



1760 N STREET, N. W.

WASHINGTON 6, D. C.

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Three Department Heads Named By NAB, Bringing Staff Up To Full Strength

The appointment of three new departmental directors was announced by NAB on Friday (21).

Robert K. Richards, editorial director of *Broadcasting Magazine*, will assume the duties of Director of Public Relations; Harold Fair, program director of WHO, Des Moines, will become the first Director of the newly-created Program Department; and Royal V. Howard, chief engineer, KSFO, San Francisco, will supervise NAB's technical activities as Director of Engineering.

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Broadcasters Mobilize In National Campaign To Combat Juvenile Delinquency

More than a thousand radio stations of the United States will combine their strength to battle the rising tide of juvenile delinquency, according to plans which have been laid by the NAB.

The campaign was launched Thursday (20) by NAB President Justin Miller when he addressed a personal letter to the managers of the Association's member stations and networks urging them to take the initiative in tackling the problem at the community level. Program materials, background information, and suggestions will be distributed to stations on a continuing basis.

Judge Miller, a member of the Attorney General's Conference on Juvenile Delinquency and the American Bar Association's Juvenile Delinquency Committee, has been active in efforts which are being made at the national level.

Pointing out that many stations already are working effectively on the problem, Judge Miller stressed the opportunity which the

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NAB, Suggesting Labor Policy To Congress, Stresses Need For Sound Legislation

The position of the NAB with respect to pending labor legislation was made known to Congress last week by President Justin Miller in letters to the chairmen of the Senate and House of Representatives labor committees.

Emphasizing that the secondary boycott has been "the most critical, but by no means the only collective bargaining abuse perpetrated by certain unions on the radio industry," Judge Miller continued:

"The broadcasters of the nation want Congress to enact a sound national labor policy which: (1) affords all parties equal protection under the law; (2) makes labor contracts enforceable and the parties thereto mutually responsible; (3) protects industry from jurisdictional strikes; (4) safeguards the economic system from such coercive and monopolistic union practices as featherbedding, the extraction of royalty payments, and the use of the union label as an instrument of boycott."

Secondary Boycott: To underscore his concern about the secondary boycott, the NAB President reiterated a public statement on the subject which he made last January at the NAB Board's direction. He said:

"The broadcasters of America support President Truman in his opposition to the secondary boycott. We only regret that he made any reservation in his recommendation for correction of this unsound practice.

"The radio industry at this time reaffirms its unvarying opposition to the secondary boycott, in any form, and hopes that Congress will take immediate and decisive action to eliminate this serious obstacle to mutually beneficial relations between employees and management."

Judge Miller also stressed in his letter to the two committees: "If the broadcasting industry is to be given the same protection as other industries, labor legislation should be expanded to include 'services' as well as 'goods and materials'."

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ASCAP and NAB officials, after discussing future contractual relations at a meeting in New York last week, expressed satisfaction with results of the initial meeting. "The problems are not insoluble," a joint statement said. (p. 230)

The FCC last week declined to approve the CBS petition for commercial color television. The Commission, however, commended CBS upon its experimental work and urged continuance. (p. 230)

Commodore Webster was confirmed by the Senate last week to fill the vacancy on the FCC. He is expected to take his oath of office about April 1. (p. 232)

The FCC has announced the resignation of George Adair as chief engineer. Mr. Adair, entering private practice, will be succeeded by George Sterling on April 30. (p. 232)

To broaden the base of ownership of the national debt, the Treasury Department will inaugurate a "Buy A Bond A Month Campaign" to supplement the present payroll deduction plan. (p. 235)



THE NATIONAL ASSOCIATION OF BROADCASTERS

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Here is the text of the letters, dated March 17th, which were sent by NAB President Justin Miller to Senator Robert A. Taft, chairman of the Senate Committee on Labor and Public Welfare, and Congressman Fred A. Hartley, Jr., chairman of the House Committee on Education and Labor. (The two letters were identical.)

"May I call to the attention of the House Committee on Education and Labor the position of the National Association of Broadcasters with respect to pending labor legislation.

"Following full discussion of our Board of Directors, on January 9, 1947, of the secondary boycott, I issued, at the Board's direction, the following statement:

'The broadcasters of America support President Truman in his opposition to the secondary boycott. We only regret that he made any reservation in his recommendation for correction of this unsound practice.

'The radio industry at this time reaffirms its unvarying opposition to the secondary boycott, in any form, and hopes that Congress will take immediate and decisive action to eliminate this serious obstacle to mutually beneficial relations between employees and management.'

"If the broadcasting industry is to be given the same protection as other industries, labor legislation should be expanded to cover 'services' as well as 'goods and materials.'

"The secondary boycott has been the most critical, but by no means the only collective-bargaining abuse perpetrated by certain unions on the radio industry.

"The broadcasters of the nation want Congress to enact a sound national labor policy which: (1) affords all parties equal protection under the law; (2) makes labor contracts enforceable and the parties thereto mutually responsible; (3) protects industry from jurisdictional strikes; (4) safeguards the economic system from such coercive and monopolistic union practices as featherbedding, the extraction of royalty payments, and the use of the union label as an instrument of boycott.

"The appended statement outlines, in greater detail, our position on the foregoing points.

"I trust that it will be possible to incorporate this letter and attached statement into the official printed record.

"If you desire any further information as to our position, please call upon me." (Full text of accompanying statement will be found on page 231.)

Three Department Heads Named by NAB, Bringing Staff Up to Full Strength

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With the NAB going through the final stages of preparation to occupy its new, enlarged headquarters building in Washington, the filling of these three important industry positions brings the Association's staff of directors to full strength for the first time since the beginning of the war.

Public Relations Head

Mr. Richards, who joins the NAB staff on April 14, brings to his new position of public relations director, a highly diversified background of radio, publishing and advertising agency experience. Prior to becoming *Broadcasting's* editorial director in 1944, he served for two years as assistant to J. Harold Ryan, war-time radio director of the Office of Censorship. From 1939 to 1941, Mr. Richards was production director at WSPD, Toledo. For three years, from 1936 to 1939, he was a member of the editorial department of the *Cincinnati Post*, where he served concurrently as announcer-newscaster on Station WCPO. His first station experience was with WAIU (now WHKC), Columbus, Ohio, where he was continuity director for the station. His advertising agency experience was gained with Campbell-Ewald as a copy writer in that organization's Detroit office.

Mr. Richards was born in Urbana, Ohio, on January 26, 1913 and attended the local schools. He graduated from Ohio State University with a B.Sc. in Journalism. As a student, he served as editor of the University publication, the *Ohio State Daily Lantern*.

New Director of Program Department

Harold Fair, new director of the program department at NAB, gained his first radio experience during the industry's infancy in 1921. A highly skilled musician, Mr. Fair's broad interest in radio developed through his broadcasting activities as an arranger and pianist with several well-known orchestras. Following several successful seasons with his own orchestra, which he organized as a student at Northwestern University, he joined the popular Gene Goldkette orchestra, and later was with Benson's Victor Orchestra and Fred Hamm's organization.

In 1929, he returned to his home town, Council Bluffs, Iowa, to take a position as radio announcer at Station KOIL, from which position he was promoted to that of program director.

After a year's experience with that station, he joined the staff of WBBM in Chicago. In 1931, he became general manager of WBEN in Buffalo. During the two years he was associated with the station, he was also associate conductor of the Buffalo Symphony

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Orchestra. Moving back to the middle west, Mr. Fair joined the Chicago office of CBS as production manager and later became head of the radio department of Bozell and Jacobs, Omaha advertising agency. In 1934, he was named program director of WHO, NBC affiliate in Des Moines, where, for almost thirteen years, he has been a recognized leader in building and developing sound program ideas.

Still showing an avid interest in musical affairs, Mr. Fair has been conductor of the WHO String Symphony and director of the station's Concert Band, a forty-five piece military ensemble.

His first official act as director of NAB's program department will come when he attends the meeting of the Program Executive Committee in New York on April 1 and 2. Among several awards won by WHO for excellence in programming during Mr. Fair's years of service was the *Dupont Award* for the station's Soil Conservation Education Program, presented earlier this month.

Howard Well Known in Industry

Royal V. Howard, new NAB engineering director, joins the Association after fourteen years with the Associated Broadcasters, Inc., licensee of Station KSFO, KSFO-FM, television station KWIS and international broadcast stations KWID and KWIX. In addition to being vice president in charge of engineering, he is the Director of Universal Research Laboratories, engineering consultants. He will assume his new duties with NAB about May 1.

Mr. Howard first started in radio as an amateur in Albany, Oregon, in 1920. While still in school in 1922, he built his first broadcast station, KFAT, in Eugene, Oregon. This was followed by several others in the Pacific Northwest.

For four years, Mr. Howard pioneered in the development of short wave point-to-point communication between Alaska and Seattle and for about a year was engaged as a research engineer in the development of high frequency radio aids for aerial navigation.

At the start of and during the early part of World War II, he was in charge of construction and operation of the 100,000 watt international broadcast station, KWID, and 50,000 watt KWIX, San Francisco. On completion of this construction project, the War Department requested his services to head a special scientific staff. Granted a leave of absence by his organization, he was sent to Europe by the Army as director of a headquarters Analyst Staff for the Office of Scientific Research and Development. On completing the mission in 1945, he rejoined The Associated Broadcasters, Inc.

Mr. Howard holds several patents on radio apparatus, chief of which is the newly announced PROGAR, an automatic audio monitoring device for broadcast and other uses.

Born in Roseburg, Oregon, in 1905, Mr. Howard attended public schools in the state and received his B.Sc. at the Polytechnic College of Engineering. He is a member of the American Institute of Radio Engineers, a Senior Member of the Institute of Radio Engineers, and has been an officer of the San Francisco Section for four years as well as past chairman, 1946. Other activities include membership on the Interna-

IN THE OFFING

March 27	FM Executive Committee	New York City
March 31	The Special Standards of Practice Committee	New York City
April 1-2	Program Executive Committee	New York City
April 14-15	Area "C" Meeting (Districts 10-12)	Kansas City Muehlebach Hotel
April 16	Rodia News Clinic	Kansas City
April 21-22	District 13 Meeting	Houston Rice Hotel
April 28-29	Area "G" Meeting (Districts 4-7)	Roonoke, Va. Raanoke Hotel
May 1-2	Area "F" Meeting (Districts 5-6)	Birmingham Tutwiler Hotel
May 5-6	District 2 Meeting	New York City Waldorf-Astoria Hotel
May 8-9	Area "D" Meeting (Districts 8-9-11)	Chicago Palmer House
May 15-16	Sales Managers Executive Committee	Atlantic City, N. J.
May 21-22	Board of Directors Meeting	Washington, D. C.
May 26-27	District 3 Meeting	Baltimore Lord Baltimore Hotel

tional Committee, Board of War Communications; Radio Technical Planning Board, Committee 8 on International Broadcasting; and Committee 4 on Standard Broadcasting, RMA Audio Standardization Committee. In addition he has served as a member of the Engineering Executive Committee, NAB.

Broadcasters Mobilize in National Campaign to Combat Juvenile Delinquency

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broadcasting industry has to take the initiative on a nation-wide scale. He told the broadcasters:

"Radio is ideally situated to stem-wind a nation-wide drive at the community level. Broadcasting is equipped as no other medium to arouse public awareness of the danger inherent in our mounting juvenile crime problem. And broadcasters themselves represent exactly the type of community leadership capable of marshalling all the community forces in a deliberate and decisive effort."

Text of the NAB President's message follows:

"High on the list of America's top-level domestic problems is Juvenile Delinquency.

"Already over a hundred U. S. broadcasting stations are doing something about it in their communities. I'd like to see a thousand broadcasting stations take on the job.

"I have been working on the problem on the national level with the Attorney-General—with his Conference on Juvenile Delinquency—with the Juvenile Delinquency Committee of the American Bar Associ-

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ation, and other interested groups. There has been general agreement on one point:

"The attack upon the problem of juvenile delinquency must be undertaken at the community level.

"This is our opportunity to take the initiative. Radio is ideally situated to stem-wind a nation-wide drive at the community level. Broadcasting is equipped as no other medium to arouse public awareness of the danger inherent in our mounting juvenile crime problem. And broadcasters themselves represent exactly the type of community leadership capable of marshalling all the community forces in a deliberate and decisive effort.

"It's a big job—but it's not too big for broadcasting. As the NAB and radio stations over the country get the plans moving, there will be additional bulletins from my office to keep you advised about what's being done at the national level so that you can coordinate your local effort. NAB's new Program Department will gather ideas, scripts and program material for exchange between the communities and the stations. And NAB's Research, Special Services and other departments will also pitch in.

"Will you undertake the job with us? I should like to be able to say that the thousand broadcasting stations that belong to NAB are going into action in a continuing fight to help American youngsters become good American citizens."

Legal Department

NAB-ASCAP Executives, In Initial Meeting, Confident of Reaching Equitable Agreement

At a meeting suggested by ASCAP, members of NAB's Music Advisory Committee met with representatives of the Society in New York on Tuesday (18) to discuss future contractual relations between the radio broadcasting industry and the licensing organization.

John Paine, ASCAP general manager, expressed his organization's pleasure with the friendly relationship which has grown in recent years between the Society and broadcasters. The existing problems, he observed, can be eliminated if both parties devote themselves seriously to the solutions.

Following a suggestion that sub-committees of the two organizations be appointed to consider the problems and report back to the respective NAB and ASCAP committees by May 12, another joint meeting of the NAB-ASCAP representatives was scheduled for May 13. The sub-committees to be named later, are expected to meet at an early date.

Deems Taylor, President of ASCAP, and NAB President Justin Miller expressed entire satisfaction with the results of this initial session. "It marks the beginning," said they, "of what may well be a final solution of some of the problems which have bothered both the Society and the broadcasters. We feel that

while looking after the interests of our memberships, we nevertheless must consider the larger interests of the public. The problems involved are not insoluble and we are confident that we have made a good beginning."

The following were present from ASCAP in addition to Mr. Paine and Mr. Taylor: Lester Santly, Gustave Schirmer, Edgar Leslie, Richard Murray, Herman Finkelstein, Jules Collins.

Representing NAB were: Judge Miller; Theodore C. Streibert, WOR, chairman; Music Advisory Committee; Judge A. L. Ashby and Edmund Souhami, NBC; Julius F. Brauner, CBS; Walter Haase, WDRC; Robert T. Mason, WMRN; Joseph A. McDonald, WJZ; John Shepard, 3rd, The Yankee Network; Ed Yocum, KGHL; Don Petty, NAB general counsel, and C. E. Arney, Jr., NAB secretary-treasurer.

Television

CBS Commercial Color TV Approval Withheld As FCC Urges Continuation of Experiments

The CBS petition asking for permission to operate commercial television in the 480 to 920 megacycle band and to amend FCC television engineering standards in specified particulars to permit operation of color television stations on the basis developed by CBS failed to obtain approval of the FCC in a report released on Tuesday (18).

In making its decision, the Commission pointed out that it was not minimizing the tremendous strides made by CBS in developing color television and urged that all persons interested in the future of such transmission continue experimentation.

The Commission based its decision on two grounds. First, the report says, "there has not been adequate field testing of the system for the Commission to be able to proceed with confidence that the system will work adequately in practice." Secondly, according to the FCC, "there may be other systems of transmitting color which offer the possibility of cheaper receivers and narrower band widths. . . ."

