



1771 N STREET, N. W.

WASHINGTON 6, D. C.

Vol. 15, No. 22, June 2, 1947

25th ANNUAL CONVENTION

ATLANTIC CITY

MID-SEPTEMBER

☞ The 25th Annual Convention and Membership meeting of NAB will be held in Atlantic City, New Jersey, September 15-18, inclusive.

☞ The huge Convention Hall has been engaged for all meetings and exhibits.

☞ Contracts have been made with boardwalk hotels for accommodations for the exclusive use of properly certified NAB members.

☞ These accommodations will be available *only* to persons connected directly with NAB active or associate members and must be reserved through NAB headquarters.

☞ Pre-registration and hotel reservation will open about June 15 and will close August 15. Standard forms covering these matters will be mailed to all members and only those room requests made on these forms will be processed. No letters, other than explanatory, will be honored.

☞ The registration fee is \$27.50 if made on the pre-registration form before August 15. After August 15 and at the convention, it is \$30.00.

☞ Special clinics or panels on broadcast advertising, employer-employee relations, engineering and programs are being arranged, to be held simultaneously, on Monday. An additional \$5.00 registration fee, in-

cluding luncheon, will be charged for each of these clinics or panels.

☞ The general registration fee covers three luncheons and a banquet.

☞ Pre-registrants will be given preferred consideration in the matter of hotel assignments.

☞ Several groups, including some networks, are considering plans for meetings to be held in advance of the convention dates. Until all of these matters are settled, no member can make his plans definitely.

So "Don't Jump the Gun!"

☞ Wait until all details have been settled and you receive the standard forms for pre-registration, hotel reservation, certification, etc.

A Statement by President Justin Miller, Concerning the White and Wolverton Bills

The White Bill (S-1333) and the Wolverton Bill (HR-3959) now pending before the Congress offer an opportunity which broadcasters have been awaiting for years—a chance to place upon our statute books a law governing broadcasting which will recognize beyond a shadow of doubt that the First Amendment guarantees in express terms a radio as free from government abridgment as any other form of speech or press.

Broadcasters will not be satisfied with the White-Wolverton bills as now written.

I am convinced that no party to the legislation will be completely satisfied, not excepting the authors themselves. Senator White has said frequently that his purpose in introducing this legislation was to afford equal opportunity to all for extensive hearings. From the evidence accumulated, a practical and acceptable measure can emerge.

It should be remem- (*continued on next page*)

☞ If you send in your request without complete information, both of us have to go through the same process twice. To avoid confusion and assure efficient handling of all details, we urgently request the cooperation of all NAB members.

A Special Word to Exhibitor Members

☞ Plans for the exhibit are being perfected. It will be held on the main arena floor of the huge Convention Hall. Details will be explained and questionnaires sent around June 15.

JUSTIN MILLER, *President*
 A. D. WILLARD, JR., *Executive Vice-President*
 C. E. ARNEY, JR., *Secretary-Treasurer*

KENNETH H. BAKER <i>Director of Research</i> ROBERT T. BARTLEY <i>Director of FM Department</i> CHARLES A. BATSON <i>Director of Information</i> ROBERT C. COLESON <i>Assistant to the President</i> (Hollywood) RICHARD P. DOHERTY <i>Director of Employee-Employer Relations</i> HAROLD FAIR <i>Director of Program Department</i>	ROYAL V. HOWARD <i>Director of Engineering</i> DOROTHY LEWIS <i>Coordinator of Listener Activity</i> (New York City) FRANK E. PELLEGRIN <i>Director of Broadcast Advertising</i> DON E. PETTY <i>General Counsel</i> ROBERT K. RICHARDS <i>Director of Public Relations</i> ARTHUR C. STRINGER <i>Director of Special Services</i>
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A Statement by President Justin Miller Concerning the White and Wolverton Bills

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bered that Senator White has pioneered radio legislation. He is a statesman of consummate fairness. The membership of the Senate Interstate and Foreign Commerce Committee (of which Senator White is chairman) and the House Interstate and Foreign Commerce Committee (of which Rep. Wolverton is chairman) comprises some of the best legislative minds in our Congress.

I am confident that all who are interested in new radio legislation will be welcome before the committees when hearings are held, and that their viewpoints will be given full consideration. These bills have been produced only after monumental effort to facilitate introduction before the Congressional recess.

I am hopeful that hearings will not be held hastily, but that all parties will be given time to prepare carefully. I say this in consideration not only of the NAB, but also of the FCC, three of whose members are engaged in a summer-long conference on international broadcasting right now in Atlantic City—a vital proceeding which will have important effect on radio here and throughout the world.

Senator White and Representative Wolverton have made it possible to obtain new legislation. I call upon all broadcasters at this time to study the pending measures and express their opinions of them frankly and fully.

NAB's Legislative Committee will meet Thursday, June 5th at NAB headquarters, 1771 N Street, N. W., to examine the proposed measures thoroughly. Members of the Committee who will meet with me, A. D. Willard, Jr., and Don Petty are: J. Harold Ryan, WSPD, Toledo, Ohio (chairman); Joe B. Carrigan, KWFT, Wichita Falls, Texas; Wayne Coy, WINX, Washington, D. C.; Don S. Elias, WUNC, Asheville, N. C.; Herbert Hollister, KMMJ, Grand Island, Ne-

braska; Clair R. McCollough, WGAL, Lancaster, Pa.; Joseph H. Ream, CBS, New York; Frank M. Russell, NBC, Washington; G. Richard Shafto, WIS, Columbia, S. C.; Robert D. Swezey, MBS, New York; O. L. Taylor, KGNC, Amarillo, Texas; Louis Wasmer, KGA, Spokane, Washington.

District Meetings

Coleman Re-Elected by Acclamation At District 3 Meeting in Baltimore

George D. Coleman, WGBI, Scranton, was reelected, by acclamation, as NAB 3rd District Director when the broadcasters of Delaware, Maryland and Pennsylvania held their annual meeting in Baltimore last Monday and Tuesday (26-27).

With approximately 125 representatives registered for the meeting, the first morning's sessions on public relations, programming and engineering were conducted by NAB's three new staff directors, Robert K. Richards, Harold Fair, and Royal V. Howard respectively.

Richard C. Hottelet, CBS news correspondent, who spoke at the first day's luncheon, graphically described his experiences in broadcasting from the Soviet Union.

Mr. Richards emphasized that "a public relations battle can be won only by taking the offensive." He pointed out that stations which are considered outstanding have attained their stature by providing their listeners with "something extra." The "extra" might be one of several contributions such as community activity by the station manager, exceptionally interesting programming, etc.

On the national scale, Mr. Richards, pointed out NAB's public relations program in combatting juvenile delinquency has met with enthusiastic cooperation industry-wise, while plans for the transcribed series to "sell radio by radio" are in the production stage.

Mr. Fair, who spoke immediately after the public relations session, emphasized the close tie-up between programming and public relations. He reviewed the work of the Standards Committee and stated that one way to combat current criticism directed at the industry "is to do something affirmative" in establishing a strong code.

He suggested three avenues which broadcasters could follow in carrying out programs in communities to decrease juvenile delinquency.

1. Broadcasts directed at parents. Authorities on the subject, have agreed that the principal source of juvenile delinquency is the home. Mr. Fair pointed out that round table discussions and forum type programs were especially successful. He suggested also, that this type of presentation was ideal for "bringing delinquents" on the air to tell their stories.

2. Broadcasts directed at youngsters. It was suggested that these program be presented by the youngsters themselves, since they know what others in the same age group want and what they will listen to.

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Engineering Department

United States Proposals Advanced at Atlantic City for International Broadcasting

One of the most vexing of world communications problems, that of assignment of channels to international broadcasting, was brought before the International Telecommunications Conference last week at Atlantic City when the various nations submitted their proposed assignments for this service. Since the number of stations throughout the world currently using international frequencies for broadcasting (400-27000 kc.) is estimated to have grown to approximately 1,000, the submission of these proposals has been anticipated with great interest. The majority of these are so-called "Tropical Broadcasting" stations, and use international frequencies in equatorial areas where static is extremely heavy.

The countries using these channels feel the standard broadcast band and standard band transmissions would not permit coverage of wide, sparsely settled areas, and therefore feel that ionispheric transmission is necessary. The finding of space for these "tropical broadcasting" stations is considered the key to all other interlocking allocations. Although the United States does not employ this type of broadcasting, the use of the international frequencies for "tropical broadcasting" would reduce the number of channels available to the United States and all other countries for use in high-powered international broadcasting. The extreme crowding of tropical stations into the present spectrum has caused considerable derogation or off-channel operation.

The United States, in submitting its international broadcasting proposal, disclosed that its position is essentially unchanged from the Moscow Five-Power Conference and proposes less spectrum space than any of the nations submitting proposed allocations. The U. S. delegation, however, proposes to put "Tropical Broadcasting" in the band 3000-5000 kc., which would be shared with other services. The total kilocycle space proposed for use by the entire world as submitted by each country is as follows: United States, 1700; United Kingdom, 2390; Russia, 2900; France, 2500; Canada, 2000; Czechoslovakia, 3359; China, 1300 (does not include frequencies in the 25 mc. band); and Norway, Sweden and Iceland, 2350.

