Ill.—Granted construction permit to install new transmitter and antenna system and specify freq. 98.9 mc. (No. 255); 20.0 KW radiated power; antenna height 490 ft. (B4-PH-756)

WAAW—Bremer Broadcasting Corp., Newark, N. J.—Granted modification of construction permit which authorized a new FM station, for move of transmitter location from Montclair, N. J. to Corner Mt. Pleasant and Marcella Ave., West Orange, N. J.; studio location from 15 Hill St., Newark to 1020 Broad, Newark; change in transmitter and antenna system, and specify frequency channel #239 (95.7 mc.), 13.5 KW radiated power; antenna 590 ft; site subject to CAA approval; approved types of frequency and modulation monitors to be used; ext. of C. & C. dates from 3-27-42 and 9-27-42 to 60 days after grant thereof and 160 days thereafter, respectively. (B1-MPH-91)

WBAM—Bamberger Broadcasting Service, Inc., New York City.—Granted CP to change frequency to Channel No. 243, 96.5 mc.; make changes in transmitting equipment; install new antenna; specify coverage as 9,860 sq. mi.; class of station: Metropolitan; effective radiated power: 15 KW; antenna height:

(Continued on next page)

559 ft.: approved types of frequency and modulation monitors to be used. (B1-PH-733)

WEIT—Loyola University, area of New Orleans—Granted CP to make changes in transmitting equipment of relay station and increase power from 7 to 15 watts. (B3-PRE-464)

WEKY—The Yankee Network, Inc., area of Mt. Washington, N. H.; WEOD—Boston, Mass.—Present licenses for relay stations were extended upon a temporary basis only, pending determination upon application for renewal, for the period ending Sept. 1, 1946.

W6XIS—Intermountain Broadcasting Corp., Salt Lake City, Utah.—Granted construction permit for reinstatement of construction permit (B5-PVB-98 as mod.), which authorized a new exp. television broadcast station on frequencies to be assigned by Chief Engineer, aural power 200 watts, visual power 400 watts (peak), emission-visual: A5-Aural: Special for FM, and hours of operation in accordance with Sec. 4.4, and to specify frequency as channels #2 (64-60 mc.) and #9 (186-192), and to change transmitter location from 1st Natl. Bank Bldg., 1st So. and Main St., Salt Lake, to 175 So. Main St., Walker Bank Bldg., Salt Lake City. Granted on an experimental basis only; condition. (B5-PVB-168)

WIUN—State of Wis., State Radio Council, Madison, Wis.—Granted modification of CP which authorized a new non-commercial educational broadcast station, to increase the antenna height by 50 ft. Channel: 91.5 mc. (No. 218); 9.3 KW.

FCC APPLICATIONS

AM APPLICATIONS ACCEPTED FOR FILING

630 Kilocycles

WJMS—Upper Michigan-Wisconsin Broadcasting Co., Inc., Ironwood, Mich.—Construction permit to change frequency from 1450 to 630 kc., increase power from 250 watts to 1 KW, install new transmitter and directional antenna for day and night use and change transmitter location.

790 Kilocycles

WEAU—Central Broadcasting Co., Eau Claire, Wis.—Construction permit to increase power from 5 KW day and 1 KW night to 5 KW day and night, and make changes in directional antenna for night use. Amended re changes in directional antenna pattern.

820 Kilocycles

NEW—WLBG, Inc., Laurens, S. C.—Construction permit for a new standard broadcast station to be operated on 820 kc., power 250 watts and daytime hours of operation. Amended to change transmitter location and to designate studio.

850 Kilocycles

NEW—Champlain Valley Broadcasting Corp., Albany, N. Y.—Construction permit for a new standard broadcast station to be operated on 850 kc., power 10 KW, directional antenna for day and night use and unlimited hours of operation. Amended re additional directors and stockholders.

NEW—A. J. Fletcher, Greensboro, N. C.—Construction permit for a new standard broadcast station to be operated on 850 kc., power 1 KW and daytime hours of operation. Amended to change name of applicant from A. J. Fletcher to Capitol Broadcasting Co., Inc.

