

# NAB Reports

The NATIONAL ASSOCIATION OF BROADCASTERS

1760 N STREET, N. W.

WASHINGTON 6, D. C.

Vol. 14, No. 35, September 2, 1946

## New Part I of Rules Procedure Announced; NAB to Attend FCC Seminar on Revisions

The new Part I of the FCC Rules and Regulations relating to Organization and Practice and Procedure is completed and will be released on Wednesday (4), the Commission announced last week.

Because of the important nature of the rules and the length of the new Part I (approximately 150 pages), advance copies (not for publication) have been made available to members of the bar and the press for advance study, in order that interested parties might become familiar with the new rules. A seminar, to discuss the new rules is scheduled at the Commission's offices in Washington for Tuesday (3).

NAB's Legal Department will attend the seminar, which will be conducted by Assistant General Counsel Harry M. Plotkin of the FCC. At the seminar, questions on the new Part I will be considered, and suggestions for future amendments will be accepted for study.

NAB is planning to reprint the new Part I for distribution.

## JUDGE MILLER NAMED TO UNESCO COMMISSION

NAB President Justin Miller was named last week to serve as the representative of the radio broadcasting industry on the National Commission for Educational, Scientific and Cultural Cooperation.

Assistant Secretary of State William Benton was advised of this action by letter in response to the State Department's invitation to NAB to name a representative.

The National Commission is being created to advise the State Department on matters relating to the United Nations Educational, Scientific and Cultural Organization. The NAB is one of fifty organizations which have been invited to serve on the Commission to provide a link between UNESCO and national and local groups.

## Two Rate Structure Found Most Prevalent In Survey Conducted on Rate Card Practices

A study to determine the extent of the practice of charging multiple rates to advertisers has been completed by the NAB Research Department.

The study, made among NAB member stations only, was undertaken at the request of the Sales Managers Executive Committee. Replies were received from 82% of the stations. The questions which were asked together with the conclusions to be derived from a tabulation of the answers are as follows:

"How many rates do you now have for the same period of the day (local rates, national, regional, etc.)?"

Nearly three-fourths of the respondents have two rates for the same period of the day. The practice of charging two and three rates is more prevalent among the smaller stations and in the medium and small cities and towns. No station reported more than three rates.

"What do you call these rates, e.g., what names do you use for them ('local,' 'regional,' 'general,' 'national,' etc.)?" "Are these rates commissionable to an advertising agency?"

"Local" and "National" are used together almost four times as frequently as "Retail" and "General," although "General Rates" is the term most frequently used by the one-rate stations. Usually the latter designate their rates simply by their call letters.

The "General" or "National" rates of all respondents are commissionable to an advertising agency. A little more than three-fourths of the "Local" or "Retail" rates are not commissionable.

"Please state your definition of each kind of rate; tell us what type of account qualifies for each."

There is a conspicuous lack of uniformity among respondents in these stipulations. The most frequently mentioned qualifications for the "Na-

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## INSIDE THIS ISSUE

The FCC is currently revising many of its forms which must be filled out by applicants and licensees. Trend is toward simplification. (p. 678)

Second of the NAB Radio Management Study series will be mailed this week. Subject of this study is 250-watt network affiliate in a mid-western city with population of ten to thirteen thousand. (p. 681)

A new survey of manufacturers' use of radio advertising on a dealer-cooperative basis has been started by the Broadcast Advertising and Research Departments. Results, to be published in booklet form, will replace the 1942 NAB tabulations. (p. 679)

NAB Director-at-Large J. Leonard Reinsch told the Baptist Radio Conference last week that religious programs designed especially for teen-age listeners could be one of the solutions to the juvenile delinquency problem. (p. 681)

The NABET strike at WSAY, Rochester, which began a year ago, was declared legal by NLRB last week. Station was directed to offer reinstatement with back pay from Nov. 10, 1945 to five transmitter and studio operators. (p. 678)

**NAB Reports**  
 THE NATIONAL ASSOCIATION OF BROADCASTERS

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## Research Department

### FCC PLANS TO SIMPLIFY APPLICATION FORMS

The Federal Communications Commission is currently announcing changes in forms which must be filled out by applicants and licensees in supplying information requested by the Commission. In general, these changes are in the direction of simplification. Short-cut changes are also being made in the procedures required for certain actions and authorizations by the Commission. Most of the changes announced to date affect aircraft, police, fire, forestry and other mobile operations.

In the process of revision, however, are several of the forms used commonly by standard broadcast licensees. The changes will mostly be toward simplification of some of the present forms, although it is known that there are plans to expand at least one of the schedules now a part of Form 324.

Also, in keeping with its earlier announcement, the Commission plans to revise certain of the forms so that they will include information implementing the "Blue Book." It now appears that the suggested revisions of these forms will be submitted to the Budget Bureau for approval sometime during September and that the Industry's advisory committee, headed by Wayne Coy, WINX, will be requested to make its recommendations at that time.

In any event, NAB urges that station managers keep themselves informed of the current status of this matter so that they will not fill out unnecessary forms and so that their records may be kept in such a way that the forms can be filled out as easily as possible.

## Employee-Employer Relations

### NLRB FINDS WSAY STRIKE LEGAL; DIRECTS REINSTATEMENT OF FIVE EMPLOYEES WITH BACK PAY

The National Association of Broadcast Engineers and Technicians strike at WSAY, Rochester, which

began August 12, 1945 was declared legal by the National Labor Relations Board last Monday (26) and the Station was directed to offer reinstatement with back pay from November 10, 1945 to five transmitter and studio operators.

The Station had contended that the strike was illegal, being designed to compel compliance with a War Labor Board directive and also in violation of the strike notice provisions of the War Labor Disputes Act. While one member of the Board agreed with this contention, and consequently would have denied reinstatement and back pay, the majority concluded that the strike was not illegal and that the employees had lost their job rights.

The Board made a significant observation regarding strike activity. One Company contention had been that strikers should not be reinstated because on the morning of the strike it was discovered that the control room had been put out of operation by the removal of tubes and plugs. As a result, the station was off the air for about an hour. While finding the evidence insufficient to link any of the strikers with the sabotage, the Board said it "would have considered such misconduct as sufficient justification for discharge of an employee who had been clearly and unmistakably identified as a participant."

In addition to the reinstatement and back pay provisions of its decision, the NLRB ordered the Station to bargain with NABET, refrain from questioning employees with regard to their union sentiments, and post appropriate cease and desist orders.

## News

### "WRITING BY EAR" IS TEXTBOOK FOR INTERNES

Soren Munkhof, director of news, WOW, Omaha, and teacher of radio news writing, Creighton University, wrote the indoctrination booklet currently being used by professors of journalism who are serving internships in radio station newsrooms. (See NAB REPORTS, p. 604).

The booklet was issued by the Council on Radio Journalism and the National Association of Broadcasters, with copyright by NAB.

President John J. Gillin, Jr., sponsored an internship at WOW in 1945 and Mr. Munkhof had the experience of teaching another teacher. This, plus his station and university experience, made him especially well qualified to handle the assignment, according to the Committee on Teacher Training and Internship of the Council.

The University of Illinois and the University of Oregon are among the schools which requested and received copies for classroom use.

### KLZ ISSUES BROCHURE ON NEWS DEPARTMENT

The news department of KLZ, Denver, is the subject covered in a brochure, "Hear Ye . . . Hear Ye . . .", recently distributed to a list of several thousand by General Manager Hugh B. Terry.

(Continued on next page)

The two following paragraphs are quoted from the brochure because they describe the aims of the news department:

"To KLZ, newscasting is more than tearing a page from a newsprinter and reading it on the air. It is the cultivation of official sources of news, the development of private 'pipe-lines,' the maintaining of 'legmen' for local newsgathering and a full-time staff with years of newsgathering know-how to screen and edit raw material for the air. This is the complete way—the KLZ way—to serve more adequately the many thousands of listeners to whom news is one of the most important services of radio.

"KLZ keeps in mind the hometown listener, as well as those in remote communities who look to radio as their chief source of news. These listeners want more than national and international news. They want news from their own locality, region and state. To give them a really complete localized news service in addition to that of a greater scope, KLZ maintains a network of 36 regional correspondents who file news direct to KLZ by wire or telephone. Two major wire services, AP and INS, plus other news sources, make KLZ's news service complete."