Diversified Tests Required

On the first point, the Commission said that before it could approve a new system of television, receivers and transmitters required innumerable field tests under all types of operating conditions and at various locations. According to the FCC, the CBS testing was admittedly extensive, but has been conducted primarily in the laboratory or under controlled conditions. In contrast, the FCC stated that before it adopted standards for monochrome television "there were at least seven stations in operation in several cities and several thousand television receivers were outstanding, a good part of them in the hands of members of the public."

Expanding on the second point, the Commission stated that other radio services had made extensive requests for space in the radio spectrum and it is not

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Statement to Congress on National Labor Policy

(Text of statement accompanying letters to Senator Taft and Representative Hartley)

"The economic welfare of the American people requires a positive labor policy which clearly recognizes the mutual rights, functions and freedoms of management, labor and the public.

"However, prevailing labor laws do not now afford all parties equal protection under the law nor do they provide adequate safeguards against collective-bargaining *abuses*, particularly those arising from closed-shop monopolies possessed by certain unions over great segments of the labor supply. Such destructive union policies and practices retard the economic growth of industry, militate against the freedom of occupational choice by individuals and seriously impair the efficient operation of business enterprise upon which depend full employment and higher standards of living.

"A sound national labor policy justifies the preservation of collective-bargaining rights of labor *but* also requires the correction of collective-bargaining abuses.

"Great volumes of testimony have been presented to the Labor Committees of the Senate and the House of Representatives. Based upon the weight and merit of this evidence, it is hoped that Congress will enact that kind of legislation which creates the proper environment for peaceful industrial relations and which will assure the individual right of employment, preserve the efficient functioning of private enterprise, and which recognizes that rights are balanced by responsibilities.

"It is not my wish to reiterate, support or refute any of the conclusions drawn by persons who have appeared before your Committees, whether as representatives of labor or of various industries, each of which has its respective labor problems. However, the American Radio Industry has a substantial equity in harmonious industrial relations, based upon sound labor legislation.

"A free radio is imperative to American democracy. It would be as dangerous to the welfare of the people if unions were able to control radio operations as if private-ownership monopoly were permitted. Our national policy has been to prevent concentration of monopoly ownership. Union dictatorship is equally repugnant to that policy in radio broadcasting as in other industries. The closed shop, particularly in conjunction with closed union membership, and its closely related device, the secondary boycott, are powerful potential instruments which must be closely restricted, just as has been done with respect to similar instruments formerly used by management and now proscribed by the anti-trust laws.

"1. **Secondary Boycott**—We condemn the secondary boycott as a flagrantly abusive union practice and a genuine restraint of trade.

"We contend that it should be an unfair labor practice for employees or their organizations to use concerted action to withhold, or cause to be withheld by others, their patronage or their labor services from the customers of, the dealers and the distributors of, and/or the suppliers of an employer with whom said employees have a dispute.

"This instrument of industrial coercion and control

has been used by some, and proposed by various other unions now strongly entrenched in the radio industry.

"The National Association of Broadcasters has been and continues to be unalterably opposed to the secondary boycott in any guise and from whatever quarter.

"Any action by Congress to make the secondary boycott an unfair labor practice must recognize that: (1) services as well as goods must be fully covered; (2) the union label may be, and often is, distorted from its original purpose and used as the effective means of implementing a secondary boycott.

"2. **Legality and Enforceability of Contracts**—The labor contract should involve mutual responsibility and obligations by both parties. Wildcat, jurisdictional and sympathetic strikes should be made illegal when such strikes involve a breach of contract existing between individual companies and their respective local union, or unions.

"The NLRB recently ruled that workers are not entitled to the protection of the Wagner Act, if they strike in violation of a no-strike provision in the contract and the strike was not due to an unfair practice by the employer. We believe that the Wagner Act should be amended specifically to incorporate this ruling and also to encompass wildcat, sympathetic and jurisdictional strikes.

"3. **Royalty Payments**—The payment of royalties on production and/or services rendered, paid to unions for their unrestricted uses is economically unsound and constitutes the unwarranted granting of taxation power to a union.

"Like so many other economic and social abuses, the payment of royalties to a union does not appear to be serious when limited to only an occasional company or industry. Yet, this is a most dangerous trend and, if not stopped, will spread to an increasingly large area of the American economy.

"4. **Featherbedding**—If collective bargaining and private enterprise are to be compatible, the process should, and will, cover basic work conditions, wages and related labor-management problems. However, we do not believe that collective bargaining should provide the means whereby a union has the dictatorial authority to limit or fix the number of employees for a given company. Except to the extent necessary to comply with such requirements as those of health and safety, this should remain a function of management under our American economic system.

"We contend that it should be an unfair labor practice for any union to use coercion in forcing an employer to hire a prescribed number of persons who must be employed on any given job or task within any given business establishment, or within any industry.

"5. **Jurisdictional Strikes**—We are seriously concerned with the problem of jurisdictional strife.

"As frequency modulation (FM) and, especially, television are further developed and expanded, the radio industry may well experience considerable intra-union conflict similar, in many aspects, to that which has prevailed in the motion picture industry. Within the past year, disputes between rival unions have forced broadcasters to cancel certain television programs; other jurisdictional controversies have occurred relative to the union affiliation of platter turners.

"We strongly urge that Congress, by appropriate legislation, establish effective machinery within the NLRB, or otherwise, to resolve expeditiously conflicting jurisdictional claims by unions and thus avoid undue interruption to commerce."

CBS Commercial Color TV Approval Withheld As FCC Urges Continuation of Experiments

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possible to satisfy all such requests. Under the CBS proposals, the FCC went on to say, "each television channel would be 16 megacycles wide. That means that the band 480 to 920 megacycles would accommodate but 27 channels. It was the Commission's hope in allocating the band. . . . for television that in this band it would be possible to provide for a truly nationwide competitive broadcasting system." The FCC concluded that the evidence before it showed that 27 channels would not ultimately be enough to provide for such a competitive system.

Need for Low Cost Sets

Stating that the objectives of television included the "bringing of news, education, culture and entertainment to large numbers of people," the FCC asserted that these objectives could not be accomplished unless the price range of receivers was brought within the means of the average family, and urged the development of such receivers.

In enumerating its technical objections to the CBS proposal the Commission mentioned six points on which it claimed that CBS had not shown sufficient evidence that its system should be approved. These include: picture brightness, flicker, frame rate, color breakup, receiver design and design of other equipment (receiving antennas, studio and pickup equipment, etc.).

Looking toward the expansion of television in the near future, the Commission pointed out that extensive developments in electronics took place during the war and stated that because security precautions had been lifted so recently it is possible "that much of the vital information developed during the war probably has not seeped down to all elements of the industry working on television problems." The Commission suggested that as a result of wartime experimentation and progress improvements might be made "in picture detail, picture sharpness, a simpler and more effective synchronization system, a better sound system, etc."

In concluding its findings, the FCC commended CBS, Dr. Peter C. Goldmark, CBS director of research, and his staff, for their continuing interest in the field of color television and expressed the hope that a satisfactory system would be developed at an early date.

FCC

Commodore Webster's Appointment As Commissioner Approved by Senate Last Week

The nomination of Commodore Edward M. Webster to fill the vacancy on the FCC was approved by the Senate last week. Commodore Webster's appointment brings the Commission membership up to its full strength for the first time since Paul Porter left to take up his duties with OPA.

At REPORTS press time on Friday (21), no definite date had been set for the new Commissioner to be sworn into his position, but it is expected that the ceremony will take place about April 1st.

FCC Appoints Sterling to Succeed Adair As Commission Chief Engineer

George P. Adair, FCC chief engineer, resigned from the Commission, it was announced on Friday (21), to open his own offices as a radio engineering consultant. At the same time, the FCC announced that its new chief engineer would be George E. Sterling. The change in personnel becomes effective April 30.

Mr. Sterling entered government service as a radio inspector in the Bureau of Navigation, Commerce Department in 1923. He served in the Department's Radio Division prior to joining the FCC. He was appointed assistant chief engineer in 1942 and during the war headed the FCC's Radio Intelligence Division.

Research Department

Radio-Phonograph Sets, FM-AM, TV Receivers Continue to Show Production Increase

The Radio Manufacturers Association monthly report on radio set production released Friday (21) showed a drop in the total output of receivers, but a continued climb in the rate of production for radio-phonograph console combinations. The overall drop was attributed to the shorter work month.

Television receivers and FM-AM receivers also showed slight gains over January despite the lower total. FM-AM receiver production reported by RMA member manufacturers totaled 53,594, while television sets rose to 6,243. The latter is almost as many receivers as were produced during all of 1946.

Total production for February was 1,379,966 as compared with 1,564,171 the previous month. The February figures include 153,007 consoles and 843,616 table models. The consoles include 140,200 radio-phonograph combinations.

FM-AM combinations totaled 7,968 table models and 45,626 were consoles.

Broadcast Advertising

Retailers' Membership in NRDGA Helpful to Radio, Broadcasters Say

Radio Management Study No. 6 in the series currently issued by NAB quotes the manager of the station under study as stating that retailers who are members of the National Retail Dry Goods Association are "best informed."

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Says the report: "The general manager of the radio station stated that local members of the National Retail Dry Goods Association are better informed and more progressive than non-NRDGA members. The same opinion has been expressed by most managers of small market stations surveyed. It might be a good idea for stations to urge certain of their local merchants to join."

Membership for retailers in NRDGA is helpful because the NRDGA Sales Promotion Division has been cooperating with the NAB in gathering and disseminating information of value on the use of radio advertising for retailers on preliminary studies of television commercials, and on other projects. It recently conducted the first annual contest to find the best radio programs sponsored by retailers. Howard P. Abrahams, NRDGA Sales Promotion Director, is a member of the NAB's Joske Advisory Subcommittee which guided the preparation of "Radio for Retailers," now being distributed to retailers by NRDGA as well as by the NAB.

Meetings, conventions and committee activities of NRDGA, as well as its various publications and other mailings to its members, frequently include information of interest regarding radio advertising.

Therefore it is easy to see why retailers who belong to that association are "better informed and more progressive."

NAB member stations, through local inquiries and appropriate suggestions, can no doubt encourage more retailers to join NRDGA on the basis of the benefits they will receive. The association's address is 100 West 31st Street, New York 1, N. Y.

Recommendations from Magnavox Dealers May Influence New Policy

Acting on information received from an NAB member, the Broadcast Advertising Department learned that present policy of the Magnavox Company, manufacturers of radios, phonographs and other products, provides for cooperative advertising with dealers in local newspapers, but not in radio.

P. F. Marshall, newly appointed Magnavox advertising manager, explained that having taken over the post only a few days ago, he was not yet familiar with all angles of the company's dealer-cooperative advertising policy. He said that failure to approve radio as a cooperative medium was not due to "discrimination," but rather to the fact that the company's national advertising is currently featuring four-color displays, and local dealer advertising was required to follow the same general theme and copy line by way of coordinated effort.

Mr. Marshall indicated that the company's policy was "not static," and that radio possibilities would be studied carefully. He said that a change in policy was not at all unlikely.

The NAB is furnishing information and material to Mr. Marshall on the effectiveness of radio as a dealer-advertising medium. Meanwhile, it is suggested that *recommendations from local Magnavox dealers*, asking that radio be approved as a cooperative-advertising medium, will have a beneficial effect in shaping new

Magnavox policy. The company's address is 2131 Bueter Road, Fort Wayne 4, Indiana.

Exhibit "Exposition for Better Living," Is Sponsored Annually by Station

New Haven's second annual "Exposition For Better Living," sponsored by Radio Station WNHC, will be presented at the State Armory in New Haven, Conn., May 4 through 10, according to James T. Milne, station manager.

The Exposition will be confined exclusively to exhibits pertaining to the financing, modernizing, construction, equipping, heating, painting, furnishing and landscaping the home.

Exhibit space in the Armory will be divided into 156 individual booths. Exhibitors will pay \$125 for each booth. Discounts will be given to firms using three or more booths.

For one month preceding the event WNHC will advertise the exposition with many announcements and exhibitors will be given generous air publicity. In addition, the station will use newspapers, car cards, direct mail, point-of-sale posters and window displays.

Many prizes will be awarded by the station, including a grand prize of a 1947 Ford Tudor DeLuxe Sedan. Other daily prizes will include electrical appliances, radios, furniture and other merchandise associated with the home. Exhibitors giving prizes will receive extra publicity when the prizes and winners are announced over the air.

An admission of 25¢ per person is charged. Last year 50,000 persons attended the exposition.

The station will have a broadcasting booth at the armory and will feature an orchestra as well as other entertainment. Announcers with portable mikes will cover the entire floor interviewing spectators and exhibitors.

The entire promotion is built around "Exposition For Better Living."

FM and Facsimile for Retailers Boosted in Women's Wear Daily

An interesting account of the opportunities offered to retail advertisers, by FM and facsimile broadcasting, is contained in a half-page article in *Women's Wear Daily* for March 19, entitled "Promotions on the Air."

The article is recommended to all sales managers interested in FM and Facsimile. A copy can probably be obtained from a local retailer, as *Women's Wear Daily* is widely circulated in retail fields. Publication office is at 8 East 13th St., New York 3, N. Y.

Commercials, Music, Raise Food Store Sales, Showing Effectiveness of "Follow-Through"

Supermarket food stores which recently installed sound systems on an experimental basis, for "store-casting" musical recordings and "commercial" announcements calling attention to specific items on sale, have found that several distinct advantages are already

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apparent. A report in the *News Bulletin* of the Association of National Advertisers for March 13 states:

"The results of the Storecast Corporation's first examination of the value of musical broadcasts and commercial messages in supermarkets have recently been issued. These findings, it is reported, are preliminary and cannot be considered in any wise conclusive." However:

"Unsolicited reports from shoppers were very favorable.

"Supermarket personnel enjoyed the music.

"Managers reported greater efficiency on the part of clerks.

"Increased sales resulting from the commercial messages are also reported. It was also found that store personnel were impressed by the commercials and were inclined to 'push' those products mentioned. Among other things, Storecast reports:

"During the first 6 weeks of this operation, the sale of products of twenty-one advertisers averaged 130% more in the Storecast markets than the control markets."

"The Storecast examination was conducted in 16 Supermarkets of the First National Chain in Hartford, Conn. Results were compared to an equal number of control stores. Programs, over Musak, were broadcast every week day during store hours. Approximately 15 commercial announcements were made every hour."

Results like the above may well encourage more stores to adopt this radio technique for in-the-store promotion. It should also demonstrate the value of radio advertising itself to food stores and other retailers, and therefore this information may be used effectively by radio salesmen.

The technique is a new development in retail sales promotion and marks one more advance of radio as a medium that lends itself to coordinated advertising, with effective follow-through opportunities. Heretofore, some retailers have expressed a preference for newspaper advertising because tear sheets could be clipped and posted prominently in the store, for the information of sales clerks and shoppers. Radio commercials, of course, can similarly be posted, and "topper" signs can also be used saying "As advertised, on the radio today."

Now the radio advertising technique offers this further advantage of coordination and follow-through, in those stores where "store-casting" facilities are available. Radio commercials, used on the air, can be repeated at frequent intervals over the store's sound system as reminders to shoppers.

