

Routing:

# NAB Reports

The NATIONAL ASSOCIATION OF BROADCASTERS

1760 N STREET, N. W.

WASHINGTON 6, D. C.

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## Two More Chapters of Joske Report Ready; Give Details on "Copy" and "Programs"

Two additional chapters of the book "Radio for Retailers," based on the year-long study conducted at Joske's of Texas, have been published and are being distributed currently by the NRDGA and the NAB. The first two chapters were published in October, and two more chapters are in preparation.

Specific details on the preparation and presentation of commercial copy, and a comprehensive report on program production and talent utilization are covered in the two new chapters "Copy" and "Programs." In addition, the current release includes three appendices—a radio bibliography, examples of Joske's radio commercials, and descriptions of retailers' programs.

The entire report, while based on the operation and experiences of radio advertising at Joske's, is adaptable as a guide for retailers of all types in the application of broadcast advertising to their own retail advertising problems.

Commenting on the copy chapter, NAB executives stated: "It is as valuable to salesmen and department store executives, as it is to the copywriter. It is written to aid the retail radio head who is responsible for the many steps of planning and guidance which precede, accompany and follow the actual production of copy. It is written to aid the radio salesman who is responsible for the initial counseling and continued servicing of advertisers which accompany the successful use of radio."

Included in the chapter are details on selection of departments and items for radio advertising; mechanics of operation in production of radio copy; integrating radio advertising into the entire operation of the store; do's and don't's in writing for radio; and specific copy techniques and approaches for different types of merchandise.

Quoting Mr. James H.  
(Continued on page 97)

## A Joint Statement by the Presidents of NAB, NBC and CBS

The following joint statement was issued Friday (7) by Justin Miller, president of NAB; Niles Trammell, president of NBC; and Frank Stanton, president of CBS:

"There is no schism between NBC or CBS and the National Association of Broadcasters. Neither network member has resigned from the Association nor intends to resign.

"The networks and the Association have been considering for some time what the nature of network membership shall be. The only question to be determined is whether network membership shall be on an active or associate basis. This will be decided at the May meeting of the NAB Board."

## World-Wide Network, International Copyright Law to be Discussed by UNESCO Committees

The State Department's recent report concerning the first meeting of the General Conference of UNESCO, which was held at Paris last fall, reveals that special committees will be established to study "proposals for a world-wide radio network" and to "study and formulate recommendations on the responsibilities of UNESCO in the copyright field."

Text of the portion of the report relating to mass communications follows:

### Mass Communications

"UNESCO will appoint three commissions to study the needs of countries in which war has caused the loss or shortage of personnel, equipment or raw materials and report within six months on immediate measures for improvement.

"The Secretariat will facilitate through fellowships the pooling of experience by an international exchange of instructors and trainees. It will cooperate with the Freedom of Information  
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The FCC announced changes in its tentative allocation plan for FM channels affecting 25 cities. (p. 95)

The World Telecommunications Conferences have been set for Atlantic City starting May 15, the State Department announced on Friday. (p. 96)

With small market stations showing increased activity promotion-wise, one station has submitted details of its promotion budget for 1947. (p. 96)

The FCC listed its first group of conferences for action on applications under its "temporary freeze" order. (p. 95)

Winners of the recent letter contest held in conjunction with National Radio Week have been selected. Stations will award prizes to the winners locally. (p. 98)



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subcommission under the UN Commission of Human Rights in the preparation of a report on the obstacles to the free flow of information and ideas.

"A committee of experts is to be appointed to study proposals for a world-wide radio network. It will have a program committee and study the possibility of collecting materials for the use of those national or international radio facilities which become available to UNESCO. The press and films will be surveyed to determine the extent, range and trend of production and distribution and the nature and degree of public usage. Telecommunications and postal services are to be investigated to show how their coverage can be extended, and how the cost of services to the press and radio by cable, wireless, and air-mail can be reduced.

"UNESCO will also establish a committee to study and formulate recommendations on the responsibilities of UNESCO in the copyright field. It will request the National Commissions to send by March 1, 1947 their observations on copyright matters and may cooperate with the Belgian Government on the proposed copyright conference during 1947 if the committee so recommends.

"UNESCO will collect ideas of international significance and cooperate with experts in selecting a major theme of world interest for films, radio programs and press features. It will either organize or stimulate the organization of an international forum of press and radio.

"The Secretariat will invite member and non-member states to sign a convention facilitating the international circulation of visual and auditory materials, and their importation without duty or quantitative restrictions. It will stimulate the production generally of international periodicals and draw attention of the press to accurate sources of information. It will also assist in the formation of an international film council and encourage national visual councils or institutes.

"UNESCO will assist in drawing the attention of film producers to what is required in films for educational, scientific and cultural purposes."

NAB President Justin Miller is a member of the Executive Committee of the United States National Commission for UNESCO. Further developments in these fields will be reported as they occur.

## News

### U. of Minnesota Journalism School to Hold First Radio News Short Course This Week

Some 50 radio news editors from Minnesota, Iowa and the Dakotas are expected to attend the first Annual Radio News Short Course to be conducted February 14 and 15, in Minneapolis, by the School of Journalism, University of Minnesota.

A two-day program of round-tables and talks on handling radio news has been arranged by a committee which was appointed at an NAB Radio News Clinic last May to cooperate with the School of Journalism. Mitchell V. Charnley, U. of Minnesota professor of Journalism, and director, Council on Radio Journalism, is committee chairman; other members are Jack Dunn, WDAY, Fargo, N. D.; Orrin Melton, KYSM, Mankato; and John Verstraete, KSTP, St. Paul-Minneapolis.

Round-tables and their participants planned for the course are as follows:

1. "Covering Local and Regional News". James Baccus, WDAY, leader; Warner Tidemann, KATE, Albert Lea; Fred C. Schilplin, KFAM, St. Cloud.
2. "Writing Radio News Copy". Mel Nelsen, WHO, Des Moines, leader; Fred Worthington, KSTP; Ralph Andrist, WCCO, Minneapolis.
3. "Local Commentary and Public Service Shows". William Krueger, KDAL, Duluth, leader; Dick Anthony, KILO, Grand Forks, N. D.; William Jensen, KUOM, University of Minnesota.
4. "Effective Use of the Wire Services". Mr. Melton, leader; Wally Mitchell, United Press; Alvin Orton, Associated Press.

Radio audience and listenership research will be discussed by Ralph O. Nafziger of the U. of Minnesota School of Journalism. Fred S. Siebert, chairman, Council on Radio Journalism, and director of the University of Illinois School of Journalism, will talk on radio law and libel.

A discussion of the uses of the wire recorder, with a demonstration of tape and wire recorders, will be led by William Ray, manager of news and special events, central division, National Broadcasting Company, Chicago.

### Meeting of Radio News Committee Set For Next Month in New York

NAB Radio News Committee will meet in New York City March 3. Committee consists of E. R. Vadeboncoeur, vice president WSYR, Syracuse, Chairman; William B. Quarton, general manager, WMT, Cedar Rapids; and Paul Wagner, manager, WPAY, Portsmouth, Ohio.

NAB Secretary-Treasurer C. E. Arney, Jr., and Arthur Stringer, director of special services, will attend the meeting.



## FM Department

### FCC Changes in Class B FM Allocations Affects Channels in 25 Cities

The FCC issued a recapitulative list of changes in its allocation plan for Class B FM stations on Tuesday (4). The allocation plan was published by NAB in INFORMATION BULLETIN No. 9, dated September 9, 1946 which was sent to all members.

Following are the allocation changes:

General Area	Delete	Channels	Add
Birmingham, Ala.	—	—	223
Selma, Ala.	223	—	252
Wilmington, Del.	—	—	232
Washington, D. C.	221	—	246
Atlanta, Ga.	—	224, 231	—
Griffin, Ga.	224	—	254
Clinton, Iowa	279	—	233
Winchester, Ky.	278	—	234
Battle Creek, Mich.	273	—	273
Grand Rapids, Mich.	234	—	237
Oneonta, N. Y.	—	—	243
Statesville, N. C.	—	—	243
Winston-Salem, N. C.	243	—	230, 232
Elk City, Okla.	238, 240	—	238, 240
Oklahoma City, Okla.	257, 259	—	257, 259
Tulsa, Okla.	—	—	267
Pottsville, Pa.	—	—	—
Reading, Pa.	232	—	—
Pampa, Tex.	232	—	236
San Antonio, Tex.	—	—	256
Front Royal, Va.	—	—	221
Richmond, Va.	246	—	—
Huntingdon, W. Va.	—	—	278
Fond du Lac, Wisc.	280	—	252
Madison, Wisc.	252	—	280

### FCC Amends Rules to Permit Filing FM Applications Without Specifying Frequency

The FCC amended its Rules on Thursday (6) to permit applicants to file for FM facilities without specifying a particular frequency. The order stated that "the practice is a desirable one since it leaves the Commission free to assign channels in such a manner so as to achieve the most effective utilization of FM frequencies."

The order went on to state that "applications for FM facilities filed before July 1, 1947, need not specify a particular frequency unless the applicants are directed to do so by the Commission."

## General

### FCC Sets First Group of Conferences Under Temporary Freeze Order

Supplementing its announcement on the "temporary freeze" for processing AM applications, the FCC on Friday (7) announced the first group of its informal engineering conferences and stated that additional conference schedules would be announced as soon as they are set. (Current REPORTS, p. 23)

The Commission also stated that "wherever possible in processing line 2 the time that work will begin with

## IN THE OFFING

Feb. 13	NAB-RMA Liaison Committee	Washington, D. C.
Feb. 14	International Broadcasting Advisory Committee	Washington, D. C.
Feb. 18-19	Public Relations Executive Committee	Washington, D. C.
Feb. 24-25	Music Advisory Committee	New York City
Feb. 26-27	Freedom of Radio Committee	New York City
March 3	Radio News Committee	New York City
March 5	The Special Standards of Practice Committee	Washington, D. C.
March 6-7	Program Executive Committee	Washington, D. C.
March 7-9	AWB Convention	New York City
April 14-15-16	Area "C" Meeting (Districts 10-12)	Kansas City
April 21-22	District 13 Meeting	Houston
April 28-29	Area "G" Meeting (Districts 4-7)	Roanoke, Va.
May 1-2	Area "F" Meeting (Districts 5-6)	Birmingham
May 5-6	District 2 Meeting	New York City
May 8-9	Area "D" Meeting (Districts 8-9-11)	Chicago
May 21-22	Board of Directors Meeting	Washington, D. C.

respect to the several channels will be governed by the oldest application on file for the channels in question."

The schedule announced Friday follows:

Date	Channels	Time
February 11, 1947	930 kc	10 A.M.
	1150 kc	2 P.M.
February 12, 1947	550 kc	10 A.M.
	710 kc	10 A.M.
	960 kc	10 A.M.
	1280 kc	10 A.M.
	1430 kc	10 A.M.
February 13, 1947	610 kc	10 A.M.
	980 kc	10 A.M.
	1320 kc	10 A.M.
	1440 kc	10 A.M.
	1590 kc	10 A.M.

### Commission's Report for Fiscal Year Submitted to Congress Last Week

The FCC's twelfth Annual Report to Congress for the fiscal year ending June 30, 1946 was released for publication Sunday (9). The report includes notations of developments from the end of the fiscal year through December.

The sixty-two page booklet is a comprehensive summary of Commission activities in the reconversion and expansion of the Nation's electrical communications in the first postwar year.

Though NAB has provided its membership with detailed information on important FCC activities during this period, it is likely that many broadcasters

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will desire to purchase copies of the annual report as a means for quick reference on the Commission's work. The booklet, now being printed, will be available through the Superintendent of Documents, U. S. Government Printing Office, Washington, 25, D. C., at a later date.

## Engineering Department

### World Telecommunications Conferences Set For Atlantic City Starting May 15

Arrangements have been completed for the World Telecommunications Conferences, the State Department announced Friday (7), and will be held at Atlantic City commencing May 15.

The first of the conferences will deal with radio administration to be followed by the plenipotentiary telecommunications conference and the short wave discussions.

The meetings have been arranged by the State Department in cooperation with the International Telecommunications Union. The ITU has a membership of some eighty countries which are party to the agreement adopted in Madrid in 1932, now in force. The Union had its last general session in Cairo in 1938.

## Small Market Stations

### Small Stations Are Setting Up Budgets for Station Promotion

Small stations are showing increasing interest in "station promotion" and as a result are setting up budgets for this essential phase of operation. The subject was covered in a round-table discussion led by Hugh Higgins, head of NAB's Promotion Division, at the recent Small Market Stations Executive Committee meeting in Washington. It was pointed out that there are many forms of promotion including efforts in behalf of programs, sales and "over-all station prestige."

NAB's Research Department, in cooperation with the Promotion Division, is making a survey on the percentage of gross stations set aside for promotion costs.

Examples of promotional costs were presented at the Small Market Station Committee meeting. The following is the actual 1947 budget of a 250-watt network affiliate, located in a mid-western city of 36,000 population. The total promotion expenses shown represent 4½% of station's gross sales (1946).

1. Newspapers			
Publication "A"	2000 lines	\$140.00	
Publication "B"	2000 lines	85.00	
Reserve for other publications (seasonal ads)	6500 lines	250.00	
			\$ 475.00

2. Radio Trade Papers			
Publication "A" (annual)	1 page	285.00	
Publication "B" (annual)	1 page	200.00	
Publication "C" (annual)	1 page	225.00	
			710.00
			\$1185.00
3. Direct Mail			
a. 11 each of 500 Monthly Program Releases		\$650.00	
b. 3000 Baseball Schedules		75.00	
c. 3000 Football Schedules		75.00	
d. Campaign of 6 letters with enclosures		200.00	
			\$1000.00
4. Miscellaneous			
a. Preparation (layouts, artwork, plates, etc.)		400.00	
b. Photographs		500.00	
c. Book Matches		215.00	
			1115.00
5. Agency Service Fee			
			720.00
			4020.00
			Less Publisher's Commissions creditable against Service Fee
			187.00
			Net Advertising and Sales Promotion Budget
			\$3833.00

### "Suggestions for the Religious Broadcaster" Distributed in Community by WJTN Manager

Religious leaders of Jamestown, New York are receiving helpful hints for using radio from Simon Goldman, WJTN, General Manager. Mr. Goldman, who is a member of the NAB Small Market Stations Executive Committee, has conducted surveys among stations in NAB District 2 on methods and policies of handling religious programs, (Current REPORTS, p. 3) and as a result has prepared a form, "Suggestions For Religious Broadcasters." The following information is distributed to religious groups using the station's facilities.

"Appeal to the widest possible audience. Try to find the common denominators. Avoid the debatable grounds of creed, bearing in mind that while pure sparkling water is without high flavor, it is welcomed by all who thirst.

"Use radio for what it is—a medium for reaching an unseen audience and one that is not necessarily pre-conditioned. Don't use the radio as a church; the conventional church service does not lend itself to radio presentation.

"Appeal to reason through logic, commonly accepted fact, universal observation and experience. Be topical; tie up with current events. Emotional appeals via radio are chilling to many listeners—and it takes only a second to switch to another program. People who need religion most do not rush out and "buy" it because of a radio broadcast.

"Make the talking part of your program (text, message, prayer) short, crisp, compact—not over five minutes. Prepared script is essential. Don't try to cover too much ground in a single broadcast. Leave one thought that the listener can put to work. Make the listener think.

"Radio broadcasting—even religious broadcasting—needs showmanship; with dignity, of course. WJTN

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has been exposed to a lot of it. We've learned some of the whys and wherefores of radio successes, many of the do's and don't's. Draw on this experience and ability all you wish.

"Your personal appearance at the microphone, *i.e.*, a "live" presentation, is preferred. But, if you find your assigned times inconvenient or in conflict with other obligations, your programs can be transcribed in advance at a charge representing the actual cost."

## **Decided Trend Toward Program Sales Is Reported By Station Management**

Station management is reporting decided trends toward increased program sales by radio-experienced sales staffs. Evidence of improved program sponsorship with less emphasis on the sale of spot announcements in the small station was shown at the NAB Convention in Chicago last Fall, during the NAB Area Meetings in San Francisco and Salt Lake City in early January, and, also, at the recent meeting of the NAB Small Market Stations Executive Committee in Washington.

Managers with many years experience in broadcasting, revealed that station revenues have been increased by concentrating on program sales, and that over-all station programming and station prestige have been enhanced.

A study of retail advertising prior to the war showed that small stations in small towns averaged approximately 40% in program sales to the local retailer. Spot announcements accounted for the bulk of time sales on a local basis.

There are several factors in the transition to program sales, according to the Small Market Stations Executive Committee and its chairman, Wayne W. Cribb, KHMO, Hannibal, Mo. The consensus was that "station management has learned the value of programming—its effect on the listener, the advertiser—and the resultant good will toward the station. It has been found that the earlier management started out in radio, the sooner the station's operation turned to an emphasis on program sales. This is especially true among the small market stations. Some managers have a greater flair for programming and showmanship and therefore have developed program sales more rapidly.