900 Kilocycles

WKAX—Courier Broadcasting Service, Inc., Birmingham, Ala.—License to cover construction permit (B3-P-3681, as modified) which authorized a new standard broadcast station.

WKAX—Courier Broadcasting Service, Inc., Birmingham, Ala.—Authority to determine operating power by direct measurement of antenna power.

920 Kilocycles

KOLO—Reno Broadcasting Co., Reno, Nev.—Modification of construction permit (B5-P-3720, which authorized a new standard broadcast station) to install new transmitter and to change from employing directional antenna night only to directional antenna for day and night use.

940 Kilocycles

NEW—Plains Empire Broadcasting Co., Amarillo, Texas—Construction permit for a new standard broadcast station to be operated on 1320 kc., power 500 watts 1 KW-LS, directional antenna for night use and unlimited hours of operation. Amended to change frequency from 1320 to 940 kc., power from 500 watts 1 KW-LS to 1 KW day and night, changes in directional antenna for day and night use and change transmitter location.

950 Kilocycles

NEW—Queen City Broadcasting Co., Inc., Boise, Idaho—Construction permit for a new station to be operated on 600 kc., power 1 KW, directional antenna for night use and unlimited hours of operation. Amended to change frequency from 600 to 950 kc., changes in directional antenna for day and night use and change transmitter location.

980 Kilocycles

NEW—Charles Wilbur Lamar, Jr., Morgan City, La. (P. O. 3200 Scenic Highway, Baton Rouge, La.)—Construction permit for a new standard broadcast station to be operated on 980 kc., power of 250 watts and unlimited hours of operation.

1060 Kilocycles

NEW—John H. Schultz, Marshall True, Paul A. Wnorowski, Marvin M. Mollring and John W. Lewis, Jr., d/b/as WBEL Broadcasting Co., Belleville, Ill.—Construction permit for a new standard broadcast station to be operated on 1060 kc., power 250 watts and daytime hours of operation. Amended to add Joseph H. Yaegel as member of partnership.

1080 Kilocycles

NEW—West Virginia Radio Corp., Pittsburgh, Pa. (P. O. 446 Spruce St., Morgantown, W. Va.)—Construction permit for a new standard broadcast station to be operated on 1080 kc., power of 1 KW and daytime hours of operation.

NEW—Lake Superior Broadcasting Co., Duluth, Minn.—Construction permit for a new standard broadcast station to be operated on 1080 kc., 10 KW for day and night use, DA and unlimited hours of operation. Amended to change power from 10 KW to 5 KW-10 KW-LS, change type of transmitter, changes in directional antenna and change transmitter location.

1150 Kilocycles

NEW—Northwestern Ohio Broadcasting Corp., Lima, Ohio—Construction permit for a new standard broadcast station to be operated on 1150 kc., power 1 KW, direc-

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tional antenna for day and night use and unlimited hours of operation. Amended re changes in directional antenna pattern.

1180 Kilocycles

WLDS—Milton Edge and Edgar J. Korsmeyer, d/b as Edge and Korsmeyer, Jacksonville, Ill.—Construction permit to increase power from 250 watts to 1 KW and install new transmitter.

1230 Kilocycles

NEW—B. J. Barrier, Jr., H. T. Barrier, H. P. Holmes, Yazoo City, Miss. (P. O. 115 East Jefferson)—Construction permit for a new standard broadcast station to be operated on 1230 kc., power of 250 watts and unlimited hours of operation.

KANA—Mosby's Inc., Anaconda, Mont.—Modification of construction permit (B5-P-4511, which authorized a new standard broadcast station) to change type of transmitter.

NEW—McEvoy Broadcasting Co., In or Nr. Roswell, N. M. (P. O. 110 North Main St., Roswell, N. M.)—Construction permit for a new standard broadcast station to be operated on 1230 kc., power of 250 watts and unlimited hours of operation.

1290 Kilocycles

WNBF—Wylie B. Jones Advertising Agency, Binghamton, N. Y.—Modification of license to change name of licensee to Clark Associates, Inc.