Retail Radio Discussions With Advertisers, Radio Personnel, Conducted by NAB

Miss Lee Hart, assistant director of Broadcast Advertising, spoke before the Advertising Club of Indianapolis Thursday (20) and the Louisville, Kentucky, Advertising Club on Friday (21). Following these talks, which emphasized techniques and procedures for making retail radio advertising more effective, Miss Hart conducted round-table discussions for radio personnel on methods of selling, servicing and producing copy for retail accounts.

A round-table discussion for personnel of WWL, New Orleans tomorrow (25) will precede a special March 26 luncheon meeting of retailers, which has been

arranged by the station for local advertisers. Miss Hart's last stop for the week will be in Baton Rouge March 28, where a talk for the Baton Rouge Advertising Club will be followed by a round-table discussion to be held in the WJBO auditorium.

Small Market Stations

Allen Brown to Speak at Two Meetings In Huntington, W. Va., This Week

"Radio for Retailers" is the subject of a talk to be delivered by J. Allen Brown, NAB assistant director of broadcast advertising, before the Huntington, W. Va., Advertising Club on Friday (28). He will also appear on the program of the West Virginia Broadcasters Association when the group meets in Huntington on Saturday (29), for a discussion of "Radio Management in a Competitive Era."

Women Broadcasters

Members of AWB Pass Two Resolutions At 4th Annual Convention in New York

(Following is the text of two resolutions passed by the Association of Women Broadcasters at their 4th Annual Convention in New York, March 7-9. Detailed story of the convention was published in REPORTS last week, p. 205.)

WHEREAS, the Association of Women Broadcasters of the National Association of Broadcasters, convening its 4th Annual Convention in New York City can view with humble pride the development of widespread interest in the Association's accomplishments,

THEREFORE BE IT RESOLVED, THAT, the women broadcasters hereby express their gratitude to the National Association of Broadcasters for the inspiration and loyal support which they have received from NAB; and herewith renew their assurances of an earnest desire to promote radio's interest in such a way as to bring increasing credit to the industry as a whole.

WHEREAS, the Association of Women Broadcasters of the National Association of Broadcasters convening its 4th Annual Convention deplores the present wave of criticism leveled at American radio, and

WHEREAS, the members of the Association through personal contact with listeners, and from the results of over 100,000 letters received in the "What I Think About Radio" campaign, have received a strong indication of public opinion regarding radio.

THEREFORE BE IT RESOLVED THAT, the women broadcasters are convinced that American listeners are aware of the great benefits derived from the American system of broadcasting as supported by free enterprise; they find radio a source for the development of educational and cultural endeavors and recognize its great public service, and

BE IT FURTHER RESOLVED THAT, while such majority approval is gratifying, the Association of Women Broadcasters recognizes the need for continuing improvement

(Continued on next page)

as indicated by a constructive articulate minority and believes that serious and due consideration must be given to such well-intentioned criticism—if the radio industry is to increase its stature as a potent factor in maintaining our democratic way of life.

Public Interest Programming

Nation-wide Campaign to "Buy a Bond a Month" Will Be Inaugurated to Spur Bond Sales

The nation will take first steps to broaden the base of ownership of the national debt next June and July with the inauguration of the "Buy a bond a month plan." This will supplement the payroll deduction plan which has been the backbone of bond sales since 1941.

This was made known in Washington last Wednesday (19) when Treasury Secretary Snyder called together for conference representatives of the country's 15,000 banks, officers of American Bankers Association, state banking associations and State Directors of Treasury Savings Bonds Division.

Theme of the campaign will be "Buy Where You Bank . . . Buy Where You Work."

It is estimated that 10 to 12 million persons who have bank accounts adequate to buy a bond every month will absorb a large volume of E, F and G bonds. This group, for the most part, consists of persons who were contacted by the 6 million volunteer door bell ringers during the various war loans. The volunteer salesmen have disappeared; the promotion job becomes even more important.

Secretary Snyder said that the nation's war debt of just over \$260 billion was greater than all other debts combined. Key to the management of this debt, he asserted, was the widening of the ownership base. Three-eighths of the debt is owned by non-banking investors; another $\frac{3}{8}$ by commercial banks and federal reserve banks; while $\frac{1}{4}$ of it is owned by individuals.

The June-July promotion is designed to increase bond ownership by individuals, whose purchases would replace bonds held by banks. No new money would be provided. The plan simply shifts ownership of the debt to people from banks, all in accordance with the Treasury's plan of debt management.

Plan Beneficial to Nation

A banker-speaker asserted that while the plan was a direct attack on bank earnings, it was good for the country, and, in the long run, what was good for the country was good for banks.

Banks in Arkansas, California, Florida, Tennessee and Washington, D. C., have "kitchen tested" the plan and all experimenters were in agreement that the plan was sound and that it would sell savings bonds. Effort will be made to enlist the cooperation of every one of the nation's 15,000 banks.

Plan Is Simple

Persons who agree to buy a bond a month sign a card directing bank to debit their account each month for amount of purchase. Bonds are mailed to buyers monthly in franked envelopes provided by Treasury Dept.

Plan Fits the Times

Secretary Snyder said that, contrary to predictions, the net sale of E bonds increased since VJ-day . . . by 10 per cent. During the first 72 days of 1947, E bond sales exceeded redemptions by \$300,000,000, whereas redemptions exceeded sales by \$100,000,000 in the same period a year ago.

Treasury regards this showing as demonstrated demand for a sound non-fluctuating investment.

Radio Promotion

Radio has always been the No. 1 bond selling medium. Despite enlarged plans of other media, there is no fear that radio will not continue to carry the ball as it has in the past. Treasury material in preparation consists of an ET series, ET spots, live spots.

Theodore Repplier, president, The Advertising Council, said that virtually all network advertisers had agreed to place bond selling messages on their programs.

Plans of Other Media

According to the Advertising Council the magazine publishers pool of 1,100 magazines will come up with the largest magazine campaign in history.

There will be 70,000 car and bus cards . . . at least 5,000 highway posters.

Mats will be mailed to all daily and weekly papers, to all department stores and selected retailers.

Advertising Council estimates that time and space in the amount of \$10,000,000 will be donated to the campaign.

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 March 31-April 6, 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.

Help Prevent Forest Fires

Over 200,000 forest fires annually lay waste an average of 31,000,000 acres of timber land—an area larger than the State of New York . . . destroy enough timber to build 215,000 two-bedroom homes; enough to make 90 million railroad ties or almost 6 million tons of newsprint . . . tie up almost 1 million man-days of labor . . . cripple watersheds on which many people, industries, and cities depend for pure water, power and light . . . cause soil erosion,

(Continued on next page)

floods and serious property damage . . . transform playgrounds into charred wastes—destroying wildlife—robbing America of its peace and beauty. Only 10% of these fires are due to lightning, spontaneous combustion or other natural and unavoidable causes. The remaining 90% are due to the thoughtlessness and carelessness of average Americans who live in or near forest and wooded areas, who work in or near them, or who visit or travel through them.

"This campaign, which The Advertising Council in co-operation with business and industry has conducted during the past several years, has opened our eyes to what skilled professional advertising can do in helping to solve the problems of preventing man-made forest, woods and range fires. We consider it an outstanding example of real public service. We are delighted to learn of the continuance of this cooperation because 9 out of 10 forest fires are still man-made and are still destroying timber, soil and other resources that are as vital to the winning of the peace as they were to the winning of the war."—**LYLE F. WATTS, Chief, U. S. Forest Service.**

Timber and wood derivatives are the basis for so many items that are essential to our daily comfort and existence that the shortage of forest products is one of our most critical post-war problems. Wartime consumption of wood products was so great and current demand is so heavy that we now face a potential deficit of more than 8 billion board feet of lumber, the basic material of most of the 12 million homes which must be built during the next ten years. The manufacture of newsprint requires almost 3.6 million cords of pulpwood each year, and could use more. Fifty million wooden ties are required by your railroads each year and our public utilities use 5 to 6 million wooden poles annually. Over 2 million cords of wood are required each year to make our furniture, fence posts, rayon, cellophane, and paper sacks, napkins and toweling. The spring and summer seasons of 1947 will call for greater care than ever in preventing forest fires. Shorter working hours will make more week-end trips possible. Warm weather is a powerful inducement to seek out wooded areas. More people will be vacationing in 1947 than ever before. In short, MORE gasoline, tires and time in 1947 mean MORE opportunity for MORE Americans to be careless with fire in 1947. Every American citizen—city dweller, suburbanite or farmer—is a potential starter of a forest fire. It only requires a moment's carelessness or thoughtlessness with match, smokes, field or campfire to set the Red Devil loose. "Don't be one of the guilty 9." Everyone, therefore, should memorize and follow these four rules of forest fire prevention: 1—Crush out cigarette, cigar and pipe ashes. 2—Break matches in two after using. 3—Drown all camp fires; then stir and drown again. 4—Find out the law before using fire. (Fact Sheet No. 16-C)

Higher Prices for Used Fats

The Advertising Council is advised that housewives can now obtain substantially higher prices for waste fats from their local dealers. Yet a spot check shows that most women are not aware how much waste fat prices have risen since removal of price controls. Calling attention to this information and to the continued critical shortage of fats will, in our opinion, be of great benefit both to listeners and to American industry. Working stocks of edible and inedible fats and oils are extremely low on a world-wide scale. From the present outlook, the availability of fats and oils for use in the U. S. in 1947 from all sources is estimated to be little or no greater than last year when we had the lowest per capita supply, since many years before the war. In other words, there seems to be no prospect for material improvement in supplies before 1948. Our shortage of fats and oils is due to a decline in total domestic production, and a reduction in normal imports from South America, the Netherlands East Indies and Manchuria. The contribution being made by the collection of what would otherwise be wasted household grease is a very important one, comprising better than 10% of our total supply of inedible tallow and grease. This supply is vitally important in the production of soap and also in many manufacturing operations. Housewives

can actually help themselves to get the peacetime products they want and need in greater abundance and sooner by keeping up their good work in salvaging fats. They are asked to: 1—Save every drop of used fat by draining pans, skimming soups and gravies, melting down trimmings of meat left on platters and plates. 2—Pour immediately into the salvage can those fats which can't be reused. 3—Reuse these suitable for cooking and salvage whatever is left. 4—Turn in the fat salvage container to their meat dealers promptly. Most dealers are paying substantially higher prices than they did before price ceilings were removed. (Fact Sheet No. 19-C)

Federal Communications Commission Docket

HEARINGS

The following hearings are scheduled to be heard before the Commission, Washington, D. C., unless otherwise indicated, during the week beginning Monday, March 24. They are subject to change.

Monday, March 24

RCA Communications, Inc.—In the matter of handling of United States State Department Traffic between New York, N. Y., and Washington, D. C.

Further Hearing

(10:00 A. M.)

NEW—Lee-Smith Broadcasting Co., Faribault, Minn.—C. P. 920 kc., 1 KW, DA, unlimited.

NEW—Associated Broadcasters, Inc., Wadena, Minn.—C. P. DA, 920 kc., 1 KW, unlimited.

KFNH—KFNH, Inc., Shenandoah, Ia.—C. P. to increase power, etc. 920 kc., 5 KW, unlimited; DA-night.

Further Hearing

(10:00 A. M.)

NEW—Seaside Broadcasting Co., Atlantic City, N. J.—C. P. 1400 kc., 250 watts, unlimited.

NEW—Pioneer Broadcasters, Inc., Pleasantville, N. J.—C. P. 1400 kc., 250 watts, unlimited.

Monday and Tuesday, March 24 and 25

Further Hearing

(Before Commissioner Wakefield, 10:00 A. M.)

NEW—Huntington Broadcasting Co., Huntington Park, Calif.—C. P. 1540 kc., 5 KW, day.

NEW—Hollywood Community Radio Group, Los Angeles, Calif.—C. P. 1540 kc., 5 KW, daytime.

NEW—The Hollywood Community Radio Group, Hollywood, Calif.—C. P. For FM facilities.

NEW—Coast Radio Broadcasting Corp., Los Angeles, Calif.—C. P. 1540 kc., 5 KW, daytime.

NEW—San Gabriel Valley Broadcasting Co., Monrovia, Calif.—C. P. 1540 kc., 5 KW, daytime.

NEW—Pacific Broadcasting Co., San Francisco, Calif.—C. P. For FM facilities.

Intervener: KOCS—The Daily Report, Ontario, Calif.

(Continued on next page)

Tuesday, March 25

(Before Commissioner Hyde, 10:00 A. M.)

- WTNJ—WOAX, Inc., Trenton, N. J.—For renewal of license. 1310 kc., 500 watts, unlimited.
- WTNJ—WOAX, Inc., Trenton, N. J.—For modification of license. 1310 kc., 500 watts, unlimited.
- WCAM—The City of Camden, Camden, N. J.—For renewal of license. 1310 kc., 500 watts, unlimited.
- WCAM—The City of Camden, Camden, N. J.—For modification of license. 1310 kc., 500 watts, unlimited.
- WCAP—Radio Industries Broadcast Co., Asbury Park, N. J.—For renewal of license. 1310 kc., 500 watts.
- WCAP—Radio Industries Broadcast Co., Asbury Park, N. J.—For modification of license. 1310 kc., 500 watts.
- NEW—Camden Broadcasting Co., Camden, N. J.—C. P. 800 kc., 1 KW, daytime.
- WHAT—Independence Broadcasting Co., Philadelphia, Pa.—C. P. to change frequency, etc. 820 kc., 1 KW, daytime only.
- NEW—Ranulf Compton, d/b as Radio WKDN, Camden, N. J. C. P. 820 kc., 1 KW, daytime only.
- NEW—Valley Broadcasting Co., Allentown, Pa.—C. P. 790 kc., 1 KW, unlimited.
- WTEL—Foulkrod Radio Engineering Co., Philadelphia, Pa.—For modification of license.
- Intervenors: Mack Radio Sales.
WNEW—Greater New York Broadcasting Corp., New York, N. Y.
WFBR—Baltimore Radio Show, Inc., Baltimore, Md.

Wednesday, March 26

Further Hearing

(10:00 A. M.)

- NEW—Booth Radio Stations, Inc., Saginaw, Mich.—C. P. 790 kc., 1 KW, unlimited; DA-night & day.
- NEW—Federated Publications, Inc., Lansing, Mich.—C. P. DA: 790 kc., 1 KW, unlimited.
- WSAM—Saginaw Broadcasting Co., Saginaw, Mich.—C. P. to change frequency, etc. 790 kc., 1 KW, unlimited; DA-night & day.

Further Hearing

(10:00 A. M.)

- NEW—Newnan Broadcasting Co., Newnan, Ga.—C. P. 1300 kc., 1 KW nite, 1 KW unlimited.
- NEW—Volunteer State Broadcasting Co., Nashville, Tenn.—C. P. 1300 kc., 5 KW, unlimited, DA-night.
- Respondents: WATL—Atlanta, Ga.
WJHO—Opelika, Ala.
- Intervenors: WJDX—Jackson, Miss.
WFBR—Baltimore, Md.

Further Hearing

(10:00 A. M.)