The conference in its second day (29th) after submission of proposals reached three agreements of importance to broadcasting. It was agreed that there would be no broadcasting within the band from 2850 to 4000 kc., although the door was left open to include, if necessary, "Tropical Broadcasting." The Conference further agreed that International Broadcasting should be assigned two blocks, one from 17700 to 17900 kc. and the other from 25600 to 26100 kc. These were the same as the Moscow understanding.

In view of the shortage of channels, it was the opinion of many delegates that some kind of time-sharing or frequency-sharing arrangement, or both, of the international broadcasting stations of the world

would have to be arranged. Many delegates also felt that the band width for international broadcasting might have to be decreased from 10 kc to 9 kc but that, in so doing, great care would have to be taken in regard to adjacent channel interference. This reduction in channel spacing would increase the number of channels by approximately 10 per cent. Many felt that only by a rigorous tightening of technical standards, such as frequency stability, etc., could 9 kc separation be made satisfactory. European delegates pointed out that 9 kc frequency separation in the Standard Broadcast Band is common practice on the Continent. However, precise frequency control is more easily obtained in the Standard Band than at the high frequencies used by international broadcasting.

The following is the American position in regard to "Tropical Broadcasting" as stated in the proposal:

Tropical Broadcasting (3000-5000 kc.)

Since the United States has no requirement for tropical broadcasting, it has not included a specific provision for this service in its table of frequency allocations. Recognizing, however, that certain countries have repeatedly expressed a need for this service for domestic broadcasting, particularly in the American Region, it is recommended that the appropriate committees of the Conference consider the proposals of the delegations concerned with this problem in the light of their essential needs with the objective that the necessary stations be given suitable frequency assignments for local daytime use in the band 6000-6200 kc., together with assignments shared with other services, within that portion of the spectrum between 3000 and 5000 kc. on a sound technical basis which will avoid mutual interference between the broadcasting service and the other services concerned."

A list of the High Frequency International Broadcasting Band proposals submitted by the various nations is listed below:

Band Proposals—HF Broadcasting

USA	UK	USSR	France
6000-6200	4083-4133	4083-4133 (S)	5900-6200
9500-9700	5950-6200	5950-6200	7150-7400
11700-11900	7200-7400	7150-7300	9500-9800
15100-15300	9500-9750	9500-9800	11700-12000
17700-17900	11700-12000	11700-12000	15100-15450
21500-21700	15010-15350	15100-15450	17700-17900
25600-26100	17700-17900	17700-17900	21450-21750
	21450-21750	21500-21800	25600-26100
	25600-26100	25600-26600	
Canada	Czechoslovakia	China	Norway, Sweden & Iceland
5950-6200	6000-6300	6000-6200	6000-6200
9500-9700	7100-7300	7300-7400	7200-7300
11700-11950	9500-9700	9500-9700	9500-9700
15100-15450	11700-11900	11700-11900	11700-11900
17700-17900	15100-15350	15100-15300	15100-15350
21500-21750	17750-17850	17700-17900	17750-17850
25600-26100	21350-21850	21500-21700	21450-21750
	25000-26600		25600-26600

General

Plans for National Radio Week Include Allied Industry Cooperation

The annual observance of National Radio Week, October 26 to November 1, will have the cooperation

(Continued on next page)

of several national trade associations, it was revealed at the joint NAB-RMA meeting last week as plans for the celebration continue to take form.

Trade groups which will participate include: National Association of Music Merchants, National Retail Furniture Association and the NRDGA.

In cooperation with NAB and RMA, joint sponsors of the celebration, the three groups plan to furnish their thousands of members with promotion kits, including posters, streamers and suggestions for activities in cooperation with the local radio stations. The material is being prepared by the RMA Advertising Committee and the NAB Sales Managers Subcommittee.

Attending the meeting at NAB headquarters last week were:

W. B. McGill, Westinghouse Radio Stations; James Secrest, RMA; William Crist and Melva Chesrown, Fred Eldean Organization; Roy Hofheinz, FMA; Ben Strouse, WWDC; and, representing NAB, Robert Bartley, Hugh Higgins, Robert Richards and Arthur Stringer.

Legal Department

FCC, Amending Its Rules, Creates Hearing Division

In an order issued Thursday (29), the FCC amended its rules of practice and procedure to create within the Commission a Hearing Division which will include a Review Section. The Review Section will be responsible for coordinating all hearings and pre-hearing conferences and scheduling the times and places of them. In addition, it will be charged with reviewing the records of hearings, proposed findings and conclusions, decisions of presiding officers, and with preparing review reports.

The Hearing Division will be composed of officers designated to preside at hearings and to prepare recommended and initial decisions. Presiding officers will be assigned to cases in rotation with due consideration being given to their grade classifications, their specific experience, the extent of their work load and the nature of the cases to be heard.

Designations will be made and notice of them given to the public at least ten days before hearing. Provision is made for the disqualification of presiding officers on the ground of personal bias or otherwise. Requests that a presiding officer be disqualified will be addressed in the first instance to him, but in the event they are overruled they may be certified to the Commission which will rule on the question either without hearing or after taking testimony and hearing argument.

Presiding officers are required to conduct their functions in an impartial manner and are given authority to administer oaths, examine witnesses, issue subpoenas and in general regulate the course and procedure of the hearing. However, they are specifically forbidden to decide any motion to dismiss the proceeding or any other motion involving a final determination on the merits.

The rules further provide that any party may file proposed findings of fact and conclusions of law if

he wishes to, by notifying the Commission of his intention before the record is closed.

The recommended decisions of presiding officers, which are required to be prepared, will be made public and filed in the docket of case at the same time as the Commission's proposed decision is issued.

In proceedings involving applications to revoke or suspend a license, applications for renewals, consent to assignment or transfer of control and in proceedings initiated by the Commission or by a person other than the licensee to modify a license, presiding officers are forbidden to consult or confer with any person or party without notice and opportunity for all parties to participate; nor can such officers be responsible to or subject to the supervision of any Commission personnel engaged in investigative or prosecuting functions. No Commission personnel engaged in such functions are permitted to participate or advise in any decision in any such proceeding.

These rules, which will become effective June 11, 1947, are made pursuant to the Administrative Procedure Act, passed last year, and designed to assure fair and impartial action by regulatory agencies, taken on the basis of fair and full hearings.

Broadcast Advertising

"Copy For Ear" Requires Development

Lee Hart Stresses at Ad Clinic

Citing the similarities and the differences between copy for the ear and copy for the eye, Miss Lee Hart, NAB assistant director of broadcast advertising, pointed out the necessity for store advertising departments to spend as much time developing good copy techniques for advertising that is to be heard, as they do for advertising to be read.

Miss Hart spoke at the Allied Stores Advertising Clinic last week in New York, substituting for Walter Dennis, director of radio and television, Allied Purchasing Corporation, who was ill.

She gave specific examples to point out the fact that radio copy which is too abstract, too detailed or too descriptive, will not do the job. Recommendations were made about the things that store copy writers can do to see that their radio advertising does a more effective job in reaching the dual objectives of:

1. Giving the listeners such a good character picture of the store or its departments that they become the first place for radio listeners to look for merchandise of a given type.

2. Giving the listeners such a believable, concrete sales story on the specific merchandise advertised that the radio listeners will want to come to the store to buy that specific merchandise.

After reviewing steps of operation, merchandising, and copy pre-evaluation necessary to achieve these two objectives, Miss Hart showed how results from this type of copy could be measured both in terms of increased sales of items advertised, and in long-range increased sales in radio-advertised departments.

Headed by Russell A. Brown, vice president in charge of sales and advertising of the Allied Pur-

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chasing Corporation, the four-day advertising clinic had as other participants: Harold Merahn, sales promotion manager of Gertz Jamaica Store; Ben Dalgin, director of art and reproduction, The New York Times; Elizabeth Flannery, copy chief, Macy's, N. Y.; and Howard Cowee, instructor in retail advertising and sales promotion at the School of Retailing, New York University.

PI's, Free Time Deals Reported By NAB Members

NAB member stations have reported that the following firms are attempting to place advertising with them on a per inquiry basis: *Lincoln Home Products, Inc.*, Riverside, Illinois, for the "Gardenia That Glows In The Dark"; *Learn-Wyly Advertising, Inc.*, Chicago, Ill., for "three high-grade smoking pipes"; *Edward E. Tharp Products Company*, Columbus, Ohio, for "Bait-aide."

NAB member have also reported that the *Penn Mutual Life Insurance Company* has attempted to secure free time to announce to the public that 1947 marks their 100th business anniversary. The insurance firm sent stations continuity marked "courtesy spot announcements."

NAB has written these firms inviting them to use radio at published rates. Copies of the industry's resolution against per inquiry and free time deals were enclosed with the letters.

Aid in Selling Programs Sent To NAB Membership

"Suggestions For Emphasizing Program Sales" is the title of a new NAB station operations aid distributed to member stations this week. The piece, prepared by J. Allen Brown, Assistant Director, Department of Broadcast Advertising, was purposely kept brief for easy reading by management and sales executives, particularly those in new stations.

