

# NAB Reports

The NATIONAL ASSOCIATION OF BROADCASTERS

1760 N STREET, N. W.

WASHINGTON 6, D. C.

Vol. 14, No. 34, August 26, 1946

## Advance Registration for NAB Convention Indicates Record Breaking Attendance

With more than 500 advance registrations from members already filed at NAB headquarters, all indications point to a record breaking attendance at the 24th Annual Convention to be held at the Palmer House in Chicago, October 21-24.

Wide interest is being shown by the membership in this year's meeting, the first full fledged industry convention since 1942. It is estimated that total registration will approach the 2000 mark.

This estimate is based on the 1942 attendance of 976 registrants, when the NAB membership totaled 522. Since that time the membership has almost doubled, with 1003 members on the rolls at the time the Board of Directors met earlier this month.

In order that members who are planning to attend the convention may be served most efficiently, NAB headquarters requests that they fill out and return the advance registration forms distributed recently.

## NAB BRIEF FILED ON ET IDENTIFICATION RULE

The NAB filed a brief Friday (23) with the Federal Communications Commission supporting the revision of FCC Rule 3.407, regarding identification of recordings and transcriptions, proposed by the Commission May 29th.

This action followed instructions given to the NAB General Counsel by the Board of Directors at its recent meeting. The Commission had previously postponed the date for filing of briefs from June 24 to August 26 at the request of NAB in order that its Board might consider the issue.

In expressing its approval of the proposed relaxation of the recording identification rule, NAB also requested permission to participate in any oral arguments on the matter which the Commission might deem proper.

## Ohio Clinic, Drawing Record Attendance, Seeks Improvements in Radio News

A new attendance record of 83 for a NAB radio news clinic was established August 20 in Canton at the news clinic sponsored by the Ohio Association of Broadcasters. Broadcasters from every section of Ohio and two other states sat down together for a solid day's discussion of how to do a better news gathering, writing, editing and broadcasting job. As an indication of the sincerity of attendants a segment of time at the end of the day was devoted to a consideration of "weaknesses of radio news."

For the record it was well established at the conclusion of this period that most weaknesses could be cured by the addition of competent personnel.

Plans for the radio news clinic were set in motion some weeks ago by Pat Williams, OAB president, and general manager of WIZE and WING. He appointed Eugene Carr, director of radio of the Brush-Moore newspapers, Canton, chairman, with S. Bernard Berk, president and station manager, WAKR, Akron, and Len Nasman, business manager, WFMJ, Youngstown, as committee associates.

A. D. Willard, Jr., NAB executive vice president, came from Washington to give the luncheon address on "Freedom of Radio." Arthur Stringer, director of special services, was present to report on what stations were doing in other sections of the country.

Because news clinics had not yet been held in Michigan and Pennsylvania and because both stations intend to strengthen their respective news departments, Forrest Owen, WELL, Battle Creek, and Elliott Jones, WPIC, Sharon, Pa., came to hear and participate in the discussions.

John Murphy, news editor, WCKY, Cincinnati, was discussion leader of the morning session on "Gathering News for Radio."

Such things as news  
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## INSIDE THIS ISSUE

In recognition of the value of the American system of broadcasting, Oregon members of the American Legion, in their recent state convention, called for a continuation of broadcasting without government censorship. (p. 666)

Following Board approval of a new standard spot contract form, NAB's Broadcast Advertising Department is preparing mats of the contract form to be sent to all stations. (p. 667)

The Small Market Stations Executive Committee has called a pre-convention meeting for next month to stimulate station interest in presenting subjects for convention discussion. (p. 667)

BMB began distribution of its first publication, "Radio Families USA—1946" on Tuesday (20). The book shows family radio ownership as of January, 1946. (p. 666)

FCC actions on Friday included regular license renewals for 24 standard broadcast stations. (p. 666)

The 15th District has asked NAB headquarters for assistance to certain California stations in their current discussions with IBEW. (p. 667)

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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, *Assistant to the President (Hollywood)*; Edward J. Heffron, *Executive Assistant-Public Relations*; Dorothy Lewis, *Coordinator of Listener Activity (New York City)*; James L. Middlebrooks, *Director of Engineering*; Frank E. Pellegrin, *Director of Broadcast Advertising*; Don E. Petty, *General Counsel*; Arthur C. Stringer, *Director of Special Services*.

## Ohio Clinic Seeks Improvements in Radio News

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sources, local reporters, covering beats, special events, use and demonstration of the wire recorder highlighted Editor Murphy's section of the agenda. Set subjects led to the discussion of allied subjects.

### Radio, Press, Pictures Must Stand Together

In his talk on "Freedom of Radio," Mr. Willard said that radio in particular was vulnerable to government domination and control. Emphasizing the fact that the United States is the last bulwark of freedom of expression, he urged broadcasters to accept the responsibility of defending this freedom.

In reply to a question put to him at the afternoon session by Robert T. Mason, former president of OAB, and licensee of WMRN, Marion, Mr. Willard commented on what could be done to enable radio to attain the prestige which is accorded newspapers through editorializing.

Mr. Willard pointed out that radio stations voluntarily gave up editorial privileges as a result of a decision handed down in the Mayflower Case, in which the FCC asserted that no radio station should have an opinion of its own on controversial matters.

"We have paid the penalty of abiding by this rule. Why is it," he asked, "that in most communities today, the newspaper is a more influential factor than the radio station? We don't represent anything in many respects," he answered, "as a result of accepting the Mayflower decision.

"If a paper sees a condition in its community that should be remedied, it gets up and fights. We're wishy washy. The only thing we're 'agin,' is sin—and it has to be so obvious we are almost sure there is no contender on the other side of the question. The newspaper stands for what it knows to be proper and right in its community and has gained prestige and standing for those things during the years. The time has to come soon when radio will accept that same responsibility. It's your right and duty to determine what your program structure will be. If you want to fight for something you think is right, it's your right to get up and fight for it.

"No one has ever disputed the Mayflower decision, though even some Commissioners doubt that the ruling could stand in Court. Some stations and

networks have already begun to have editorial policies and have so labeled them. NAB will do everything to hasten the day when every radio station will build for itself the same position newspapers have built for themselves in their editorial policies, and in standing up for what they believe is right."

The first afternoon session, led by Glen Jackson, program director, WSPD, Toledo, included the technical phases of news handling. Opposing points of view were presented and debated.

Lester Spencer, assistant manager, WHIO, Dayton, was discussion leader of the final afternoon stanza. This included "Analyzing Your News Audience," and "General Weaknesses in Radio News."

Necessity for tailoring every newscast for the audience available to listen at that particular time was emphasized. By so doing, it was pointed out, one of the faults of news handling is easily corrected.

It was asserted that most radio news departments are understaffed.

### WHIZ' NEWS PANEL

Allan Haid, manager, WHIZ, Zanesville, captured the attention of the Clinic when he told of the station's listener panel of 58 people. "This panel," he said, "has contributed more to our news programs than anything else. We set up a panel consisting of a cross section of our listeners to advise with us on news programs.

"Result: our station originated news programs rate higher than *any* programs on our station.

"These people felt that they got enough national and international news from our network programs. Acting upon this thought, our station originated newscasts are almost entirely local, regional and state news. National news is more like a tag line.

"Another suggestion which we have followed was to establish three calendars: 'Club Calendar' at 10:45 a.m.; 'Birthday Calendar' at 11:00 a.m.; and the 'Obituary Calendar' at 12:15 p.m. 'This program,' Mr. Haid said, 'has the highest rating.'"

Local news is gathered by station's news editor, who is a former state congressman. By maintaining his former contacts at the Capital and elsewhere, he is in a class by himself in getting outstanding state news.

Clinic attendants questioned Mr. Haid at length about the selection of the panel and whether or not members were overly critical. He stated emphatically that they were not overly critical. He believes that by picking 58 persons from all economic levels and walks of life (and he was able to do this because he knew everyone in town) he has an excellent cross section to guide him.

### Good Public Relations Gets the News

The news operation of WPAY, Portsmouth, as reported by Manager Paul Wagner, was another highlight. Mr. Wagner formerly handled the news himself. He then turned it over to the present news editor, Rusty Marshall, with eighteen years' experience in the newspaper business.

Despite the fact that the newspaper owns WPAY, Mr. Wagner said that the two organizations work

(Continued on next page)



entirely separate and on their own. He doesn't clip the newspapers and he doesn't have any trouble getting the news direct. In addition to local news, Mr. Marshall handles sports and special events. The department has one legman and two news announcers.

Mr. Wagner expressed the belief that the success of WPAY was due to the excellent public relations which the station maintains with news sources as well as the listening public. "We established such a firm foundation with officials, that a kick in the pants won't break it."