- NEW—Louisiana Broadcasting Co., New Orleans, La.—C. P. 1540 kc., 5 KW, unlimited; directional antenna day and night.
- NEW—Bayou Broadcasting Co., Inc., Baton Rouge, La.—C. P. 1540 kc., 100 watts, unlimited.
- NEW—Patroon Broadcasting Co., Inc., Albany, N. Y.—C. P. 1540 kc., 10 KW, unlimited; DA-day & night.
- NEW—Texhoma Broadcasting Co., Durant, Okla.—C. P. 1540 kc., 250 watts, unlimited.

NEW—East-West Broadcasting Co., Fort Worth, Tex.—C. P. 1540 kc., 5 KW, unlimited; DA (DA-2).

KXEL—In re: Matter of the petition of Josh Higgins Broadcasting Co. "For continuation of exclusive nighttime assignment on 1540 kc., to Station KXEL, Waterloo, Iowa."

KGBC—The Galveston Broadcasting Co., Galveston, Tex.—C. P. DA; 1540 kc., 1 KW day, 250 watts night, unlimited.

Bayou Broadcasting Co., Inc., Baton Rouge, La.—Petition for leave to amend.

Further Hearing

(10:00 A. M.)

WOWO—Westinghouse Radio Stations, Inc., Fort Wayne, Ind. C. P. to increase power, etc. 1190 kc., 50 KW, unlimited; DA-night.

WLIB—WLIB, Inc., Brooklyn, N. Y.—C. P. to increase power, etc. 1190 kc., DA, 10 KW day, 5 KW night; unlimited.

Wednesday and Thursday, March 26 and 27

At Columbus, Ohio

(Hearing Room, 322 New Post Office Bldg., 10:00 A. M.)

NEW—Capital Radio, Inc., Columbus, Ohio—C. P. 660 kc., 1 KW, daytime.

NEW—Heart of Ohio, Inc., Columbus, Ohio—C. P. 660 kc., 1 KW, daytime.

Intervenor: WHKK—United Broadcasting Co., Akron, Ohio.

Thursday and Friday, March 27 and 28

At Amarillo, Tex.

(Federal Court Room, U. S. Post Office Bldg., 10:00 A. M.)

NEW—Voice of Amarillo, Amarillo, Tex.—C. P. 1230 kc., 250 watts, unlimited.

NEW—Panhandle Broadcasting Corp., Amarillo, Tex.—C. P. 1230 kc., 250 watts, unlimited.

At Las Cruces, New Mexico

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

NEW—The Las Cruces Broadcasting Co., Las Cruces, New Mex.—C. P. 1450 kc., 250 watts, unlimited.

NEW—The Mesilla Broadcasting Co., Las Cruces, N. Mex.—C. P. 1450 kc., 250 watts, unlimited.

FCC ACTIONS

AMPLITUDE MODULATION

AM—Docket Cases

The Commission made final proposed decision (B-330) denying application of Harold Thomas, licensee of station **WATR**, Waterbury, Conn., for a construction permit to change transmitter site and studio location of station to **Springfield, Mass.**, increase power from 1 to 5 KW, and install a new transmitter and directional antenna, operating unlimited time on 1320 kc. (BP-3950; Docket 7363), and application of **WMAS**, Inc., licensee of station **WMAS**.

(Continued on next page)

Springfield, Mass., for a construction permit to change frequency from 1450 to 1320 kc., increase power from 250 watts to 5 KW, install a new transmitter and directional antenna (BP-4313; Docket 7364).

AM—New CP's Granted

690 KC.

Sky Broadcasting Service, New Orleans, La. (A. L. Chilton, Leonore H. Chilton and James Ralph Wood, a partnership)—Granted CP for a new station to operate on 690 kc., 1 KW, day only; engineering conditions. (BP-5355)

720 KC.

Seminole Broadcasting Co., Wewoka, Okla. (Louis F. Leurig and F. F. McNaughton)—Granted CP for a new station to operate on 720 kc., with 250 watts, daytime only; engineering conditions: (BP-5270)

740 KC.

Jose E. del Valle, Santurce, P. R.—Adopted order granting petition to remove from the hearing docket and grant application (BP-4603; Docket 7630) for a new station to operate on 740 kc., 10 KW, unlimited time, DA, subject to condition that applicant file an application for modification of CP specifying an antenna design which reduces the radiation in the direction of CMJN, Camaguey, Cuba, to 300 mv/m in the horizontal plane from an equivalent .311 antenna.

860 KC.

WLBG, Inc., Laurens, S. C.—Granted CP for a new station to operate on 860 kc., 250 watts, daytime only; engineering conditions. (BP-4587)

900 KC.

Nashua Broadcasting Corp., Nashua, N. H.—Granted CP for a new station to operate on 900 kc., 1 KW, daytime only. (BP-4746)

920 KC.

Edward V. Mead, J. T. Carroll, Lewis O. Seibert and Robert M. Jackson, a partnership, d/b as Paso Broadcasting Co., El Paso, Texas—Granted CP for a new station to operate on 920 kc., 1 KW, daytime only; engineering conditions. (BP-5408)

1080 KC.

Scotland Broadcasting Co., Laurinburg, N. C.—Granted CP for a new station to operate on 1080 kc., 1 KW, daytime only; engineering conditions. (BP-5068)

1210 KC.

Anson Radio and Broadcasting Co., Wadesboro, N. C.—Granted CP for a new station to operate on 1210 kc., with 1 KW, daytime only; engineering conditions. (BP-5411)

1220 KC.

F. F. McNaughton and Louis F. Leurig, The LaSalle County Broadcasting Co., LaSalle, Ill.—Granted CP for a new station to operate on 1220 kc., with 250 watts, daytime only; engineering conditions. (BP-5284)

1300 KC.

Asher Broadcasting Service, Inc., Quincy, Mass.—Granted CP for a new station to operate on 1300 kc., 1 KW, day; engineering conditions. (BP-4466)

1490 KC.

Mountain Broadcasting Service, Inc., Princeton, W. Va.—Adopted order granting application for a new station to operate on 1490 kc., 250 watts, unlimited time; conditions. (BP-5386; Docket 7934).

1510 KC.

Doyle E. Collup, Stephenville, Texas—Granted CP for a new station to operate on 1510 kc., 250 watts, daytime only. (BP-5380)

AM—License Renewals

KCMJ—Palm Springs Broadcasting Co., Palm Springs, Calif.—Granted renewal of license for the period ending February 1, 1950.

WGBF—Evansville On the Air, Inc., Evansville, Ind.—Granted renewal of license for the period ending November 1, 1948.

AM—Designated for Hearing

580 KC.

Foundation Co. of Washington, Washington, D. C.—Dismissed application (BP-4997) for a new station to operate on 580 kc., 5 KW, unlimited time, DA-1, since same is mutually exclusive with an existing Washington station (WQQW) as the U. S. Court of Appeals for the District of Columbia has dismissed the Foundation Company's protest of the WQQW grant.

730-740 KC.

Ellis County Broadcasting Co., Waxahachie, Texas; Texas Star Broadcasting Co., Dallas, Texas—Designated for hearing in a consolidated proceeding the application of Ellis County Broadcasting Co. (BP-5339), 730 kc., 250 watts, daytime only, with application of Texas Star Broadcasting Co. (BP-5820), 740 kc., 10 KW, unlimited time, DA.

740 KC.

The Connecticut Electronics Corp., Bridgeport, Conn.; Heathcote Broadcasting Co., Scarsdale, N. Y.—Designated for hearing in a consolidated proceeding the applications of The Connecticut Electronics Corp. (BP-5375), 740 kc., 1 KW, day, DA, and application of Heathcote Broadcasting Co. (BP-5899), 740 kc., 250 watts, day.

860 KC.

Steel City Broadcasting Corp., Homestead, Pa.—Designated for hearing application (BP-5343) for a new station to operate on 860 kc., 250 watts, daytime only.

910 KC.

Gene Burke Brophy, Nogales, Ariz.—Designated for hearing application of Gene Burke Brophy (BP-5149), 910 kc., 100 watts, night, 250 watts-LS, unlimited time, in a consolidated proceeding with applications of Radio Phoenix, Inc. (Docket 7627) and John C. Mullens (Docket 8156).

980 KC.

Bexar Broadcasting Co., San Antonio, Texas; Fort Bend Broadcasting Co., Rosenberg, Texas (a voluntary association, Julius E. Junker, trustee)—Designated for hearing in a consolidated proceeding the application of Bexar Broadcasting Co. (BP-5705), 980 kc., 1 KW, day, with application of Fort Bend County, et al. (BP-5908), 980 kc., 250 watts, daytime.

1080 KC.

Radio Broadcasting Corp., LaSalle-Peru, Ill.; McLean County Broadcasting Co., Bloomington, Ill.; Northwestern Indiana Radio Co., Inc., Valparaiso, Ind.; Steel City Broadcasting Corp., Gary, Ind.—Designated for consolidated hearing these four applications which had heretofore been designated, all requesting the frequency 1080 kc., with 1 KW, at LaSalle-Peru and Gary, and daytime hours; 250 watts at Valparaiso and Bloomington, daytime only. (BP-5747; BP-5857; BP-5574; BP-5888)

1190 KC.

Arecibo Broadcasting Co., Inc., Arecibo, P. R.; The Martinez-Rodriguez Broadcasting Co., San Juan, P. R.; WKJB—Jose Bechara, Jr., Mayaguez, P. R.—Designated for consolidated hearing the application of Arecibo Broadcasting Co. (BP-5047), for a new station on 1190 kc., 250 watts, unlimited, and application of Martinez-Rodriguez Broadcasting Co. (BP-5669), 1190 kc., 10 KW, limited time, and application of WKJB (BP-5938), to change operating assignment from 1340 kc., 250 watts, unlimited to 1190 kc., 10 KW, unlimited, DA.

(Continued on next page)

1230 KC.

Coastal Broadcasting Co., Lakeland, Fla.; WSIR—Citrus Belt Broadcasters, Inc., Winter Haven, Fla.—Designated for hearing in a consolidated proceeding application of Coastal Broadcasting Co. (BP-5256), for a new station to operate on 1230 kc., 250 watts, unlimited time, with application of WSIR (BP-5937), to change facilities from 1490 to 1230 kc., using 250 watts, unlimited time.

1240 KC.

Williamson Broadcasting Corp., Pikesville, Ky.; Cumberland Publishing Co., Pikesville, Ky.—Designated for hearing in a consolidated proceeding the application of Williamson Broadcasting Corp. (BP-5502), with application of Cumberland Publishing Co. (BP-5904), both requesting 1240 kc., 250 watts, unlimited time.

Santa Rosa Broadcasting Co., Santa Rosa, Calif.—Designated for hearing application (BP-5855), for a new station to operate on 1240 kc., 250 watts, unlimited time, and ordered that KROY, Sacramento, be made a party to the proceeding.

1280 KC.

James E. Latimer and Wm. A. Pritchett, Lake City, S. C.; WKST—WKST, Inc., New Castle, Pa.—Designated for hearing in a consolidated proceeding application (BP-5008) for a new station to operate on 1280 kc., 250 watts, unlimited time, with application of WKST to change facilities from 1280 kc., 1 KW, unlimited, to 1280 kc., 5 KW, DA-N, unlimited. (BP-5913)

1340 KC.

Sayre Printing Co., Sayre, Pa.—Designated for hearing application (BP-5872) for a new station to operate on 1340 kc., 250 watts, unlimited time, and ordered that WMBO, Auburn, N. Y., be made a party to the proceeding.

Bay Radio, Inc., North Bend, Ore.; Western Oregon Broadcasting, Inc., Reedsport, Ore.—Designated for hearing in a consolidated proceeding the applications of Bay Radio, Inc. (BP-5565) and Western Oregon Broadcasting, Inc. (BP-5896), both requesting 1340 kc., 250 watts, unlimited time.

1340-1350 KC.

Philip Mathews, Carlisle, Pa.; WORK—York Broadcasting Co., York, Pa.—Designated for hearing in a consolidated proceeding application of Philip Mathews (BP-5545) for a new station on 1340 kc., 250 watts, unlimited time, with application of WORK (BP-5907), to change facilities from 1350 kc., 1 KW, DA-N, to 1350 kc., 1 KW, 5 KW-LS, unlimited, DA-N.

1400 KC.

Seward County Broadcasting Co., Liberal, Kans. (Alf M. Landon, et al.); North Plains Broadcasting Co., Perryton, Texas—Designated for hearing in a consolidated proceeding application of Seward County Broadcasting Co. (BP-5719), and North Plains Broadcasting Co. (BP-5898), both requesting new stations on 1400 kc., 250 watts, unlimited time.

1410 KC.

Frank Mitchell Farris, Jr., Nashville, Tenn.; WCOE, Inc., Nashville, Tenn.—Designated for consolidated hearing application of Frank Mitchell Farris, Jr. (BP-4043), for a new station to operate on 1410 kc., 1 KW, unlimited, DA, with application of WCOE, Inc. (BP-5477), 1410 kc., 5 KW, unlimited, DA.

1430 KC.

John F. Kramer, Cambridge, Md.—Designated for hearing application (BP-5946) for a new station to operate on 1430 kc., 1 KW, daytime only, in a consolidated proceeding with the application of The Capital Broadcasting Co., Annapolis. (Doc. 7371)

1450 KC.

Agnes Jane Reeves Greer, Dover, Ohio; The Massillon Broadcasting Co., Massillon, Ohio—Designated for consolidated hearing the application of Agnes Jane Reeves Greer (BP-5319), with application of The Massillon Broadcasting Co. (BP-5895), both requesting new stations on 1450 kc.,

250 watts, unlimited time., WFMJ, WJPA and WHBC made parties.

1490 KC.

Community Broadcasting Co., Fort Worth, Texas—Designated for hearing application (BP-5182) for a new station to operate on 1490 kc., 250 watts, unlimited time, and ordered that KWWC, Vernon, Texas, KPLT, Paris, and KGKB, Tyler, Texas, be made parties to the proceeding.

Craig Broadcasting Co., Chester, S. C. (Alex B. Craig, et al.)—Designated for hearing application (BP-5337) for a new station to operate on 1490 kc., 250 watts, unlimited time, and ordered WKIX, Columbia, S. C., be made a party to the proceeding.

1520 KC.

Lake Shore Broadcasting Co., Evanston, Ill.; WHOW, Cornbelt Broadcasting Co., Clinton, Ill.—Designated for hearing in a consolidated proceeding with application of Lake States Broadcasting Co. (Docket 8119), the applications of Lake Shore Broadcasting Co. (BP-4750), for a new station to operate on 1520 kc., 5 KW, daytime only, DA, and application of WHOW (BMP-2562) to change facilities from 1520 kc., 1 KW, daytime only, to 1520 kc., 5 KW, unlimited time, DA-night.