Small Market Stations

Overall Discussion of Station Operation Highlights Third District Session

The Small Market Stations session of the NAB District Three meeting in Baltimore, Monday and Tuesday (26-27) developed into an open forum on "Station Operations." Broadcasters from large and small stations participated. The presiding officers were District Director George D. Coleman, WGBI, and Small Market Stations District Chairman George E. Joy, WRAK. The session was conducted by Allen Brown, NAB assistant director of broadcast advertising.

Following a discussion of the national situation for small stations and an explanation of NAB services to stations by Brown, the roundtable began when NAB Sales Managers District Chairman, Robert Gulick, WGAL, opened a discussion on "The Importance of Emphasizing Program Sales." He pointed

out the effective techniques employed at his station and urged the broadcasters to audition more shows for clients, having the sales staff concentrate on a particular program until it is sold. Mr. Gulick suggested that management give consideration to paying bonus or commission on local live programs.

David Rosenblum, WISR, introduced on the floor a discussion of "Rate Charges for Regional Advertisers." The subject drew many comments and expressions of views from the broadcasters. Stations adopting the terms "Retail" and "General" for rates were reported to have less difficulty in dealing with regional advertisers.

Broadcasters were cautioned by George Joy to be firm with prospective advertisers who attempt to obtain reduction of rates. A readjustment of the rate card is better than selling under the published rates, he said. Once the rate is set, get your published prices, the broadcasters were advised.

Managements' practice with regard to paying "Announcers' Talent Fees," introduced by Tom Carr, WANN, provoked many points of expression from A. K. Redmond, WHP, Julian Skinnell, WLBR, Mr. Rosenblum, Morris Blum, WANN, and others. Richard P. Doherty, NAB director of employee-employer relations, was called on for an explanation of industry-wide practices in regard to the subject.

"Station Management's Community Leadership" was presented as a discussion topic when Brown told of NAB activity stressing "community leadership" and citing the work of Robert T. Mason, WMRN. The topic was given impetus when the broadcasters heard a report on the community leadership record of Victor C. Diehm, WAZL. Mr. Diehm, who was recently re-elected president of the Hazleton Chamber of Commerce, told of the roles radio and management played in his city in raising a \$660,000 fund for attracting new industry. The Hazleton broadcaster was general chairman of the Special Industry Committee that exceeded its goal by \$160,000.

"Religious Programming, Sustaining vs. Commercial," was a thought-provoking subject introduced by Julian Skinnell, WLBR. He told of the steady demand for commercial time despite several increases in station rates. Bennett Larson, WPEN, said he had cancelled religious program contracts amounting to thousands of dollars in order to balance the station's program structure.

"Syndicated Transcribed Programs" were discussed by Homer R. Smith, WKOK. Mr. Smith stated that WKOK, a non-network station, has 22 daily commercial shows of this type. He related how over-all sales and programming had been improved with their use. When asked about the costs of these programs, Mr. Smith explained that the producers' new package rates to small market stations made them salable in Sunbury. His station, he said, has been in operation for 14 years and, up until this year, the bulk of his revenue had been derived from the sale of announcements. Many local productions are also sponsored, he said.

"Radio Success Stories On the Air," was related by Norman S. Caldwell, WBPZ, Philip Reilly, WLBR, and Arthur McCracken, WGPA. These broadcasters reported that good case histories of their stations' advertising effectiveness are broadcast on the air.

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New accounts and increased budgets resulted from this promotional activity.

Art Graham, WKST, New Castle, Pa., reported on his four years' experience with one rate card. He outlined his "Space Saver" rate, patterned after the local newspaper, whereby the advertisers were kept on the air 52 weeks in the year.

"Selling and Programming Local News" was introduced by C. B. Heller, WJPA, Washington, Pa., and David Rosenblum, WISR, Butler, Pa. Mr. Heller pointed out the increased community interest in his station as a result of daily *local news* programs at 12:30 p.m. and 6:30 p.m. He plans to increase the schedule soon.

Mr. Rosenblum revealed that he has had a *Local News Bureau* at WISR for the past six years. The news staff consists of an editor, and three girls. Station has a sponsors waiting list for local news broadcasts. Local florists try to out-bid each other for sponsorship of news periods devoted to local obituaries. The broadcasters were told of the NAB News Clinics, conducted by Arthur C. Stringer, NAB Director of Special Services, available through their District Director.

Committee to Meet This Month; Stations Asked to Submit Problems

A meeting of the Small Market Stations Executive Committee will be held at NAB headquarters on June 19 and 20.

The Committee will discuss industry-wide problems and practices of particular interest to the small station. All NAB member stations in the small market category (less than 5000 watts, and located in cities of 50,000 population and under) are requested to send problems which they wish handled by the Committee to their respective, district chairmen.

Members of the Executive Committee are: Wayne W. Cribb, chairman, KHMO, Hannibal, Mo.; Simon Goldman, WJTN, Jamestown, N. Y.; R. Sanford Guyer, WBTM, Danville, Va.; John F. Meagher, KYSM, Mankato, Minn.; Lefton L. Hendrick, KRRV, Sherman, Tex.; Robert T. Mason, WMRN, Marion, Ohio; Frank R. Mills, WDWS, Champaign, Ill.; Marshall H. Pengra, KRNR, Roseburg, Ore.; and A. E. Spokes, WJOY, Burlington, Vt.

The NAB Board Liaison members are William B. Smullin, KIEM, Eureka, Calif., and Michael R. Hanna, WHCU, Ithaca, N. Y.

Books for Broadcasters

RADIO: How, When and Why to Use It, by Beatrice Tolleris. New York, National Publicity Council, 1946. 48p. \$1.00.

This is excellent down-to-earth advice on how to use radio for publicity, written for those working in the "fields of health, welfare, education, and civic affairs." The author discusses the various types of programs—talks, interviews, round-tables, dramatizations, and so on—showing clearly the pitfalls of each as well as the advantages. Emphasis is placed on working together

with those in the station who know the ropes and upon achieving a *successful* program.

With the exception of a few paragraphs on sustaining time, the booklet is full of sound suggestions. The public service department of any station will find it a great help in explaining the use of radio to civic groups of all kinds.

RADIO AND YOUR CLUB: A Radio Handbook, prepared by M. Marguerite Ralls. New York, The National Federation of Business and Professional Women's Clubs, Inc., 1946. 18p. 35¢.

A clear, sensible pamphlet explaining the use of radio to club groups. It includes not only brief information on arranging and preparing programs, but also some pages on microphone technique and on intelligent radio listening. This is naturally less complete than the longer booklet reviewed above, but both are recommended as excellent for aiding the novice to use radio effectively.

Coleman Re-Elected by Acclamation At District 3 Meeting in Baltimore

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Mr. Fair pointed out the importance of choosing *articulate* youngsters.

3. Stimulation or sponsorship of outside activities. Such activities include: junior olympics; sand lot baseball; hobby clubs.

International Conference

Royal V. Howard, engineering director, told the broadcasters that he would spend a great deal of time this summer as an observer at the International Telecommunications Conferences in session at Atlantic City.

He pointed out that topics of utmost importance, such as frequency allocations are being discussed. "We must watch closely so that we will not be deprived of facilities," he cautioned.

He outlined his plans for serving NAB members through publishing, from time to time, information on the technical developments in the industry.

In closing his remarks, Mr. Howard stated that work was going forward in setting recording standards, both in this country and internationally. By setting of such standards, he pointed out, many of the inconsistencies of recording standards would be eliminated.

Monday afternoon was devoted to a discussion of small market station operation. Details of the meeting will be found in this issue of REPORTS under *Small Market Stations*.

Willard Speaks at Luncheon

Executive Vice President A. D. Willard, Jr., the luncheon speaker on Tuesday, outlined the legislative situation in Washington as it affects broadcasters. Additional information concerning the White and Wolverton Bills will be furnished the NAB membership, he said. (See first page of this issue.)

After outlining the augmented services now being
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furnished by NAB, Mr. Willard reported that this, as well as the acquisition of a new headquarters building in Washington, had been accomplished without any increase in dues or additional financing.

The first speaker on Tuesday was Director of Research Kenneth Baker, who presented the talk "Report from the People." This presentation, complete with slides, is available to NAB members for local use. Dr. Baker reminded the broadcasters that slides may be borrowed from District Directors.

In a session devoted to broadcast advertising, Frank Pellegrin, director of that department at NAB, discussed the numerous sales aids which are available to stations, such as "Radio for Retailers," "Results from Radio," and others. He emphasized that a huge backlog of information documenting results radio has obtained for sponsors of all types is available, in mimeograph form, at NAB headquarters. Broadcasters were urged to write for this material, since it is distributed only upon request.

Mr. Pellegrin also told the broadcasters of a new service which the National Retail Dry Goods Association has inaugurated to aid its members in developing radio advertising campaigns. Broadcasters should prevail upon retailers in their areas to use the service, he urged, in order that NRDGA would realize its full value and continue the service.