Other executives have assumed leadership in local activities, following the opening of their stations. Another important factor for program emphasis has been management's realization of the impact "local news" has on the community. The development of other programs with a good "local flavor" is also responsible for this trend. Small Market Station management became aware of the community interest in programming because in many cases, managers have conducted or have participated in the local programs. In many instances, managers have supervised over-all programming, working closely with the program director, production and other department heads.

Committee members pointed out where established stations have gotten into a heavy spot announcement sale practice, the change of emphasis to program sales has been slow. Experience has shown that it is much easier to develop and maintain program sales on a

new station. Several such cases were cited by the committee.

The setting up of the rate card, and the relation of spot announcement to program costs, and other factors for program sales has been frequently pointed out at the various meetings by J. Allen Brown, head of NAB Small Market Stations Division. Brown and the committee are advocates of emphasis on selling programs. They are appreciative of the importance of announcements and the specific jobs they do but point out that a "saturation of the daily schedule with spots" has a tendency to make broadcast advertising less effective than a balanced schedule of programs-and-announcements.

The NAB Radio Management Study series, revealing actual operating practices of small market radio stations, point to the role of local programs in the successful operation of a station. Many outstanding programs are outlined in the series.

Consensus of Small Market Committee members at the meeting was that a more definite trend would be evidenced in 1947 toward programs for the bulk of revenue. They stated also that more could be done with public interest features because of sponsorship. According to Chairman Cribb, additional services to the community will be the result of the emphasis on programs.

## **Broadcast Advertising**

### **Method of Station's Use of Market Data Described in BMB Release**

A simple and effective method by which radio stations can use BMB's 1946 Nationwide Survey of Listening Habits, and their own BMB circulation data to provide advertisers with specific market information was reported in a recent BMB news release which described the BMB maps and market data produced for its clients by station WOW, Omaha, Neb.

The station's clients are given a comprehensive picture of its coverage in any given area through a listing of individual counties which the station serves; the 1946 BMB Radio Family index for each county; the station's BMB day and night circulation figures, both percentage-wise and by number of families, together with a breakdown of retail sales in food, general merchandise, and drug stores for the respective counties, as reported in the May, 1946 issue of *Sales Management*.

Stations may also wish to study the type of BMB maps produced by The Katz Agency for stations it represents in national sales.

### **Two More Chapters of Joske Report Ready; Give Details on "Copy" and "Programs"**

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Keenan, vice president in charge of sales promotion for Joske's, the chapter points out that writing commercial

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copy for radio is a highly specialized field. Such copy he said, "must be written to sound right when spoken."

### Commercials Have Two-Fold Aim

Most of Joske's radio copy is written with a dual purpose: to create immediate *and* ultimate response. Approximately three-fourths of the store's copy is both promotional and institutional. Institutional copy stresses the general and particular attributes of the store, to establish its character, identity and individuality. Promotional copy stresses specific merchandise or sales events, to motivate immediate customer reaction. Promotional-and-institutional copy stresses merchandise items to motivate immediate customer reaction and also to characterize the store or department as the first place to turn for merchandise of the type mentioned.

The study showed that the most successful copy gave the listeners "something to remember" or an "idea" to associate with the item, department or service which was being advertised.

### Copy Approaches

Six major copy "approaches" are described, each of which is considered effective in Joske advertising because of customer action and comment. The "invitation approach" takes advantage of the personal quality of radio and its power to suggest specific action. The "shop today" approach was used for items in demand, scarce items, new merchandise, etc. "Suggested association" copy takes advantage of the personal quality of radio and its power to suggest a certain trend of thought (rather than a specific action). "Brand" approach stresses the quality, value and attractiveness of famous brand or fashion names and in all cases is slanted to convey the idea to "shop at Joske's when you want this famous brand of fashion." The "WOMP" (word of mouth publicity) approach takes advantage of the tendency on the part of individuals to repeat information of news value. The "store information" approach, of special interest to women shoppers, gives pertinent information about activities in the advertiser's store.

### Spot Announcements

A summary on spot announcements points out that they should be chosen in the same manner recommended for choosing "beamed" programs. It highlights the value of using spots for one specific objective and of selecting time and station on the basis of that objective. Time selected for spots should be evaluated not only in terms of its ability to reach the type of customer most likely to be interested in the item or service to be advertised, but also in the light of the type of audience attracted by the preceding and following programs.

### Programs

The chapter on "Programs" provides a detailed summary of production, talent, ratings and results of the various presentations sponsored by Joske's.

The study shows that the type of program selected depends entirely on what the advertiser wishes to accomplish and upon the principles of the beamed program technique. Thus, the type of program chosen will vary according to the retailer's objectives.

The necessity of adequate talent and production facilities is brought out in the study, as well as the importance of complete cooperation between the talent and production staffs of the participating radio stations.

Two more chapters of the book "Radio for Retailers" are in preparation. One covers "promotion," and the other is a report on the special 1946 study to test the effectiveness of radio advertising in the promotion of departmental sales.

Radio industry leaders who assisted in the preparation of the report are:

Russell A. Brown, vice president in charge of sales promotion and advertising, Allied Stores Corporation; James H. Keenan, vice president in charge of sales promotion, and James Shand, assistant to the president, Joske's of Texas; Willard H. Campbell, sales manager, Sibley, Lindsay & Curr Co.; Howard Abrahams, manager of the sales promotion division, National Retail Dry Goods Association; Walt Dennis, radio and television director, Allied Stores Corporation; James Brown, general manager, KONO; Lewis H. Avery, president of Lewis H. Avery, Inc.; Walter Johnson, assistant general manager, WTIC; Harold Fair, program director, WHO; Frank E. Pellegrin, NAB director of broadcast advertising, and Miss Lee Hart, assistant director.

## Women Broadcasters

### Winners in Letter Writing Contest Chosen; Stations to Present Awards Locally

Winners in the nation-wide letter-writing contest conducted during National Radio Week, Nov. 24-30, on the topic, "What I Think About Radio," have been selected by a committee of distinguished judges after a careful screening of all letters submitted by nearly 200 participating broadcasting stations, the Association of Women Broadcasters of NAB, and the Radio Manufacturers Association, joint sponsors of the contest, announced last week.

Table model radio receivers, donated by manufacturer-members of RMA, will be awarded all contest winners in local ceremonies to be held by stations whose letters were selected from among the thousands received by women broadcasters.

Bouquets and brickbats were showered liberally on radio by the letter writers, but the judges were impartial in their selection of prize-winning letters, regardless of whether they were laudatory or critical of radio programs and practices.

Prize winners will be announced locally by the broadcasting stations who are this week being informed of the judges' decisions by Mrs. Dorothy Lewis, NAB coordinator of listener activity.

The letters came from every state and were chiefly from women as the contest was conducted by the NAB's Association of Women Broadcasters. A few men, however, were scattered among the listeners who submitted letters in the contest. Letter-writers ranged in age from a boy of 7 to a woman of 102.

All letters were first screened by a committee of local judges, and the five best letters from each station

*(Continued on next page)*



were submitted to the national committee of judges. Final selections were made on a basis of no more than 12 in any one of the 17 districts into which the United States and its possessions, including Alaska, Hawaii and Puerto Rico, are divided.

### Letters Stress Entertainment

Opinions on "What I Think of Radio" varied, as might be expected, but most letters stressed the variety of entertainment provided by radio at no cost to the listeners. Letter-writers also cited news broadcasts, market and weather reports, and religious programs as being of especial value.

Many listeners expressed the view that radio, by keeping all classes of people informed on national and international affairs, is fostering peace and racial tolerance and helping to prepare American citizens for living in "One World." Numerous letters stressed the comfort radio provides the bed-ridden, blind and physically-handicapped, and the companionship it offers the lonely.

News broadcasts and household information programs led in popularity among the women listeners, according to an informal analysis of nearly 1,000 screened letters forwarded by radio stations. Weather reports, religious programs, quiz and audience participation programs, farm programs, symphonies and dramas also are particularly popular with women listeners according to these letters, and about in that order. A goodly number of letter writers, most of whom were women, listed sports and political programs as among their favorites.

While critical letters were in the minority, they expressed a dislike for certain types of radio commercials, serial dramas, and the more blood-thirsty mystery programs. A number of letters urged more and better programs for children and youthful listeners, as a counter-offensive to juvenile delinquency, and others suggested a need for better religious programs.

Many letters both praised radio for its virtues and criticized it for its shortcomings, but these letters usually concluded that the good far outweighs the bad.

Members of the committee of national judges who selected the prize-winning letters are:

Paul Ackerman, Radio Editor, *Billboard* Magazine; Miss Gertrude Broderick, FREC, Office of Education; Frank Burke, Editor, *Radio Daily*; Mrs. George Fielding Eliot, Radio Chairman, Women's Action Committee; Bond Geddes, RMA Executive Vice President; Miss Henrietta Harrison, Radio Chairman, National Council of YWCA's; Mrs. Luella Laudin, Radio Chairman, National Council of Women; Miss Jean Rindlaub, Vice-President, Batton, Barton, Durstine, and Osborn, Inc.; Bruce Robertson, Senior Associate Editor, *Broadcasting* Magazine; George Rosen, Editor, *Variety*; Mrs. Harper Sibley, President, National Council of Church Women; and Max Wylie, Young and Rubicam, Inc.

Radio stations which submitted prize-winning letters are as follows:

*Alabama:* WBRC, Birmingham; WJHO, Opelika.  
*Arkansas:* KXLR, N. Little Rock.  
*California:* KERO, Bakersfield; KECA, KHJ, Hollywood; KPRO, Riverside; KIST, Santa Barbara; KFI, Los Angeles; KGDM, Stockton; KTKC, Visalia.  
*Colorado:* KOA, Denver; KFXJ, Grand Junction.

*Connecticut:* WTHT, Hartford; WKNB, New Britain; WBRY, Waterbury.  
*Dist. of Columbia:* WINX, WMAL, WOL.  
*Florida:* WIOD, WQAM, Miami; WDAE, Tampa.  
*Georgia:* WATL, Atlanta; WCCD, Savannah.  
*Idaho:* KIDO, Boise; KID, Idaho Falls; WFXD, Nampa.  
*Illinois:* WCNT, Centralia; WROK, Rockford; WHBF, Rock Island; WDZ, Tuscola.  
*Indiana:* WGL, Fort Wayne; WKMO, Kokomo.  
*Iowa:* WMT, Cedar Rapids; KROS, Clinton; KRNT, KSO, Des Moines; KGLO, Mason City; KFNF, KMA, Shenandoah.  
*Louisiana:* KWRH, Shreveport.  
*Maine:* WCOU, Lewiston; WGAN, Portland.  
*Maryland:* WBAL, Baltimore.  
*Massachusetts:* WCOP, WEEL, Boston; WEIM, Fitchburg.  
*Michigan:* WJR, WWJ, Detroit; WTEF, Grand Rapids; WSOO, Sault Ste. Marie.  
*Minnesota:* WCCO, WTCN, Minneapolis.  
*Mississippi:* WLAU, Laurel.  
*Missouri:* WHB, Kansas City; KXOK, St. Louis.  
*Montana:* KANA, Anaconda; KFBB, Great Falls; KGEZ, Kalispell; KGVO, Missoula.  
*Nebraska:* WJAG, Norfolk; KOIL, WOW, Omaha.  
*New Hampshire:* WKNE, Keene; WMUR, Manchester.  
*New Jersey:* WTTM, Trenton.  
*New York:* WNEB, Binghamton; WLIB, Brooklyn; WEBR, Buffalo; WHCU, Ithaca; WJTN, Jamestown; WJZ, WOR, WQXR, New York City; WMFF, Plattsburg; WHAM, Rochester; WGY, Schenectady.  
*North Carolina:* WPTF, Durham; WDNC, Raleigh.  
*North Dakota:* WDAY, Fargo.  
*Ohio:* WHBC, Canton; WHK, Cleveland; WBNS, WCOL, Columbus; WLOK, Lima; WPAY, Portsmouth; WSPD, Toledo; WKBN, Youngstown.  
*Oklahoma:* KTMC, McAlester; WKY, Oklahoma City; KVOO, Tulsa.  
*Oregon:* KWIN, Ashland; KORE, Eugene; KALE, Portland.  
*Pennsylvania:* WSAN, Allentown; WISR, Butler; WCED, DuBois; WEST, Easton; WBG, Philadelphia; KQV, Pittsburgh.  
*Rhode Island:* WEAN, Providence.  
*South Carolina:* WTMA, Charleston; WIS, Columbia.  
*South Dakota:* KOTA, Rapid City; KSOO, Sioux Falls; WNAX, Yankton.  
*Tennessee:* WTJS, Jackson; WMPS, Memphis; WLAC, WSM, Nashville.  
*Texas:* KRBC, Abilene; KROD, KTSM, El Paso; KONO, KTSA, San Antonio.  
*Utah:* KVNU, Logan.  
*Virginia:* WTAR, Norfolk.  
*Washington:* KIRO, KJR, KOMO, Seattle; KFPY, KGA, KFIO, Spokane; KMO, Tacoma; KVAN, Vancouver.  
*West Virginia:* WGKV, Charleston; WPAR, Parkersburg; WWVA, Wheeling.  
*Wisconsin:* WKBH, La Crosse; WDSM, Superior.  
*Alaska:* KTKN, Ketchikan.  
*Territory of Hawaii:* KGMB, Honolulu.

## Books for Broadcasters

(This section is a new department in *REPORTS*. Its purpose is to bring to the attention of broadcasters the titles of various publications which may interest them and which might prove of value in conducting their business.)

**HOW TO MAKE GOOD RECORDINGS**, Audio Devices, Inc., 1945, New York, 128 pp., \$1.25.

This is a "How to" treatment of a highly technical subject in an untechnical manner. The booklet is directed to those in broadcasting who should know something about recordings but whose background does not include the engineering and music necessary to grasp all of the fine points. Salesmen, educators, promotion people and other makers and users of recordings need the information contained in this book if for no other reason than the proper "care and feeding" of recordings and transcriptions. Seven printings to a total of over 20,000 copies attest to its usefulness. It is amply illustrated with drawings and photographs and contains a useful glossary of terms.

**RADIO SOUND EFFECTS** by Joseph Creamer and William B. Hoffman, 1945, Ziff-Davis Publishing Co., New York, 59 pp., \$1.50.

Of their purpose in writing this booklet, the authors state that "while the book was planned essentially as

(Continued on next page)

a working text and reference guide for broadcast technicians, students and all others whose daily tasks bring them into close or casual contact with the study or application of artificially-created sounds, it should also prove to be informative reading for the interested layman."

The subject is laid out in discussions followed by study questions so that it should adapt itself readily to courses in radio production techniques. In addition, like so many of the books in radio these days, a useful glossary of terms is appended.

Although the reader may look for and discover that the best way to create the sound of a man wading in water is to "have a guy take off his shoes and socks and wade back and forth in a tank of water," he also learns why it is that frequently "the exact, or obvious, duplication of sounds does not always produce the desired effect."

## Public Interest Programming

### Veterans Administration Running Campaign To Have GI's Reinstate Insurance

Because a large percentage of World War II veterans have permitted their GI insurance policies to lapse, the Veterans Administration is currently running a three-month campaign to explain to veterans the advantages of National Service Life Insurance, and to let them know that such policies may be reinstated with a minimum of effort.

Charles E. Dillon, Veterans Administration radio chief, has informed NAB that the campaign will be plugged on both national and local levels, and will continue until May 3. Mr. Dillon's letter states: "VA radio personnel throughout the country will be prepared to serve every individual broadcaster with material already prepared for broadcast as well as a radio fact sheet to be used as the basic information in station produced programs."

### Transcribed Series of Spots on Tolerance Offered Free to Radio Stations

A series of 1-minute spot announcements on tolerance, featuring the voice of Jay Jostyn (Mr. District Attorney), is being made available currently free of charge for the use of interested radio stations.

The series of four announcements are being distributed by the Institute for Democratic Education, Inc., the organization which has produced the *Lest We Forget* transcribed series.

Station managers who are interested in obtaining the series of spot announcements, or additional information may write to: Harold Franklin, Program Director, Institute for Democratic Education, Inc., 415 Lexington Avenue, New York 17, N. Y.

## 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 February 17-23, 1947 by The Advertising Council and the Advertising Liaison Division of the Office of Government Reports (formerly OWMR). Copies of individual Fact Sheets, and Schedules showing exactly what messages will be carried daily by the programs of the network with which your station is affiliated may be obtained on request from George P. Ludlam, Radio Director, The Advertising Council, 11 West 42nd Street, New York 18, New York.