Inside front cover pictures News Editor Earl E. McCain. He has had twenty-five years of newspaper, magazine and radio experience. He was a reporter and rewrite man on the Pueblo Star Journal, night editor of the Denver Post and a fiction writer.

## Broadcast Advertising

### DEALER-COOPERATIVE ADVERTISING STUDY UNDER WAY

Work has begun on a survey by the NAB Broadcast Advertising and Research Departments of manufacturers' use of radio advertising on a dealer-cooperative basis.

Through the cooperation of 122 member stations, NAB in 1942 issued a national tabulation of manufacturers engaging in dealer-cooperative radio advertising. Since no studies were made during the war years, the present list is partially out of date, although it is useful to some extent. Copies are still available upon request to the Department of Broadcast Advertising.

As part of the survey, a questionnaire is being mailed to a selected list of manufacturers requesting information on their dealer-cooperative plans and policies. When returns are in, a booklet will be published showing firms' name, address, products and percentage of advertising costs borne by manufacturers. Based on problems that will be ascertained from the responses, suitable follow-up work will be done.

This project, approved at the last Sales Managers Executive Committee meeting in Washington, is in keeping with the resolution adopted at the recent NAB 15th District meeting, requesting that NAB "make every effort to obtain equal recognition for radio with other media on dealer-cooperative advertising."

### NRDGA SURVEY AVAILABLE

The NAB has secured a supply of copies of the NRDGA survey, "Radio as a Retail Advertising Medium."

If you wish to receive a copy, send a postcard or letter to NAB Department of Broadcast Advertising, 1760 N St., N. W., Washington 6, D. C.

### JOSKE REPORT PRINTING MOVED OUTSIDE WASHINGTON

Because of delay in publication of the Joske report on radio advertising for retailers, caused by printing difficulties in Washington, it was decided last week to move the job to another city.

Publication of the report will go forward with all possible speed, to facilitate its release to NAB member stations and to retailers.

### TWO PER INQUIRY DEALS REPORTED

Member stations have reported to NAB headquarters that business has been offered to them on a contingent basis by *The Shotgun News* and the *Catholic Digest*. NAB has written the publications advising them of the industry's attitude against per inquiry advertising. A copy of the resolution adopted at the 1942 NAB convention was also forwarded.

### ONE STORY—TWO VERSIONS

"Member stores of the newly formed Retail Furniture Advertising Institute will be urged to make wider use of newspaper space and advised how to integrate their advertising expenditures to gain more complete coverage, it was learned yesterday. Furniture retailers 'are not getting the most out of their advertising dollar,' in the opinion of Francis H. Royer, president of the institute, which will function as a common advertising agency for its member stores. In the country-wide picture, he asserted, newspapers, spot radio and direct mail are the most popular media with furniture retailers, and of these spot radio receives more than half of the advertising budget. The reason advanced for this, he continued, is that generally the retailers haven't had specific merchandise to sell and subscribe to radio spots to issue general selling messages, such as inviting listeners to come to their stores and 'inspect new stock arriving daily.'"

—*The New York Times*, Aug. 6, 1946.

"I did discuss . . . the quantity of radio advertising used by many furniture stores and stated that many of our members were devoting as much as half of their budgets towards radio. This is largely due to the fact that it is much easier for many of the stores to advertise on the radio than in newspapers and direct mail, because of the ease with which material can be turned over to the radio station. It seems that in

(Continued on page 681)

Current rationing of printing facilities in the Washington area requires that NAB REPORTS be printed one day earlier than usual. In order that developments at the weekend may be covered, NAB has arranged for last-minute printing of page 1 and this page of the REPORTS.

## SOME LAST-MINUTE FCC ACTIONS

(Further coverage of FCC actions announced on Friday (30) will be carried in next week's REPORTS)

### AM Applications Granted

- NEW—David W. Ratliff, Stamford, Texas—Granted CP(\*) for a new station to operate on 1400 kc., 250 watts, unlimited time. (B3-P-4932)
- NEW—Bay Broadcasting Co., Goose Creek, Texas—Granted CP(\*) for a new station to operate on 650 kc., 250 watts, daytime only. (B3-P-4867)
- NEW—Wm. L. Warner, d/b as The Sevier Valley Broadcasting Co., Richfield, Utah—Granted CP(\*) for a new station to operate on 690 kc., 1 KW, daytime only. (B5-P-4877)
- NEW—Greater Huntington Radio Corp., Huntington, W. Va.—Granted CP(\*) for a new station to operate on 800 kc., 1 KW, daytime only; also subject to condition that a waiver of Secs. 3.55(b) and 3.60 of the rules is granted. (B2-P-3826; Docket 6842)
- NEW—Palmetto Radio Corp., Columbia, S. C.—Granted CP(\*) for a new station to operate on 1230 kc., 250 watts, unlimited time; also condition to any interference which may be caused to Augusta Chronicle Broadcasting Company's application on the same frequency if granted. (B3-P-4905)
- NEW—Frederick A. Knorr, Harvey R. Hansen and Wm. H. McCoy, d/b as Suburban Broadcasters, Dearborn, Mich.—Adopted Decision and Order granting CP(\*) for a new station to operate on 1540 kc., 1 KW, daytime only (B2-P-4232; Docket 7385); also ordered that the application (B2-P-4441; Docket 7384) of Henry F. Pett requesting the same facilities in Dearborn be denied.

(\*) Subject to condition that applicant, within 60 days from grant, file an application for modification of permit specifying a transmitter site and antenna system meeting the requirements of the Standards.

### FM Final CP's Granted

The following permittees were granted regular construction permits. (Note: Power given is effective radiated power; antenna height given is height above average terrain):

- Saginaw Broadcasting Co., Saginaw, Mich.—Class B; Channel: 98.3 mc. (No. 252); 15 KW; 410 feet. (B2-PH-195)
- Inland Broadcasting Co., Omaha, Neb.—Class B; Channel: 92.1 mc. (No. 221); 330 KW; 700 feet. (B4-PH-390)
- Kingsley H. Murphy, Des Moines, Iowa—Class B; Channel: 101.3 mc. (No. 267); 154 KW; 505 feet. (B4-PH-620)
- Capitol Broadcasting Co., Inc., Raleigh, N. C.—Class B; Channel: 95.3 mc. (No. 237); 12 KW; 615 feet. (B3-PH-861)
- Palm Beach Broadcasting Corp., Palm Beach, Fla.—Class B; Channel 97.9 mc. (No. 250); 7.2 KW; 310 feet. (B3-PH-878)
- Nevada Broadcasting Co., Las Vegas, Nev.—Class A; Channel: 104.3 mc. (No. 282); 330 watts; 125 feet. (B5-PH-278) (\*)
- Contra Costa Broadcasting Co., Richmond, Calif.—Class A; Channel: 104.7 mc. (No. 284); 500 watts; 340 feet. (B4-PH-347) (\*)
- Tri-Suburban Broadcasting Corp., Silver Spring, Md.—Class A; Channel: 104.3 mc. (No. 282); 440 watts; 360 feet. (B1-PH-875) (\*)

(\*) In lieu of previous conditions specified.

### Commercial Television Application Granted

- WJAC, Inc., Johnstown, Pa.—Granted CP for a new station: (Channel #13) 210-216 mc.; effective peak power radiated: 9 KW visual, 6.8 KW aural; antenna height 971 feet. (B2-PCT-93)

## AM License Renewals

Granted renewal of following station licenses for the period ending November 1, 1948:

WADC, Tallmadge, Ohio; WNBK, Binghamton, N. Y.; WNEL, San Juan, P. R.; KHSL,\* Chico, Calif.; WATR,\* Waterbury, Conn. (\*Com. Durr voting for further inquiry.)