No "Magic Cure-All"

Richard P. Doherty, director of employee-employer relations, discussed with the broadcasters the situation in his field of activity. Pointing out that "Congress can not legislate some magic cure-all for labor problems," Mr. Doherty offered the full services of his NAB department, on an advisory basis, to the individual broadcasters.

The presentations concluded with a session devoted to BMB, in which Linnea Nelson, chief time-buyer of J. Walter Thompson, told the broadcasters of the way in which advertisers and their agencies are utilizing the BMB materials. Hugh Feltis made a full report concerning BMB activities.

The meeting closed with the re-election of Mr. Coleman as district director and the unanimous adoption of the resolutions printed below, after they had been presented by C. G. Moss, WKBO.

PBA Meeting

At a brief meeting of the Pennsylvania Broadcasters Association, held immediately following adjournment of the district meeting, all of the incumbent officers of the PBA were re-elected. They are: George Coleman, president; Roy Thompson, WRTA, vice president; Dr. Leon Levy, WCAU, treasurer; and C. G. Moss, secretary.

Five new members were admitted at PBA at this meeting, bringing total membership to approximately 75.

Resolutions

JUDGE MILLER

Be it resolved, that the broadcasters of the 3rd NAB District highly commend the work of the National Association of Broadcasters under the able leadership of its President, Justin Miller, and his very efficient staff. *Be it further resolved* that the broadcasters of the 3rd NAB District

give their wholehearted support in the continuation of the splendid work already accomplished and that in progress at this time.

BMI

Be it resolved, by the broadcasters of the 3rd NAB District that all stations of the district carefully analyze their music needs and endeavor to employ greater use of BMI music on the basis of merit; therefore we further urge the stations of this district to give early consideration to the renewal of their BMI contracts.

DAYLIGHT TIME

Whereas, most communities in the 3rd NAB District observe daylight saving time, be it resolved that the broadcasters of the 3rd District go on record as being in favor of broadcasting on daylight time when such time is in common usage in their respective communities.

FREEDOM OF SPEECH

Be it resolved, that the broadcasters of the 3rd NAB District commend President Miller for his efforts to establish the rights of broadcasters in keeping with the Constitutional guarantees of freedom of speech.

CASH DISCOUNT

Whereas, there has been an extensive campaign by the National Advertising Agencies to influence broadcasters to establish the 2% discount principle for the prompt payment of advertising accounts, and

Whereas, the adoption of such a principle would increase the cost of operations of broadcasters and result in higher rates for radio advertisers, without attendant advantages for either broadcaster or advertiser,

Be it resolved, that the members of the 3rd NAB District go on record as opposed to the principle of a cash discount for the prompt payment of advertising accounts.

BMB

Whereas, the NAB Board of Directors in a recent Washington meeting enthusiastically endorsed and commended BMB for its outstanding work in the first study, and asked the BMB Board to defer the second study from 1948 to 1949,

Be it resolved, that the broadcasters of the 3rd NAB District approve the action taken by the NAB Board and

Be it further resolved, that a copy of this resolution be forwarded to the Board of Directors of NAB and BMB.

GEORGE D. COLEMAN

Whereas, George D. Coleman, Director of the NAB 3rd District, has given unstintingly of his time and efforts on behalf of the broadcasters of this District,

Be it resolved, that he be publicly commended for his splendid service.

Third District Registration

Addison Amor, NBC; Edward L. Anderson, WEST; Edw. L. Anzmann, Jr., WCAO; W. Wallace Ashley, WITH.

David M. Baltimore, WBRE; Louis G. Baltimore, WBRE; William A. Banks, WHAT; Hope H. Barroll, WFBR; J. Frank Beatty, Broadcasting Magazine; B. A. Beck, WKOK; Mrs. Aurelis S. Becker, WTBO; James W. Blackburn, Blackburn-Hamilton Co.; Morris H. Blum, WANN; Lester Blumenthal, Billboard; Paul M. Brenning, WBPZ; Otto Brandt, ABC; F. H. Brinkley, WILM; Allen Brown, NAB; Sam Booth, WCHA; H. C. Burke, WBAC.

H. S. Caldwell, WBPZ; Freeman W. Cardall, WBAL; Tom Carr, WANN; Ken Carter, WBAL; Clifford M. Chafey, WEEU; George D. Coleman, WGBI; James L. Cox, BMI; K. Richard Creitz, WEEU.

Don Degroot, WBAL; Victor C. Diehm, WAZL; W. Ward Dorrell, C. E. Hooper, Inc.; R. P. Doherty, NAB; Wm. R. Dothard, WFBR; Ross Downing, UP; James S. Duff, WITH.

Richard Eaton, WOOK; W. G. Eberhart, WSBA; John Elmer, WCBM; R. C. Embry, WITH.

Harold Fair, NAB; David J. Farber, NAB; Harry A. Friedenberg, Marfree Adv.

F. X. Gallagher, WILM; Raymond A. Gaul, WRAM; Claude S. Gerand, WCAO; Charles Godwin, MBS; M. L. Goldsborough, WFMD;

(Continued on next page)

Arthur W. Graham, WKST; Gordon Gray, WIP; Guy Griffen, WFBR; J. Robert Gulick, WGAL.

Charles Hammarstrom, Paul H. Raymer Co.; Bert Hanauer, WFBR; Bill Hardy, WFMB; Carl Haverlin, BMI; Kolin Hager, SESAC; Gladys L. Hall, NAB; C. B. Heller, WJPA; E. J. Hirshberg, WEDO; Benjamin C. Howard, WCAO; Royal V. Howard, NAB.

Lester Jacobs, Worth Assn.; George E. Joy, WRAK.

Leonard Kapner, WCAE; John E. Karalin, WEDO; Herbert Kendrick, WHGB; Bob Keller, Robert S. Keller, Inc.; Thompson K. Kessell, WCHA; Peter J. S. King, SESAC; E. M. Kirby, C. P. McGregor.

John D. Langlois, Langworth; G. Bennett Larson, WPEN; James W. Lebaron, McGillvra, Inc.; Maury Long, Broadcasting Magazine; John V. Lyons, WCAO.

Robert G. Magee, WHUM; Robert S. Maslin, Jr., WFBR; Clair R. McCollough, WGAL; Arthur McCracken, WGA; Joseph H. McGillvra, McGillvra, Inc.; Tom Metzger, WMRF; L. Waters Milbourne, WCAO; Harold E. Miller, WORK; Walter O. Miller, WGAL; James E. Moren, WMRF; Bob Morrison, NBC; C. G. Moss, WKBO; Otis Morse, WSBA; Louis H. Murray, WPAM.

Oran H. Nance, Jr., C. P. MacGregor; H. D. Neworth, Worth Association.

Leslie H. Peard, Pr., WCAO; Wm. S. Pirie, Jr., WFBR; David Potter, WNAE; Helen Powers, Ralph Powers Production.

James T. Quirk, WFIZ.

Frank A. Randolph, Collins Radio Co.; A. K. Redmond, WHP; Phillip J. Reilly, WLBR; Robert K. Richards, NAB; Sydney Robbins, WSBA; Charles A. Roeder, WCBM; George H. Roeder, WCBM; Walter J. Roekensies, WSBA; David Rosenblum, WISR; Dick Rudolph, WITH.

H. A. Seville, Four States Broadcasting Co.; Alex Sherwood, Standard Radio; A. Boyd Siegel, WJPA; Julian F. Skinnell, WLBR; Frank P. Smith, WWIW; Homer Smith, WKOK; Stanley Schultz, World Broadcasting; Frank M. Stearns, AP.

J. H. L. Troutfelter, Baltimore Radio Show, Inc.; Stephen Tuhy, Jr., Washington, D. C.; J. C. Tully, WJAC; Abbott Tessman, Capitol Transcriptions.

E. F. Voelcker, WCAO.

J. Gorman Walsh, WDEL; Pierre Weis, Langworth; A. D. Willard, Jr., NAB.

Public Interest Programming

Highway Safety Campaign Scheduled; Spots to Be Mailed This Week

[Story from Office of Government Reports]

A kit of live spot announcements publicizing the objectives of the action program group of the President's Highway Safety Conference meeting in Washington June 18, 19, 20 will be mailed to all radio station managers June 5. This is the second annual meeting of the National Highway Safety Conference and the gathering will evaluate progress in reducing traffic accidents during the past year. Representatives of the 48 State governments and the District of Columbia, enforcement officials, highway engineers and a large group of representatives of unofficial organizations with a basic interest in highway safety will attend the meeting. Sessions will be held in the Interior Department auditorium. Radio stations of the nation gave strong support to the initial meeting of the President's Highway Safety Conference held in May, 1946.

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 June 9-15, 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.