This came in reply to a question as to what he would do in the case his checking revealed some discrepancy in the original story which had been given by an official. Close checking, he pointed out, with all stories is a necessity. We tell the truth and make sure we get it. Recently several thousand postcards were mailed to a selected list of people telling them of the station's news department and soliciting news items. Results were good. Stories received over the telephone are used without checking.

Several news editors said that they believed radio stations had not yet had time to do a thorough job of establishing themselves as a major news source in their own communities. It was the consensus that this should be done vigorously by station management to speed the day when broadcast stations everywhere are recognized as a primary source of news.

#### **Good Progress with Local News**

WIZE, Springfield, and WING, Dayton, have made a highly satisfactory progress with local news, according to General Manager Pat Williams. In Springfield he has employed a woman-ace-reporter from the newspaper. She covers local news and is so well known that many people call her before they call the papers. The station broadcasts three all-local-news-shows of 5 minute duration across the board each week at 7:55 a.m.; 10:25 a.m. and 4:25 p.m.

The Dayton news operation was started by transferring the former WIZE news editor. He came in cold; unknown to anyone. Because he had the know-how, it did not take him long to establish the same kind of reliable contacts he had built up in Springfield. The three local newscasts which he gathers, writes and broadcasts are 15-minutes at twelve noon; 10-minutes at 3:00 p.m. and 15-minutes at 6:00 p.m.

These programs are regarded by Mr. Williams as the station's major newscasts.

As a promotion for the news department both WING and WIZE are to send scripts of the news program in which local persons were mentioned. Stationery is expected momentarily from the printer.

Both of these stations make a flat service charge for news. For 6 quarter hours per week, charge is \$25.

There are 10 different sponsors for the 10-station originated newscasts on each station.

#### **Promotion for Radio News**

James Dooley, news editor, WHBC, Canton, reported on the station news department promotion. Each weekday the department prepares a 2-minute script for messenger delivery to all of the city's clubs and organizations which have a noon luncheon meeting.

There are 22 such meetings per week. The news appears on stationery headed WHBC's "'Good Neighbor Mike' Reports the Latest News An Exclusive Release to Canton Service Clubs." Visiting broadcasters had a sample of this promotion when Mr. Dooley gave the 2 minutes of news over the PA system at luncheon.

#### **Telephone Calls Produce**

An Akron station reported that an hourly round robin check by telephone of news originating points develops a good many news stories. This system (because hospitals are included) beats the police on accident stories.

#### **Let 'em See It**

Several stations have adopted the policy of automatically mailing scripts of newscasts in which the names of local persons were included. Script is reproduced on a special newsroom stationery. This practice makes friends and contacts.

#### **Social**

Mr. and Mrs. Roy Moore entertained almost a hundred broadcasters at cocktails and a buffet supper at their country estate at the close of the clinic.

Mrs. Eugene Carr, Mrs. Robert Fehlman and Mrs. William Hershey entertained the visiting ladies at the country club.

Registration at the clinic included:

Akron—WADC, Robert Wilson, assistant station manager; Harold Hagemen, program and news director; Fred C. Bock, sales manager; WAKR, John W. LaRue, news editor; Coleman Scott, program director; Bob French, audience relations director; WHKK, Lew Henry, program director; Harvey Bogen, news editor; Emerson Batdorff, reporter; Alliance—WFAH, Paul W. Reid; Canton—WCMW, Vic Decker; WHBC, Robert Fehlman, manager; Richard Neher, program director; Martin Alexander, production manager; Julius Glass, publicity director; James Dooley, news editor; William Babcock, assistant news editor.

Cincinnati—WCKY, John Murphy, news editor; WKRC, Lew Kent, program director; WLW, Neil Smith; Cleveland—WGAR, Charles Day, assistant news editor; Dave Baylor, program director; WHK, Glenn Whisler, news editor; Murray Young, commentator; C. M. Hunter, program director; WTAM, Ed Wallace, news director; Hal Metzger, program director; AM Applicant, S. R. Sague, Cleveland Heights; Columbus—WBNS, Bill McKinnon, news editor; WCOL, Ted Shell, news editor; Dayton—WHIO, Lester Spencer, assistant manager; WING, John Pattison Williams, general manager.

Hamilton—WMOH, Don Meeks, program director; Lima—WLOK, Edgar Ulrick, program director; Mansfield—WMAN, Robert Horn, news editor; Marion—WMRN, Robert Mason, licensee; Robert Morrison, assistant manager; Portsmouth—WPAY, Paul Wagner, manager; Rusty Marshall, news editor; Springfield—WIZE, Robert Becher, news editor; Martha McIntyre; A. H. Karns, manager; John Pattison Williams, general manager; Steubenville—WSTV, Jack Merdian, assistant manager; Harry Cochran, local news editor; Toledo—WSPD, Jim Ublehart, news editor; Glenn Jackson, program director; WTOP, William H. Spencer, general manager.

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Rationing of printing facilities in the Washington area during the next few weeks requires that NAB REPORTS be printed one day earlier than usual and restricted somewhat in size. In order that developments at the weekend may be covered, NAB has arranged for last-minute printing of this one page of the REPORTS.

### LAST-MINUTE FCC ACTIONS

The Commission announced Friday (23) its proposed decision looking towards the grant of the application of James L. Stapleton, et al, d/b as Grand Canyon Broadcasting Company, for a new station at Flagstaff, Arizona, to operate on 1340 kc. with 250 watts, unlimited time and denial of the application of N. Pratt Smith seeking the same facilities.

### WTAX Transfer Granted

Following its *en banc* session last week, the Commission announced Friday (23) that it had granted consent to the transfer of control of Station WTAX from Jay A. Johnson to Oliver J. Keller, Archie Lee, Frederick G. Blackburn, Noah M. Dixon, and Lewis F. Gillespie for a consideration of \$100,000. The petition of Commodore Broadcasting, Inc., Decatur, Ill., to withdraw its competing application for consent to acquire control of WTAX, was granted.

### License Renewals

The FCC announced Friday (23) that the following stations were granted renewal of licenses for the period ending August 1, 1949:

KANS, Wichita, Kans.; KDLR, Devils Lake, N. D.; KFXM, San Bernardino; KHBG, Okmulgee, Okla.; KICD, Spencer, Iowa; KPFA, Helena, Mont.; KWAT, Watertown, S. Dak.; KWIL, Albany, Ore.; KWLC, Decorah, Iowa; WBIR, Knoxville; WCRW, Chicago; WGCM, Gulfport, Miss.; WJMC, Rice Lake, Wisc.; WJNC, Jacksonville, N. C.; WJTN, Jamestown, N. Y.; WRAL, Raleigh, N. C.; WSBC, Chicago; WEDC, Chicago; WSLs, Roanoke, Va., and WCAO (\*) and Auxiliary, Baltimore.

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

KROD, El Paso, Texas, and KFAR, Fairbanks, Alaska.

Licenses for the following stations were renewed for the period ending February 1, 1949:

KCRS, Midland, Texas, and KXO, El Centro, Cal. KTOK—KTOK, Inc., Oklahoma City, Okla.—Granted renewal of license for the period ending August 1, 1947(\*).

WAGA—Liberty Broadcasting Corp., Atlanta, Ga.—Present license further extended upon a temporary basis for the period ending November 1, 1946. (Renewal application filed in improper form and was returned to applicant for correction.)

WHKC—United Broadcasting Co., Columbus, Ohio—Present license further extended upon a temporary basis for the period ending November 1, 1946. (Renewal application filed in improper form and was returned to applicant for correction.)

KSRO—Ruth W. Finley, Santa Rosa, Cal.—Present license further extended upon a temporary basis for the period ending November 1, 1946, pending investi-

(\*) Commissioner Durr voting for further inquiry.

gation of possible violation of Sec. 310(b) of the Communications Act.

WSKB—McComb Broadcasting Corp., McComb, Miss.—Present license further extended upon a temporary basis for the period ending November 1, 1946, pending receipt of report of inspection re technical operation of station.

Licenses for the following stations were further extended upon a temporary basis only for the period ending November 1, 1946, pending receipt of additional information requested of applicants under Sec. 308(b) of the Communications Act:

WKRC, Cincinnati; KFJZ and Aux., Fort Worth, Texas, and KMJ, Fresno, Cal.; KGHF, Pueblo, Colo.

W9XJD—WJJD, Inc., Chicago, Ill.—Present license of developmental broadcast station was further extended upon a temporary basis only for the period ending November 1, 1946, pending receipt of renewal application.

W5XIC—A. H. Belo Corp., Dallas, Texas—Present license for developmental broadcast station was further extended for a period of 60 days, pending final determination of hearing in applications of standard stations WFAA and KGKO.

### OREGON DEPARTMENT OF AMERICAN LEGION CALLS FOR CONTINUATION OF AMERICA'S FREE RADIO

The American Legion, Department of Oregon, at its recent convention in Portland, went "on record favoring a continuation of the American system of broadcasting, which allows freedom of speech and no censorship imposed by any governmental agency on programs of networks or individual stations."