Granted renewal of following station licenses for the period ending May 1, 1949:

- KTSA, San Antonio, Texas; WIS, Columbia, S. C.; WSGN, Birmingham, Ala.
- WDGY—Twin Cities Broadcasting Corp., Minneapolis, Minn.—Granted renewal of license for the period ending May 1, 1948. (B4-R-669)
- KOTN—Universal Broadcasting Corp., Pine Bluff, Ark.—Granted renewal of license for period ending August 1, 1948.
- WDEV—Lloyd E. Squier, surviving partner of Lloyd E. Squier & William G. Ricker, d/b as Radio Station WDEV, and Ernest C. Perkins, Executor of Estate of Wm. G. Ricker, Waterbury, Vt.—Granted renewal of license for period ending May 1, 1949.
- WKAQ & aux.—Radio Corp. of Porto Rico, San Juan, P. R.—Granted renewal of license for period ending May 1, 1949.
- KIUL—Frank D. Conard, tr/as Radio Station KIUL, Garden City, Kans.—Granted renewal of license for period ending August 1, 1949.

## DATE SET FOR TELECOMMUNICATIONS CONFERENCE

The State Department announced late Friday (30) that the date for the preliminary five power Telecommunications Conference in Moscow has been set for Sept. 28. China, France and the United Kingdom have also been invited to attend the conference to hold informal preliminary discussions prior to the proposed World Telecommunications Conference.

NAB is considering the advisability of naming an industry observer if attendance of observers at the conference is approved.

Details of the proposed agenda for the Moscow meeting will be published in REPORTS next week.

## Two Rate Structure Found Most Prevalent In Survey Conducted on Rate Card Practices

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tional" or "General" rate are that the account be placed by an agency and that the product be nationally distributed. For the "Local" or "Retail" rates, the most frequently mentioned qualification was that the account be a "bona fide" retailer, but there is little agreement as to the definition of such a dealer or what type of advertising he may place.

"What rate do you charge when a retailer buys time to advertise a nationally distributed product?"

About two-thirds of the respondents charge the "Local" or "Retail" rate. This represents about 80% of stations which have two or three rates. These rates are predominantly non-commissionable.

"What rate do you charge to local dealers, distributors or jobbers of nationally distributed products?"

The local wholesaler or distributor is usually charged more than the retailer, the chief exception being in the case of the small stations, about half of whom charge a local, non-commissionable rate for wholesalers.

A complete analysis of the findings of this study has been sent to the participating stations.

## One Story—Two Versions

(Continued from page 679)

many small and medium size stores, all a dealer need do to advertise in radio is give the station a brief outline of the message and then it is carried out by the station. While in newspaper and direct mail, there is a great deal of detail to carry out."

—FRANCIS H. ROYER, in a letter to

HUGH M. P. HIGGINS, NAB, Aug. 27, 1946.

## Small Market Stations

### NAB MANAGEMENT STUDY #2 TO BE RELEASED THIS WEEK

The second in the series of management studies of small market stations, made at the direction of the NAB Small Market Stations Executive Committee, will be released this week. This is a study of a 250-watt full time NBC affiliate, located in a mid-western city of 10,000 to 13,000 population.

This station has done an outstanding job in selling national spot business, its 1945 net volume being \$29,000. The sale of station time to the network in that year amounted to more than \$12,000.

The Radio Management Study is being mailed to all NAB members in the small market station classification (less than 5000 watts in cities of 50,000 or under). Larger stations desiring the series should send their requests to NAB Small Market Stations Division.

## Public Interest Programming

### REINSCH, SPEAKING AT BAPTIST RADIO MEETING, ADVOCATES RELIGIOUS PROGRAMS FOR TEEN-AGERS

Development of teen-age programs that provide spiritual guidance is today's challenge to radio and religious leaders, according to J. Leonard Reinsch, director of the Cox radio stations and radio advisor to President Truman. Speaking at the Baptist Radio Conference in Ridgecrest, North Carolina, Sunday, August 25th, Reinsch said that the major religious appeal in radio has been to the church-going adult who least needs help. He stated that one of the solutions to the juvenile delinquency problem could be radio programs with a religious theme, that attract and hold the attention of teen-agers.

He suggested that the appeal of the present religious programs should be broadened to reach the unchurched. Church attendance, he said, can be increased with the proper use of radio just as attendance at athletic events has increased by radio.

Urging religious leaders to use radio more effectively, Mr. Reinsch advised a study of surveys, suc-

cessful religious broadcasts, leading commercial programs, audience trends and the effects of competition.

Also discussed was the scientific future of radio, including television and facsimile. Wisely used, Mr. Reinsch concluded, these technical advancements in radio may develop a new era in religious tolerance and understanding.

### INDUSTRY REQUESTED TO DEVELOP MORE PROGRAMS TO TEACH DEMOCRATIC IDEALS TO YOUNGSTERS

In a letter to NAB signed by Kenneth M. Birkhead, Executive Director, Friends of Democracy, the radio broadcasting industry is requested to develop additional children's programs to educate young listeners in democratic concepts. The letter, dated August 26, was signed by Mr. Birkhead on behalf of a group of 18 organizations.

Text of the letter follows:

"Education in democracy cannot begin at too early an age. This applies not only in the field of learning to live together in ways which enhance individual personalities and, at the same time, teach social obligations, but it also applies in the area of indoctrinating young minds with democratic concepts of social, economic and political life.

"The success of the Nazi educational program for children testifies to the receptivity of youthful minds to theories in these fields. Democracy can and must be taught with equal success.

"Radio has tremendous potentialities as an educational medium and should be used to its fullest possibilities. Programs for children must entertain, appeal to fantasy, and yet be mixed with reality. They should also create young people who believe in and act for the extension of democracy.

"Less thought seems to have been given to this responsibility than has been given in the case of programs for adults—a recent, notable exception being the "Superman" radio show. This program, while still holding the listener interest by highlighting the physical exploits of Superman, has had him exploring the workings of organizations teaching prejudice and bigotry. The machinations of the anti-democratic movements have been presented forcibly to the listener, and the necessity of combating these groups demonstrated. Listener response indicates that the idea of the show has been grasped and the program appreciated.

"Radio must not feel, however, that one such program fulfills its responsibility. The young people of today are tomorrow's citizens and leaders.

"We, therefore, call upon the radio industry to develop programs for the younger mind which will expand the start already made, and fulfill its potentialities as a creator extraordinary of good citizens for tomorrow.

"Yours for democracy."

Mr. Birkhead's letter was sent on behalf of the following organizations:

Americans United for World Government;  
Church League for Industrial Democracy;  
Committee of Catholics for Human Rights;  
Council for Democracy;  
Friends of Democracy;  
Independent Citizens Committee of the Arts,  
Sciences and Professions;

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League for Fair Play;  
 Methodist Federation for Social Services;  
 National Association for Advancement of  
 Colored People;  
 National Citizens Political Action Committee;  
 National Lawyers Guild;  
 New York Educational Action Group;  
 Society for the Prevention of World War III;  
 Southern Conference for Human Welfare;  
 Union for Democratic Action;  
 United Christian Council for Democracy;  
 American Veterans Committees;  
 Council Against Intolerance.

## 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 9-15, by The Advertising Council and the Media Programming Division of the OWMR. A brief resume of each Fact Sheet is given below:

### Atomic Energy

Man's control of atomic energy has created the most serious problem ever to face this nation and the world. The problem of how to prevent the use of scientific knowledge for destructive purposes, and to promote its use for the benefit of mankind, is one that is immediate and personal to every man, woman and child. The overwhelming majority of scientists and experts who developed the atomic bomb agree that: (1) the atomic bomb is primarily a weapon against cities and concentrations of people. (2) Present-day atomic weapons could kill 30 per cent or more of a country's population and destroy most of its industry in attacks on its major cities over a short period of time. More powerful atomic bombs are possible. (3) There is no effective defense against atomic bombs and none can be expected. (4) No single big secret protects the atomic bomb. Other nations could perfect atomic bombs within as little as three to five years, and many powers have access to the necessary raw materials. To the United Nations Atomic Energy Commission, the representative of the United States, Mr. Bernard Baruch, has submitted a plan as a basis for beginning a discussion on control measures to be taken. To eliminate atomic weapons, the United States plan maintains, all development and use of atomic energy must be controlled, starting with the placing under international control of the dangerous raw materials, uranium and thorium. The United States plan, therefore, proposes the creation of an international Atomic Development Authority which would assume control (including ownership if necessary) of all atomic energy activities potentially dangerous to world security, actively conduct atomic research, and supervise through license and inspection all atomic activities throughout the world. To such an Authority we would in time disclose any exclusive knowledge of atomic energy in our possession—but we would make these disclosures in a series of stages, as various parts of the plan go into successful operation. The building of effective atomic control will involve the co-operative efforts of many nations and peoples. The opinion of the citizens of the nation which developed the atomic bomb is of key importance. Ultimately, whatever method is arrived at for atomic control must be ratified in the form of a treaty subject to the approval of a two-thirds vote of the Senate. Unless whatever international policy is arrived at is backed by American public opinion, it will not stand. The people cannot become scientists or nuclear physicists. But every American who makes any pretense of good citizenship can and should inform himself of the proposals made by his government to the UN Atomic Energy Commission—and follow every modification or counter-proposal. Then, when the time of decision comes, that decision will be made by a citizenry armed with facts—instead of swayed by emotions or prejudices. (Fact Sheet, No. 30)