AM—Modifications of CP's Granted

KFMO—Oscar C. Hirsch, Flat River, Mo.—Granted modification of CP which authorized a new station, for approval of antenna, change type of transmitter, and for approval of transmitter and studio locations at: on Highway 61 near Flat River. (BMP-2533)

KSIW—Woodward Broadcasting Co., Woodward, Okla.—Granted modification of CP which authorized a new station, for approval of antenna, approval of transmitter location at SW corner of SW $\frac{1}{4}$ of the NW $\frac{1}{4}$ of Sec. 36, Twp. 23N, Range 21 W. I. M., Woodward. (BMP-2492)

KVER—Intermountain Broadcasting Co., Albuquerque, N. Mex.—Granted modification of CP which authorized a new station, for approval of antenna, for approval of transmitter location near Old Albuquerque Settlement, $\frac{1}{2}$ mile east of Rio Grande River, and to specify studio location as 313 N. Broadway, Albuquerque. (BMP-2484)

WJMR—Supreme Broadcasting System, Inc., New Orleans, La.—Granted modification of CP which authorized a new station, to change type of transmitter. (BMP-2278)

WEAM—Arlington-Fairfax Broadcasting Co., Inc., Arlington, Va.—Granted modification of CP which authorized a new station, to make changes in vertical antenna, to change type of transmitter, and to change transmitter location to 22nd St. between No. Frederick and No. Harrison St., Arlington County; conditions. (BMP-9469)

WBAX—John H. Stenger, Jr., Wilkes-Barre, Pa.—Granted modification of CP (BP-3846) for extension of completion date to 3-20-47.

KFI—Earle C. Anthony, Inc., Los Angeles, Calif.—Granted modification of CP (BP-4712) for extension of completion date to 9-26-47. (BMP-2516)

WSBT—The South Bend Tribune, South Bend, Ind.—Granted modification of CP (BP-4294) for extension of completion date to 10-6-46. (BMP-2517)

KGGM—New Mexico Broadcasting Co., Inc., Albuquerque, N. Mex.—Granted modification of CP (BP-2918) for extension of completion date to 6-7-47. (BMP-2536)

AM—Licenses Granted to Cover CP's

KFYR—Meyer Broadcasting Co., Bismarck, N. Dak.—Granted license to cover CP which authorized installation of a new transmitter. (BL-2287)

WSAU—Northern Broadcasting Co., Inc., Wausau, Wis.—Granted license to cover CP which authorized installation of a new transmitter. (BL-2281)

(Continued on next page)

WNHC—The Elm City Broadcasting Corp., New Haven, Conn.—Granted license to use old main transmitter as auxiliary with power of 250 watts. (BL-2183)

WHBB—Selma Broadcasting Co., Inc., Selma, Ala.—Granted license to cover CP which authorized increase in power to 250 watts and installation of new transmitter. (BL-2158)

WJPR—Radio Services Co., Greenville, Miss.—Granted license to cover CP which authorized installation of a new transmitter. (BL-2299)

KFVD—Standard Broadcasting Co., Los Angeles, Calif.—Granted license to cover CP which authorized installation of new transmitter, increase in power to 5 KW and change transmitter location. (BL-2302). Conditions.

650 KC.

KRCT—Bay Broadcasting Co., Goose Creek, Texas—Granted license to cover CP which authorized a new station on 650 kc., 250 watts, daytime; conditions. (BL-2294)

780 KC.

WCKB—N. C. Central Broadcasters, Inc., Dunn, N. C.—Granted license to cover CP which authorized a new station on 780 kc., 1 KW, daytime only; conditions. (BL-2190)

860 KC.

KWPC—Muscatine Broadcasting Co., Ltd., Muscatine, Iowa—Granted license to cover CP which authorized a new station on 860 kc., 250 watts, daytime. (BL-2260)

1050 KC.

WGAY—Tri-Suburban Broadcasting Corp., Silver Spring, Md.—Granted license to cover CP which authorized a new station to operate on 1050 kc., 1 KW, daytime. (BL-2206)

1100 KC.

WGPA—The Bethlehem's Globe Pub. Co., Bethlehem, Pa.—Granted license to cover CP which authorized a new station on 1100 kc., 250 watts, daytime only. (BL-2307)

1140 KC.

KORC—Alfred Achilles Coreanges, Mineral Wells, Texas—Granted license to cover CP which authorized a new station on 1140 kc., 250 watts, daytime; conditions. (BL-2200)

1170 KC.

WLBH—Mattoon Broadcasting Co., Mattoon, Ill.—Granted license to cover CP which authorized a new station on 1170 kc., 250 watts, daytime; conditions. (BL-2175)

1190 KC.

WBIX—Rome Radio Broadcasting Co., Rome, Ga.—Granted license to cover CP which authorized a new station to operate on 1190 kc., 1 KW, daytime only, and for change of studio location to: 121 Broad St.; conditions. (BL-2300)

1230 KC.

WTNT—Ga.-Carolina Broadcasting Co., Augusta, Ga.—Granted license to cover CP which authorized a new station on 1230 kc., 250 watts, unlimited time; conditions. (BL-2254).

1280 KC.

KSOK—The Travelers Pub. Co., Arkansas City, Kans.—Granted license to cover CP which authorized a new station on 1280 kc., 1 KW, daytime; conditions. (BL-2231)

1310 KC.

WNAE—Northern Allegheny Broadcasting Co., Warren, Pa.—Granted license to cover CP which authorized a new station to operate on 1310 kc., 1 KW, daytime. (BL-2236)

1340 KC.

WGWC—G. W. Covington, Jr., Selma, Ala.—Granted license to cover CP which authorized a new station on 1340

kc., 250 watts, unlimited time; conditions; and to specify studio location at Broad St., 2 miles north of Selma. (BL-2214)

1400 KC.

KIFI—Eastern Idaho Broadcasting and Tele. Co., Idaho Falls, Idaho—Granted license to cover CP which authorized a new station on 1400 kc., 250 watts, unlimited time, and to specify studio location at 339 Broadway, Idaho Falls; conditions. (BL-2258)

WBOB—Carroll-Grayson Broadcasting Corp., Galax, Va.—Granted license to cover CP which authorized a new station on 1400 kc., 250 watts, unlimited time; conditions. (BL-2286)

1450 KC.

KOSA—Southwestern Broadcast Corp., Odessa, Texas—Granted license to cover CP which authorized a new station on 1450 kc., 250 watts, unlimited time, and to specify studio location as 115 West Sixth St., Odessa; conditions. (BL-2284)

WPAM—Miner's Broadcasting Service, Pottsville, Pa.—Granted license to cover CP which authorized a new station on 1450 kc., 250 watts, unlimited time. (BL-2251)

1490 KC.

KTYL—Sun Valley Broadcasting Co., Mesa, Ariz.—Granted license to cover CP which authorized a new station on 1490 kc., 250 watts, unlimited time; conditions. (BL-2248)

KBOL—J. Herbert Hollister, Boulder, Colo.—Granted license to cover CP which authorized a new station on 1490 kc., 250 watts, unlimited time, and for change of studio location to 1617 Pearl St., Boulder. (BL-2304)

WHBS—The Huntsville Times Co., Inc., Huntsville, Ala.—Granted license to cover CP which authorized a new station on 1490 kc., 250 watts, unlimited time; conditions. (BL-2147)

WDHL—Manatee Broadcasting Co., Inc., Bradenton, Fla.—Granted license to cover CP which authorized a new station on 1490 kc., 250 watts, unlimited time; conditions. (BL-2173)

1510 KC.

KOCS—The Daily Report, Ontario, Calif.—Granted license to cover CP which authorized a new station on 1510 kc., 250 watts, daytime only; conditions. (BL-2274)

1540 KC.

KGBC—The Galveston Broadcasting Co., Galveston, Texas—Granted license to cover CP which authorized a new station on 1540 kc., 1 KW, daytime, and to specify studio location as 21st and Strand St., Galveston (BL-2279). Conditions.

1590 KC.

WLOW—Commonwealth Broadcasting Corp., Norfolk, Va.—Granted license to cover CP which authorized a new station on 1590 kc., 1 KW, daytime only, and to specify studio location as 219 Granby St., Norfolk. (BL-2309)

AM—Miscellaneous Actions

WWCO—Mitchell G. Meyers, Ruben E. Aronheim and Milton H. Meyers (Assignors), The Mattatuck Broadcasting Co. (Assignee), Waterbury, Conn.—Granted consent to assignment of license of station WWCO from a partnership composed of Mitchell G. Meyers, Ruben E. Aronheim and Milton H. Meyers, to Mattatuck Broadcasting Co., for a consideration of \$30,221. Each partner will be an officer and/or director and will hold a 1/3 stock interest. (BAL-578)

WILK—Harold T. Gray, et al (Assignor), Wyoming Valley Broadcasting Co. (Assignee), Wilkes-Barre, Pa.—Granted consent to assignment of construction permit from a partnership consisting of 8 equal partners to Wyoming Valley Broadcasting Co., a corporation. No money involved. (BAP-46)

KROX—New Mexico Broadcasting Co., Inc., Clovis, N. Mex.—Authorized cancellation of construction permit (BP-5188) for a new station and modification thereof

(Continued on next page)

(BMP-2392), and deleted all records relative thereto, upon request of permittee due to ill health of principal stockholder.

KRSM—New Mexico Broadcasting Co., Inc., Roswell, N. Mex.—Authorized cancellation of construction permit (BP-5189) for a new station and modification thereof (BMP-2382), and deleted all records relative thereto, upon request of permittee due to ill health of principal stockholder.

Sims Publishing Co., Orangeburg, S. C.—Denied petition requesting waiver of the provisions of temporary expediting procedure of January 8, 1947, and retain its application (BP-5577) in the processing line rather than refer it to pending files pursuant to provisions of said procedure; and referred said application to pending files.

WCAP—Radio Industries Broadcast Co., Asbury Park, N. J.—Granted CP to make changes in vertical antenna and mount FM antenna on top of AM tower. (BP-5639)

WJMR—Supreme Broadcasting System, Inc., New Orleans, La.—Denied application for special service authorization to operate on 990 kc. at night for a period of 90 days. (BSSA-156)

Pacific States Radio Engineering, Pittsburg, Calif.—Adopted an order dismissing application (BP-5753), for a new station, without prejudice to refile after a decision has been rendered with respect to application of Golden Gate Broadcasting Corp., heard in a consolidated proceeding, or after said application has otherwise been disposed of.

Radio Americas Corp., San Juan, P. R.—Denied petition for review of action of presiding officer of motions docket on February 28, granting petition of Antilles Broadcasting System, Inc. for leave to file a brief in support of its application for CP (Docket 7500), and affirmed said action of Motions Officer.

Biloxi Broadcasting Assn., Biloxi, Miss.—Adopted an order dismissing application (BP-5818) for a new station, without prejudice to refile after a decision has been rendered with respect to application of Gulf Broadcasting Co., Inc., heard in a consolidated proceeding, or after said application has otherwise been disposed of.

WHAS—Courier Journal and Louisville Times Co. (Transferor); WHAS, Inc. (Assignee), Louisville, Ky.—Granted assignment of license of WHAS from Courier Journal and Louisville Times Co., to WHAS, Inc., a newly formed corporation wholly owned by assignor. (BAL-577)

KYA—Palo Alto Radio Station, Inc., San Francisco, Calif.—Granted petition requesting severance of the hearing record in re its application (Docket 7955) and applications of KROY (Docket 7170) and San Mateo Broadcasters. (Docket 8045), from the hearing record in re Dockets 7966, C. Thomas Patton, and Docket 7956, Pittsburg Broadcasting Co., and the record in Dockets Nos. 7170, 7955 and 8045 are ordered closed.

Charles N. Meredith, Silverdale, Pa.—Denied petition to enlarge the issues in the consolidated hearing in Dockets Nos. 8092 and 8091.

WHA—University of Wisconsin, Madison, Wis.—Granted petition for leave to intervene in the consolidated hearing on applications of Grain Country Broadcasting Co., Inc., and Mid-State Broadcasting Co. (Dockets 8064 and 8043).

Ogden Broadcasting Co., Inc., Ogden, Utah—Granted petition for extension of time within which to file opposition to petition for reconsideration and reinstatement of CP filed by Central Utah Broadcasting Co., and extended time to March 27, 1947.

KANS—Kansas Broadcasting Co., Inc., Wichita, Kans.—Granted petition for leave to amend its application for CP (BP-5159; Docket 7952), so as to show a revised DA design, etc.

Capital Radio, Inc., Columbus, Ohio—Granted petition requesting Commission to strike the intervention of WHKK, Akron, to the consolidated proceeding involving its application (Docket 7947) and that of Heart of Ohio, Inc. (Docket 7948), and removed WHKK as a party to the proceeding.

Fred Jones Radiocasting and Television Co., Oklahoma City, Okla.—Granted petition requesting leave to amend its

application for CP (BP-5404; Docket 8068) so as to show revised daytime antenna pattern.

Booth Radio Stations, Inc., Saginaw, Mich.; Federated Publications, Inc., Lansing, Mich.; Saginaw Broadcasting Co., Saginaw, Mich.—The Commission, on its own motion, continued the consolidated hearing on these applications presently scheduled for March 26, to April 8.

Booth Radio Stations, Inc., Saginaw, Mich.—Granted petition for leave to amend its application (BP-4088; Docket 6805), so as to revise Exhibits 3-A and 4-A filed with application, to show changes in the tolerance values for the vertical and horizontal radiation patterns.

Lincoln Operating Co., Miami, Fla.—Granted petition for leave to amend its application for CP (BP-4903; Docket 7874) so as to revise Exhibit J filed with application, to show a slight modification of the adjustment tolerance specified in the proposed DA design.

Riverside Broadcasting Co., Riverside, Calif.—Granted petition for leave to amend its application (BP-5807; Docket 8154), so as to make certain minor changes in various paragraphs.

Midland Broadcasting Co., Kansas City, Mo.—Granted petition for leave to take depositions in re its application for CP (BP-5404; Docket 8067).

Charles M. Meredith, Silverdale, Pa.—Granted petition for waiver of rules and accepted petitioner's written appearance in re his application (BP-5625; Docket 8092).

WBBZ—Adelaide Lillian Carrell, Ponca City, Okla.—Granted petition to dismiss without prejudice its application for CP (BP-5018; Docket 8147).

Lee-Smith Broadcasting Co., Fairbault, Minn.—Granted petition for leave to amend its application for CP (BP-4581; Docket 7875), so as to show a change in the DA plan, a new transmitter, etc.

Texhoma Broadcasting Co., Durant, Okla.—Granted petition for leave to amend its application (BP-5112; Docket 7993), so as to specify a nighttime DA array, etc.

La. Broadcasting Co., New Orleans, La.—Granted petition for leave to amend its application for CP (BP-4260; Docket 7162) so as to specify a revised directional array, etc.

East-West Broadcasting Co., Fort Worth, Texas—Granted petition for leave to amend its application (BP-4524; Docket 7994), so as to request 1 KW at night instead of 5 KW, etc.

AM—Applications Accepted for Filing

560 KC.

NEW—Ellis C. Thompson, Harold I. Tanner and John A. Ross, a partnership, Detroit Broadcasting Co., Detroit, Mich. (P. O. % The Lincoln Stamping Co., 13271 Mt. Elliott)—Construction permit for a new standard broadcast station to be operated on 560 kc., power of 250 watts and daytime hours of operation.

570 KC.

WQQW—Metropolitan Broadcasting Corp., Washington, D. C.—Modification of license to increase power from 500 watts to 1 KW (daytime).

580 KC.

KTSC—Sun Country Broadcasting Co., Tucson, Arizona—Construction permit to change frequency from 1490 to 580 kc., power from 250 watts to 1 KW, change type of transmitter, install directional antenna for night use and change transmitter location.

WIAC—Radio Station WIAC, Inc., Hato Rey, Puerto Rico—Modification of license to move main studio location from Stop 29, Ordenez St., Hato Rey, Puerto Rico, to Ponce De Leon Ave., Stop 11, #654, Santurce District, San Juan, Puerto Rico.