The resolution added that "any censorship of such broadcasting would be a violation of our American Bill of Rights and the freedom for which we have fought."

In particular the Oregon Legionnaires expressed their appreciation for "the fine aid and assistance" given during the past year by the radio industry in their home state. The resolution stated: "That we particularly appreciate the fine public recognition given the program of The American Legion through their broadcasting, without charge the program: 'This Is Our Duty.' And for the widespread recognition they will give to the forthcoming series of programs produced by The American Legion calling attention to the Junior Baseball Program of The American Legion."

Stanley R. Church is radio chairman of the Legion's Oregon department.

### BMB MAILS BOOK ON RADIO SET OWNERSHIP

Broadcast Measurement Bureau on Tuesday (20) mailed its first publication release to radio stations, advertisers and agencies. The book, "Radio Families—U. S. A. 1946," is being sent free of charge to BMB subscribers.

Through special arrangements between NAB and BMB, the Bureau is making copies of the book available to NAB members who have not subscribed to BMB for \$2.50. Stations which are not NAB members may purchase the book for \$5.00.

All orders for the publication should be sent directly to BMB, 270 Park Avenue, New York 17, N. Y.



## Ohio Clinic Seeks Improvements in Radio News

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ager; Warren—WRRN, Emerson Pryor, manager; Lynn Gifford, program director; Tod Branson, news editor.

Youngstown—WFMJ, Len Nasman, business manager; Bob Wiley, sports and special events; Bill Crooks, program director; WKBN, Don Brice, news editor; Paul White, news editor; Gene Trace, program director; Zanesville—WHIZ, Allan Haid, manager; Robert Kerns; Earl Brannon; Russell Gardner.

Other States—WELL, Battle Creek, Michigan, Forrest Owen; WPIC, Sharon, Pennsylvania, Elliott Jones. Schools or Depts of Journalism—Kent State University, Kent, Ohio, William Taylor, Michael Radock; Alleghany College, Pennsylvania, Hugh Cordier.

Press Associations—INS, Robert Brown; AP, Tom O'Neil; UP, Phil Newsom; Transradio, Herman David; Harrison Oury, New York City. Newspapers—Brush-Moore Newspapers, Roy D. Moore, president and publisher; J. K. Vodrey, vice president and general manager; Eugene Carr, director of radio; Canton Repository, Clayton G. Horn, managing editor; Cleveland Plain Dealer, Charles Conway, Canton correspondent; Dayton Journal Herald, John Murphy.

McCann-Erickson, Cleveland, Robert Dailey; Rita Whearty; Carl F. Klein, Mayor of Canton; Henry Ernt, Canton Chamber of Commerce; A. D. Willard, Jr., executive vice president, NAB; Arthur Stringer, director of special services, NAB.

## District Meetings

### 15TH DISTRICT REQUESTS AID OF HEADQUARTERS STAFF IN DISCUSSIONS WITH IBEW

Meeting in special session at Monterey, Calif., August 12 and 13, the 15th NAB District passed a resolution calling upon the NAB headquarters staff for assistance to certain California stations in connection with their current discussions with the International Brotherhood of Electrical Workers. The union is demanding that the stations use only transcriptions which bear an IBEW label.

The resolution reads:

"WHEREAS demands have been placed before broadcasters of Northern California by the IBEW regarding rubber stamping of transcriptions,

"AND WHEREAS, these demands if succumbed to by said broadcasters will affect all members of NAB,

"IT IS HEREBY RESOLVED, that 15th District NAB request NAB headquarters staff to immediately make available whatever services are necessary to assist broadcasters in Northern California in meeting these demands, said services to include if deemed necessary the personal West Coast consultation by NAB staff with broadcasters involved and with the counsel which same have already retained."

Another resolution requested that the Employee-Employer Relations Department be augmented in view of the extensive activity currently taking place in that field. (NOTE: Richard P. Doherty has in the mean-

time been appointed Director of Employee-Employer Relations. See current REPORTS, p. 648.)

The district meeting was called by District Director William B. Smullin for the purpose of reporting on the recent session of the Board of Directors.

President Justin Miller addressed the assembly concerning the freedom of radio and the FCC "Blue Book." The NAB staff was also represented by Robert C. Coleson, assistant to the president.

## Broadcast Advertising

### NEW STANDARD CONTRACT FORM APPROVED; MATS BEING MADE

The new standard contract form prepared by subcommittees of the NAB and AAAA was approved by the NAB Board of Directors at its August meeting. Mats containing the new standard conditions are now being made and will be sent to all NAB members as soon as possible.

The new standard form replaces the one adopted in 1942, which is still generally in use, and embodies many important changes to take care of later developments in broadcasting and agency practices.

Serving on the NAB Sales Managers subcommittee which negotiated the new form were Walter Johnson, WTIC, chairman; Howard Meighan, CBS; Frank Webb, Lewis H. Avery, Inc.; Ben Laird, Green Bay Broadcasting Co., and Sam H. Bennett, KMBC. On the AAAA subcommittee were Carlos Franco, Young & Rubicam, chairman; Linnea Nelson, J. Walter Thompson Co.; Charles Ayres, Ruthrauff & Ryan; Frank Silvernail, BBD&O, and William Maillefert, Compton Agency. Legal counsel was furnished by John Morgan Davis and Don Petty of NAB and George Link of AAAA.

### Joske Report Delayed

Publication of "Radio for Retailers," a report of the year's intensive study of radio advertising for retailers conducted jointly by the NAB and Joske's of Texas, large San Antonio department store, is being delayed by labor difficulties in the Washington printing industry.

If a threatened printers' strike develops, consideration is being given to taking the type already set and moving the publication to another city. Copy for the first release has been completed and is in type form, together with accompanying illustrations, charts, etc.

## Small Market Stations

### SMALL MARKET STATIONS EXECUTIVE COMMITTEE TO MEET SEPTEMBER 9-10 IN WASHINGTON

A fall meeting of the Small Market Stations Executive committee will be held September 9 and 10 in

(Continued on next page)

Washington, D. C. The meeting was called for September by Marshall H. Pengra, KRNR, Roseburg, Ore., committee chairman, so that members might present problems of particular interest to small station management prior to the October convention.

Small market stations (less than 5000 watts, located in cities of 50,000 or under) are invited to submit to NAB any matters which they desire the committee to act upon.

The committee is composed of Marshall H. Pengra, KRNR, Roseburg, Ore., chairman; Glenn Marshall, Jr., WFOY, St. Augustine, Fla.; Robert T. Mason, WMRN, Marion, O.; William C. Grove, KFBC, Cheyenne, Wyo.; Monroe B. England, WBRK, Pittsfield, Mass.; James R. Curtis, KFRO, Longview, Tex.; Wayne W. Cribb, KHMO, Hannibal, Mo., and J. Allen Brown, NAB. Board liaison members are Harry R. Spense, KXRO, Aberdeen, Wash.; Clair R. McCollough, WGAL, Lancaster, Pa.; and William B. Smullin, KIEM, Eureka, Cal.

## 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 September 2-8, 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 millions, 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.* 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. Make your garden serve you all year. (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 product. (Fact Sheet No. 24-A)

#### U. S. Marine Corps Recruiting

Congress has authorized the U. S. Marine Corps to increase its peacetime strength to 100,000 men. Since the Marine Corps has not accepted inductees since shortly

after V-J Day, the men who make up this force must necessarily be volunteers with high qualifications and training. The corps now numbers 140,000 but over half of these are inductees and reservists, many of whom are regularly becoming eligible for discharge. In addition, the enlistment period of 7500 regulars expires within the next three months. The Marine Corps is attempting to fulfill an unwritten obligation to discharge *all* war-time inductees and reservists—whether or not they are eligible—by Christmas, 1946. *This will be impossible, however, unless volunteer enlistments are increased by approximately 40,000 immediately in order to bring the strength of the regular Corps up to 100,000 men.* Young men between 17 and 30 should be told of the many advantages—travel, education, training, pay—offered by two, three or four year enlistments in the Marine Corps, and also urged to give serious consideration to the Corps as a career. Limited service or a career in the peacetime Marine Corps offers many advantages and opportunities—education and training, travel, good pay, veterans benefits at completion of enlistment period, monthly income on retirement. Men may be accepted for two, three or four year enlistments in the Marine Corps: . . . if they are between 17 and 30 and single . . . if they are United States citizens . . . if they are in good health . . . if they have a normal education . . . if they are free of dependents. Go to the Marine Corps recruiting office nearest you or write directly to U. S. Marines, Washington 25, D. C., for an attractive booklet describing the advantages of service in the peacetime Marine Corps. (Fact Sheet No. 27-A)

#### Stop Home Accidents

There are two major reasons why the home accident problem is so serious: 1. *MORE PEOPLE ARE ACCIDENTALLY KILLED AND INJURED AT HOME THAN ANYWHERE ELSE.* One-third of all accidental deaths occur at home, the National Safety Council says. One-half of all accidental injuries occur at home. The annual cost is estimated at \$600,000,000. 2. *PEOPLE ARE UNAWARE OF THE FACTS.* Because so few home accidents are reported in the newspapers, the public does not realize how prevalent they are. "It can't happen to me" or "I'll fix that loose step tomorrow" are the usual attitudes. *But figures of the National Safety Council show that each year home accidents hit one family out of every seven.* TELL YOUR LISTENERS: One home injury occurs every six and a half seconds; one death due to a home accident occurs every fifteen and a half minutes. Each year home accidents strike one family out of every seven. Make your home as safe as possible by eliminating all physical hazards such as inadequate lighting, cluttered rooms, dangerous stairways and unprotected play space. Cultivate habits of safety around the home by avoiding hurry, distractions, fatigue, and carelessness, and educate the children in safe conduct. REMEMBER—ACCIDENTS DON'T ALWAYS HAPPEN TO THE OTHER PERSON! (Fact Sheet No. 28)

## 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, August 26. They are subject to change.

#### Monday, August 26

##### Further Hearing

NEW—John H. Fitzgibbon, Roy Jarman and Temple V. Ehmsen, Oregon City, Ore.—C. P. 1490 kc., 250 watts, unlimited.