### 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 produce. (Fact Sheet, No. 24-A)

### Building Our New Army

Congress has authorized a peace time American Army larger and better trained than ever before in history. This Army is now being recruited by voluntary enlistment. 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 back-drop 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.* Except in war time Americans have always had a poor opinion of peace time soldiers. Actually, 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. Your programs can aid in building public respect for the peace time activities of the Regular Army man—and thus interest young men of high caliber and their families in Army service as a career. This can be done by pointing out that many of America's finest young men are voluntarily entering this new Army . . . (1) 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. (2) 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. (3) Illustrate the kind of work they do as guardians of peace and architects of our country's safety. (Fact Sheet, No. 2-B)

## Federal Communications Commission Docket

### HEARINGS

The following hearings are scheduled to be heard before the Commission, Washington, D. C., unless otherwise indicated.  
*(Continued on next page)*

cated, during the week beginning Monday, September 2. They are subject to change.

### Wednesday, September 4

NEW—Wichita Broadcasting Co., Inc., Wichita, Kans.—C. P. 1490 kc., 250 watts, unlimited.  
NEW—Air Capital Broadcasting Co., Inc., Wichita, Kans.—C. P. 1490 kc., 250 watts, unlimited.  
NEW—The Wichita Beacon Broadcasting Co., Wichita, Kans.—C. P. 1490 kc., 250 watts, unlimited.  
NEW—KAKE Broadcasting Co., Inc., Wichita, Kans.—C. P. 1490 kc., 250 watts, unlimited.  
NEW—KTOP, Inc., Topeka, Kans.—C. P. 1400 kc., 250 watts, unlimited.  
KTSW—Emporia Broadcasting Co., Inc., Emporia, Kans.—C. P. 1490 kc., 250 watts, unlimited.  
NEW—Adelaide Lillian Carrell, Wichita, Kans.—C. P. 1490 kc., 250 watts, unlimited.  
NEW—Collinson-Wingate Broadcasting Co., Topeka, Kans.—C. P. 1490 kc., 250 watts, unlimited.  
NEW—Blue Valley Broadcasting Co., Independence, Mo.—C. P. 1510 kc., 1 KW, daytime.  
NEW—General Broadcasting Co., Inc., Independence, Mo.—C. P. 1490 kc., 250 watts, unlimited.  
NEW—Inland Broadcasting Co., Lincoln, Nebr.—C. P. 1400 kc., 250 watts, unlimited.

#### Other Participants

KORN—Fremont, Nebr.—(Intervenor)  
KDRO—Sedalia, Mo.—(Intervenor)  
KBON—Omaha, Nebr.—(Intervenor)

NEW—Southeastern Massachusetts Broadcasting, New Bedford, Mass.—C. P. 1400 kc., 250 watts, unlimited.  
NEW—Bay State Broadcasting Co., New Bedford, Mass.—C. P. 1400 kc., 250 watts, unlimited.  
NEW—Narragansett Broadcasting Co., Fall River, Mass.—C. P. 1400 kc., 250 watts, unlimited.

### Thursday, September 5

#### Further Hearing

NEW—Syndicate Theatres, Inc., Columbus, Ind.—C. P. 1130 kc., 500 watts, day, daytime.  
NEW—Universal Broadcasting Co., Inc., Indianapolis, Ind.—C. P. 1130 kc., 10 KW, unlimited DA-night & day.

#### Other Participants

KWKH—Shreveport, La.—(Intervenor)  
WNEW—New York, N. Y.—(Intervenor)

KSFO—The Associated Broadcasters, Inc., San Francisco, Calif.—C. P. 740 kc. (under NARRA), 50 KW, unlimited, DA-day & night.  
KQW—Pacific Agricultural Foundation, Ltd., San Jose, Calif.—740 kc., 50 KW, unlimited DA-day & night.

## FCC ACTIONS

### MISCELLANEOUS ACTIONS

WTHT—The Hartford Times, Inc., Hartford, Conn.—Adopted a decision and order denying petition of WTHT requesting that the Commission's decision of May 16, 1946, granting the application of Mitchell G. Meyers, et al., Waterbury, Conn., for a C. P. (B1-P-4083), for a new station to operate on 1240 kc., 250 watts, unlimited time, be vacated and said application designated for hearing with leave to petitioner to intervene in the hearing. (B1-P-4083; Docket 6855)

Grant Street Radio Stations, Inc., Pittsburgh, Pa.—Adopted an order denying petition of Grant Street Radio Stations, Inc., for comparative consideration and immediate hearing with application of Liberty Broadcasting Co., Pittsburgh, Pa., and further ordered that the Commission's action of August 7 designating the applications of Grant Street Radio Stations, Inc., and Liberty Broadcasting Co., for consolidated hearing, be rescinded, and further ordered that the application of Grant Street Radio Stations, Inc. (B2-P-4998), be designated for separate hearing.

WBTM—Piedmont Broadcasting Co., Danville, Va.—Denied petition for review of the Aug. 9th action of the Presiding Officer of the Motions Docket, denying WBTM's petition for leave to amend its application so as to change frequency and make other changes, and requesting the Commission to grant the petition without oral argument or designate the matter for oral argument before the Commission en banc, and affirmed said action of Presiding Officer of Motions Docket.

WTSB—Robeson Broadcasting Corp., Lumberton, N. C.—Granted license to cover CP authorizing a new station to operate on 1340 kc., 250 watts, unlimited time. (B3-L-2011.) Also authority to determine operating power by direct measurement. (B3-Z-1835.) Waiver of Sec. 3.60 of rules granted; conditions.

WPUV—Southwest Broadcasting Co., Pulaski, Va.—Granted license to cover CP for a new station to operate on 1230 kc., 250 watts, unlimited time. (B2-L-1975.) Also granted authority to determine operating power by direct measurement. (B2-Z-1799.) Waiver of Secs. 3.55(b) and 3.60 of rules granted, conditions.

WTOD—Unity Corp., Inc., Toledo, Ohio.—Granted license to cover CP which authorized a new station to operate on 1560 kc., 1 KW, daytime. (B2-L-1987.) Also authority to determine operating power by direct measurement. (B2-Z-1813.) Waiver of Secs. 3.55(b) and 3.60 of rules granted; conditions.

KWTX—Beauford H. Jester, Individually and as Trustee for W. W. Callan, et al., Waco, Texas.—Granted license to cover CP which authorized a new station to operate on 1230 kc., 250 watts, unlimited time. (B3-L-1958.) Also authority to determine operating power by direct measurement. (B3-Z-1785.) Waiver of Secs. 3.55(b) and 3.60 of rules granted; conditions.

KSFT—The Trinidad Broadcasting Corp., Trinidad, Colo.—Granted license to cover CP which authorized a new station to operate on 1280 kc., 500 watts, 1KW-LS, unlimited time. (B5-I-1990.) Also authority to determine operating power by direct measurement. (B3-Z-1814.)

KABC—The Alamo Broadcasting Co., Inc., San Antonio, Texas.—Granted license to cover CP which authorized change in frequency to 680 kc., increase in power to 10 KW-50 KW-LS, installation of new transmitter and DA for night use, and change transmitter location. Also authority to determine operating power by direct measurement. (B3-Z-1787.)