Buy U. S. Savings Bonds—"Save the Easy Automatic Way"

The U. S. Treasury is conducting its most important stepped-up promotion of U. S. Savings Bonds for 1947 during June and July. The way the public debt is managed will affect the life of every American for years to come, as regards money supply, the price level, business conditions and what the dollar will buy; *and wise management of the debt demands that ownership of U. S. securities be spread as widely as possible among individuals. Beginning June 1, the U. S. Treasury, in cooperation with the banks of America, is inaugurating an easy, automatic method—The Bond-A-Month Plan—of buying Bonds for the millions of Americans not on regular payrolls.* The backbone of the Savings Bonds program is still the Payroll Savings Plan, and, although it is receiving whole-hearted support from industry, recent surveys show that this method now needs additional stimulation. The rate of interest, sound investment value, and convenience of purchase of U. S. Savings Bonds make them the ideal way for the individual investor to save for the future. Money invested in U. S. Savings Bonds today will make possible long-range personal objectives like *retirement incomes, education for the children, new homes, the most enjoyable use of leisure time.* As an investment, U. S. Savings Bonds are safe, profitable. The effective way to provide for the future is through *regular* savings. Regular saving is easy and automatic if you sign up for the Payroll Savings Plan where you work, or the Bond-A-Month Plan where you bank. (Fact Sheet No. 11-G)

Nursing Is a Growing Profession

There is a definite and alarming shortage of nurses in the majority of the nation's hospitals. In some instances, whole floors and wings of hospitals have had to close. Literally, thousands of patients are going without adequate nursing care. In the belief that the demand for nurses can best be met by pointing out the many opportunities open to those who join the nursing profession, both hospital and nursing groups have recommended that these opportunities be stressed in all student-nurse recruiting copy. There are many reasons why the demand for nurses far exceeds the supply. Among these reasons are: (1) Long-range health plans are vast in scope, calling for the expansion of hospitals, public health programs and industrial clinics. (2) Hospitalization Plans have made it possible for more people to have necessary hospital care. (3) Health education and preventive programs teach people to make greater use of medical resources. Modern medicine is advancing rapidly and demands the best in nursing care to keep pace with its discoveries. Young women who become nurses enter a profession which offers extraordinary opportunities in many different fields: (1) In the years to come, there will be an even greater demand for graduate nurses as a result of the expansion of hospital facilities, public health centers and industrial clinics. (2) Starting with general staff duty, nurses can advance to head nurse, supervisor, Director of Nurses of Hospital Administrators. They can specialize in surgical, psychiatric, industrial and child health, and other fields. Nurses may prepare for executive positions or for teaching in a School of Nursing. They may choose an interesting career in government: In the U. S. Public Health Service, Children's Bureau, Veterans Administration or in the Indian Service. The Army and Navy offer nurses interesting work, excellent salaries and opportunities for travel. (3) Nursing is an ideal prepara-

(Continued on next page)

tion for marriage, family life, parenthood and leadership in community life. Young women who are high school graduates or college students in good standing are eligible to apply for admission to Schools of Nursing. Applicants should be under 35 and in good health. Interested young women should check with their local hospital for information on how to apply for entrance to a School of Nursing. WACS, WAVES, MARINES and SPARS who qualify as student nurses may find that the entire cost of their nursing education will be covered by their allowance for tuition and books under the G. I. Bill of Rights. (Fact Sheet No. 9-G)

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, June 2. They are subject to change.

Tuesday, June 3

Further Hearing

(Engineering Testimony on C. P., 10:00 A. M.)

KMAC—The Walmac Co., San Antonio, Tex.—For renewal of license; 1240 kc., 250 watts, unlimited.

KMAC—The Walmac Co., San Antonio, Tex.—C. P. to change frequency, etc.; DA (DA-2), 630 kc., 5 KW, unlimited.

Wednesday, Thursday and Friday, June 4, 5, and 6

(Before the Commission en banc, Conference Room B, adjacent to Departmental Auditorium, 13th and Constitution Ave., 10:00 A. M.)

In the Matter of Promulgation of Rules and Regulations and Standards of Good Engineering Practice concerning daytime skywave transmissions of standard broadcast stations.

FCC ACTIONS

AMPLITUDE MODULATION

AM—Docket Case

910 KC.

The Commission announces adoption of **Proposed Decision** (B-365) looking towards the grant of application of **Paul F. Braden** for a new station in **Middletown, Ohio**, to operate on 910 kc., 1 KW, daytime only (BP-4680; Docket 7587), conditions; and denial of the application of **I and E Broadcasting Co.**, for the same facilities in **Dayton, Ohio** (BP-4659; Docket 7586).

AM—Miscellaneous Actions

Southeastern Broadcasting Co., Clanton, Ala.—Ordered that the effectiveness of the construction permit and modification of CP (BP-4747 and BMP-2594) of Dec. 5/46 and April 25/47, respectively, which authorized a new station on 760 kc., be suspended, until further order of the Commission,

because of Order of the Court of Appeals for the District of Columbia, in the case of **WJR, The Goodwill Station, Inc., v. FCC** (9495), staying the Commission's grant to **South-eastern** until the Court's decision in the case of **WJR v. FCC** (9464) and in the case of **L. B. Wilson, Inc., v. FCC** (9434) shall have been rendered or until further order of the Court.

Radio Virginia, Inc., Richmond, Va.—Ordered that the effectiveness of the construction permit authorized Nov. 21/46, for a new station to operate on 720 kc. be suspended until further order of the Commission, because of Order of the Court of Appeals for the District of Columbia in re **WGN, Inc. v. FCC** (9497) staying the Commission's grant to **Radio Virginia, Inc.**, until the Court's decision in the case of **WJR, etc.**, referred to above.

WCPS—Coastal Plains Broadcasting Co., Tarboro, N. C.—Ordered that the license heretofore granted by the Commission on May 13/47 for a new station on 760 kc. be set aside; and that the effectiveness of the construction permit issued Aug. 22/46 be suspended until further order of the Commission, because of Order of the Court of Appeals in re **WJR v. FCC** (9464), staying the Commission's grant of CP to **WCPS** until the Court's decision in the case of **WJR v. FCC** (9464) and **L. B. Wilson, Inc. v. FCC** (9434) shall have been rendered or until further order of the Court.

WCPS—Coastal Plains Broadcasting Co., Tarboro, N. C.—Granted Special Temporary Authority for operation of **WCPS** on 570 kc., 1 KW, daytime only, for 30 days, from May 28, pursuant to provisions of Sec. 1.324 of the Rules; provided, however that this or subsequent authorization extending operation on 570 kc. shall be subject to immediate cancellation and rescission at any time prior to the expiration date thereof.

Coastal Plains Broadcasting Co., Tarboro, N. C.—Ordered that the effective date of the Commission's order of May 27, 1947, setting aside the license heretofore granted on May 13, 1947, to **Coastal Plains Broadcasting Co.** and suspending, until further order of the Commission, the effectiveness of the construction permit issued on Aug. 22/46, be suspended until June 3, 1947. (BP-4891; BL-2267; BZ-2084)

Gila Broadcasting Co., Inc., Coolidge, Ariz.—Granted petition to intervene in the hearing on application of **KRKD**. (Doc. 8341)

Hotels & Theatres, Inc., Bluefield, W. Va.—Granted petition for waiver of rules and accepted petitioner's written appearance in re their application. (Doc. 8310)

Litchfield County Radio Corp., Torrington, Conn.—Granted petition for leave to amend its application (BP-5448; Doc. 8093), so as to specify frequency 990 kc. instead of 1170 kc., etc. The amendment was accepted and application as amended was removed from the hearing docket.

The New City Broadcasting Co., Torrington, Conn.—The Commission, on its own motion, removed from the hearing docket application (BP-5630; Doc. 8094).

Litchfield County Radio Corp., Torrington, Conn.—Dismissed petition for leave to take deposition of **The New City Broadcasting Co.**

Mount Vernon Broadcasting Co., Mount Vernon, Ohio—Granted petition for waiver of rules and accepted petitioner's written appearance in re application (BP-5239; Doc. 8021).

AM—Applications Accepted for Filing

640 KC.

WNAD—University of Oklahoma, Norman, Okla.—Construction permit to install new vertical antenna and mount FM antenna on #1 Tower, install new transmitter, and change transmitter location East Stadium, University of Oklahoma, Norman, Okla., to 3 miles south of Moore, Okla.

670 KC.

NEW—Aiken-Augusta Broadcasting Co., Aiken, S. C.—Construction permit for a new standard broadcast station to be operated on 1020 kc., power of 1 KW, and daytime hours of operation. Amended to change frequency from 1020 to 670 kc.

(Continued on next page)

690 KC.

KPET—Lamesa Broadcasting Co., Lamesa, Tex. (R. O. Parker, R. A. Woodson, K. S. Ashby, a Partnership)—License to cover construction permit (B3-P-5126, as modified) which authorized a new standard broadcast station and to specify studio location and authority to determine operating power by direct measurement of antenna power.

WVOK—Voice of Dixie, Inc., Birmingham, Ala.—Modification of construction permit (B3-P-4598, which authorized a new standard broadcast station) to change type of transmitter, to make changes in vertical antenna, to change transmitter location, and to specify studio location.

710 KC.

WTPR—Kentucky Lake Broadcasting System, Inc., Paris, Tenn.—License to cover construction permit (B3-P-4528, as modified) which authorized a new standard broadcast station and authority to determine operating power by direct measurement of antenna power.

790 KC.

NEW—Samuel L. Stephens, Sr., Brigham City, Utah—Construction permit for a new standard broadcast station to be operated on 1100 kc., power of 250 watts, and daytime hours of operation. Amended to change frequency from 1100 to 790 kc.