(Continued on next page)



NEW—B. Loring Schmidt, Salem, Ore.—C. P. 1490 kc., 250 watts, unlimited.

#### Room 219, Federal Bldg., Provo, Utah

NEW—Utah Valley Broadcasting Co., Provo, Utah—C. P. 1450 kc., 250 watts, unlimited.

NEW—Mid-Utah Broadcasting Co., Provo, Utah—C. P. 1450 kc., 250 watts, unlimited.

#### Thursday, August 29

NEW—Radio Wisconsin, Inc., Madison, Wis.—C. P. 1480 kc., 1 KW, unlimited DA-night.

NEW—Edwin Mead, Rockford, Ill.—C. P. 1480 kc., 1 KW, unlimited DA.

#### Other Participant

KGCX—Sidney, Montana (Respondent).

#### Further Hearing

WNEW—Greater New York Broadcasting Corp., New York, N. Y.—C. P. 1130 kc., 50 KW, unlimited DA-night.

WNEW—Greater New York Broadcasting Corp., New York, N. Y.—Renewal. 1130 kc., 10 KW (Main), 5 KW (Aux.), unlimited.

#### Other Participant

Richard E. O'Dea (Intervenor).

## FCC ACTIONS

### AM APPLICATIONS GRANTED

NEW—B. J. Barrier, Jr., H. T. Barrier, H. P. Holmes, Yazoo City, Miss.—Granted CP\* for a new station to operate on 1230 kc., 250 watts, unlimited time. (B3-P-4910)

NEW—Henry K. Arneson, Thief River Falls, Minn.—Granted CP\* for a new station to operate on 1230 kc., 250 watts, unlimited time. (B4-P-4818)

NEW—Medford Printing Co., Medford, Ore.—Granted CP\* for a new station to operate on 1230 kc., 250 watts, unlimited time. (B4-P-4188; Docket 7327)

NEW—Palatka Broadcasting Co., Palatka, Fla.—Granted CP\* for a new station to operate on 800 kc., 250 watts, daytime only. (B3-P-4885)

NEW—Lake Huron Broadcasting Co., Saginaw, Mich.—Granted CP\* for a new station to operate on 1210 kc., 1 KW, daytime only. (B2-P-4894)

NEW—Tarboro Broadcasting Co., Inc., Tarboro, N. C.—Granted CP\* for a new station to operate on 760 kc., 1 KW, daytime only. (B3-P-4891)

NEW—Downing Musgrove, Douglas, Ga.—Granted amended CP for new station to operate on 860 kc., 1 KW, daytime only. Site to be determined. (B3-P-4707)

NEW—Huntsville Broadcasting Co., Huntsville, Ala.—Granted CP for a new station to operate on 1450 kc., 250 watts, unlimited time, contingent on installation of approved frequency modulation monitors when available and subject to CAA approval of transmitter site and antenna system. (B3-P-4861)

NEW—Queen City Broadcasting Co., Inc., Boise, Idaho—Granted CP for a new station to operate on 950 kc., 1 KW, DA-2, unlimited time, contingent on (1) the approval of antenna system and transmitter site by

\*Subject to condition that applicant will within 60 days from date of this action file application for modification of permit with the Commission specifying a transmitter site and antenna system meeting the requirements of the Commission's Standards.

the CAA; (2) construction and operation of the WE D 96020 transmitter in accordance with the rules and standards; and modification of the 700 A automatic frequency control equipments to later approved types or replacement by approved types; (3) waiver of Rules 3.55(b) and 3.60 pending the obtaining by the applicant of approved modulation and frequency monitors. (B5-P-3613; Docket 6653)

### FM FINAL CP'S GRANTED

The Commission en banc today granted regular construction permits for FM broadcast stations to the following. (Note: Power given is effective radiated power; antenna height given is height above average terrain.)

WIBM, Inc., Jackson, Mich.—Class A; Channel: 105.9 mc. (No. 290); 500 watts; 305 feet. (B2-PH-210)

Portsmouth Radio Corp., Portsmouth, Va.—Class B; Channel: 94.7 mc. (No. 234); 29.6 KW; 350 feet. (B2-PH-352)

Alamance Broadcasting Co., Inc., Burlington, N. C.—Class B; Channel: 101.3 mc. (No. 267); 34 KW; 410 feet. (B3-PH-566)

Cowles Broadcasting Co., Des Moines, Iowa—Class B; Channel: 101.7 mc. (No. 269); 158 KW; 745 feet. (B4-PH-662)

Lamar Life Insurance Co., Jackson, Miss.—Class B; Channel: 101.5 mc. (No. 268); 69 KW; 580 feet. (B3-PH-735)

Saviers Electrical Products Corp., Reno, Nev.—Class A; Channel: 104.3 mc. (No. 282); 530 watts; -970 feet. (B5-PH-870)

Owensboro Broadcasting Co., Inc., Owensboro, Ky.—Class B; Channel: 92.3 mc. (No. 222); 20 KW; 500 feet. (B2-PH-245)

Freeport Journal-Standard Publishing Co., Freeport, Ill.—Class B; Channel: 102.1 mc. (No. 271); 9 KW; 235 feet. (B4-PH-558)

The Greenville News-Piedmont Co., Greenville, S. C.—Class B; Channel 92.9 mc. (No. 225); 160 KW; 1120 feet. (B3-PH-291)\*

### DESIGNATED FOR HEARING

Evening Journal Pub. Co., Martinsburg, W. Va.—Designated for hearing application for a new station to operate on 1490 kc., 250 watts, unlimited time. (B2-P-4197)

### MISCELLANEOUS ACTIONS

WDAR—A. C. Neff, Savannah, Ga.—Granted modification of CP, which authorized a new station, to change type of transmitter to W. E. 451-A-1, for approval of antenna and approval of transmitter location just east of intersections of Hull St. and Perry St. with Shiele St., Savannah. Permittee is granted waiver of Secs. 3.55(b) and 3.60 of Commission's Rules; conditions. (B3-MP-1996)

WMRP—Methodist Radio Parish, Inc., Flint, Mich.—Granted modification of CP which authorized a new station, for approval of antenna, approval of transmitter location on Dort Highway and Lapeer Road, Flint, and change studio location to 573 Mary St., Flint. Permittee is granted waiver of Secs. 3.55(b) and 3.60 of Commission's Rules; conditions.

WNOC—Norwich Broadcasting Co., Norwich, Conn.—Granted modification of CP which authorized a new station, to change type of transmitter to W. E. 350-C, modified, for approval of antenna and approval of transmitter location at Lucas Park Drive, Thamesville, Conn. Permittee is granted a waiver of Secs. 3.55(b) and 3.60 of the Commission's Rules; conditions. (B1-MP-1991)

WHUM—Eastern Radio Corp., Reading, Pa.—Granted modification of CP which authorized a new station, for approval of antenna and approval of transmitter and studio locations at Hill location 0.2 mile West

\*In lieu of conditions previously authorized.

(Continued on next page)

of Schuylkill River, adjacent to downtown area, Reading, and Berkshire Hotel, 5th and Washington, Reading, respectively. Permittee is granted waiver of Secs. 3.55(b) and 3.60 of the Commission's Rules; conditions. (B2-MP-1918)

**Idaho Falls B/cg Co., Idaho Falls, Idaho; Eastern Idaho Broadcasting & Television Co., Idaho Falls, Idaho—**Ordered that the consolidated hearing scheduled for Sept. 18 at Idaho Falls, be removed from Idaho Falls to Washington, to be held on the same date.