600 KC.

NEW—San Angelo Broadcasters, San Angelo, Texas—(Glen H. McClain, E. H. Howley, James A. Clements, L. M. (Continued on next page)

Rice, Frank Monroe Dowd and Joe H. Torbett, a partnership)—Construction permit for a new standard broadcast station to be operated on 600 kc., power of 1 KW night, 5 KW day, directional antenna and unlimited hours of operation. Amended to change daytime directional antenna pattern.

610 KC.

WIOD—Isle of Dreams Broadcasting Corp., Miami, Fla.—Construction permit to make changes in antenna and mount FM antenna on top of AM tower.

NEW—Treasure State Broadcasting Co., Inc., Butte Mont. (P. O. 55 West Broadway)—Construction permit for a new standard broadcast station to be operated on 610 kc., power of 1 KW, directional antenna, night use and unlimited hours of operation.

630 KC.

WMFD—Richard Austin Dunlea, Wilmington, N. C.—Construction permit to change frequency from 1400 kc., to 630 kc., increase power from 250 watts day and night to 1 KW day and night, install new transmitter and directional antenna (2) for day and night use, and change transmitter location. Amended to make changes in directional antenna (2) for day and night use to modify the nighttime directional antenna.

NEW—Pat Murphy Courington, Albertville, Ala. (P. O., Albertville, Ala.)—Construction permit for a new standard broadcast station to be operated on 630 kc., power of 250 watts and daytime hours of operation.

680 KC.

NEW—Portland Broadcasting Corp., Portland, Oregon (P. O. 1123 S.W. Fifth Ave.)—Construction permit for a new standard broadcast station to be operated on 680 kc., power of 1 KW and daytime hours of operation.

690 KC.

NEW—The Naugatuck Valley Broadcasting Corp., Ansonia, Conn. (P. O. 991 Broad St., Suite 9, Bridgeport, Conn.)—Construction permit for a new standard broadcast station to be operated on 690 kc., power of 1 KW and daytime hours of operation.

NEW—Bloom Radio, Inc., Bloomsburg, Pa. (P. O. 1 Washington Place)—Construction permit for a new standard broadcast station to be operated on 690 kc., power of 1 KW, directional antenna 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. Amended to change transmitter location (geog. coordinates).

740 KC.

NEW—Heathcote Broadcasting Co. (George J. Feinberg and J. Harvey McCoy, a partnership) (P. O. 10 W. 20th St., New York, N. Y.)—Construction permit for a new standard broadcast station to be operated on 740 kc., power of 250 watts and daytime hours of operation.

770 KC.

WCAL—St. Olaf College, a Minnesota Corp., Northfield, Minn.—Construction permit to install new transmitter.

800 KC.

NEW—Johnson County Broadcasting Corp., Iowa City, Iowa (P. O. 70 Whiting Ave.)—Construction permit for a new standard broadcast station to be operated on 800 kc., power of 250 watts and daytime hours of operation.

810 KC.

KCMO—KCMO Broadcasting Co., Kansas City, Mo.—Modification of construction permit (B4-P-3389, as modified, which authorized change in frequency, increase in power, installation of new transmitter, changes in directional antenna for night use, and change transmitter location) to in-

crease power from 10 KW night, 50 KW day, to 50 KW day and night, and make changes in directional antenna for night use.

WKAT—A. Frank Katzentine, Miami Beach, Fla.—Construction permit to change frequency from 1360 to 810 kc., increase power from 1 to 5 KW, install new transmitter, directional antenna for night use, and new vertical antenna with FM antenna on top, and change transmitter location.

WASI—The Chesapeake Radio Corp., Annapolis, Md.—Construction permit to increase power from 250 watts to 1 KW, and install a new transmitter.

850 KC.

NEW—Orange County Broadcasting Co., Santa Ana, Calif. (George W. Berger, George A. Raymer, Fred Forgy and John W. Swallow, a partnership)—Construction permit for a new standard broadcast station to be operated on 850 kc., power of 1 KW and daytime hours of operation.

WJW—WJW, Inc., Cleveland, Ohio—Construction permit to increase power from 5 KW day and night to 10 KW day and 5 KW night, change type of transmitter and changes in antenna so as to employ non-directional antenna during daytime hours.

860 KC.

NEW—Western Maryland Broadcasting Corp., Norfolk, Va. (P. O. Alexander Hotel, 200 Public Square, Hagerstown, Md.)—Construction permit for a new standard broadcast station to be operated on 860 kc., power of 1 KW and daytime hours of operation.

KSFA—Wilbur Courtland Fouts, Nacogdoches, Texas—Modification of construction permit (B3-P-4779 as modified, which authorized a new standard broadcast station) for increase in power from 500 watts to 1 KW (daytime) and change name of permittee from Wilbur Courtland Fouts to Wilbur C. Fouts, tr/as Nacogdoches Broadcasting Company.

870 KC.

KCNC—Blue Bonnet Broadcasting Corp., Fort Worth, Texas—Construction permits to increase power from 250 watts to 1 KW and make changes in modulation and frequency monitors.

890 KC.

KBYE—State Broadcasting Co., Oklahoma City, Okla.—Modification of construction permit (B3-P-4465 as modified, which authorized a new standard broadcast station) to change type of transmitter and change studio location.

KBYE—State Broadcasting Co., Oklahoma City, Okla.—Construction permit to increase power from 1 KW daytime to 10 KW daytime and install new transmitter.

930 KC.

NEW—Springtime City Broadcasting Co., Clearwater, Fla. (Victor John Morgan) (P. O. 300 North Garden St.)—Construction permit for a new standard broadcast station to be operated on 930 kc., power of 250 watts and daytime hours of operation.

940 KC.

WINZ—Hollywood Broadcasting Co., Hollywood, Florida—Construction permit to change hours of operation from daytime to unlimited time, with power of 1 KW day and night, install directional antenna for night use only, and change transmitter location.

WMIX—Mt. Vernon Radio and Television Co., Mt. Vernon, Ill.—Modification of construction permit (B4-P-4265, which authorized a new standard broadcast station) for approval of antenna, to change type of transmitter for approval of transmitter location and specify studio location.

950 KC.

WIBX—WIBX, Inc., Utica, N. Y.—Construction permit to change frequency from 1230 to 950 kc., increase power from 250 watts day and night to 5 KW day and night, install new transmitter and directional antenna-1 for day and night use, and change transmitter location.

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NEW—Beacon Broadcasting Co., Inc., Boston, Mass.—(P. O. 73 Tremont St.)—Construction permit for a new standard broadcast station to be operated on 950 kc., power of 1 KW and daytime hours of operation. Request the facilities of WORL, Boston, Mass.

KDSH—Queen City Broadcasting Co., Boise, Idaho—Modification of construction permit (B5-P-3613, as modified, which authorized a new standard broadcast station) to increase power from 1 KW day and night to 5 KW day and night, install new transmitter, specify studio location as 311 North 10th St., Boise, Idaho, makes changes in directional antenna and change from directional antenna (2) day and night to directional antenna night only.

960 KC.

KFVS—Hirsch Battery & Radio Co., Cape Girardeau, Mo. (Oscar C. Hirsch)—Construction permit to change frequency from 1400 to 960 kc., increase power from 250 watts to 1 KW, install new transmitter and directional antenna for night use, change transmitter location. Amended to change power from 1 KW to 500 watts night, 1 KW day, using directional antenna at night.

WBOC—The Peninsula Broadcasting Co., Salisbury, Md.—Modification of construction permit (B1-P-3786, which authorized change in frequency, increase in power, making changes in transmitting equipment and installing directional antenna for night use) to make changes in directional antenna for night use.

980 KC.

NEW—Fort Bend County Broadcasting Co., between Richmond and Rosenberg, Texas (P. O. % First National Bank, Rosenberg, Texas)—Construction permit for a new standard broadcast station to be operated on 980 kc., power of 250 watts, and daytime hours of operation.

NEW—Viking Broadcasting Co., Newport, R. I. (P. O. 3 Bliss Road, Newport, R. I.)—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.

WPR—Puerto Rico Advertising Co., Inc., Mayaguez, P. R.—Construction permit to increase power from 1 KW night, 5 KW day to 10 KW day and night, make changes in transmitting equipment, install directional antenna (1) for day and night use, change transmitter location.

1030 KC.

NEW—Rafael Ramos Cobian, San Juan, P. R. (P. O. Ponce De Leon Ave. Stop 19, San Juan, P. R.)—Construction permit for a new standard broadcast station to be operated on 1030 kc., power of 5 KW, directional antenna (1), and unlimited hours of operation.

KWBU—The Century Broadcasting Co., Corpus Christi, Texas—Modification of construction permit (B3-P-3524, which authorized a new standard broadcast station) to change frequency from 1010 to 1030 kc. Amended to change hours of operation from daytime to unlimited, using 10 KW night, 50 KW day; changes in transmitting equipment, and install directional antenna for day and night use.

1130 KC.

WCAR—Pontiac Broadcasting Co., Pontiac, Mich.—Construction permit to change power and hours of operation from 1 KW, daytime to 50 KW, unlimited time, install new transmitter and directional antenna (2) for day and night use, change transmitter location from between Square Lake and Telegraph Roads, near Pontiac, Michigan, to Stony Island, Grosse Ile Township, Michigan, and studio location from 6th floor Ricker Bldg., Wayne and Huron Sts., Pontiac, Michigan, to: to be determined, Detroit, Michigan.

1150 KC.

WSIV—Pekin Broadcasting Co., Pekin, Ill.—Modification of construction permit (B4-P-5169, which authorized increase in power, change type of transmitter, and change studio location) to change frequency from 1140 to 1150 kc., change power and hours of operation from 1 KW daytime to

500 watts night, 1 KW day, unlimited time; install directional antenna for night use only and for extension of commencement and completion dates. Amended to make changes in directional antenna and change from directional antenna for night use only to directional antenna (2) for day and night use.

1170 KC.

NEW—Jack Henry Kidd, Jr., Kingsville, Texas (P. O. Kleberg Bank)—Construction permit for a new standard broadcast station to be operated on 1170 kc., power of 250 watts, and daytime hours of operation.

1190 KC.

WKJB—Jose Bechara, Jr., Mayaguez, P. R.—Construction permit to change frequency from 1340 to 1190 kc., increase power from 250 watts day and night to 10 KW day and night, make changes in transmitting equipment, and install directional antenna (1) for day and night use.

1200 KC.

NEW—Soonier Broadcasting Co., Oklahoma City, Okla. (P. O. 2712 First National Bldg.)—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.

WTBC—Tuscaloosa Broadcasting Co., Tuscaloosa, Ala. (Thomas H. Todd, Bertram Bank, Lamar Branscomb and Jeff Coleman)—Construction permit to change frequency from 1450 to 1230 kc., and install new vertical antenna with FM antenna mounted on top. Contingent upon relinquishment of 1230 kc. by WJRD.

WSIR—Citrus Belt Broadcasters, Inc., Winter Haven, Fla.—Construction permit to change frequency from 1490 to 1230 kc.

1240 KC.

NEW—Cumberland Publishing Co., Pikeville, 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. Amended to change studio location and specify transmitter location as: "To be determined", Pikeville, Ky.

KICD—Iowa Great Lakes Broadcasting Co., Spencer, Ia.—Construction permit to install new vertical antenna and mount FM antenna thereon.

NEW—Ari-Ne-Mex Broadcasting Corp., Lordsburg, N. Mex. (P. O. Box 233, Albuquerque, N. Mex.)—Construction permit for a new standard broadcast station to be operated on 1240 kc., power of 250 watts, and unlimited hours of operation.

NEW—Hector Reichard, Aguadilla, Puerto Rico (P. O. 17 Munoz Rivera St.)—Construction permit for a new standard broadcast station to be operated on 1240 kc., power of 250 watts and unlimited hours of operation.

NEW—Elk River Broadcasters, Fayetteville, Tenn. (R. A. Largen, R. M. McKay, Sr., R. M. McKay, Jr., J. M. McGrew and Revis Hobbs, a partnership) (P. O. % R. M. McKay, Jr., Box 226, Columbia, Tenn.)—Construction permit for a new standard broadcast station to be operated on 1240 kc., power of 250 watts and unlimited hours of operation.

1270 KC.

KPSC—Sun Country Broadcasting Co., Phoenix, Ariz.—Construction permit to change frequency from 1450 to 1270 kc., increase power from 250 watts to 5 KW, install new transmitter and directional antenna for night use, and change transmitter location.

WHBF—Rock Island Broadcasting Co., Rock Island, Ill.—Modification of license to change from employing directional antenna day and night to employing directional antenna night only and non-directional antenna during daytime.

1280 KC.

WKST—WKST, Inc., New Castle, Pa.—Construction permit to increase power from 1 to 5 KW, install a new trans-

(Continued on next page)

mitter, and make changes in directional antenna for night use.

1290 KC.

WIRK—Ken-Sell, Inc., West Palm Beach, Fla.—Modification of construction permit (B3-P-5104, as modified, which authorized a new standard broadcast station) to change hours of operation from daytime to unlimited time, install directional antenna for day and night use, and extend commencement and completion dates.

NEW—Alaska Broadcasting Co., Fairbanks, Alaska (William J. Wagner) (P. O. Box 1040, 412 4th Ave., Anchorage, Alaska)—Construction permit for a new standard broadcast station to be operated on 1290 kc., power of 1 KW, and unlimited hours of operation.

WIRK—Ken-Sell, Inc., West Palm Beach, Fla.—Modification of construction permit (B3-P-5104, as mod., which authorized a new standard broadcast station) to change hours of operation from daytime to unlimited time, install directional antenna (2) for day and night use, and extend commencement and completion dates to 60 days after grant and 180 days thereafter. Amended to modify night time directive array.

1310 KC.

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

1320 KC.

KELO—Midcontinent Broadcasting Co., Sioux Falls, S. Dak.—Construction permit to change frequency from 1230 to 1320 kc., increase power from 250 watts to 5 KW, install new transmitter and directional antenna for night use, and change transmitter and studio location. Amended to modify directional antenna pattern.

NEW—Inter-City Advertising Co., Greensboro, N. C. (P. O. 120 E. Third St., Charlotte, N. C.)—Construction permit for a new standard broadcast station to be operated on 1320 kc., power of 1 KW, directional antenna, and unlimited hours of operation.

WKAN—Kankakee Daily Journal Co., Kankakee, Ill.—Modification of construction permit (B4-P-4013, as modified, which authorized a new standard broadcast station) to change type of antenna and for extension of completion date to 120 days after grant.

1330 KC.

KFH—Radio Station KFH Co., Wichita, Kan.—Voluntary transfer of control of licensee corporation from Victoria Murdock Estate (Marcellus M. Murdock, Trustee) to Wichita Eagle, Inc. (500 shares of capital stock—50%).

1340 KC.

NEW—Christian Broadcasting Ass'n, Honolulu, T. H. (P. O. 5016 W. Grace St., Chicago, Ill.)—Construction permit for a new standard broadcast station to be operated on 1340 kc., power of 250 watts, and unlimited hours of operation.

NEW—Muskogee Broadway Broadcasting Co., Muskogee, Okla. (Procter & Marsh, a partnership consisting of George B. Procter and Hugh M. Marsh) (P. O. % Broadway Theatres, Inc.)—Construction permit for a new standard broadcast station to be operated on 1340 kc., power of 250 watts, and unlimited hours of operation. Contingent upon the grant of KOMA, Tulsa, Okla., for a change of facilities.