### Cut Traffic Accidents This Winter

Winter driving brings additional hazards to our streets and highways—in northern states traffic deaths in winter go up as much as 50 per cent per mile of driving over summer months. Up to 30 per cent of all traffic accidents in the snow belt occur when road surfaces are snowy or icy. Traffic accidents can be reduced and lives saved by public education—as proved by the fact that during the period from May to August of this year, which saw the peak of the accident prevention campaign, the mileage death rate was 25 per cent less than during the same months in 1941, the last pre-war year. Stress the seriousness of the accident menace, as revealed in National Safety Council statistics. Remind each listener that accidents don't always happen to someone else—that the chances he takes every day are the very ones that are causing our present big accident totals. Make him realize that HE is a potential accident victim, and that he cannot afford to be careless. Point out that the National Safety Council—the recognized authority in the field of public safety—has found that even 20 miles an hour is often too fast in winter . . . use tire chains when traveling through snowy and icy areas . . . keep windshields and windows clear; don't let them get snow-covered or foggy . . . check and repair all equipment such as brakes, tires, chains, windshield wipers, heaters, defrosters, fans, electrical system, exhaust, anti-freeze, radiator, lights. Pedestrians should be careful in crossing streets—assuming responsibility for their own safety rather than depending on drivers . . . consider poor visibility, especially at night. Be careful this winter. (Fact Sheet No. 15-C)

### Group Prejudice—A Post War Menace

Stress the reasons why we cannot afford divisive prejudice in America. 1. Division at home weakens the United States on the international scene—group strife here lowers the prestige of the United States among the nations of the world, hampers our country in its efforts towards world peace, promotes the belief that democracy has failed, encourages aggression in the hope of easy conquests. 2. Division at home hampers production—discrimination against fellow employees or business associates because of race, religion, or national origin, annually robs the United States of millions of hours of productive labor and the best skill and talents of countless workers. In a prejudice-filled America, no one would be secure—in his job, his business, his church, his home. Point out that the problem is especially acute now because of the many real difficulties that confront the American people—such as housing, jobs for servicemen, shortages, strikes, rising costs of living. We must not let ourselves be diverted from serious efforts to overcome these postwar difficulties by the "scapegoat" technique that blames them on some racial, religious, or national group. Recall that slandering an entire group of fellow citizens because of the behavior of individuals violates the American tradition of fair play. We should judge our neighbors by the character of their own lives alone and not on the basis of their race or religion. Racial and religious antagonisms are exploited,

(Continued on next page)



as a means for gaining political favor and easy money, by quacks and adventurers whose followers make up the irresponsible "lunatic fringe" of American life. Show that every individual citizen can help keep America strong by:

1. Isolating and quarantining group antagonism. (If someone runs down a neighbor's race or religion, remind him that this is bad business for America both at home and abroad.)
2. Alertly guarding himself and his family against infection by racial and religious prejudice. (Don't spread prejudice now, any more than you would have spread enemy rumors during the war. Through your own behavior and otherwise, encourage respect in your children for neighbors of different races and religions—remind them that these very differences among Americans have resulted in a variety of contributions that have made our country great and kept her free.)
3. Work in your community—your church, your business, your trade union, your school—to promote the American principles of racial and religious freedom. This allocation falls during the week of February 17-23, which is annually proclaimed by the President of the United States as *American Brotherhood Week*. The goal of *Brotherhood Week* is the total elimination of group hatreds in America and the cultivation of the "practice of brotherhood." Thus it is plain that the theme of *Brotherhood Week* ties in with the present campaign for a United America free of group antagonisms which injure the democratic spirit. In their allocated messages radio programs may wish to mention the observance of *Brotherhood Week* in communities throughout the nation and the slogan of the occasion: "Join The American Brotherhood." (Fact Sheet No. 31)

## 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, February 10. They are subject to change.

#### Monday, February 10

##### Further Hearing

(10:00 A. M.)

- KROY—HARMCO, Inc., Sacramento, Calif.—C. P. 1060 kc., 5 KW, unlimited.
- NEW—Alvin E. Nelson, Inc., San Francisco, Calif.—C. P. 1030 kc., 50 KW, unlimited, DA.
- NEW—C. Thomas Patten, Oakland, Calif.—C. P. 1000 kc., 10 KW, daytime.
- KYA—Palo Alto Radio Station, Inc., San Francisco, Calif.—C. P. 1060 kc., 50 KW, unlimited.
- NEW—Pittsburg Broadcasting Co., Pittsburg, Calif.—C. P. DA, 990 kc., 1 KW, unlimited.
- NEW—The San Mateo County Broadcasters, San Mateo, Calif.

Other Participants: KVSM, San Mateo, Calif. (Intervenor)

##### Further Hearing

(Before the Commission en banc, Department of Commerce Auditorium, 10:00 A. M.)

In the matter of petition of Columbia Broadcasting System, Inc., for changes in rules and standards of good engineering practice concerning television broadcast stations.

(10:00 A. M.)

- NEW—The Asher Broadcasting Service, Inc., Quincy, Mass.—C. P. 910 kc., 1 KW, unlimited.

NEW—Nashua Broadcasting Corp., Nashua, N. H.—C. P. 900 kc., 1 KW, day.

- Interveners: WMEX—The Northern Corp., Boston, Mass.
- WABI—Community Broadcasting Service, Bangor, Me.
- WJAR—The Outlet Co., Providence, R. I.
- WKNB—The New Britain Broadcasting Co., New Britain, Conn.

#### At Burbank, Calif.

(Council Room, City Hall, 10:00 A. M.)

- NEW—Burbank Broadcasters, Inc., Burbank, Calif.—C. P. 1490 kc., 250 watts, unlimited.
- NEW—Bear State Broadcasters, Inc., Van Nuys, Calif.—C. P. 1490 kc., 250 watts, unlimited.

#### Monday and Tuesday, February 10 and 11

##### At Springfield, Mass.

(Federal Court Room, Federal Bldg., 10:00 A. M.)

- NEW—Springfield Broadcasting Co., Springfield, Mass.—C. P. 1490 kc., 250 watts, unlimited.
- NEW—Telecolor Corp., West Springfield, Mass.—C. P. 1490 kc., 250 watts, unlimited.

#### Tuesday, February 11

(10:00 A. M.)

- NEW—Mario Acosta, Mayaguez, P. R.—C. P. 1400 kc., 250 watts, unlimited.
- NEW—Arecibo Broadcasting Co., Inc., Arecibo, P. R.—C. P. 1400 kc., 250 watts, unlimited.

#### Further Hearing

(10:00 A. M.)

- WOWO—Westinghouse Radio Stations, Inc., Fort Wayne, Ind.—C. P. to include power, etc. 1190 kc., 50 KW, unlimited, DA-night.
- WLIB—WLIB, Inc., Brooklyn, N. Y.—C. P. to include power, etc. 1190 kc., DA, 10 KW day, 5 KW night, unlimited.

#### Wednesday and Thursday, February 12 and 13

##### At San Fernando and Santa Monica, Calif.

(Justice Court Room, San Fernando, Feb. 12, and Post Office Bldg., Santa Monica, Feb. 13, both 10:00 A. M.)

- NEW—San Fernando Valley Broadcasting Co., San Fernando, Calif.—C. P. 1460 kc., 250 watts, daytime only.
- NEW—California Broadcasting Co., Santa Monica, Calif.—C. P. 1450 kc., 250 watts, unlimited.
- NEW—Crescent Bay Broadcasting Co., Santa Monica, Calif.—C. P. 1460 kc., 250 watts, daytime.

#### Wednesday, Thursday, and Friday, February 12, 13 and 14

##### At Springfield, Mass.

(Federal Court Room, Federal Bldg.)

- NEW—WSPR, Inc., Springfield, Mass.—For FM facilities.
- NEW—Springfield Broadcasting Co., Springfield, Mass.—For FM facilities.
- NEW—Regional Broadcasting Co., Chicopee, Mass.—For FM facilities.
- NEW—Harold Thomas, Springfield, Mass.—For FM facilities.
- NEW—Pynchon Broadcasting Corp., Springfield, Mass.—For FM facilities.

(Continued on next page)

**Thursday, February 13**

**At Princeton, W. Va.**

(County Court House)

NEW—Mercer Broadcasting Co., Princeton, W. Va.—C. P. 1490 kc., 250 watts, unlimited.

NEW—Mountain Broadcasting Service, Inc., Princeton, W. V.—C. P. 1490 kc., 250 watts, unlimited.

**Thursday and Friday, February 13 and 14**

**At Eufaula, Ala., and Cuthbert, Ga.**

(Court Room, Barber County Court House, Eufaula, and City Hall, Cuthbert)

NEW—Alabama-Georgia Broadcasters, Inc., Eufaula, Ala.—C. P. 1240 kc., 250 watts, unlimited.

NEW—Andrew College Broadcasting Co., Cuthbert, Ga.—C. P. 1240 kc., 250 watts, unlimited.

**Friday, February 14**

(10:00 A. M.)

KSOO—Sioux Falls Broadcasting Assn., Inc., Sioux Falls, S. D.—C. P. to include power, etc. 1140 kc., 10 KW, unlimited, DA night and day.

**At San Bernardino, Calif.**

(Room 205, United States Post Office, 10:00 A. M.)

NEW—Western Empire Broadcasters, Inc., San Bernardino, Calif.—C. P. 1240 kc., 250 watts, unlimited.

**Further Hearing**

(11:00 A. M.)

NEW—Booth Radio Stations, Inc., Saginaw, Mich.—CP. 790 kc., 1 KW, unlimited DA-night and day.

NEW—Federated Publications, Inc., Lansing, Mich.—CP, DA. 790 kc., 1 KW, unlimited.

WSAM—Saginaw Broadcasting Co., Saginaw, Mich.—CP to change frequency, etc., 790 kc., 1 KW, unlimited, DA, night and day.

## FCC ACTIONS

*[The format for this department of NAB REPORTS was changed considerably in last week's edition. Additional alterations have been made this week. You will notice that actions of the FCC are now listed according to type of service; i.e., AM, FM, TV, etc. The GENERAL section concerns all types of service. Further refinements designed to increase the ease and speed with which you may check this department are under consideration. Your comments and suggestions will be welcomed.]*

### GENERAL

**Roy Hofbeinz, President, Frequency Modulation Assn., Washington, D. C.**—The Commission, under date of January 28, advised that, because of many administrative problems involved, it is unable at this time to comply with Mr. Hofbeinz's request of January 23 for deletion from existing rules of all reference to "standard broadcast" station and substitution of the words "amplitude modulation" or "AM."

**In the Matter of the Rules and Regulations Concerning Multiple Ownership of Broadcast Stations**—Ordered con-

tinuance of the oral argument presently scheduled for February 7, to February 24, at 10 A.M. in Washington, before the Commission en banc. (Action taken 1/28)

**National Assn. of Broadcast Engineers and Technicians**—Denied petition requesting the Commission to reopen the record in the proceeding upon the applications of WDNC (Docket 6209), WRAL (Docket 6967) and Public Information Corp. (Docket 7377), for the purpose of introducing into the record evidence concerning alleged unfair labor practices on the part of Durham Radio Corp. (WDNC).

## AMPLITUDE MODULATION

**AM—Docket Cases**

**940 KC.**

Adopted an Order making final its proposed decision (B-305) granting application of **Mount Vernon Radio and Television Company** for a new station in **Mount Vernon, Ill.**, to operate on 940 kc., 1 KW, daytime only (BP-4265; Docket 7060). Application of the **Midwest Broadcasting Co.** (BP-3922; Docket 7059) (proposed to be denied), has been amended to request another frequency which would not be in conflict, and been severed from the proceeding herein.

**790, 800, 860, 1300, 1310 and 1340 KC.**

Adopted an Order to show cause at a hearing to be held on March 10, why the licenses of **WTNJ, WOAX, Inc., WCAM, City of Camden, WCAP, Radio Industries Broadcasting Co., WHAT, Independence Broadcasting Co., and WTEL, Foulkrod Radio Engineering Co.**, if they are renewed, should not be modified as follows: WCAM to operate on 1340 kc., 250 watts, unlimited time; Station WTNJ to operate on 1300 kc., 250 watts, daytime; WCAP to operate on 1310 kc., 250 watts, unlimited time; Station WHAT to operate on 800 kc., 1 KW, daytime only; and Station WTEL to operate on 860 kc., 250 watts, daytime only. Ordered further that the application of **Valley Broadcasting Corp.**, for a new station at **Allentown, Pa.** (BP-4790), to operate on 790 kc., 1 KW, unlimited time, be consolidated with the above applications for further hearing with the hearing ordered herein. (B-224 and B-293)

**1070 and 1340 KC.**

The Commission adopted an Order severing from the consolidated proceeding (B-296), and granting the following:

Application of **Audrian Broadcasting Corp.** (BP-4401; Docket 7453) for a new station at **Mexico, Mo.**, to operate on 1340 kc., 250 watts, unlimited time, and petition to amend said application so as to show changes in corporate ownership, program policy and management.

Application of the **Courier-Post Publishing Company**, to change operating assignment of Station **KHMO, Hannibal, Mo.**, from 1340 kc., 250 watts, unlimited time, to 1070 kc., 1 KW night, 5 KW day, directional antenna, conditions; (BP-4352; Docket 7454).

The Commission denied the petition of **Hearst Radio, Inc., WBAL, Baltimore, Md.**, to correct the Commission's report on Public Service Responsibilities of Broadcast Licensees and requesting postponement of hearing now scheduled for February 24, 1947 (Docket 7400), for the reasons heretofore set forth in Memorandum Opinion dated December 20, 1946.

**1230 and 1450 KC.**

Granted petition of **WLEU Broadcasting Corp. (WLEU), Erie, Pa.**, requesting the Commission to issue an order to show cause why the license of **Presque Isle Broadcasting Co.**, authorizing operation of station **WERC, Erie, Pa.**, on 1230 kc., with 250 watts, unlimited time, should not be modified, and to consolidate the hearing in said Order to Show Cause with hearing on application of WLEU (BP-4115; Docket 6913): Ordered that opportunity be afforded Presque Isle Broadcasting Co., licensee of WERC, to Show Cause at a hearing before the Commission to be held on March 17, 1947, why the license issued to said WERC should not be modified

*(Continued on next page)*



so as to specify use by it of frequency 1450 kc., at Erie, in lieu of 1230 kc.; and that WLEU Broadcasting Corp. be made a party to this proceeding; and further Ordered that this hearing to Show Cause be consolidated with hearing on application of WLEU heretofore held on January 3-7, 1946.

#### 1450 KC.

The Commission announced adoption of a Proposed Decision (B-327) looking towards the grant of the application of **Gonzales Broadcasting Co.** (BP-4546; Docket 7432), for a new station in **Gonzales, Texas**, to operate on 1450 kc., 250 watts, unlimited time.

At the same time the following applications in the same proceeding are proposed to be denied:

**Charles W. Balthrepe** (BP-4375; Docket 7374), and **Express Publishing Co.** (BP-4471; Docket 7391), **San Antonio**, and **Taylor Broadcasting Co.** (BP-4576; Docket 7433), **Taylor, Texas**, all requested the same facilities.

#### 1550 KC.

The Commission announces adoption of Proposed Decision (B-328) looking towards the grant of the application of **Frank H. Ford** (BP-3916; Docket 7114) for a new station at **Shreveport, La.**, to operate on 1550 kc., 1 KW day, 500 watts night, directional antenna at night only; conditions.

At the same time the application of **James A. Noe** (BP-3790, Docket 7113), for the same frequency with power of 250 watts, unlimited time, is proposed to be denied.

### AM—Designated for Hearing

#### 810 KC.

**Bee Broadcasting Co., Beeville, Texas** (V. L. Rossi and John D. Rossi)—Granted petition of A. H. Belo Corp., licensee of station WFAA, requesting that Bee Broadcasting Co. application (BP-4639) be designated for hearing and petitioner made a party thereto, said petition having been joined in by Carter Publications, Inc. (WBAP). The Commission ordered said application of Bee Broadcasting Co. for a new station to operate on 810 kc., 250 watts, daytime only, designated for hearing, and made WFAA and WBAP parties to the proceeding.

#### 910 KC.

**Piedmont Broadcasting Co., Greenville, S. C.**—Designated for hearing application (BP-5307) for a new station to operate on 910 kc., 1 KW, daytime only, and ordered WJHL, Johnson City, Tenn., be made a party to the proceeding.

#### 1080 KC.

**Western New York Broadcasting Co., Kenmore, N. Y.; John J. Laux, Niagara Falls, N. Y.; Reno Newspapers, Inc., Reno, Nev.**—Designated for consolidated hearing the application of Western New York Broadcasting Co. (BP-5579), and application of John J. Laux (BP-5628), each requesting a new station on 1080 kc., 1 KW, daytime only.