**WQXR—Interstate Broadcasting Co., New York City; KMPC—Pioneer Mercantile Co., Bakersfield, Calif.—**Adopted an order denying petitions filed by WQXR and KMPC for review of the Commission's decision denying their petitions for reconsideration directed against the Commission's grant of March 7, 1946, of application of Washita Valley Broadcasting Corp., Chickasha, Okla., and to rescind final order. Also adopted an order denying petitions of WQXR and KMPC requesting the Commission to postpone effective date of its decision and order adopted August 1, 1946, denying their petitions for reconsideration directed against the grant without hearing on March 7, of application of Washita Valley Broadcasting Corp., and affirming said grant.

**WABK—American Broadcasting Co., Inc., Area of New York City—**Granted license to cover CP for a new relay station. (B1-PRE-451)

**KPDR—Central La. Broadcasting Corp., Alexandria, La.—**Granted license to cover CP for a new station to operate on 1490 kc., 250 watts, unlimited time (B3-L-1982). Also granted authority to determine operating power by direct measurement. Licensee is granted a waiver of Secs. 3.55(b) and 3.60 of the Commission's rules; conditions. (B3-Z-1809)

**WTVL—Kennebec Broadcasting Co., Waterville, Me.—**Granted license to cover CP authorizing a new station to operate on 1490 kc., 250 watts, unlimited time (B1-L-1973). Also authority to determine operating power by direct measurement. (B1-Z-1807)

**KMLB—Liner's Broadcasting Station, Inc., Monroe, La.—**Granted license to cover CP which authorized change in frequency to 1440 kc., increase in power to 1 KW, DA, 5 KW-LS, make changes in equipment, install DA for night use and move transmitter (B3-L-1996). Also authority to determine operating power by direct measurement. (B3-Z-1818)

**WMFT—Tri-Cities Broadcast Co., Florence, Ala.—**Granted license to cover CP which authorized a new station to operate on 1240 kc., 250 watts, unlimited time (B3-L-1974). Also granted authority to determine operating power by direct measurement (B3-Z-1804). Licensee is granted waiver of Secs. 3.55(b) and 3.60 of Rules; conditions.

**WPOR—Centennial Broadcasting Co., Portland, Me.—**Granted license to cover CP which authorized a new station to operate on 1450 kc., 250 watts, unlimited time (B1-L-1959). Also granted authority to determine operating power by direct measurement (B1-Z-1784). Licensee is granted waiver of Secs. 3.55(b) and 3.60 of Rules; conditions.

**WIKB—Upper Mich.-Wis. Broadcasting Co., Inc., Iron Mountain, Mich.—**Granted modification of CP, which authorized a new station, for approval of antenna and approval of transmitter and studio locations at West "C" Street, between Pine and Forest, Iron Mountain, Mich., and Dickinson Hotel, West "B" St., Iron Mountain, respectively. (B2-MP-1956)

**KWCO—Washita Valley Broadcasting Corp., Chickasha, Okla.—**Granted modification of CP, which authorized a new station, for approval of antenna and approval of new transmitter location at approximately .2 mile west of U. S. Highway 81, Chickasha, Okla. (B3-MP-1919)

**W3XEP—Radio Corp. of America, Camden, N. J.—**Granted modification of license to change frequencies to: Frequencies to be assigned from time to time as needed by the chief engineer, in experimental television station. (B1-MLVB-46)

**W9XZC—Zenith Radio Corp., Chicago, Ill.—**Granted license to cover CP which authorized a new experimental

television broadcast station; frequencies that may be assigned by the chief engineer from time to time; power: Aur. 1 KW; Vis. 1 KW (peak). The license is granted upon an experimental basis only, conditions. (B4-LVB-73)

**KELO—Sioux Falls Broadcast Assn., Inc. (Assignor), Midcontinent Broadcasting Co. (Assignee), Sioux Falls, S. Dak.—**Granted consent to voluntary assignment of license of KELO from Sioux Falls Broadcast Assn., Inc., to Midcontinent Broadcasting Co., for a consideration of \$100,000. (B4-AL-529)

**KIDO—Georgia Phillips, d/b as Boise Broadcast Station (Assignor), KIDO, Inc. (Assignee), Boise, Idaho—**Granted consent to voluntary assignment of license of station KIDO from Georgia Phillips, d/b as Boise Broadcast Station, to KIDO, Inc., and for conditionally granted CP for a new FM station (provided it is understood by applicant that such grant does not carry with it the right of KIDO, Inc., to sell the 1400 shares of unissued stock to a third party without further Commission action). Assignor is to transfer and assign to Assignee all assets of KIDO shown in the amount of \$115,232, and Assignee to assume all liabilities shown as \$5,616, leaving a net book value of \$109,616 (including "Goodwill" of \$61,944); and Assignee to issue to Assignor 1,097 shares, par value \$109,700, of its authorized capital stock in full payment of such net assets; and assignor to pay the assignee cash in the amount of \$84, being the difference between the net book value of assets to be assigned and par value of capital stock proposed to be issued to assignor. (B5-AL-535; B5-APH-5)

**WINN—Nelle M. Kendrick, Executrix of the Estate of D. E. Kendrick, Deceased, Louisville, Ky.—**Granted consent to involuntary transfer of control of station WINN, from Nelle M. Kendrick, Executrix of the Estate of D. E. Kendrick, Deceased, to Nelle M. Kendrick. No monetary consideration is involved. (B2-TC-492)

## ACTIONS ON MOTIONS

**Lake Shore Broadcasting Co., Evanston, Ill.—**Granted motion for waiver of rules to accept late appearance in re application for CP. (B4-P-4750; Docket 7629)

**Missionary Society of St. Paul the Apostle, New York City—**Granted petition to dismiss without prejudice application for CP. (B1-P-4234; Docket 7316)

**WCED—Tri-County Broadcasting Co., DuBois, Pa.—**Granted petition to intervene in the hearing on application of Eagle Printing Co. (Docket 7672) for a new station in Butler, Pa.

**Idaho Falls Broadcasting Co., Idaho Falls, Idaho, and Eastern Idaho Broadcasting and Television Co., Idaho Falls, Idaho—**Dismissed as moot the joint petition requesting a continuance in the hearing on their applications which is presently scheduled for August 19 at Idaho Falls. (Dockets 7535 and 7536)

**Edwin Mead, Rockford, Ill.—**Granted petition for leave to amend his application for CP (B4-P-4729; Docket 7599), so as to file an amended Exhibit No. 7 setting forth detailed description of a proposed program policy, etc., and the amendment was accepted.

**Cream City Broadcasting Co., Inc., Milwaukee, Wis.—**Granted petition insofar as it requests leave to amend and remove application (B4-P-4631; Docket 7750) from the hearing docket; accepted amendment to specify 1 KW power instead of 250 watts, etc., and the application was removed from the hearing docket.

**Veterans Broadcasting Co., Inc., Rochester, N. Y.—**Granted petition for leave to amend its application (B1-P-4826; Docket 7660) so as to specify 5 KW power, unlimited time, instead of 1 KW, daytime only, etc., and the amendment was accepted.

**Hughes Tool Co., Los Angeles, Calif.—**Dismissed petition requesting a further continuance in the taking of the testimony of Howard Hughes in the proceeding upon its application for a new television permit. (B5-PCT-17; Docket 6370)

*(Continued on next page)*



Booth Radio Stations, Inc., Flint, Mich.—Granted petition requesting leave to amend its application (B2-P-4120; Docket 6923), so as to specify a new transmitter site; show increase in height of the antenna, etc., and to reopen the record. The amendment was accepted, the record reopened, and without further hearing said amendment is made a part of the record in Docket 6923.

KMA—May Broadcasting Co., Shenandoah, Iowa—Dismissed petition for leave to intervene in the hearing upon application for CP of Hirsch Battery and Radio Co., Cape Girardeau, Mo. (B4-P-4289; Docket 7130)

Hirsch Battery and Radio Co., Cape Girardeau, Mo.—Granted petition for leave to amend application (B4-P-4289; Docket 7130) so as to substitute a revised sketch of "Details of Proposed Ground System for Radio Station KFVS," etc., and the amendment was accepted.

## FCC APPLICATIONS

### AM APPLICATIONS ACCEPTED FOR FILING

#### 590 Kilocycles

NEW—Bluegrass Broadcasting Co., Inc., Versailles, Ky.—Construction permit for a new standard broadcast station to be operated on **590 kc.**, power of 1 KW, directional antenna and unlimited hours of operation.

NEW—Hudson Valley Broadcasting Co., Inc., Albany, N. Y. (P. O. 90 State St.)—Construction permit for a new standard broadcast station to be operated on **590 kc.**, power of 1 KW night, 5 KW day, directional antenna and unlimited hours of operation.

#### 610 Kilocycles

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

#### 670 Kilocycles

NEW—News Publishing Co., Rome, Ga. (P. O. 403 West 1st St.)—Construction permit for a new standard broadcast station to be operated on **670 kc.**, power of 1 KW and daytime hours of operation.