1340 Kilocycles

KVIC—Radio Enterprises, Inc., Victoria, Texas—Transfer of control of licensee corporation from Morris Roberts to J. G. Long through sale of 250 shares of common stock.

1400 Kilocycles

KVOP—W. J. Harpole & J. C. Rothwell, A Partnership, Plainview, Texas—Voluntary assignment of license to W. J. Harpole.

WBLK—Charleston Broadcasting Co., Clarksburg, W. Va.—Voluntary assignment of license to News Publishing Company.

1420 Kilocycles

KUJ—KUJ, Inc., Walla Walla, Wash.—Construction permit to increase power from 1 KW to 5 KW, install new transmitter and directional antenna for night use.

1450 Kilocycles

WPBP—Jose M. Sepulveda and Jose M. Rodriguez Quinones, d/b as Paradise Broadcasting Co., Mayaguez, P. R.—Modification of construction permit (B-P-4168, which authorized a new standard broadcast station) to change transmitter and studio locations.

WHSC—Hartsville Broadcasting Co., Hartsville, S. C.—Modification of construction permit (B3-P-4222, as modified, which authorized a new standard broadcast station) to change transmitter and studio locations and extend commencement and completion dates.

NEW—Palouse Empire Radio, Inc., Moscow, Idaho—Construction permit for a new standard broadcast station to be operated on 1450 kc., power of 250 watts and unlimited hours of operation.

NEW—Bay State Beacon, Inc., Brockton, Mass.—Construction permit for a new standard broadcast station to be operated on 1450 kc., power 250 watts and unlimited hours of operation. Amended re change in directors and stockholders.

1490 Kilocycles

WLOE—Douglas L. Craddock, Leaksville, N. C.—Modification of construction permit (B3-P-4405, which authorized a new standard broadcast station) for changes in transmitting equipment, for approval of antenna and approval of transmitter and studio locations.

NEW—Roy C. Kelley, Muskegon, Mich. (P. O. 6 Fountain St., N. E., Grand Rapids, Mich.)—Construction permit for a new standard broadcast station to be operated on 1490 kc., power of 250 watts and unlimited hours of operation.

KVWC—Northwestern Broadcasting Co., Vernon, Texas—Modification of construction permit (B3-P-3896, which authorized installation of new vertical antenna with FM antenna mounted on top) to extend completion date.

1510 Kilocycles

WMRP—Methodist Radio Parish, Inc., Flint, Mich.—Modification of construction permit (B2-P-3836, which authorized a new standard broadcast station) for approval of antenna, for approval of transmitter location and change studio location.

NEW—San Diego Broadcasting Co., San Diego, Calif.—Construction permit for a new standard broadcast station to be operated on 1510 kc., power 5 KW DA and unlimited hours of operation. Amended to change power from 5 KW to 1 KW, 5 KW-LS, directional antenna day and night use.

1560 Kilocycles

WQXR—Interstate Broadcasting Co., Inc., New York, N. Y.—Construction permit to make changes in transmitting equipment and increase power from 10 to 50 KW (DA). Amended to change type of transmitter.

1590 Kilocycles

NEW—Caprock Broadcasting Co., Lubbock, Texas—Construction permit for a new standard broadcast station to be operated on 1590 kc., power 1 KW, directional antenna for day and night use and unlimited hours of operation. Amended to make changes in directional antenna and change transmitter location.

1600 Kilocycles

NEW—United Broadcasting Co., Inc., Montgomery, Ala.—Construction permit for a new standard broadcast station to be operated on 1600 kc., power 1 KW, and unlimited hours of operation. Amended to install directional antenna for night use and change transmitter location.

FM APPLICATIONS ACCEPTED FOR FILING

Daily News Publishing Co., Beloit, Wis. (P. O. 413-415-417 Pleasant St.)—Construction permit for a new FM (Metropolitan) broadcast station to be operated on frequency to be assigned by FCC, coverage of 8070 square miles.