#### 1170 KC.

**The Litchfield County Radio Corp., Torrington, Conn.; New City Broadcasting Co., Torrington, Conn.** (Loris Lasapenara)—Designated for consolidated hearing the application of Litchfield County Radio Corp. (BP-5448), and application of New City Broadcasting Co. (BP-5630), both requesting 1170 kc., 1 KW, daytime only.

#### 1290 KC.

**WTOC—Savannah Broadcasting Co., Savannah, Ga.**—Granted petition for reconsideration directed against the Commission's action of October 17, 1946, granting without a hearing the application of Ken-Sell, Inc., for a new station at West Palm Beach, Fla., to operate on 1290 kc., 1 KW, daytime only, and designated said Ken-Sell application (BP-5104) for hearing and made WTOC a party intervenor.

#### 1300 KC.

**Frank E. Duhme, St. Petersburg, Fla.**—Granted petition requesting that his application (BP-5677) for a new station

to operate on 1300 kc., 1 KW, unlimited time, be designated for hearing in a consolidated proceeding with application of Florida West Coast Broadcasting Co., Tampa, Fla. (Docket 7768)

#### 1370 KC.

**Radio Anthracite, Inc., Pottstown, Pa.; Charles M. Meredith, Silverdale, Pa.**—Designated for consolidated hearing the application of Radio Anthracite, Inc. (BP-5582) with application of Charles M. Meredith, each requesting a new station at their respective locations, to operate on 1370 kc., 1 KW, daytime only.

#### 1450 KC.

**The Voice of Nevada's Capital, Carson City, Nev.** (Ralph Morgali)—Designated for consolidated hearing the application of Reno Newspapers, Inc. (BP-5426) and application of The Voice of Nevada's Capital (BP-5654), each requesting a new station to operate on 1450 kc., with 250 watts, unlimited time.

#### 1540 KC.

**Bayou Broadcasting Co., Inc., Baton Rouge, La.**—Designated for hearing in a consolidated proceeding now scheduled for February 17, on application of Bayou Broadcasting Co. (BP-5453) and other conflicting applications, its petition for leave to amend the above application so as to specify power of 50 KW day, 10 KW night, with DA, on frequency 1540 kc. (instead of 250 watts day, 100 watts night, non-DA, unlimited time), to determine whether the proposed amendment should be accepted for filing, and to determine the same issues with relation to proposed amendment as are to be determined on application as filed Nov. 19, 1946, in the event the proposed amendment should be accepted for filing.

### AM—Transfer of Control

**KRIS—Gulf Coast Broadcasting Co. (Licensee), Corpus Christi, Texas** (M. Tilford Jones (Transferor), T. Frank Smith (Transferee))—Granted consent to transfer of control of licensee from M. Tilford Jones to T. Frank Smith. No money involved. (B-TC-518)

**KGER—Consolidated Broadcasting Corp., Ltd. (Licensee), Long Beach, Calif.** (C. Merwin Dobyns, Deceased (Transferor), Dana Latham, Executor of the estate of C. Merwin Dobyns (Transferee))—Granted consent to the involuntary transfer of control of licensee corporation from C. Merwin Dobyns, deceased, to Dana Latham, Executor of the estate of C. Merwin Dobyns. No monetary consideration involved. (B-TC-520)

**KTEM—KTEM-FM—Bell Broadcasting Co., Inc. (Licensee), Temple, Texas** (Ruth W. Mayborn (Transferor), Frank W. Mayborn (Transferee))—Granted consent to transfer of control of station KTEM and associated FM station KTEM-FM, from Mrs. Ruth W. Mayborn to Frank W. Mayborn, arising out of a property settlement between Frank W. Mayborn and his wife, Ruth W. Mayborn. (B-TC-528)

### AM Licenses Granted to Cover CP's

**WDMJ—The Lake Superior Broadcasting Co., Marquette, Mich.**—Granted license to cover CP which authorized installation of a new transmitter. (BL-2163)

**WCVS—WCBS, Inc., Springfield, Ill.**—Granted license to cover CP which authorized installation of new vertical antenna and change in transmitter location. (BL-2191)

**WTAD—Lee Broadcasting, Inc., Quincy, Ill.**—Granted license to cover CP which authorized a new transmitter. (BL-2113)

**WKBB—WKBB, Inc., La Crosse, Wis.**—Granted license to cover CP which authorized increase in power to 5 KW, installation of a new transmitter and DA for night use, and change in transmitter location. (BL-2125)

**WING—Great Trails Broadcasting Corp., Dayton, Ohio.**—Granted license to cover CP which authorized change in DA for night use, and change in transmitter location. (BL-2126)

(Continued on next page)

**WSPA—Spartanburg Advertising Co., Spartanburg, S. C.**—Granted license to cover CP which authorized changes in DA system and increase in power to 5 KW. (BL-2091)

#### 1170 KC.

**KLOK—Valley Broadcasting Co., San Jose, Cal.**—Granted license to cover CP which authorized a new station on 1170 kc., 5 KW, day. (BL-2141)

#### 1230 KC.

**WNEB—New England Broadcasting Co., Worcester, Mass.**—Granted license to cover CP which authorized a new station on 1230 kc., 250 watts, unlimited time; conditions. (BL-2213)

#### 1240 KC.

**WKDK—Newberry Broadcasting Co., Newberry, S. C.**—Granted license to cover CP which authorized a new station on 1240 kc., 250 watts, unlimited time; conditions. (BL-2128)

**WWON—Associated Electronic Enterprises, Woonsocket, R. I.**—Granted license to cover CP which authorized a new station on 1240 kc., 250 watts, unlimited time, and to specify studio location as 99 Main St., Woonsocket; conditions. (BL-2148)

**WKBR—Granite State Broadcasting Co., Inc., Manchester, N. H.**—Granted license to cover CP which authorized a new station on 1240 kc., 250 watts, unlimited time; conditions. (BL-2092)

**WEEK—Union City Broadcasting Co., Inc., Union City, Tenn.**—Granted license to cover CP for a new station to operate on 1240 kc., 250 watts, unlimited time; and change studio location to corner 1st and Washington Sts., Union City; conditions. (BL-2121)

**WHUM—Eastern Radio Corp., Reading, Pa.**—Granted license to cover CP which authorized a new station on 1240 kc., 250 watts, unlimited time; conditions. (BL-2036)

#### 1340 KC.

**KIST—Harry C. Butcher, Santa Barbara, Calif.**—Granted license to cover CP which authorized a new station on 1340 kc., 250 watts, unlimited time. (BL-2203)

**WKUL—Cullman Broadcasting Co., Cullman, Ala.**—Granted license to cover CP for a new station to operate on 1340 kc., 250 watts, unlimited time; conditions. (BL-2097)

**WGNI—General Newspapers, Inc., Wilmington, N. C.**—Granted license to cover CP which authorized a new station on 1340 kc., 250 watts, unlimited time, and for change of studio location to 233 Princess St., Wilmington, N. C. (BL-2217)

#### 1400 KC.

**WFTL—Ft. Lauderdale Broadcasting Co., Ft. Lauderdale, Fla.**—Granted license to cover CP which authorized a new station on 1400 kc., 250 watts, unlimited time; conditions. (BL-2098)

**KTFS—Texarkana Broadcasting Co., Texarkana, Texas**—Granted license to cover CP which authorized a new station on 1400 kc., 250 watts, unlimited time; conditions. (BL-2144)

**WHAL—Shelbyville Broadcasting Co., Shelbyville, Tenn.**—Granted license to cover CP which authorized a new station on 1400 kc., 250 watts, unlimited time; conditions. (BL-2215)

**KCLA—Radio Engineering Service, Pine Bluff, Ark.**—Granted license to cover CP which authorized a new station on 1400 kc., 250 watts, unlimited time; conditions. (BL-2249)

#### 1430 KC.

**KBRC—Beckley Radio Co., Mt. Vernon, Wash.**—Granted license to cover CP which authorized a new station on 1430 kc., 500 watts, daytime. (BL-2198)

#### 1450 KC.

**KGRH—Fayetteville Broadcasting Co., Fayetteville, Ark.**—Granted license to cover CP which authorized a new station on 1450 kc., 250 watts, unlimited time; conditions; and to specify studio location at corner of W. North St. and Leverette Ave., Fayetteville, Ark. (BL-2212)

**WRQN—Vidalia Broadcasting Co., Vidalia, Ga.**—Granted license to cover CP which authorized a new station on 1450 kc., 250 watts, unlimited time; conditions. (BL-2187)

#### 1490 KC.

**WWNS—Alfred Dorman, Statesboro, Ga.**—Granted license to cover CP which authorized a new station on 1490 kc., 250 watts, unlimited time; conditions. (BL-2186)

**WSBR—WSBR, Inc., Superior, Wis.**—Granted license to cover CP which authorized a new station on 1490 kc., 250 watts, unlimited time; conditions. (B4-L-2052)

### AM—Modifications of CP's

**WBCC—Broadcast Management, Inc., Bethesda, Md.**—Granted modification of CP (BP-4928) to change type of transmitter and to specify studio location as 5 Wilson Lane, Bethesda, Md. (BMP-2449)

**KWEM—W. Memphis Broadcasting Corp., West Memphis, Ark.**—Granted modification of CP which authorized a new station, for extension of completion date to 2-1-47. (BMP-2455)

**KSLO—James B. Littlejohn, Ogden, Utah**—Granted modification of CP which authorized a new station, for changes in transmitting equipment, for approval of antenna with FM antenna mounted on top, and approval of transmitter and studio locations on W. 12th St., Ogden. (BMP-2047)

**WWNS—Alfred Dorman, Statesboro, Ga.**—Granted modification of CP (BP-4486) to change type of transmitter; conditions. (BMP-2299)

**WRRZ—Tar Heel Broadcasting System, Inc., Clinton, N. C.**—Granted modification of CP which authorized a new station, for approval of antenna, of transmitter location at 1.6 mi. SE of Clinton—U. S. Highway 701, near Clinton, and to specify studio location as 205½ Main St., Clinton. (BMP-2295)

**KXOL—Fort Worth Broadcasting Co., Fort Worth, Texas**—Granted modification of CP which authorized a new standard station, to change type of transmitter and to specify studio location at 1216 Penna. Ave., Professional Bldg., Fort Worth. (BMP-2443)

**WESC—Greenville Broadcasting Co., Greenville, S. C.**—Granted modification of CP which authorized a new station, for approval of antenna, change type of transmitter, and to specify studio location as #1 College St., Greenville. (BMP-2396)

**KBOW—Copper City Radio Co., Butte, Mont.**—Granted modification of CP (BP-4552) to make changes in vertical antenna. (BMP-2451)

**WSPR—WSPR, Inc., Springfield, Mass.**—Granted modification of CP (BP-3949) for extension of completion date to 3-1-47. (BMP-2457)

**KGLU—Gila Broadcasting Co., Safford, Ariz.**—Granted modification of CP (BP-2955), for changes in antenna and change transmitter location to: On U. S. Highway #70, approximately 2.5 mi. SE of Safford. (BMP-1902)

**KXRJ—The Valley Broadcasters, Russellville, Ark.**—Granted modification of CP which authorized a new station, for approval of antenna, to change type of transmitter, for approval of transmitter location at south wing Fine Arts Bldg., Ark. Polytechnic College, Russellville, and to specify studio location as Arkansas Polytechnic Campus. (BMP-2298)

**KOPO—Old Pueblo Broadcasting Co., Tucson, Ariz.**—Granted modification of CP which authorized a new station, to change type of transmitter. (BMP-2444)

**KGBS—Harbenito Broadcasting Co., Harlingen, Texas**—Granted modification of CP (BP-4385), for extension of completion date to 3-1-47. (BMP-2434)

**WKBC—Wilkes Broadcasting Co., No. Wilkesboro, N. C.**—Granted modification of CP which authorized a new station, for approval of antenna, to change type of transmitter, for approval of transmitter location at 1.7 miles east of

*(Continued on next page)*



No. Wilkesboro, and to specify studio location as Poindexter Bldg., No. Wilkesboro. (BMP-2419)

**KSIG—Acadia Broadcasting Co., Crowley, La.**—Granted modification of CP which authorized a new station, for approval of antenna and transmitter location at intersection of Highway 1024 and Odd Fellows Road and Highway 90, which forms triangle, and change studio location to 101 No. Parkerson Ave., Crowley. (BMP-2406)

**KSON—Studebaker Broadcasting Co., San Diego, Calif.**—Granted modification of CP which authorized a new station, for approval of transmitter location at corner Rigel and Cottonwood Sts., San Diego, and for approval of antenna, and change type of transmitter. (BMP-2370)

**WLOA—Matta Broadcasting Co., Braddock, Pa.**—Granted modification of CP (BMP-2386) for approval of antenna and transmitter location at: On a hill NE of Braddock. (BMP-2386)

### AM—Miscellaneous Actions

**KUGN—Valley Broadcasting Co., Eugene, Ore.**—Granted CP to make changes in vertical antenna and mount FM antenna on top of AM tower. (BP-5610)

**Enterprise Publishing Co., Douglas, Ga.**—Denied petition for reconsideration, or in the alternative, for immediate hearing, directed against the Commission's action of December 3, 1946, granting application of Downing Musgrave, Douglas, Ga., for modification of CP (BMP-2210) to obtain approval of transmitter site for new station authorized on August 22.

**KBIX—Oklahoma Press Publishing Co., Muskogee, Okla.**—Granted petition for reconsideration and grant without hearing of application for renewal of license for station KBIX and application for an FM station. (Dockets No. 7864 and 7865)

**WHYN—Hampden-Hampshire Corp., Holyoke, Mass.**—Denied petition for review of the action taken by the presiding officer of the Motions Docket, granting in part a petition filed Jan. 16 by Pynchon Broadcasting Corp., Springfield, Mass., insofar as it requested a continuance to Feb. 17 of the consolidated hearing on WHYN's application and that of Pynchon Broadcasting Corp., and affirmed action of said presiding officer.

**Pynchon Broadcasting Corp., Springfield, Mass.**—Granted petition for leave to amend its applications (Docs. 7886 and 8036) so as to show a complete change in the officers, directors and stockholders of applicant corporation, and the amendments were accepted.

**Florida West Coast Broadcasting Co., Tampa, Fla.** (Worth Kramer)—Denied petition for reconsideration of the Commission's action of August 7 designating its application (BP-4780; Doc. 7768) for hearing, and that after reconsideration, to grant said application.

**KGBC—The Galveston Broadcasting Co., Galveston, Texas** (James W. Bradner, Jr.)—Granted petition insofar as it requests consolidation of its application (BP-5663) in the consolidated proceeding currently scheduled for February 17 on applications of Louisiana Broadcasting Co. (Docket 7172), et al.

**Patron Broadcasting Co., Albany, N. Y.**—Denied petition requesting reconsideration and grant without hearing of its application. (BP-4611; Docket 7992)

**KGBC—The Galveston Broadcasting Co., Galveston, Texas** (James W. Bradner, Jr.)—Denied petition insofar as it requests a continuance of the consolidated hearing now scheduled for Feb. 17, which request has been joined in by Josh Higgins Broadcasting Co. (KXEL), Waterloo, Iowa.

**WOKO—WOKO, Inc., Albany, N. Y.**—Granted 30-day extension of temporary license pending examination of petitions and oppositions which have been filed in relation to this station.

**WMOB—Num Broadcasting Corp., Mobile, Ala.**—Granted CP to make changes in antenna and mount FM antenna on top of AM antenna and change transmitter location to off Andrews and Stanton Sts., Mobile. (BP-5124)

**WOL—Cowles Broadcasting Co., Washington, D. C.**—Granted CP to move old main transmitter to Brookville Rd., Wheaton, Md. (present location of main transmitter), to be used as an auxiliary with power of 1 KW, DA day and night. (BP-5616)

**Southern Broadcasting Corp., New Orleans, La.**—Ordered that pursuant to Sec. 1.387(b)(3) of the Rules, that application of Southern Broadcasting Corp. (BP-5587) be dismissed without prejudice to refiling after a decision has been rendered with respect to the applications of Charles C. Carlson (Docket 6529) and Louise C. Carlson (Docket 7870), heard in a consolidated proceeding, or after the said applications have otherwise been disposed of.

**WPOR—Centennial Broadcasting Co., Inc. (Assignor), Oliver Broadcasting Corp. (Assignee), Portland, Me.**—Granted consent to assignment of license of station WPOR from Centennial Broadcasting Co., Inc. to Oliver Broadcasting Corp., by sale of 57,500 shares (95.8%) of capital stock of assignor company to assignee, for a total consideration of \$96,250.00 (Comr. Durr voting for hearing). (B-AL-562)

### 1450 KC.

**WJXN—Ewing Frequency Broadcasting Co., Jackson, Miss.**—Granted CP to change frequency from 1490 to 1450 kc. (BP-5294).