#### 720 Kilocycles

NEW—Carteret Broadcasting Co., in or near Morehead City, N. C. (P. O. 248 Middle St., New Bern, N. C.)—Construction permit for a new standard broadcast station to be operated on **720 kc.**, power of 1 KW and daytime hours of operation.

#### 760 Kilocycles

NEW—Capitol Broadcasting Co., Inc., Charlotte, N. C.—Construction permit for a new standard broadcast station to be operated on **1240 kc.**, power of 250 watts, and unlimited hours of operation. Amended to change frequency from **1240 to 760 kc.**, power from 250 watts to 1 KW, hours of operation from unlimited time to daytime, and change type of transmitter.

#### 810 Kilocycles

NEW—Denver Broadcasting Co., Denver, Colo. (P. O. Security Building)—Construction permit for a new standard broadcast station to be operated on **810 kc.**, power of 25 KW night, 50 KW day, directional antenna and unlimited hours of operation.

#### 830 Kilocycles

WNYC—City of New York, Municipal Broadcasting System, New York, N. Y.—Extension of special service authorization to operate additional time between the hours of 6:00 a. m., EST, and sunrise at New York, N. Y., and between the hours of sunset at Minneapolis, Minn., and 10:00 p. m., EST, using directional antenna designed therefor, for the period beginning 3:00 a. m., EST, September 2, 1946.

#### 840 Kilocycles

WKAB—C. L. Pursley and Louise Patterson Pursley, d/b as Pursley Broadcasting Service, Mobile, Ala.—Modification of construction permit (B3-P-3745, which authorized a new standard broadcast station) for approval of antenna and transmitter and studio locations. Amended re changes in transmitting equipment.

#### 860 Kilocycles

NEW—Downing Musgrove, Douglas, Ga.—Construction permit for a new standard broadcast station to be operated on **1450 kc.**, power of 250 watts, and unlimited hours of operation. Amended to change frequency from **1450 to 860 kc.**, power from 250 watts to 1 KW, hours of operation from unlimited to daytime, and change type of transmitter.

KOAM—The Pittsburg Broadcasting Co., Inc., Pittsburg, Kan.—Modification of construction permit (B4-P-3198, which authorized change of frequency, increase power, change hours of operation, install new transmitter and directional antenna for night use and change transmitter location) for extension of completion date.

#### 870 Kilocycles

NEW—Blue Bonnet Broadcasting Corp., Fort Worth, Texas—Construction permit for a new standard broadcast station to be operated on **760 kc.**, power of 1 KW, and daytime hours of operation. Amended to change frequency from **760 to 870 kc.**, change power from 1 KW to 250 watts and install new transmitter and make changes in antenna system.

#### 910 Kilocycles

NEW—Matta Broadcasting Co., Braddock, Pa. (P. O. 1233 Braddock Ave.)—Construction permit for a new standard broadcast station to be operated on **910 kc.**, power of 1 KW and daytime hours of operation.

NEW—The KJAN Broadcasting Co., Inc., Opelousas, La.—Construction permit for a new standard broadcast station to be operated on **910 kc.**, power of 1 KW, directional antenna night and unlimited hours of operation.

#### 920 Kilocycles

NEW—Glen H. Smith and Herbert H. Lee, d/b as Lee-Smith Broadcasting Co., Faribault, Minn.—Construction permit for a new standard broadcast station to be operated on **920 kc.**, power of 100 watts night, 250 watts day and unlimited hours of operation. Amended re change in type of transmitter.

#### 930 Kilocycles

NEW—Rocky Mountain Broadcasting Co., Pueblo, Colo. (P. O. 429 Thatcher Building)—Construction permit for a new standard broadcast station to be operated on **930 kc.**, power of 5 KW, directional antenna night and unlimited hours of operation.

#### 970 Kilocycles

KFRE—J. E. Rodman, Fresno, Calif.—Construction permit to change frequency from **1340 to 1060 kc.**, increase power from 250 watts to 1 KW, and install new

*(Continued on next page)*

transmitter. Amended to change frequency from 1060 to 970 kc., install new transmitter and directional antenna for day and night use.

### 980 Kilocycles

KMBC—Midland Broadcasting Co., Kansas City, Mo.—License to cover construction permit (B4-P-4412) which authorized decrease in power of auxiliary transmitter and install new auxiliary transmitter.

### 1080 Kilocycles

NEW—Pittsburgh Broadcasting Co., Pittsburgh, Pa.—Construction permit for a new standard broadcast station to be operated on 1080 kc., power of 1 KW and daytime hours of operation.

### 1130 Kilocycles

WCAR—Pontiac Broadcasting Co., Pontiac, Mich.—Special service authorization to operate from 7:00 a. m., EST, to local sunrise, with power of 250 watts, for the period beginning November 1, 1946, and ending in no event later than February 28, 1947.

### 1170 Kilocycles

NEW—Suburban Broadcasting Co., Upper Darby, Pa. (P. O. 239-241 Fairfield Ave.)—Construction permit for a new standard broadcast station to be operated on 1170 kc., power of 1 KW and daytime hours of operation.

### 1230 Kilocycles

NEW—Robert P. Strakos & John F. Kearney, a partnership, d/b as The Colgren Broadcasting Co., Hudson, N. Y. (P. O. Union Turnpike R. D. 1)—Construction permit for a new standard broadcast station to be operated on 1230 kc., power of 250 watts and unlimited hours of operation.

WJBC—Arthur Malcolm McGregor and Hugh L. Gately, a partnership, d/b as Radio Station WJBC, Bloomington, Ill.—Voluntary assignment of license to Bloomington Broadcasting Corporation.

### 1240 Kilocycles

WKBR—Concord Broadcasting Corp., Manchester, N. H.—Modification of construction permit (B1-P-4223, as modified, which authorized a new standard broadcast station) to change corporate name to Granite State Broadcasting Co., Inc., for approval of antenna and approval of transmitter and studio location.

WTIP—Gus Zaharis and Penelope Zaharis, d/b as Chemical City Broadcasting Co., Charleston, W. Va.—Modification of construction permit (B2-P-3841, which authorized a new standard broadcast station) to change type of transmitter, change transmitter and studio locations.

NEW—Harold H. Thomas, Greenville, S. C. (P. O. 100 College St., Asheville, N. C.)—Construction permit for a new standard broadcast station to be operated on 1240 kc., power of 100 watts, and unlimited hours of operation.

WKDK—C. A. Kaufmann and John F. Clarkson, d/b as Newberry Broadcasting Co., Newberry, S. C.—Modification of construction permit (B3-P-4227, which authorized a new standard broadcast station) to change type of transmitter, for changes in antenna and change transmitter and studio locations, and extend commencement and completion dates. Amended re changes in transmitting equipment.

NEW—Gene Burke Brophy, Phoenix, Ariz. (P. O. 2214 No. Central Ave.)—Construction permit for a new standard broadcast station to be operated on 1240 kc., power of 250 watts and unlimited hours of operation.

### 1270 Kilocycles

NEW—Inter-American Radio Corp., Caguas, P. R. (P. O. 236 Insular Road, No. 1, Stop 33½, Hato Rey, Rio, Pedras, P. R.)—Construction permit for a new standard broadcast station to be operated on 1270 kc., power of 250 watts and unlimited hours of operation.

NEW—Arkansas Valley Broadcasting Co., Fort Smith, Ark.—Construction permit for a new standard broadcast station to be operated on 740 kc., power of 1 KW, directional antenna night and unlimited hours of operation. Amended to change frequency from 740 to 1270 kc., install new directional antenna for day and night use and change transmitter location.

### 1280 Kilocycles

WMIN—WMIN Broadcasting Co., St. Paul, Minn.—Construction permit to change frequency from 1400 to 1280 kc., increase power from 250 watts to 5 KW, install new transmitter and directional antenna for day and night use, change transmitter and studio locations.

### 1290 Kilocycles

WTMC—Ocala Broadcasting Co., Inc., Ocala, Fla.—Construction permit to change frequency from 1490 to 1270 kc., increase power from 250 watts to 1 KW, install new transmitter, directional antenna for night use, and change transmitter location. Amended to change frequency from 1270 to 1290 kc.

### 1300 Kilocycles

WOOD—King-Trendle Broadcasting Corp., Grand Rapids, Mich.—Voluntary assignment of license to Liberty Broadcasting, Inc.

### 1340 Kilocycles

NEW—Del Norte Broadcasting Co., Inc., El Paso, Texas—Construction permit for a new standard broadcast station to be operated on 1340 kc., power of 250 watts and unlimited hours of operation. Amended re change in directors and stockholders.

NEW—Connellsville Broadcasters, Inc., Connellsville, Pa. (P. O. 111 E. Green St.)—Construction permit for a new standard broadcast station to be operated on 1340 kc., power of 250 watts and unlimited hours of operation.