NEW—Alaska Broadcasting Co., Seward, Alaska (William J. Wagner) (P. O. Box 1040, 412 4th Ave., Anchorage, Alaska)—Construction permit for a new standard broadcast station to be operated on 1340 kc., power of 250 watts, and specified hours of operation.

KGEZ—Donald C. Treloar, Kalispell, Mont.—Construction permit to increase power from 100 watts to 250 watts and install new transmitter.

WBRE—Louis G. Baltimore, Wilkes-Barre, Pa.—Construction permit to install a satellite station at Everett and Pettibone Sts., Scranton, Pa., to be operated on 1340 kc., 250 watts, and unlimited, synchronously with WBRE.

WEMP—Milwaukee Broadcasting Co., Milwaukee, Wis.—Construction permit to install new antenna and change transmitter location.

1350 KC.

NEW—Poccono Record, Inc., Stroudsburg, Pa. (P. O. 18 N. Seventh St.)—Construction permit for a new standard broadcast station to be operated on 1350 kc., power of 1 KW, and daytime hours of operation.

1370 KC.

WSAY—Ergun Radio Service and Laboratory, Rochester, N. Y. (Gordon P. Brown, Owner)—Construction permit to increase power from 1 KW unlimited to 5 KW unlimited, install new transmitter and make changes in directional antenna (DA-N) and change from employing directional antenna day and night to: to directional antenna night only.

NEW—Gastonia Broadcasting Service, Inc., Gastonia, N. C. (P. O. 301 Nat'l Bank of Commerce Bldg.)—Construction permit for a new standard broadcast station to be operated on 1370 kc., power of 1 KW, and daytime hours of operation.

1380 KC.

KSWO—Oklahoma Quality Broadcasting Co., Lawton, Okla. (A co-partnership, composed of R. H. Drewry, J. R. Montgomery, Ted R. Warkentin and Robert P. Scott)—Modification of construction permit (B3-P-4252, as modified, which authorized change in frequency, increase in power, change in hours of operation, installation of new transmitter and directional antenna for day and night use and change in transmitter location) for extension of completion date.

NEW—Radio Lakewood, Lakewood, Ohio (James A. Butler and Jack N. Berkman, a partnership) (P. O. 520 Bulkley Bldg., Cleveland 15, Ohio)—Construction permit for a new standard broadcast station to be operated on 1380 kc., power of 250 watts, and daytime hours of operation.

1390 KC.

WLAN—Peoples Broadcasting Co., Lancaster, Pa.—Construction permit to change frequency from 1320 to 1390 kc., change hours of operation from daytime to unlimited time with power of 1 KW day and night, install directional antenna (2) for day and night use and change transmitter location.

WEAM—Arlington-Fairfax Broadcasting Co., Inc., Arlington (County), Va.—Construction permit to change power and hours of operation from 1 KW, daytime, to 5 KW, unlimited time; install new transmitter and directional antenna for night use, and change transmitter location. Amended to make changes in directional antenna (1) for day and night use.

1400 KC.

NEW—Ernest H. Warnock, Middletown, N. Y. (P. O. 122 W. Main St.)—Construction permit for a new standard broadcast station to be operated on 1400 kc., power of 100 watts and unlimited hours of operation.

NEW—North Plains Broadcasting Co., Perryton, Texas (Van W. Stewart, Carl Ellis and F. B. Sumpter, a partnership) (P. O. % F. B. Sumpter, Perryton, Texas)—Construction permit for a new standard broadcast station to be operated on 1400 kc., power of 250 watts and unlimited hours of operation.

NEW—Demopolis Broadcasting Co., Demopolis, Ala. (W. P. Thielen, W. M. Jordan and T. H. Gaillard, a partnership) (P. O. % William M. Jordan, RFD 4, Tuscaloosa, Ala.)—Construction permit for a new standard broadcast station to be operated on 1400 kc., power of 250 watts and unlimited hours of operation.

KDWT—David W. Ratliff, Stamford, Texas—Modification of construction permit (B3-P-4932, as modified, which authorized a new standard broadcast station) to change type of transmitter.

(Continued on next page)

1410 KC.

KERN—McClatchy Broadcasting Co., Bakersfield, Calif.—Construction permit to increase power from 1 to 5 KW, change type of transmitter and install directional antenna for day and night use.

1430 KC.

NEW—John F. Kramer, Cambridge, Md. (P. O. 19 Ravell St., Annapolis, Md.)—Construction permit for a new standard broadcast station to be operated on 1430 kc., power of 1 KW and daytime hours of operation.

1440 KC.

WBCM—Bay Broadcasting Co., Inc., Bay City, Mich.—Construction permit to mount FM antenna on top of AM tower and move transmitter 0.14 mile.

KMED—Mrs. W. J. Virgin, Medford, Ore.—Construction permit to increase power from 1 KW day and night to 5 KW day and 1 KW night, and install new transmitter.

1450 KC.

NEW—The Acme Broadcasting Co., Elizabethtown, Ky. (P. O. 1210 Daniel St., Clarksville, Tenn.)—Construction permit for a new standard broadcast station to be operated on 1450 kc., power of 250 watts and unlimited hours of operation.

WWDC—Capital Broadcasting Co., Washington, D. C.—Construction permit to make changes in vertical antenna, mount FM antenna on top of AM tower and move synchronous amplifier from north side of Rock Creek, 1600' west of intersection Rock Creek and D. C. Line, Montgomery County, Maryland, to Lanier Drive, Rosemary Hills, Maryland. Amended to make changes in ground system.

NEW—Deland Broadcasting Co., Deland, Fla. (Lyle Van Valkenburgh) (P. O. 167 Old Army Road, Scarsdale, N. Y.)—Construction permit for a new standard broadcast station to be operated on 1450 kc., power of 250 watts and unlimited hours of operation. Contingent upon WMFJ being granted a change of facilities.

KSIG—Acadia Broadcasting Co., Crowley, La. (Max Thomas)—Modification of construction permit (B3-P-4725, as modified, which authorized a new standard broadcast station) to make changes in antenna and change type of transmitter.

KFAM—The Times Publishing Co., St. Cloud, Minn.—Construction permit to make changes in antenna and mount FM antenna on top of AM tower.

WFPG—Neptune Broadcasting Corp., Atlantic City, N. J.—Construction permit to install new antenna and change transmitter location from Virginia Avenue and Boardwalk, Atlantic City, New Jersey, to corner of Murray and Ohio Avenues, Atlantic City, New Jersey.

NEW—Charles W. Ingersoll, Ely, Minn. (P. O. 783, Ely, Minn.)—Construction permit for a new standard broadcast station to be operated on 1450 kc., power of 250 watts and unlimited hours of operation.

KFAM—The Times Publishing Co., St. Cloud, Minn.—Construction permit to make changes in antenna and mount FM antenna on top of AM tower.

1490 KC.

NEW—William Courtney Evans, Dover, Dela. (P. O. 579 Raritan St., Camden, N. J.)—Construction permit for a new standard broadcast station to be operated on 1490 kc., power of 250 watts and unlimited hours of operation.

NEW—Highlands Broadcasting Co., Sebring, Fla. (Henry L. Jollary, Ernest R. Baker, H. B. Craven, and Edward Hasti, a partnership) (P. O. % Henry L. Jollary, Winter Haven, Fla.)—Construction permit for a new standard broadcast station to be operated on 1490 kc., power of 250 watts and unlimited hours of operation.

NEW—Shamokin Veterans Broadcasting Co., Shamokin, Pa. (John U. Shroyer, Ray D. Marshall, George W. Shroyer, Larry V. Snyder, John W. Lawrence and John L. Kallaway, a partnership) (P. O. 1016 North Shamokin St., Shamokin,

Pa.)—Construction permit for a new standard broadcast station to be operated on 1490 kc., power of 250 watts and unlimited hours of operation.

NEW—Shreveport Broadcasters, Shreveport, La. (James G. Ulmer and James G. Ulmer, Jr., a partnership) (P. O. Box 548, Tyler, Texas, temporary)—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 Tower Realty Co., Cumberland, Md. (P. O. 222 East Baltimore St.)—Construction permit for a new standard broadcast station to be operated on 1490 kc., power of 250 watts and unlimited hours of operation.

1520 KC.

WHOW—Cornbelt Broadcasting Co., Clinton, Ill.—Modification of construction permit (B4-P-5081, which authorized a new standard broadcast station) to change power and hours of operation from 1 KW daytime to 1 KW night, 5 KW day, unlimited time, change type of transmitter, install directional antenna for night use, and approval of transmitter location.

1530 KC.

NEW—Texas Star Broadcasting Co., Harlingen, Texas (Roy Hofheinz and W. N. Hooper, a partnership) (P. O. 5th Floor Southern Standard Bldg., Houston, Texas)—Construction permit for a new standard broadcast station to be operated on 1530 kc., power of 50 KW and daytime hours of operation.

1560 KC.

NEW—The Mount Carmel Broadcasting Co., Mount Carmel, Ill. (Charles F. Rodgers) (P. O. 727 Main St., Mount Carmel, Ill.)—Construction permit for a new standard broadcast station to be operated on 1560 kc., power of 250 watts and daytime hours of operation.

1590 KC.

KVGB—KVGB, Inc., Great Bend, Kansas—Modification of construction permit (B4-P-4459, which authorized change in frequency, increase in power, installation of new transmitter and directional antenna for night use, and change transmitter location) to change type of transmitter and for extension of commencement and completion dates. Tuesday (18).

AM—Applications Dismissed

Columbia Broadcasting System, Inc., Minneapolis, Minn.—Construction permit for a new high frequency FM broadcast station to be operated on Ch. #267, 101.3 mc. Class of station, rural. Dismissed March 13, 1947, per applicant's request.

The Trustees of Purdue University, Lafayette, Ind.—Construction permit for a new noncommercial educational broadcast station to be operated on 42700 kc., power of 10 KW, and emission special for FM and unlimited hours of operation. Dismissed March 14, 1947, per applicant's request letter, March 6, 1947.

AM—Applications Tendered for Filing Since February 7

1400 KC.

WABY—The Adirondack Broadcasting Co., Inc., Albany, N. Y.—Consent to transfer of control from Raymond M. Curtis and Harold E. Smith to The Press Company, Inc.

1520 KC.

NEW—Monroe Broadcasting Co., Monroe, Mich. (James Melvin Brinn, Homer Harding Brinn, Harvey Howard Huff, Glenn Clayton Pray, a partnership)—Construction permit for a new standard broadcast station to be operated on 1520 kc., power of 250 watts, and daytime hours of operation.

(Continued on next page)

1540 KC.

NEW—The Littleton Co., West Hartford, Conn.—Construction permit for a new standard broadcast station to be operated on 1540 kc., power of 250 watts, and daytime hours of operation.

1550 KC.

NEW—The Southwestern Broadcasting Company of Mississippi, McComb, Miss. (Albert Mack Smith, Phillip Dean Brady, Kenneth Hinton Quinn and J. P. Melvin, partners)—Construction permit for a new standard broadcast station to be operated on 1550 kc., power of 250 watts, and unlimited hours of operation.

NEW—Haygood S. Bowden, Camden, S. C.—Construction permit for a new standard broadcast station to be operated on 840 kc., power of 250 watts, and daytime hours of operation.

WOLS—The Florence Broadcasting Co., Inc., Florence, S. C.—Consent to transfer of control from M. F. Schnibben to Melvin H. Purvis.

FREQUENCY MODULATION

FM—Conditional Grants

Newnan Broadcasting Co., Newnan, Ga.—Authorized conditional grant for a Class B station subject to further review and approval of engineering details, with the following change in allocation plan: Add Channel 238 to Newnan, Ga., and delete same from LaGrange, Ga. (BPH-1179)

Wayne M. Nelson, Concord, N. C.—Authorized conditional grant for a Class B station subject to further review and approval of engineering details. (BPH-1116)

Donald W. Reynolds, Okmulgee, Okla.—Authorized conditional grant for a Class A station subject to further review and approval of engineering details (Comr. Durr voting for hearing). (BPH-1141)

Neenah-Menasha Broadcasting Co., Neenah, Wis.—Authorized conditional grant for Class B station subject to further review and approval of engineering details. (BPH-1155)

West Central Broadcasting Co., Peoria, Ill.—Granted petition for additional FM frequencies at Peoria, and added Channels No. 238 and 246 to the Peoria general area; authorized conditional grant of a Class B station to West Central Broadcasting Co., and cancelled oral argument scheduled for March 21 on Peoria FM applications.

WDEL, Inc., Wilmington, Del.—Denied petition requesting reconsideration of the Commission's action in designating for hearing its FM application (BPH-177; Docket 7834), and granting same without 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):

WCOU—Twin City Broadcasting Co., Inc., Lewiston, Me.—Class B; 92.3 mc. (No. 222); 9 KW; 270 feet. (BPH-1011)

Tri-State Broadcasting Co., Cumberland, Md.—Class B; 99.1 mc. (No. 256); 2.2 KW; 1570 feet. (BPH-948)

WQDV—The Argus-Press Co., Owosso, Mich.—Class A; 104.7 mc. (No. 284); 1 KW; 250 feet.* (BPH-846)

Pontiac Broadcasting Co., Pontiac, Mich.—Class B; 92.5 mc. (No. 223); 20 KW; 500 feet. (BPH-538)

WLWA—Crosley Broadcasting Corp., Cincinnati, Ohio—Class B; 98.1 mc. (No. 251); 10 KW; 660 feet.* (BMPH-197)

WPAY-FM—The Scioto Broadcasting Co., Portsmouth, Ohio—Class B; 103.9 mc. (No. 280); 7 KW; 520 feet.* (BMPH-167)

Sooner Broadcasting Co., Oklahoma City, Okla.—Class B; 100.9 mc. (No. 265); 33 KW; 520 feet. (BPH-744)

KALE-FM—KALE, Inc., Portland, Ore.—Class B; 96.1 mc. (No. 241); 220 KW; 1100 feet.* (BMPH-200)

WEEX—Easton Publishing Co., Forks Twp., North of Easton, Pa.—Class A; 105.7 mc. (No. 289); 1000 watts; 115 feet.* (BMPH-187)

WNJD—H. C. Winslow, Meadville, Pa.—Class B; 99.3 mc. (No. 257); 3.5 KW; 585 feet.* (BMPH-188)

Airplane and Marine Instruments, Inc., Clearfield, Pa.—Class B; 97.9 mc. (No. 250); 7.4 KW; 830 feet. (BPH-763)

White Rose Broadcasting Co., York, Pa.—Class B; 95.3 mc. (No. 237) (subject to change pending decision in hearing on Dockets 7724-7726); 8 KW; 700 feet. (BPH-707)

Greenco, Inc., Greenwood, S. C.—Class B; 95.9 mc. (No. 240); 6.5 KW; 430 feet. (BPH-306)

Philip Weiss Music Co., Rutland, Vt.—Class A; 104.3 mc. (No. 282); 100 watts; 590 feet.* (BPH-931)

Record-Herald Co., Wausau, Wis.—Class B; 94.5 mc. (No. 233); 6.5 KW; 680 feet. (BPH-193)

FM—Miscellaneous Actions

Adopted on Order amending Section 1.121 of Part 1 of the Rules adding subparagraph (r), which reads as follows:

“(r) For special temporary authority to provide an interim FM broadcast service provided such requests are from FM conditional grantees or holders of FM construction permits.”