**WFPG—Neptune Broadcasting Corp., Atlantic City, N. J.**—Granted CP to install auxiliary transmitter at Virginia Ave. & Boardwalk, Atlantic City (present site of main transmitter), to be operated on 1450 kc., 250 watts. (BP-5614)

### 1600 KC.

**WMLS—Piedmont Carolina Broadcasting Co., Inc., Reidsville, N. C.**—Granted application to modify its construction permit (granted conditionally for operation on 1600 kc.) to specify 1 KW power day and night, and a transmitter site and DA complying with Commission's request. (B-MP-2339)

### AM—Actions on Motions

**KVAK—S. H. Patterson, Atchison, Kans.**—Granted petition requesting leave to amend its application (BP-4317; Doc. 7562) so as to specify the frequency 1470 kc., with 1 KW, unlimited time, instead of 1200 kc., with 1 KW, daytime only. The amendment was accepted and the hearing presently scheduled for Feb. 5 was continued to March 24, at Washington.

**Ashland Broadcasting Co., Ashland, Ky.**—The Commission on its own motion continued the hearing indefinitely, presently scheduled for Feb. 1, in re application. (BP-4422; Doc. 7365)

**Belleville News-Democrat, Belleville, Ill.**—Granted petition for leave to amend its application (BP-5176; Doc. 7844) so as to specify the frequency 1260 kc. instead of 1430 kc. The amendment was accepted and the Commission on its own motion removed said application from the hearing docket.

**KGKB—East Texas Broadcasting Co., Tyler, Texas**—Denied petition requesting that the issues in the proceeding upon its application (BP-4769; Doc. 7950) and application of KGGF (Doc. 7951) be enlarged. Exceptions noted by counsel for petitioner.

**Metropolitan Broadcasting Corp., Belleville, Ill.**—Granted petition for leave to amend its application (BP-5034; Doc. 7843) so as to show the deletion of Joseph Mark Thompson as an officer and director of the corporation, etc.

**Midland Broadcasting Co., Kansas City, Mo.; Fred Jones Radiocasting and Tele. Co., Oklahoma City, Okla.**—The Commission on its own motion continued the consolidated hearing upon these applications to March 3, at Washington.

**Clearwater Radio Broadcasters, Inc., Clearwater, Fla.**—Granted petition requesting the Commission to schedule an early hearing date in the consolidated proceeding in re its application (Doc. 7503) and that of Lyle Van Valkenburgh (Doc. 8054); and the Commission scheduled said hearing for Feb. 24 at Clearwater and Feb. 25 at St. Petersburg, Fla.

(Continued on next page)

**Abilene Broadcasting Co., Abilene, Texas**—Denied petition requesting the Commission to reopen the record in the proceeding involving its application (Doc. 7367) and applications of Westex Broadcasting Co. and Citizens Broadcasting Co., Inc. (Docs. 7366 and 7483). Exceptions noted by counsel for petitioner.

**Blackstone Broadcasting Co., Tyler, Texas**—Granted petition for leave to amend its application (BP-5316; Doc. 8032) so as to specify the frequency 600 kc., with 500 watts, instead of 940 kc., with 250 watts. The amendment was accepted and application removed from the hearing docket.

**San Fernando Valley Broadcasting Co., San Fernando, Calif.**—Granted petition for leave to amend its application (BP-5387; Doc. 7960) so as to specify the frequency 1460 kc., daytime only, instead of 1450 kc., unlimited time.

**San Fernando Valley Broadcasting Co., San Fernando, Calif.**—Denied petition requesting leave to intervene in the hearing on application of KVSM (Doc. 8045), and that the record in the proceeding upon the San Mateo application be held open and the record to be made on petitioner's application be incorporated therewith to permit comparative consideration. Exceptions noted by counsel for petitioner.

**Lee-Smith Broadcasting Co., Faribault, Minn.; Associated Broadcasters, Inc., Wadena, Minn.**—Ordered that the consolidated hearing on these applications be scheduled for Monday, March 3, in Washington.

**McKinney Air Enterprises, Inc., McKinney, Texas**—Granted petition for leave to amend its application (BP-5210; Doc. 8017) so as to specify 1600 kc., with 500 watts, daytime only, instead of 1580 kc., 250 watts, daytime; the amendment was accepted and applications removed from the hearing docket.

**Gainesville Broadcasting Co., Inc., Gainesville, Texas**—The Commission on its own motion removed from the hearing docket application of Gainesville Broadcasting Co., Inc. (B-P-5416; Doc. 8018)

**Anderson Broadcasting Co., Inc., Anderson, S. C.**—Granted petition for leave to amend its application (B-P-4995; Doc. 7793) so as to specify frequency 980 kc. instead of 860 kc. The amendment was accepted and application removed from the hearing docket.

**WLBG, Inc., Laurens-Clinton, S. C.**—The Commission on its own motion removed from the hearing docket application of WLBG, Inc. (B-P-4587; Doc. 7792)

**Northeast Oklahoma Broadcasting Co., Miami, Okla.**—Granted petition to dismiss without prejudice its application. (B-P-4950; Doc. 7809)

**Midwest Broadcasting Co., Mount Vernon, Ill.**—Granted petition insofar as it requests leave to amend its application (BP-3922; Doc. 7059) so as to specify the frequency 1300 kc. instead of 940 kc., etc. The Commission on its own motion removed said application, as amended, from the hearing docket, and dismissed the exceptions to the Commission's decision of December 23, 1946, in this matter. Insofar as petition requests grant without further hearing, it is dismissed.

**Elyria-Lorain Broadcasting Co., Elyria, Ohio**—Granted petition for leave to amend its application (BP-4865. Doc. 7780) so as to request power of 1 KW instead of 1 KW night, 5 KW-LS; to specify a different transmitter site, etc.

**KQW—Pacific Agricultural Foundation, San Jose, Calif.**—Granted petition for leave to intervene in the hearing on applications of Frank Andrews (Doc. 8013), et al.

**Lyle Van Valkenburgh, St. Petersburg, Fla.**—Granted Petition for leave to amend his application (BP-5547; Doc. 8054) so as to show that the applicant is not a representative of an alien government.

**California Broadcasting Co., Santa Monica, Calif.**—Granted petition for waiver of rules and accepted written appearance in re application. (BP-5419; Doc. 7961)

**Morris Luskin, Burbank, Calif.**—Granted petition to dismiss without prejudice application. (BP-5027; Doc. 7890)

**Burbank Broadcasters, Inc., Burbank, Calif.**—Granted petition for leave to amend application (BP-5251; Doc. 7891)

so as to show addition of Morris Luskin as a 15% stockholder, etc.

**Central Michigan Radio Corp., Lansing, Mich.**—Denied petition requesting the Commission to fix an early date for consolidated hearing upon its application (Doc. 7979) and application of Farmers' Chemical Co. (Doc. 7980). Exceptions noted by counsel for petitioner.

## AM—Applications Accepted for Filing

### 550 KC.

**KTSA—Sunshine Broadcasting Co., San Antonio, Texas**—Modification of construction permit (B3-P-4399, which authorized increase in power and installation of directional antenna for night use) for approval of directional antenna system, to install new transmitter and change transmitter location from Hedwig Road, 1½ miles east of San Antonio, Texas, to On Rittiman Road, 3.7 miles east of intersection of Rittiman Road and U. S. Highway 81, Rural, Texas.

### 570 KC.

**WGWD—G. W. Covington, Jr., Gadsden, Ala.**—Modification of construction permit (B3-P-4000, which authorized a new standard broadcast station) for approval of antenna, to change type of transmitter and for approval of transmitter and studio locations.

### 580 KC.

**KFXD—Frank E. Hurt & Son, Nampa, Idaho** (a partnership composed of Frank E. Hurt and Edward P. Hurt)—License to cover construction permit (B5-P-3668, as modified) which authorized change in frequency, increase in power, change in transmitting equipment, installation of directional antenna for day and night use and change in transmitter and studio locations and authority to determine operating power by direct measurement of antenna power.

### 600 KC.

**WTCB—Central Broadcasting Corp., Flint, Mich.**—Modification of construction permit (B2-P-4403, which authorized a new standard broadcast station) to change corporate name from Central Broadcasting Corp. to Trendle-Campbell Broadcasting Corp.

**NEW—Coconino Broadcasting Co., Flagstaff, Ariz.** (P. O. J. R. Heath, 74 E. Pierson St., Phoenix, Ariz.)—Construction permit for a new standard broadcast station to be operated on 600 kc., power of 1 KW, directional antenna, and unlimited hours of operation.

### 610 KC.

**KDAL—Red River Broadcasting Co., Inc., Duluth, Minn.**—Construction permit to increase power from 1 KW day and night to 5 KW day and night, install new transmitter and make changes in directional antenna for night use. Amended to make changes in directional antenna and ground system.

**WAYS—Inter-City Advertising Co., Charlotte, N. C.**—License to cover construction permit (B3-P-4556) which authorized increase in power using directional antenna day and night and install new transmitter and authority to determine operating power by direct measurement of antenna power.

### 680 KC.

**NEW—Radio Atlanta, Inc., Atlanta, Ga.** (P. O. 1425 C & S Bldg.)—Construction permit for a new standard broadcast station to be operated on 680 kc., power of 1 KW and daytime hours of operation.

### 710 KC.

**WTPR—Kentucky Lake Broadcasting System, Inc., Paris, Tenn.**—Modification of construction permit (B3-P-4528, which authorized a new standard broadcast station) for approval of antenna and transmitter location.

### 730 KC.

**WCIF—Madisonville Broadcasting Co., Inc., Madisonville, Ky.**—License to cover construction permit (B2-P-4561, as  
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modified) which authorized a new standard broadcast station and for change of studio location and authority to determine operating power by direct measurement of antenna power.

**760 KC.**

**WCPS—Coastal Plains Broadcasting Co., Inc., Tarboro, N. C.**—License to cover construction permit (B3-P-4891, as modified) which authorized a new standard broadcast station and for change of studio location and authority to determine operating power by direct measurement of antenna power.

**780 KC.**

**WARI—Northern Virginia Broadcasters, Inc., Arlington, Va.**—Modification of license to change hours of operation from daytime to limited time.

**790 KC.**

**NEW—Booth Radio Stations, Inc., Saginaw, Mich.**—Construction permit for a new standard broadcast station to be operated on 790 kc., power of 1 KW, directional antenna and unlimited hours of operation. Amended re changes in directional antenna.

**800 KC.**

**NEW—North Alabama Broadcasting Co., Decatur, Ala.** (H. H. Kinney and D. T. Kinney, a partnership) (P. O. 109-6th Ave., East Cullman, Ala.)—Construction permit for a new standard broadcast station to be operated on 800 kc., power of 1 KW and daytime hours of operation.

**810 KC.**

**NEW—Green Bay Newspaper Co., Green Bay, Wis.**—Construction permit for a new standard broadcast station to be operated on 1400 kc., power of 250 watts and unlimited hours of operation. Amended to change frequency from 1400 to 810 kc., power from 250 watts day and night to 1 KW daytime only, hours of operation from unlimited to daytime and change type of transmitter.

**840 KC.**

**NEW—W. A. Smith, Plant City, Fla.** (P. O. 901 South Collins St.)—Construction permit for a new standard broadcast station to be operated on 840 kc., power of 250 watts and daytime hours of operation.

**900 KC.**

**NEW—George Basil Anderson, Columbus, Neb.** (P. O. 109 Park Ave., Norfolk, Neb.)—Construction permit for a new standard broadcast station to be operated on 900 kc., power of 1 KW and daytime hours of operation.

**NEW—Southern Puerto Rico Broadcasting Corp., Ponce, P. R.** (P. O. 96 Reina St., Altos, Ponce, P. R.)—Construction permit for a standard broadcast station to be operated on 900 kc., power of 250 watts, and unlimited hours of operation.

**920 KC.**

**KECK—Ector County Broadcasting Co., Odessa, Texas** (Ben Nedow)—License to cover construction permit (B3-P-4148, as modified) which authorized a new standard broadcast station and authority to determine operating power by direct measurement of antenna power.

**940 KC.**

**NEW—North Alabama Broadcasting Co., Guntersville, Ala.** (H. H. Kinney and D. T. Kenney, a partnership) (P. O. % H. H. Kinney, Cullman, Ala.)—Construction permit for a new standard broadcast station to be operated on 940 kc., power of 250 watts and daytime hours of operation.

**WBBB—Alamance Broadcasting Co., Inc., Burlington, N. C.**—Construction permit to change frequency from 920 to 940 kc., change hours of operation from daytime to unlimited time using 1 KW day and night and install directional antenna for night use. Amended to increase power from 1 KW day and night to 5 KW daytime only; hours of operation from unlimited to daytime; make changes in

vertical antenna and ground system and change type transmitter.

**950 KC.**

**WSPA—Spartanburg Advertising Co., Spartanburg, S. C.**—Voluntary transfer of control of licensee corporation from A. B. Taylor to Walter J. Brown. (360 shares of capital stock, 39.6%.)

**960 KC.**

**NEW—Abbeville Broadcasting Service, Inc., Abbeville, La.** (P. O. c/o Marcus A. Broussard, P. O. Box 7)—Construction permit for a new standard broadcast station to be operated on 960 kc., power of 1 KW, and daytime hours of operation.

**970 KC.**

**WFLA—The Tribune Co., Tampa, Fla.**—Modification of construction permit (B3-P-4171, as modified which authorized changes in directional antenna for night use) to make changes in directional antenna.

**980 KC.**

**NEW—Louie L. Morris, Hartwell, Ga.** (P. O. Hartwell, Ga.)—Construction permit for a new standard broadcast station to be operated on 980 kc., power of 1 KW and daytime hours of operation.

**990 KC.**

**NEW—Pittsburg Broadcasting Co., Pittsburg, Calif.**—Construction permit for a new standard broadcast station to be operated on 990 kc., power of 1 KW, directional antenna for night and unlimited hours of operation. Amended re changes in directional antenna pattern and change transmitter location (same description).

**KWEM—West Memphis Broadcasting Corp., West Memphis, Ark.**—Modification of construction permit (B3-P-4991, as modified, which authorized a new standard broadcast station) for extension of completion date.

**1010 KC.**

**NEW—C. Thomas Patten, Oakland, Calif.**—Construction permit for a new standard broadcast station to be operated on 1000 kc., power of 10 KW, directional antenna and daytime hours of operation. Amended to change frequency from 1000 kc. to 1010 kc.

**1020 KC.**

**KDKA—Westinghouse Radio Stations, Inc., Pittsburgh, Pa.**—Construction permit to make changes in transmitting equipment.

**1050 KC.**

**WTUN—Washington County Broadcasting Corp., Johnson City, Tenn.**—Modification of construction permit (B3-P-5260, which authorized a new standard broadcast station) for approval of antenna, to change type of transmitter, for approval of transmitter location.

**1100 KC.**

**WLBB—Carroll Broadcasting Co., Carrollton, Ga.** (Roy Richards, Robert Tisinger, J. E. Duncan and Thomas Carr, a partnership)—License to cover construction permit (B3-P-4925) which authorized a new standard broadcast station and authority to determine operating power by direct measurement of antenna power.

**1110 KC.**

**WBT—Jefferson Standard Broadcast Co., Charlotte, N. C.**—Modification of construction permit (B3-P-4655, which authorized installation of a booster station synchronously with WBT) to change type of transmitter and make changes in vertical antenna.

**1130 KC.**

**KYOR—Silver Gate Broadcasting Co., San Diego, Calif.** (Albert E. Furlow, Frank G. Forward, Roy M. Ledford, Fred H. Rohr and Mary W. Hetzler)—License to cover con-

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struction permit (B5-P-4669, as modified) which authorized a new standard broadcast station and authority to determine operating power by direct measurement of antenna power.

#### 1160 KC.

**NEW—Home News Publishing Co., New Brunswick, N. J.**—Construction permit for a new standard broadcast station to be operated on 1510 kc., power of 1 KW and daytime hours of operation. Amended to change frequency from 1510 to 1160 kc., power from 1 KW daytime to 250 watts daytime, make changes in antenna and ground system, change type of transmitter and transmitter location from to be determined in or near New Brunswick, New Jersey, to northwest of the City of New Brunswick, New Jersey.

#### 1170 KC.

**WRUD—Suburban Broadcasting Corp., Upper Darby, Pa.**—Modification of construction permit (B2-P-5134, which authorized a new standard broadcast station) for approval of antenna, to change type of transmitter, for approval of transmitter location and to change studio location.

#### 1220 KC.

**WEPL—R. I. Broadcasting Co., Providence, R. I.**—Modification of construction permit (B1-P-5046, which authorized a new standard broadcast station) to increase power from 250 watts day to 1 KW day, install new transmitter, make changes in vertical antenna and change transmitter location.

#### 1230 KC.

**WJOR—Bangor Broadcasting Service, Bangor, Me.** (Sidney Slon, Lawrence Slon and Stephen Velardi, a partnership)—Voluntary assignment of construction permit to Bangor Broadcasting Service, Inc.