WCOP—Massachusetts Broadcasting Corp., Boston, Mass.—Granted license to cover CP which authorized increase in power to 5 KW, changes in transmitting equipment, installation of new DA for day and night use, and change in transmitter location. (B1-L-1972.) Also authority to determine operating power by direct measurement. (B1-Z-1798.)

KSYL—Fox Broadcasting Co., Alexandria, La.—Granted modification of CP which authorized a new station, to change type of transmitter, approval of antenna, approval of transmitter location at Belton Ave. at Highway 71, Alexandria, and change studio location to Belton Ave. at Highway 71. (B3-MP-1937.)

WHAL—Shelbyville Broadcasting Co., Shelbyville, Tenn.—Granted modification of CP which authorized a new station, for approval of antenna and of transmitter and studio locations on Lewisburg Highway, State No. 64, Shelbyville, and 112½ East Side Square, Shelbyville, respectively. Permittee is granted waiver of Sec. 3.55(b) of the rules; conditions. (B3-MP-1990.)

(Continued on next page)

WWDC—Capital Broadcasting Co., Washington, D. C.—Granted license to cover CP which authorized increase in power of synchronous amplifier and changes in transmitting equipment. (B1-L-1983.) Also granted authority to determine operating power by direct measurement. (B1-Z-1817.)

WCOE—Scripps-Howard Radio, Inc., Cincinnati, Ohio.—Granted license to cover CP for a new relay broadcast station to be used with standard station WCPO. (B2-LRE-449.)

## DESIGNATED FOR HEARING

Stanley S. Beaubaire and W. Keith Topping, d/b as Hanford Pub. Co., Hanford, Calif.; Fresno Broadcasting Co., Fresno, Calif.—Designated for hearing in a consolidated proceeding the application (B5-P-4869) of Hanford Pub. Co., with application of Fresno Broadcasting Co. (B5-P-5005), both requesting new stations on 620 kc., 1 KW, unlimited time, DA for night use, at Hanford and Fresno, respectively.

Cornbelt Broadcasting Co., Clinton, Ill.; The Macomb Broadcasting Co., Macomb, Ill.—Designated for consolidated hearing the application of Cornbelt Broadcasting Co. (B4-P-5081) for a new station to operate on 1520 kc., 1 KW, daytime only, with application of The Macomb Broadcasting Co. (B4-P-4887), to operate on 1520 kc., 250 watts, daytime only, at Clinton and Macomb, Ill., respectively.

Albemarle Broadcasting Co., Albemarle, N. C.; Union Broadcasting Co., Monroe, N. C.—Designated for consolidated hearing the application of Albemarle Broadcasting Co. (B3-P-4904) for a new station to operate on 1010 kc., 1 KW, daytime only, with application of Union Broadcasting Co. (B3-P-4901), to operate on 1010 kc., 250 watts, daytime only, at Albemarle and Monroe, N. C., respectively.

Democrat Printing Co., a partnership composed of R. F. Story and Bennett Story, Durant, Okla.; Okla. Agr. and Mech. College, Stillwater, Okla.—Designated for consolidated hearing the application of Democrat Printing Co. (B3-P-4897) for a new station to operate on 750 kc., 250 watts, daytime only, with application of Okla. Agr. and Mechanical College (B3-P-4748), for a new station to operate on 760 kc., with 10 KW, daytime only, at Durant and Stillwater, Okla., respectively.

Edward L. Schacht, Oneonta, N. Y.—Designated for hearing application (B1-P-4898) for a new station to operate on 1400 kc., with 250 watts, unlimited time, at Oneonta, N. Y., and ordered that the Adirondack Broadcasting Co., WABY, be made a party to the proceeding.

Anderson Broadcasting Co., Inc., Anderson, S. C.; WLBG, Inc., Laurens-Clinton, S. C.—Designated for consolidated hearing the application of Anderson Broadcasting Co., Inc. (B3-P-4995) for a new station to operate on 860 kc., 1 KW, daytime only, with application of WLBG, Inc. (B3-P-4587), for a new station to operate on 860 kc., 250 watts, daytime only, at Anderson and Laurens-Clinton, S. C., respectively.

Four States Broadcasters, Inc., Joplin, Mo.; WMBH—Joplin Broadcasting Co., Joplin, Mo.—Designated for consolidated hearing the application of Four States Broadcasters, Inc. (B4-P-4805), for a new station at Joplin to operate on 1310 kc., 5 KW-LS, 1 KW night, unlimited time, DA-night, with application of WMBH (B4-P-5010) to change facilities from 1450 kc., 250 watts, unlimited time, to 1310 kc., 1 KW, 5 KW-LS, unlimited time, DA-N.

## Correction

According to a correction by the Commission, the item on p. 669 of last week's REPORTS referring to Evening Journal Pub. Co. is corrected to read as follows:

Evening Journal Pub. Co., Martinsburg, W. Va.; Antietam Broadcasting Corp., Hagerstown, Md.—Designated for consolidated hearing application (B2-P-4197) for a new station at Martinsburg, W. Va., with application (B1-P-5156) for a new station at Hagerstown, Md., both applicants requesting 1490 kc., 250 watts, unlimited time.

## ACTIONS ON MOTIONS

WCMI—Ashland Broadcasting Co., Ashland, Ky.—The Commission, on its own motion, ordered that the hearing now scheduled for Aug. 29 at Washington, in re application for CP (Docket 7365) be continued without date until further order of the Commission.

John H. Fitzgibbon, et al, Oregon City, Ore.; B. Loring Schmidt, Salem, Ore.—The Commission, on its own motion, ordered that the consolidated hearing on applications of Fitzgibbon, et al, and B. Loring Schmidt, now scheduled for August 26, be continued to Sept. 23, and the issues upon which said applications will be heard were enlarged to include a determination as to whether the operation of a proposed station in Oregon City on 1230 kc., operating with either 100 watts or 250 watts, unlimited time, would involve objectionable interference with any existing or proposed broadcast service, and if so, the nature and extent thereof, and the availability of other broadcast service to such areas and populations.

WERC—Presque Isle Broadcasting Co., Erie, Pa.—Granted petition for leave to intervene in the hearing on application of Eagle Printing Co., Inc. (Docket 7672)

Penn Thomas Watson, Wilson, N. C.—Granted petition for waiver of Sec. 1.384 of the Rules and accept petitioner's late appearance in re application for a new FM station. (Docket 7521)

Altoona Broadcasting Co., Altoona, Pa.—Granted petition requesting leave to amend application (B3-P-3670; Docket 6697) so as to specify the frequency 650 kc., 250 watts, limited time in lieu of 1240 kc., 250 watts, unlimited time; show revised costs of construction, etc. The amendment was accepted and application removed from the hearing docket.

Peoples Radio Foundation, Inc., New York City—Granted petition for leave to amend its application for FM construction permit (B1-PH-563) so as to change paragraphs 8 and 15 to show the election of Eugene Brown, Leslie A. Goldman, Milton Robertson and Marvin Wolfson as directors of corporation, and submit information concerning each of aforesaid directors, and the amendment was accepted.

Eastern Idaho Broadcasting and Television Co., Idaho Falls, Idaho—Granted petition for leave to amend its application for CP (B5-P-4633), so as to specify the frequency 1400 kc. instead of 1230 kc.; and to submit amended engineering report to reflect the change in frequency. The amendment was accepted and application removed from the hearing docket. (No. 7536)

Donald W. Reynolds, Ft. Smith, Ark.—Granted petition requesting leave to amend his application for CP (B3-P-3772) so as to specify the frequency 950 kc., 1 KW, daytime only, instead of 1230 kc., 250 watts, unlimited time, and make changes in paragraphs. The amendment was accepted, the application removed from the hearing docket (No. 6835), and further ordered that the petition insofar as it requests a grant of application as amended, be dismissed.

KTOP, Inc., Topeka, Kans.—Granted petition requesting leave to amend its application for CP (B4-P-3727), to show deletion of J. J. Hooverka as a stockholder and the name of J. P. Harris as a director and substituting Wendell Elliott as a stockholder and director of the corporation, and the amendment was accepted.