840 KC.

NEW—Bay Cities Radio Corp., Santa Monica, Calif.—Construction permit for a new standard broadcast station to be operated on 890 kc., power of 1 KW, and daytime hours of operation. Amended to change frequency from 890 to 840 kc., power from 1 KW daytime to 5 KW daytime; change type of transmitter.

860 KC.

NEW—Randall County Broadcasting Co., Canyon, Tex. (Marshall Formby and John Blake, a Partnership)—Construction permit for a new standard broadcast station to be operated on 870 kc., power of 250 watts, and daytime hours of operation. Amended to change frequency from 870 kc. to 860 kc.

900 KC.

NEW—Antigo Broadcasting Co., Antigo, Wis.—Construction permit for a new standard broadcast station to be operated on 1060 kc., power of 250 watts, and daytime hours of operation. Amended to change frequency from 1060 to 900 kc.

920 KC.

NEW—Cortland Broadcasting Co., Inc., Cortland, N. Y. (P. O. 45 Main St.)—Construction permit for a new standard broadcast station to be operated on 920 kc., power of 1 KW, and daytime hours of operation.

930 KC.

NEW—Springtime City Broadcasting Co., Clearwater, Fla. (Victor John Morgan)—Construction permit for a new standard broadcast station to be operated on 930 kc., power of 250 watts, and daytime hours of operation. Amended to change frequency from 930 to 920 kc.

NEW—The Daily News Broadcasting Co., Bowling Green, Ky.—Construction permit for a new standard broadcast station to be operated on 880 kc., power of 1 KW, and daytime hours of operation. Amended to change frequency from 880 to 930 kc.

NEW—Columbia-Montour Broadcasting Corp., Bloomsburg, Pa.—Construction permit for a new standard broadcast station to be operated on 780 kc., power of 250 watts and daytime hours of operation. Amended to change frequency from 780 to 930 kc., power from 250 watts daytime to 500 watts daytime; change type of transmitter; change transmitter location from: To be determined, Bloomsburg, Pa., to halfway between towns of Light Street and Espy, Scott Twp., Pa.

NEW—Surety Broadcasting Co., Charlotte, N. C. (P. O. 112 So. Tryon St.)—Construction permit for a new standard

broadcast station to be operated on 930 kc., power of 1 KW night, 5 KW day, directional antenna night, and unlimited hours of operation.

970 KC.

WJMX—Atlantic Broadcasting Co., Florence, S. C.—Modification of construction permit (B3-P-4948, as modified, which authorized a new standard broadcast station) to change type of transmitter.

980 KC.

NEW—Stanley S. Beaubaire, Oroville, Calif.—Construction permit for a new standard broadcast station to be operated on 1110 kc., power of 1 KW, and daytime hours of operation. Amended to change frequency from 1110 to 980 kc., and change transmitter location from 1¼ mi. west of highway 24 and ¾ miles north of Oroville-Richvale highway in the Thermalite Section, Oroville, Calif., to: To be determined, Oroville, Calif.

1010 KC.

WINS—The Crosley Broadcasting Corp., New York, N. Y.—Modification of construction permit (B1-P-3026, as modified, which authorized change in frequency, increase in power, change hours of operation, installation of new transmitter and directional antenna) for extension of completion date.

1090 KC.

KAYX—Waterloo Broadcasting Co., Waterloo, Iowa—License to cover construction permit (B4-P-5012, as modified; which authorized a new standard broadcast station and authority to determine operating power by direct measurement of antenna power.

1100 KC.

WGAT—Central Broadcasting Co., Utica, N. Y. (a partnership, composed of H. Ross Perkins and J. Eric Williams)—Voluntary assignment of license to J. Eric Williams, tr/as Central Broadcasting Company.

1120 KC.

NEW—Robert W. Rounsaville, Buckhead, Ga.—Construction permit for a new standard broadcast station to be operated on 1120 kc., power of 1 KW and daytime hours of operation. Amended to change frequency from 1120 kc. to 790 kc.

1130 KC.

NEW—Peach State Broadcasting Co., Macon, Ga. (Thomas Carr, J. E. Duncan, Roy Richards, and Robert D. Tisinger, a partnership)—Construction permit for a new standard broadcast station to be operated on 1130 kc., power of 1 KW and daytime hours of operation. Amended to change frequency from 1130 to 1280 kc.

1220 KC.

WLAS—The LaSalle County Broadcasting Co., LaSalle, Ill. (F. F. McNaughton and Louis F. Leurig, a partnership)—Modification of construction permit (B4-P-5284, which authorized a new standard broadcast station) to make changes in transmitting equipment, for approval of antenna and transmitter location, and to specify studio location.

WSFT—Thomaston Broadcasting Co., Thomaston, Ga.—License to cover construction permit (B3-P-5205, as modified) which authorized a new standard broadcast station and authority to determine operating power by direct measurement of antenna power.

1230 KC.

NEW—Alvin E. O'Konski, Merrill, Wis. (P. O. 1009 House Office Bldg., Washington, D. C.)—Construction permit for a new standard broadcast station to be operated on 1230 kc., power of 250 watts and unlimited hours of operation. Amended to change transmitter and studio locations from to be determined, Merrill, Wis. to Merrill Hotel, Main and Mill Streets, Merrill, Wisconsin.

(Continued on next page)

WISE—Radio Station WISE, Inc., Asheville, N. C.—Authority to determine operating power by direct measurement of antenna power.

1250 KC.

NEW—Englewood Broadcasting Co., Englewood, Colo. (Alf M. Landon) (P. O. National Bank of Topeka Bldg., Topeka, Kans.)—Construction permit for a new standard broadcast station to be operated on 1250 kc., power of 1 KW, and daytime hours of operation.

NEW—Midwest Broadcasting Co., Milwaukee, Wis.—Construction permit for a new standard broadcast station to be operated on 1250 kc., power of 5 KW, directional antenna for day and night use, and unlimited hours of operation. Amended re changes in directional antenna patterns. (DA-2)

1260 KC.

WGWR—Asheboro Broadcasting Co., Asheboro, N. C. (W. C. Lucas and Roy Cox)—License to cover construction permit (B3-P-4641, as modified) which authorized a new standard broadcast station. And authority to determine operating power by direct measurement of antenna power.

NEW—Seminole Broadcasting Co., Seminole, Okla. (Tom Potter) (P. O. 1517 Commerce St., Dallas, Tex.)—Construction permit for a new standard broadcast station to be operated on 1260 kc., power of 250 watts, and daytime hours of operation.

1280 KC.

KXOB—Valley Broadcasting Co., Stockton, Calif.—License to cover construction permit (B5-P-4015, as modified) which authorized a new standard broadcast station and specify studio location and authority to determine operating power by direct measurement of antenna power.

NEW—Mid-Carolina Broadcasting Co., Salisbury, N. C.—Construction permit for a new standard broadcast station to be operated on 940 kc., power of 1 KW, and daytime hours of operation. Amended to change frequency from 940 to 1280 kc.

1340 KC.

WLEX—The Central Kentucky Broadcasting Co., Lexington, Ky.—Authority to determine operating power by direct measurement of antenna power.

WEPM—Martinsburg Broadcasting Co., Martinsburg, W. Va. (C. M. Zinn and C. Leslie Golliday)—Authority to determine operating power by direct measurement of antenna power.

NEW—Eastland County Broadcasting Co., Eastland, Tex. (Robert W. Chapman and Manning L. Trammell, a partnership)—Construction permit for a new standard broadcast station to be operated on 1430 kc., power of 500 watts and daytime hours of operation. Amended to change name of applicant from Robert W. Chapman and Manning L. Trammell, a partnership, d/b as Eastland County Broadcasting Co. to Robert W. Chapman and Manning L. Trammell, a partnership, d/b as Stephens County Broadcasting Company; change transmitter and studio locations from to be determined, Eastland, Texas, to To be determined, Breckenridge, Texas.

WMID—Mid-Atlantic Broadcasting Co., Atlantic City, N. J.—Modification of construction permit (B1-P-5185, as modified, which authorized a new standard broadcast station) to change type of transmitter.

1350 KC.

WGAD—Coosa Valley Broadcasting Co., Gadsden, Ala. (E. L. Roberts)—Modification of construction permit (B3-P-4596, as modified, which authorized a new standard broadcast station) for extension of completion date.

1360 KC.

WTTH—The Times Herald Co., Port Huron, Mich.—Modification of construction permit (B2-P-5361, which authorized a new standard broadcast station) to change type of transmitter and for approval of antenna and transmitter location.

1370 KC.

WDEF—WDEF Broadcasting Co., Chattanooga, Tenn.—Modification of construction permit (B3-P-4365, as modified, which authorized change in frequency, increase in power, installation of new transmitter and directional antenna for night use and change in transmitter location) for extension of completion date.

1400 KC.

WTRR—Southeastern Broadcasting System, Sanford, Fla. (James S. Rivers)—License to cover construction permit (B3-P-4225, as modified), which authorized a new standard broadcast station and authority to determine operating power by direct measurement of antenna power.