**KGEK—Elmer G. Beehler, Sterling, Colo.**—Modification of license to change hours of operation from specified hours to daytime.

**NEW—Alachua County Broadcasting Co., Gainesville, Fla.** (P. O. Alachua County, Florida Bank Bldg.)—Construction permit for a new standard broadcast station to be operated on 1230 kc., power of 250 watts and unlimited hours of operation.

#### 1240 KC.

**KHUM—Carroll R. Hauser, Eureka, Calif.**—License to cover construction permit (B5-P-4784, as modified) which authorized a new standard broadcast station and authority to determine operating power by direct measurement of antenna power.

**WWCO—Mitchell G. Meyers, Ruben E. Aronheim and Milton H. Meyers, Waterbury, Conn.**—Voluntary assignment of license to The Mattatuck Broadcasting Co.

**NEW—Harry Willard Linder, St. Cloud, Minn.** (P. O. 307 West 6th St., Willmar, Minn.)—Construction permit for a new standard broadcast station to be operated on 1240 kc., power of 250 watts and unlimited hours of operation.

**NEW—Max H. Lavine, St. Cloud, Minn.** (P. O. 105 E. Eighth St., Superior, Wis.)—Construction permit for a new standard broadcast station to be operated on 1240 kc., power of 250 watts, and unlimited hours of operation.

**NEW—Pisgah Broadcasting Co., Inc., Brevard, N. C.** (P. O. Box 145, Brevard, 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.

#### 1260 KC.

**NEW—Steel City Broadcasting Co., Gary, Ind.** (George M. Whitney, Caroline L. Whitney and Fredrik K. Feyling, a partnership) (P. O. c/o George M. Whitney, 4023 N. Keeler Ave., Chicago, Ill.)—Construction permit for a new standard broadcast station to be operated on 1260 kc., power of 250 watts, and daytime hours of operation.

#### 1270 KC.

**W Duk—W Duk, Inc., Durham, N. C.**—Construction permit to change frequency from 1310 to 1270 kc., change hours

of operation from daytime to unlimited time and increase power from 1 KW day to 500 watts, 1 KW day.

#### 1300 KC.

**NEW—Frank E. Duhme, St. Petersburg, Fla.** (P. O., Route 2, Box 1319)—Construction permit for a new standard broadcast station to be operated on 1300 kc., power of 1 KW, directional antenna for night use, and unlimited hours of operation.

#### 1340 KC.

**KWSD—Shasta Cascade Broadcasting Corp., Mt. Shasta, Calif.**—Modification of construction permit (B5-P-5274, which authorized a new standard broadcast station) for approval of antenna and transmitter location at East Alma St., Mt. Shasta, Calif.

**WNCA—Community Broadcasting Co., Asheville, N. C.**—Voluntary transfer of control of licensee corporation from C. Fredric Rabell, Jack O. K. Barfield, James M. Earnest, Albin F. Knight, J. Alfred Miller and Richard M. Arnold to Jacksonville Broadcasting Corp. (240 shares of common stock, 100%).

**KJAM—The Uintah Broadcasting Co., Vernal, Utah** (James C. Wallentine)—License to cover construction permit as modified, which authorized a new standard broadcast station and authority to determine operating power by direct measurement of antenna power.

**KREM—Cole E. Wylie, Spokane, Wash.**—License to cover construction permit (B5-P-4786, as modified) which authorized a new standard broadcast station and authority to determine operating power by direct measurement of antenna power.

**KVOL—Evangeline Broadcasting Co., Inc., Lafayette, La.**—Construction permit to change frequency from 1340 to 1480 kc., increase power from 250 watts day and night to 5 KW day and 1 KW night, install new transmitter and make change in vertical antenna and install new ground system. (Facilities of KTBS requested.)

#### 1360 KC.

**NEW—DeKalb Radio Studios, DeKalb, Ill.** (Theodore A. Lanes and Roland Wallem, a partnership) (P. O. 153½ N. Third St.)—Construction permit for a new standard broadcast station to be operated on 1360 kc., power of 250 watts and daytime hours of operation.

#### 1370 KC.

**KXLF—KGIR, Inc., Butte, Mont.**—Authority to determine operating power by direct measurement of antenna power.

**KEEN—United Broadcasting Co., San Jose, Calif.** (a partnership composed of George Mardikian, George Snell, Varnard Floyd Farr, S. A. Melnicoc and Alfred Aram)—Modification of construction permit (B5-P-4061, which authorized a new standard broadcast station) for approval of antenna, to change type of transmitter, to change transmitter location and to change studio location.

#### 1390 KC.

**WEAM—Arlington-Fairfax Broadcasting Co., Inc., Arlington, Va.**—Modification of construction permit (B2-P-4999, which authorized a new standard broadcast station) to make changes in vertical antenna, to change type of transmitter and change transmitter location from Fairfax County, Va., to 22nd Street between North Frederick and North Harrison Streets, Arlington, Va.

#### 1400 KC.

**KWSL—Alonzo Stanford Dudley, Lake Charles, La.**—Modification of construction permit (B3-P-5065, as modified, which authorized a new standard broadcast station) to make changes in vertical antenna, to change type of transmitter, and to change transmitter and studio locations.

**KARV—Arizona Radio and Television, Inc., Mesa, Ariz.**—License to cover construction permit (B5-P-4694, as modified) which authorized a new standard broadcast station and

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authority to determine operating power by direct measurement of antenna power.

**NEW—Northeast Georgia Broadcasting Co., Gainesville, Ga.** (Gainesville, Ga.)—Construction permit for a new standard broadcast station to be operated on 1400 kc., power of 250 watts, and unlimited hours of operation.

**NEW—Sikeston Community Broadcasting Co., Sikeston, Mo.** (P. O. Harry Young, 210 W. North St.)—Construction permit for a new standard broadcast station to be operated on 1400 kc., power of 250 watts, and unlimited hours of operation.

**KELD—Radio Enterprises, Inc., El Dorado, Ark.**—Construction permit to change frequency from 1400 to 690 kc., increase power from 250 watts to 1 KW, install new transmitter and directional antenna for night use, and change transmitter and studio locations.

**NEW—Beaufort Broadcasting Co., Washington, N. C.** (P. O. Washington, N. C.)—Construction permit for a new standard broadcast station to be operated on 1400 kc., power of 250 watts, and unlimited hours of operation.

#### 1420 KC.

**WPRP—Voice of Porto Rico, Inc., Ponce, P. R.**—Construction permit to install new vertical antenna and transmitter and to change transmitter location from #4 Trujillo St., Ponce, P. R., to Playa de Ponce, P. R.

#### 1430 KC.

**NEW—Metropolitan Broadcasting Corp., Belleville, Ill.**—Construction permit for a new standard broadcast station to be operated on 1430 kc., power of 1 KW, directional antenna, and unlimited hours of operation. Amended re changes in directional antenna and officers, directors and stockholders.

#### 1450 KC.

**WILK—Wyoming Valley Broadcasting Co., Wilkes-Barre, Pa.** (Harold T. Gray, Gerald L. Wise, Vernon L. Wise, Roy E. Morgan, Thomas P. Shelburne, Leon Schwartz, Dr. Isiah C. Morgan and Mitchell Jenkins)—Voluntary assignment of construction permit to Wyoming Valley Broadcasting Co.

**WMIQ—Iron Mountain-Kingsford Broadcasting Co., Iron Mountain, Mich.**—License to cover construction permit (B2-P-4820, as modified) which authorized a new standard broadcast station and authority to determine operating power by direct measurement of antenna power.

**WFMJ—The WFMJ Broadcasting Co., Youngstown, Ohio**—Modification of construction permit (B2-P-4311, which authorized change in frequency, increase in power, installation of new transmitter and directional antenna for night use and change in transmitter location) for approval of directional antenna and change type of transmitter.

**NEW—Hanover Broadcasting Co., Hanover, Pa.** (Francis J. Matrangola and Helen G. Wherley, a partnership) (P. O. Room 2, 17 Carlisle St.)—Construction permit for a new standard broadcast station to be operated on 1450 kc., power of 100 watts, and unlimited hours of operation.

**KDSJ—Daniels and Sons Broadcasting System, Deadwood, S. Dak.** (John Daniels, Eli Daniels & Harry Daniels)—Modification of construction permit (B4-P-4994, which authorized a new standard broadcast station) for approval of antenna, for approval of transmitter location, to specify studio location, and to change name of applicant from John Daniels, Eli Daniels and Harry Daniels, d/b as Daniels and Sons Broadcasting System, to John Daniels, Eli Daniels and Harry Daniels, d/b as Heart of The Black Hills Station.

**NEW—The Voice of Nevada's Capital, Carson City, Nev.** (Ralph Morgali) (P. O. Box 298, Reno, Nev.)—Construction permit for a new standard broadcast station to be operated on 1450 kc., power of 250 watts, and unlimited hours of operation.

**NEW—Joseph P. Ernst, Riverton, Wyo.** (P. O. West Side Road and U. S. Highway 20, Worland, Wyo.)—Construction permit for a new standard broadcast station to be operated on 1450 kc., power of 250 watts, and unlimited hours of operation.

#### 1480 KC.

**KIEM—Redwood Broadcasting Co., Inc., Eureka, Calif.**—License to cover construction permit (B5-P-5487) which authorized installation of new transmitter.

#### 1490 KC.

**WTNB—Thomas N. Beach, Birmingham, Ala.**—Construction permit to make changes in transmitting equipment.

**WHAV—The Haverhill Gazette Co., Haverhill, Mass.**—Modification of construction permit (B1-P-4675, as modified, which authorized a new standard broadcast station) to change type of transmitter.

**NEW—Enid Broadcasting Co., Enid, Okla.**—Construction permit for a new standard broadcast station to be operated on 1490 kc., power of 250 watts, and unlimited hours of operation. Amended to make changes in antenna and change transmitter location.

**WMGW—H. C. Winslow, Meadville, Pa.**—Modification of construction permit (B2-P-4160, which authorized a new standard broadcast station) for approval of antenna, to mount FM antenna on top of AM tower, to change type of transmitter, for approval of transmitter location, and to specify studio location.

**KGON—John H. Fitzgibbon, Roy Jarman and Temple V. Ehmson, Oregon City, Ore.**—Modification of construction permit (B5-P-4432, which authorized a new standard broadcast station) for approval of antenna, for approval of transmitter location and to change studio location.

**NEW—Fairmont Broadcasting Co., Fairmont, W. Va.** (J. Patrick Beacom, Jennings Randolph, Timothy P. Beacom, Robert L. McCoy and Clarence E. Smith, a partnership) (P. O. Home Savings Bank Bldg.)—Construction permit for a new standard broadcast station to be operated on 1490 kc., power of 250 watts, and unlimited hours of operation.

#### 1510 KC.

**KOCS—The Daily Report, Ontario, Calif.** (Mrs. Jerene Appleby Harnish, Carlton R. Appleby, Mrs. Annie M. Potter and Walter Axley, a partnership)—License to cover construction permit (B5-P-5069, as modified) which authorized a new standard broadcast station and authority to determine operating power by direct measurement of antenna power.

#### 1540 KC.

**NEW—Patroon Broadcasting Co., Inc., Albany, N. Y.**—Construction permit for a new standard broadcast station to be operated on 1540 kc., power of 10 KW, directional antenna, and unlimited hours of operation. Amended to modify directional antenna and make changes in ground system.

**KGBC—Galveston Broadcasting Co., Galveston, Texas** (James W. Bradner, Jr.)—Construction permit to change hours of operation from daytime to unlimited time, increase power from 1 KW day, to 1 KW day and 250 watts night, and install directional antenna for night use.

**KGBC—Galveston Broadcasting Co., Galveston, Texas** (James W. Bradner, Jr.)—License to cover construction permit (B3-P-5037, as modified) which authorized a new standard broadcast station and to specify studio location and authority to determine operating power by direct measurement of antenna power.

#### 1550 KC.

**WLOA—Matta Broadcasting Co., Braddock, Pa.**—Modification of construction permit (B2-P-5142, as modified, which authorized a new standard broadcast station) to change hours of operation from daytime to unlimited time, increase power from 1 KW day, to 5 KW day and night, install new transmitter and directional antenna for night use.

#### 1560 KC.

**NEW—Ramon Agudo, Bayamon, P. R.** (P. O. Condado Beach Hotel, San Juan, P. R.)—Construction permit for a

*(Continued on next page)*

new standard broadcast station to be operated on 1560 kc., power of 250 watts, and unlimited hours of operation.

#### 1570 KC.

**WFRL—Freeport Broadcasting Co., Freeport, Ill.** (Vincent S. Barker & Gladys J. Barker, a partnership)—Modification of construction permit (B4-P-3904, which authorized a new standard broadcast station) for approval of antenna, to make change in transmitting equipment, and for approval of transmitter location.

### AM—Applications Tendered for Filing

#### 550 KC.

**KTSA—Sunshine Broadcasting Co., San Antonio, Texas**—Modification of construction permit for approval of directional antenna for night use.

**NEW Jacinte Sugranes, Ponce, P. R.**—550 kc., 1 KW, 5 KW-LS, unlimited.

#### 570 KC.

**NEW—Douglas Broadcasting Co., Douglas, Ariz.** (Wm. N. Goodwin and Joseph P. Wrenn)—Construction permit for a new standard broadcast station to be operated on 570 kc., power of 1 KW and daytime hours of operation.

#### 650 KC.

**WJSW—Altoona Broadcasting Co., Altoona, Pa.**—Modification of construction permit to increase power from 250 watts to 1 KW (daytime) and install new transmitter.

**NEW—The McPherson Broadcasting Co., Inc., McPherson, Kans.**—650 kc., 250 watts, daytime.

#### 770 KC.

**KXA—KXA, Inc., Seattle, Wash.**—Construction permit to increase power from 1 KW to 50 KW, change hours of operation from limited to unlimited, install new transmitter, directional antenna for day and night use and change transmitter location.

#### 780 KC.

**WARL—Northern Virginia Broadcasters, Inc., Arlington, Va.**—Modification of license to change hours of operation from daytime to limited time.

#### 830 KC.

**KFWB—Warner Bros. Broadcasting Corp., Los Angeles, Calif.**—Construction permit to change frequency from 980 to 830 kc., increase power from 5 KW to 50 KW, install new transmitter, directional antenna for day and night use and change transmitter location.

**NEW—Twin Tonawandas Studios, Inc., Tonawanda and North Tonawanda, N. Y.**—Construction permit for a new standard broadcast station to be operated on 830 kc., power of 1 KW and daytime hours of operation.

#### 850 KC.

**NEW—Richland Broadcasting Corp., Richland Center, Wis.**—Construction permit for a new standard broadcast station to be operated on 850 kc., power of 250 watts and daytime hours of operation.

#### 870 KC.

**NEW—Randall County Broadcasting Co., Canyon, Texas** (Marshall Formby and John Blake)—Construction permit for a new standard broadcast station to be operated on 870 kc., power of 250 watts and daytime hours of operation.

#### 890 KC.

**NEW—Tri-Borough Broadcasting Co., Apollo, Pa.** (a partnership composed of Cecil P. Clifton and Andrew J. West)—Construction permit for a new standard broadcast station to be operated on 890 kc., power of 250 watts and daytime hours of operation.

#### 900 KC.

**NEW—Southern Puerto Rico Broadcasting Corp., Ponce, P. R.**—Construction permit for a new standard broadcast station to be operated on 900 kc., power of 250 watts and unlimited hours of operation.

#### 940 KC.

**NEW—Chanute Broadcasting Co., Chanute, Kans.** (Galen O. Gilbert, H. Edward Walker, Phil Crenshaw)—Construction permit for a new standard broadcast station to be operated on 940 kc., power of 250 watts and daytime hours of operation.

**NEW—Eastland County Broadcasting Co., Eastland, Texas** (a partnership composed of Dan Childress, J. W. Courtney, Grady Pipkin, Donald C. Hill, Alton W. Stewart and Gordon Griffin)—Construction permit for a new standard broadcast station to be operated on 940 kc., power of 250 watts and daytime hours of operation.

#### 950 KC.

**NEW—Corn Palace City Radio Corp., Mitchell, S. D.**—950 kc., 5 KW, unlimited time, directional antenna.

#### 960 KC.

**NEW—Abbeville Broadcasting Service, Inc., Abbeville, La.**—Construction permit for a new standard broadcast station to be operated on 960 kc., power of 1 KW and daytime hours of operation.

**NEW—Platte Valley Broadcasting Corp., Scottsbluff, Neb.**—960 kc., 1 KW, daytime.

#### 970 KC.

**WEBR—WEBR, Inc., Buffalo, N. Y.**—Modification of construction permit for approval of directional antenna for day and night use.

**WWSW—WWSW, Inc., Pittsburgh, Pa.**—Modification of construction permit for approval of directional antenna for day and night use and change transmitter location.