WBTM—Piedmont Broadcasting Corp., Danville, Va.—Granted petition requesting extension of time within which to file exceptions to the proposed decision of the Commission in the consolidated proceeding in re Dockets Nos. 6938 et al, and the time for filing exceptions was extended to and including Sept. 12, 1946.

WCMI—Ashland Broadcasting Co., Ashland, Ky.—The Commission, on its own motion, continued to August 29 the hearing on application (B2-P-4422) now scheduled for Aug. 22.

E. T. Wright, Orlando, Fla.—Granted petition for leave to amend his application for CP (B3-P-4268) so as to specify the frequency 900 kc., 250 watts daytime, instead of 1230 kc., 250 watts, unlimited; show revised costs of installation, etc. The amendment was

(Continued on next page)

accepted and the application removed from the hearing docket. (No. 7111)

**Meadville Tribune Broadcasting Co., Meadville, Pa.**—Granted petition for extension of time within which to file exceptions to the proposed decision of the Commission in re (Dockets 6898 and 6899) and the time within which Meadville Tribune Broadcasting Co. may file its exceptions was extended to and including Sept. 20, 1946.

**Veterans Broadcasting Co., Inc., Rochester, N. Y.**—Granted petition requesting Commission to change location of consolidated hearing now scheduled for Sept. 11, in re application of petitioner and that of Rochester Broadcasting Corp., and ordered that the hearing now scheduled for Sept. 11 be held in Rochester, N. Y., provided, however that the hearing may be adjourned to Washington for the presentation of any engineering testimony which may appear necessary.

**WLVA—Lynchburg Broadcasting Corp., Lynchburg, Va.**—Granted petition for leave to amend its application for CP (B1-P-4096) so as to show revised financial information, etc.; the amendment was accepted, and the record reopened for the sole purpose of receiving testimony relative to the amendment; and it was further ordered that the further hearing in this proceeding be scheduled for Sept. 20 in Washington.

**Radio Wisc., Inc., Madison, Wis.; Edwin Mead, Rockford, Ill.**—The Commission, on its own motion, ordered that the consolidated hearing on these applications now scheduled for August 29, be continued without date until further order of the Commission.

**The Yankee Network Corp., Boston, Mass.**—Granted petition for leave to reopen the record in the hearing upon petitioner's application for a new FM station (B1-P11-590) and the applications of some eight other applicants for FM stations in the Boston area, for the purpose of incorporating in the record an engineering study relating to an overlap that may result from the granting of the FM applications of petitioner now pending before the Commission and excerpts from the record in Doc. 7027 also relating to said overlap problem; the engineering report and excerpts from the record in Docket 7027 filed with the petition were accepted; the record in Docket 6993 was reopened for the sole purpose of incorporating therein the said engineering report and excerpt; and without further hearing said engineering report and excerpt from the record in Docket 7027 was made a part of the record in Docket 6993.

## FCC APPLICATIONS

### AM APPLICATIONS ACCEPTED FOR FILING

#### 550 Kilocycles

**NEW—Midland Broadcasting Co., Kansas City, Mo. (P. O. 10th & McGee Sts., Pickwick Hotel)**—Construction permit for a new standard broadcast station to be operated on 550 kc., power of 5 KW, directional antenna and daytime hours of operation.

**WDEV—Lloyd E. Squier and William G. Ricker, d/b as Radio Station WDEV, Waterbury, Vt.**—Construction permit to change hours of operation from daytime to unlimited time and install directional antenna for day and night use. Amended to change name of applicant from Lloyd E. Squier and William Ricker, d/b as Radio Station WDEV, to Lloyd E. Squier, surviving partner of Lloyd E. Squier and William G. Ricker, a partnership d/b as Radio Station WDEV and Ernest C. Perkins, executor of estate of William G. Ricker, deceased.

#### 650 Kilocycles

**NEW—Altoona Broadcasting Co., Altoona, Pa.**—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 650 kc. and hours of operation from unlimited to limited.

#### 780 Kilocycles

**WCKB—North Carolina Central Broadcasters, Inc., Dunn, N. C.**—Modification of construction permit (B3-P-4762, which authorized a new standard broadcast station) for approval of antenna, approval of transmitter site and specify studio location.

#### 810 Kilocycles

**WEDO—Tri City Broadcasting Co., McKeesport, Pa.**—License to cover construction permit (B2-P-4472, as modified) which authorized a new standard broadcast station.

**WEDO—Tri City Broadcasting Co., McKeesport, Pa.**—Authority to determine operating power by direct measurement of antenna power.

#### 900 Kilocycles

**NEW—E. T. Wright, Orlando, Fla.**—Construction permit for a new standard broadcast station to be operated on 1230 kc., power of 250 watts and unlimited hours of operation. Amended to change frequency from 1230 to 900 kc., change hours of operation from unlimited time to daytime and change type of transmitter.

#### 910 Kilocycles

**KVAN—Vanconver Radio Corp., Vancouver, Wash.**—Construction permit to change frequency from 910 to 930 and power and hours of operation from 500 watts daytime to 1 KW day and night. Amended to change frequency from 930 to 910 kc., install new transmitter, make changes in directional antenna for day and night use and change transmitter location.

#### 930 Kilocycles

**WSAZ—WSAZ, Inc., Huntington, W. Va.**—Modification of construction permit (B2-P-4304, which authorized increase in day power and installation of new transmitter) for change in type of transmitter and extension of commencement and completion dates.

#### 950 Kilocycles

**NEW—Donald W. Reynolds, Fort Smith, Ark.**—Construction permit for a new standard broadcast station to be operated on 1230 kc., power of 250 watts and unlimited hours of operation. Amended to change frequency from 1230 to 950 kc., power from 250 watts to 1 KW, hours of operation from unlimited to daytime and change type of transmitter.

#### 960 Kilocycles

**KFVS—Oscar C. Hirsch, tr/as Hirsch Battery & Radio Co., Cape Girardeau, Mo.**—Construction permit to change frequency from 1400 to 960 kc., increase power from 250 watts to 1 KW, install new transmitter and directional antenna for night use and change transmitter location. Amended re changes in ground system.

**WELI—Connecticut Radio Foundation, Inc., New Haven, Conn.**—Construction permit to increase power from 1 KW day and 500 watts night to 1 KW day and night, and make changes in directional antenna for night use. Amended re changes in directional antenna.

*(Continued on next page)*

## 970 Kilocycles

WCSH—Congress Square Hotel Co., Portland, Me.—Construction permit to make changes in directional antenna in order to specify directional operation for nighttime only.

## 990 Kilocycles

KWEM—West Memphis Broadcasting Corp., West Memphis, Ark.—Modification of construction permit (B3-P-4991, which authorized a new standard broadcast station) to make changes in antenna, change type transmitter, to change transmitter and studio location.

## 1010 Kilocycles

NEW—Jacksonville Beach Broadcasting Co., Jacksonville Beach, Fla.—Construction permit for a new standard broadcast station to be operated on 1030 kc., power of 250 watts and daytime hours of operation. Amended to change frequency from 1030 to 1010 kc.

## 1020 Kilocycles

WMMJ—Mid-State Broadcasting Co., Peoria, Ill.—Modification of construction permit (B4-P-3811, which authorized a new standard broadcast station) to change transmitter location, approval of studio location and extension of commencement and completion dates.

## 1110 Kilocycles

KIOX—Bay City Broadcasting Co., a partnership composed of J. A. Clements, T. C. Dodd and John George Long, Bay City, Texas—Modification of construction permit (B3-P-4012, which authorized a new standard broadcast station) to install new transmitter, make changes in antenna and extension of commencement and completion dates.

## 1190 Kilocycles

NEW—Rome Radio Broadcasting Co., Rome, Ga.—Construction permit for a new standard broadcast station to be operated on 1190 kc., power of 1 KW and daytime hours of operation. Amended re change in type of transmitter.

WOWO—Westinghouse Radio Station, Inc., Fort Wayne, Ind.—Construction permit to increase power from 10 to 50 KW, install new transmitter and directional antenna for night use and change transmitter location. Amended to change transmitter location.