WNOC—Norwich Broadcasting Co., Norwich, Conn. (a partnership, composed of H. Ross Perkins and J. Eric Williams)—Voluntary assignment of license to H. Ross Perkins, tr/as Norwich Broadcasting Company.

NEW—The Greenville Broadcasting Co., Greenville, Ala. (E. Vernon Stabler, Calvin Poole and Samuel W. Ferrell, Jr., a partnership) (P. O. % Walter Erwin James, 724 Bell Building, Montgomery, Ala.)—Construction permit for a new standard broadcast station to be operated on 1400 kc., power of 250 watts and unlimited hours of operation.

NEW—The Voice of Fallon, Fallon, Nev. (Chet L. Gonce and Ralph Morgali, a partnership)—Construction permit for a new standard broadcast station to be operated on 1490 kc., power of 250 watts and unlimited hours of operation. Amended to change frequency from 1490 to 1400 kc.

1420 KC.

NEW—Minnesota Valley Broadcasting Co., Mankato, Minn. (P. O. 128 E. Cherry St.)—Construction permit for a new standard broadcast station to be operated on 1420 kc., power of 1 KW, directional antenna for night use and unlimited hours of operation.

1430 KC.

WEXT—Andave Radio Co., Milwaukee, Wis.—Modification of construction permit (B4-P-5352, which authorized a new standard broadcast station) to change type of transmitter, for approval of antenna, and transmitter location, and to specify studio location.

1460 KC.

WBNS—Radiohio, Inc., Columbus, Ohio—License to cover construction permit (BP-6000), which authorized installation of new auxiliary transmitter and authority to determine operating power by direct measurement of antenna power.

1490 KC.

NEW—Radio Courier, Inc., East Liverpool, Ohio (P. O. No. 222 Webber Ave.)—Construction permit for a new standard broadcast station to be operated on 1490 kc., power of 250 watts and unlimited hours of operation. Contingent upon the relinquishment of 1490 kc., by WWSW.

NEW—Collinson-Wingate Broadcasting Co., Topeka, Kans. (T. Hall Collinson and Norville G. Wingate, a partnership)—Modification of construction permit (B4-P-4440, which authorized a new standard broadcast station) for approval of antenna, to change type of transmitter, approval of transmitter location and to change studio location.

1500 KC.

KSTP—KSTP, Inc., St. Paul, Minn.—Modification of license to change main studio location from St. Paul Hotel, St. Paul, Minnesota, to Radio City, 9th and La Salle Street, Minneapolis, Minn. (present location of auxiliary studio).

1540 KC.

NEW—Dale S. Crowley, Washington, D. C.—Construction permit for a new standard broadcast station to be operated on 1540 kc., power of 1 KW and daytime hours of operation. (Amendment re transmitter location dated 4-29-47, withdrawn 5-13-47.)

(Continued on next page)

1550 KC.

WLOA—Matta Broadcasting Co., Braddock, Pa.—License to cover construction permit (B2-P-5142, as modified), which authorized a new standard broadcast station and authority to determine operating power by direct measurement of antenna power.

1590 KC.

KSJO—Santa Clara Broadcasting Co., San Jose, Calif.—Special service authorization to operate on 1590 kc., unlimited time with power of 1 KW day and 250 watts night, for a period ending in no event later than August 31, 1947.

1600 KC.

WFRC—Piedmont Carolina Broadcasting Co., Inc., Reidsville, N. C.—Modification of construction permit (B3-P-4164, as modified, which authorized a new standard broadcast station) to change type of transmitter.

WAPX—United Broadcasting Co., Inc., Montgomery, Ala.—Modification of construction permit (B3-P-3695, as modified, which authorized a new standard broadcast station) for extension of completion date.

KMAE—McKinney Air Enterprises, Inc., McKinney, Tex.—Modification of construction permit (B3-P-5210, which authorized a new standard broadcast station) to change type of transmitter, for approval of antenna and transmitter location, specify studio location.

AM—Applications Tendered for Filing

740 KC.

NEW—Tri Cities Broadcasting Co., Tullahoma, Tenn. (Raymond L. Prescott, Jr., Henry L. Wilson)—Construction permit for a new standard broadcast station to be operated on 740 kc., power of 250 watts and daytime hours of operation.

850 KC.

WNAO—The News and Observer Publishing Co., Raleigh, N. C.—Modification of construction permit to change proposed transmitter location and modify directional antenna, so as to permit incorporation of an FM radiator on one of the towers of directional antenna system operating with power of 5 KW, unlimited hours of operation and directional antenna for night use.

930 KC.

KANA—Mosby's Inc., Anaconda, Mont.—Construction permit to change frequency from 1230 to 930 kc., power from 250 watts to 2½ KW night and 5 KW day, install new transmitter and directional antenna for day and night use and change the transmitter location.

950 KC.

KSEL—Lubbock Broadcasting Co., Lubbock, Texas—Modification of construction permit to make changes in directional antenna system and approval of transmitter location, operating with power of 500 watts night, 1 KW day, unlimited hours and directional antenna for night use.

960 KC.

NEW—Cosmopolitan Broadcasting Co., Los Angeles, Calif. (a partnership)—Construction permit for a new standard broadcast station to be operated on 960 kc., power of 250 watts and specified hours (night) of operation.

970 KC.

WWSW—WWSW, Inc., Pittsburgh, Pa.—Modification of construction permit to make changes in directional antenna system, using power of 5 KW, unlimited hours and directional antenna for day and night use.

1140 KC.

NEW—The Master Broadcasting Corp., Rio Piedras, P. R.—Construction permit for a new standard broadcast station to be operated on 1140 kc., power of 500 watts night, 1 KW day and unlimited hours of operation.

1240 KC.

NEW—Melbourne Broadcasting Corp., Melbourne, Fla.—Construction permit for a new standard broadcast station to be operated on 1240 kc., power of 250 watts and unlimited hours of operation.

1290 KC.

NEW—Gilroy Broadcasting Co., Inc., Gilroy, Calif.—Construction permit for a new standard broadcast station to be operated on 1290 kc., power of 1 KW and daytime hours of operation.

1330 KC.

NEW—Bert Williamson, Martinez, Calif.—Construction permit for a new standard broadcast station to be operated on 1330 kc., power of 250 watts and daytime hours of operation.

1340 KC.

WLNH—Northern Broadcasting Co., Laconia, N. H.—Consent to assignment of license to Northern Broadcasting Corporation.

1460 KC.

NEW—The Joseph Henry Broadcasting Co., Inc., Albany, N. Y.—Construction permit for a new standard broadcast station to be operated on 1460 kc., power of 5 KW and unlimited hours of operation, directional antenna.

The Joseph Henry Broadcasting Co., Inc., Albany, N. Y.—License to operate present facilities of WOKO upon termination of its present authorization. (1460 kc., 500 watts night, 1 KW day and unlimited hours of operation.)

1480 KC.

WHOM—Atlantic Broadcasting Co., Inc., Jersey City, N. J.—Modification of license to move main studio location from 30 Journal Square, Jersey City, New Jersey, to 29 W. 57th Street, New York, N. Y.

FREQUENCY MODULATION

FM—Applications Accepted for Filing

KLOK-FM—Valley Broadcasting Co., San Jose, Calif. (E. L. Barker, Claribel Barker, T. H. Canfield, Opal A. Canfield and Charles M. O'Brien, Jr.)—Modification of construction permit (B5-PH-752, which authorized a new FM broadcast station) for extension of commencement and completion dates.

WCIL-FM—Southern Illinois Broadcasting Partnership, Carbondale, Ill. (Paul E. McRoy, John H. Searing, Ann E. Searing)—Modification of construction permit (B4-PH-605, as modified, which authorized a new FM broadcast station) for extension of commencement and completion dates.

KWNO-FM—Winona Radio Service, Winona, Minn. (M. H. White and H. R. Wiecking)—Modification of construction permit (B4-PH-808, which authorized a new FM broadcast station) for extension of completion date.

NEW—Cortland Broadcasting Co., Inc., Cortland, N. Y. (P. O. 45 Main St.)—Construction permit for a new FM broadcast station (Class B) to be operated on Channel 258, 99.5 mc., ERP of 28.24 KW, and antenna height above average terrain 723 feet.

KOMO-FM—Fisher's Blend Station, Inc., Seattle, Wash.—Modification of construction permit (B5-PH-454, as modified) which authorized a new FM broadcast station, for extension of completion date.

WCOY—The Patriot Co., Harrisburg, Pa.—Modification of construction permit (B2-PH-393, as modified, which authorized a new FM broadcast station) for extension of commencement and completion dates.

WPAY-FM—The Scioto Broadcasting Co., Portsmouth, Ohio—Modification of construction permit (B2-PH-960, as modified, which authorized a new FM broadcast station) for extension of completion date.

(Continued on next page)

WGNC-FM—F. C. Todd, Gastonia, N. C.—Modification of construction permit (B3-PH-752, which authorized a new FM broadcast station) for extension of completion date.

WNYC-FM—City of New York, Municipal Broadcasting System, New York, N. Y.—Modification of construction permit (B1-PH-1067, which authorized changes in new FM broadcast station) for extension of commencement and completion dates.