**WICA—WICA, Inc., Ashtabula, Ohio**—Modification of construction permit for approval of directional antenna for day and night use.

**WNAD—University of Oklahoma, Norman, Okla.**—Construction permit to increase power from 1 to 5 KW, daytime, install new transmitter and change transmitter location.

#### 980 KC.

**NEW—Bexar Broadcasting Co., San Antonio, Texas** (Tex Ritter and W. K. McCauley)—Construction permit for a new standard broadcast station to be operated on 980 kc., power of 1 KW and daytime hours of operation.

#### 1000 KC.

**WCFL—Chicago Federation of Labor, Chicago, Ill.**—Modification of construction permit to make changes in directional antenna.

#### 1010 KC.

**NEW Samuel L. Stephens, Sr., Brigham City, Utah**—Construction permit for a new standard broadcast station to be operated on 1010 kc., power of 250 watts and daytime hours of operation.

#### 1060 KC.

**NEW—DeKalb Broadcasting Co., Decatur, Ga.**—Construction permit for a new standard broadcast station to be operated on 1060 kc., power of 1 KW and daytime hours of operation.

#### 1070 KC.

**KBKI—Alice Broadcasting Co., Alice, Texas** (a partnership composed of J. H. Mayberry, Buford Nicholson and E. G. Lloyd, Jr.)—Construction permit to increase power from 1 to 5 KW, change hours of operation from daytime

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to unlimited, install new transmitter and directional antenna for night use.

#### 1080 KC.

**KWJJ—KWJJ Broadcast Co., Inc., Portland, Ore.**—Construction permit to increase power from 1 to 10 KW, install new transmitter, directional antenna for day and night use and change transmitter location.

#### 1130 KC.

**NEW—Leavenworth Broadcasting Co., Leavenworth, Kans.** (Alf M. Landen)—1130 kc., 1 KW, daytime.

#### 1150 KC.

**KRKD—Radio Broadcasters, Inc., Los Angeles, Calif.**—Modification of license to increase power from 1 KW night and 2½ KW daytime to 2½ KW day and night.

#### 1160 KC.

**NEW—Terry County Broadcasting Co., Brownfield, Texas** (Sterling Jake Parrish, Mike Allen Barrett and Esther Constance Parmelee)—Construction permit for a new standard broadcast station to be operated on 1160 kc., power of 250 watts and daytime hours of operation.

#### 1190 KC.

**NEW—The Martinez-Rodriguez Broadcasting Co., San Juan, P. R.** (Juan Martinez Vela and Felix V. Rodriguez)—Construction permit for a new standard broadcast station to be operated on 1190 kc., power of 10 KW and unlimited hours of operation.

**NEW—Yumesa Broadcasting Co., Yuma, Ariz.**—1190 kc., 1 KW, unlimited time, directional antenna.

**WKJB—Jose Bechara, Jr., Mayaguez, P. R.**—Construction permit to change frequency from 1340 to 1190 kc., power from 250 watts to 10 KW, install new transmitter and directional antenna for day and night use.

#### 1200 KC.

**NEW—Cecil W. Roberts, Farmington, Mo.**—Construction permit for a new standard broadcast station to be operated on 1200 kc., power of 1 KW and daytime hours of operation.

#### 1230 KC.

**NEW—Hobart G. Stephenson, Jr., St. Louis, Mo.**—Construction permit for a new standard broadcast station to be operated on 1230 kc., power of 250 watts and unlimited hours of operation. (Contingent on grant WIL application to change frequency.)

**KFJB—Marshall Electric Co., Marshalltown, Iowa**—Transfer of control of licensee corporation from John Ruan, Robert Root, Kenneth A. Durham and Joseph F. Rosenfield to Times-Republican Printing Co.

**NEW—Benton County Broadcasters, Kennewick, Wash.** (Frank Krshka, Joseph Patterson and Edith Jansen)—Construction permit for a new standard broadcast station to be operated on 1230 kc., power of 250 watts and unlimited hours of operation.

**NEW—Auburn Broadcasting Co., Auburn, Ala.** (William W. Hunt, C. I. Shelkofsky and Wilmer Salter)—Construction permit for a new standard broadcast station to be operated on 1230 kc., power of 250 watts and unlimited hours of operation.

**WJOR—Bangor Broadcasting Service, Bangor, Me.** (Sidney Slon, Lawrence Slon and Stephen Velardi)—Voluntary assignment of license to Bangor Broadcasting Service, Inc.

**NEW—Alvin E. O'Kenski, Merrill, Wis.**—Construction permit for a new standard broadcast station to be operated on 1230 kc., power of 250 watts and unlimited hours of operation.

**NEW—Ari-Ne-Mex Broadcasting Corp., Deming, N. M.**—Construction permit for a new standard broadcast station to be operated on 1230 kc., power of 250 watts and unlimited hours of operation.

**KMLB—Liner's Broadcasting Station, Inc., Monroe, La.**—Construction permit to make changes in directional antenna for night use.

#### 1240 KC.

**NEW—Max H. Lavine, St. Cloud, Minn.**—Construction permit for a new standard broadcast station to be operated on 1240 kc., power of 250 watts and unlimited hours of operation.

**NEW—Ishpeming Broadcasting Co., Ishpeming, Mich.**—Construction permit for a new standard broadcast station to be operated on 1240 kc., power of 250 watts and unlimited hours of operation.

**NEW—The Farmington Broadcasting Co., Farmington, N. M.** (Harold L. Arment)—Construction permit for a new standard broadcast station to be operated on 1240 kc., power of 250 watts, and unlimited hours of operation.

**NEW—The Uncompahgre Broadcasting Co., Montrose, Colo.**—Construction permit for a new standard broadcast station to be operated on 1240 kc., power of 250 watts and unlimited hours of operation.

**NEW—Pisgah Broadcasting Co., Inc., Brevard, 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.

**KRDU—Radio Dinuba Co., Dinuba, Calif.** (Egen A. Hofer, David L. Hofer and John M. Banks, partners)—Modification of construction permit to change frequency from 1130 to 1240 kc. and hours of operation from daytime to unlimited. (Contingent on grant of KCOK application for change in frequency.)

**NEW—Parish Broadcasting Corp., Minden, La.**—1240 kc., 250 watts, unlimited.

#### 1250 KC.

**WCNT—Hebard Stephenson, Centralia, Ill.**—Construction permit to change frequency from 1210 to 1250 kc., hours of operation from daytime to unlimited time using 500 watts night and 1 KW daytime and install directional antenna for night use.

#### 1260 KC.

**NEW—Steel City Broadcasting Co., Gary, Ind.** (George M. Whitney, Caroline L. Whitney and Fredrik K. Feyling)—Construction permit for a new standard broadcast station to be operated on 1260 kc., power of 1 KW and daytime hours of operation.

#### 1290 KC.

**NEW—Frequency Broadcasting System, Inc., Ruston, La.**—1290 kc., 250 watts, daytime.

**KRGV—KRGV, Inc., Weslaco, Texas**—Construction permit to increase power from 1 KW to 5 KW, install new transmitter, directional antenna day and night and change transmitter location.

#### 1300 KC.

**NEW—Frank E. Duhme, St. Petersburg, Fla.**—Construction permit for a new standard broadcast station to be operated on 1300 kc., power of 1 KW and unlimited hours of operation, directional antenna for night use.

#### 1330 KC.

**WFIN—Findley Radio Co., Findlay, Ohio** (Fred R. Hover)—Involuntary assignment of license to Helen F. Hover, administratrix of the estate of Fred R. Hover, deceased.

#### 1360 KC.

**WWBZ—Community Broadcasting Service, Inc., Vineland, N. J.**—Construction permit to change hours of operation from daytime to unlimited and install directional antenna for night use.

#### 1400 KC.

**NEW—Angelus Broadcasting Co., Temple City, Calif.**—Construction permit for a new standard broadcast station to be operated on 1400 kc., power of 250 watts, and limited time (night) hours of operation.

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**NEW—Pioneer Broadcasters, Inc., Pleasantville, N. J.**—Construction permit for a new standard broadcast station to be operated on 1400 kc., power of 250 watts and unlimited hours of operation.

**WDAR—A. C. Neff, Savannah, Ga.**—Voluntary assignment of license to WDAR, Inc.

**NEW—Radio Austin, Inc., Austin, Minn.**—Construction permit for a new standard broadcast station to be operated on 1400 kc., power of 100 watts, and unlimited hours of operation.

**NEW—Beaufort Broadcasting Co., Washington, N. C.**—Construction permit for a new standard broadcast station to be operated on 1400 kc., power of 250 watts and unlimited hours of operation.

**William Kleeman, Clarksville, Tenn.**—Voluntary assignment of license to Elmer T. Campbell and John Perry Sheftall, d/b as Campbell and Sheftall.

**NEW—Seward County Broadcasting Co., Liberal, Kans.** (Alf M. Landon, William Lee Larrabee, Wilbur Vernon Griffith and Ralph Edward Colvin)—1400 kc., 250 watts, unlimited time.

**NEW—Pioneer Valley Broadcasting Co., Northampton, Mass.**—1400 kc., 250 watts, unlimited. (Contingent on grant of WHYN to change frequency.)

#### 1410 KC.

**KRIG—Oil Center Broadcasting Co., Odessa, Texas**—Modification of license to change from directional antenna day and night to employing directional antenna night and non-directional antenna during daytime hours.

#### 1420 KC.

**NEW—Fannin County Broadcasting Co., Benham, Texas** (Frank Svebeda)—1420 kc., 250 watts, daytime.

#### 1430 KC.

**NEW—Eastland County Broadcasting Co., Eastland, Texas** (a partnership composed of Robert W. Chapman and Manning L. Trammel)—Construction permit for a new standard broadcast station to be operated on 1430 kc., power of 500 watts and daytime hours of operation.

#### 1440 KC.

**KEIO—Eastern Idaho Broadcasting and Television Co., Pocatello, Idaho**—Construction permit to change frequency from 1450 to 1440 kc., power from 250 watts to 500 watts, change type of transmitter and install directional antenna for day and night use.

#### 1450 KC.

**NEW—Joseph P. Ernst, Riverton, Wyo.**—Construction permit for a new standard broadcast station to be operated on 1450 kc., power of 250 watts, and unlimited hours of operation.

**Davidson County Broadcasting Co., Lexington, N. C.** (Omar G. Hilten and Greeley N. Hilten)—Construction permit to change frequency from 1190 to 1450 kc., hours of operation from daytime to unlimited using 250 watts power.

**NEW—KOKÉ Broadcasters, Coquille, Ore.** (William E. Walsh and Walter L. Read)—1450 kc., 250 watts, unlimited time.

#### 1480 KC.

**NEW—Modern Broadcasting Co. of Baton Rouge, Inc., Baton Rouge, La.**—Construction permit for a new standard broadcast station to be operated on 1480 kc., power of 1 KW and daytime hours of operation.

#### 1490 KC.

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

**NEW—The Fairmont Broadcasting Co., Fairmont, W. Va.** (a partnership composed of J. Patrick Beacom, Jennings Randolph, Timothy P. Beacom, Robert L. McCoy and Clarence E. Smith)—Construction permit for a new standard broadcast station to be operated on 1490 kc., power of 250 watts, and unlimited hours of operation.

**NEW—Paul B. Lingenfelter, Clinton, Okla.**—Construction permit for a new standard broadcast station to be operated on 1490 kc., power of 250 watts and unlimited hours of operation.

#### 1530 KC.

**NEW—The Chillicothe Broadcasting Co., Chillicothe, Mo.** (James S. Lambert, Joe H. Lambert and Richard A. Bevier)—Construction permit for a new standard broadcast station to be operated on 1530 kc., power of 250 watts and daytime hours of operation.

#### 1550 KC.

**NEW—Harvey Radio Laboratories, Inc., Cambridge, Mass.**—Construction permit for a new standard broadcast station to be operated on 1550 kc., power of 250 watts and daytime hours of operation.

**NEW—The Montana Network, Billings, Mont.**—Construction permit for a new standard broadcast station to be operated on 1550 kc., power of 1 KW night, 5 KW day and unlimited hours of operation.

#### 1560 KC.

**NEW—Ramon Agude, Bayamon, P. R.**—Construction permit for a new standard broadcast station to be operated on 1560 kc., power of 250 watts and unlimited hours of operation.

### AM—Applications Returned

#### 1240 KC.

**Phillip G. Back, Shreveport, La.** (P. O. 214½ Louisiana St., Little Rock, Ark.)—Construction permit for a new standard broadcast station to be operated on 1240 kc., power of 250 watts and unlimited hours of operation.

#### 1490 KC.

**Paul B. Lingenfelter, Clinton, Okla.** (P. O. 709 Frisco St.)—Construction permit for a new standard broadcast station to be operated on 1490 kc., power of 250 watts and unlimited hours of operation. Application returned January 27, 1947. Incomplete.

#### 1540 KC.

**The Littleton Co., West Hartford, Conn.** (P. O. 21 Pleasant St., Warehouse Point, Conn.)—Construction permit for a new standard broadcast station to be operated on 1540 kc., power of 250 watts and daytime only hours of operation. Returned January 31, 1947.

**Cumberland Publishing Co., Pikesville, Ky.** (P. O. Carolina Ave.)—Construction permit for a new standard broadcast station to be operated on 1240 kc., power of 250 watts and unlimited hours of operation. Returned January 31, 1947.

### AM—Application Dismissed

#### 1310 KC.

**Beal & Hauser Broadcasting Co., Fontana, Calif.** (Alvin A. Beal and Elmer P. Hauser) (P. O. 200 South Tokay St., Fontana, Calif.)—Construction permit for a new standard broadcast station to be operated on 1310 kc., power of 250 watts and unlimited hours of operation. Dismissed February 3, 1947, by request of applicant.

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## FREQUENCY MODULATION

### FM—Conditional Grants

**The Corritos Broadcasting Co., Long Beach, Calif.** (Jay E. Tapp, Raymond B. Terian, Walter A. Nelson and John W. Doran)—Authorized conditional grant for a Class A station, subject to further review and approval of engineering details. (B-PH-1115)

**Deep South Broadcasting Corp., New Orleans, La.**—Authorized conditional grant for a class B station, subject to further review and approval of engineering details. (B-PH-1097)

**Chesapeake Broadcasting Co., Inc., Bradbury Heights, Md.**—Authorized conditional grant for a class A station, subject to further review and approval of engineering details. (B-PH-1114)

**Northwest Broadcasting Co., Fargo, N. D.**—Authorized conditional grant for a class B station, subject to further review and approval of engineering details. (B-PH-989)

**John M. Rivers, Charleston, S. C.**—Authorized conditional grant for a class A station, subject to further review and approval of engineering details. (B-PH-979)

**Radio Broadcasting, Inc., Memphis, Tenn.**—Authorized conditional grant for a class A station, subject to further review and approval of engineering details. (B-PH-1052)

**Texoma Broadcasting Co., Wichita Falls, Texas**—Authorized conditional grant for a class A station, subject to further review and approval of engineering details. (B-PH-941)

**West Central Broadcasting Co., Tulsa, Okla.**—Authorized conditional grant for a class B station subject to further review and approval of engineering details (B-PH-1089). (Comr. Durr voting for hearing.)

### FM—Construction Permits

The following were authorized construction permits: conditions: (Note: Power given is effective radiated power; antenna height is height above average terrain):

**KUOA, Inc., Siloam Springs, Ark.**—Class B; Channel: 96.9 mc. (No. 245); 2.6 KW; 465 feet. (B-PH-1946)

**Golden Empire Broadcasting Co., Chico, Calif.**—Class B; Channel: 96.7 mc. (No. 244); 11 KW; 330 feet. (B-PH-1053)

**Independent Broadcasting Co., Des Moines, Iowa.**—Class B; Channel: 100.9 mc. (No. 265); 20 KW; 500 feet. (B-PH-1049)

**Lee Radio, Inc., Mason City, Iowa**—Class B; Channel: 99.3 mc. (No. 257); 140 KW; 1040 feet. (B-PH-627)

**Unity Broadcasting Corp. of Mo., St. Louis, Mo.**—Class B; Channel: 94.9 mc. (No. 235); 40 KW; 500 feet. (B-PH-890)

**Mobile Daily Newspapers, Inc., Mobile, Ala.**—Class B; Channel: 103.9 mc. (No. 280); 51 KW; 285 feet. (B-PH-439)\*

**WCAE, Inc., Pittsburgh, Pa.**—Class B; Channel: 92.5 mc. (No. 223); 12 KW; 610 feet.\*

**KBON-FM—Inland Broadcasting Co., Omaha, Neb.**—Class B; Channel: 93.7 mc. (No. 229); 330 KW; 700 feet. (B-MPH-166)\*

**WOSH-FM—Oshkosh Broadcasting Co., Oshkosh, Wis.**—Class B; Channel: 102.3 mc. (No. 272); 3.5 KW; 325 feet. (B-PH-212)\*

**WRNJ—Racine Broadcasting Corp., Racine, Wis.**—Class B; Channel: 101.3 mc. (No. 267); 15 KW; 265 feet. (B-PH-286)\*

### FM—Miscellaneous Actions

**Stillwater Publishing Co., Stillwater, Okla.**—Changed to Class B the Class A conditional grant authorized December 5 (B-PH-985). This necessitated substituting channel 222 for the 268 channel previously assigned Enid, Okla., under

\* In lieu of previous details.

the tentative allocation plan, to make the latter available to Stillwater.