## 1240 Kilocycles

### Correction

According to a correction by the Commission, the item referring to the application of Gene Burke Brophy in last week's REPORTS should have shown that he is located at Nogales, Arizona, and P. O. address is Phoenix, Arizona.

WCOW—Central Washington Broadcasters, Inc., Ellensburg, Wash.—License to cover construction permit (B5-P-3996, as modified) which authorized a new standard broadcast station.

KCOW—Central Washington Broadcasters, Inc., Ellensburg, Wash.—Authority to determine operating power by direct measurement of antenna power.

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.

KAVE—Carlsbad Broadcasting Corp., Carlsbad, N. Mex.—License to cover construction permit (B5-P-4739) which authorized installation of new transmitter.

## 1280 Kilocycles

KSOK—The Traveler Publishing Co., Inc., Arkansas City, Kan.—Modification of construction permit (B5-P-4737,

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

NEW—Veterans Broadcasting Co., Inc., Rochester, N. Y.—Construction permit for a new standard broadcast station to be operated on 1280 kc., power of 1 KW, and daytime hours of operation. Amended to change power from 1 KW to 5 KW, hours of operation from daytime to unlimited time, change type of transmitter, install directional antenna for day and night use and specify transmitter location.

## 1290 Kilocycles

NEW—Port Frere Broadcasting Co., Inc., Wilmington, Del.—Construction permit for a new standard broadcast station to be operated on 1250 kc., power of 500 watts, and daytime hours of operation. Amended to change frequency from 1250 to 1290 kc., and make changes in vertical antenna.

NEW—Cream City Broadcasting Co., Inc., Milwaukee, Wis.—Construction permit for a new standard broadcast station to be operated on 1290 kc., power of 250 watts, and daytime hours of operation. Amended to change power from 250 watts to 1 KW, and change type of transmitter.

## 1300 Kilocycles

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

## 1320 Kilocycles

WLAN—Peoples Broadcasting Co., Lancaster, Pa.—License to cover construction permit (B2-P-4044, as modified) which authorized a new standard broadcast station.

WLAN—Peoples Broadcasting Co., Lancaster, Pa.—Authority to determine operating power by direct measurement of antenna power.

WNGO—H. M. Suthard and P. M. Mullins, d/b as Mayfield Broadcasting Co., Mayfield, Ky.—Modification of construction permit (B2-P-4509, which authorized a new standard broadcast station) for changes in transmitting equipment, for approval of antenna and approval of transmitter and studio locations, change partnership name to H. M. Suthard and P. M. Mullins, d/b as West Kentucky Broadcasting Co.

## 1330 Kilocycles

NEW—Booth Radio Stations, Inc., Flint, Mich.—Construction permit for a new standard broadcast station to be operated on 1330 kc., power of 1 KW, directional antenna and unlimited hours of operation. Amended to change transmitter location and changes in directional antenna.

## 1340 Kilocycles

WNHC—The Elm City Broadcasting Corp., New Haven, Conn.—License to cover construction permit (B1-P-4854) which authorized installation of a new transmitter.

WIIHM—Herbert Herff, tr/as WIIHM Broadcasting Co., Memphis, Tenn.—License to cover construction permit (B3-P-3944, as modified) which authorized a new standard broadcast station.

WIIHM—Herbert Herff, tr/as WIIHM Broadcasting Co., Memphis, Tenn.—Authority to determine operating power by direct measurement of antenna power.

KATO—Sierra Broadcasting Co., Reno, Nev.—License to cover construction permit (B5-P-3824, as modified), which authorized a new standard broadcast station.

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**KATO**—Sierra Broadcasting Co., Reno, Nev.—Authority to determine operating power by direct measurement of antenna power.

**WLEX**—The Central Kentucky Broadcasting Co., Lexington, Ky.—Modification of construction permit (B2-P-4126, which authorized a new standard broadcast station) for approval of antenna and approval of transmitter and studio locations.

### 1400 Kilocycles

**WRON**—William E. Blake, Ronceverte, W. Va.—Modification of construction permit (B2-P-4788, which authorized a new standard broadcast station) to change type of transmitter, approval of antenna, approval of transmitter location and specify studio location.

**NEW**—KTOP, Inc., Topeka, Kan.—Construction permit for a new standard broadcast station to be operated on 1400 kc., power of 250 watts and unlimited hours of operation.

**NEW**—Eastern Idaho Broadcasting and Television Co., Idaho Falls, Idaho.—Construction permit for a new standard broadcast station to be operated on 1230 kc., power of 250 watts, and unlimited hours of operation. Amended to change frequency from 1230 to 1400 kc., change type transmitter and specify transmitter location.

**WGAP**—George Burne Smith and V. H. McLean, d/b as Gateway Broadcasting Co., Maryville, Tenn.—Voluntary assignment of license to George R. Dempster and V. H. McLean, d/b as Gateway Broadcasting Co.

### 1410 Kilocycles

**WING**—Great Trails Broadcasting Corp., Dayton, Ohio.—Construction permit to install auxiliary transmitter to be operated on 1410 kc., power of 1 KW.

**WING**—Great Trails Broadcasting Corp., Dayton, Ohio.—Construction permit for reinstatement of B2-P-3627, as modified, which authorized changes in directional antenna for night use and change in transmitter location.

### 1420 Kilocycles

**WFCI**—Pawtucket Broadcasting Co., Pawtucket, R. I.—License to use formerly licensed main transmitter as an auxiliary transmitter with power of 1 KW, employing directional antenna day and night.

### 1430 Kilocycles

**KUNI**—Coeur D'Alene Broadcasting Co., Coeur D'Alene, Idaho.—Modification of construction permit (B5-P-3731, which authorized a new standard broadcast station) for extension of completion date.

### 1450 Kilocycles

**WWNR**—Rahall Broadcasting Co., Inc., North of Beckley, W. Va.—License to cover construction permit (B2-P-4400, as modified) which authorized a new standard broadcast station.

**WWNR**—Rahall Broadcasting Co., Inc., North of Beckley, W. Va.—Authority to determine operating power by direct measurement of antenna power.

**WAZL**—Hazleton Broadcasting Service, Inc., Hazleton, Pa.—Transfer of control of licensee corporation from J. Hale Steinman and John F. Steinman to Victor C. Dielm, E. H. Witney, Hilda M. Deisroth and George M. Chisnell.

**WMBH**—Joplin Broadcasting Co., Joplin, Mo.—Construction permit to increase antenna height and to install FM antenna.

**NEW**—Norbert Bernard Donze and Elmer Lawrence Donze, a partnership, d/b as The Donze Co., Ste. Genevieve, Mo. (P. O. 245 Merchant St.)—Construction permit for a new standard broadcast station to be operated on 1450 kc., power of 250 watts, and unlimited hours of operation.

### 1470 Kilocycles

**NEW**—The Lewiston-Auburn Broadcasting Corp., Lewiston, Me. (P. O. 108 Central Ave.)—Construction permit for a new standard broadcast station to be operated on 1470 kc., power of 5 KW, directional antenna, and unlimited hours of operation.

### 1480 Kilocycles

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

**WHOM**—Atlantic Broadcasting Co., Inc., Jersey City, N. J.—Transfer of control of licensee corporation from Cowles Broadcasting Co. to Il Progresso Italo-Americano Publishing Co., Inc.

### 1490 Kilocycles

**KTSC**—Sun Country Broadcasting Co., Tucson, Ariz.—Modification of construction permit (B5-P-5121, which authorized a new standard broadcast station) to change type transmitter, for approval of antenna and transmitter location and change studio location.

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

**WSAP**—Portsmouth Radio Corp., Portsmouth, Va.—Construction permit to make changes in vertical antenna. Amended to mount FM antenna on top of vertical antenna.

**KVWC**—Northwestern Broadcasting, Vernon, Texas.—License to cover construction permit (B3-P-3896, as modified) which authorized installation of new vertical antenna with FM antenna mounted on top.

**KVWC**—Northwestern Broadcasting Co., Vernon, Texas.—Authority to determine operating power by direct measurement of antenna power.