### 1400 Kilocycles

KWIN—Rogue Valley Broadcasting Co., Inc., Ashland, Ore.—License to cover construction permit (B5-P-4515) which authorized a new standard broadcast station and for change of studio location.

KWIN—Rogue Valley Broadcasting Co., Inc., Ashland, Ore.—Authority to determine operating power by direct measurement of antenna power.

NEW—Grand Forks Herald, Inc., Grand Forks, N. D. (P. O. 118-120 North Fourth St.)—Construction permit for a new standard broadcast station to be operated on 1400 kc., power of 250 watts, and unlimited hours of operation.

NEW—Oneonta Star, Inc., Oneonta, N. Y.—Construction permit for a new standard broadcast station to be operated on 1240 kc., power of 250 watts, and unlimited hours of operation. Amended to change frequency from 1240 to 1400 kc.

NEW—Montana Broadcasting and Television Corp., Missoula, Mont. (P. O. 176 West Center St., Provo, Utah)—Construction permit for a new standard broadcast station to be operated on 1400 kc., power of 250 watts, and unlimited hours of operation.

### 1450 Kilocycles

WWDC—Capital Broadcasting Co., Washington, D. C.—Authority to determine operating power by direct measurement of antenna power.

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WWSC—Great Northern Radio, Inc., Glens Falls, N. Y.—Modification of construction permit (B1-P-4014, which authorized a new standard broadcast station) for approval of antenna and approval of transmitter and studio locations. Amended to change transmitter location.

NEW—Natchitoches Broadcasting Co., Inc., Natchitoches, La. (P. O. 200 Front St.)—Construction permit for a new standard broadcast station to be operated on **1450 kc.**, power of 250 watts, and unlimited hours of operation.

### 1490 Kilocycles

NEW—Radio Anthracite, Inc., Nanticoke, Pa. (P. O. 65 East Main St.)—Construction permit for a new standard broadcast station to be operated on **1490 kc.**, power of 250 watts and unlimited hours of operation.

NEW—Gulfport Broadcasting Co., Inc., Pensacola, Fla.—Construction permit for a new standard broadcast station to be operated on **1450 kc.**, power of 250 watts and unlimited hours of operation. Amended to change frequency from 1450 to 1490 kc., change transmitter location.

WKBZ—Ashbacker Radio Corp., Muskegon, Mich.—Construction permit to make changes in antenna and to change transmitter location.

NEW—Clyde R. Horne, Jerrell A. Shepherd, a partnership d/b as They Valley Broadcasters, Russellville, Ark. (P. O. 128 East Main)—Construction permit for a new standard broadcast station to be operated on **1490 kc.**, power of 250 watts and unlimited hours of operation.

WARD—Central Broadcasting Co., Inc., Johnstown, Pa.—License to cover construction permit (B2-P-3732, as modified) which authorized a new standard broadcast station.

WARD—Central Broadcasting Co., Inc., Johnstown, Pa.—Authority to determine operating power by direct measurement of antenna power.

NEW—Edward J. Harpole, William T. Kemp and W. J. Harpole, a partnership, d/b as Uvalde Broadcasters, Uvalde, Texas (P. O. Box 758, 556 No. Getty St.)—Construction permit for a new standard broadcast station to be operated on **1490 kc.**, power of 250 watts, and unlimited hours of operation.

NEW—Siskiyou County Broadcasting Co., Yreka, Calif. (P. O. 304 W. Miner St.)—Construction permit for a new standard broadcast station to be operated on **1490 kc.**, power of 250 watts, and unlimited hours of operation.

### 1510 Kilocycles

NEW—Home News Publishing Co., New Brunswick, N. J. (P. O. 127 Church St.)—Construction permit for a new standard broadcast station to be operated on **1510 kc.**, power of 1 KW and daytime hours of operation.

### 1580 Kilocycles

NEW—Arthur H. Croghan, Santa Monica, Calif.—Construction permit for a new standard broadcast station to be operated on **750 kc.**, power of 1 KW and limited hours of operation. Amended to change frequency from 750 to 1580 kc., change power from 1 KW to 5 KW, change hours of operation from limited to daytime, install new transmitter and change transmitter location.

## FM APPLICATIONS ACCEPTED FOR FILING

Wallace N. Lindskoog, Luther G. Boone, Gordon H. Mowrer, Elmer A. Hyer, August Lindblom, C. H. Lindgren, Wilbur Merrill, Gilbert Moody, partners, d/b as Turlock Broadcasting Group, Turlock, Calif. (P. O. c/o Gilbert Moody, Berg Bldg.)—Construction permit for a new FM broadcast station to be operated on frequency to be specified by chief engineer of FCC and coverage of 3538.0 square miles.

Narragansett Broadcasting Co., Fall River, Mass. (P. O. 130 So. Main St.)—Construction permit for a new FM broadcast station to be operated on frequency to be assigned by FCC.

Independent Broadcasting Co., Des Moines, Iowa (P. O. 500 Bankers Trust Bldg.)—Construction permit for a new FM broadcast station to be operated on Channel #265, **100.9 mc.**, or as assigned by chief engineer of FCC and coverage of 13,542 square miles.

Metropolitan Broadcasting Service, New York, N. Y.—Construction permit for a new FM (Metropolitan) broadcast station to be operated on frequency to be assigned by FCC and coverage of 9,650 square miles. Amended to make minor change in transmitter location and changes in antenna system.

Fayette Broadcasting Co., Lexington, Ky. (P. O. Security Trust Bldg.)—Construction permit for a new FM (Metropolitan) broadcast station to be operated on Channel #272, **102.3 mc.**, and coverage of 13,700 square miles.

Sontheru Broadcasting Corp., San Antonio, Texas.—Construction permit for a new FM broadcast station to be operated on frequency to be assigned by FCC and coverage of 21,500 square miles. Amended to make minor changes in transmitter location and to specify class of station.

Burlington-Graham Broadcasting Co., Burlington, N. C.—Construction permit for a new FM (Metropolitan) broadcast station to be operated on Channel #267, **101.3 mc.**, or as assigned by FCC, and coverage of 4,352.96 square miles, or as assigned by FCC. Amended to change class of station, frequency from **101.3 mc.** to **104.1** to **107.9** band, coverage from 4,352.96 to 673 square miles, population from 345,475 to 60,481, type of transmitter, make changes in officers, directors and stockholders and make changes in antenna system.

Golden Empire Broadcasting Co., Chico, Calif. (P. O. Box 717, Merced, Calif.)—Construction permit for a new FM broadcast station to be operated on frequency to be determined.

## TELEVISION APPLICATIONS ACCEPTED FOR FILING

George R. Call, Sioux City, Iowa.—Construction permit for a new experimental television broadcast station to be operated on Channel #9, **136-192 mc.**, power of aural and visual of 100 watts and emission of aural A4 and visual A5.

KRLD Radio Corp., Dallas, Texas—Construction permit for a new commercial television broadcast station to be operated on Channel #2, **54-60 mc.**, ESR of 1500 and power of visual 4 KW (peak) and aural 3 KW. Amended to change frequency from Channel #2, **54-60 mc.**, to Channel #4, **66-72 mc.**, change transmitter, and transmitter locations and make changes in antenna system.

## MISCELLANEOUS APPLICATIONS ACCEPTED FOR FILING

KBNH—Boulder City Broadcasting Co., Boulder City, Nev.—License to cover construction permit (B5-PRY-307) which authorized a new relay broadcast station.

NEW—Gates Radio Co., Quincy, Ill. (P. O. 123 Hampshire St.)—Construction permit for a new developmental broadcast station to be operated on frequency to be assigned, power of 5 KW, and emission special for FM.

W47C—WJJD, Inc., Chicago, Ill.—Modification of construction permit (B4-PH-17), as modified and which authorized a new high frequency broadcast station, for extension of completion date. Amended to specify frequency **92-104 mc.**, population 4,961,479, coverage of 9,300 square miles, type of transmitter and make changes in antenna system.

NEW—American Colonial Broadcasting Corp., San Juan, Puerto Rico (P. D. Box 772, Arecibo, P. R.)—Construction permit for a new relay broadcast station to be operated on **1622, 2058, 2150, and 2790 kc.**, power of 250 watts, and A3 emission.

(Continued on next page)

NEW—H. L. Corley tr/as Corley Radio & Sound Service, Area of Trinidad, Colo. (P. O. So. Country Club Dr.)—Construction permit for a new relay broadcast station to be operated on **30.82, 33.74, 35.82 and 37.98**, power of 15 watts and A3 emission.

WAFY—Minnesota Broadcasting Corp., Area of St. Paul and Minneapolis, Minn.—Modification of license to increase power from 25 watts to 50 watts.

Burns Avenue Baptist Church, Detroit, Mich.—Extension of authority to transmit programs from Burns Avenue Baptist Church at Detroit, Mich., to Station CKLW, Windsor, Canada, for period beginning October 10, 1946.