WEXL-FM—Royal Oak Broadcasting Co., Royal Oak, Mich.—Modification of construction permit (B2-PH-773, which authorized a new FM broadcast station) to change type of transmitter, transmitter site to 2201 Woodward Heights, near Ferndale, Michigan; studio location to "To be determined, Royal Oak, Michigan; ERP to 18.3 KW; antenna height above average terrain to 382 feet; make changes in antenna system and change commencement and completion dates.

KVCV—Golden Empire Broadcasting Co., Redding, Calif.—Modification of construction permit (B5-PH-1083, which authorized a new FM broadcast station) to change studio location and transmitter site, make changes in antenna system and change commencement and completion dates. Change antenna height above average terrain to 15.5 feet.

KDNT-FM—Harwell V. Shepard, Denton, Tex.—Modification of construction permit (B3-PH-866, which authorized a new FM broadcast station) for extension of completion date.

WPEN-FM—Wm. Penn Broadcasting Co., Philadelphia, Pa.—Modification of construction permit (B2-PH-795, which authorized changes in new FM broadcast station) for extension of completion date.

KSD-FM—The Pulitzer Publishing Co., St. Louis, Mo.—Modification of construction permit (B4-PH-30, as modified) which authorized a new FM broadcast station for extension of completion date.

WHYN-FM—The Hampden-Hampshire Corp., Holyoke, Mass.—Modification of construction permit (B1-PH-192, as modified) which authorized a new FM broadcast station, for extension of commencement and completion dates.

WEHS—WHFC, Inc., Chicago, Ill.—Modification of construction permit (B4-PH-1065, which authorized changes in new FM broadcast station) for extension of completion date.

WSTC-FM—The Western Connecticut Broadcasting Co., Stamford, Conn.—Modification of construction permit (B1-PH-607, which authorized a new FM broadcast station) to change studio location, make changes in antenna system and change commencement and completion dates.

WALA-FM—Pape Broadcasting Co., Mobile, Ala. (W. O. Pape)—Modification of construction permit (B3-PH-283, which authorized a new FM broadcast station) to change effective radiated power to 101.4 KW, and make changes in antenna system.

102.5 MC.—#273

NEW—WGR Broadcasting Corp., Buffalo, N. Y. (P. O. Rand Bldg.)—Construction permit for a new FM broadcast station (Class B) to be operated on Channel 273, 102.5 mc., ERP of 57 KW.

To Be Assigned by FCC

NEW—Louise C. Carlson, New Orleans, La. (P. O. 92 Fontainebleau Drive)—Construction permit for a new FM broadcast station (Class B) to be operated on frequency to be assigned by FCC, ERP of 4.96 KW, and antenna height above average terrain 227 feet.

NEW—Eurith Dickinson Rivers, Jr., Decatur, Ga. (P. O. 217 W. Ponce de Leon Ave.)—Construction permit for a new FM broadcast station (Class A) to be operated on frequency to be assigned by FCC; ERP of 600 watts, and antenna height above average terrain 309.5 feet.

FM—Application Dismissed

WDUL—Head of the Lakes Broadcasting Co., Superior, Wisc.—Modification of construction permit (B4-PH-1099) to change effective radiated power to 80.1 KW, and to make

changes in antenna system. Dismissed May 21, 1947, per request Att'y, letter May 13, 1947.

FM—Applications Returned

The Wave Publications, Vernon, Calif.—Construction permit for a new FM broadcast station (Class A) to be operated on frequency to be assigned by FCC and ERP of 250 watts. Returned May 22, 1947. Program analysis not submitted. Also charter to be amended.

Redlands Broadcasting Co., Redlands, Calif. (Edward Lannelli and John C. Mead)—Construction permit for a new FM broadcast station (Class A) to be operated on frequency to be assigned by FCC and ERP of 250 watts. Returned May 22, 1947. Program analysis not submitted. Letter written May 22, 1947.

TELEVISION

TV—Applications Accepted for Filing

WOIC—Bamberger Broadcasting Service, Inc., Washington, D. C.—Modification of construction permit (B1-PCT-41, which authorized a new commercial television broadcast station) for extension of completion date.

W10XP—Philco Television Broadcasting Corp., area of Washington, D. C., Philadelphia, Pa., and New York, N. Y.—Construction permit to change frequencies to 1300-1320 mc. and 1380-1400 mc, add Special for FM Emission, change transmitter location and antenna system. Amended to change frequencies from 1300-1320 mc. and 1380-1400 mc. to 1340-1360 mc. and 1400-1420 mc.

W3XPF—Philco Television Broadcasting Corp., area of Washington, D. C., Philadelphia, Pa., and New York, N. Y.—Construction permit to change frequencies to 1300-1320 mc. and 1380-1400 mc, add Special for FM Emission, change transmitter location and antenna system. Amended to change frequencies from 1300-1320 mc. and 1380-1400 mc. to 1340-1360 mc. and 1400-1420 mc.

W10XPB—Philco Television Broadcasting Corp., area of Washington, D. C., Philadelphia, Pa., and New York, N. Y.—Construction permit to change frequencies to 1300-1320 mc. and 1380-1400 mc, add Special for FM Emission, change transmitter location and antenna system. Amended to change frequencies from 1300-1320 mc. and 1380-1400 mc. to 1340-1360 mc. and 1400-1420 mc.

W3XPL—Philco Television Broadcasting Corp., area of Washington, D. C., Philadelphia, Pa., and New York, N. Y.—Construction permit to change frequencies to 1300-1320 mc. and 1380-1400 mc, add Special for FM Emission, change transmitter location and antenna system. Amended to change frequencies from 1300-1320 mc. and 1380-1400 mc. to 1340-1360 mc. and 1400-1420 mc.

W10XPC—Philco Television Broadcasting Corp., area of Washington, D. C., Philadelphia, Pa., and New York, N. Y.—Construction permit to change frequencies to 1300-1320 mc. and 1380-1400 mc, add Special for FM Emission, change transmitter location and antenna system. Amended to change frequencies from 1300-1320 mc. and 1380-1400 mc. to 1340-1360 mc. and 1400-1420 mc.

KSD-IV—The Pulitzer Publishing Co., St. Louis, Mo.—Modification of construction permit (B4-PCT-62, which authorized a new commercial television broadcast station) for extension of completion date.

MISCELLANEOUS BROADCAST

Applications Accepted for Filing

Remote Pickup

WDON—Commodore Broadcasting, Inc., area of Decatur, Ill.—Modification of construction permit (BPRE-468, as
(Continued on next page)

modified, which authorized construction of new remote pickup broadcast station) for extension of completion date.

WSIA—Commodore Broadcasting, Inc., Decatur, Ill.—Modification of construction permit (BPRE-68, as modified, which authorized construction of new remote pickup broadcast station) for extension of completion date.

KEGT—Tarrant Broadcasting Co., Portable-Mobile, area of Fort Worth, Tex.—License to cover construction permit (BPRE-472, which authorized change of transmitter, power from 2 watts to 1.75 watts, change from portable-mobile to mobile).

KAAD—Tarrant Broadcasting Co., Mobile area of Fort Worth, Tex.—License to cover construction permit (BPRY-319, which authorized change in transmitter, change power from 40 watts to 100 watts, change from portable-mobile to portable).

NEW—Kenneth Edward Rennekamp, area of Oil City, Pa.—Construction permit for a new remote pickup broadcast station to be operated on 2830 kc., power of 20 watts, emission A3, and hours of operation in accordance with Section 4.403.

Noncommercial Educational

NEW—Board of Education of the City of St. Louis, St. Louis, Mo.—Construction permit for a new non-commercial educational broadcast station to be operated on 42,500 kc., power of 3 KW, emission special, and unlimited hours of operation. Amended to change type transmitter, frequency from 42,500 kc. to "any frequency between 88 and 108 mc.", transmitter location and make changes in antenna system.

Federal Trade Commission Actions

COMPLAINT

The Federal Trade Commission has alleged unfair competition against the following firm. The respondent will be given an opportunity to show cause why a cease and desist order should not be issued against them.

Advertising Films—Unfair methods of competition tending to restrain trade and create a monopoly are charged in separate complaints issued by the Commission against four of the nation's largest producers and distributors of commercial advertising films.

The respondents are Ray-Bell Films, Inc. (5495), 2267 Ford Parkway, St. Paul, Minn.; Alexander Film Co. (5496), Colorado Springs, Colo.; United Film Ad Service, Inc. (5497), 2449 Charlotte St., Kansas City, Mo.; and Motion Picture Advertising Service Co., Inc. (5498), 1032 Carondelet St., New Orleans.

CEASE AND DESIST ORDER

Tag Manufacturers Institute, etc.—Thirty-one manufacturers of tags, pin tickets and other marking and pricing devices have been served by the Commission with an order to cease and desist from numerous practices which were found to be "part and parcel of a combination and conspiracy" to fix and maintain uniform prices for their products.

The order is also directed against the industry's trade association, the Tag Manufacturers Institute, 370 Lexington Ave., New York, and Frank H. Baxter, its secretary-treasurer and executive director. (4496)