**WHBS**—The Huntsville Times Co., Inc., Huntsville, Ala.—Modification of construction permit (B3-P-4594, which authorized a new standard broadcast station) to change type of transmitter, for approval of antenna and transmitter location. Amended to specify studio location.

**NEW**—Abe B. Harris, Ruston, La. (P. O. 314 North Bonner St.)—Construction permit for a new standard broadcast station to be operated on 1490 kc., power of 250 watts, and unlimited hours of operation.

### 1590 Kilocycles

**NEW**—Nonpareil Broadcasting Co., Council Bluffs, Iowa. (P. O. 117 Pearl St.)—Construction permit for a new standard broadcast station to be operated on 1590 kc., power of 5 KW, directional antenna, and unlimited hours of operation.

### FM APPLICATIONS ACCEPTED FOR FILING

**Balboa Radio Corp.**, San Diego, Calif. (P. O. 1400 Bank of America Bldg.)—Construction permit for a new FM broadcast station to be operated on frequency to be assigned and coverage of 3,860 square miles.

**Globe-Democrat Publishing Co.**, St. Louis, Mo.—Construction permit for a new FM broadcast station to be operated on 46.3 mc. and coverage of 13,083. Amended to change frequency from 46.3 mc. to "To be assigned by FCC," coverage from 13,083 to 15,740 square miles, population from 1,766,569 to 1,912,932, type of transmitter and make changes in antenna system.

**Radio Broadcasting, Inc.**, West Memphis, Ark.—Construction permit for a new FM broadcast station to be operated on frequency to be assigned by FCC and coverage of 13,972 square miles.

*(Continued on next page)*

O. L. Taylor, Oklahoma City, Okla.—Voluntary assignment of conditional grant to KTOK, Inc.

Statesville Broadcasting Co., Inc., Statesville, N. C.—Construction permit for a new FM (Metropolitan) broadcast station to be operated on Channel #236, 95.1 mc., and coverage of 6,500 square miles. Amended to change transmitter location, specify population as 557,573, class of station as Metropolitan and make changes in antenna system.

Peoples Radio Foundation, Inc., New York, N. Y.—Construction permit for a new FM (Metropolitan) broadcast station to be operated on frequency not specified and coverage of 8,500 square miles. Amended to make changes in directors.

### MISCELLANEOUS APPLICATIONS ACCEPTED FOR FILING

WBKY—University of Kentucky, Beattyville, Ky.—Construction permit to specify Channel #217, 91.3 mc., to change power from 500 watts to 1 KW, to change transmitter and make changes in antenna system.

### APPLICATIONS DISMISSED

WKBZ—Ashbacker Radio Corp., Muskegon, Mich.—Construction permit to mount FM antenna atop present antenna. Request of attorney.

Louis P. Myers and Gertrude Jo. Myers, d/b as Howdy Folks Broadcasters, Tulsa, Okla.—Construction permit for a new standard broadcast station to be operated on 1100 kc., power of 5 KW and daytime hours of operation. Request of attorney.

### APPLICATIONS TENDERED FOR FILING

#### 590 Kilocycles

WARM—Union Broadcasting Co., Scranton, Pa.—Construction permit to change frequency from 1400 to 590 kc., power from 250 watts to 5 KW, install new transmitter, change transmitter location and install directional antenna for day and night use.

#### 710 Kilocycles

NEW—KTRM, Inc., Beaumont, Texas—Construction permit for a new standard broadcast station to be operated on 710 kc., power of 250 watts and daytime hours of operation.

#### 1060 Kilocycles

NEW—Metropolitan Houston Broadcasting Co., a partnership consisting of E. H. Rowley, Glen H. McClain, L. M. Rice and James A. Clements, Houston, Texas—Construction permit for a new standard broadcast station to be operated on 1060 kc., power of 1 KW night and 5 KW day, directional antenna and unlimited hours of operation.

#### 1120 Kilocycles

NEW—Leon Wyszatycki, d/b as Greater Erie Broadcasting Co., Lackawanna, N. Y.—Construction permit for a new standard broadcast station to be operated on 1120 kc., power of 1 KW and daytime hours of operation.

#### 1240 Kilocycles

NEW—Iorama-Fer Radio Corp., Cagnas, P. R.—Construction permit for a new standard broadcast station to be operated on 1240 kc., power of 250 watts and unlimited hours of operation.

NEW—Jess M. Swicegood, J. P. Burnett, Lola C. Robison, a partnership d/b as Houston Broadcasters, Dothan, Ala.—Construction permit for a new standard broadcast station to be operated on 1240 kc., power of 250 watts and unlimited hours of operation.

#### 1280 Kilocycles

NEW—Neenah-Menasha Broadcasting Co., Neenah, Wis.—Construction permit for a new standard broadcast station to be operated on 1280 kc., power of 1 KW and daytime hours of operation.

#### 1340 Kilocycles

NEW—Wonderland Broadcasting Co., Ltd., Roscoe J. Anderson, Kenneth G. Burkard, Harold Gebauer, Eugene T. Goldrup, Dr. O. J. Hansen, Robert Lingle, Robert Stewart and Carl A. Williams, Redding, Calif.—Construction permit for a new standard broadcast station to be operated on 1340 kc., power of 250 watts and unlimited hours of operation.

#### 1430 Kilocycles

NEW—Robert L. Kern and Richard P. Kern, partners trading as the Belleville News-Democrat, Belleville, Ill.—Construction permit for a new standard broadcast station to be operated on 1430 kc., power of 1 KW, directional antenna night and unlimited hours of operation.

#### 1450 Kilocycles

KFIZ—The Reporter Printing Co., Fond du Lac, Wis.—Consent to assignment of license to KFIZ Broadcasting Co.

NEW—Fred G. Goddard, Hoquiam, Wash.—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—Cheyenne Broadcasting Co., Inc., Cheyenne, Wyo.—Construction permit for a new standard broadcast station to be operated on 1490 kc., power of 250 watts and unlimited hours of operation.

## 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.

**Beechams Pills, Inc.**, 60 Orange St., Bloomfield, N. J., and its advertising agent, Street & Finney, 330 West 42nd St., New York, are charged in a Federal Trade Commission complaint with misrepresenting the therapeutic properties of a laxative sold as Beechams Pills. (5459)

**Ralston Purina Co.**, 835 South Eighth St., St. Louis, is charged in a Commission complaint with false and misleading advertising of Purina poultry feeds. (5458)

### STIPULATIONS

**Allergy and Medical Products Co.**—J. B. Biederman, trading as Allergy and Medical Products Co., P. O. Box 1399, Cincinnati, entered into a stipulation with the Federal Trade Commission to cease and desist from representing that a device sold under the name of Hay Fex Inhaler has received favorable comment in any published article unless the author of such an article is wholly disassociated with and disinterested in the business enterprise. (63328)

(Continued on next page)

**L. Heller & Son**—Imitation pearls must be identified as such and may not be described as reproductions, replicas or gems, under the terms of a stipulation executed by L. Heller & Son, Inc., and The Heller Dettah Co., Inc., 411 Fifth Ave., New York. (4168)

**Wil Equipment Co.**—The Commission accepted from H. E. Wildermuth, trading as Wil Equipment Co., 1443 Stanford Ave., St. Paul, Minn., and David, Inc., First National Bank Building, St. Paul, a stipulation to cease and desist from misrepresenting the therapeutic properties of a device designated Wil Spinal Manipulator and Normalizer. Wildermuth is engaged in the sale of the device, advertisements of which are prepared and disseminated by David, Inc., an advertising agency. (03329)

### CEASE AND DESIST ORDERS

**Bolger Brothers**—An order to cease and desist from misbranding of wool products was issued by the Commission against Bolger Brothers, 1139-51 East Chelton Ave., Germantown, Philadelphia, a corporation engaged in garnetting or reclaiming wool waste material. (5378)

### COMPLAINT DISMISSED

**Dr. E. E. Paddock**—Because of the death of the respondent, the Commission has dismissed its complaint against E. E. Paddock, trading as Doctor E. E. Paddock and E. E. Paddock, M. D., whose address was 103 Glen Ridge Building, Kansas City, Mo. The respondent had been charged with misrepresenting the therapeutic properties of medicinal preparations. (4992)

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