### APPLICATION RETURNED

KXL—KXL Broadcasters, Portland, Ore.—Construction permit to increase power from 10 to 50 KW, install new transmitter and directional antenna, and move transmitter location (750 kc.). Incomplete.

### APPLICATIONS TENDERED FOR FILING

#### 550 Kilocycles

WGR—Buffalo Broadcasting Corp., Buffalo, N. Y.—Consent to assignment of license to WGR Broadcasting Corp.

NEW—Midland Broadcasting Co., Kansas City, Mo.—Construction permit for a new standard broadcast station to be operated on **550 kc.**, power of 5 KW, daytime hours of operation and directional antenna.

#### 580 Kilocycles

KFXD—Frank E. Hurt & Son, a partnership composed of Frank E. Hurt and Edward P. Hurt, Nampa, Idaho.—Construction permit to install new transmitter, change transmitter location and make changes in directional antenna system.

#### 730 Kilocycles

WTIK—Durham Broadcasting Co., Inc., Durham, N. C.—Construction permit to change power from 500 watts to 1 KW, and daytime hours of operation.

#### 1110 Kilocycles

NEW—Oneonta Broadcasting Co., a partnership comprised of John Nazak and Joanne May Levke, Oneonta, N. Y.—Construction permit for a new standard broadcast station to be operated on **1110 kc.**, power of 250 watts, and daytime hours of operation.

#### 1140 Kilocycles

WSIV—Pekin Broadcasting Co., Pekin, Ill.—Construction permit to change power from 250 watts to 1 KW, and install new transmitter.

#### 1230 Kilocycles

NEW—Howard S. Smith, R. E. Pratt, Howard Hicks, John A. Hicks and Ross Bohannon, d/b as Hopkins County Broadcasting Co., Sulphur Springs, Texas—Construction permit for a new standard broadcast station to be operated on **1230 kc.**, power of 250 watts and unlimited hours of operation.

#### 1240 Kilocycles

NEW—Harold H. Toms, Greenville, S. C.—Construction permit for a new standard broadcast station to be operated on **1240 kc.**, power of 100 watts and unlimited hours of operation.

NEW—Gene Burke Brophy, Nogales, Ariz.—Construction permit for a new standard broadcast station to be operated on **1240 kc.**, power of 250 watts and unlimited hours of operation.

NEW—Odes E. Robinson, Bluefield, W. Va.—Construction permit for a new standard broadcast station to be operated on **1240 kc.**, power of 250 watts and unlimited hours of operation.

#### 1310 Kilocycles

WGH—Hampton Roads Broadcasting Corp., Newport News, Va.—Construction permit to change frequency from **1340 to 1310 kc.**, power from 250 watts to 5 KW, install new transmitter and change transmitter location and install directional antenna for day and night use.

#### 1400 Kilocycles

NEW—Montana Broadcasting and Television Corp., Missoula, Mont.—Construction permit for a new standard broadcast station to be operated on **1400 kc.**, power of 250 watts and unlimited hours of operation.

#### 1450 Kilocycles

NEW—Norbert Bernard Donze and Elmer Lawrence Donze, a partnership, d/b as The Donze Co., Ste. Genevieve, Mo.—Construction permit for a new standard broadcast station to be operated on **1450 kc.**, power of 250 watts and unlimited hours of operation.

NEW—Natchitoches Broadcasting Co., Inc., Natchitoches, La.—Construction permit for a new standard broadcast station to be operated on **1450 kc.**, power of 250 watts and unlimited hours of operation.

#### 1460 Kilocycles

WJPF—Orville W. Lyerla, Herrin, Ill.—Construction permit to change frequency from **1340 to 1460 kc.**, increase power from 250 watts to 1 KW and install new transmitter and directional antenna for night use.

#### 1480 Kilocycles

KANS—Kansas Broadcasting, Inc., Wichita, Kans.—Construction permit to change frequency from **1240 to 1480 kc.**, power from 250 watts to 1 KW night, 5 KW day, install directional antenna night, new transmitter and change transmitter location.

#### 1490 Kilocycles

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

NEW—Edward J. Harpole, William T. Kemp, and W. J. Harpole, a partnership d/b as Uvalde Broadcasters, Uvalde, Texas—Construction permit for a new standard broadcast station to be operated on **1490 kc.**, power of 250 watts and unlimited hours of operation.

NEW—Antietam Broadcasting Corp., Hagerstown, Md.—Construction permit for a new standard broadcast station to be operated on **1490 kc.**, power of 250 watts and unlimited hours of operation.

NEW—Abe B. Harris, Ruston, La.—Construction permit for a new standard broadcast station to be operated on **1490 kc.**, power of 250 watts and unlimited hours of operation.

#### 1510 Kilocycles

NEW—Marin Broadcasting Co., Inc., San Rafael, Calif.—Construction permit for a new standard broadcast station to be operated on **1510 kc.**, power of 1 KW and daytime hours of operation.

#### 1590 Kilocycles

NEW—Nonpareil Broadcasting Co., Council Bluffs, Iowa—Construction permit for a new standard broadcast

*(Continued on next page)*



station to be operated on 1590 kc., power of 5 KW, directional antenna and unlimited hours of operation. WCKA—Commonwealth Broadcasting Corp., Norfolk, Va.—Construction permit to change studio location from Portsmouth to Norfolk, Va.

## Federal Trade Commission Actions

### COMPLAINTS

No complaints were issued by the Commission during the past week.

### STIPULATIONS

**Acorn Chicks, Inc.**, and Max Kraft and Rose Kraft, 72 North Pennsylvania Ave., Morrisville, Pa., entered into a stipulation with the Commission to cease and desist from falsely representing that they own or control a poultry farm or hatchery in connection with the interstate sale of chicks. (4171)

**American Dairies, Inc.**—The Commission approved a stipulation in which American Dairies, Inc., 2438 Broadway, Kansas City, Mo., agrees to cease and desist from misrepresenting the therapeutic properties of a poultry and livestock feed designated A.B.C. Condensed Butter Milk. (03325)

**Coordinators Corporation**—Mailing of books or other publications for which a charge is made without a bona fide order of purchase is prohibited under the terms of a stipulation accepted by the Commission from Coordinators Corporation and Arnold R. Baar, Victor Herbert and Harry E. Sheasby, 11 South LaSalle St., Chicago. (4167)

**Corley Diet Foods Co.**—Advertisements of a laxative preparation under the name of Dr. Corley's LaXX must reveal that the advertiser is not a doctor of medicine, under the terms of a stipulation accepted by the Commission from B. L. Corley, trading as Corley Diet Foods Co., 690 Market St., San Francisco, and Rufus Rhoades and Robert O. Davis, copartners, trading as Rhoades & Davis, of the same address. (03324)

**Finkelstein Bros.**—Informative labeling of umbrellas to disclose the rayon content of their fabric coverings is required in a stipulation accepted by the Commission from Harry Finkelstein, trading as Finkelstein Bros., 11 West 30th St., New York. (4170)

**Karnack-Ambrosia Co.**—Casimir Albert Lesiak, trading as Karnack-Ambrosia Co., 722 Eynon St., Scranton, Pa., entered into a stipulation with the Commission to cease and desist from misrepresenting the therapeutic properties of three medicinal preparations. (03326)

**Mennen Co.**—Under the terms of a stipulation approved by the Commission, the Mennen Co., 345 Central Ave., Newark, N. J., agrees to cease and desist from representing that Mennen Antiseptic Oil is either self-sterilizing or germicidal. (03327)

**National Church Goods Supply Co.**—The Commission approved a stipulation in which National Costumers and Manufacturing Co., trading as National Church Goods Supply Co., and National Academic Cap & Gown Co., 821 Arch St., Philadelphia, together with its officers, agrees to cease and desist from false and misleading advertising in connection with the sale of ecclesiastical supplies. Officers of the corporation joining in the stipulation are Emanuel I. Cohen, Daniel R. Cohen and Abaham Kadis. (4169)

**Sea Island Mills, Inc.**—The Commission accepted from Sea Island Mills, Inc., 53 Worth St., New York, a stipulation to cease and desist from falsely representing that it owns or controls any mills where its textile fabrics are manufactured. (4166)

**The Carey Salt Co.**, Hutchinson, Kans., and McJunkin Advertising Agency, 228 North LaSalle St., Chicago, entered into a stipulation with the Commission to cease and desist from misrepresenting the ingredients and therapeutic properties of Carey's Mineral Supplement Salt for livestock. (03323)

### CEASE AND DESIST ORDER

**A. P. W. Paper Co., Inc.**, Albany, N. Y., may continue to use the Red Cross name and symbol in the sale of toilet tissue and paper towels, but labels and advertisements of the products must contain a statement disclaiming any connection with, or approval by, the American National Red Cross, under the terms of a modified cease and desist order issued by the Commission. (4747)