Frequency Broadcasting Corp., Brooklyn, N. Y.—Construction permit for a new high frequency FM (Metropolitan) broadcast station to be operated on 43.7 mc., and coverage of 14,400 square miles. Amended to change coverage from 14,400 to 9,000 square miles, population from 11,900,000 to 12,200,000, frequency from 43.7 mc. to "to be assigned by FCC," type of transmitter and make changes in antenna system, changes in corporate structure, officers, directors and stockholders.

Hearst Radio, Inc., Baltimore, Md.—Construction permit for a new high frequency FM (Metropolitan) broadcast station to be operated on 96.9 mc. and coverage of 8,857.6 square miles. Amended to specify population of 2,044,605, change frequency from 96.9 mc. to "to be assigned," coverage from 8,857.6 to 11,790 square miles, transmitter location from Randallstown, Md., to Baltimore, Md., and make changes in antenna system.

North Carolina Broadcasting Co., Inc., Greensboro, N. C.—Construction permit for new high frequency FM (Metropolitan) broadcast station to be operated on 43.9 mc., coverage 13,200 square miles. Amended to specify type of transmitter, population of 1,094,246; change frequency from 43.9 mc. to Channel #251,

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98.1 mc.; coverage from 13,200 to 13,000 square miles: make changes in antenna system.

International Union, United Automobile, Aircraft and Agricultural Implement Workers of America (UAW-CIO), R. J. Thomas, President, Chicago, Ill.—Construction permit for new high frequency FM (Metropolitan) broadcast station to be operated on 43.5 mc., coverage 14,600 square miles. Amended to change name from International Union, United Automobile, Aircraft and Agricultural Implement Workers of America (UAW-CIO), R. J. Thomas, President, to UAW-CIO Broadcasting Corporation of Illinois.

Peoria Broadcasting Co., Peoria, Ill.—Construction permit for new high frequency FM (Metropolitan) broadcast station to be operated on 48.7 mc., coverage 11,613.96 square miles. Amended to specify population of 1,019,872; change class of station from Metropolitan to Rural; frequency from 48.7 mc. to "to be assigned"; coverage from 11,613.96 to 21,335 square miles; type of transmitter; changes in antenna system; and change in officers, directors and stockholders.

Farnsworth Television & Radio Corp., Fort Wayne, Ind.—Construction permit for new high frequency FM (Metropolitan) broadcast station to be operated on 46.1 mc., coverage of 8,500 square miles. Amended to change frequency from 46.1 mc. to Channel #238, 95.5 mc.; coverage from 8,500 to 13,300 square miles; transmitter location, specify type of transmitter; population of 891,255; and specify antenna system.

The Yankee Network, Inc., Providence, R. I.—Construction permit for new FM (Metropolitan) broadcast station to be operated on Channel #56, 99.1 mc., coverage not specified. Amended to specify coverage as 8,500 square miles, population as 2,457,192 and transmitter: change transmitter site from "to be determined at Bristol, R. I." to "Providence, R. I." and change antenna system.

Radio Projects, Inc., West New Brighton, N. Y.—Construction permit for new high frequency FM (Community) broadcast station to be operated on 49.7 mc., coverage 2,250 square miles. Amended to change corporate structure, and make changes in officers and directors.

Radio Projects, Inc., Jamaica, Long Island, N. Y.—Construction permit for new high frequency FM (Community) broadcast station to be operated on 49.3 mc., coverage 1,508 square miles. Amended to change corporate structure and make changes in officers and directors.

Miami Valley Broadcasting Corp., Dayton, Ohio—Construction permit for a new high frequency FM (Metropolitan) broadcast station to be operated on frequency to be assigned by FCC and coverage of 13,615 square miles. Amended to change type of transmitter and make changes in antenna system.

TELEVISION APPLICATIONS ACCEPTED FOR FILING

Hughes Productions Division of Hughes Tool Co., Los Angeles, Calif.—Construction permit for a new commercial television broadcast station to be operated on Channel #2, 60-66 mc., ESR 740. Amended to change name from Hughes Productions Division of Hughes Tool Company to Hughes Tool Company, frequency from Channel #2, 60-66 mc., to Channel #4, 66-72 mc., type of transmitters, transmitter and studio location and specify a directional antenna.