Wilmington Tri-State Broadcasting Co., Inc., Wilmington, Del.—Granted petition requesting that its application for a new class B station (BPH-1195) be designated for hearing in consolidation with application of WDEL, Inc.

Granted joint petition of Liberty Broadcasting Corp., Atlanta Journal Co., et al. (Dockets 7543-7547 and 8211), to accept waiver of the consolidated hearing on their respective applications for FM stations; ordered that the applications be removed from the hearing calendar, the records closed and the hearing scheduled for April 7 at Atlanta, cancelled.

Peoria Broadcasting Co., Peoria, Ill.—Granted special temporary authority to commence an experimental FM broadcast operation in Peoria.

WGBA—Ga.-Ala. Broadcasting Corp., Columbus, Ga.—Granted modification of CP which authorized a new FM station, for extension of completion date to 6-10-47. (BMPH-242)

KGBS-FM—Harbenito Broadcasting Co., Inc., near Harlingen, Texas—Granted modification of CP which authorized a new FM station, for change in commencement and completion dates to 3-15-47 and 9-15-47. (BMPH-225)

KPRC-FM—Houston Printing Corp., Houston, Texas—Granted modification of CP which authorized a new FM station, for extension of commencement and completion dates to January 6 and July 6, 1947, respectively. (BMPH-146)

WRBL-FM—Columbus Broadcasting Co., Columbus, Ga.—Granted modification of CP for extension of completion date to 6-1-47. (BMPH-251)

John Lord Booth, Detroit, Mich.—Authorized re-issuance of construction permit (BPH-1098) to the Booth Radio Stations, Inc., in lieu of John Lord Booth.

WIUV—University of Wisconsin, Delafield, Wis.—Authorized change in assignment of FM non-commercial educational station from 91.1 mc. to 90.7 mc. (No. 214).

Harold Thomas, Springfield, Mass.—Granted petition to dismiss without prejudice his application for a new FM station. (BPH-1117; Docket 8035)

FM—Applications Accepted for Filing

NEW—Ohio Valley Broadcasting Corp., Parkersburg, W. Va. (P. O. Grinter Bldg., 701½ Market St.)—Construction

* In lieu of previous conditions.

(Continued on next page)

permit for a new FM broadcast station. Amended to change directors, officers and stockholders.

WLVA-FM—Lynchburg Broadcasting Corp., Lynchburg, Va.—Modification of construction permit (B2-PH-476 which authorized a new FM broadcast station) for extension of completion date.

WKRQ-FM—Giddens & Rester, Mobile, Ala. (a partnership, composed of Kenneth R. Giddens and T. J. Rester)—Modification of construction permit (B3-PH-798, which authorizes new FM broadcast station) to change completion date.

WBOX—Northside Broadcasting Corp., Louisville, Ky.—Modification of construction permit (B2-PH-237, which authorizes new FM broadcast station) to change the completion date.

NEW—Fidelity Media Broadcasting Corp., Jersey City, N. J.—Modification of construction permit (B1-PH-325, which authorizes new FM broadcast station) to change completion date.

KFH-FM—The Radio Station KFH Co., Wichita, Kansas—Modification of construction permit (B4-PH-411, which authorized a new FM broadcast station) to change ERP to 175 KW; make changes in antenna system and change commencement and completion dates.

KYSM-FM—The Southern Minnesota Supply Co., Mankato, Minn. (F. B. Clements and Co., a co-partnership, composed of F. Braden Clements, Clara D. Clements, C. C. Clements, Durant F. Clements, Charles R. Butler, Jr., and James F. Madden, Jr.)—Modification of construction permit (B4-PH-519, which authorized a new FM broadcast station) to change ERP to 47 KW, antenna height above average terrain to 525 feet; make changes in antenna system and change commencement and completion dates.

WMLL—Evansville On the Air, Inc., Evansville, Ind.—Modification of license to change corporate name from Evansville on the Air, Inc., to On The Air, Inc.

94.3 MC.

NEW—Western Oklahoma Broadcasting Co., Clinton, Okla. (P. O. % V. M. Preston, 300 N. 7th St.)—Construction permit for a new FM (Class B) broadcast station to be operated on Ch. #232, 94.3 mc., ERP of 12.1 KW.

97.9 MC.

The Martinez-Rodriguez Broadcasting Co., San Juan, P. R. (Juan Martinez Vela and Felix V. Rodriguez) (P. O. 358 Salvador Brau St.)—Construction permit for a new (Class B) FM broadcast station to be operated on Ch. #250, 97.9 mc., ERP of 2.62 KW, and antenna height above average terrain 519 feet.

98.5 MC.

NEW—WGCM Broadcasting Co., Gulfport, Miss. (A Co-Partnership composed of Hugh O. Jones and William E. Jones) (P. O. 25th Ave., Hewes-Martin Bldg.)—Construction permit for a new FM broadcast station (Class B) to be operated on Channel 253 (98.5 mc.); ERP of 2.98 KW, and antenna height above average terrain 300 feet.

100.1 MC.

KMGH—Metro-Goldwyn-Mayer Studios, Inc., Los Angeles, Calif.—Construction permit to specify frequency as Ch. #261, 100.1 mc., change type of transmitter and antenna system. Amended to change ERP from 4.8 KW to 49.5 KW, and make changes in antenna system.

103.9 MC.

NEW—Rose Capital Broadcasting Co., Tyler, Texas—(P. O. % Bernard Wolf, 118 W. Dobbs)—Construction permit for a new (Class B) FM broadcast station to be operated on Channel 280, 103.9 mc., effective radiated power of 11.1 KW.

To Be Assigned by FCC

NEW—The Alamo Broadcasting Co., San Antonio, Texas—Construction permit for a new (Metropolitan) FM broad-

cast station to be operated on frequency to be determined by FCC. Amended to change type of transmitter, transmitter location, specify ERP as 31.2 KW, and make changes in antenna system.

NEW—Commonwealth Broadcasting Corp., Norfolk, Va. (P. O. 219 Granby St.)—Construction permit for a new FM broadcast station (Class B) to be operated on frequency to be assigned by FCC, ERP of 8.1 KW, antenna height above average terrain 220 feet.

NEW—Ector County Broadcasting Co., Odessa, Texas (Ben Nedow) (118-120 W. 3rd St.)—Construction permit for a new FM broadcast station to be operated on frequency to be assigned by FCC, ERP of 1.7 KW, and antenna height above average terrain 395 feet.

TELEVISION

TV—New CP Granted

The Fort Industry Co., Detroit, Mich.—Granted CP for a new station: 54-60 mc. (No. 2); visual power, 14.26 KW; aural, 7.51 KW; 500 foot antenna; engineering conditions. (Comr. Durr for hearing). (BPCT-182)

TV—Miscellaneous Actions

WABD—Allen B. DuMont Labs., Inc., New York, N. Y.—Granted authority to resume regular operations for a period of 90 days with effective radiated power of 14.25 KW video and 9.45 KW aural, using 2.5 KW composite amplifier aural transmitter; 640 foot antenna, subject to conditions that licensee file a modification of CP within 90 days and submit satisfactory field intensity survey and proof of performance with license application.

WHAS-TV—Courier-Journal and Louisville Times Co., Louisville, Ky.—Granted modification of CP which authorized a new television station, for extension of completion date to 11-19-47. (BMPCT-52)

WENR-TV—American Broadcasting Co., Inc., Chicago, Ill.—Granted modification of CP which authorized a new television station for extension of commencement and completion dates to 9-25-47 and 9-25-48, respectively. (BMPCT-49)

WLWT—Crosley Broadcasting Corp., Cincinnati, Ohio—Granted modification of CP which authorized a new commercial television station, to change antenna system. (BMPCT-45)

TV—Applications Accepted for Filing

NEW—Daily News Television Co., Philadelphia, Pa. (a corporation)—Construction permit for a new commercial television broadcast station to be operated on Ch. #12, 204-210 mc., ERP of Vis. 3.4 KW. Amended to change corporate name and type of transmitters, aural power to 2 KW; antenna system; locations of transmitter and studio.

NEW—The Evening News Association, area of Detroit, Mich. (P. O. 615 W. LaFayette St.)—Construction permit for a new experimental television relay broadcast station to be operated on 6800-7050 mc. band, power of .1 watt; emission, special; and unlimited hours of operation.

NEW—Columbia Broadcasting System, Inc., Portable, New York, Metropolitan area (P. O. 485 Madison Ave., New York 22, N. Y.)—Construction permit for a new experimental television relay broadcast station to be operated on 560-589 mc., power of visual 35 watts (peak). Emission: Visual A5, and unlimited hours of operation.

NEW—Columbia Broadcasting System, Inc., Portable, New York, Metropolitan area (P. O. 485 Madison Ave., New York 22, N. Y.)—License to operate an experimental television relay broadcast station to be operated on 560-580 mc., power of visual 35 watts (peak). Emission, Visual A-5, and unlimited hours of operation.

(Continued on next page)

NEW—Sarkes Tarzian and Mary Tarzian, a partnership, **Bloomington, Ind.** (P. O. 537 S. Walnut St.)—Construction permit for a new commercial television broadcast station to be operated on Ch. #10, 192-198 mc., or as assigned by the chief engineer of FCC; power of visual and aural, 1 KW, and unlimited hours of operation.

MISCELLANEOUS BROADCAST

Actions

Remote Pickup

WSUX-WSPB, Inc., area of Sarasota, Fla.—Granted CP for a new remote broadcast station. (BPRY-339)

WSUY-WSPB, Inc., Sarasota, Fla.—Granted CP for new remote pickup station. (BPRY-338)

WJSM—United Broadcasting Co., Cleveland, Ohio—Granted license to cover CP which authorized installation of a new transmitter in relay station. (BLRE-466)

General Broadcasting Co., Mobile, area of Atlanta, Ga.—Granted CP for a new remote pickup station. (BPPE-491)

General Broadcasting Co., Mobile, area of Atlanta, Ga.—Granted CP for a new remote pickup station. (BPPE-490)

Facsimile

W8XUM-FAX—RadiOhio, Inc., Columbus, Ohio—Granted renewal of license for the period ending March 1, 1948.

W9XWT-FAX—Courier-Journal and Louisville Times Co., Louisville, Ky.—Granted renewal of license for the period ending March 1, 1948.

Developmental

W8XUB—United Broadcasting Co., Cleveland, Ohio—Granted renewal of developmental broadcast license for the period ending May 1, 1948.

Applications Accepted for Filing

Remote Pickup

NEW—Wm. Odessky, Portable, area of Southern Calif. (P. O. 3528 City Terrace Drive, Los Angeles, Calif.)—Construction permit for a new remote pickup broadcast station to be operated on 33.38, 35.02, 37.62, and 39.82 mc., power of 2 watts and emission AM3. Amended to change area from Southern California to area from San Francisco, south to the Mexican border.

KSMW-KTRH Broadcasting Co., area of Houston, Tex.—License to cover construction permit (B3-PR-486 which authorized a new remote pickup broadcast station) frequencies: 30.82, 33.74, 35.82 and 37.98 mc., power: 2 watts, emission: A3, hours of operation: unlimited, portable-KTRH, Houston, Texas.

WAUT—Evansville On The Air, Inc., Evansville, Ind.—Modification of license to change corporate name from Evansville On The Air, Inc., to On The Air, Inc.

WAUY—Evansville On The Air, Inc., Evansville, Ind.—Modification of license to change corporate name from Evansville On The Air, Inc., to On The Air, Inc.

WEQG—Evansville On The Air, Inc., area of Evansville, Ind.—Modification of license to change corporate name from Evansville On The Air, Inc., to On The Air, Inc.

Noncommercial Educational

NEW—The Board of Trustees of the University of Alabama, Tuscaloosa, Ala. (P. O. % Dean R. E. Tideell, University, Ala.)—Construction permit for a new non-commercial educational broadcast station to be operated on frequency to be assigned, power of 3,000 watts, emission A3, and unlimited hours of operation.

WLSU—Board of Supervisors of the Louisiana State University and Agricultural and Mechanical College, Baton

Rouge 3, La.—Modification of construction permit (B3-PED-53, which authorized a new non-commercial educational broadcast station) to specify frequency as Ch. #219, 91.7 mc., power as 205,000 watts; to change transmitter location, change type of transmitter, and make changes in antenna system.

KOAG-FM—Oklahoma Agricultural and Mechanical College, Stillwater, Okla.—Modification of construction permit (B3-PED-58, as modified, which authorized a new non-commercial educational broadcast station) for extension of completion date.

Developmental

W9XEY—Evansville On The Air, Inc., Evansville, Ind.—Modification of license to change corporate name from Evansville On The Air, Inc., to On The Air, Inc.

Federal Trade Commission Actions

STIPULATIONS

Melvin & Badger Co., 43 Temple Place, Boston, entered into a stipulation with the Commission to cease and desist from misrepresentation in the advertising of cosmetic preparations. (7588)

M. A. Chapman and Son—The Commission accepted from Millard A. Chapman and Jack Arlon Chapman, trading as M. A. Chapman & Son, Canton, N. C., a stipulation to cease and desist from using the brand name "Kil-Em-Balm" or otherwise representing that the rat poison they sell will embalm. (7590)

English Tailors, Ltd.—The Commission accepted from English Tailors, Ltd., 530 Seventh Ave., New York, a stipulation to cease and desist from falsely representing that the ladies' garments it sells are of English origin, manufacture, style or design. (7589)

Westinghouse Electric Corp.—The Commission approved a stipulation in which Westinghouse Electric Corp., 40 Wall St., New York, agrees to stop misrepresenting the effectiveness of an insecticide dispenser designated Westinghouse Bug Bomb. (7587)

CEASE AND DESIST ORDER

Traveliers Luggage Co.—Deceptive use of "discount cards" or any other form of price misrepresentation is prohibited by a cease and desist order issued by the Commission against Samuel, Louis, Julius, Sidney, Saul, Joseph, and Bertha Schreibersdorf, copartners trading as Travellers Luggage Co., 7 Broadway, New York. (5205)

COMPLAINT DISMISSED

Allied Stores Corp.—A complaint charging Allied Stores Corp., 1440 Broadway, New York, and three of its subsidiaries with misrepresentation in the advertising and sale of men's raincoats was dismissed by the Commission on the ground that the allegations were "not sustained by the greater weight of the evidence."

The order of dismissal was issued after consideration of testimony and other evidence taken before a trial examiner and the report of the trial examiner on the evidence.

All of the Commissioners participated in the decision.

Other respondents were Allied Purchasing Corp., 1440 Broadway, New York; L. S. Donaldson Co., 601 Nicolet Ave., Minneapolis; Jordan-Marsh Co., 450 Washington St., Boston; B. Earl Puckett, Charles E. McCarthy and A. C. Hallan, officers of both Allied Stores Corp. and Allied Purchasing Corp.; Matthew J. Dunfey, T. R. Brouillette and H. R. Malcolm, officers and directors of the Donaldson company; and George W. Mitton, Edward R. Mitton, Cameron S. Thomson, William A. Everett and Alonzo J. Everett, officers and directors of Jordan-Marsh. (5156)