**National Broadcasting Co., Washington, D. C.**—Granted modification of CP (B-PH-158) for a Class B station, as follows: 94.5 mc. (No. 233), 20 KW; 330 feet, and subject to condition that permittee shall satisfy legitimate complaints of blanketing.

**Monterey Peninsula Broadcasting Co., Monterey, Calif.**—Dismissed as moot petition requesting immediate consideration and grant of its application for an FM station. (B-PH-695)

**Regional Broadcasting Co., Chicopee, Mass.**—Granted petition for leave to amend its application for an FM station (B-PH-1070; Docket 7927), so as to change question 16(a) of said application to read: "95,900 kcs, Channel 240."

**WTMJ-FM—The Journal Co., Milwaukee, Wis.** (The Milwaukee Journal)—Granted modification of CP which authorized a change in FM station, to change type of transmitter; change commencement and completion dates to 60 days from date of grant and 180 days thereafter, respectively. (B-MPH-171)

### FM—Actions on Motions

**Union Tribune Pub. Co., San Diego, Calif.**—Dismissed petition requesting that the issues in the proceeding upon its applications be enlarged so as to permit a showing to be made of the availability of another Class B FM channel for assignment in San Diego. (Dockets 7841 and 7842)

**Lincoln Belmont Pub. Co. and Myers Pub. Co., Chicago, Ill.**—Granted petition requesting dismissal without prejudice of its application for an FM station. (B-PH-774; Docket 7145)

**Wilson and Cope, Atlanta, Ga.**—Granted petition requesting leave to amend its application for FM station (B-PH-803; Docket 7546), so as to supply complete engineering data.

**The Tower Realty Co., Baltimore, Md.**—Granted petition for leave to amend its application for FM station (B-PH-895; Docket 7725), so as to add statement showing that the applicant will duplicate the programs to be broadcast by its proposed AM station approximately 15 hours each day and that between two and three hours each day will be devoted to programs carried exclusively on the FM station.

### FM—Applications Accepted for Filing

#### 93.9 MC.

**WAGE-FM—WAGE, Inc., Syracuse, N. Y.**—Modification of construction permit (B1-PH-315, which authorized a new FM broadcast station) to change type of transmitter, ERP to 34 KW, antenna height above average terrain to 1070 feet, make changes in antenna system and change commencement and completion dates.

#### 96.5 MC.

**NEW—Earle C. Anthony, Inc., Los Angeles, Calif.**—Construction permit for a new high frequency FM broadcast station to be operated on 43,700 kc. Amended to change frequency from 43,700 kc. to Channel No. 243, 96.5 mc., change type of transmitter, officers and stockholders, change transmitter location, ERP from 317 KW to 268,675 watts and make changes in antenna system.

#### 98.9 MC.

**NEW—Central Broadcasting Co., Eau Claire, Wis.** (P. O. 203 Barstow St.)—Construction permit for a new FM broadcast station to be operated on Channel No. 255, 98.9 mc.

#### 99.3 MC.

**WNJD—H. C. Winslow, Meadville, Pa.**—Modification of construction permit (B2-PH-664, which authorized a new FM broadcast station) to specify studio location, new

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transmitter site, type of transmitter, ERP to 3.56 KW, antenna height above average terrain to 581.5 feet, make changes in antenna system and change commencement and completion dates.

#### 99.9 MC.

**WFIL-FM—Triangle Publications, Inc., Philadelphia, Pa.** (The Philadelphia Inquirer Division)—Modification of construction permit (B2-PH-964, which authorized a new FM broadcast station) to change completion date.

#### 100.7 MC.

**WJLS—Joe L. Smith, Jr., Beckley, W. Va.**—Modification of construction permit (B2-PH-494, which authorized a new FM broadcast station) to change completion date.

#### 101.1 MC.

**WCFC—Beckley Newspapers Corp., Beckley, W. Va.**—Modification of construction permit (B2-PH-423, which authorized a new FM broadcast station) to change completion date.

#### 102.3 MC.

**WBML-FM—Middle Georgia Broadcasting Co., Macon, Ga.**—Modification of construction permit (B3-PH-305, which authorized a new FM broadcast station) to change completion date.

#### 104.1 MC.

**NEW—The Copley Press, Inc., Aurora, Ill.**—Modification of construction permit (B4-PH-547, which authorized new FM broadcast station) to change type of station to class A, specify frequency as Channel No. 281, 104.1 mc., transmitter site as Leland Hotel Bldg., Aurora, Ill., ERP as 1 KW, antenna height above average terrain as 250 feet and specify antenna system.

#### 105.7 MC.

**WEEX—Easton Publishing Co., Forks Township, Pa.**—Modification of construction permit (B2-PH-702, which authorized a new FM broadcast station) to change type of transmitter, ERP to 1 KW, make changes in antenna system and change commencement and completion dates.

#### 107.1 MC.

**WCAP-FM—Radio Industries Broadcast Co., Asbury Park, N. J.**—Modification of construction permit (B1-PH-961, which authorized a new FM broadcast station) to change transmitter site to Isolation Hospital, Neptune Township (Whitesville Section), Monmouth County, N. J.; type of transmitter, ERP to 771 watts, antenna height above average terrain to 290 feet and make changes in antenna system.

#### Frequency to Be Assigned by FCC

**NEW—Illinois-Alton Broadcasting Co., Alton, Ill.** (R. C. Goshorn and R. L. Rose, a co-partnership)—Construction permit for a new (Class B) FM broadcast station to be operated on frequency to be assigned by FCC, effective radiated power of 8.4 KW. Amended to change studio location.

**NEW—Cannon & Callister, Inc., Los Angeles, Calif.**—Construction permit for new (Metropolitan) FM broadcast station to be operated on frequency to be assigned. Amended to change type of transmitter, ERP from 9.7 KW to 36.8 KW and make changes in antenna system.

**NEW—Capitol Radio, Inc., Columbus, Ohio** (P. O. 42 East Gay St.)—Construction permit for a new (class B) FM broadcast station to be operated on frequency to be assigned by FCC, ERP of 20 KW.

**NEW—Florence Broadcasting Co., Inc., Florence, S. C.** (P. O. 129 South Dargan St.)—Construction permit for a new (class B) FM broadcast station to be operated on frequency to be assigned by FCC and effective radiated power of 4.5 KW.

**NEW—Frontier Broadcasting Co., Inc., Waco, Texas**—Construction permit for a new high frequency FM broadcast station to be operated on 46,100 kc. Amended to change

frequency from 46,100 kc. to "to be assigned by FCC," ERP from 31,200 watts to 47,850 watts, minor changes in geographic coordinates, and make changes in antenna system.

**NEW—Nenah-Menasha Broadcasting Co., Nenah, Wis.** (P. O. 101 East Wisconsin)—Construction permit for a new FM broadcast station (class B) to be operated on frequency to be assigned by FCC, ERP of 8.3 KW, and antenna height above average terrain 308 feet.

#### FM—Application Dismissed

**Out West Broadcasting Co., Colorado Springs, Colo.** (P. O. Antlers Hotel)—Construction permit for a new high frequency FM broadcast station to be operated on 47,700 kc. Dismissed February 3, 1947.

## TELEVISION

#### TV—Miscellaneous Actions

**Allen B. DuMont Labs., Inc.; Paramount Pictures, Inc.**—Granted 60-day extension of time following Commission decision in Docket 7896 (color television hearing) for requesting hearing with respect to Commission's Jan. 16th dismissal of DuMont applications for new commercial television stations in Cincinnati and Cleveland, and applications of Interstate Circuit, Inc.; New England Theatres, Inc., and United Detroit Theatres Corp. for stations at Dallas, Boston and Detroit, respectively, meanwhile retaining said applications in the pending files.

**WWBT—Hearst Radio, Inc., Baltimore, Md.**—Granted modification of CP which authorized a commercial television station, for extension of commencement and completion dates to 1-21-47 and 7-21-47, respectively. (BMPCT-35)

**KCPR—The Chronicle Pub. Co., San Francisco, Calif.**—Granted modification of CP which authorized a new commercial television station, for extension of commencement and completion dates to 5-18-47 and 11-18-47, respectively. (B-MPCT-27)

## MISCELLANEOUS BROADCAST

#### Actions

##### Developmental

**W9XLZ—Gates Radio Co., Quincy, Ill.**—Granted license to cover CP which authorized a new developmental broadcast station, on an experimental basis only. (BLEX-48)

##### Experimental Television

**W6XIS—Intermountain Broadcasting Corp., Salt Lake City**—Granted license to cover CP which authorized a new experimental television station. (BLVB-77)

**Col. Broadcasting System, Inc., area of New York City**—Granted license for an experimental television broadcast station. (BLVB-78)

##### Remote Pickup

**WIPD—Penna. Broadcasting Co., Mobile, area of Philadelphia**—Granted license to cover CP which authorized a new remote pickup broadcast station (BLRE-462). Frequency assignment subject to change in accordance with proceedings in Docket 6651.

**WQER—Ga. School of Tech., area of Atlanta, Ga.**—Granted modification of remote pickup license to change corporate name to Board of Regents of the Univ. System of Ga., for and on behalf of Ga. School of Technology. (BMLRY-64)

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**Federal Telecommunication Labs., Inc., New York City**—Granted CP for a new developmental station. (BPEX-94)

**American Colonial Broadcasting Corp., portable-mobile, area of San Juan and P. R.**—Granted CP for a new remote pickup station. (BPRY-331)

**KINU—Carl E. Haymond, area of Tacoma, Wash.**—Granted license to cover CP which authorized a new remote pickup station. (BLRY-329)

**KFAS—Midnight Sun Broadcasting Co., portable, area of Fairbanks, Alaska**—Granted license to cover CP which authorized a new remote pickup station; frequency assignment subject to change in accordance with proceedings in Docket 6651. (BLRY-327)

**Evergreen Broadcasting Corp., mobile, area of Seattle**—Granted license to cover CP which authorized a new remote pickup station; frequency assignment subject to change in accordance with proceedings in Docket 6651. (BLRY-328)

**Appalachian Broadcasting Corp., portable, area of Bristol, Va.**—Granted two CP's for new remote pickup broadcast stations, frequency assignment subject to change in accordance with proceedings in Docket 6651. (BPRE-483 and 484)

**KFAB Broadcasting Co., portable-mobile, area of Omaha and Lincoln, Neb.**—Granted CP for new remote pickup broadcast station; frequency assignment subject to change in accordance with proceedings in Docket 6651. (BPRE-485)

**WAGE, Inc., portable-mobile, area of Syracuse, N. Y.**—Granted CP for new remote pickup broadcast station; frequency assignment subject to change in accordance with proceedings in Docket 6651. (BPRY-328)

**James E. Murray, portable-mobile, area of Hutchinson, Kans.**—Granted CP for new remote pickup broadcast station; frequency assignment subject to change in accordance with proceedings in Docket 6651. (BPRE-487)

### Applications Accepted for Filing

#### Developmental

**WIXHR—Harvey Radio Laboratories, Inc., Cambridge, Mass.**—License to cover construction permit (B1-PEX-98) which authorized change power to 1 KW, to install new transmitter and make changes in antenna system.

#### Experimental Television

**W6XAO—Don Lee Broadcasting System, Los Angeles, Calif.**—Modification of construction permit (B5-PVB-167, which authorized installation of new visual and aural transmitters and changes in antenna system) for extension of completion date.

#### Non-Commercial Educational

**WPTL—Providence Bible Institute, Providence, R. I.**—Modification of construction permit (B1-PED-55, which authorized a new noncommercial educational broadcast station) to make changes in antenna system.

**NEW—The Board of Directors of the Chicago Theological Seminary, Chicago, Ill.** (P. O. 5757 University Ave.)—Construction permit for a new noncommercial educational broadcast station to be operated on frequency to be determined by FCC, power of 50 KW and emission FM.

**KCVN—College of the Pacific, Stockton, Calif.**—Modification of construction permit (B5-PED-47, which authorized a new noncommercial educational broadcast station) for extension of completion date.

#### Remote Pickup

**NEW—Leonard A. Versluis, area of Grand Rapids, Mich.**—Construction permit for a new remote pickup broadcast station to be operated on 156.75 mc., power of 50 watts and emission A3 FM.

**NEW—Alamo Broadcasting Co., Inc., area of San Antonio, Texas** (P. O. Milam Bldg., 115 West Travis St.)—Construction permit for a new remote pickup broadcast station to be operated on 30.82, 33.74, 35.82, 37.98 mc., power of 10 watts and emission A3.

**NEW—Alamo Broadcasting Co., Inc., area of San Antonio, Texas** (P. O. Milam Bldg., 115 West Travis St.)—Construction permit for a new remote pickup broadcast station to be operated on 1622, 2058, 2150, 2790 kc., power of 50 watts and emission A3.

## 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.

**Morris Paint & Varnish Co.**—Misrepresentation in the sale of paints, enamels and varnishes is charged in complaints issued by the Commission against Alfred Sophir, trading as Morris Paint and Varnish Co. of Omaha, 1510 Capitol Ave., Omaha, Nebr., and Leo Sophir, Jack Jay Sophir, Morris Sophir, Mary Sophir, Dorothy Sophir and Nathan I. Krutchik, copartners trading as Morris Paint & Varnish Co., 1823 Washington St., St. Louis, Mo. (5479) and (5480)

### STIPULATIONS

**The Geo. Merritt Shoe Co., Inc., Brockton, Mass.**, entered into a stipulation with the Commission to cease and desist from misrepresentation in connection with the advertising and sale of shoes, including "Davis Air Cushion Sole Health Shoes" and "Tru-Spot Arch Balance Shoes." (7570)

**Michigan Bulb Co., etc.**—The Commission accepted from two Grand Rapids, Mich., partnerships and their advertising agent a stipulation to cease and desist from misrepresentation in connection with the advertising and interstate sale of various plants and bulbs.

The respondents are Forrest Laug, Dorothy Laug, Gerald Laug, Jeauette Laug, Henry Nieuwenhuis and Garnet Nieuwenhuis, copartners trading as Michigan Bulb Co., Michigan Cactus Co., and Pan-American Cactus Co., 148 Monroe Ave., N. W., Grand Rapids; King C. Bard and Helen B. Bard, copartners trading as Holland Dutch Tulip Co., 527 Prospect St., S. E., Grand Rapids; and Harry O'Neil, Edward Larson and Nelson J. McMahon, copartners trading as O'Neil, Larson & McMahon, 230 North Michigan Ave., Chicago. (7569)

### COMPLAINTS DISMISSED

**Sankoff Brothers Poultry Farms**—The Commission dismissed without prejudice its complaint charging Peter Sankoff and John Sankoff, who traded as Sankoff Brothers Poultry Farms, Richland, N. J., with misrepresentation in connection with the sale and distribution of baby chicks. (5398)

**Consolidated Grocers Corp.**—The Commission dismissed its complaint charging Consolidated Grocers Corp., 135 South LaSalle St., Chicago, with unlawful acquisition of the capital stock of three corporations which competed with it in the wholesaling of grocery products. (5423)

### CASES CLOSED

**Par-A-Pac Co.**—The Commission closed without prejudice its case against Arnold Thompson and Joyce Kittinger, copartners trading as Par-A-Pac Co., New York, who were charged with misrepresentation in the sale and distribution of a nonmedicated pad designated "Par-A-Pac" and "Par-A-Pac Natural Heating Pad."

The order recited "that the respondents discontinued several years ago the operation of the business referred to in the complaint, and that there is therefore not sufficient pub-

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lic interest in the matter to warrant further action at this time." The Commission reserved the right to take further action in the future if circumstances warrant.

All of the Commissioners participated in the decision. (4568)

**Pacific Undergarment Co.**—The Commission closed without prejudice its case against Abraham Radin, trading as Pacific Undergarment Co., 135 Madison Ave., New York, who was charged with misrepresentation in the sale of women's undergarments.

The principal charge in the complaint was failure to dis-

close the Japanese origin of the material from which such garments as slips and nightgowns were made.

In closing the case with the concurrence of all its members, the Commission's order recited "that the proceeding \* \* \* was instituted prior to the recent war, and that the record does not disclose the situation now existing, and \* \* \* that there is not sufficient public interest in the matter to warrant further investigation and proceedings therein at the present time."

The Commission reserved the right to reopen the case and resume trial in the future should such action be considered warranted. (4533)