American Broadcasting Co., Inc., Chicago, Ill.—Construction permit for a new commercial television broadcast station to be operated on Channel #6, 82-88 mc., ESR: 1475, and unlimited hours of operation. Amended to change frequency from Channel #6, 82-88 mc., to Channel #7, 174-180 mc., type of transmitter, transmitter location and make changes in antenna system.

MISCELLANEOUS APPLICATIONS ACCEPTED FOR FILING

W9XEK—Courier-Journal & Louisville Times Co., Louisville, Ky.—Modification of construction permit (B2-PEX-26, as modified, which authorized change in fre-

quency, transmitter, emission, antenna and increase power) for extension of completion date.

KUSC—University of Southern California, Los Angeles, Calif.—Modification of construction permit (B5-PED-31 as modified, which authorized a new non-commercial educational broadcast station) for extension of commencement and completion date to specify frequency as Channel #219, 91.7 mc., to change type of transmitter and make changes in antenna system.

WMOI—Bruff W. Olin, Jr., G. Decker French and Howard P. Eckerman, a Partnership d/b as Moline Broadcasting Co., Moline, Ill.—Modification of construction permit (B4-P-3678, which authorized a new standard broadcast station) for approval of antenna and approval of transmitter and studio locations.

W2XDK—Sherron Metallic Corp., Brooklyn, N. Y.—Modification of construction permit (B1-PVB-142, as modified) which authorized a new experimental television broadcast station for extension of completion date.

APPLICATIONS TENDERED FOR FILING

NEW—Balboa Radio Corp., San Diego, Calif.—Construction permit for a new standard broadcast station to be operated on 740 kc., 5 KW, daytime hours of operation and directional antenna for day.

WTAX—WTAX, Inc., Springfield, Ill.—Consent to transfer of control of stock owned by Jay A. Johnson to Commodore Broadcasting, Inc. (1240 kc.)

Capitol Broadcasting Corp., Indianapolis, Ind.—Construction permit to change frequency from 1310 to 940 kc., power from 1 KW, 5 KW-LS to 5 KW day and night using directional antenna night time, and approval of transmitter location and antenna system.

NEW—Louis F. Leurig and F. F. McNaughton, d/b as The Las Cruces Broadcasting Co., Las Cruces, N. M.—Construction permit for a new standard broadcast station to be operated on 1450 kc., power 250 watts and unlimited hours of operation.

KIDO—Georgia Phillips, d/b as Boise Broadcast Station, Boise, Idaho—Construction permit to change power from 1 KW, 2 KW-LS to 5 KW, install new transmitter and directional antenna for day and night use and change transmitter location. (1380 kc.)

WKIX—Inter-City Advertising Co., Columbia, S. C.—Construction permit to change frequency from 1490 to 1320 kc., power from 250 watts to 1 KW, install new transmitter and directional antenna for night use.

WOPI—Radiophone Broadcasting Station WOPI, Inc., Bristol, Tenn.—Construction permit to change frequency from 1490 to 590 kc., power from 250 to 500 watts, 1 KW-LS, install new transmitter and directional antenna night.

NEW—Del Rio Broadcasting Co., a partnership consisting of James A. Clements, Richard J. Higgins, Thomas O. Mathews and Joe H. Torbett, Del Rio, Texas—Construction permit for a new standard broadcast station to be operated on 1230 kc., power 250 watts and unlimited hours of operation.

NEW—Blue Bonnet Broadcasting Corp., Fort Worth, Texas—Construction permit for a new standard broadcast station to be operated on 760 kc., power 1 KW and daytime hours of operation.

NEW—Weldon Lawson, Seguin, Texas—Construction permit for a new standard broadcast station to be operated on 1400 kc., power 250 watts and unlimited hours of operation. (Contingent upon KONO, removal to another frequency.)

NEW—Lincoln Broadcasting Corp., Lincoln, Nebr.—Construction permit for a new standard broadcast station to be operated on 1480 kc., power 1 KW, unlimited hours of operation and directional antenna for day and night use.

KIIBC—Hawaiian Broadcasting System, Ltd., Hilo, Hawaii—Construction permit to change frequency from 1230 to 970 kc., power from 250 watts to 10 KW, install new transmitter and change transmitter and studio locations.

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- WKVM—American Colonial Broadcasting Corp., Arecibo, P. R.—Construction permit to change frequency from 1230 to 1070 ke., power from 250 watts to 10 KW, install new transmitter and change transmitter location and install directional antenna for day and night use. (Contingent upon transfer of control of WKVM.)
- NEW—Arlington-Fairfax Broadcasting Co., Arlington, Va.—Construction permit for a new standard broadcast station to be operated on 1390 ke., power of 1 KW and daytime hours of operation.
- NEW—Anderson Broadcasting Co., Inc., Anderson, S. C.—Construction permit for a new standard broadcast station to be operated on 860 ke., power of 1 KW and daytime hours of operation.
- NEW—G. Lester Hash, N. Joe Rahall, Fred William Simon, tr/as The Bluefield Broadcasting Co., a partnership, Bluefield, W. Va.—Construction permit for a new standard broadcast station to be operated on 1240 ke., power 250 watts and unlimited hours of operation.
- WCAU, WCAU-FM—WCAU Broadcasting Co., Philadelphia, Pa.—Consent to voluntary assignment of license of WCAU standard broadcast station and WCAU-FM, Philadelphia Record Company. (1210 ke.)
- NEW—Johnston Broadcasting Co., a partnership (George Johnston and George Johnston, Jr.), Birmingham, Ala.—Construction permit for a new standard broadcast station to be operated on 850 ke., power 1 KW, 5 KW-LS, unlimited hours of operation and directional antenna for night use.
- NEW—Byrne Ross, d/b as Oklahoma City Broadcasting Co., Oklahoma City, Okla.—Construction permit for a new standard broadcast station to be operated on 1140 ke., power 1 KW and daytime hours of operation.
- NEW—Miami Broadcasting Co., Miami, Okla.—Construction permit for a new standard broadcast station to be operated on 910 ke., power 1 KW, unlimited hours of operation and directional antenna for night use.

Federal Trade Commission Actions

COMPLAINTS

The Federal Trade Commission has alleged unfair competition against the following firms. The respondents will be

given an opportunity to show cause why cease and desist orders should not be issued against them.

Athea Research and Processing Laboratory—Misrepresentation of the properties of and results obtained from a hand lotion designated Athea is alleged by the Commission in a complaint against Haswell T. Bonfield and Theo. Trecker, trading as Athea Research & Processing Laboratory, 342 North Water Street, Milwaukee, and their advertising representative, Bert S. Gittins, 739 North Broadway, Milwaukee. Gittins allegedly aids in the preparation and dissemination of advertisements for Athea. (5450)

Metal Lath Manufacturers Association, 1365 Ontario Street, Cleveland, Ohio, and its ten member manufacturers are charged in a Commission complaint with fixing and maintaining, by cooperative action, identical delivered prices and terms of sale for metal lath used in the building construction industry. (5449)

Rubber Manufacturers Association, Etc.—A complaint alleging conspiracy to fix prices has been issued by the Commission against 37 manufacturers or distributors of rubber heels, rubber soles and accessory products.

Trade associations named as respondents are The Rubber Manufacturers Association, Inc., Heel & Sole Division, 444 Madison Avenue, New York, and George Flint, chairman of the division; Rubber Heel & Sole Manufacturers Association, 551 Fifth Avenue, New York, and R. S. Crawford, general director; and Connecticut Leather & Findings Association, Inc., 242 Bank Street, Waterbury, Conn., and Harry Diamond, secretary. Members of the first two associations are manufacturers and distributors. The last named is an association of Connecticut jobbers and has some associate members who are manufacturers. (5448)

CEASE AND DESIST ORDER

Philip Shlansky & Bro.—An order issued by the Commission directs that the co-partnership of Philip Shlansky & Bro., 500 Seventh Avenue, New York, manufacturer of women's coats and other garments, discontinue representing in any 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

The Commission issued no stipulations during the past week.